



QIEY1. Which period of a child and young person's life do you think is the most important for shaping their future lives?

Base: All UK adults aged 16+

	Gender			Age									Ethnicity						Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2368	2390	1372	1470	1830	811	781	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Start of pregnancy to 5 years (early childhood)	860	306	553	191	274	395	59	132	129	144	134	97	762	93	11	22	23	37	521	339	458	401	863	
	18%	13%	23%	14%	18%	22%	10%	17%	17%	20%	18%	23%	19%	14%	16%	9%	15%	20%	18%	20%	22%	15%	18%	
	bdgoqw		ab	g	dg	adeghi		g	g	dg	dg	adeghi	oq					q		18%	20%	22%	15%	aw
5-11 years (primary school)	1079	607	472	293	359	427	111	182	189	171	193	75	936	135	21	36	39	40	715	365	472	608	1088	
	23%	27%	20%	21%	24%	24%	18%	24%	25%	23%	26%	22%	24%	21%	33%	15%	24%	22%	24%	21%	23%	23%	23%	
	caq	ac	ac	e	g	g		g	g	g	dg		q		oq		q			24%	21%	23%	23%	
11-16 years (secondary school)	864	517	347	293	310	262	155	138	157	153	124	41	717	139	14	55	35	34	595	269	359	505	856	
	18%	23%	15%	21%	21%	14%	26%	18%	21%	21%	17%	12%	18%	21%	21%	23%	22%	19%	595	269	359	505	856	
	cfmu	ac	ac	afkim	fkim	afefhjk	lm	flm	flm	flm	lm								u	20%	16%	18%	19%	18%
16-18 years (further education)	213	126	87	111	61	41	74	37	34	27	12	8	160	50	4	26	10	11	148	65	85	128	204	
	5%	6%	4%	8%	4%	2%	10%	5%	5%	4%	2%	3%	4%	8%	6%	11%	6%	6%	5%	4%	4%	5%	4%	
	fkim	c		afefhijk	fk		afefhijk	lm	fkim	fk	k		4%	an		an			u	5%	4%	4%	5%	4%
18-24 years (young adulthood)	232	127	104	141	55	36	85	56	31	24	21	8	157	73	2	41	13	18	161	71	94	138	224	
	5%	6%	4%	10%	4%	2%	14%	7%	4%	3%	3%	1%	4%	11%	3%	17%	8%	10%	5%	4%	5%	5%	5%	
	fkimn			afefhijk	lm		afefhijk	lm	fl	l			4%	anp		anopr	n		u	5%	4%	5%	5%	5%
All equally important	1268	506	760	296	378	593	99	197	187	192	217	114	1112	140	10	52	37	41	706	562	522	746	1275	
	27%	22%	32%	22%	24%	33%	16%	26%	26%	30%	36%	28%	28%	22%	15%	22%	23%	23%	24%	30%	32%	26%	28%	27%
	bdopt		ab	g	dg	adeghi		dg	g	dg	dg	adeghi	opq							24%	at	26%	v	27%
Don't know	135	73	62	33	43	59	13	20	19	24	34	9	121	10	3	3	2	2	82	53	48	87	138	
	3%	3%	3%	2%	3%	3%	2%	3%	3%	3%	5%	2%	3%	2%	5%	1%	1%	1%	8%	3%	2%	3%	3%	3%
	adgij																							
Prefer not to say	21	16	6	15	6	*	11	4	4	2	*	*	15	4	*	4	-	-	15	6	5	16	24	
	*	1%	*	1%	*	*	2%	1%	1%	*	*	*	*	1%	1%	2%	-	-	*	*	*	1%	1%	1%
	f	c		afkl	f		afefhijk	m	f	f						an								

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

QIEY1. Which period of a child and young person's life do you think is the most important for shaping their future lives?

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	3366	504	445	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	387	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Start of pregnancy to 5 years (early childhood)	860	29	104	68	71	66	81	73	125	98	714	43	77	25	665	142	192	324	184	87	848	11	621	232	527	321	520	237	863
	18%	16%	20%	18%	17%	19%	18%	18%	19%	16%	18%	20%	20%	19%	18%	18%	17%	19%	20%	19%	19%	7%	21%	15%	22%	15%	21%	16%	18%
	vz																						ax	ay	az	ab			
5-11 years (primary school)	1079	39	126	88	97	70	88	79	165	145	897	58	92	32	841	193	248	388	235	126	1055	24	663	404	563	503	594	360	1088
	23%	21%	24%	23%	24%	20%	20%	19%	26%	24%	23%	27%	24%	25%	23%	25%	22%	23%	26%	27%	24%	17%	22%	26%	23%	24%	24%	25%	23%
	h								h		gh							q	qr				aw						
11-16 years (secondary school)	864	32	77	76	78	62	76	83	109	142	735	36	66	27	694	119	226	339	158	96	792	56	551	303	410	426	437	312	856
	18%	17%	15%	20%	19%	18%	17%	21%	17%	23%	19%	16%	17%	21%	19%	15%	20%	20%	17%	21%	18%	39%	19%	55%	30%	17%	20%	18%	18%
	p									acg					p						au					y			aA
16-18 years (further education)	213	13	22	21	20	18	27	10	22	38	190	9	9	5	172	30	49	74	45	30	190	17	134	68	101	103	107	65	204
	5%	7%	4%	6%	5%	5%	6%	2%	3%	6%	5%	4%	2%	4%	5%	4%	4%	4%	5%	7%	4%	12%	4%	4%	4%	5%	4%	4%	4%
	m	hm		hm			hm			hm	hm				5%	4%	4%	4%	5%	7%	4%	12%	4%	4%	4%	5%	4%	4%	4%
18-24 years (young adulthood)	232	9	28	13	23	18	20	20	24	44	199	7	19	8	193	25	63	87	44	14	211	19	147	79	125	104	126	76	224
	5%	5%	5%	3%	6%	5%	5%	5%	4%	7%	5%	3%	5%	6%	5%	3%	5%	5%	5%	3%	5%	13%	5%	5%	5%	5%	5%	5%	5%
	p									adkl					p						au								
All equally important	1268	60	143	105	106	92	130	129	178	122	1065	58	114	31	928	240	315	468	231	98	1243	7	813	409	648	563	648	377	1275
	27%	32%	28%	27%	26%	27%	30%	32%	28%	27%	26%	29%	24%	26%	31%	27%	27%	28%	25%	21%	24%	17%	27%	26%	27%	27%	26%	26%	27%
	jt	j	j	j	j	j	j	j	j	j	j	j	j	j	ao	t	t	t	t	t	v								
Don't know	135	4	17	8	14	12	16	10	17	15	115	7	11	2	100	16	49	35	15	10	73	7	31	73	21	64	30	24	138
	3%	2%	3%	2%	4%	3%	4%	2%	3%	2%	3%	3%	3%	1%	3%	2%	4%	2%	2%	2%	2%	5%	1%	5%	1%	3%	1%	2%	3%
	uwvAB														3%	2%	ars	u			2%	5%	1%	5%	1%	3%	1%	2%	3%
Prefer not to say	21	*	1	4	3																								

	23%	26%	22%	27%	13%	21%	23%	24%	27%	26%	26%	24%	23%	26%	23%	23%	23%	24%	25%	23%	
11-16 years (secondary school)	864 18%	80 17%	9 15%	261 17%	19 27%	49 29%	173 15%	660 20%	57 23%	42 23%	262 23%	218 19%	627 19%	257 20%	510 19%	163 20%	172 20%	156 18%	190 21%	131 14%	856 18%
16-18 years (further education)	213 5%	20 4%	1 2%	62 5%	8 11%	9 5%	48 4%	152 5%	15 5%	7 4%	63 6%	53 5%	146 4%	81 6%	108 4%	56 7%	40 5%	45 5%	35 4%	27 3%	204 4%
18-24 years (young adulthood)	232 5%	16 3%	1 2%	43 4%	9 13%	6 3%	46 4%	173 5%	13 5%	3 1%	43 4%	69 6%	150 4%	76 6%	132 5%	48 6%	56 6%	44 5%	29 3%	41 5%	224 5%
All equally important	1268 27%	89 19%	14 24%	270 22%	10 15%	37 22%	381 32%	843 26%	68 24%	49 27%	241 22%	292 26%	941 28%	307 24%	714 27%	192 24%	215 25%	239 27%	251 28%	271 30%	1275 27%
Don't know	135 3%	5 1%	1 2%	10 1%	-	2 1%	36 3%	85 3%	2 1%	1 1%	9 1%	38 3%	80 2%	10 1%	61 2%	29 3%	23 3%	28 3%	20 2%	17 2%	138 3%
Prefer not to say	21 *	1 *	-	2 *	-	-	2 *	8 *	-	-	-	7 1%	4 *	4 *	6 *	7 1%	4 1%	-	1 *	1 *	24 1%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 6

QIEY2. How important, if at all, do you feel the period of early childhood is in shaping a person's future life?

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very important	3867 72%	1510 66%	1854 78%	891 65%	1064 72%	1412 78%	358 59%	533 70%	527 72%	552 75%	576 79%	285 81%	236 73%	2904 79%	432 64%	42 59%	140 76%	120 71%	130 75%	2076 71%	1291 75%	1531 75%	1836 70%	3365 72%
Fairly important	1060 23%	625 27%	434 18%	389 28%	342 23%	328 18%	200 33%	188 25%	186 25%	156 21%	146 20%	126 17%	57 16%	868 22%	180 28%	18 28%	83 35%	33 21%	46 25%	711 24%	349 20%	446 22%	613 23%	1055 23%
Not very important	125 3%	76 3%	49 2%	57 4%	43 3%	26 1%	27 4%	30 4%	15 2%	28 4%	13 2%	9 1%	3 1%	101 3%	24 4%	4 5%	9 4%	5 3%	7 4%	90 3%	35 2%	40 2%	86 3%	123 3%
Not at all important	17 *	12 1%	5 *	4 *	5 *	7 *	2 *	2 *	2 *	3 1%	5 1%	1 *	1 *	14 *	3 *	1 *	1 *	-	1 *	8 *	9 1%	2 *	15 1%	17 *
Don't know	104 2%	54 2%	49 2%	32 2%	32 2%	39 2%	20 3%	12 3%	11 3%	22 3%	21 3%	15 2%	3 1%	92 2%	7 1%	1 2%	6 2%	-	-	59 2%	45 3%	24 1%	36 1%	112 2%
Top 2: Important	4426 95%	2135 94%	2287 96%	1280 93%	1406 95%	1740 96%	558 92%	723 96%	683 93%	697 95%	701 96%	341 98%	172 95%	3772 95%	613 95%	59 92%	224 94%	154 97%	176 96%	2787 95%	1639 95%	1977 97%	2449 93%	4420 95%
Bot 2: Not important	142 3%	89 4%	53 2%	61 4%	48 3%	33 2%	29 5%	32 4%	17 2%	31 4%	18 2%	11 2%	4 1%	115 3%	27 4%	4 7%	10 4%	5 3%	8 4%	98 3%	44 3%	42 2%	100 4%	140 3%
NET: Difference	4284 92%	2046 90%	2234 93%	1219 89%	1358 91%	1707 94%	529 87%	690 90%	706 94%	652 89%	680 92%	337 96%	120 92%	3658 92%	586 91%	55 85%	214 90%	149 94%	168 92%	2689 91%	1595 92%	1935 95%	2349 89%	4280 92%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 7

QIEY2. How important, if at all, do you feel the period of early childhood is in shaping a person's future life?

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	380	275	372	333	559	550	336	504	502	300	3541	830	1150	1686	895	442	4420	140	2958	1511	2378	2118	2470	1459	4672
Weighted total	4672	187	518	383	411	341	459	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very important	3367 72%	134 72%	385 74%	273 71%	300 73%	250 73%	303 69%	489 72%	414 76%	414 68%	2840 72%	156 71%	276 71%	95 73%	2591 72%	581 76%	792 69%	1237 72%	675 74%	353 76%	3367 76%	-	2353 79%	956 61%	1931 80%	1351 65%	1883 76%	1015 70%	3365 72%
Fairly important	1060 23%	46 24%	102 20%	86 24%	88 22%	65 19%	107 24%	95 23%	128 20%	168 26%	886 23%	51 23%	94 24%	29 22%	831 23%	158 21%	275 24%	401 23%	200 22%	92 20%	1060 24%	-	542 18%	484 31%	409 29%	607 25%	514 21%	357 25%	1055 23%
Not very important	125 3%	5 3%	15 3%	10 3%	13 3%	13 4%	12 3%	8 2%	16 2%	15 2%	108 3%	6 3%	8 2%	3 2%	98 3%	14 2%	40 3%	42 2%	26 3%	9 2%	-	125 88%	52 2%	70 4%	43 2%	79 4%	45 2%	54 4%	123 3%
Not at all important	17 *	-	2 *	1 *	1 *	3 1%	1 *	1 *	2 *	2 *	15 *	1 *	-	1 *	12 *	3 *	4 *	4 *	7 1%	2 *	-	17 12%	6 1%	8 1%	4 *	8 *	5 *	7 *	17 *
Don't know	104 2%	2 1%	13 3%	12 3%	7 2%	10 3%	14 3%	10 1%	8 1%	9 1%	87 2%	5 2%	9 2%	2 1%	72 2%	13 2%	42 4%	30 2%	4 *	5 1%	-	-	17 1%	50 3%	14 1%	45 2%	18 1%	26 2%	112 2%
Top 2: Important	4426 95%	179 96%	487 94%	359 94%	389 95%	315 92%	411 94%	387 95%	618 96%	581 96%	3726 95%	207 94%	370 95%	124 95%	3422 95%	739 96%	1068 93%	1638 96%	876 96%	445 96%	4426 100%	-	2895 97%	1440 92%	2340 97%	1958 94%	2397 97%	1372 94%	4420 95%
Bot 2: Not important	142 3%	5 3%	18 3%	11 3%	15 4%	16 5%	14 3%	9 2%	18 3%	17 3%	122 3%	8 3%	4 2%	4 3%	111 3%	17 2%	44 4%	46 3%	34 4%	11 2%	-	142 100%	58 2%	79 4%	47 2%	88 4%	61 4%	140 3%	
NET: Difference	4284 92%	174 93%	470 91%	348 91%	374 91%	299 88%	397 91%	377 93%	600 93%	565 93%	3603 92%	200 91%	361 93%	120 92%	3311 92%	722 94%	1024 89%	1591 93%	842 92%	434 94%	4426 100%	-142 -100%	2837 96%	1361 87%	2293 95%	1871 89%	2347 95%	1311 90%	4280 92%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 8

QIEY2. How important, if at all, do you feel the period of early childhood is in shaping a person's future life?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	188	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	59	1023	64	144	1104	3015	247	160	972	993	3044	1216	2429	719	788	788	812	830	4191
Very important	3367	358	52	890	45	115	889	2372	205	137	824	771	2513	977	1921	550	603	638	676	705	3365
Fairly important	1060	97	4	274	18	42	247	764	63	39	250	293	723	259	647	202	224	185	202	174	1055
Not very important	125	16	-	30	6	9	21	92	8	4	32	34	84	28	70	33	25	26	13	15	123
Not at all important	17	1	-	4	-	-	8	7	2	2	3	6	9	4	5	6	5	2	1	2	17
Don't know	104	1	*	5	1	2	30	54	-	-	6	26	55	9	44	24	18	18	13	13	112
Top 2: Important	4426	455	56	1164	63	157	1136	3136	268	176	1074	1063	3236	1237	2568	753	827	824	878	880	4420
Bot 2: Not important	142	17	-	34	6	9	28	98	10	6	35	40	92	32	75	39	30	28	14	16	140
NET: Difference	4284	438	56	1129	57	148	1108	3037	258	171	1040	1023	3144	1205	2493	714	797	795	864	863	4280
	92%	92%	99%	94%	81%	88%	93%	92%	93%	94%	93%	91%	93%	94%	93%	88%	91%	91%	95%	95%	92%

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

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Table 11

QIEY3. How much, if anything, do you personally feel you know about each of the following?

Base : All UK adults aged 16+

	How children develop during their early childhood?	How a child's early experiences affect their later adult life?	How parents, carers, family and friends can help a child develop during their early childhood?	How local communities can play a role in supporting children, parents and carers during early childhood?	How employers can play a role in supporting children, parents and carers during early childhood?
Unweighted total	4672	4672	4672	4672	4672
Weighted total	4672	4672	4672	4672	4672
Effective base	4191	4191	4191	4191	4191
I know a great deal	996	1165	1204	691	587
I know a fair amount	1974	1872	1954	1583	1376
I know just a little	1247	1204	1101	1584	1526
I don't know anything at all	322	282	280	551	833
Not sure / don't know	133	149	133	262	351
Top 2: Great deal / fair amount	2969	3037	3157	2275	1963
Bottom 2: Just a little / nothing	1570	1486	1381	2135	2359
Top 3: Know something	4217	4241	4259	3859	3488
	90%	91%	91%	83%	75%

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Table 12

QIEY3.A. How much, if anything, do you personally feel you know about each of the following? How children develop during their early childhood?

Base : All UK adults aged 16+

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1736	1801	2391	4672
I know a great deal	996	418	576	338	323	335	119	220	167	156	124	142	69	798	188	16	60	70	41	685	310	512	484	1000
I know a fair amount	1974	922	1051	540	615	819	228	312	325	290	311	333	175	1693	260	26	86	62	86	1212	762	858	1115	1958
I know just a little	1247	669	577	367	412	469	192	212	200	194	184	91	1081	156	18	66	22	50	767	480	527	720	1249	
I don't know anything at all	322	197	125	84	102	136	43	41	35	67	76	49	11	296	24	3	14	3	4	198	125	116	206	332
Not sure / don't know	133	72	61	44	34	55	26	19	11	24	31	20	4	111	18	2	12	2	81	52	29	104	133	
Top 2: Great deal / fair amount	2969	1340	1627	878	938	1153	347	531	492	446	435	475	244	2491	448	42	146	132	128	1897	1072	1370	1599	2958
Bottom 2: Just a little / nothing	1570	866	702	451	514	605	235	216	247	267	271	233	101	1377	179	21	81	24	54	965	605	643	926	1581
Top 3: Know something	4217	2009	2204	1245	1350	1622	539	706	704	646	629	659	334	3572	604	60	212	154	177	2665	1552	1898	2319	4207
	90%	88%	92%	83%	81%	89%	75%	89%	92%	91%	88%	85%	75%	90%	94%	93%	89%	97%	96%	91%	90%	93%	88%	90%

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

* small base

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Table 13

QIEY3.A. How much, if anything, do you personally feel you know about each of the following? How children develop during their early childhood?

Base : All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	510	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
I know a great deal	996	39	111	80	90	62	69	88	125	180	842	46	76	32	796	150	213	329	208	164	980	13	996	-	865	126	580	322	1000
21%	21%	21%	21%	21%	22%	18%	16%	22%	19%	30%	21%	21%	20%	24%	22%	20%	18%	19%	23%	35%	22%	34%	-	36%	6%	24%	22%	21%	
I know a fair amount	1974	86	235	184	170	143	192	147	283	239	1680	92	148	53	1531	345	478	749	408	185	1915	45	1974	-	1254	703	1087	616	1958
42%	42%	46%	45%	48%	41%	42%	44%	36%	44%	39%	43%	42%	38%	41%	42%	45%	41%	44%	45%	40%	43%	32%	66%	-	52%	34%	44%	42%	42%
I know just a little	1247	43	124	85	113	95	133	122	179	143	1038	57	117	36	945	203	317	479	229	87	1178	53	-	1247	255	960	643	393	1249
27%	27%	23%	24%	22%	27%	28%	30%	26%	28%	23%	26%	26%	27%	27%	26%	28%	28%	25%	19%	27%	27%	37%	-	79%	11%	46%	26%	27%	
I don't know anything at all	322	16	30	23	25	26	36	38	38	30	263	21	31	8	234	60	96	114	53	24	263	26	-	322	19	249	122	101	332
7%	7%	8%	6%	6%	6%	8%	8%	9%	6%	5%	7%	10%	8%	6%	6%	8%	8%	7%	6%	5%	6%	18%	-	21%	1%	12%	5%	7%	
Not sure / don't know	133	3	18	10	13	16	9	11	19	15	112	3	15	2	99	11	49	43	15	1	91	5	-	-	9	53	34	27	133
3%	3%	3%	3%	3%	5%	2%	3%	3%	2%	3%	1%	4%	2%	2%	3%	1%	4%	3%	2%	*	2%	4%	-	-	*	3%	1%	2%	3%
Top 2: Great deal / fair amount	2969	125	345	264	260	205	261	235	407	420	2522	138	224	85	2327	496	691	1078	616	349	2895	58	2969	-	2119	829	1667	938	2958
64%	64%	67%	67%	69%	63%	60%	59%	58%	63%	69%	64%	63%	58%	65%	65%	60%	64%	63%	67%	76%	65%	41%	100%	-	88%	40%	68%	64%	63%
Bottom 2: Just a little / nothing	1570	59	155	108	138	120	169	160	218	172	1300	78	148	43	1179	263	413	593	282	111	1440	79	-	1570	274	1209	765	494	1581
34%	34%	32%	30%	28%	34%	35%	39%	39%	34%	28%	33%	38%	33%	33%	33%	34%	36%	35%	31%	24%	33%	56%	-	100%	11%	58%	31%	34%	34%
Top 3: Know something	4217	168	470	349	373	299	394	358	587	562	3560	195	341	121	3272	699	1009	1557	845	436	4072	111	2969	1247	2374	1789	2310	1331	4207
90%	90%	90%	91%	91%	88%	90%	88%	91%	92%	93%	90%	89%	88%	92%	91%	91%	87%	91%	93%	95%	92%	78%	100%	79%	99%	86%	94%	91%	90%

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

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Table 14

QIEY3.A. How much, if anything, do you personally feel you know about each of the following? How children develop during their early childhood?

Base : All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	163	1164	74	164	1233	3240	276	175	1078	1182	2792	2159	870	870	870	870	903	911	4672	
Weighted total	4672	473	177	1202	70*	168	1314	3288	278	182	1114	1130	3184	2687	875	875	875	905	909	909	4672	
Effective base	4191	419	150	1053	64	144	1104	2915	247	160	972	993	3044	2429	788	788	788	812	820	820	4672	
I know a great deal	996	178	14	407	19	40	250	179	57	366	239	725	455	462	203	206	195	185	157	1000		
21%	21%	38%	25%	34%	27%	24%	21%	22%	33%	31%	33%	21%	21%	36%	17%	25%	24%	22%	20%	17%		
I know a fair amount	1974	215	32	576	36	88	524	1373	136	91	545	477	1450	606	1134	346	355	363	401	411	1958	
42%	42%	45%	56%	48%	51%	42%	44%	42%	49%	50%	49%	42%	43%	47%	42%	42%	41%	42%	44%	45%		
I know just a little	1247	73	8	196	12	36	302	892	46	31	185	304	903	173	867	196	233	230	229	259	1249	
27%	27%	15%	15%	16%	18%	21%	25%	27%	17%	17%	17%	27%	27%	14%	32%	24%	27%	26%	25%	29%		
I don't know anything at all	322	6	2	16	*	5	81	228	4	3	16	80	230	37	184	47	61	55	76	55	332	
7%	7%	1%	4%	1%	*	3%	7%	7%	1%	2%	1%	7%	7%	3%	7%	6%	7%	6%	6%	7%		
Not sure / don't know	133	2	-	7	2	-	37	76	1	-	3	30	75	6	40	23	20	26	14	26	133	
3%	3%	*	-	1%	3%	-	3%	2%	*	-	*	3%	2%	*	1%	3%	2%	3%	2%	3%		
Top 2: Great deal / fair amount	2969	393	46	983	55	128	774	2092	227	148	910	716	2175	1061	1595	550	561	558	586	568	2958	
64%	64%	83%	81%	82%	79%	76%	65%	64%	82%	82%	82%	63%	64%	83%	59%	67%	64%	64%	65%	63%	63%	
Bottom 2: Just a little / nothing	1570	79	10	212	13	41	383	1120	50	34	201	383	1133	211	1051	243	294	285	305	314	1581	
34%	34%	17%	19%	18%	18%	24%	32%	34%	18%	18%	18%	34%	33%	16%	39%	30%	34%	33%	34%	35%	34%	
Top 3: Know something	4217	466	54	1179	68	164	1076	2984	273	179	1095	1020	3079	1234	2463	746	794	788	815	827	4207	
90%	90%	98%	96%	98%	97%	97%	90%	91%	98%	98%	98%	90%	91%	97%	92%	91%	91%	91%	90%	91%	90%	

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

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Table 17

QIEY3.B. How much, if anything, do you personally feel you know about each of the following? How a child's early experiences affect their later adult life?

Base : All UK adults aged 16+

	TOTAL (a)	Gender		Age							Ethnicity					Working status		Education		Unweighted Total				
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
I know a great deal	1165	510	653	411	376	377	151	260	203	173	144	162	70	951	200	17	69	68	45	783	382	577	588	1160
25%	25%	22%	27%	30%	25%	21%	25%	34%	27%	24%	20%	22%	20%	24%	31%	27%	29%	43%	25%	27%	27%	28%	22%	25%
I know a fair amount	1872	889	981	537	593	743	239	298	317	276	288	289	166	1578	277	28	90	66	94	1158	714	825	1048	1876

		ade fgh jkl												anq										
I know just a little	1204 26%	629 28%	574 24%	309 23%	387 26%	508 28%	149 25%	159 21%	180 24%	206 28%	211 29%	207 29%	90 26%	1067 27%	127 20%	15 23%	57 24%	20 13%	34 19%	746 25%	458 26%	500 24%	704 27%	1202 26%
I don't know anything at all	282 6%	173 8%	109 5%	71 5%	85 6%	126 7%	43 7%	28 4%	35 5%	49 7%	67 9%	46 6%	13 4%	256 6%	24 4%	2 3%	11 5%	4 2%	7 4%	178 6%	104 6%	100 5%	182 7%	284 6%
Not sure / don't know	149 3%	76 3%	73 3%	45 3%	46 3%	58 3%	25 4%	15 3%	31 2%	127 4%	26 3%	23 3%	10 3%	127 3%	18 3%	3 4%	11 5%	1 *	3 2%	79 3%	71 4%	42 2%	107 4%	150 3%
Top 2: Great deal / fair amount	3037 65%	1399 61%	1634 68%	948 62%	969 62%	1120 62%	390 64%	558 64%	520 61%	449 61%	432 59%	451 62%	237 68%	2529 64%	477 74%	45 69%	159 67%	134 84%	139 76%	1941 66%	1096 63%	1401 69%	1636 62%	3036 65%
Bottom 2: Just a little / nothing	1486 32%	802 35%	683 29%	380 28%	472 32%	634 35%	193 32%	187 24%	216 29%	256 35%	278 38%	254 35%	103 29%	1323 33%	150 23%	17 26%	68 29%	24 15%	41 23%	924 31%	562 32%	600 29%	886 34%	1486 32%
Top 3: Know something	4241 91%	2029 89%	2209 92%	1257 92%	1356 91%	1629 90%	539 89%	718 94%	701 93%	655 89%	643 87%	658 91%	327 94%	3596 90%	604 94%	60 93%	216 91%	154 97%	173 94%	2687 91%	1554 90%	1901 93%	2340 89%	4238 91%

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

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 Table 18

QIEY3.B. How much, if anything, do you personally feel you know about each of the following? How a child's early experiences affect their later adult life?

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	307	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	333	257	313	321	545	523	3260	193	304	205	3210	728	1056	1515	807	410	3968	125	2653	1417	2122	1905	2223	1304	4191
I know a great deal	1165 25%	42 23%	136 26%	87 23%	104 25%	79 23%	88 20%	101 25%	166 26%	191 32%	255 21%	46 21%	89 23%	25 27%	916 25%	188 24%	275 24%	396 23%	232 25%	175 38%	1142 26%	16 11%	1102 37%	58 4%	971 40%	188 9%	714 29%	345 24%	1160 25%
I know a fair amount	1872 40%	88 47%	196 38%	164 43%	164 40%	122 36%	176 40%	142 35%	257 40%	260 43%	1570 40%	96 40%	157 41%	50 38%	1478 41%	304 39%	424 37%	715 42%	382 42%	180 39%	1826 41%	38 27%	1510 51%	352 22%	1151 48%	698 33%	1014 41%	591 41%	1876 40%
I know just a little	1204 26%	37 20%	138 27%	100 26%	102 25%	104 31%	128 29%	116 29%	162 25%	124 20%	1011 26%	55 25%	102 26%	36 28%	901 25%	209 27%	314 27%	461 27%	231 25%	85 18%	1140 26%	46 33%	313 11%	873 56%	244 10%	938 45%	590 24%	407 28%	1202 26%
I don't know anything at all	282 6%	16 9%	28 5%	18 5%	30 7%	17 5%	34 8%	34 8%	37 6%	19 3%	233 6%	17 8%	24 6%	8 6%	205 6%	48 6%	85 7%	100 6%	50 6%	17 4%	214 5%	31 22%	214 1%	253 16%	208 1%	107 10%	84 4%	284 6%	
Not sure / don't know	149 3%	4 2%	20 4%	14 4%	11 3%	18 5%	12 3%	13 3%	22 3%	12 2%	127 3%	5 2%	15 4%	2 2%	106 3%	21 3%	56 5%	43 3%	17 2%	4 1%	103 2%	10 7%	21 1%	34 2%	15 3%	59 2%	40 31%	150 3%	
Top 2: Great deal / fair amount	3037 65%	130 70%	332 64%	250 65%	269 65%	201 59%	264 60%	243 60%	424 66%	452 74%	2564 65%	142 65%	246 63%	85 65%	2394 66%	492 64%	699 61%	1111 65%	614 67%	355 77%	2968 67%	54 38%	2612 88%	411 26%	2122 88%	886 42%	1728 70%	937 64%	3036 65%
Bottom 2: Just a little / nothing	1486 32%	53 28%	166 32%	118 31%	131 32%	122 36%	162 37%	150 37%	198 31%	184 24%	1243 32%	73 33%	126 33%	44 33%	1105 31%	257 33%	399 35%	560 33%	282 31%	103 22%	1355 31%	78 55%	337 11%	1125 72%	164 11%	1146 55%	697 28%	491 34%	1486 32%
Top 3: Know something	4241 91%	167 89%	470 91%	351 92%	371 90%	305 90%	392 89%	359 88%	585 91%	576 95%	3575 91%	197 90%	348 90%	121 93%	3294 91%	701 91%	1012 88%	1571 92%	845 93%	440 95%	4108 93%	101 71%	2925 99%	1283 82%	2366 98%	1823 87%	2318 94%	1343 92%	4238 91%

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

125-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 19

QIEY3.B. How much, if anything, do you personally feel you know about each of the following? How a child's early experiences affect their later adult life?

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	413	50	1093	64	144	1104	2915	247	160	972	993	3044	1170	2429	719	788	785	812	820	4191	
I know a great deal	1165 25%	194 41%	19 33%	444 37%	25 35%	43 26%	313 26%	814 25%	84 20%	401 36%	305 26%	305 27%	834 25%	553 21%	240 29%	240 29%	209 24%	208 25%	195 21%	1160 25%		
I know a fair amount	1872 40%	198 42%	27 48%	511 43%	29 42%	80 48%	485 41%	1321 40%	120 43%	79 43%	481 43%	437 39%	1379 41%	546 43%	1109 41%	321 39%	346 40%	369 42%	368 41%	378 42%	1876 40%	
I know just a little	1204 26%	73 15%	11 19%	220 18%	14 20%	39 23%	280 23%	873 20%	52 19%	34 19%	207 19%	280 25%	889 26%	188 15%	820 23%	188 23%	202 23%	210 24%	258 29%	252 28%	1202 26%	
I don't know anything at all	282 6%	5 1%	-	16 1%	-	4 3%	69 6%	198 6%	3 1%	2 1%	16 1%	70 6%	201 6%	27 2%	39 5%	49 6%	54 6%	54 6%	55 6%	284 6%		
Not sure / don't know	149 3%	3 1%	-	11 1%	2 2%	1 1%	47 4%	82 3%	2 1%	1 1%	9 1%	38 3%	81 2%	12 1%	40 1%	27 3%	26 3%	28 3%	17 2%	29 3%	150 3%	
Top 2: Great deal / fair amount	3037 65%	392 83%	46 81%	955 79%	54 77%	123 73%	799 67%	2135 65%	221 79%	144 79%	883 79%	742 66%	2213 65%	1050 80%	1662 62%	560 69%	598 68%	578 66%	576 64%	573 63%	3036 65%	
Bottom 2: Just a little / nothing	1486 32%	78 17%	11 19%	236 20%	14 20%	44 26%	349 29%	1071 33%	55 20%	37 20%	223 20%	350 31%	1090 32%	215 17%	985 37%	228 28%	251 29%	264 30%	312 35%	307 34%	1486 32%	
Top 3: Know something	4241 91%	465 98%	57 100%	1175 98%	68 98%	162 98%	1078 90%	3008 91%	273 91%	178 91%	1090 90%	1022 90%	3102 92%	1238 90%	2482 92%	749 92%	799 91%	788 91%	835 92%	824 91%	4238 91%	

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

QIEY3.C. How much, if anything, do you personally feel you know about each of the following? How parents, carers, family and friends can help a child develop during their early childhood?

Base: All UK adults aged 16+

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2368	2304	1372	1470	1830	611	781	733	737	745	353	4908	965	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2394	1373	1487	1813	36	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
I know a great deal	1204 26%	525 23%	677 28%	417 aefgjk	377 k	410 23%	143 23%	275 28%	211 23%	166 21%	152 24%	83 24%	966 24%	226 35%	19 29%	67 28%	80 50%	61 33%	800 27%	404 23%	625 31%	579 22%	1204 26%	
I know a fair amount	1954 42%	934 41%	1018 43%	538 39%	603 41%	812 45%	247 41%	291 38%	300 40%	303 41%	326 44%	174 50%	1680 42%	256 40%	21 32%	96 40%	62 39%	77 42%	1209 41%	745 43%	821 40%	1133 43%	1946 42%	
I know just a little	1101 24%	580 25%	520 22%	311 23%	373 25%	417 23%	161 26%	150 20%	185 25%	189 26%	167 23%	72 21%	966 24%	122 19%	21 32%	56 23%	15 10%	30 17%	685 23%	416 24%	456 22%	645 25%	1110 24%	
I don't know anything at all	280 6%	167 7%	113 5%	66 5%	90 6%	124 7%	36 6%	30 4%	36 5%	54 7%	68 9%	12 3%	257 6%	22 3%	3 4%	8 4%	1 1%	10 6%	173 6%	107 6%	104 5%	176 7%	279 6%	
Not sure / don't know	133 3%	72 3%	62 3%	41 3%	43 3%	50 3%	20 3%	20 3%	23 3%	23 3%	19 3%	8 2%	110 3%	19 3%	2 3%	12 5%	1 *	4 2%	77 3%	56 3%	36 2%	97 4%	133 3%	
Top 2: Great deal / fair amount	3157 68%	1459 64%	1695 71%	955 egjk	980 66%	1222 67%	390 64%	565 81%	510 68%	470 64%	478 65%	257 74%	2646 66%	483 75%	40 61%	163 68%	142 anopqs	139 p	2008 68%	1149 66%	1446 aw	1712 65%	3150 67%	
Bottom 2: Just a little / nothing	1381 30%	747 33%	633 26%	377 27%	464 31%	541 30%	197 32%	180 23%	221 29%	243 33%	235 32%	85 24%	1223 31%	144 22%	23 36%	64 27%	16 10%	41 22%	858 29%	523 30%	561 27%	820 31%	1389 30%	
Top 3: Know something	4259 91%	2039 90%	2215 93%	1266 jk	1353 k	1639 90%	390 91%	565 93%	510 93%	470 90%	478 88%	257 94%	2646 91%	483 94%	40 93%	163 92%	142 anopqs	139 p	2008 92%	1149 91%	1446 aw	1712 90%	4260 91%	

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

QIEY3.C. How much, if anything, do you personally feel you know about each of the following? How parents, carers, family and friends can help a child develop during their early childhood?

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	490	275	372	338	559	500	3386	504	338	300	3541	1198	1086	895	4420	4420	140	2378	2118	2470	1439	4672			
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	311	3605	769	1153	1714	913	462	4416	142	2959	1570	2402	2091	2466	4672	
Effective base	4191	153	432	328	338	267	363	324	545	523	3260	493	295	3210	718	1066	1515	802	410	3968	125	2653	2223	2128	1905	2223	1294	4672	
I know a great deal	1204 26%	47 25%	138 27%	112 29%	109 27%	77 23%	79 18%	93 23%	158 25%	205 34%	1019 26%	57 26%	93 24%	35 27%	949 26%	195 25%	268 23%	396 23%	249 27%	200 43%	1178 27%	21 14%	1139 38%	61 4%	1006 42%	192 9%	273 28%	377 26%	
I know a fair amount	1954 42%	74 40%	226 44%	158 41%	167 41%	146 43%	196 45%	158 39%	281 44%	243 40%	1650 42%	92 42%	158 41%	53 41%	1518 42%	333 43%	454 39%	764 45%	394 43%	167 36%	1917 43%	34 24%	1573 53%	366 23%	1151 48%	776 37%	1068 43%	628 43%	1946 42%
I know just a little	1101 24%	52 28%	107 21%	82 21%	99 24%	83 24%	115 26%	103 25%	159 25%	120 20%	919 23%	52 23%	96 25%	34 26%	839 23%	177 23%	304 26%	411 24%	203 22%	74 16%	1025 23%	53 37%	238 8%	849 54%	218 9%	856 41%	552 23%	350 24%	1110 24%
I don't know anything at all	280 6%	10 6%	26 5%	20 5%	24 6%	18 5%	38 9%	39 10%	29 5%	26 4%	231 6%	15 7%	27 7%	6 5%	206 6%	51 7%	79 7%	100 6%	56 6%	18 4%	215 5%	30 21%	9 *	270 17%	14 1%	213 10%	81 6%	279 6%	
Not sure / don't know	133 3%	4 2%	21 4%	10 3%	11 3%	16 5%	10 2%	12 3%	17 3%	14 2%	115 3%	3 1%	13 3%	2 2%	93 3%	14 2%	48 4%	43 2%	11 1%	3 1%	92 2%	4 3%	10 *	24 2%	53 1%	32 1%	23 2%	133 3%	
Top 2: Great deal / fair amount	3157 68%	121 65%	364 70%	270 71%	276 67%	224 66%	276 63%	251 62%	439 68%	448 74%	2669 68%	149 68%	251 65%	88 67%	2467 68%	528 69%	723 63%	1160 68%	643 70%	367 79%	3095 70%	54 38%	2713 91%	427 27%	2158 90%	968 46%	1770 72%	1005 69%	3150 67%
Bottom 2: Just a little / nothing	1381 30%	62 33%	132 26%	102 27%	123 30%	101 30%	153 35%	143 35%	188 29%	143 24%	888 24%	67 31%	123 32%	41 31%	1045 29%	227 30%	383 33%	511 30%	259 28%	92 20%	1240 28%	83 59%	247 8%	1119 71%	232 10%	1069 51%	663 27%	431 30%	1389 30%
Top 3: Know something	4259 91%	172 92%	471 91%	352 92%	376 92%	306 90%	391 89%	355 87%	598 93%	567 93%	3589 91%	201 91%	347 90%	122 93%	3306 92%	705 92%	1027 89%	1572 92%	847 93%	441 96%	4119 93%	107 76%	2951 99%	1276 81%	2375 99%	1824 87%	2322 94%	1355 93%	4260 91%

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

QIEY3.C. How much, if anything, do you personally feel you know about each of the following? How parents, carers, family and friends can help a child develop during their early childhood?

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	450	63	1164	74	164	1233	3280	276	175	1078	1182	3370	1259	2702	809	870	882	908	911	4672
Weighted total	4672	473	27	1102	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	905	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	1204 26%	221 47%	16 28%	498 41%	26 37%	42 25%	309 26%	864 26%	112 40%	61 34%	451 40%	306 27%	869 26%	540 42%	565 21%	243 30%	247 28%	228 26%	221 24%	204 22%	1204 26%

I know a fair amount	1954 42%	186 39%	36 63% ab	513 43%	29 42%	83 50%	487 41%	1394 42%	115 41%	81 45%	486 44%	450 40%	1452 43%	532 42%	1186 44%	325 40%	352 40%	383 44%	391 43%	401 44%	1946 42%
I know just a little	1101 24%	55 12%	5 8%	168 14%	13 18%	38 23%	278 23%	771 23%	48 17%	37 20%	158 14%	270 24%	793 23%	162 13%	741 28%	177 22%	201 23%	189 22%	216 24%	233 26%	1110 24%
I don't know anything at all	280 6%	7 1%	- -	16 1%	- -	3 2%	78 7%	188 6%	3 1%	1 1%	12 1%	67 6%	200 6%	35 3%	157 6%	44 5%	55 6%	46 5%	65 7%	46 5%	279 6%
Not sure / don't know	133 3%	5 1%	* 1%	8 1%	2 2%	3 2%	42 3%	72 2%	1 *	1 1%	8 1%	36 3%	70 2%	9 1%	38 1%	26 3%	20 2%	23 3%	13 1%	25 3%	133 3%
Top 2: Great deal / fair amount	3157 68%	406 86%	51 91%	1011 84%	55 79%	125 74%	796 67%	2257 69%	227 81%	142 78%	937 84%	756 67%	2321 69%	1072 84%	1751 65%	568 70%	599 68%	611 70%	612 68%	604 67%	3150 67%
Bottom 2: Just a little / nothing	1381 30%	62 13%	5 8%	184 15%	13 18%	41 24%	357 30%	959 29%	50 18%	38 21%	170 15%	337 30%	992 29%	197 15%	898 33%	221 27%	257 29%	235 27%	280 31%	279 31%	1389 30%
Top 3: Know something	4259 91%	462 98%	56 99%	1179 98%	68 97%	163 97%	1074 92%	3028 92%	274 99%	179 99%	1094 98%	1026 91%	3114 92%	1234 97%	2492 93%	745 91%	800 91%	800 92%	828 91%	837 92%	4260 91%

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

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 Table 27

QIEY3.D. How much, if anything, do you personally feel you know about each of the following? How local communities can play a role in supporting children, parents and carers during early childhood?

Base: All UK adults aged 16+

	Gender			Age											Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excluding White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672		
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672		
Effective base	4101	2033	2122	1227	1312	1653	541	685	653	659	657	323	3553	492	64	212	152	94	2492	1725	1901	2391	4672		
I know a great deal	691 15%	362 16%	328 14%	316 23%	231 16%	328 8%	111 18%	205 27%	147 20%	84 11%	59 8%	19 5%	529 13%	19 24%	19	36	64	43	539	152	403	288	689		
I know a fair amount	1583 34%	712 31%	870 36%	500 36%	509 34%	574 32%	213 35%	286 37%	274 36%	236 32%	235 32%	106 30%	1315 33%	254 39%	24	99	64	66	1038	545	692	891	1570		
I know just a little	1584 34%	782 34%	801 34%	399 29%	505 34%	680 38%	203 33%	196 26%	232 31%	253 37%	280 34%	147 42%	1414 36%	157 24%	21	62	24	50	930	655	681	903	1592		
I don't know anything at all	551 12%	304 13%	246 10%	97 7%	169 11%	284 16%	50 8%	47 6%	70 9%	99 13%	130 18%	46 13%	498 13%	46 7%	4	22	2	19	305	247	196	355	559		
Not sure / don't know	262 6%	118 5%	144 6%	61 4%	72 5%	129 7%	30 5%	31 4%	27 4%	44 6%	44 6%	31 9%	224 6%	32 5%	3	19	4	6	132	130	70	192	262		
Top 2: Great deal / fair amount	2275 49%	1074 47%	1198 50%	816 59%	740 50%	718 40%	325 53%	491 64%	421 56%	320 43%	308 42%	125 36%	1844 46%	410 64%	38	135	128	109	1578	697	1096	1179	2259		
Bottom 2: Just a little / nothing	2135 46%	1086 48%	1047 44%	496 36%	675 45%	965 53%	253 42%	243 32%	303 40%	308 43%	388 53%	193 55%	1912 48%	203 31%	24	84	26	69	1234	901	877	1258	2151		
Top 3: Know something	3859 83%	1856 81%	2000 84%	1215 88%	1246 84%	1399 77%	527 87%	687 90%	653 87%	593 81%	561 76%	272 78%	3258 82%	567 88%	58	198	153	87%	2507	1352	1777	2082	3851		

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 28

QIEY3.D. How much, if anything, do you personally feel you know about each of the following? How local communities can play a role in supporting children, parents and carers during early childhood?

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4101	153	428	328	339	257	368	324	545	523	3260	203	353	104	3210	723	1056	1515	802	410	3968	125	2953	1575	2325	2023	2223	1204	4672
I know a great deal	691 15%	14 8%	76 15%	52 14%	61 15%	49 14%	55 13%	50 12%	81 13%	141 23%	579 15%	32 15%	56 14%	24 19%	557 15%	98 13%	139	225	151	141	673	14	648	42	602	87	437	198	689
I know a fair amount	1583 34%	73 39%	172 33%	125 33%	139 34%	100 29%	138 32%	134 33%	230 36%	238 39%	1351 34%	77 35%	117 30%	39 30%	1251 35%	253 33%	354	587	323	188	1548	30	1370	208	1078	490	907	478	1570
I know just a little	1584 34%	68 37%	181 35%	142 37%	145 35%	117 34%	161 37%	134 33%	211 33%	162 27%	1320 34%	70 32%	145 37%	50 38%	1191 33%	291 38%	412	610	306	101	1512	52	757	811	574	976	822	532	1592
I don't know anything at all	551 12%	18 9%	59 11%	44 12%	41 10%	45 13%	61 14%	66 13%	82 13%	41 7%	458 12%	30 14%	50 13%	12 10%	422 12%	91 12%	153	207	102	28	477	38	108	434	82	420	212	192	559
Not sure / don't know	262 6%	13 7%	30 6%	19 5%	24 6%	31 9%	23 5%	22 5%	40 6%	25 4%	228 6%	10 4%	20 5%	5 4%	184 5%	36 5%	95	85	31	4	216	8	87	75	65	118	88	57	262
Top 2: Great deal / fair amount	2275 49%	87 47%	248 48%	178 46%	200 49%	148 43%	194 44%	184 45%	311 48%	379 62%	1930 49%	109 50%	173 45%	63 48%	1808 50%	351 46%	493	812	474	329	2221	44	2018	250	1680	577	1343	677	2259
Bottom 2: Just a little / nothing	2135 46%	86 46%	240 46%	186 49%	186 45%	162 47%	222 51%	200 49%	293 45%	203 33%	1778 45%	100 46%	195 50%	62 48%	1613 45%	382 50%	565	817	408	129	1989	89	865	1245	657	1396	1035	724	2151
Top 3: Know something	3859 83%	156 83%	429 83%	319 83%	346 84%	265 78%	354 81%	318 78%	522 81%	541 89%	3249 83%	179 82%	317 82%	113 87%	2999 83%	642 83%	905	1422	780	429	3733	96	2775	1061	2255	1552	2166	1209	3851

xz	fgghikm
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r/s/t - a/u/v - a/w/x - a/y/z - a/A/B
 * small base

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 Table 29

QIEY3.D. How much, if anything, do you personally feel you know about each of the following? How local communities can play a role in supporting children, parents and carers during early childhood?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	413	50	1053	64	144	1104	2915	247	150	1124	923	3044	1120	2429	749	738	735	812	820	4672
I know a great deal	691	153	11	334	17	30	152	520	67	37	312	169	505	412	247	166	154	129	106	99	689
15% ost		32% a	19% c	28% af	24% a	18% g	13% g	16% g	24% a	20% a	28% aj	15% ao	15% ao	32% ao	9% t	20% arst	18% ast	15% t	12% t	11% t	15%
I know a fair amount	1583	197	29	501	30	68	378	1134	118	76	459	386	1148	559	897	295	280	303	306	320	1570
34% a		42% a	51% a	42% a	43% a	41% a	32% a	34% a	42% a	42% a	41% a	34% a	34% a	44% a	33% ao	36% a	32% a	35% a	34% a	35% a	34%
I know just a little	1584	104	12	286	19	64	422	1099	74	53	278	366	1168	245	1112	237	294	284	343	325	1592
34% a		22% a	22% a	24% a	27% a	38% a	35% a	33% a	27% a	29% a	25% a	32% a	35% a	19% a	41% a	29% a	34% a	33% a	38% a	36% a	34%
I don't know anything at all	551	9	3	51	2	5	163	372	17	13	39	145	392	41	341	77	102	103	118	113	559
12% bdefikn		2% b	6% c	4% d	3% e	3% f	14% h	11% h	6% i	7% k	4% l	13% m	12% m	3% n	13% n	9% o	12% o	12% o	13% o	12% o	12%
Not sure / don't know	262	11	1	30	2	2	79	162	4	2	26	64	170	21	90	40	46	51	32	51	262
6% bdfjknos		2% b	2% c	3% d	2% e	1% f	7% h	5% h	1% i	1% k	2% l	6% m	5% m	2% n	3% n	5% o	5% o	6% s	4% t	6% t	6%
Top 2: Great deal / fair amount	2275	350	39	836	47	98	1655	184	113	772	555	1653	971	1144	461	434	432	412	420	420	2259
49% a		74% a	70% a	70% af	67% a	58% a	44% g	50% g	66% g	62% g	69% g	49% a	49% a	76% a	43% aqrst	57% aqrst	50% aqrst	50% aqrst	46% aqrst	46% aqrst	48%
Bottom 2: Just a little / nothing	2135	113	16	336	21	68	585	1471	90	67	317	511	1560	286	1452	314	396	387	461	438	2151
46% bcdeijkn		24% a	28% a	28% a	31% d	41% d	49% h	45% h	32% i	37% k	28% l	45% m	46% m	22% an	54% an	38% p	45% p	44% p	51% p	48% p	46%
Top 3: Know something	3859	454	52	1122	66	162	952	2754	258	166	1049	921	2821	1216	2256	698	727	716	755	745	3851
83% g		96% a	92% a	93% a	94% a	96% a	80% g	84% g	93% a	91% a	94% a	82% g	83% g	95% ao	84% a	86% a	83% a	82% a	83% a	82% a	82%

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

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 Table 32

QIEY3.E. How much, if anything, do you personally feel you know about each of the following? How employers can play a role in supporting children, parents and carers during early childhood?

Base : All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2368	2304	1372	1470	611	781	733	737	745	732	353	4908	565	68	226	172	99	2765	1907	3014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
I know a great deal	587	283	302	279	172	135	83	195	102	70	61	59	16	448	131	12	39	52	29	460	126	344	243	579
13% fjkmu		12% b	13% c	20% aefgj	12% fkim	7% h	14% fkim	10% m	14% fkim	10% m	8% m	4% m	11% an	20% an	18% p	16% n	33% anopqs	16% au	16% au	17% aw	17% aw	9% aw	12% aw	
I know a fair amount	1376	672	703	454	496	426	192	263	233	196	165	65	1136	229	18	82	70	59	967	409	647	730	1354	
29% w		30% b	29% c	33% afkim	33% afkim	24% m	32% flm	34% afkim	35% afkim	32% fkim	27% m	23% m	29% an	35% an	27% p	34% q	44% anopq	32% au	33% au	24% at	32% av	28% w	29% w	
I know just a little	1526	745	780	408	467	651	199	210	239	228	234	138	1345	164	19	61	27	58	902	624	662	864	1546	
33% hoqr		33% b	33% c	30% d	31% e	36% f	33% h	32% i	32% j	32% k	28% l	13% m	34% n	25% o	29% p	26% q	17% r	31% s	31% t	36% u	32% v	36% w	33% x	
I don't know anything at all	833	428	404	162	248	423	103	60	103	145	184	155	84	753	75	10	31	6	432	401	286	547	839	
18% v		19% b	17% c	12% dh	17% dh	23% adeghi	17% dh	8% dh	14% dh	20% dh	25% dh	24% j	19% oqr	12% r	16% r	13% r	4% s	15% t	15% u	23% at	14% av	21% av	18% av	
Not sure / don't know	351	149	201	69	103	178	31	38	43	60	71	47	297	46	7	25	4	10	183	168	105	246	354	
8% dghrtv		7% b	8% c	5% d	7% e	10% adeghi	5% f	5% g	6% h	8% i	10% j	13% k	7% l	7% m	10% n	11% o	3% p	5% q	6% r	10% s	5% t	9% u	8% v	
Top 2: Great deal / fair amount	1963	956	1005	733	668	561	275	458	365	303	257	224	1584	360	29	121	122	88	1427	536	990	973	1933	
42% fklmmu		42% b	42% c	42% aefgjk	45% fkim	31% m	45% fkim	49% adefgi	41% afjklm	45% fkim	31% m	23% m	40% an	36% an	45% p	51% q	77% anopqs	48% au	48% au	48% av	48% av	37% aw	41% aw	
Bottom 2: Just a little / nothing	2359	1173	1184	571	715	1073	301	269	342	373	418	222	2098	239	29	93	32	85	1333	1025	948	1411	2385	
50% dhioqr		51% b	50% c	42% h	48% h	59% adeghi	50% dh	35% dh	46% h	51% dh	57% adeghi	64% adeghi	53% aoqr	37% r	44% r	39% r	21% s	47% t	45% u	59% at	46% av	54% av	51% av	
Top 3: Know something	3488	1700	1785	1141	1135	1212	474	668	604	531	491	502	2929	525	48	182	149	146	2329	1160	1652	1836	3479	
75% fklmuw		75% b	75% c	83% aefgjk	76% fkim	67% m	78% fkim	87% adefgi	80% afjklm	72% fkim	67% m	63% m	74% an	81% an	74% p	76% q	94% anopqs	80% au	79% au	67% at	81% av	70% av	74% av	

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

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 Table 33

QIEY3.E. How much, if anything, do you personally feel you know about each of the following? How employers can play a role in supporting children, parents and carers during early childhood?

Base : All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672

I know a great deal	587 13% lqrv xz	21 11%	71 14% i	53 14% i	61 15% ghi	39 12%	40 9%	37 9%	56 9%	122 20% fghikm n	500 13% i	24 11%	44 11%	18 14% i	477 13%	82 11%	116 10%	176 10%	134 15% qr	133 29% agrs	578 13% v	6 4%	557 19% ax	23 1%	491 20% az	92 4%	363 15% aB	170 12%	579 12%
I know a fair amount	1376 29% qvwz	59 31%	144 28%	97 25%	126 31% 31%	99 29%	121 28%	128 31%	193 30%	207 34% acdg kmn	1174 30%	64 29%	104 27%	34 26%	1063 29%	233 30%	276 24%	516 30% q	301 33% aq	178 38% aqr	1338 30% v	28 20%	1172 39% ax	200 13%	954 40% az	410 20%	796 32% aB	405 28%	1354 29%
I know just a little	1526 33% twy	58 31%	177 34%	130 31%	128 31%	92 27%	149 34%	134 33%	219 34%	181 30% f	1268 32%	78 36% fj	132 34% f	48 36% f	1175 33%	254 33%	399 35% t	578 34% t	309 34% t	96 21% t	1457 33% aw	55 39%	812 27% ay	704 45% aw	616 26% ay	889 43% ay	810 33% ay	506 35% A	1546 33%
I don't know anything at all	833 18% jstw yA	32 17% j	85 16% j	77 20% j	64 16% j	76 22% ej	90 21% j	85 20% j	127 21% j	57 9% j	694 18% j	39 18% j	78 20% j	23 18% j	631 18% ast	149 19%	239 21% ast	323 19% st	136 15% t	44 9% t	751 17% au	44 31% au	268 9% aw	554 35% aw	218 9% ay	558 27% ay	371 15% A	287 20% A	839 18%
Not sure / don't know	351 8% stwsy A	17 9%	42 8%	26 7%	31 8%	34 10% h	38 9%	21 5%	49 8%	41 7%	299 8%	14 6%	29 8%	8 6%	258 7% arst	52 7%	124 11% arst	121 7% st	34 4% st	11 2%	303 7% st	9 6%	160 5% st	89 6%	122 5% st	141 7% st	126 5% st	90 6% st	354 8%
Top 2: Great deal / fair amount	1963 42% qvwz	80 43%	214 41%	150 39%	188 46% gim	138 40%	162 37%	165 41%	249 39%	329 54% abcd efghik mn	1674 43% g	89 40%	148 38%	52 40%	1540 43% q	314 41%	392 34% q	691 40% aq	435 48% aq	311 67% aqrs	1916 43% v	34 24%	1729 58% ax	223 14%	1446 60% az	502 24%	1159 47% aB	576 39%	1933 41%
Bottom 2: Just a little / nothing	2359 50% jtwy A	90 48%	262 51% j	207 54% j	192 47% j	168 49% j	239 55% ej	219 54% j	346 54% j	238 39% j	1961 50% j	117 53% j	210 54% ej	70 54% j	1807 50% ast	403 52%	638 55% ast	901 53% t	444 49% t	140 30% t	2208 50% au	99 70% au	1080 36% aw	1258 80% aw	835 35% ay	1448 69% ay	1180 48% aA	792 54% aA	2385 51%
Top 3: Know something	3488 75% fqvx z	138 74%	391 76% f	280 73% f	315 77% f	230 68%	311 71%	299 74%	468 73%	510 84% abcd efghik mn	2942 75% f	167 76% f	280 72% f	100 76% f	2715 75% f	568 74%	790 69% q	1270 74% q	744 81% aq	407 88% aqrs	3372 76% v	89 63% ax	2541 86% ax	927 59% ay	2062 86% az	1391 67% ay	1969 80% aB	1081 74% aB	3479 74%

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

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 Table 34

QIEY3.E. How much, if anything, do you personally feel you know about each of the following? How employers can play a role in supporting children, parents and carers during early childhood?

Base: All UK adults aged 16+

	TOTAL (n)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)		Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	465	63	1164	74	164	3233	3240	216	175	1078	1122	3370	3259	2702	865	870	882	903	311	4672	
Weighted total	4672	473	57*	1202	70*	168	3194	3288	278	182	1114	1130	3384	3278	2687	815	875	870	909	311	4672	
Effective base	4191	419	50	1053	64	144	3104	3244	247	160	972	993	3044	3044	2429	719	788	788	812	820	4672	
I know a great deal	587 13% ot	127 27% a	9 15% a	275 23% af	15 21% af	17 10% a	132 11% a	439 13% a	53 19% ao	32 17% a	248 22% a	131 12% a	441 13% a	368 29% ao	196 7% ao	140 17% arst	128 15% t	105 12% t	104 11% t	82 9% t	579 12% t	
I know a fair amount	1376 29% ot	197 42% a	24 42% a	496 41% af	32 46% af	65 39% a	300 25% g	1017 31% g	106 38% g	61 34% g	471 42% g	351 31% g	986 29% g	565 44% ao	724 27% ao	254 31% arst	255 29% t	264 30% t	275 30% t	248 27% t	1354 29% t	
I know just a little	1526 33% bdknp	108 23% bdknp	17 31% bdknp	294 24% bdknp	15 22% d	59 35% d	391 33% d	1069 33% d	75 27% d	55 30% d	277 25% d	363 32% d	1112 33% d	254 20% an	1113 41% an	233 29% an	273 31% an	285 33% an	295 33% an	343 38% an	1546 33% an	
I don't know anything at all	833 18% bdlek	26 6% bdlek	5 9% bdlek	94 8% bdlek	5 6% bdlek	21 12% bdlek	261 22% k	552 17% k	39 14% k	31 17% k	76 7% k	200 18% k	615 18% k	66 5% an	533 20% an	136 17% an	157 18% an	151 17% an	183 20% an	154 17% an	839 18% an	
Not sure / don't know	351 8% bdijknos	15 3% bdijknos	2 3% bdijknos	43 4% bdijknos	3 4% bdijknos	6 4% bdijknos	110 9% h	212 6% h	6 2% h	3 2% h	42 4% h	85 8% h	229 7% h	25 2% n	121 4% n	53 6% st	62 7% st	65 7% st	48 5% st	82 9% st	354 8% st	
Top 2: Great deal / fair amount	1963 42% got	324 68% a	32 57% a	771 64% af	47 67% af	82 49% a	432 36% g	1456 44% g	158 57% a	93 51% a	719 65% aj	482 43% a	1427 42% a	932 73% ao	921 34% ao	394 48% arst	383 44% t	369 42% t	378 42% t	330 36% t	1933 41% t	
Bottom 2: Just a little / nothing	2359 50% bdleknp	134 28% bdleknp	23 40% bdleknp	389 32% bdleknp	20 28% bdleknp	80 47% bdleknp	652 55% k	1621 49% k	114 41% k	86 47% k	353 32% k	563 50% k	1727 51% k	320 25% an	1645 61% an	369 45% an	430 49% an	436 50% an	479 53% an	496 55% an	2385 51% an	
Top 3: Know something	3488 75% g	432 91% a	50 88% a	1065 89% a	62 89% a	141 84% a	823 69% g	2525 77% g	233 84% a	147 81% a	996 89% aj	844 75% a	2539 75% a	1186 93% ao	2033 76% ao	627 77% st	656 75% st	654 75% st	674 74% st	673 74% st	3479 74% st	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 37

QIEY7. To what extent do you agree or disagree with each of the following statements?

Base: All UK adults aged 16+

	The development of children in early childhood is currently a top priority for wider society	The development of children in early childhood should be more of a priority for wider society	There is not enough support for parents, carers and children to help children develop in their early childhood	The development of children in their early childhood should not be a priority given the other problems facing society in the UK	During early childhood children get the care and support they need from their parents and carers for a healthy and successful future
Unweighted total	4672	4672	4672	4672	4672
Weighted total	4672	4672	4672	4672	4672
Effective base	4191	4191	4191	4191	4191
Strongly agree	903 19%	1600 34%	817 17%	338 7%	1118 24%
Tend to agree	1306 28%	1912 41%	1690 36%	712 15%	1806 39%
Neither agree nor disagree	1077 23%	701 15%	1054 23%	384 9%	1075 23%
Tend to disagree	889 19%	190 4%	574 12%	1377 29%	374 8%
Strongly disagree	234 5%	66 1%	174 4%	1128 24%	88 2%
Don't know	264 6%	204 4%	363 8%	184 4%	211 5%
Top 2: Agree	2208 47%	3512 75%	2507 54%	1049 22%	2024 63%
Bottom 2: Disagree	1123 24%	255 5%	747 16%	2505 54%	462 10%
Net difference	1085 23%	3257 70%	1760 38%	-1456 -31%	2462 53%

QIEY7.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society

Base: All UK adults aged 16+

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total				
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2368	2304	1372	1470	1830	811	781	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2394	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672		
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672		
Strongly agree	903	460	441	367	269	267	121	246	161	108	102	113	52	721	172	12	46	75	38	622	281	461	442	892	
19%	19%	20%	18%	27%	18%	15%	20%	32%	21%	15%	14%	16%	15%	18%	27%	19%	19%	47%	21%	21%	16%	23%	17%	19%	
Letter	fkjmuw	aeefgj	fk	aeefgj	fk	aeefgj	fkj	aeefgj	fkjm	aeefgj	fkjm	aeefgj	fkjm	anq	anq	anq	anq	anopqs	u	u	u	aw	aw	aw	
Tend to agree	1306	627	677	388	428	489	179	209	230	198	186	189	115	1089	206	20	77	48	61	827	479	553	752	1300	
28%	28%	28%	28%	28%	29%	27%	30%	27%	31%	27%	25%	26%	33%	27%	32%	31%	32%	31%	33%	28%	28%	27%	29%	28%	
Letter	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl	kl
Neither agree nor disagree	1077	552	525	266	358	454	127	139	177	181	163	203	87	946	120	10	59	20	31	657	420	423	654	1083	
23%	24%	22%	19%	24%	25%	21%	18%	24%	25%	22%	20%	25%	8%	24%	19%	15%	25%	13%	17%	22%	24%	21%	25%	23%	
Letter	dhov	dh	dh	dh	dgh	dh	dh	dh	dh	dh	adghk	dh	or	or	or	r	r	r	r	r	r	r	r	r	v
Tend to disagree	889	408	479	230	285	374	115	114	123	162	173	134	67	792	89	12	32	12	33	548	340	418	470	893	
19%	18%	20%	17%	19%	21%	19%	16%	22%	22%	23%	18%	19%	19%	20%	14%	19%	13%	7%	18%	19%	20%	20%	18%	19%	
Letter	hoqr	h	dh	h	dh	dh	dh	dh	dh	adghk	dh	adghk	dh	or	r	r	r	r	r	r	r	r	r	r	w
Strongly disagree	234	114	120	54	72	109	29	24	33	39	51	45	14	200	32	4	10	2	15	137	97	100	134	233	
5%	5%	5%	4%	5%	6%	5%	3%	4%	5%	7%	6%	4%	4%	5%	5%	7%	4%	1%	8%	5%	6%	5%	5%	5%	
Letter	hr	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	r	r	r	r	r	r	r	r	r	r	r	r
Don't know	264	116	148	68	75	121	36	32	27	48	62	44	15	232	28	6	15	1	6	153	111	87	177	271	
6%	5%	6%	5%	5%	7%	6%	4%	4%	7%	6%	6%	4%	4%	6%	4%	10%	6%	1%	3%	5%	6%	4%	7%	6%	
Letter	im	im	im	im	im	im	im	im	im	im	im	im	im	r	r	r	r	r	r	r	r	r	r	r	r
Top 2: Agree	2208	1087	1118	755	697	756	300	455	391	306	288	301	167	1810	377	32	123	123	99	1448	760	1014	1194	2192	
47%	48%	47%	45%	47%	42%	42%	49%	59%	52%	42%	39%	41%	48%	45%	58%	50%	51%	78%	54%	49%	44%	50%	45%	47%	
Letter	fkju	aeefgj	fkj	aeefgj	fkj	aeefgj	fkj	aeefgj	aeefgj	aeefgj	aeefgj	aeefgj	fk	an	an	an	anopqs	anopqs	u	u	u	w	w	w	w
Bottom 2: Disagree	1123	523	599	284	357	483	145	139	156	201	223	179	80	992	121	17	42	14	48	685	438	519	604	1126	
24%	23%	25%	21%	24%	27%	24%	18%	21%	27%	30%	25%	23%	23%	25%	19%	26%	18%	9%	26%	23%	25%	25%	23%	24%	
Letter	dhocr	dh	adh	dh	adh	dh	h	dh	dh	adghk	dh	im	im	im	im	r	r	r	r	r	r	r	r	r	r
Net difference	1085	564	519	472	340	273	155	316	235	105	64	123	86	818	256	15	81	110	50	763	322	495	590	1066	
23%	25%	22%	34%	23%	15%	26%	41%	31%	14%	9%	17%	25%	21%	40%	24%	34%	69%	27%	26%	19%	24%	22%	22%	23%	

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

QIEY7.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	165	145	337	340	225	372	333	589	580	336	504	502	354	830	1136	1686	895	442	4420	140	2938	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	2969	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Strongly agree	903	40	93	74	87	62	73	85	106	159	778	32	65	27	734	129	220	304	178	158	888	10	729	165	645	243	569	251	892
19%	19%	22%	18%	19%	21%	18%	17%	21%	16%	26%	20%	15%	17%	20%	20%	19%	18%	20%	15%	34%	20%	7%	25%	11%	27%	12%	23%	17%	19%
Letter	lvxz	l	l	l	l	l	l	l	l	gklm	l	l	l	l	p	p	p	p	p	aqrs	v	ax	ax	ax	ax	ax	ax	ax	ax
Tend to agree	1306	54	152	114	115	92	115	95	182	184	1103	57	104	41	1039	179	325	493	246	136	1259	37	908	384	716	572	687	438	1300
28%	28%	29%	29%	30%	28%	27%	26%	23%	28%	30%	28%	26%	27%	31%	29%	28%	29%	27%	29%	28%	26%	31%	24%	30%	27%	28%	30%	28%	28%
Letter	pk	pk	pk	pk	pk	pk	pk	pk	pk	h	h	h	h	h	p	p	p	p	p	p	p	ax	ax	ax	ax	ax	ax	ax	ax
Neither agree nor disagree	1077	48	114	89	99	69	116	102	144	116	898	55	98	26	803	194	272	393	213	70	1004	41	597	440	430	601	503	327	1083
23%	26%	22%	23%	24%	20%	20%	26%	25%	22%	19%	23%	25%	25%	20%	22%	25%	24%	23%	15%	23%	29%	20%	28%	18%	29%	20%	28%	20%	23%
Letter	jtwyA	jtwyA	jtwyA	jtwyA	jtwyA	jtwyA	jtwyA	jtwyA	jtwyA	h	h	h	h	h	t	t	t	t	t	t	t	ay	ay	ay	ay	ay	ay	ay	ay
Tend to disagree	889	30	89	67	75	69	78	78	143	95	736	47	83	23	667	178	186	351	194	69	850	30	522	358	440	434	493	300	893
19%	16%	17%	18%	18%	20%	20%	19%	19%	14%	16%	19%	21%	18%	18%	23%	18%	16%	21%	15%	19%	21%	18%	23%	18%	21%	20%	21%	19%	19%
Letter	ql	ql	ql	ql	ql	ql	ql	ql	ql	l	l	l	l	l	ao	ao	ao	ao	ao	ao	ao	aw	aw	aw	aw	aw	aw	aw	aw
Strongly disagree	234	9	32	19	16	21	25	20	32	26	200	13	15	7	184	36	67	84	47	17	215	13	136	95	122	108	118	86	233
5%	5%	6%	5%	4%	6%	6%	5%	5%	4%	4%	5%	6%	4%	5%	5%	6%	5%	5%	4%	5%	9%	5%	6%	5%	5%	5%	5%	6%	5%
Letter	stwyA	stwyA	stwyA	stwyA	stwyA	stwyA	stwyA	stwyA	stwyA	l	l	l	l	l	o	o	o	o	o	o	au	w	w	w	w	w	w	w	w
Don't know	264	5	38	19	19	28	21	26	37	28	220	15	22	7	179	53	83	89	35	11	210	10	76	127	49	133	95	57	271
6%	3%	7%	5%	5%	8%																								

Tend to agree	1306 28%	133 28%	11 20%	382 32%	19 28%	45 27%	306 26%	945 29%	83 30%	53 29%	347 31%	319 28%	950 28%	387 30%	775 29%	245 30%	226 26%	253 29%	241 27%	254 28%	1300 28%
Neither agree nor disagree	1077 23%	83 18%	7 13%	217 18%	15 21%	41 24%	252 21%	766 23%	47 17%	29 16%	214 19%	229 20%	801 24%	219 17%	698 26%	182 22%	203 23%	194 22%	213 23%	205 23%	1083 23%
Tend to disagree	889 19%	56 12%	16 29%	168 14%	13 19%	35 21%	273 23%	589 18%	67 24%	44 24%	138 12%	221 20%	639 19%	179 14%	587 22%	109 13%	166 19%	158 18%	205 23%	207 23%	893 19%
Strongly disagree	234 5%	13 3%	2 4%	41 3%	4 5%	11 7%	77 6%	152 5%	11 4%	10 5%	42 4%	76 7%	151 4%	45 3%	141 5%	37 5%	48 6%	37 4%	44 5%	54 6%	233 5%
Don't know	264 6%	8 2%	2 4%	21 2%	1 1%	4 2%	67 6%	173 5%	8 3%	7 4%	18 2%	57 5%	180 5%	18 1%	94 3%	42 5%	40 5%	43 5%	55 6%	52 6%	271 6%
Top 2: Agree	2208 47%	313 66%	29 50%	755 63%	37 54%	78 46%	525 44%	1609 49%	145 52%	92 51%	702 63%	546 48%	1613 48%	817 64%	1167 43%	446 55%	418 48%	438 50%	388 43%	392 43%	2192 47%
Bottom 2: Disagree	1123 24%	69 15%	19 33%	209 17%	17 24%	46 27%	351 29%	740 23%	78 28%	54 30%	180 16%	297 26%	790 23%	223 17%	728 27%	146 18%	214 24%	195 22%	250 28%	260 29%	1126 24%
Net difference	1085 23%	244 52%	10 18%	545 45%	20 29%	32 19%	174 15%	868 26%	67 24%	38 21%	522 47%	248 22%	823 24%	594 47%	440 16%	300 37%	204 23%	243 28%	139 15%	131 14%	1066 23%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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Table 43

QIEY7.2. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood should be more of a priority for wider society

Base: All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2208	2396	1372	1470	1830	111	751	733	727	716	722	353	4008	565	58	226	172	59	2765	1507	2014	2058	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	756	751	736	727	349	3979	646	65*	239	1729	184*	59	2043	1629	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Strongly agree	1600 34%	740 32%	858 36%	514 37%	498 34%	588 32%	200 33%	313 41%	270 36%	229 31%	254 34%	113 32%	1330 33%	255 40%	21 32%	67 28%	88 55%	80 43%	1049 36%	551 32%	786 38%	813 31%	1605 34%	
Tend to agree	1912 41%	926 41%	985 41%	552 40%	609 41%	751 41%	243 40%	309 40%	292 39%	316 43%	279 38%	158 45%	1630 41%	267 41%	24 38%	112 47%	54 34%	76 41%	1195 41%	718 42%	853 42%	1059 40%	1894 41%	
Neither agree nor disagree	701 15%	378 17%	322 13%	193 14%	239 16%	269 15%	105 17%	88 12%	123 16%	116 16%	112 15%	48 14%	616 15%	74 11%	10 15%	40 17%	10 6%	15 8%	440 15%	261 15%	252 12%	449 17%	710 15%	
Tend to disagree	190 4%	95 4%	95 4%	47 3%	48 3%	94 5%	23 4%	24 3%	23 3%	25 3%	33 4%	10 3%	170 4%	19 3%	2 3%	9 4%	3 2%	4 2%	106 4%	84 5%	69 3%	121 5%	190 4%	
Strongly disagree	66 1%	43 2%	23 1%	12 1%	25 2%	28 2%	8 1%	5 1%	14 2%	11 2%	15 2%	8 2%	57 1%	8 1%	2 4%	3 1%	2 1%	-	41 1%	25 1%	18 1%	25 2%	47 2%	71 2%
Don't know	204 4%	97 4%	107 4%	54 4%	68 5%	82 5%	28 5%	26 4%	29 4%	38 5%	42 6%	13 4%	177 4%	23 4%	6 8%	8 3%	1 1%	8 5%	114 4%	90 5%	64 3%	139 5%	202 4%	
Top 2: Agree	3512 75%	1666 73%	1843 77%	1066 78%	1107 74%	1339 74%	444 73%	622 81%	562 75%	545 74%	533 72%	271 78%	2960 74%	522 81%	45 70%	179 75%	142 90%	156 85%	2243 76%	1369 73%	1640 80%	1872 71%	3499 75%	
Bottom 2: Disagree	255 5%	138 6%	117 5%	60 4%	73 5%	122 7%	31 5%	29 4%	36 5%	37 5%	48 7%	17 5%	226 6%	27 4%	5 7%	12 5%	6 3%	4 2%	147 5%	109 6%	87 4%	168 6%	261 6%	
Net difference	3257 70%	1528 67%	1725 72%	1006 73%	1034 70%	1217 67%	413 68%	593 77%	525 70%	509 69%	485 66%	253 66%	2733 69%	495 77%	41 62%	167 70%	137 86%	152 83%	2097 71%	1160 67%	1553 76%	1704 65%	3238 69%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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8 Dec 2025
Table 44

QIEY7.2. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood should be more of a priority for wider society

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	388	411	344	439	406	644	607	3935	219	387	131	3665	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	338	323	338	267	363	324	545	523	3160	205	387	106	3210	725	1066	1515	802	410	4062	126	2653	1417	2128	1905	2223	1394	4672
Strongly agree	1600 34%	64 35%	170 33%	136 35%	148 36%	118 35%	123 28%	138 34%	212 33%	231 38%	1341 34%	72 33%	132 34%	54 42%	1264 35%	267 35%	363 31%	572 33%	354 39%	210 45%	1576 36%	115 11%	1282 43%	307 20%	1115 46%	466 22%	1014 41%	435 30%	1605 34%
Tend to agree	1912 41%	88 47%	216 42%	165 43%	167 41%	128 38%	176 40%	172 42%	265 41%	240 40%	1618 41%	86 39%	159 41%	49 38%	1484 41%	304 39%	466 40%	739 43%	363 40%	161 35%	1861 42%	39 27%	1173 40%	713 45%	915 38%	962 46%	1027 42%	617 42%	1894 41%
Neither agree nor disagree	701 15%	23 12%	82 16%	51 13%	58 14%	41 12%	88 20%	58 14%	99 15%	82 14%	582 15%	37 15%	67 17%	15 11%	514 14%	122 16%	186 16%	248 14%	126 14%	56 12%	625 14%	47 33%	346 12%	320 20%	247 10%	411 20%	278 11%	241 17%	710 15%
Tend to disagree	190 4%	7 4%	15 3%	7 2%	16 4%	20 6%	29 7%	16 4%	27 4%	24 4%	160 4%	10 4%	14 4%	6 5%	141 4%	40 5%	51 4%	68 4%	33 4%	44 4%	169 4%	16 11%	98 3%	89 6%	84 3%	100 4%	72 3%	90 6%	190 4%
Strongly disagree	66 1%	1 1%	3 1%	11 3%	6 2%	6 2%	11 1%	2 1%	11 2%	8 1%	55 1%	4 1%	3 1%	3 2%	48 1%	10 1%	22 2%	21 1%	13 1%	4 1%	47 1%	11 8%	25 1%	19 1%	16 2%	16 1%	21 2%	26 2%	71 2%
Don't know	204 4%	4 2%	32 6%	13 3%	16 4%	27 8%	16 4%	20 5%	20 5%	20 3%	178 5%	10 5%	12 3%	3 2%	154 4%	27 3%	65 6%	66 4%	24 3%	11 2%	147 3%	13 9%	44 1%	104 7%	21 1%	110 5%	40 2%	202 4%	
Top 2: Agree	3512 75%	152 81%	386 75%	301 78%	315 77%	246 72%	299 68%	310 76%	477 74%	471 78%	2959 72%	158 72%	291 75%	104 79%	2748 76%	571 74%	820 72%	1311 76%	717 79%	371 80%	3437 78%	54 38%	2455 83%	1020 65%	2031 85%	1429 68%	2042 83%	1052 72%	3499 75%
Bottom 2: Disagree	255 5%	8 3%	18 5%	18 5%	22 5%	26 8%	35 8%	18 4%	37 6%	33 5%	215 5%	14 5%	17 4%	9 7%	189 5%	50 6%	73 6%	89 5%	46 5%	24 5%	216 5%	27 19%	124 4%	126 7%	103 4%	141 7%	88 4%	125 9%	261 6%
Net difference	3257 70%	144 77%	368 71%	283 74%	293 71%	221 65%	264 60%	292 72%	440 68%	439 72%	2744 70%	144 66%	274 71%	94 72%	2559 71%	521 68%	756 66%	1222 71%	671 73%	347 75%	3221 73%	27 19%	2331 79%	894 57%	1928 80%	1288 62%	1953 79%	927 64%	3238 69%

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

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 Table 45

QIEY7.2. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood should be more of a priority for wider society

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
Strongly agree	1600	234	28	517	26	64	439	1129	111	71	483	407	1162	598	837	300	305	320	306	301	1605
	34%	49%	45%	43%	37%	38%	37%	34%	40%	39%	43%	36%	34%	47%	31%	37%	35%	37%	34%	33%	34%
Tend to agree	1912	156	18	457	27	74	464	1376	112	74	429	448	1411	477	1178	318	362	344	373	390	1894
	41%	33%	32%	38%	38%	44%	39%	42%	40%	40%	39%	40%	42%	37%	44%	39%	41%	40%	41%	43%	41%
Neither agree nor disagree	701	60	9	158	14	21	159	489	38	25	144	168	494	139	442	122	126	130	136	121	710
	15%	13%	16%	13%	21%	12%	13%	15%	14%	14%	13%	15%	15%	11%	16%	15%	14%	15%	15%	13%	15%
Tend to disagree	190	13	1	40	1	7	56	123	9	4	34	47	137	43	120	23	42	35	36	44	190
	4%	3%	2%	3%	2%	4%	5%	4%	3%	2%	3%	4%	4%	3%	4%	3%	5%	4%	4%	5%	4%
Strongly disagree	66	4	-	10	2	2	17	45	4	4	9	18	44	11	37	7	14	13	11	13	71
	1%	1%	-	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	2%
Don't know	204	5	-	20	*	1	59	126	4	4	16	41	136	9	73	45	25	27	44	39	202
	4%	1%	-	2%	*	1%	5%	4%	1%	2%	1%	4%	4%	1%	3%	5%	3%	3%	5%	4%	4%
Top 2: Agree	3512	391	46	975	52	138	903	2505	223	145	912	856	2573	1075	2015	618	667	664	679	691	3499
	75%	83%	81%	81%	75%	82%	76%	76%	80%	80%	82%	76%	76%	84%	75%	76%	76%	76%	75%	76%	75%
Bottom 2: Disagree	255	17	1	50	3	8	74	168	14	8	43	65	181	54	157	30	56	49	46	57	261
	5%	4%	2%	4%	4%	5%	6%	5%	5%	4%	4%	6%	5%	4%	6%	4%	6%	6%	5%	6%	6%
Net difference	3257	373	45	925	49	130	829	2337	209	137	870	790	2392	1021	1858	588	611	615	633	633	3238
	70%	79%	79%	77%	70%	77%	69%	71%	75%	75%	78%	70%	71%	80%	69%	72%	70%	71%	70%	70%	69%

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

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 Table 48

QIEY7.3. To what extent do you agree or disagree with each of the following statements? There is not enough support for parents, carers and children to help children develop in their early childhood

Base : All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2363	2309	1372	1470	1830	611	761	733	737	745	732	353	4008	365	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	94	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Strongly agree	817	376	440	295	288	234	125	170	165	123	105	97	32	678	130	12	40	37	41	563	254	406	411	824
	17%	16%	18%	21%	19%	13%	21%	22%	22%	17%	14%	13%	9%	17%	20%	18%	17%	24%	22%	19%	15%	20%	16%	18%
Tend to agree	1690	812	876	527	559	604	246	281	291	268	256	242	105	1424	254	27	96	59	71	1092	599	755	935	1688
	36%	36%	37%	38%	38%	33%	41%	37%	39%	36%	35%	33%	30%	36%	39%	42%	40%	37%	39%	37%	35%	37%	36%	36%
Neither agree nor disagree	1054	532	522	298	292	464	127	171	135	158	165	192	107	898	145	12	52	31	50	639	415	430	624	1042
	23%	23%	22%	22%	20%	26%	21%	22%	21%	22%	26%	31%	23%	22%	22%	18%	22%	20%	27%	22%	24%	21%	24%	22%
Tend to disagree	574	284	289	140	175	258	65	76	88	87	94	110	54	504	65	6	27	21	11	340	233	249	324	567
	12%	12%	12%	10%	12%	11%	10%	10%	12%	13%	13%	15%	15%	13%	10%	9%	11%	14%	6%	12%	14%	12%	12%	12%
Strongly disagree	174	105	69	46	60	68	13	33	27	33	31	26	11	149	23	3	8	7	5	113	61	83	90	177
	4%	5%	3%	3%	4%	4%	2%	4%	4%	4%	4%	4%	3%	4%	3%	5%	3%	4%	3%	4%	4%	4%	3%	4%
Don't know	363	169	195	66	113	184	31	35	45	67	84	60	40	327	29	6	15	2	6	197	167	119	244	374
	8%	7%	8%	5%	8%	10%	5%	5%	6%	9%	11%	8%	11%	8%	5%	8%	6%	2%	3%	7%	10%	6%	9%	8%
Top 2: Agree	2507	1188	1316	822	847	838	371	451	456	391	362	339	138	2102	384	39	136	97	112	1655	853	1161	1346	2512
	54%	52%	55%	60%	57%	46%	61%	59%	59%	53%	49%	47%	39%	53%	59%	60%	57%	61%	61%	56%	49%	57%	51%	54%
Bottom 2: Disagree	747	389	358	187	234	326	78	109	115	120	125	65	28	653	88	9	35	28	16	453	294	332	415	744
	16%	17%	15%	14%	16%	18%	13%	14%	15%	16%	17%	19%	19%	16%	14%	13%	15%	18%	9%	15%	17%	16%	16%	16%
Net difference	1760	799	958	636	613	512	294	342	342	271	237	202	73	1448	296	30	101	68	96	1202	558	829	932	1768
	38%	35%	40%	46%	41%	28%	48%	45%	45%	37%	32%	28%	21%	36%	46%	47%	42%	43%	52%	41%	32%	41%	35%	38%

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

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 Table 49

QIEY7.3. To what extent do you agree or disagree with each of the following statements? There is not enough support for parents, carers and children to help children develop in their early childhood

Base : All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Strongly agree	817	23	92	67	73	61	81	71	116	99	682	40	66	29	642	131	188	305	195	76	807	4	612	196	531	277	546	184	824
	17%	13%	18%	17%	18%	18%	18%	17%	18%	18%	17%	4%	6%	2%	18%	17%	16%	18%	21%	16%	18%	3%	21%	12%	21%	22%	22%	13%	18%
Tend to agree	1690	73	170	139	151	109	158	140	230	246	1417	80	148	45	1327	263	387	634	343	1									

Neither agree nor disagree	1054 23%	52 28%	116 22%	86 22%	96 23%	72 21%	103 24%	94 23%	152 24%	135 22%	905 23%	49 22%	71 18%	29 23%	796 22%	187 24%	293 25%	372 22%	179 20%	102 22%	980 22%	41 29%	653 22%	371 24%	484 20%	529 25%	474 19%	356 24%	1042 22%
Tend to disagree	574 12%	20 11%	72 14%	48 13%	58 14%	52 15%	55 13%	46 11%	68 11%	66 11%	486 12%	23 10%	52 13%	13 10%	444 12%	96 12%	130 11%	221 13%	110 12%	71 15%	536 12%	32 23%	378 13%	186 12%	309 13%	255 12%	251 10%	259 18%	567 12%
Strongly disagree	174 4%	6 3%	21 4%	14 4%	10 3%	14 4%	14 3%	11 3%	23 4%	29 5%	143 4%	8 4%	17 4%	6 4%	133 4%	29 4%	41 4%	58 3%	36 4%	27 6%	152 3%	15 11%	116 4%	53 3%	99 4%	66 3%	68 3%	76 5%	177 4%
Don't know	363 8%	13 7%	46 9%	29 8%	23 6%	34 9%	27 6%	44 11%	54 8%	32 5%	302 8%	19 9%	34 9%	8 6%	263 7%	63 8%	115 10%	125 7%	50 5%	14 3%	298 7%	15 10%	95 3%	210 13%	81 3%	197 9%	132 5%	86 6%	374 8%
Top 2: Agree	2507 54%	96 52%	262 51%	206 54%	224 55%	170 50%	239 54%	211 52%	347 54%	344 57%	2098 53%	120 55%	214 51%	74 57%	1969 55%	394 51%	575 50%	939 55%	538 59%	548 54%	2451 55%	39 28%	1728 58%	751 48%	1429 60%	1044 50%	1541 62%	680 47%	2512 54%
Bottom 2: Disagree	747 16%	26 14%	93 18%	62 16%	68 17%	65 19%	70 16%	57 14%	92 14%	96 16%	629 16%	31 14%	68 18%	19 15%	577 16%	125 16%	171 15%	279 16%	146 16%	98 16%	688 16%	47 33%	494 17%	238 15%	408 17%	321 15%	319 13%	336 23%	744 16%
Net difference	1760 38%	70 38%	169 33%	144 38%	156 38%	105 31%	169 38%	154 38%	255 40%	249 41%	1470 37%	89 41%	146 38%	55 42%	1392 39%	269 35%	404 35%	660 39%	392 43%	150 32%	1763 40%	-8 -6%	1234 42%	513 33%	1021 43%	723 35%	1222 50%	345 24%	1768 38%

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

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Table 50

QIEY7.3. To what extent do you agree or disagree with each of the following statements? There is not enough support for parents, carers and children to help children develop in their early childhood

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
Strongly agree	817 17%	115 24%	16 28%	254 21%	13 19%	35 21%	258 22%	531 16%	78 28%	59 32%	215 19%	272 24%	527 16%	292 23%	434 16%	152 19%	162 19%	156 18%	155 17%	150 16%	824 18%
Tend to agree	1690 36%	161 34%	21 38%	454 38%	33 47%	77 46%	425 36%	1203 37%	112 40%	71 39%	428 38%	430 38%	1219 36%	496 39%	1027 38%	297 36%	321 37%	332 38%	320 35%	320 35%	1688 36%
Neither agree nor disagree	1054 23%	105 22%	9 16%	260 22%	11 16%	31 18%	241 20%	768 23%	52 19%	29 16%	240 22%	223 20%	790 23%	243 19%	668 25%	180 22%	201 23%	187 21%	207 23%	208 23%	1042 22%
Tend to disagree	574 12%	60 13%	6 11%	148 12%	10 14%	14 8%	124 10%	424 13%	21 7%	14 7%	150 13%	98 9%	461 14%	167 13%	323 12%	99 12%	93 11%	103 12%	124 14%	122 13%	567 12%
Strongly disagree	174 4%	27 6%	3 5%	64 5%	2 3%	5 3%	37 3%	127 4%	6 2%	* *	61 6%	42 4%	120 4%	61 5%	82 3%	27 3%	38 4%	35 4%	35 4%	27 3%	177 4%
Don't know	363 8%	6 1%	1 2%	22 2%	1 2%	5 3%	109 9%	235 7%	9 3%	9 5%	20 2%	65 6%	266 8%	19 1%	153 6%	61 8%	60 7%	57 7%	65 7%	83 9%	374 8%
Top 2: Agree	2507 54%	276 58%	37 66%	708 59%	46 65%	113 67%	683 57%	1734 53%	190 68%	130 72%	643 58%	702 62%	1746 52%	788 62%	1460 54%	449 55%	483 55%	488 56%	475 52%	469 52%	2512 54%
Bottom 2: Disagree	747 16%	87 18%	9 17%	212 18%	12 17%	19 11%	161 13%	551 17%	27 10%	14 8%	212 19%	140 12%	581 17%	228 18%	405 15%	126 15%	131 15%	138 16%	159 18%	149 16%	744 16%
Net difference	1760 38%	189 40%	28 49%	495 41%	34 49%	93 55%	522 44%	1182 36%	163 59%	116 64%	421 39%	562 50%	1165 34%	560 44%	1055 39%	323 40%	352 40%	350 40%	316 35%	321 35%	1768 38%

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

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Table 53

QIEY7.4. To what extent do you agree or disagree with each of the following statements? The development of children in their early childhood should not be a priority given the other problems facing society in the UK

Base: All UK adults aged 16+

	Gender			Age								Ethnicity					Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2368	2390	1372	1470	1830	611	721	733	737	745	732	353	4008	565	65	226	172	99	2765	1907	3014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Strongly agree	338 7%	177 8%	160 7%	165 12%	92 6%	80 4%	54 9%	111 15%	58 8%	34 5%	34 5%	9 3%	273 7%	61 9%	3 4%	3 9%	21 14%	23 14%	14 8%	259 9%	79 5%	168 8%	170 6%	338 7%
Tend to agree	712 15%	380 17%	331 14%	284 21%	239 16%	189 10%	128 21%	156 18%	136 14%	103 13%	93 13%	63 9%	33 9%	588 15%	116 18%	11 18%	48 20%	30 19%	27 15%	516 18%	196 11%	322 16%	379 14%	699 15%
Neither agree nor disagree	934 20%	464 20%	468 20%	256 19%	282 19%	396 22%	131 22%	125 16%	140 19%	143 19%	150 20%	169 23%	77 22%	811 20%	111 17%	11 16%	56 24%	21 13%	23 13%	551 19%	383 22%	347 17%	587 22%	940 20%
Tend to disagree	1377 29%	610 27%	766 32%	338 25%	423 28%	616 34%	163 27%	175 23%	202 27%	221 30%	229 31%	137 19%	39 5%	1212 30%	155 24%	20 31%	66 28%	25 16%	44 24%	794 27%	582 34%	566 28%	811 31%	1388 30%
Strongly disagree	1128 24%	548 24%	579 24%	282 21%	382 26%	464 26%	108 18%	174 23%	184 25%	198 27%	196 27%	188 23%	80 23%	935 23%	183 28%	15 23%	39 17%	58 37%	71 39%	712 24%	416 24%	571 28%	557 21%	1119 24%
Don't know	184 4%	97 4%	86 4%	48 3%	68 5%	69 4%	24 4%	24 3%	30 4%	37 4%	33 4%	22 4%	14 4%	160 4%	20 3%	6 9%	8 3%	1 1%	2 2%	111 4%	73 4%	60 3%	124 5%	188 4%
Top 2: Agree	1049 22%	558 24%	491 21%	449 33%	331 22%	269 15%	182 30%	268 35%	195 26%	137 19%	127 17%	99 14%	42 12%	860 22%	178 27%	14 22%	69 29%	53 33%	42 23%	775 26%	274 16%	500 24%	549 21%	1037 22%
Bottom 2: Disagree	2505 54%	1159 51%	1344 56%	620 45%	805 54%	1080 45%	271 46%	349 46%	386 51%	419 57%	425 58%	438 62%	217 54%	2147 54%	338 53%	34 53%	105 44%	83 53%	115 62%	1507 51%	998 58%	1136 50%	1369 52%	2507 54%
Net difference	-1456 -31%	-601 -26%	-854 -36%	-171 -12%	-474 -32%	-451 -45%	-90 -15%	-81 -11%	-191 -25%	-282 -38%	-298 -40%	-338 -47%	-127 -50%	-1287 -32%	-160 -25%	-20 -31%	-37 -15%	-31 -19%	-73 -40%	-732 -25%	-724 -42%	-636 -31%	-820 -31%	-1470 -31%

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

QIEY7.4. To what extent do you agree or disagree with each of the following statements? The development of children in their early childhood should not be a priority given the other problems facing society in the UK

Base : All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	145	337	300	275	372	333	359	550	3166	504	502	3541	830	1196	1036	895	442	4420	140	2958	1511	2378	2118	2470	1459	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	311	3605	769	1153	1714	913	462	4416	142	2959	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Strongly agree	338 7% xz	15 8%	34 6%	26 7%	31 7%	24 7%	28 6%	23 6%	33 5%	68 11%	281 7%	17 8%	30 10%	8 8%	275 8%	47 6%	80 7%	106 6%	72 8%	65 14%	320 7%	12 9%	254 9%	81 5%	212 9%	119 6%	197 8%	104 7%	338 7%
Tend to agree	712 15% h	29 16%	77 15%	56 15%	57 14%	49 14%	75 17%	41 10%	90 14%	136 17%	611 16%	27 12%	52 14%	21 10%	569 16%	97 13%	176 15%	251 15%	156 17%	80 17%	670 15%	31 22%	460 16%	237 15%	368 15%	331 16%	365 15%	254 17%	699 15%
Neither agree nor disagree	934 20% swyA	49 26%	109 21%	74 19%	86 21%	60 18%	92 21%	84 21%	133 21%	101 17%	787 20%	46 21%	78 20%	23 17%	723 20%	146 19%	265 23%	340 20%	153 17%	75 16%	863 19%	40 28%	509 17%	385 25%	365 15%	521 25%	383 16%	336 23%	940 20%
Tend to disagree	1377 29% f	56 30%	147 29%	112 29%	136 33%	106 31%	136 31%	126 31%	198 31%	133 22%	1149 29%	74 34%	114 30%	40 30%	1039 29%	244 32%	334 29%	547 32%	241 26%	103 22%	1330 30%	39 28%	856 29%	507 32%	685 29%	666 32%	760 31%	433 30%	1388 30%
Strongly disagree	1128 24% bqvx zB	30 16%	130 25%	96 25%	86 21%	79 23%	87 20%	114 28%	171 27%	153 25%	946 24%	48 22%	101 26%	32 25%	867 24%	208 27%	243 21%	406 24%	269 29%	131 28%	1116 25%	10 7%	860 29%	260 17%	748 31%	371 18%	711 29%	299 21%	1119 24%
Don't know	184 4% stuw AB	7 4%	22 4%	18 5%	15 4%	22 6%	21 5%	19 5%	19 3%	17 3%	159 4%	9 4%	11 3%	5 4%	132 4%	27 3%	55 5%	64 4%	22 2%	7 2%	127 3%	9 7%	30 1%	99 6%	23 1%	82 4%	50 2%	32 3%	188 4%
Top 2: Agree	1049 22% hp	45 24%	110 21%	83 22%	88 21%	73 22%	103 24%	63 16%	123 19%	204 34%	893 23%	43 20%	82 21%	31 24%	844 23%	144 19%	256 22%	357 21%	228 25%	145 31%	991 22%	43 31%	714 24%	318 20%	580 24%	451 22%	562 23%	359 25%	1037 22%
Bottom 2: Disagree	2505 54% jqvx zB	86 46%	277 53%	208 54%	222 54%	186 54%	223 51%	240 59%	369 57%	286 47%	2095 53%	122 55%	216 56%	72 55%	1905 53%	452 59%	577 50%	953 56%	511 56%	234 51%	2446 55%	49 34%	1716 58%	767 49%	1434 60%	1038 50%	1471 60%	732 50%	2507 54%
Net difference	-1456 -31%	-42 -22%	-166 -32%	-125 -33%	-134 -33%	-112 -33%	-119 -27%	-176 -43%	-246 -38%	-82 -13%	-1203 -31%	-78 -36%	-134 -35%	-41 -31%	-1061 -29%	-308 -40%	-321 -28%	-596 -35%	-283 -31%	-89 -19%	-1455 -33%	-5 -4%	-1002 -34%	-449 -29%	-853 -36%	-587 -28%	-909 -37%	-373 -26%	-1470 -31%

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

QIEY7.4. To what extent do you agree or disagree with each of the following statements? The development of children in their early childhood should not be a priority given the other problems facing society in the UK

Base : All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1333	3240	276	375	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	905	909	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1176	2429	719	788	788	812	820	4672	
Strongly agree	338 7% eo	72 15%	6 11%	153 13%	* 1%	9 6%	85 7%	233 13%	36 15%	27 11%	119 11%	92 8%	229 7%	181 14%	128 5%	77 9%	64 7%	76 9%	57 6%	49 5%	338 7%	
Tend to agree	712 15% e	99 21%	6 11%	242 20%	15 21%	39 17%	145 12%	532 16%	29 21%	39 23%	145 20%	220 16%	511 15%	250 20%	409 15%	135 17%	144 16%	148 17%	120 13%	120 13%	699 15%	
Neither agree nor disagree	934 20% bijn	68 14%	10 18%	208 17%	15 21%	28 17%	227 19%	661 20%	30 11%	11 6%	210 19%	208 18%	689 20%	207 16%	578 22%	184 23%	163 19%	175 20%	179 20%	168 18%	940 20%	
Tend to disagree	1377 29% bdkn	91 19%	12 21%	243 20%	24 34%	46 27%	373 31%	954 28%	71 26%	50 28%	225 20%	320 28%	1018 30%	282 22%	881 33%	215 26%	260 30%	229 26%	288 32%	290 32%	1388 30%	
Strongly disagree	1128 24% p	138 29%	22 38%	339 28%	16 23%	54 32%	313 26%	790 24%	78 28%	51 28%	324 29%	291 26%	818 24%	352 28%	629 23%	169 21%	218 25%	213 25%	226 25%	249 27%	1119 24%	
Don't know	184 4% bdjkn	5 1%	* 2%	17 1%	* 2%	3 2%	50 4%	118 4%	3 1%	1 1%	16 1%	42 4%	118 3%	6 3%	63 2%	35 4%	26 3%	29 3%	35 4%	34 4%	188 4%	
Top 2: Agree	1049 22% got	171 36%	13 22%	395 33%	15 21%	38 23%	230 19%	765 23%	96 34%	68 37%	339 30%	270 24%	740 22%	431 34%	537 20%	212 26%	208 24%	224 26%	177 20%	168 19%	1037 22%	
Bottom 2: Disagree	2505 54% bdknp	230 48%	33 59%	582 48%	33 57%	99 59%	687 58%	1745 53%	149 54%	102 56%	549 49%	610 54%	1837 54%	634 50%	1509 47%	384 55%	478 51%	443 57%	514 59%	539 59%	2507 54%	
Net difference	-1456 -31%	-59 -12%	-21 -37%	-187 -16%	-25 -36%	-61 -36%	-457 -38%	-980 -30%	-53 -19%	-34 -19%	-210 -19%	-340 -30%	-1096 -32%	-203 -16%	-973 -36%	-172 -21%	-270 -31%	-219 -25%	-338 -37%	-370 -41%	-1470 -31%	

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

QIEY7.5. To what extent do you agree or disagree with each of the following statements? During early childhood children get the care and support they need from their parents and carers for a healthy and successful future

Base : All UK adults aged 16+

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2363	2309	1372	1470	1830	611	751	733	737	745	732	355	4008	565	68	172	37	2765	1907	2014	2658	4672	
Weighted total	4672	2378	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	645	65*	239	158	184*	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	2492	1726	1801	2391	4672	
Strongly agree	1118 24% f	549 24%	568 24%	372 27%	357 24%	389 21%	129 21%	242 32%	192 26%	166 23%	157 21%	164 23%	68 19%	924 23%	184 29%	10 16%	53 22%	79 50%	41 22%	744 25%	374 22%	536 26%	582 22%	1126 24%

	1806 39% u	856 38% u	949 40% u	m										jkm										1541 39% u	250 39% u	20 31% u	106 45% pr	54 34% u	69 38% u	1185 40% u	621 36% u	809 40% u	997 38% u	1788 38% u
Tend to agree	1806	856	949	543	590	673	230	314	314	276	267	260	145	1541	250	20	106	54	69	1185	621	809	997	1788										
Neither agree nor disagree	1075	543	531	262	342	471	145	118	158	185	187	190	94	930	132	19	48	18	47	642	433	434	641	1073										
Tend to disagree	374	177	196	109	110	154	60	50	49	61	68	26	320	50	5	16	5	23	209	165	153	220	373											
Strongly disagree	88	46	42	30	22	36	20	11	11	11	15	16	5	74	12	3	6	1	2	44	44	35	53	92										
Don't know	211	107	105	56	65	90	24	32	27	38	49	12	189	18	7	9	-	2	119	92	75	136	220											
Top 2: Agree	2924	1405	1516	915	947	1061	359	556	505	442	424	213	2465	434	30	160	134	110	1929	995	1345	1579	2914											
Bottom 2: Disagree	462	223	238	140	132	190	80	60	61	71	76	84	394	62	9	22	6	25	253	208	189	273	465											
Net difference	2462	1182	1279	775	815	872	279	496	445	370	348	183	2071	372	22	138	127	85	1675	787	1156	1306	2449											
	53%	52%	53%	56%	55%	48%	46%	65%	59%	50%	47%	52%	52%	58%	33%	58%	80%	46%	57%	46%	57%	50%	52%											

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOs UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 59

QIEY7.5. To what extent do you agree or disagree with each of the following statements? During early childhood children get the care and support they need from their parents and carers for a healthy and successful future

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	
Unweighted total	4672	155	445	327	340	275	323	359	550	3366	504	502	900	3541	830	1188	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	459	406	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Strongly agree	1118	53	123	78	101	72	91	97	141	187	943	50	86	895	166	250	379	236	161	1088	21	889	217	771	329	660	335	1126
	24%	28%	24%	20%	25%	21%	21%	24%	22%	31%	24%	23%	22%	25%	22%	22%	22%	26%	35%	25%	15%	30%	14%	32%	16%	27%	23%	24%
Tend to agree	1806	74	214	149	152	133	170	135	261	226	1514	83	163	1383	307	406	706	364	191	1735	59	1148	635	890	880	937	617	1788
	39%	40%	41%	39%	37%	39%	39%	33%	40%	37%	38%	38%	42%	38%	40%	35%	41%	40%	41%	39%	42%	39%	42%	37%	42%	38%	42%	38%
Neither agree nor disagree	1075	38	108	106	94	74	119	102	144	125	910	49	86	810	191	305	384	211	62	1010	33	611	427	474	559	544	309	1073
	23%	20%	21%	28%	23%	22%	27%	25%	22%	21%	23%	23%	22%	22%	25%	26%	22%	23%	14%	23%	23%	21%	27%	27%	22%	27%	21%	23%
Tend to disagree	374	13	32	28	45	36	30	36	60	37	317	20	27	290	65	101	147	67	21	356	15	239	130	198	173	205	133	373
	8%	7%	6%	7%	11%	11%	7%	9%	6%	6%	8%	9%	7%	8%	8%	9%	7%	7%	5%	8%	10%	8%	8%	8%	8%	8%	9%	8%
Strongly disagree	88	2	14	7	7	7	8	5	11	14	75	5	6	67	10	27	26	9	15	80	5	52	34	43	43	47	23	92
	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	3%	2%	4%	2%	2%	2%	2%	2%	2%	2%
Don't know	211	7	27	14	12	18	21	31	26	18	175	13	19	159	31	64	73	26	11	157	9	31	126	26	107	73	40	220
	5%	4%	5%	4%	5%	5%	8%	4%	4%	3%	4%	6%	5%	4%	4%	6%	4%	3%	2%	4%	6%	1%	8%	1%	5%	3%	3%	5%
Top 2: Agree	2924	127	337	227	253	205	261	232	402	413	2457	132	249	2278	473	657	1085	600	352	2823	81	2036	852	1662	1209	1597	952	2914
	63%	68%	65%	59%	62%	60%	59%	57%	62%	68%	62%	60%	65%	63%	61%	57%	63%	66%	76%	64%	57%	69%	54%	69%	58%	65%	65%	62%
Bottom 2: Disagree	462	15	45	35	52	44	38	41	72	51	392	25	33	357	75	128	173	76	36	437	20	290	165	241	216	251	157	465
	10%	8%	9%	13%	10%	11%	10%	11%	10%	8%	10%	11%	9%	10%	10%	11%	10%	8%	8%	10%	14%	10%	10%	10%	10%	10%	10%	10%
Net difference	2462	112	292	192	201	161	223	191	331	362	2064	108	216	1921	398	529	912	524	316	2387	61	1746	687	1421	992	1346	796	2449
	53%	60%	56%	50%	49%	47%	51%	47%	51%	60%	52%	49%	56%	53%	52%	46%	53%	57%	68%	54%	43%	59%	44%	59%	47%	55%	55%	52%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOs UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 60

QIEY7.5. To what extent do you agree or disagree with each of the following statements? During early childhood children get the care and support they need from their parents and carers for a healthy and successful future

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1272	2697	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1053	2935	247	160	977	993	3044	1126	2429	719	788	788	812	820	4672	
Strongly agree	1118	171	20	423	16	40	273	816	85	55	387	258	838	433	546	207	208	235	205	207	1126	
	24%	36%	36%	35%	23%	24%	23%	25%	31%	31%	35%	23%	25%	34%	20%	25%	24%	27%	23%	23%	24%	
Tend to agree	1806	190	20	497	31	64	403	1336	113	76	465	426	1339	489	1101	309	319	362	349	351	1788	
	39%	40%	35%	41%	44%	38%	34%	41%	41%	42%	42%	38%	40%	38%	41%	38%	36%	42%	39%	39%	38%	
Neither agree nor disagree	1075	71	11	195	18	42	288	735	50	31	193	264	763	234	663	182	217	175	217	209	1073	
	23%	15%	20%	16%	26%	25%	24%	22%	18%	17%	17%	23%	23%	18%	25%	22%	25%	20%	24%	23%	23%	
Tend to disagree	374	27	3	58	2	15	134	223	24	13	45	112	254	85	252	64	81	53	72	85	373	
	8%	6%	6%	5%	3%	9%	11%	7%	9%	7%	4%	10%	7%	7%	9%	8%	9%	6%	8%	9%	8%	
Strongly disagree	88	10	2	18	2	3	38	44	6	6	12	22	56	23	49	11	16	12	23	15	92	
	2%	2%	3%	1%	3%	2%	3%	1%	2%	3%	1%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	
Don't know	211	5	-	11	*	3	58	135	1	1	12	47	134	14	76	42	34	33	39	42	220	
	5%	1%	-	1%	*	2%	5%	4%	*	*	1%	4%	4%	1%	3%	5%	4%	4%	4%	5%	5%	
Top 2: Agree	2924	361	40	921	47	104	676	2152	198	131	852	684	2177	922	1647	516	527	597	554	558	2914	
	63%	76%	71%	62%	67%	62%	57%	65%	71%	72%	76%	61%	64%	72%	61%	6						

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

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 Table 63

QIEY8_A. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	1163	572	588	332	380	451	149	183	204	176	178	188	85	992	145	20	59	36	30	701	462	516	647	1163
Weighted total	1172	584	588	335	392	445	147	188	213	179	176	188	80*	990	160	21**	60*	34*	55**	759	413	524	648	1163
Effective base	1043	516	526	298	339	407	131	167	182	158	160	171	77	904	127	19	55	35	28	636	415	460	584	1163
Cost of living	632	321	311	179	242	211	88	91	133	109	91	93	26	528	97	13	36	16	31	411	221	271	361	619
	54%	55%	53%	54%	62%	47%	60%	48%	62%	61%	52%	50%	33%	53%	57%	65%	60%	49%	57%	54%	54%	52%	56%	53%
Availability of affordable childcare	469	210	259	108	181	180	40	68	100	81	72	76	32	393	72	6	31	10	26	318	152	226	243	459
	40%	36%	44%	32%	46%	41%	27%	36%	47%	45%	41%	41%	39%	40%	43%	28%	52%	28%	47%	42%	37%	43%	38%	39%
Balancing work and family life	578	276	301	154	187	236	62	92	101	86	93	107	37	493	80	11	27	17	24	390	187	276	301	566
	49%	47%	51%	46%	48%	53%	42%	49%	47%	48%	53%	46%	47%	50%	47%	54%	46%	49%	45%	51%	45%	53%	47%	49%
Not knowing how to support child's development	224	119	104	53	68	103	24	29	35	33	41	41	21	197	23	2	5	4	12	136	87	113	110	228
	19%	20%	18%	16%	17%	23%	16%	15%	16%	18%	23%	22%	26%	20%	14%	10%	9%	11%	22%	18%	21%	22%	17%	20%
Managing challenging behaviour	248	120	127	70	75	102	34	36	42	34	33	48	22	212	35	5	12	8	9	148	100	110	138	248
	21%	21%	22%	21%	19%	23%	23%	19%	20%	19%	25%	27%	21%	21%	21%	26%	20%	24%	17%	19%	24%	21%	21%	21%
Managing screen time and technology use	302	132	169	97	85	120	43	53	50	35	44	49	27	246	53	5	17	14	17	190	112	144	158	304
	26%	23%	29%	29%	22%	27%	29%	28%	24%	19%	25%	26%	34%	25%	31%	26%	28%	41%	31%	25%	27%	28%	24%	26%
Parents' mental health problems	175	84	91	81	58	35	33	49	34	24	20	9	6	147	26	5	12	6	2	123	52	80	95	176
	15%	14%	16%	24%	15%	8%	22%	26%	16%	14%	11%	5%	8%	15%	15%	25%	20%	19%	3%	16%	13%	15%	15%	15%
Lack of support from family, friends, community or professionals	150	71	79	67	42	42	28	38	30	12	18	18	6	121	27	1	12	8	6	114	37	78	72	151
	13%	12%	13%	20%	11%	9%	19%	20%	14%	6%	10%	10%	7%	12%	16%	5%	20%	24%	10%	15%	9%	15%	11%	13%
Keeping children safe at home, in childcare or education, or in the community	243	130	113	74	71	98	33	42	34	36	21	54	23	217	24	3	5	7	9	146	96	96	147	244
	21%	22%	19%	22%	18%	22%	22%	22%	16%	20%	12%	29%	29%	22%	14%	16%	9%	21%	16%	19%	23%	18%	23%	21%
Other	12	7	5	1	1	9	*	1	1	1	*	*	3	11	-	-	-	-	-	4	8	7	4	12
	1%	1%	1%	*	*	2%	*	*	1%	-	3%	3%	3%	1%	-	-	-	-	-	1%	2%	1%	1%	1%
No opinion	27	18	8	4	11	12	2	2	4	7	6	5	1	22	3	-	1	-	2	15	12	7	20	27
	2%	3%	1%	1%	3%	3%	2%	1%	2%	4%	3%	3%	1%	2%	2%	-	2%	-	4%	2%	3%	1%	3%	2%
Don't know	40	22	19	10	11	19	3	7	1	10	12	6	2	36	3	1	-	-	2	25	15	13	27	39
	3%	4%	3%	3%	3%	4%	2%	4%	*	6%	7%	3%	3%	4%	2%	5%	-	-	4%	3%	4%	3%	4%	3%

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

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 Table 64

QIEY8_A. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	1163	34	126	90	76	69	82	85	133	141	836	123	137	67	883	192	294	418	229	118	1105	28	727	398	566	557	596	368	1163
Weighted total	1172	41*	149	102**	91*	83*	100*	103*	154	155	983	54	106	29*	903	181	281	434	240	125	1120	25**	737	397	578	552	608	363	1163
Effective base	1043	34	122	87	73	66	79	83	130	135	808	119	135	66	800	167	262	376	206	110	994	25	657	353	508	500	537	328	1163
Cost of living	632	27	87	55	47	56	53	61	72	81	541	28	51	12	497	89	162	231	131	53	611	12	403	214	323	299	352	179	619
	54%	65%	59%	54%	52%	64%	53%	59%	47%	52%	55%	51%	48%	41%	55%	49%	58%	53%	55%	42%	55%	45%	55%	54%	56%	54%	58%	49%	53%
Availability of affordable childcare	469	13	52	46	35	27	48	50	64	56	392	22	45	10	367	75	80	193	111	54	453	12	306	156	238	227	283	116	459
	40%	30%	35%	45%	39%	31%	49%	49%	42%	36%	40%	41%	43%	36%	41%	41%	29%	44%	46%	44%	40%	49%	42%	39%	41%	41%	47%	32%	39%
Balancing work and family life	578	18	69	52	41	42	50	52	86	75	485	26	54	12	447	92	124	206	133	65	566	9	383	187	307	262	307	192	566
	49%	44%	46%	51%	45%	48%	50%	50%	56%	48%	49%	49%	51%	41%	49%	51%	44%	47%	56%	42%	51%	36%	52%	47%	53%	47%	50%	53%	49%
Not knowing how to support child's development	224	11	22	18	22	16	19	15	27	28	179	10	27	7	159	49	46	91	41	26	219	4	140	81	125	98	126	76	228
	19%	27%	15%	18%	25%	19%	14%	18%	18%	18%	18%	19%	26%	18%	27%	17%	21%	17%	21%	20%	19%	16%	19%	20%	22%	18%	21%	21%	20%
Managing challenging behaviour	248	13	30	17	16	17	19	17	41	34	203	9	28	7	195	35	64	84	40	34	235	6	160	83	126	114	106	101	248
	21%	30%	20%	17%	18%	20%	19%	16%	26%	21%	21%	19%	26%	25%	22%	19%	23%	19%	17%	28%	21%	25%	22%	21%	22%	21%	17%	28%	21%
Managing screen time and technology use	302	17	36	17	23	18	33	19	41	46	251	16	25	11	230	51	64	114	65	39	294	3	196	99	158	135	159	101	304
	26%	40%	24%	17%	25%	20%	34%	18%	27%	30%	26%	29%	37%	26%	28%	23%	26%	27%	31%	26%	14%	27%	25%	27%	24%	26%	28%	26%	
Parents' mental health problems	175	6	24	17	12	14	8	12	19	32	145	7	20	3	142	21	48	57	41	22	171	1	133	41	110	63	99	54	176
	15%	15%	16%	17%	13%	16%	8%	11%	12%	20%	15%	13%	19%	11%	16%	12%	17%	13%	17%	18%	15%	18%	10%	19%	11%	16%	15%	15%	
Lack of support from family, friends, community or professionals	150	2	18	15	10	8	6	11	24	32	125	7	13	5	113	21	47	46	31	20	147	3	98	49	81	65	103	33	151
	13%	6%	12%	14%	11%	9%	6%	11%	15%	20%	13%	13%	12%	13%	12%	17%	11%	13%	16%	13%	10%	13%	12%	14%	12%	14%	12%	9%	13%
Keeping children safe at home, in childcare or education, or in the community	243	6	41	25	22	12	16	21	31	26	199	14	25	5	183	43	74	90	33	29	232	7	167	71	116	119	117	96	244

No opinion	27	-	4	2	4	2	-	1	5	5	24	1	2	-	20	2	6	10	4	1	19	2	3	20	1	19	3	6	27
2%	-	3%	2%	5%	3%	-	1%	3%	3%	2%	2%	1%	-	2%	1%	2%	2%	2%	*	2%	8%	*	5%	*	3%	*	2%	2%	
Don't know	40	-	4	7	1	4	7	6	6	1	35	1	3	1	29	6	12	11	11	2	33	-	11	15	8	19	15	3	39
3%	-	2%	7%	1%	4%	7%	6%	4%	1%	4%	2%	3%	4%	3%	4%	4%	2%	4%	2%	3%	-	2%	4%	2%	1%	3%	2%	3%	

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

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 Table 65

QIEY8_A. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1163	114	12	285	18	46	269	848	65	46	272	290	834	301	678	212	214	206	227	216	1163
Weighted total	1172	128	11**	302	21**	46*	266	863	71*	52*	285	292	845	307	684	220	216	204	231	213	1163
Effective base	1043	105	9	258	16	42	243	760	60	43	244	258	751	269	611	192	194	183	206	193	1163
Cost of living	632	66	9	178	14	25	149	464	47	35	167	198	419	168	393	123	141	102	125	95	619
54%	51%	80%	59%	69%	54%	56%	54%	54%	66%	66%	58%	68%	50%	55%	57%	56%	65%	50%	54%	45%	53%
Availability of affordable childcare	469	52	7	135	6	15	120	337	23	17	128	107	351	125	292	74	92	75	99	102	459
40%	41%	63%	45%	30%	32%	45%	39%	33%	33%	45%	37%	42%	41%	43%	34%	43%	37%	43%	48%	39%	
Balancing work and family life	578	71	4	157	7	23	106	462	30	24	153	123	443	160	354	93	105	99	126	115	566
49%	55%	39%	52%	36%	51%	40%	54%	42%	45%	54%	42%	52%	52%	52%	43%	49%	49%	54%	54%	49%	
Not knowing how to support child's development	224	21	-	49	4	9	50	166	13	10	46	44	175	59	137	44	33	33	52	47	228
19%	16%	-	16%	19%	18%	19%	19%	19%	19%	16%	15%	21%	19%	20%	20%	15%	16%	22%	22%	20%	
Managing challenging behaviour	248	25	1	51	2	11	60	181	15	14	49	65	177	63	135	46	51	33	54	45	248
21%	20%	11%	17%	11%	24%	23%	21%	21%	27%	17%	22%	21%	20%	20%	21%	21%	24%	16%	23%	21%	
Managing screen time and technology use	302	35	3	75	7	11	66	231	12	8	79	68	228	83	165	51	62	58	58	52	304
26%	27%	23%	25%	33%	24%	25%	27%	17%	15%	28%	23%	27%	27%	24%	23%	29%	29%	25%	25%	26%	
Parents' mental health problems	175	28	1	61	6	7	54	114	24	17	47	61	109	53	101	36	30	36	32	30	176
15%	22%	12%	20%	29%	15%	20%	13%	34%	33%	17%	21%	13%	17%	15%	16%	14%	18%	14%	14%	15%	
Lack of support from family, friends, community or professionals	150	23	3	53	1	7	35	109	17	12	44	36	111	48	81	31	21	35	23	24	151
13%	18%	25%	18%	5%	14%	13%	13%	24%	23%	15%	13%	13%	16%	12%	14%	10%	17%	10%	11%	13%	
Keeping children safe at home, in childcare or education, or in the community	243	33	*	58	6	12	48	188	11	9	62	63	175	67	139	52	46	36	54	37	244
21%	26%	4%	19%	30%	25%	18%	22%	16%	17%	22%	22%	21%	22%	20%	24%	21%	18%	23%	18%	21%	
Other	12	-	*	1	*	-	5	7	2	-	2	3	8	2	7	1	2	4	4	12	
1%	-	4%	1	*	2%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	2%	2%	1%	
No opinion	27	-	-	1	-	-	2	21	-	-	1	5	20	1	15	6	3	7	3	4	27
2%	-	-	*	-	-	1%	2%	-	-	*	2%	2%	*	2%	3%	1%	3%	1%	2%	2%	
Don't know	40	-	-	3	-	-	14	22	-	-	1	5	29	4	13	7	5	10	7	7	39
3%	-	-	1%	-	-	5%	3%	-	-	*	2%	3%	1%	2%	3%	2%	5%	3%	4%	3%	

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

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 Table 68

QIEY8_C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	1167	564	610	342	363	462	164	178	175	188	201	178	83	1004	140	16	59	40	25	680	487	498	669	1167
Weighted total	1177	564	612	353	350	464	167	186	179	182	200	182	82*	999	166	15**	65*	37*	49**	723	489	512	665	1167
Effective base	1048	498	550	307	334	418	146	161	169	178	164	76	917	122	15	57	38	24	610	445	446	603	1167	
Availability of affordable childcare	197	74	123	42	54	100	14	28	29	25	47	38	16	184	12	2	5	2	4	109	87	98	98	203
17%	13%	20%	12%	15%	22%	8%	15%	16%	14%	24%	21%	19%	18%	7%	12%	7%	5%	8%	15%	19%	19%	15%	17%	
Availability of childcare / quality childcare / access to education	68	31	38	14	15	40	6	8	10	5	17	13	9	62	6	1	2	1	2	34	34	31	38	69
6%	5%	6%	4%	4%	9%	4%	4%	6%	3%	9%	7%	11%	6%	4%	7%	4%	3%	4%	5%	8%	6%	6%	6%	
Cost of childcare	151	54	97	34	43	74	11	24	21	22	36	27	10	140	11	2	3	2	4	89	62	78	73	157
13%	10%	16%	10%	12%	16%	6%	13%	12%	12%	18%	15%	12%	14%	7%	12%	5%	5%	8%	12%	14%	15%	11%	13%	
Childcare [unspecified]	27	13	13	4	14	8	*	4	8	6	3	4	1	19	7	-	1	-	6	19	8	11	16	27
2%	2%	2%	1%	4%	2%	*	2%	5%	3%	2%	2%	1%	2%	4%	-	2%	-	12%	3%	2%	2%	2%	2%	
Broken homes / unstable home life	25	17	8	4	6	16	4	-	2	3	5	6	5	22	3	-	1	-	2	12	14	6	19	23
2%	3%	1%	1%	2%	3%	2%	-	1%	2%	3%	3%	6%	2%	2%	2%	2%	-	5%	2%	3%	1%	3%	2%	
Children's physical / social / emotional development	25	9	16	6	12	7	3	4	4	9	4	1	2	23	1	-	-	1	-	17	8	8	17	24
2%	2%	3%	2%	3%	1%	2%	2%	2%	2%	5%	2%	*	3%	2%	1%	-	3%	-	2%	2%	2%	3%	2%	
Cost of living	246	118	128	70	73	104	42	28	32	41	48	41	15	218	28	3	10	4	10	147	99	105	141	250
21%	21%	21%	20%	20%	22%	25%	15%	18%	22%	24%	22%	18%	22%	22%	17%	22%	16%	11%	20%	20%	21%	21%	21%	
Managing challenging behaviour	14	10	4	9	1	5	3	6	-	1	1	4	-	10	5	-	1	3	-	9	5	10	4	16
1%	2%	1%	2%	*	1%	2%	3%	-	1%	1%	2%	-	1%	3%	-	2%	9%	an	1%	1%	2%	1%	1%	
Diet / nutrition	26	10	15	7	10	9	2	5	6	4	6	*	2	21	4	-	1	-	2	18	8	13	12	24
2%	2%	3%	2%	3%	2%	1%	2%	3%	2%	3%	*	3%	2%	2%	2%	2%	-	4%	2%	2%	3%	2%	2%	
Health issues / healthcare / NHS	26	6	21	8	7	12	5	3	4	2	9	-	2	16	10	-	4	2	4	20	7	15	11	25
2%	1%	3%	2%	2%	3%	3%	2%	3%	3%	1%	5%	-	3%	2%	6%	-	6%	5%	9%	3%	2%	3%	2%	
Housing issues / standard of housing	18	6	12	3	5	10	2	1	1	4	5	3	1	18	-	-	-	-	-	10	8	11	7	18
1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	3%	2%	1%	2%	-	-	-	-	-	1%	2%	2%	1%	2%	

Judgement / influence of others / peer pressure	23	5	18	4	6	13	1	3	4	2	8	1	3	19	3	-	1	2	-	14	9	8	14	21
	2%	1%	3%	1%	2%	3%	1%	2%	2%	1%	4%	1%	4%	2%	2%	-	2%	6%	-	2%	2%	2%	2%	2%
Keeping children safe at home, in childcare or education, or in the community	15	5	10	2	5	8	-	2	2	3	2	4	2	12	3	1	1	1	-	6	9	7	8	15
	1%	1%	2%	1%	1%	2%	-	1%	1%	2%	1%	2%	3%	1%	2%	7%	1%	3%	-	1%	2%	1%	1%	1%
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE 27*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of support from family, friends, community, or professionals	74	20	54	19	28	28	6	14	15	13	12	12	3	59	15	1	2	5	6	51	23	40	34	73
	6%	4%	9%	5%	8%	6%	3%	7%	8%	7%	6%	7%	4%	6%	9%	6%	4%	14%	13%	7%	5%	8%	5%	6%
Lack of time / time to spend with children / having to juggle work and home time *DO NOT USE* *USE CODE 28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parent's mental health problems	31	14	17	13	12	6	4	9	5	7	1	5	1	23	7	1	-	4	2	24	7	18	13	33
	3%	3%	3%	4%	3%	1%	3%	5%	3%	4%	*	3%	1%	2%	4%	7%	-	11%	5%	3%	2%	4%	2%	3%
Not knowing how to support child's development	161	89	73	39	49	73	21	19	25	24	28	30	14	132	28	2	10	6	10	96	66	88	74	155
	14%	16%	12%	11%	14%	16%	12%	10%	14%	13%	14%	16%	18%	13%	17%	11%	15%	17%	20%	13%	15%	17%	11%	13%
Balancing work and family life	256	107	149	55	76	125	17	38	40	36	64	49	13	225	30	3	10	6	12	158	98	131	125	245
	22%	19%	24%	16%	21%	27%	10%	20%	22%	20%	32%	27%	16%	22%	18%	17%	15%	17%	24%	22%	22%	26%	19%	21%
Politics / the government	10	5	5	1	1	8	-	1	1	-	4	3	1	7	3	-	-	1	2	5	5	2	8	11
	1%	1%	1%	*	*	2%	-	1%	1%	-	2%	2%	1%	1%	2%	-	-	3%	5%	1%	1%	*	1%	1%
Society / societal changes / wokeism	9	5	4	1	4	4	-	1	2	2	1	3	-	8	1	-	-	1	-	8	1	4	5	10
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	2%	-	1%	1%	-	-	3%	-	1%	*	1%	1%	1%
Managing screen time and technology use	81	25	56	23	21	37	13	10	10	11	19	12	6	70	11	*	8	1	2	46	35	39	42	82
	7%	4%	9%	7%	6%	8%	8%	5%	6%	6%	9%	7%	7%	7%	7%	3%	12%	3%	4%	6%	8%	8%	6%	7%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	19	8	10	6	6	7	2	4	4	2	4	2	1	17	1	-	1	-	-	13	6	6	13	18
	2%	1%	2%	2%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	-	2%	-	-	2%	1%	1%	2%	2%
Other	70	32	38	21	21	28	12	9	11	10	10	14	3	58	11	-	3	2	6	44	26	32	38	66
	6%	6%	6%	6%	6%	6%	7%	5%	6%	6%	6%	5%	7%	8%	4%	6%	5%	12%	6%	6%	6%	6%	6%	6%
None / no issue	6	4	2	2	2	2	-	2	-	-	-	1	1	6	1	-	-	1	-	2	4	2	4	6
	1%	1%	*	1%	1%	*	1%	-	-	-	-	1%	1%	1%	*	-	-	2%	-	*	1%	*	1%	1%
Don't know	315	156	158	117	101	97	57	60	50	51	40	39	18	273	36	7	23	6	1	213	102	103	212	315
	27%	28%	26%	33%	28%	21%	34%	32%	28%	28%	20%	21%	22%	27%	21%	45%	35%	15%	2%	29%	23%	20%	32%	27%

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

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 Table 69

QIEY8_C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Importance (u)	Not importance (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	1167	40	116	85	84	79	96	82	138	133	853	119	124	71	898	201	289	434	227	101	1102	35	728	409	613	507	609	351	1167
Weighted total	1177	48*	136	97*	103*	98*	112*	98*	159	148	999	50	96	31*	918	190	281	446	234	102*	1112	36**	746	403	637	491	612	365	1167
Effective base	1048	39	113	83	80	77	93	80	135	125	825	116	122	70	810	177	259	392	201	93	991	30	654	367	551	456	554	313	1048
Availability of affordable childcare	197	13	21	15	19	16	18	24	23	12	160	12	17	8	151	42	43	82	45	11	192	5	127	67	119	76	126	50	203
	17%	26%	15%	15%	18%	16%	16%	24%	14%	8%	16%	24%	18%	26%	16%	22%	15%	18%	19%	11%	17%	13%	17%	17%	19%	16%	21%	14%	17%
Availability of childcare / quality childcare / access to education	68	4	3	7	8	4	9	10	6	8	59	3	2	4	51	16	18	31	15	3	66	2	49	19	47	22	44	18	69
	6%	7%	2%	7%	8%	4%	8%	10%	4%	6%	6%	6%	2%	13%	6%	8%	6%	7%	7%	3%	6%	6%	7%	5%	7%	4%	7%	5%	6%
Cost of childcare	151	12	18	9	13	12	13	15	18	10	119	10	16	5	117	31	29	59	38	9	148	2	96	53	89	61	96	38	157
	13%	24%	13%	9%	13%	12%	12%	15%	11%	7%	12%	21%	17%	17%	13%	16%	10%	13%	16%	9%	13%	7%	13%	13%	14%	12%	16%	10%	13%
Childcare (unspecified)	27	2	7	-	-	3	2	-	2	4	20	1	4	1	22	4	5	10	7	2	27	-	13	13	16	10	16	4	27
	2%	5%	5%	-	-	4%	1%	-	1%	3%	2%	2%	4%	4%	2%	2%	2%	2%	3%	2%	2%	-	2%	3%	3%	2%	3%	1%	2%
Broken homes / unstable home life	25	-	2	2	1	6	5	1	3	3	24	*	-	1	17	6	12	9	4	1	25	-	20	6	17	9	11	14	23
	2%	-	2%	2%	1%	6%	4%	1%	2%	2%	2%	1%	-	3%	2%	3%	4%	2%	2%	1%	2%	-	3%	1%	3%	2%	2%	4%	2%
Children's physical / social / emotional development	25	-	6	1	4	1	5	3	1	2	24	1	-	1	21	4	7	4	8	3	25	-	18	7	15	10	18	6	24
	2%	-	4%	1%	3%	1%	5%	3%	1%	1%	2%	1%	-	3%	2%	2%	3%	1%	4%	3%	2%	-	2%	2%	2%	2%	3%	2%	2%
Cost of living	246	8	30	24	17	25	18	16	34	26	199	12	28	8	193	43	47	104	54	16	243	3	171	74	137	107	154	65	250
	21%	17%	22%	25%	17%	25%	16%	17%	22%	18%	20%	23%	29%	26%	21%	23%	17%	23%	23%	15%	22%	9%	23%	18%	21%	22%	25%	18%	21%
Managing challenging behaviour	14	1	1	-	-	1	-	2	1	5	12	1	-	1	12	1	4	3	4	3	14	-	10	4	7	8	9	5	16
	1%	2%	1%	-	-	1%	-	2%	1%	4%	1%	2%	-	4%	1%	1%	1%	1%	2%	3%	1%	-	1%	1%	1%	2%	1%	1%	1%
Diet / nutrition	26	-	5	2	4	-	5	1	4	2	24	-	-	1	21	5	3	14	4	2	26	-	20	5	16	9	19	6	24
	2%	-	4%	2%	4%	-	4%	1%	3%	1%	2%	-	-	2%	3%	3%	3%	2%	2%	2%	2%	-	3%	1%	3%	2%	3%	2%	2%
Health issues / healthcare / NHS	26	-	1	3	2	2	2	4	5	4	23	1	1	1	22	4	9	10	5	2	26	-	18	8	12	12	16	4	25
	2%	-	1%	4%	2%	2%	2%	4%	3%	3%	2%	3%	1%	3%	2%	2%	3%	2%	2%	2%	2%	-	2%	2%	2%	2%	3%	1%	2%
Housing issues / standard of housing	18	-	5	-	-	-	4	1	4	1	15	1	1	1	9	7	4	5	6	1	18	-	11	6	6	11	10	3	18
	1%	-	3%	-	-	-	3%	1%	3%	1%	1%	2%	1%	3%	1%	4%	1%	1%	3%	1%	2%	-	1%	2%	1%	2%	2%	1%	2%
Judgement / influence of others / peer pressure	23	1	4	2	2	1	1	2	6	1	21	*	2	2	14	7	7	9	6	1	23								

	16%	14%	19%	17%	14%	17%	18%	17%	15%	13%	17%	17%	20%	16%	19%	16%	20%	21%	18%	16%	17%	18%	15%	17%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	19	8	10	6	6	7	2	4	4	2	4	2	1	17	1	-	1	-	-	13	6	6	13	18
Availability of affordable childcare	666	284	382	150	235	281	54	96	129	106	119	114	47	577	84	8	36	11	29	427	239	324	342	662
Other	81	38	43	22	22	37	12	10	12	10	11	20	6	69	11	-	3	2	6	48	33	39	42	78
No opinion	37	3%	4%	3%	3%	4%	4%	3%	3%	3%	3%	5%	4%	3%	3%	-	3%	3%	6%	3%	4%	4%	3%	3%
None / no issue	6	4	2	2	2	2	2	-	2	-	2	-	1	6	1	-	-	1	-	2	4	2	4	6
Don't know	355	178	177	128	112	116	60	67	51	61	52	44	20	310	39	8	23	6	3	239	117	116	239	354
	15%	16%	15%	19%	15%	13%	19%	18%	13%	17%	14%	12%	12%	16%	12%	22%	18%	8%	3%	16%	14%	11%	18%	15%

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

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QIEY8_A/C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total		
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)			
Unweighted total	2330	74	242	160	348	178	167	274	1689	242	261	138	1781	852	583	456	219	2207	63	1455	807	1179	1064	1205	719	2330					
Weighted total	2349	90*	285	199	194	186	212	202	104	182	104	202	60	1820	372	562	881	474	226	2232	62*	1483	799	1215	1044	1221	727	2330			
Effective base	2092	73	234	170	153	143	172	164	265	260	1633	236	258	1611	344	521	768	408	202	1985	54	1312	720	1060	956	1091	640	2330			
Childcare [unspecified]	27	2	7	-	-	3	2	-	2	4	20	1	4	22	4	5	10	7	2	27	-	13	13	16	10	16	4	27			
Broken homes / unstable home life	25	-	2	2	1	6	5	1	3	3	24	*	-	17	6	12	9	4	1	25	-	20	6	17	9	11	14	23			
Children's physical / social / emotional development	25	-	6	1	4	1	5	3	1	2	24	1	-	21	4	7	4	8	3	25	-	18	7	15	10	18	6	24			
Cost of living	878	35	118	79	65	81	70	78	106	107	740	40	79	690	133	209	335	185	68	854	15	574	288	460	406	506	244	869			
Managing challenging behaviour	262	14	31	17	16	18	19	19	42	39	215	10	28	207	37	67	87	44	38	249	6	170	87	132	122	115	106	264			
Diet / nutrition	26	-	5	2	4	-	5	1	4	2	24	-	-	21	5	3	14	4	2	26	-	20	5	16	9	19	6	24			
Health issues / healthcare / NHS	26	-	1	3	2	2	2	4	5	4	23	1	1	22	4	9	10	5	2	26	-	18	8	12	12	16	4	25			
Housing issues / standard of housing	18	-	5	-	-	-	4	1	4	1	15	1	1	9	7	4	5	6	1	18	-	11	6	6	11	10	3	18			
Judgement / influence of others / peer pressure	23	1	4	2	2	1	1	2	6	1	21	*	2	14	7	7	9	6	1	23	-	20	2	18	5	12	9	21			
Keeping children safe at home, in childcare or education, or in the community	257	7	44	26	25	12	16	23	32	27	212	15	26	192	45	80	96	34	29	246	7	179	74	125	125	120	104	259			
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE 27*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Lack of support from family, friends, community, or professionals	225	4	30	23	13	12	11	17	39	41	190	11	16	173	34	66	77	45	29	218	6	157	65	130	88	151	47	224			
Lack of time / time to spend with children / having to juggle work and home time *DO NOT USE* *USE CODE 28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Parent's mental health problems	206	10	26	18	15	14	12	13	21	40	170	9	22	167	25	55	64	48	29	202	1	156	50	135	70	119	62	209			
Not knowing how to support child's development	385	16	42	24	32	25	40	31	55	56	321	15	37	281	81	84	161	66	43	377	5	264	117	240	139	206	146	383			
Balancing work and family life	834	29	104	79	60	62	75	77	118	106	709	36	73	642	142	175	298	189	91	814	17	576	250	484	339	458	272	811			
Politics / the government	10	1	-	-	1	-	1	3	1	-	8	1	1	6	3	3	7	1	1	10	1	9	2	7	3	4	4	11			
Society / societal changes / wokeism	9	1	1	-	-	1	-	-	-	1	5	1	3	8	1	1	5	3	-	9	-	7	2	8	1	4	3	10			
Managing screen time and technology use	383	19	44	22	32	22	43	30	54	52	319	20	30	288	69	92	146	73	40	374	5	249	128	206	168	207	127	386			
Flexible work arrangements / insufficient parental leave / paternity rights / pay	19	-	-	5	1	1	4	1	1	1	16	*	2	14	4	2	6	7	1	19	-	12	7	13	5	11	6	18			
Availability of affordable childcare	666	25	72	61	54	43	66	74	87	69	551	34	62	519	117	123	275	156	66	645	17	433	224	357	303	409	166	662			
Other	81	-	10	4	7	8	8	9	13	14	72	3	5	67	11	22	25	18	9	79	2	61	18	53	28	47	24	78			

No opinion	27 1%	-	4 1%	2 1%	4 2%	2 1%	-	1 1%	5 2%	5 2%	24 1%	1 1%	2 1%	-	20 1%	2 1%	6 1%	10 1%	4 1%	1 *	19 1%	2 3%	3 *	20 3%	2 *	19 2%	3 *	6 1%	27 1%
None / no issue	6 *	1 1%	-	1 1%	-	-	-	-	1 *	3 1%	6 *	-	-	-	5 *	1 *	-	2 *	2 1%	-	6 *	-	4 *	2 *	2 *	4 *	1 *	1 *	6 *
Don't know	355 15%	17 19%	30 11%	36 18%	31 16%	38 20%	46 22%	24 12%	46 15%	35 12%	304 15%	15 14%	30 15%	7 12%	273 15%	46 12%	92 16%	126 14%	66 14%	26 12%	304 14%	19 31%	144 10%	175 22%	117 10%	189 18%	140 12%	84 12%	354 15%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 75

Q1EY8_A/C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	2330	217	27	562	35	84	590	1644	131	88	530	563	1683	619	427	394	424	427	458	471	2330
Weighted total	2349	232	221*	535	35*	83*	500	1577	135	93*	550	572	1701	637	434	399	434	425	467	464	2330
Effective base	2092	199	21	508	31	73	529	1477	117	81	476	501	1519	556	416	349	386	380	416	423	2330
Childcare (unspecified)	27 1%	-	6%	5 1%	1 3%	3 4%	6 1%	19 1%	4 3%	4 5%	6 1%	6 1%	21 1%	11 2%	13 1%	4 1%	5 1%	8 2%	4 1%	4 1%	27 1%
Broken homes / unstable home life	25 1%	1 1%	-	4 1%	-	1 1%	5 1%	20 1%	1 1%	1 1%	4 1%	5 1%	20 1%	7 1%	15 1%	3 1%	4 1%	6 1%	8 2%	2 *	23 1%
Children's physical / social / emotional development	25 1%	2 1%	-	7 1%	-	1 1%	8 1%	17 1%	5 4%	4 4%	4 1%	6 1%	19 1%	4 1%	20 1%	7 2%	6 1%	2 *	5 1%	6 1%	24 1%
Cost of living	878 37%	83 36%	12 55%	237 40%	21 57%	34 41%	218 37%	633 38%	64 47%	42 45%	223 41%	275 48%	582 34%	232 36%	543 40%	151 38%	185 43%	154 36%	183 39%	148 32%	869 37%
Managing challenging behaviour	262 11%	29 12%	1 5%	58 10%	2 6%	12 14%	66 11%	189 11%	16 12%	14 15%	55 10%	67 12%	188 11%	70 11%	140 10%	49 12%	55 13%	33 8%	58 12%	49 11%	264 11%
Diet / nutrition	26 1%	2 1%	-	7 1%	1 3%	1 2%	8 1%	17 1%	1 1%	-	8 1%	5 1%	20 1%	12 2%	13 1%	7 2%	4 1%	5 1%	8 2%	1 *	24 1%
Health issues / healthcare / NHS	26 1%	5 2%	-	8 1%	-	-	8 1%	15 1%	3 2%	1 1%	6 1%	11 2%	15 1%	8 1%	15 1%	3 1%	5 1%	5 1%	8 2%	4 1%	25 1%
Housing issues / standard of housing	18 1%	-	-	2 *	-	-	7 1%	11 1%	-	-	2 *	3 1%	14 1%	5 1%	9 1%	2 *	1 *	1 *	6 1%	5 1%	18 1%
Judgement / influence of others / peer pressure	23 1%	3 1%	-	3 *	1 3%	1 2%	8 1%	14 1%	1 1%	-	4 1%	7 1%	15 1%	9 1%	12 1%	3 1%	1 *	5 1%	4 1%	7 2%	21 1%
Keeping children safe at home, in childcare or education, or in the community	257 11%	34 15%	-	59 10%	6 17%	13 15%	53 9%	197 12%	11 8%	9 10%	64 12%	68 12%	185 11%	70 11%	149 11%	56 14%	49 11%	36 8%	56 12%	40 9%	259 11%
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE 27*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of support from family, friends, community, or professionals	225 10%	32 14%	4 20%	78 13%	3 8%	13 16%	53 9%	158 9%	27 20%	18 19%	68 12%	63 11%	158 9%	62 10%	133 10%	43 11%	33 8%	54 13%	32 7%	44 10%	224 10%
Lack of time / time to spend with children / having to juggle work and home time *DO NOT USE* *USE CODE 28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Parent's mental health problems	206 9%	37 16%	1 6%	73 13%	7 20%	8 10%	61 10%	138 8%	26 19%	19 20%	60 11%	70 12%	132 8%	64 10%	119 9%	42 11%	36 8%	41 10%	36 8%	37 8%	209 9%
Not knowing how to support child's development	385 16%	30 13%	1 6%	89 15%	5 14%	11 13%	96 17%	274 16%	19 14%	15 16%	84 15%	78 14%	302 18%	110 17%	225 17%	62 16%	58 13%	73 17%	79 17%	90 19%	383 16%
Balancing work and family life	834 36%	96 41%	7 34%	232 40%	11 31%	31 37%	172 30%	649 39%	44 33%	33 36%	222 40%	171 30%	647 38%	239 37%	503 37%	125 31%	144 33%	143 33%	195 42%	176 38%	811 35%
Politics / the government	10 *	-	-	2 *	-	-	3 1%	7 1%	-	-	2 *	5 1%	5 *	1 *	6 *	1 *	2 *	4 1%	-	2 *	11 *
Society / societal changes / wokeism	9 *	1 *	-	2 *	-	-	3 *	6 *	-	-	2 *	1 *	8 *	4 1%	5 *	1 *	3 1%	-	4 1%	1 *	10 *
Managing screen time and technology use	383 16%	38 16%	3 12%	87 15%	7 19%	11 14%	84 15%	289 17%	15 11%	8 8%	88 16%	93 16%	284 17%	103 16%	219 16%	60 15%	78 18%	74 17%	72 15%	73 16%	386 17%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	19 1%	5 2%	1 6%	6 1%	-	1 1%	6 1%	11 1%	-	-	8 1%	5 1%	14 1%	7 1%	9 1%	2 *	5 1%	2 *	6 1%	3 1%	18 1%
Availability of affordable childcare	666 28%	69 30%	8 38%	171 29%	9 24%	19 23%	177 31%	473 28%	32 24%	23 25%	163 30%	145 25%	509 30%	179 28%	413 30%	94 24%	129 30%	109 25%	148 32%	155 33%	662 28%
Other	81 3%	3 1%	2 7%	20 3%	2 7%	1 1%	21 4%	58 3%	4 3%	-	20 4%	19 3%	62 4%	26 4%	43 3%	12 3%	14 3%	15 4%	13 3%	23 5%	78 3%
No opinion	27 1%	-	-	1 *	-	-	2 *	21 1%	-	-	1 *	5 1%	20 1%	1 *	15 1%	6 1%	3 1%	7 2%	3 1%	4 1%	27 1%
None / no issue	6 *	-	-	1 *	-	-	6 *	-	-	1 *	1 *	4 *	1 *	5 *	-	4 1%	1 *	1 *	-	6 *	
Don't know	355 15%	29 13%	1 7%	70 12%	2 7%	8 10%	98 17%	235 14%	15 11%	11 12%	60 11%	82 14%	242 14%	73 11%	187 14%	70 17%	67 15%	75 18%	45 10%	63 14%	354 15%

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

QIEY8_B. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Table 78

Base : All UK adults aged 16+ answering

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	1169	561	604	342	347	480	147	195	168	179	193	197	90	1023	126	15	49	44	18	679	490	518	651	1169
Weighted total	1157	562	593	331	358	467	142	189	173	185	188	187	92*	1008	140	15**	50*	40*	34**	716	441	519	637	1169
Effective base	1051	504	544	306	312	433	131	175	151	161	175	176	83	931	110	15	46	42	17	611	447	465	586	1169
Not having enough time with parent(s)	451	213	237	106	140	205	34	72	73	67	82	78	45	400	48	5	10	22	11	281	170	206	245	447
	39%	38%	40%	32%	39%	44%	24%	38%	43%	36%	43%	42%	48%	40%	34%	31%	20%	55%	33%	39%	38%	40%	38%	38%
Family not having enough money for basics like food, clothes, outings	483	219	263	130	186	167	60	70	86	100	70	67	30	414	66	5	21	18	22	296	187	217	266	494
	42%	39%	44%	39%	52%	36%	42%	37%	50%	54%	37%	36%	33%	41%	47%	35%	41%	44%	64%	41%	42%	42%	42%	42%
Lack of access to good quality, affordable early years childcare and education	331	170	161	104	107	121	41	62	51	56	49	50	22	294	34	5	18	10	2	215	116	173	159	334
	29%	30%	27%	31%	30%	26%	29%	33%	29%	30%	26%	27%	24%	29%	25%	33%	36%	24%	6%	30%	26%	33%	25%	29%
Lack of access to good quality primary school education	145	80	65	55	39	51	29	26	24	16	17	18	17	123	21	2	5	5	9	89	57	74	71	147
	13%	14%	11%	16%	11%	11%	20%	14%	14%	8%	9%	9%	18%	12%	15%	13%	11%	13%	26%	12%	13%	14%	11%	13%
Not enough opportunity for stimulating play	185	80	104	54	47	84	20	34	27	20	34	34	16	166	18	2	4	9	2	111	73	99	85	189
	16%	14%	18%	16%	13%	18%	14%	18%	16%	11%	18%	18%	18%	16%	13%	12%	9%	23%	6%	16%	17%	19%	13%	16%
Not enough access to support services	162	76	85	57	58	47	28	29	28	30	20	14	12	139	19	-	8	7	4	115	47	74	88	162
	14%	14%	14%	17%	16%	10%	19%	15%	16%	11%	8%	13%	13%	14%	13%	-	15%	18%	12%	16%	11%	14%	14%	14%
Not feeling or being safe at home, in childcare or school, or in local community	192	91	101	66	59	68	31	35	35	24	28	23	17	163	27	1	5	12	9	117	75	91	101	192
	17%	16%	17%	20%	16%	14%	22%	18%	20%	13%	15%	12%	18%	16%	20%	7%	11%	30%	26%	16%	17%	18%	16%	16%
Living with a short or long-term health condition	84	53	31	46	18	20	17	29	11	7	9	5	5	69	14	1	9	3	-	60	24	43	40	83
	7%	9%	5%	14%	5%	4%	12%	15%	6%	4%	5%	3%	6%	7%	10%	8%	19%	8%	-	8%	5%	8%	6%	7%
Amount of time on screens/using digital technology	479	206	272	132	137	209	70	62	66	71	78	85	46	416	58	9	20	16	13	280	199	199	280	486
	41%	37%	46%	40%	38%	45%	50%	33%	38%	39%	42%	45%	50%	41%	41%	58%	40%	39%	38%	39%	45%	38%	44%	42%
Overall quality of family life	339	157	182	77	109	154	31	46	47	62	51	65	38	295	42	1	21	11	9	190	149	148	191	343
	29%	28%	31%	23%	30%	33%	22%	24%	27%	33%	27%	35%	41%	29%	30%	8%	42%	26%	26%	27%	34%	28%	30%	29%
Other	26	12	14	2	7	17	-	2	4	3	7	8	1	22	4	1	-	-	3	14	12	12	14	22
	2%	2%	2%	1%	2%	4%	-	1%	2%	2%	4%	4%	1%	2%	3%	5%	-	-	10%	2%	3%	2%	2%	2%
No opinion	33	21	12	10	5	18	4	6	2	3	10	7	*	30	3	-	1	-	2	19	15	12	22	35
	3%	4%	2%	3%	1%	4%	3%	3%	1%	2%	5%	4%	*	3%	2%	-	2%	-	6%	3%	3%	2%	3%	3%
Don't know	56	31	24	12	18	26	1	10	5	14	10	4	4	51	4	1	3	-	-	34	22	22	34	58
	5%	6%	4%	4%	5%	5%	1%	6%	3%	7%	5%	6%	5%	5%	3%	7%	7%	-	-	5%	5%	4%	5%	5%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025
 Table 79

QIEY8_B. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	1169	45	99	85	83	58	100	84	142	136	832	135	126	76	900	211	320	419	209	106	1104	38	744	390	589	535	629	360	1169
Weighted total	1157	53*	113*	97*	99*	71*	118*	104*	162	150	966	59	98	33*	907	192	308	412	213	113*	1090	41*	731	390	583	530	614	370	1169
Effective base	1051	45	96	84	81	57	99	81	136	131	808	133	124	75	819	181	287	374	190	98	991	36	667	352	527	483	565	331	1169
Not having enough time with parent(s)	451	20	35	46	43	37	45	36	72	50	384	24	34	9	346	88	123	159	80	55	435	15	327	119	254	191	237	164	447
	39%	37%	31%	47%	44%	52%	38%	35%	45%	33%	40%	41%	35%	27%	38%	46%	40%	39%	38%	49%	40%	38%	45%	31%	44%	36%	39%	44%	38%
Family not having enough money for basics like food, clothes, outings	483	20	33	30	38	28	47	51	87	69	403	26	36	18	389	76	122	173	96	41	468	13	314	161	239	235	298	124	494
	42%	38%	30%	31%	38%	40%	40%	49%	54%	46%	42%	43%	37%	43%	40%	39%	42%	45%	37%	43%	31%	43%	41%	41%	44%	49%	33%	42%	
Lack of access to good quality, affordable early years childcare and education	331	17	42	24	24	17	32	27	44	47	276	14	32	9	262	61	71	117	70	42	321	10	211	116	170	159	204	94	334
	29%	33%	37%	25%	25%	24%	27%	26%	27%	32%	29%	24%	32%	28%	29%	32%	23%	28%	33%	38%	29%	26%	29%	30%	29%	30%	33%	26%	29%
Lack of access to good quality primary school education	145	7	17	13	13	5	13	12	13	30	122	9	10	4	121	17	38	53	25	16	141	4	93	51	78	67	82	48	147
	13%	13%	15%	13%	13%	7%	11%	13%	7%	20%	13%	16%	10%	12%	13%	9%	12%	13%	12%	15%	13%	10%	13%	13%	13%	13%	13%	13%	13%
Not enough opportunity for stimulating play	185	17	13	22	13	4	21	13	23	29	154	10	16	5	146	30	49	74	32	20	181	3	140	42	107	74	108	56	189
	16%	31%	11%	23%	13%	6%	18%	12%	14%	20%	16%	16%	16%	15%	16%	16%	16%	18%	15%	17%	17%	8%	19%	11%	18%	14%	18%	15%	16%
Not enough access to support services	162	8	11	11	18	14	20	11	16	23	133	6	19	3	126	26	41	52	31	23	155	4	101	55	81	80	89	51	162
	14%	16%	10%	12%	18%	20%	17%	11%	10%	15%	14%	11%	19%	10%	14%	14%	13%	12%	15%	20%	14%	10%	14%	14%	14%	15%	14%	14%	14%
Not feeling or being safe at home, in childcare or school, or in local community	192	12	20	23	13	11	19	21	21	20	159	9	19	5	150	35	62	64	29	20	183	7	122	67	108	79	109	63	192
	17%	23%	18%	23%	13%	15%	16%	20%	13%	13%	17%	15%	19%	15%	17%	18%	20%	16%	14%	18%	17%	16%	17%	17%	19%	15%	18%	17%	16%
Living with a short or long-term health condition	84	2	8	9	8	2	9	4	11	19	72	3	7	2	78	2	21	22	15	18	75	7	62	19	55	28	47	29	83
	7%	4%	7%	9%	8%	3%	7%	3%	7%	13%	7%	5%	7%	7%	9%	1%	7%	5%	7%	16%	7%	17%	9%	5%	9%	5%	8%	8%	7%
Amount of time on screens/using digital technology	479	18	47	44	43	28	48	45	66	62	401	24	42	12	383	77	127	183	91										

Overall quality of family life	339 29%	13 25%	36 32%	24 25%	23 23%	24 34%	33 28%	35 33%	50 31%	49 33%	288 30%	17 28%	25 25%	10 30%	261 29%	63 33%	110 36%	112 27%	61 29%	30 26%	327 30%	9 21%	240 33%	94 24%	183 31%	153 29%	193 31%	A 107 29%	343 29%
Other	26 2%	4 7%	1 1%	2 2%	3 3%	3 4%	1 1%	-	6 4%	4 3%	24 2%	-	2 2%	-	15 2%	7 4%	5 1%	10 2%	2 1%	3 3%	26 2%	-	15 2%	10 3%	11 2%	16 3%	7 1%	13 4%	22 2%
No opinion	33 3%	-	9 8%	2 2%	4 4%	1 2%	2 2%	1 1%	5 3%	1 1%	26 3%	3 5%	4 5%	*	24 3%	5 3%	9 3%	16 4%	2 1%	1 1%	21 2%	4 9%	10 1%	14 4%	8 1%	15 3%	6 1%	12 3%	35 3%
Don't know	56 5%	1 2%	7 6%	3 3%	6 6%	1 2%	8 7%	7 7%	8 5%	4 3%	47 5%	4 7%	3 3%	1 4%	42 5%	11 6%	18 6%	15 4%	12 6%	* *	47 4%	1 3%	17 2%	29 7%	14 2%	23 4%	20 3%	10 3%	58 5%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 80

QIEY8_B. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	1169	117	18	294	21	39	314	809	68	48	273	265	861	231	222	203	231	242	213	213	1169	
Weighted total	1157	118	19**	304	18**	42*	298	811	70*	52*	281	258	859	307	675	204	222	219	240	214	1169	
Effective base	1051	106	14	267	18	35	284	728	62	45	246	233	781	274	615	183	207	198	216	195	1169	
Not having enough time with parent(s)	451	65	9	145	5	20	108	332	24	19	141	84	360	123	265	71	70	87	104	101	447	
	39%	55%	50%	48%	25%	47%	36%	41%	34%	36%	50%	33%	42%	41%	39%	35%	32%	40%	43%	47%	38%	
Family not having enough money for basics like food, clothes, outings	483	36	9	134	8	20	135	332	42	34	116	146	324	98	316	81	96	80	105	104	494	
	42%	31%	50%	44%	47%	48%	45%	41%	61%	65%	41%	57%	38%	33%	47%	40%	43%	37%	44%	48%	42%	
Lack of access to good quality, affordable early years childcare and education	331	37	7	95	7	6	77	244	22	14	83	74	255	87	212	63	71	63	68	58	334	
	29%	31%	37%	31%	39%	14%	26%	30%	31%	27%	30%	29%	30%	29%	31%	31%	32%	29%	28%	27%	29%	
Lack of access to good quality primary school education	145	17	1	39	1	5	35	105	8	5	37	39	101	55	77	26	30	32	30	19	147	
	13%	14%	7%	13%	7%	13%	12%	13%	11%	9%	13%	15%	12%	18%	11%	13%	14%	15%	13%	9%	13%	
Not enough opportunity for stimulating play	185	16	4	46	1	8	45	133	9	6	43	34	148	40	121	28	40	36	35	37	189	
	16%	13%	22%	15%	7%	20%	15%	16%	14%	11%	15%	13%	17%	13%	18%	14%	18%	17%	15%	17%	16%	
Not enough access to support services	162	21	1	50	3	7	36	118	15	11	43	37	117	43	96	24	40	33	30	25	162	
	14%	18%	7%	16%	17%	16%	12%	15%	22%	22%	15%	14%	14%	14%	14%	12%	18%	15%	13%	12%	14%	
Not feeling or being safe at home, in childcare or school, or in local community	192	23	-	56	2	5	59	127	12	10	49	51	138	64	107	44	43	35	28	34	192	
	17%	19%	-	18%	12%	12%	20%	16%	18%	19%	17%	20%	16%	21%	16%	22%	19%	16%	11%	16%	16%	
Living with a short or long-term health condition	84	23	2	41	3	4	20	61	10	7	36	14	66	43	34	22	23	13	12	8	83	
	7%	19%	10%	14%	17%	9%	7%	8%	15%	14%	13%	5%	8%	14%	5%	11%	11%	6%	5%	4%	7%	
Amount of time on screens/using digital technology	479	43	5	102	12	16	123	341	24	17	100	99	366	108	305	83	82	90	104	100	486	
	41%	37%	30%	33%	68%	39%	41%	42%	35%	33%	35%	38%	43%	36%	45%	40%	37%	41%	43%	47%	42%	
Overall quality of family life	339	38	3	78	4	19	89	237	20	14	78	74	251	91	196	61	67	67	70	59	343	
	29%	32%	18%	26%	20%	44%	30%	29%	28%	28%	28%	29%	29%	30%	29%	30%	30%	30%	29%	28%	29%	
Other	26	1	-	6	-	-	6	20	1	1	5	5	19	3	16	3	4	6	5	5	22	
	2%	1%	-	2%	-	-	2%	2%	1%	2%	2%	2%	2%	1%	2%	1%	2%	3%	2%	2%	2%	
No opinion	33	1	1	4	-	-	6	21	-	-	4	7	21	10	10	9	9	6	2	4	35	
	3%	*	7%	1%	-	-	2%	3%	-	-	1%	3%	2%	3%	1%	4%	4%	3%	1%	2%	3%	
Don't know	56	2	-	6	1	-	20	33	-	-	5	9	44	11	20	7	8	13	14	11	58	
	5%	2%	-	2%	5%	-	7%	4%	-	-	2%	4%	5%	4%	3%	3%	4%	6%	6%	5%	5%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

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Table 83

QIEY8_D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Gender		Age							Ethnicity					Working status		Education		Unweighted Total				
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	1173	561	588	356	380	437	151	205	186	194	173	169	95	989	154	17	59	52	26	705	468	482	691	1173
Weighted total	1167	568	598	353	377	437	150	203	187	190	173	169	95*	982	171	14**	64*	47*	46**	741	426	488	679	1173
Effective base	1049	515	532	317	337	395	134	183	165	172	154	155	87	898	134	15	55	49	25	634	419	431	618	1173
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	34	15	19	19	10	6	11	8	4	6	2	2	1	28	5	*	-	3	2	21	13	16	19	38
	3%	3%	3%	5%	3%	1%	7%	4%	2%	3%	1%	1%	3%	3%	3%	-	7%	3%	3%	3%	3%	3%	3%	3%
Behavioural issues	16	4	12	6	3	7	4	2	2	1	*	3	3	15	1	-	-	1	-	9	6	9	7	16
	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	*	2%	4%	2%	1%	-	2%	-	-	1%	2%	2%	1%	1%
Broken homes / unstable home life	52	25	27	11	15	26	5	6	6	10	10	8	8	45	6	*	2	-	4	31	21	21	31	53
	4%	4%	4%	3%	4%	6%	3%	3%	3%	5%	6%	5%	8%	5%	4%	3%	3%	-	8%	4%	5%	4%	4%	5%
Bullying / peer pressure	20	8	12	12	7	2	1	10	3	4	*	1	*	17	3	1	-	2	-	15	5	12	8	21
	2%	1%	2%	3%	2%	*	1%	5%	1%	2%	*	1%	*	2%	2%	8%	-	4%	-	2%	1%	2%	1%	2%
Childcare / childcare costs	68	19	49	11	23	35	2	9	14	9	13	14	7	63	4	-	2	-	2	39	29	34	35	71
	6%	3%	8%	3%	6%	8%	1%	4%	7%	5%	8%	9%	7%	6%	2%	-	3%	-	4%	5%	7%	7%	5%	6%
Family not having enough money for basics like food, clothes, outings	170	72	97	45	63	62	20	25	34	29	22	27	13	155	14	3	5	4	2	105	65	80	90	175
	15%	13%	16%	13%	17%	14%	14%	12%	18%	15%	13%	16%	14%	16%	8%	21%	8%	9%	5%	14%	15%	16%	13%	15%

	4%	3%	5%	7%	6%	2%	6%	1%	4%	3%	4%	3%	4%	2%	4%	5%	3%	5%	5%	6%	4%	-	6%	2%	6%	3%	6%	2%	4%
Poor education / education system	27	1	6	*	1	3	4	-	3	5	24	2	1	*	22	4	3	11	6	*	27	-	15	10	14	13	17	9	28
	2%	3%	5%	*	1%	3%	4%	-	2%	3%	2%	3%	1%	1%	3%	2%	1%	3%	3%	*	2%	-	2%	3%	2%	2%	3%	2%	2%
Lack of access to good quality, affordable early years childcare and education	23	1	5	-	2	1	1	2	2	4	20	-	2	1	17	4	2	6	8	6	23	-	16	6	19	4	17	4	22
	2%	3%	4%	-	2%	1%	1%	2%	1%	3%	2%	-	2%	3%	2%	2%	1%	1%	4%	5%	2%	-	2%	2%	3%	1%	3%	1%	2%
Lack of trained teachers	3	-	-	-	-	-	1	-	-	1	2	*	-	-	2	*	*	1	1	-	3	-	3	-	3	-	1	*	3
	*	-	-	-	-	-	1%	-	-	1%	*	-	-	-	*	*	*	1%	-	-	*	-	*	-	*	-	*	*	*
Not feeling or being safe at home, in childcare or school, or in local community	18	-	1	1	3	-	1	1	1	6	15	1	1	1	14	4	5	9	1	*	17	*	12	6	8	10	9	6	18
	2%	-	1%	1%	3%	-	1%	1%	1%	4%	2%	1%	1%	2%	2%	2%	2%	2%	1%	*	2%	1%	2%	2%	1%	2%	1%	2%	2%
Living with a short or long-term health condition	20	-	-	-	4	2	1	2	-	6	15	1	2	2	13	7	5	8	4	4	20	-	15	5	16	4	18	2	21
	2%	-	-	-	3%	3%	1%	2%	-	4%	2%	2%	3%	5%	1%	4%	2%	2%	2%	3%	2%	-	2%	1%	3%	1%	3%	1%	2%
Housing issues / standard of housing	12	-	4	-	1	1	1	2	1	1	12	*	-	-	10	1	4	4	2	1	12	-	11	1	10	2	10	1	11
	1%	-	3%	-	1%	2%	1%	2%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	2%	*	2%	*	1%
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	*	-	*	-	1
	*	-	-	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	-	*	-	*	-	*	-	*	-	1
Not enough access to support services	64	-	8	9	4	1	5	5	9	10	50	4	6	3	42	18	9	25	15	9	62	2	47	17	44	20	43	18	67
	5%	-	7%	10%	3%	2%	5%	5%	5%	6%	5%	8%	7%	7%	5%	9%	3%	6%	7%	7%	6%	4%	6%	4%	7%	4%	7%	5%	6%
Lack of socialisation / social skills	66	4	3	3	8	6	1	5	14	11	56	3	3	4	52	14	11	26	17	6	66	-	54	12	47	19	46	16	68
	6%	9%	2%	4%	7%	8%	1%	5%	8%	7%	6%	6%	4%	12%	6%	7%	4%	6%	8%	5%	6%	-	7%	3%	8%	4%	7%	5%	6%
Not having enough time with parent(s)	140	4	17	14	14	9	16	17	21	15	125	4	9	2	105	29	25	59	24	16	136	4	110	30	87	52	76	55	130
	12%	8%	14%	16%	12%	10%	14%	17%	13%	9%	13%	6%	10%	6%	12%	14%	9%	14%	11%	13%	12%	9%	15%	8%	14%	10%	12%	15%	11%
Mental health / anxiety / lack of confidence	20	1	2	2	4	-	1	3	1	5	19	-	-	*	15	4	6	6	3	6	20	-	18	2	14	6	14	6	18
	2%	3%	2%	3%	3%	-	1%	3%	1%	4%	2%	-	-	1%	2%	2%	2%	1%	1%	5%	2%	-	2%	1%	2%	1%	2%	2%	2%
Obesity / poor diet / nutrition	83	6	8	5	11	4	10	9	14	9	77	1	3	3	59	19	15	27	22	14	80	3	59	22	57	26	62	20	75
	7%	13%	7%	6%	9%	5%	9%	9%	8%	6%	8%	1%	4%	7%	7%	9%	5%	6%	10%	12%	7%	7%	8%	6%	9%	5%	10%	6%	6%
Overall quality of family life	235	8	20	19	23	13	25	26	38	30	203	10	17	5	172	46	56	89	49	23	232	3	181	52	146	86	120	91	233
	20%	18%	17%	22%	19%	16%	23%	26%	23%	19%	21%	18%	19%	13%	20%	22%	20%	21%	21%	19%	21%	8%	24%	14%	24%	17%	19%	25%	20%
Not enough opportunity for stimulating play	9	1	1	-	1	3	-	-	1	1	8	-	1	-	8	1	1	3	3	-	9	-	8	1	7	3	5	5	8
	1%	3%	1%	-	1%	3%	-	-	1%	1%	1%	-	1%	-	1%	1%	*	1%	2%	-	1%	-	1%	*	1%	*	1%	1%	1%
Society / societal changes / wokeism	10	1	1	3	1	-	1	-	1	-	10	-	1	-	8	2	5	2	1	2	10	-	9	1	7	4	7	4	9
	1%	3%	1%	4%	1%	-	1%	-	1%	-	1%	-	1%	-	1%	1%	2%	*	*	2%	1%	-	1%	*	1%	1%	1%	1%	1%
Amount of time on screens/using digital technology	139	2	15	7	17	14	11	17	28	14	125	7	4	3	99	33	32	58	30	6	133	6	99	39	89	50	75	53	135
	12%	4%	12%	8%	14%	17%	10%	17%	17%	9%	13%	13%	4%	9%	11%	16%	11%	14%	13%	5%	12%	15%	13%	10%	15%	10%	12%	15%	12%
Climate change / the environment / pollution	7	-	3	*	-	-	1	-	1	1	6	-	-	1	7	*	3	2	-	2	7	-	4	3	4	3	7	-	8
	1%	-	2%	*	-	-	1%	-	1%	1%	1%	-	-	2%	1%	*	1%	1%	-	2%	1%	-	1%	1%	1%	1%	1%	-	1%
Inequality / unequal opportunities	14	1	-	2	1	1	3	-	1	2	12	*	2	-	8	5	3	5	3	2	13	1	8	5	8	6	10	4	13
	1%	3%	-	3%	1%	1%	2%	-	1%	1%	1%	-	2%	-	1%	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	1%	2%	1%	1%
Other	72	1	10	5	5	5	9	6	9	9	59	1	9	3	59	11	19	35	11	3	71	1	54	17	42	29	45	22	69
	6%	2%	8%	5%	4%	6%	8%	6%	6%	6%	6%	2%	10%	8%	7%	5%	7%	8%	5%	3%	6%	3%	7%	4%	7%	6%	7%	6%	6%
None / no issues	9	-	1	-	-	-	-	4	-	3	8	-	*	-	8	-	-	*	2	2	8	1	6	3	8	1	6	1	8
	1%	-	1%	-	-	-	-	4%	-	2%	1%	-	*	-	1%	-	-	*	3%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%
Don't know	332	18	37	19	37	31	33	22	47	37	280	17	26	9	242	53	93	111	45	31	288	21	139	168	88	203	120	100	337
	28%	41%	31%	22%	31%	37%	30%	22%	28%	24%	28%	31%	29%	25%	28%	26%	33%	26%	20%	25%	26%	53%	18%	44%	15%	39%	19%	28%	29%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 85

QIEY8_D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1173	125	18	308	18	41	312	787	77	39	275	294	826	333	687	208	215	233	203	227	1173
Weighted total	1167	123	16**	313	16**	43*	316	801	74*	37*	283	300	823	340	654	212	219	223	198	231	1173
Effective base	1049	114	15	279	16	36	290	710	68	35	250	260	745	297	597	188	195	209	180	202	1173
Adverse childhood experiences [abuse / violence / parental substance abuse / neglect]	34	5	2	11	1	3	11	22	2	*	11	9	24	6	22	7	7	7	2	8	38
	3%	4%	10%	3%	5%	6%	4%	3%	3%	1%	4%	3%	3%	2%	3%	3%	3%	3%	1%	3%	3%
Behavioural issues	15	7	-	8	-	-	8	13	4	-	7	4	12	7	8	5	3	1	4	3	16
	1%	6%	-	3%	-	-	1%	2%	1%	-	3%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%
Broken homes / unstable home life	52	1	2	10	-	2	20	31	2	2	10	11	40	16	27	10	10	8	9	9	53
	4%	1%	14%	3%	-	4%	6%	4%	2%	5%	4%	4%	5%	5%	4%	5%	5%	3%	5%	4%	5%
Bullying / peer pressure	20	9	-	15	-	-	5	15	2	2	13	4	16	10	10	6	3	3	3	3	21
	2%	7%	-	5%	-	-	2%	2%	3%	7%	5%	1%	2%	3%	2%	3%	1%	2%	1%	2%	2%
Childcare / childcare costs	68																				

Lack of access to good quality, affordable early years childcare and education	23	8	2	13	-	ad	6	17	-	-	13	4	19	15	8	7	4	6	4	1	22
	2%	6%	15%	4%	-	-	2%	2%	-	-	4%	1%	2%	4%	1%	3%	2%	3%	2%	1%	2%
Lack of trained teachers	3	-	-	-	-	-	*	1	-	-	-	1	1	-	1	-	-	1	-	2	3
	*	-	-	-	-	-	*	*	-	-	-	1%	*	-	*	-	-	1%	-	1%	*
Not feeling or being safe at home, in childcare or school, or in local community	18	1	-	2	-	1	4	10	-	-	3	10	8	4	10	6	2	5	1	4	18
	2%	1%	-	1%	-	3%	1%	1%	-	-	1%	3%	1%	1%	2%	3%	1%	2%	*	2%	2%
Living with a short or long-term health condition	20	8	-	12	1	-	8	12	6	5	7	7	13	8	12	3	5	5	3	5	21
	2%	6%	-	4%	5%	-	3%	1%	8%	15%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Housing issues / standard of housing	12	1	-	3	1	2	5	7	2	2	4	4	8	2	8	*	3	3	-	4	11
	1%	1%	-	1%	8%	5%	2%	1%	3%	6%	1%	1%	1%	*	1%	*	2%	2%	-	2%	1%
Hunger / food poverty *DO NOT USE** *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	1
	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	-	-	-	*	*
Not enough access to support services	64	9	1	21	1	4	23	39	7	4	18	21	41	16	44	7	11	15	19	8	67
	5%	7%	8%	7%	5%	9%	7%	5%	10%	12%	6%	7%	5%	5%	7%	3%	5%	7%	10%	4%	6%
Lack of socialisation / social skills	66	7	2	22	1	3	25	41	10	5	15	21	44	19	41	13	11	12	15	13	68
	6%	6%	15%	7%	8%	6%	8%	5%	14%	13%	5%	7%	5%	5%	6%	6%	5%	5%	8%	6%	6%
Not having enough time with parent(s)	140	12	5	43	1	3	34	102	11	7	37	28	112	33	78	19	25	22	32	37	130
	12%	10%	28%	14%	8%	8%	11%	13%	15%	19%	13%	9%	14%	10%	12%	9%	11%	10%	16%	16%	11%
Mental health / anxiety / lack of confidence	20	6	-	11	-	2	4	16	1	1	11	2	18	8	10	6	5	4	1	3	18
	2%	5%	-	3%	-	4%	1%	2%	2%	3%	4%	1%	2%	2%	1%	3%	2%	2%	1%	1%	2%
Obesity / poor diet / nutrition	83	16	1	26	1	3	25	57	6	5	25	19	65	34	46	19	13	19	12	16	75
	7%	13%	8%	8%	10%	8%	8%	7%	8%	13%	9%	6%	8%	10%	7%	9%	6%	8%	6%	7%	6%
Overall quality of family life	235	17	5	52	5	3	79	153	5	2	53	57	173	83	124	32	45	46	40	54	233
	20%	14%	30%	17%	34%	7%	25%	19%	7%	6%	19%	19%	21%	24%	19%	15%	21%	21%	20%	23%	20%
Not enough opportunity for stimulating play	9	1	-	3	-	-	1	8	-	-	3	3	7	4	4	-	-	3	2	4	8
	1%	1%	-	1%	-	-	*	1%	-	-	1%	1%	1%	1%	1%	-	-	1%	1%	2%	1%
Society / societal changes / wokeism	10	1	-	4	1	1	3	7	1	1	5	4	6	2	6	4	-	1	5	1	9
	1%	1%	-	1%	7%	3%	1%	1%	2%	3%	2%	1%	1%	1%	1%	2%	-	*	2%	1%	1%
Amount of time on screens/using digital technology	139	10	3	36	1	7	33	99	6	6	36	36	99	50	70	23	23	18	36	31	135
	12%	8%	17%	11%	10%	16%	10%	12%	9%	18%	13%	12%	12%	15%	11%	11%	11%	8%	18%	13%	12%
Climate change / the environment / pollution	7	1	-	2	-	-	5	2	*	*	1	2	6	4	3	-	2	4	1	*	8
	1%	1%	-	*	-	-	2%	*	1%	1%	*	1%	1%	1%	*	-	1%	2%	1%	*	1%
Inequality / unequal opportunities	14	3	-	4	-	3	2	11	1	1	5	1	13	2	10	5	1	4	1	2	13
	1%	2%	-	1%	-	6%	1%	1%	1%	2%	2%	*	2%	1%	2%	2%	*	2%	1%	1%	1%
Other	72	8	1	21	1	6	24	45	8	5	20	23	46	19	48	13	23	12	11	10	69
	6%	7%	8%	7%	8%	15%	8%	6%	11%	13%	7%	8%	6%	6%	7%	6%	11%	6%	6%	5%	6%
None / no issues	9	4	-	7	-	-	1	7	-	-	7	1	7	6	2	1	2	2	1	1	8
	1%	3%	-	2%	-	-	*	1%	-	-	3%	*	1%	2%	*	1%	1%	1%	1%	*	1%
Don't know	332	21	-	66	4	12	71	234	19	6	55	75	227	59	190	72	49	62	47	66	337
	28%	17%	-	21%	25%	28%	22%	29%	26%	17%	19%	25%	28%	17%	29%	34%	22%	28%	23%	28%	29%

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

I25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 88

Q1E8_B/D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Gender			Age									Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)		16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority s) (n)	Ethnic minorities (excl. White minorities s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	2342	1142	1192		298	727	917	298	400	354	385	369	185	2012	280	32	108	96	46	1284	958	1000	1342	2342
Weighted total	2342	1130	1191		884	735	904	292	392	360	375	363	187	1990	310	29**	114	86*	80*	1457	867	1007	1317	2342
Effective base	2089	1019	1076		623	649	828	265	358	316	333	329	169	1829	244	29	101	90	42	1245	866	896	1203	2342
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	34	15	19		19	10	6	11	8	4	6	2	2	28	5	*	-	3	2	21	13	16	19	38
	1%	1%	2%		3%	1%	1%	4%	2%	1%	2%	1%	1%	1%	2%	2%	-	4%	2%	1%	2%	2%	1%	2%
Behavioural issues	16	4	12		6	3	7	4	2	1	*	3	3	15	1	-	-	1	-	9	6	9	7	16
	1%	*	1%		1%	1%	1%	1%	1%	*	*	1%	2%	1%	*	-	-	1%	-	1%	1%	1%	1%	1%
Broken homes / unstable home life	52	25	27		11	15	26	5	6	6	10	10	8	45	6	*	2	-	4	31	21	21	31	53
	2%	2%	2%		2%	2%	3%	2%	2%	2%	3%	3%	2%	2%	2%	1%	2%	-	5%	2%	2%	2%	2%	2%
Bullying / peer pressure	20	8	12		12	7	2	1	10	3	4	*	1	17	3	1	-	2	-	15	5	12	8	21
	1%	1%	1%		2%	1%	*	*	3%	1%	1%	*	*	1%	1%	4%	-	2%	-	1%	1%	1%	1%	1%
Childcare / childcare costs	68	19	49		11	23	35	2	9	14	9	13	14	63	4	-	2	-	2	39	29	34	35	71
	3%	2%	4%		2%	3%	4%	1%	2%	4%	2%	4%	4%	3%	1%	-	2%	-	2%	3%	3%	3%	3%	3%
Family not having enough money for basics like food, clothes, outings	653	291	360		175	249	229	80	95	120	129	92	43	569	80	8	26	22	24	401	252	297	356	669
	28%	26%	30%		26%	34%	25%	27%	24%	33%	34%	25%	23%	29%	26%	28%	23%	25%	30%	28%	29%	29%	27%	29%
Development / growth [speech / language / personal hygiene etc.]	49	25	24		21	12	16	5	16	7	5	12	2	38	10	-	1	5	4	37	12	35	14	46
	2%	2%	2%		3%	2%	2%	2%	4%	2%	1%	3%	1%	2%	3%	-	1%	5%	5%	3%	1%	3%	1%	2%
Poor education / education system	27	17	10		9	11	7	8	1	4	7	3	4	23	4	-	3	1	-	19	8	11	17	28
	1%	1%	1%		1%	2%	1%	3%	*	1%	2%	1%	1%	1%	1%	-	3%	1%	-	1%	1%	1%	1%	1%

Lack of access to good quality, affordable early years childcare and education	354	183	171	116	112	125	46	71	53	60	51	53	22	314	38	5	18	13	2	234	120	182	172	356
	15%	16%	14%	17%	15%	14%	16%	18%	15%	16%	14%	15%	12%	16%	12%	17%	16%	15%	2%	16%	14%	18%	13%	15%
Lack of trained teachers	3	*	2	1	1	*	-	1	-	1	*	-	-	3	-	-	-	-	-	2	*	-	3	3
Not feeling or being safe at home, in childcare or school, or in local community	210	102	108	73	63	73	34	39	37	26	29	26	19	176	33	2	7	13	11	126	83	98	112	210
	9%	9%	9%	11%	9%	8%	12%	10%	10%	7%	8%	7%	10%	9%	11%	7%	6%	15%	14%	9%	10%	10%	8%	9%
Living with a short or long-term health condition	104	65	39	58	24	21	24	34	16	9	10	7	5	86	17	1	9	5	2	76	28	55	49	104
	4%	6%	3%	8%	3%	2%	8%	9%	4%	2%	3%	2%	3%	4%	6%	4%	8%	5%	3%	5%	3%	5%	4%	4%
Housing issues / standard of housing	12	2	10	4	4	4	-	4	1	3	-	2	2	12	-	-	-	-	-	7	5	6	6	11
	1%	*	1%	1%	1%	*	-	1%	*	1%	-	1%	1%	1%	-	-	-	-	-	1%	1%	1%	*	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	*	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	1
Not enough access to support services	225	104	120	74	88	64	37	37	46	42	27	23	14	196	26	*	13	7	6	161	64	105	120	229
	10%	9%	10%	11%	12%	7%	13%	9%	13%	11%	7%	6%	8%	10%	8%	1%	11%	8%	7%	11%	7%	10%	9%	10%
Lack of socialisation / social skills	66	33	33	15	24	27	3	12	12	12	12	10	5	50	16	2	5	4	5	44	23	36	30	68
	3%	3%	3%	2%	3%	3%	1%	3%	3%	3%	3%	3%	3%	3%	5%	5%	4%	4%	7%	3%	3%	4%	2%	3%
Not having enough time with parent(s)	591	259	332	141	181	269	38	103	86	95	113	95	61	515	73	8	19	26	19	372	220	271	320	577
	25%	23%	28%	21%	25%	30%	13%	26%	24%	25%	31%	27%	33%	26%	23%	28%	17%	30%	24%	26%	25%	27%	24%	25%
Mental health / anxiety / lack of confidence	20	13	7	9	5	5	1	8	2	3	3	2	-	17	3	2	-	1	-	15	5	9	10	18
	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	-	1%	1%	8%	-	1%	-	1%	1%	1%	1%	1%
Obesity / poor diet / nutrition	83	36	47	27	20	37	7	20	12	7	19	8	10	72	11	1	2	4	4	61	22	42	41	75
	4%	3%	4%	4%	3%	4%	2%	5%	3%	2%	5%	2%	5%	4%	4%	5%	1%	4%	5%	4%	3%	4%	3%	3%
Overall quality of family life	574	258	316	126	180	269	46	80	74	106	93	108	68	485	85	3	33	26	23	315	259	247	327	576
	25%	23%	27%	18%	24%	30%	16%	20%	21%	23%	26%	30%	36%	24%	27%	9%	29%	29%	29%	22%	30%	25%	25%	25%
Not enough opportunity for stimulating play	194	83	110	56	48	90	20	36	27	21	36	35	18	173	20	3	5	9	2	117	77	104	90	197
	8%	7%	9%	8%	7%	10%	7%	9%	8%	6%	10%	10%	10%	9%	6%	10%	5%	11%	3%	8%	9%	10%	7%	8%
Society / societal changes / wokeism	10	6	5	4	2	4	1	3	1	1	-	4	-	9	2	1	-	1	-	8	2	5	5	9
	*	1%	*	1%	*	*	*	1%	*	*	*	1%	-	*	1%	3%	-	1%	-	1%	*	1%	*	*
Amount of time on screens/using digital technology	618	257	361	182	178	259	96	86	81	96	103	97	59	526	85	11	31	22	21	369	250	261	357	621
	27%	23%	30%	27%	24%	29%	33%	22%	23%	26%	28%	27%	32%	26%	27%	37%	27%	25%	26%	25%	29%	26%	27%	27%
Climate change / the environment / pollution	7	2	5	4	2	*	1	3	-	2	-	*	-	7	-	-	-	-	-	7	*	6	2	8
	*	*	*	1%	*	*	*	1%	-	1%	-	*	-	*	-	-	-	-	-	*	*	1%	*	*
Inequality /unequal opportunities	14	6	8	5	4	5	1	4	2	2	1	4	-	12	2	1	1	-	-	10	4	6	8	13
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	*	1%	-	1%	1%	4%	1%	-	-	1%	*	1%	1%	1%
Lack of access to good quality primary school education	145	80	65	55	39	51	29	26	24	16	17	18	17	123	21	2	5	5	9	89	57	74	71	147
	6%	7%	5%	8%	5%	6%	10%	7%	7%	4%	5%	5%	9%	6%	7%	7%	5%	6%	11%	6%	7%	7%	5%	6%
Other	98	52	46	25	28	45	8	16	13	16	19	18	8	86	12	1	5	1	5	67	31	41	57	91
	4%	5%	4%	4%	4%	5%	3%	4%	4%	4%	5%	4%	4%	4%	4%	2%	4%	2%	6%	5%	4%	4%	4%	4%
No opinion	33	21	12	10	5	18	4	6	2	3	10	7	*	30	3	-	1	-	2	19	15	12	22	35
	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%	2%	*	1%	1%	-	1%	-	3%	1%	2%	1%	2%	1%
None / no issues	9	4	5	6	1	1	2	5	1	-	1	-	-	8	-	-	-	-	-	8	1	5	4	8
	*	*	*	1%	*	*	1%	1%	*	-	*	-	-	*	-	-	-	-	-	1%	*	*	*	*
Don't know	388	205	183	109	136	142	55	55	68	69	56	58	28	342	39	3	24	6	6	240	148	122	266	395
	17%	18%	15%	16%	19%	16%	19%	14%	19%	18%	16%	16%	15%	17%	13%	10%	21%	7%	8%	16%	17%	12%	20%	17%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

QIE9_B/D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	2342	81	203	162	180	127	194	166	288	276	1677	262	241	162	1760	437	615	834	439	223	2213	77	1503	774	1199	1054	1265	720	2342
Weighted total	2323	97*	184	184	217	155	227	204	331	304	1952	115	185	71	1785	398	591	833	439	235	2194	80*	1486	770	1187	1047	1245	731	2342
Effective base	2099	80	198	158	175	124	191	160	280	263	1627	258	237	159	1600	374	544	748	395	208	1984	71	1342	698	1069	949	1132	654	2342
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	34	-	4	3	2	4	2	4	3	6	28	2	2	3	26	5	9	14	5	5	34	*	26	9	24	10	24	8	38
	1%	-	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	4%	1%	1%	2%	2%	1%	2%	2%	*	2%	1%	2%	1%	2%	1%	2%
Behavioural issues	16	1	3	-	-	-	1	1	5	3	14	2	-	-	12	4	2	4	4	5	16	-	14	2	11	5	11	4	16
	1%	1%	1%	-	-	-	*	1%	1%	1%	1%	2%	-	-	1%	1%	*	1%	2%	2%	1%	-	1%	*	1%	*	1%	1%	1%
Broken homes / unstable home life	52	-	4	7	3	4	10	4	8	5	44	3	3	2	35	12	11	21	11	5	52	*	37	14	30	22	32	13	53
	2%	-	2%	4%	1%	2%	4%	2%	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	1%	3%	2%	2%	2%	3%	2%	2%
Bullying / peer pressure	20	-	7	1	3	-	4	-	1	3	18	1	-	1	17	2	5	6	2	7	20	-	14	6	16	4	15	5	21
	1%	-	3%	1%	1%	-	2%	-	*	1%	1%	1%	-	1%	1%	*	1%	1%	*	3%	1%	-	1%	1%	1%	1%	1%	1%	1%
Childcare / childcare costs	68	2	6	8	5	1	7	9	9	11	58	4	3	3	52	14	9	34	20	3	68	-	46	22	40	28	50	16	71
	3%	3%	3%	4%	2%	1%	3%	4%	3%	4%	3%	3%	2%	4%	3%	4%	4%	5%	1%	3%	3%	-	3%	3%	3%	3%	4%	4%	3%
Family not having enough money for basics like food, clothes, outings	653	24	50	40	51	43	62	66	117	84	538	34	58	23	520	102	162	225	137	63	637	14	433	211	34				

	2%	1%	3%	3%	3%	1%	3%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	3%	2%	-	3%	1%	3%	1%	3%	1%	2%
Poor education / education system	27	1	6	*	1	3	4	-	3	5	24	2	1	*	22	4	3	11	6	*	27	-	15	10	14	13	17	9	28
	1%	1%	2%	*	1%	2%	2%	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%
Lack of access to good quality, affordable early years childcare and education	354	19	47	24	27	18	33	29	47	52	296	14	33	10	279	65	73	123	78	48	344	10	228	123	189	163	221	99	356
	15%	19%	20%	13%	12%	12%	15%	14%	14%	17%	15%	12%	18%	15%	16%	16%	12%	15%	18%	21%	16%	13%	15%	16%	16%	16%	16%	14%	15%
Lack of trained teachers	3	-	-	-	-	-	1	-	-	1	2	*	-	-	2	*	*	1	1	-	3	-	3	-	3	-	1	*	3
	*	-	-	-	-	-	1%	-	-	*	*	-	-	-	*	*	*	*	*	-	*	-	*	-	*	-	*	*	*
Not feeling or being safe at home, in childcare or school, or in local community	210	12	21	24	16	11	20	22	22	26	174	10	20	6	164	38	68	74	31	21	200	7	134	73	116	89	118	69	210
	9%	13%	9%	13%	8%	7%	9%	11%	7%	9%	9%	9%	11%	8%	9%	10%	11%	9%	7%	9%	9%	9%	9%	9%	10%	8%	9%	9%	9%
Living with a short or long-term health condition	104	2	8	9	12	5	10	6	11	25	87	4	9	4	90	9	25	30	18	22	96	7	77	24	71	32	65	31	104
	4%	2%	3%	5%	5%	3%	4%	3%	3%	8%	4%	3%	5%	6%	5%	2%	4%	4%	4%	9%	4%	9%	5%	3%	6%	3%	5%	4%	4%
Housing issues / standard of housing	12	-	4	-	1	1	1	2	1	1	12	*	-	-	10	1	4	4	2	1	12	-	11	1	10	2	10	1	11
	1%	-	2%	-	1%	1%	*	1%	*	*	*	-	-	-	1%	*	1%	*	1%	1%	1%	-	1%	*	1%	*	1%	*	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	*	-	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	*	-	*	-	1
	*	-	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	-	*	-	*	-	*	-	*
Not enough access to support services	225	8	20	20	21	15	25	16	25	33	184	11	25	6	168	44	50	77	46	32	217	6	148	71	125	100	132	69	229
	10%	9%	8%	11%	10%	10%	11%	8%	8%	11%	9%	9%	13%	9%	9%	11%	8%	9%	11%	13%	10%	7%	10%	9%	11%	10%	11%	9%	10%
Lack of socialisation / social skills	66	4	3	3	8	6	1	5	14	11	56	3	3	4	52	14	11	26	17	6	66	-	54	12	47	19	46	16	68
	3%	4%	1%	2%	4%	4%	*	2%	4%	4%	3%	3%	2%	6%	3%	3%	2%	3%	4%	3%	3%	-	4%	2%	4%	2%	4%	2%	3%
Not having enough time with parent(s)	591	23	52	60	58	45	60	53	94	64	509	28	43	11	452	117	148	219	104	71	571	19	436	149	341	243	313	219	577
	25%	24%	22%	33%	27%	29%	27%	26%	28%	21%	26%	24%	23%	16%	25%	29%	25%	26%	24%	30%	26%	24%	29%	19%	29%	23%	25%	30%	25%
Mental health / anxiety / lack of confidence	20	1	2	2	4	-	1	3	1	5	19	-	-	*	15	4	6	6	3	6	20	-	18	2	14	6	14	6	18
	1%	1%	1%	1%	2%	-	*	1%	*	2%	1%	-	-	1%	1%	1%	1%	1%	1%	3%	1%	-	1%	*	1%	1%	1%	1%	1%
Obesity / poor diet / nutrition	83	6	8	5	11	4	10	9	14	9	77	1	3	3	59	19	15	27	22	14	80	3	59	22	57	26	62	20	75
	4%	6%	4%	3%	5%	3%	4%	5%	4%	3%	4%	1%	2%	4%	3%	5%	2%	3%	5%	6%	4%	4%	4%	3%	5%	2%	5%	3%	3%
Overall quality of family life	574	21	56	44	46	37	58	61	88	79	492	27	41	15	433	109	165	201	109	53	559	12	421	146	328	238	313	198	576
	25%	22%	24%	24%	21%	24%	26%	30%	27%	26%	25%	23%	22%	21%	24%	27%	28%	24%	25%	22%	25%	15%	28%	19%	28%	23%	25%	27%	25%
Not enough opportunity for stimulating play	194	18	14	22	14	7	21	13	24	30	163	10	16	5	154	32	50	76	35	20	190	3	148	44	113	77	112	60	197
	8%	18%	6%	12%	6%	5%	9%	6%	7%	10%	8%	8%	9%	7%	9%	8%	8%	9%	8%	8%	9%	4%	10%	6%	10%	7%	9%	8%	8%
Society / societal changes / wokeism	10	1	1	3	1	-	1	-	1	-	10	-	1	-	8	2	5	2	1	2	10	-	9	1	7	4	7	4	9
	*	1%	1%	2%	1%	-	*	-	*	-	*	-	*	-	*	1%	1%	*	*	1%	*	-	1%	*	1%	*	1%	*	*
Amount of time on screens/using digital technology	618	19	62	51	60	42	59	62	94	76	526	31	46	15	481	109	159	241	120	45	592	24	396	213	342	269	321	226	621
	27%	20%	26%	28%	28%	27%	26%	30%	28%	25%	27%	27%	25%	22%	27%	27%	27%	29%	27%	19%	27%	29%	27%	28%	29%	26%	26%	31%	27%
Climate change / the environment / pollution	7	-	3	*	-	-	1	-	1	1	6	-	-	1	7	*	3	2	-	2	7	-	4	3	4	3	7	-	8
	*	-	1%	*	-	-	1%	-	*	*	*	-	-	1%	*	*	*	*	-	1%	*	-	*	*	*	*	1%	-	*
Inequality / unequal opportunities	14	1	-	2	1	1	3	-	1	2	12	*	2	-	8	5	3	5	3	2	13	1	8	5	8	6	10	4	13
	1%	1%	-	1%	1%	1%	1%	-	*	1%	1%	*	1%	-	*	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Lack of access to good quality primary school education	145	7	17	13	13	5	13	13	12	30	122	9	10	4	121	17	38	53	25	16	141	4	93	51	78	67	82	48	147
	6%	7%	7%	7%	6%	3%	6%	6%	4%	10%	6%	8%	5%	6%	7%	4%	6%	6%	6%	7%	6%	5%	6%	7%	7%	6%	7%	7%	6%
Other	98	5	11	7	8	8	10	6	15	13	83	1	11	3	74	18	23	45	13	6	97	1	69	26	53	45	52	36	91
	4%	5%	5%	4%	4%	5%	5%	3%	5%	4%	4%	1%	6%	4%	4%	5%	4%	5%	3%	3%	4%	1%	5%	3%	4%	4%	4%	5%	4%
No opinion	33	-	9	2	4	1	2	1	5	1	26	3	4	*	24	5	9	16	2	1	21	4	10	14	8	15	6	12	35
	1%	-	4%	1%	2%	1%	1%	1%	2%	*	1%	3%	2%	*	1%	1%	2%	2%	*	1%	1%	1%	4%	1%	1%	1%	1%	2%	1%
None / no issues	9	-	1	-	-	-	-	4	-	3	8	-	-	-	8	-	-	*	6	2	8	1	6	3	8	1	6	1	8
	*	-	1%	-	-	-	-	2%	-	1%	*	-	-	*	*	-	-	*	1%	1%	*	1%	*	*	*	*	*	*	*
Don't know	388	19	44	22	43	32	41	29	55	41	327	22	29	11	283	64	110	126	57	31	335	22	156	197	102	226	140	110	395
	17%	20%	19%	12%	20%	21%	18%	14%	17%	14%	17%	19%	15%	15%	16%	16%	19%	15%	13%	13%	15%	22%	11%	26%	9%	22%	11%	15%	17%

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

QIEY8_B/D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	2342	242	36	602	39	80	643	1596	145	87	548	559	1687	640	1350	411	446	455	445	440	2342
Weighted total	2323	241	35**	617	34*	85*	614	1611	144	89*	564	558	1682	640	1329	416	441	442	439	445	2342
Effective base	2099	220	29	546	33	72	575	1438	130	79	496	493	1526	570	1213	371	402	408	396	397	2342
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	34	5	2	11	1	3	11	22	2	*	11	9	24	6	22	7	7	7	2	8	38
	1%	2%	5%	2%	2%	3%	2%														

Family not having enough money for basics like food, clothes, outings	653	50	13	176	12	28	194	438	57	44	153	195	442	140	421	103	126	120	131	142	669
	28%	21%	36%	29%	36%	33%	32%	27%	40%	50%	27%	35%	26%	22%	32%	25%	28%	27%	30%	32%	29%
Development / growth [speech / language / personal hygiene etc.]	49	11	-	19	-	3	15	33	6	5	16	13	35	17	26	12	10	8	14	4	46
	2%	4%	-	3%	-	3%	2%	2%	4%	6%	3%	2%	2%	3%	2%	3%	2%	2%	3%	1%	2%
Poor education / education system	27	3	-	4	-	4	9	17	3	1	6	11	16	5	18	4	8	4	6	5	28
	1%	1%	-	1%	-	4%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Lack of access to good quality, affordable early years childcare and education	354	44	9	107	7	6	83	261	22	14	96	77	274	102	220	70	75	69	72	59	356
	15%	18%	26%	17%	21%	7%	13%	16%	15%	16%	17%	14%	16%	16%	17%	17%	17%	16%	16%	13%	15%
Lack of trained teachers	3	-	-	-	-	-	*	1	-	-	-	1	1	-	1	-	-	1	-	2	3
	*	-	-	-	-	-	*	*	-	-	-	*	*	-	*	-	-	*	-	*	*
Not feeling or being safe at home, in childcare or school, or in local community	210	24	-	58	2	6	63	137	12	10	52	61	145	68	117	50	45	40	28	39	210
	9%	10%	-	9%	6%	7%	10%	9%	9%	11%	9%	11%	9%	11%	9%	12%	10%	9%	6%	9%	9%
Living with a short or long-term health condition	104	30	2	54	4	4	28	73	17	13	43	21	79	52	45	25	28	18	15	13	104
	4%	13%	5%	9%	12%	4%	5%	5%	11%	14%	8%	4%	5%	8%	3%	6%	6%	4%	3%	3%	4%
Housing issues / standard of housing	12	1	-	3	1	2	5	7	2	2	4	4	8	2	8	*	3	3	-	4	11
	1%	1%	-	*	4%	3%	1%	*	2%	3%	1%	1%	*	*	1%	*	1%	1%	-	1%	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	*	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	1
	*	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	*	*
Not enough access to support services	225	31	3	70	4	11	59	156	22	16	61	58	158	59	139	31	51	48	49	33	229
	10%	13%	7%	11%	11%	12%	10%	10%	15%	18%	11%	10%	9%	9%	10%	7%	12%	11%	11%	7%	10%
Lack of socialisation / social skills	66	7	2	22	1	3	25	41	10	5	15	21	44	19	41	13	11	12	16	13	68
	3%	3%	7%	4%	4%	3%	4%	3%	7%	5%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	3%
Not having enough time with parent(s)	591	77	14	189	6	23	142	434	34	26	179	112	472	156	343	91	95	109	136	138	577
	25%	32%	40%	31%	17%	27%	23%	27%	24%	29%	32%	20%	28%	24%	26%	22%	22%	25%	31%	31%	25%
Mental health / anxiety / lack of confidence	20	6	-	11	-	2	4	16	1	1	11	2	18	8	10	6	5	4	1	3	18
	1%	2%	-	2%	-	2%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	*	1%	1%
Obesity / poor diet / nutrition	83	16	1	26	1	3	25	57	6	5	25	19	65	34	46	19	13	19	12	16	75
	4%	7%	4%	4%	4%	4%	4%	4%	4%	5%	4%	3%	4%	5%	3%	5%	3%	4%	3%	3%	3%
Overall quality of family life	574	54	8	130	9	22	168	391	25	17	131	131	424	174	320	94	113	113	110	113	576
	25%	22%	24%	21%	26%	26%	27%	24%	17%	19%	23%	24%	25%	27%	24%	22%	26%	26%	25%	25%	25%
Not enough opportunity for stimulating play	194	17	4	50	1	8	46	141	9	6	46	36	155	44	125	28	40	40	37	41	197
	8%	7%	12%	8%	4%	10%	8%	9%	7%	6%	8%	7%	9%	7%	9%	7%	9%	9%	8%	9%	8%
Society / societal changes / wokeism	10	1	-	4	1	1	3	7	1	1	5	4	6	2	6	4	-	1	5	1	9
	*	*	-	1%	3%	1%	1%	*	1%	1%	1%	1%	*	*	*	1%	-	*	1%	*	*
Amount of time on screens/using digital technology	618	54	8	137	14	23	156	440	30	24	135	134	465	158	376	106	105	108	141	131	621
	27%	22%	24%	22%	41%	27%	25%	27%	21%	27%	24%	24%	28%	25%	28%	25%	24%	24%	32%	29%	27%
Climate change / the environment / pollution	7	1	-	2	-	-	5	2	*	*	1	2	6	4	3	-	2	4	1	*	8
	*	*	-	*	-	-	1%	*	*	*	*	*	*	1%	*	-	*	1%	*	*	*
Inequality / unequal opportunities	14	3	-	4	-	3	2	11	1	1	5	1	13	2	10	5	1	4	1	2	13
	1%	1%	-	1%	-	3%	*	1%	1%	1%	1%	*	1%	*	1%	1%	*	1%	*	*	1%
Lack of access to good quality primary school education	145	17	1	39	1	5	35	105	8	5	37	39	101	55	77	26	30	32	30	19	147
	6%	7%	4%	6%	4%	6%	6%	6%	5%	5%	6%	7%	6%	9%	6%	6%	7%	7%	7%	4%	6%
Other	98	9	1	27	1	6	30	65	9	6	25	29	65	21	64	16	27	18	17	15	91
	4%	4%	4%	4%	4%	8%	5%	4%	6%	7%	4%	5%	4%	3%	5%	4%	6%	4%	4%	3%	4%
No opinion	33	1	1	4	-	-	6	21	-	-	4	7	21	10	10	9	9	6	2	4	35
	1%	*	4%	1%	-	-	1%	1%	-	-	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%
None / no issues	9	4	-	7	-	-	1	7	-	-	7	1	7	6	2	1	2	2	1	1	8
	*	1%	-	1%	-	-	*	*	-	-	1%	*	*	1%	*	*	1%	1%	*	*	*
Don't know	388	24	-	71	5	12	90	268	19	6	60	85	271	70	211	79	57	75	61	76	395
	17%	10%	-	12%	14%	14%	15%	17%	13%	7%	11%	15%	16%	11%	16%	19%	13%	17%	14%	17%	17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/h/t
 * small base; ** very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)
 8 Dec 2025

Table 93
 QSE01. How much, if anything, do you feel you know about each of the following areas of development during early childhood?

Base: All UK adults aged 16+

	Social and emotional development	Cognitive development	Physical development
Unweighted total	4072	4072	4072
Weighted total	4672	4672	4672
Effective base	4191	4191	4191
I know a great deal	739	625	780
	16%	13%	17%
I know a fair amount	1663	1513	1745
	36%	32%	37%
I know just a little	1561	1600	1586
	33%	34%	34%
I have heard of this phrase but know nothing	430	582	334
	9%	12%	7%
I have never heard of this phrase	100	162	60
	2%	3%	1%
Don't know	179	190	168
	4%	4%	4%
Top 2: Great deal / fair amount	2402	2139	2524
	51%	46%	54%
Bottom 2: Know a little / nothing	1991	2182	1919
	43%	47%	41%
Top 4: At least heard of	4393	4320	4444

	94%	92%	95%
Net: Not knowledgeable	2091	2344	1979
	45%	50%	42%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 94

QSED1.1. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Social and emotional development

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age								Ethnicity						Working status		Education		Unweighted Total		
		Male (b)	Female (c)		16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)		Graduates (v)	Non graduates (w)
Unweighted total	4672	2308	2364		1372	1470	1830	511	751	733	737	716	728	353	4006	366	60	226	172	99	2765	1907	2014	2058	4672
Weighted total	4672	2278	2394		1373	1487	1813	607	756	751	736	727	749	3979	646	65*	239	158	184*	293	2943	1729	2043	2629	4672
Effective base	4191	2033	2152		1227	1312	1653	541	685	653	659	664	667	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
I know a great deal	739 16%	318 14%	420 18%		334 24%	230 15%	175 10%	114 19%	220 29%	133 18%	97 13%	84 11%	60 8%	32 9%	589 15%	143 22%	12 18%	46 19%	49 31%	36 20%	558 19%	180 10%	463 23%	276 11%	724 15%
I know a fair amount	1663 36%	688 30%	973 41%		471 34%	536 36%	657 36%	206 34%	264 35%	270 36%	265 36%	257 35%	276 38%	123 35%	1392 35%	256 40%	27 41%	77 32%	64 40%	88 48%	1041 35%	623 36%	752 37%	911 35%	1654 35%
I know just a little	1561 33%	838 37%	722 30%		368 27%	529 36%	664 37%	175 29%	193 25%	270 36%	259 35%	253 34%	280 38%	132 38%	1381 35%	164 25%	19 29%	74 31%	35 22%	37 20%	934 32%	627 36%	601 29%	960 37%	1584 34%
I have heard of this phrase but know nothing	430 9%	271 12%	158 7%		130 9%	116 8%	184 10%	76 13%	53 7%	53 7%	62 8%	76 10%	70 10%	38 11%	373 9%	53 8%	3 5%	28 12%	7 5%	14 8%	253 9%	177 10%	150 7%	279 11%	433 9%
I have never heard of this phrase	100 2%	66 3%	34 1%		29 2%	22 1%	49 3%	13 2%	16 2%	7 1%	15 2%	18 3%	12 3%	92 2%	7 1%	-	3 1%	3 2%	1 1%	54 2%	47 3%	26 1%	74 3%	101 2%	
Don't know	179 4%	97 4%	83 3%		42 3%	54 4%	84 5%	22 4%	20 3%	17 2%	37 5%	48 6%	23 3%	13 4%	153 4%	24 4%	4 7%	11 5%	2 1%	7 4%	104 4%	75 4%	51 2%	128 5%	176 4%
Top 2: Great deal / fair amount	2402 51%	1006 44%	1393 58%		805 59%	766 51%	832 46%	320 53%	484 63%	403 54%	362 49%	341 46%	336 46%	155 44%	1981 50%	398 62%	39 59%	123 51%	112 71%	124 68%	1599 54%	803 46%	1215 59%	1187 45%	2378 51%
Bottom 2: Know a little / nothing	1991 43%	1109 49%	880 37%		497 36%	645 43%	848 47%	251 41%	246 32%	324 43%	321 44%	328 45%	350 48%	170 49%	1754 44%	217 34%	22 34%	102 43%	42 26%	51 28%	1186 40%	804 47%	751 37%	1240 47%	2017 43%
Top 4: At least heard of	4393 94%	2115 93%	2273 95%		1302 95%	1411 95%	1680 93%	572 94%	731 95%	727 97%	684 93%	669 91%	325 94%	374 94%	615 95%	61 93%	225 94%	154 97%	176 96%	2786 95%	1607 93%	1966 96%	2427 92%	4395 94%	
Net: Not knowledgeable	2091 45%	1175 52%	914 38%		526 38%	667 45%	897 48%	265 44%	262 34%	331 44%	336 46%	347 47%	368 51%	182 52%	1846 46%	224 35%	22 34%	105 44%	44 28%	53 29%	1240 42%	851 49%	777 38%	1314 50%	2118 45%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

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Table 95

QSED1.1. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Social and emotional development

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	337	370	370	275	372	338	569	500	3366	504	302	3261	890	1198	1806	895	492	4420	140	2958	1581	2378	2118	2470	1459	4672	
Weighted total	4672	187	518	383	411	439	406	644	607	3935	219	387	131	3605	769	1153	1774	913	462	4420	142	2959	1581	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
I know a great deal	739 16%	23 12%	85 16%	49 13%	61 15%	62 18%	47 11%	63 16%	85 13%	159 26%	166 14%	31 14%	54 14%	18 14%	608 17%	88 11%	150 13%	237 14%	161 18%	147 32%	722 16%	14 10%	704 24%	33 2%	739 31%	-	474 19%	207 14%	724 15%
I know a fair amount	1663 36%	71 28%	197 38%	140 37%	147 36%	109 32%	157 36%	131 32%	238 37%	218 36%	1408 36%	74 34%	131 34%	51 39%	1291 36%	289 38%	358 31%	644 38%	339 37%	168 36%	1618 37%	33 23%	1415 48%	241 15%	1663 69%	-	941 38%	524 36%	1654 35%
I know just a little	1561 33%	73 39%	157 30%	135 35%	132 32%	121 35%	159 36%	144 33%	216 33%	157 37%	1294 33%	78 35%	144 37%	45 35%	1169 32%	287 37%	413 36%	585 34%	304 33%	107 23%	1486 34%	53 37%	685 23%	848 54%	-	1561 75%	808 33%	508 35%	1584 34%
I have heard of this phrase but know nothing	430 9%	14 8%	40 8%	32 8%	43 10%	29 8%	44 10%	43 11%	67 10%	45 7%	357 9%	25 11%	37 10%	10 8%	318 9%	81 10%	126 11%	159 9%	72 8%	31 7%	390 9%	23 16%	111 4%	302 19%	-	430 7%	171 10%	149 10%	433 9%
I have never heard of this phrase	100 2%	1 1%	9 2%	16 4%	11 3%	4 1%	10 2%	7 2%	14 2%	14 2%	85 2%	4 2%	7 2%	3 2%	86 2%	6 1%	37 3%	34 2%	14 1%	7 1%	82 2%	12 9%	33 1%	59 4%	-	100 5%	34 1%	36 2%	101 2%
Don't know	179 4%	5 3%	29 6%	12 3%	17 4%	16 5%	21 5%	18 4%	24 4%	13 2%	155 4%	7 3%	15 4%	3 2%	131 4%	19 2%	69 6%	55 3%	22 2%	3 1%	128 3%	7 5%	21 1%	87 6%	-	38 2%	34 2%	176 4%	
Top 2: Great deal / fair amount	2402 51%	93 50%	282 55%	189 49%	208 51%	171 50%	204 47%	194 48%	324 50%	377 62%	2043 52%	106 48%	184 48%	69 53%	1899 53%	377 49%	508 44%	881 51%	501 55%	315 68%	2340 53%	47 33%	2119 71%	274 17%	2402 100%	-	1416 57%	731 50%	2378 51%
Bottom 2: Know a little / nothing	1991 43%	87 47%	198 38%	166 43%	175 43%	150 44%	203 46%	187 44%	283 44%	203 33%	1651 42%	103 47%	181 47%	56 43%	1488 41%	368 48%	539 47%	744 43%	376 41%	137 30%	1876 42%	75 53%	796 27%	1150 73%	-	1991 95%	978 40%	658 45%	2017 43%
Top 4: At least heard of	4393 94%	181 97%	480 93%	355 93%	383 93%	321 94%	408 93%	381 94%	606 94%	580 96%	3694 94%	208 95%	366 94%	125 95%	3387 94%	744 97%	1047 91%	1625 95%	877 96%	452 98%	4216 95%	123 86%	2915 98%	1424 91%	2402 100%	1991 95%	2394 97%	1388 95%	4395 94%
Net: Not knowledgeable	2091 45%	88 47%	206 40%	182 48%	186 45%	153 45%	213 49%	194 48%	296 46%	217 36%	1736 44%	107 49%	188 49%	59 45%	1574 44%	374 49%	576 50%	778 45%	390 43%	144 31%	1958 44%	88 77%	829 28%	1209 62%	-	2091 41%	1012 48%	694 48%	2118 45%

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

QSED1.1. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Social and emotional development

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
I know a great deal	739	161	16	339	19	22	174	541	77	52	296	182	537	411	287	155	153	143	128	117	724	
16%	16%	34%	29%	28%	27%	13%	15%	16%	28%	29%	27%	16%	16%	32%	11%	19%	18%	16%	14%	13%	15%	
ot	a	a	a	af	af	a	a	a	a	a	a	ao	ao	ao	at	t	t	t	t	t	p	
I know a fair amount	1663	201	28	513	29	77	446	1167	130	86	475	401	1221	560	917	289	311	304	336	339	1654	
36%	43%	50%	43%	42%	46%	37%	35%	47%	47%	43%	36%	36%	44%	34%	35%	36%	35%	37%	37%	37%	35%	
a	a	a	a	a	a	a	a	a	a	a	a	ao	ao	ao	at	t	t	t	t	t	p	
I know just a little	1561	87	7	280	17	54	382	1118	56	34	278	366	1148	230	1117	246	298	290	301	322	1584	
33%	18%	13%	23%	24%	32%	32%	34%	20%	19%	25%	32%	34%	42%	18%	42%	30%	34%	33%	33%	35%	34%	
bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk	bcdeijk
I have heard of this phrase but know nothing	430	14	3	47	4	14	109	295	9	5	52	105	307	56	281	77	69	80	95	79	433	
9%	3%	6%	4%	6%	8%	9%	9%	3%	3%	5%	9%	9%	4%	10%	9%	8%	9%	10%	9%	9%	9%	
bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn	bdijkn
I have never heard of this phrase	100	8	*	15	*	2	29	63	5	5	9	22	73	17	46	15	20	19	19	20	101	
2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	
k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	
Don't know	179	2	1	8	*	-	54	105	*	-	5	53	98	4	40	33	24	34	27	33	176	
4%	*	2%	1%	*	-	-	5%	3%	*	-	5%	5%	3%	*	1%	4%	3%	4%	3%	4%	4%	
bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno	bdijkmno
Top 2: Great deal / fair amount	2402	362	45	853	48	99	620	1707	207	138	771	583	1758	971	1203	444	464	448	465	456	2378	
51%	77%	79%	71%	69%	59%	52%	52%	74%	76%	69%	52%	52%	76%	45%	54%	53%	51%	51%	50%	51%	51%	
o	a	a	af	a	a	a	a	a	a	a	a	ao	ao	ao	at	t	t	t	t	t	p	
Bottom 2: Know a little / nothing	1991	101	10	327	21	68	491	1413	65	39	330	471	1454	286	1398	323	366	369	396	400	2017	
43%	21%	18%	27%	30%	40%	41%	43%	24%	21%	33%	42%	42%	43%	22%	30%	40%	42%	42%	44%	44%	43%	
bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn
Top 4: At least heard of	4393	463	55	1180	69	167	1111	3120	273	177	1100	1054	3212	1257	2601	768	831	817	860	856	4395	
94%	98%	97%	98%	99%	99%	93%	95%	98%	97%	99%	93%	93%	93%	98%	97%	94%	95%	94%	95%	94%	94%	
a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	a	
Net: Not knowledgeable	2091	109	11	342	21	70	520	1475	71	44	339	493	1528	303	1444	338	387	389	414	420	2118	
45%	23%	19%	28%	31%	41%	44%	45%	25%	24%	30%	44%	45%	24%	54%	41%	44%	45%	46%	46%	45%	45%	
bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn	bcdeijkn

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

QSED1.2. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Cognitive development

Base : All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2363	2309	1372	1470	1830	611	761	737	745	752	353	4008	366	68	226	172	59	2765	1907	2014	2658	4672	
Weighted total	4672	2378	2294	1372	1487	1813	607	766	751	736	727	349	3979	346	65*	239	158*	184*	2943	1729	2043	2639	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	667	662	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
I know a great deal	625	258	366	251	211	164	76	175	131	80	78	28	489	129	9	34	50	35	456	169	392	233	618	
13%	11%	15%	18%	14%	9%	13%	23%	17%	11%	11%	8%	8%	12%	20%	15%	14%	32%	19%	15%	10%	19%	9%	13%	
bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw	bfkilmw
I know a fair amount	1513	637	875	459	505	550	193	266	243	262	223	220	1298	205	26	73	47	58	968	545	731	782	1499	
32%	28%	37%	33%	34%	30%	32%	35%	32%	32%	30%	30%	107	33%	32%	40%	31%	30%	32%	33%	32%	30%	30%	32%	
bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw	bnw
I know just a little	1600	835	764	417	536	646	190	227	273	263	252	114	1390	193	21	72	43	57	1007	593	650	950	1606	
34%	37%	32%	30%	36%	36%	31%	30%	36%	36%	34%	34%	33%	35%	30%	32%	30%	27%	31%	34%	34%	32%	36%	34%	
dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh	dh
I have heard of this phrase but know nothing	582	344	238	158	136	287	98	61	64	72	110	65	501	74	5	38	13	20	322	260	188	393	592	
12%	15%	10%	12%	9%	16%	16%	8%	9%	10%	15%	19%	13%	13%	11%	7%	16%	8%	11%	11%	15%	9%	15%	13%	
cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv	cehiv
I have never heard of this phrase	162	101	61	44	43	75	28	16	17	26	27	23	140	19	-	10	3	6	87	75	34	128	167	
3%	4%	3%	3%	3%	4%	5%	2%	2%	2%	4%	4%	3%	4%	3%	-	4%	2%	4%	3%	4%	2%	5%	4%	
cv	c	c	h	h	hi	hi	hi	hi	hi	hi	hi	hi	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk	adehijk
Don't know	190	103	86	44	55	91	23	21	22	33	46	32	160	26	4	12	3	7	104	86	47	143	190	
4%	5%	4%	3%	4%	5%	5%	4%	3%	3%	5%	6%	4%	4%	4%	7%	5%	2%	4%	4%	5%	2%	5%	4%	
w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w	w
Top 2: Great deal / fair amount	2139	895	1241	709	715	714	269	441	374	342	300	135	1788	333	36	107	97	94	1424	715	1123	1016	2117	
46%	39%	52%	48%	48%	39%	44%	58%	50%	46%	41%	38%	39%	45%	52%	55%	45%								

I have heard of this phrase but know nothing	334	214	119	106	84	144	62	44	40	44	69	45	30	290	39	6	17	4	12	188	146	107	227	349
	7%	9%	5%	8%	6%	8%	10%	6%	5%	6%	9%	6%	9%	7%	6%	10%	7%	3%	6%	6%	8%	5%	9%	7%
I have never heard of this phrase	60	36	24	25	13	22	15	10	5	9	10	9	3	54	5	-	3	1	1	38	22	20	40	61
	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	1%	1%	2%	1%
Don't know	168	92	76	85	51	72	25	21	20	31	41	21	10	143	22	5	10	2	6	102	66	43	125	165
	4%	4%	3%	3%	3%	4%	4%	3%	3%	4%	6%	3%	3%	4%	3%	7%	4%	1%	3%	3%	4%	2%	5%	4%
Top 2: Great deal / fair amount	2524	1112	1411	794	803	927	318	476	410	393	367	375	185	2106	398	37	123	120	117	1625	899	1255	1269	2501
	54%	49%	59%	58%	54%	51%	52%	62%	55%	53%	50%	52%	53%	53%	62%	57%	52%	76%	64%	55%	52%	61%	48%	54%
Bottom 2: Know a little / nothing	1919	1039	878	509	619	792	250	258	316	303	318	322	152	1678	221	23	102	36	59	1178	742	724	1195	1945
	41%	46%	44%	37%	42%	44%	34%	34%	42%	41%	43%	44%	44%	42%	34%	36%	43%	23%	32%	40%	43%	35%	45%	42%
Top 4: At least heard of	4444	2150	2289	1303	1422	1719	568	735	726	696	685	698	337	3782	619	60	226	156	177	2803	1641	1980	2464	4446
	95%	94%	96%	95%	96%	95%	94%	96%	97%	95%	93%	96%	96%	95%	96%	93%	95%	98%	96%	95%	95%	97%	94%	95%
Net: Not knowledgeable	1979	1074	903	534	632	813	265	268	321	311	327	331	155	1730	225	23	105	37	60	1216	764	744	1235	2006
	42%	47%	38%	39%	43%	45%	44%	35%	43%	42%	44%	46%	44%	43%	35%	36%	44%	23%	33%	41%	44%	36%	47%	43%

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

125-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 105

QSED1.3. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Physical development

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2466	1458	2466	1458	4672
Effective base	4191	153	432	328	328	257	313	321	545	523	3260	193	404	205	3210	718	1056	1515	802	410	3068	117	2122	1095	2222	1095	2222	1095	4191
I know a great deal	780	25	98	60	61	57	60	62	95	144	662	33	60	25	621	119	163	240	175	151	762	14	723	45	741	37	495	226	771
	17%	14%	19%	16%	15%	17%	14%	15%	15%	24%	17%	15%	16%	19%	17%	15%	14%	19%	33%	17%	10%	25%	3%	31%	2%	20%	15%	17%	
I know a fair amount	1745	73	198	144	156	125	150	161	252	226	1485	76	133	50	1355	294	381	678	354	173	1688	37	1457	281	1364	374	954	570	1730
	37%	39%	38%	34%	38%	37%	34%	40%	39%	37%	38%	34%	34%	39%	38%	38%	40%	39%	38%	38%	37%	26%	49%	18%	57%	18%	39%	39%	37%
I know just a little	1586	64	162	137	139	117	170	133	226	177	1325	79	140	43	1201	280	415	617	301	98	1507	53	654	897	259	1309	806	521	1596
	34%	34%	31%	36%	34%	34%	39%	33%	35%	29%	36%	36%	36%	33%	33%	36%	36%	33%	21%	34%	37%	11%	55%	57%	63%	33%	36%	36%	34%
I have heard of this phrase but know nothing	334	16	26	27	31	21	35	31	37	44	268	22	35	9	254	54	112	111	50	31	289	30	77	239	28	300	149	94	349
	7%	8%	5%	7%	8%	6%	8%	8%	6%	7%	7%	10%	9%	7%	7%	7%	10%	6%	6%	7%	7%	21%	3%	15%	1%	14%	6%	6%	7%
I have never heard of this phrase	60	4	8	5	5	4	5	5	9	6	50	3	5	2	50	5	15	23	9	6	49	4	24	31	4	53	24	20	61
	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	2%	*	3%	1%	1%	1%
Don't know	168	5	26	9	19	17	19	15	26	10	145	7	14	2	123	17	68	46	24	3	122	5	23	77	6	18	38	27	165
	4%	3%	5%	2%	5%	5%	4%	4%	4%	2%	4%	3%	4%	2%	3%	2%	6%	3%	3%	1%	3%	3%	1%	5%	*	1%	2%	2%	4%
Top 2: Great deal / fair amount	2524	99	296	204	216	181	211	222	347	370	2147	109	193	75	1976	413	544	917	529	325	2459	51	2190	326	2104	411	1449	796	2501
	54%	53%	57%	53%	53%	53%	48%	55%	54%	61%	55%	50%	50%	57%	55%	54%	54%	58%	56%	56%	56%	36%	65%	21%	88%	20%	59%	55%	54%
Bottom 2: Know a little / nothing	1919	79	188	165	170	138	205	164	262	221	1593	101	175	51	1455	334	527	728	351	128	1796	82	731	1136	287	1609	955	615	1945
	41%	43%	36%	43%	41%	43%	40%	41%	41%	40%	40%	40%	45%	39%	40%	43%	46%	42%	38%	28%	41%	58%	73%	72%	75%	39%	42%	42%	42%
Top 4: At least heard of	4444	178	485	369	387	320	415	386	609	591	3740	210	368	126	3431	747	1070	1645	880	453	4255	133	2922	1462	2392	2020	2404	1411	4446
	95%	95%	94%	96%	94%	94%	95%	95%	95%	97%	95%	96%	95%	97%	95%	97%	93%	96%	96%	96%	96%	94%	98%	93%	100%	97%	97%	97%	95%
Net: Not knowledgeable	1979	83	196	169	175	143	210	169	271	227	1643	104	180	53	1505	339	542	751	360	134	1845	87	756	1167	291	1662	979	635	2006
	42%	44%	38%	44%	43%	42%	42%	42%	42%	47%	42%	47%	46%	41%	42%	44%	47%	44%	39%	29%	42%	61%	75%	74%	12%	79%	40%	44%	43%

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

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 Table 106

QSED1.3. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Physical development

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	909	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
I know a great deal	780	171	17	375	14	25	168	587	70	45	340	183	581	422	299	172	166	127	154	121	771	
	17%	36%	30%	31%	20%	15%	14%	18%	25%	25%	31%	16%	17%	33%	11%	21%	19%	15%	17%	13%	17%	
I know a fair amount	1745	188	25	504	34	84	461	1230	131	89	475	416	1284	542	1000	285	314	350	346	355	1730	
	37%	40%	45%	42%	49%	50%	43%	37%	47%	49%	43%	37%	38%	42%	37%	35%	36%	40%	38%	39%	37%	
I know just a little	1586	90	8	265	16	55	407	1114	66	40	252	388	1145	256	1102	261	303	287	306	324	1596	
	34%	19%	13%	22%	22%	33%	34%	34%	24%	22%	23%	34%	34%	20%	41%	32%	35%	33%	34%	36%	34%	
I have heard of this phrase but know nothing	334	16	3	35	4	3	92	2														

Bottom 2: know a little / nothing	1919 41%	106 22%	11 19%	300 25%	20 28%	58 35%	499 42%	1331 40%	70 25%	44 24%	285 26%	463 41%	1388 41%	300 24%	1320 49%	320 39%	361 41%	353 41%	370 41%	385 42%	1945 42%
Top 4: At least heard of	4444 95%	466 98%	53 94%	1179 98%	68 98%	168 100%	1128 95%	3148 96%	271 98%	178 98%	1100 99%	1062 94%	3253 96%	1264 99%	2620 98%	777 95%	841 96%	829 95%	870 96%	861 95%	4446 95%
Net: Not knowledgeable	1979 42%	112 24%	11 20%	311 26%	21 30%	59 35%	513 43%	1373 42%	75 27%	48 26%	291 26%	479 42%	1429 42%	312 24%	1348 50%	328 40%	375 43%	361 41%	379 42%	401 44%	2006 43%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 109

Q5ED2: How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life?

Base: All UK adults aged 16+

	Their job and income	Their mental health and wellbeing	Their academic achievement	Their physical health	Their happiness	Their ability to make and maintain relationships
Unweighted total	4672	4672	4672	4672	4672	4672
Weighted total	4672	4672	4672	4672	4672	4672
Effective base	4191	4191	4191	4191	4191	4191
Very important	1966 42%	3444 74%	1854 40%	2847 61%	3349 72%	3081 66%
Fairly important	2173 47%	992 21%	2150 46%	1491 32%	1081 23%	1331 28%
Not very important	340 7%	104 2%	463 10%	185 4%	127 3%	127 3%
Not at all important	45 1%	24 1%	51 1%	31 1%	21 *	30 1%
Don't know	148 3%	110 2%	154 3%	119 3%	95 2%	103 2%
Top 2: Important	4139 89%	4435 95%	4004 86%	4338 93%	4430 95%	4412 94%
Bot 2: Not important	385 8%	127 3%	514 11%	215 5%	147 3%	157 3%
NET: Difference	3754 80%	4308 92%	3490 75%	4122 88%	4283 92%	4255 91%

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 Table 110

Q5ED2.1: How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their job and income

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age								Ethnicity						Working status		Education		Unweighted Total	
		Male (b)	Female (c)		16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)		Graduates (v)
Unweighted total	4672	2268	2399	1372	1470	1850	511	761	783	737	742	732	353	4068	565	66	226	59	2765	1607	2014	2688	4672	
Weighted total	4672	2278	2390	1373	1487	1813	507	766	751	736	727	349	3979	646	65*	739	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Very important	1966 42% uw	957 42%	1008 42%	613 45%	629 42%	724 40%	231 38%	382 50%	322 43%	307 42%	289 39%	298 41%	138 39%	1624 41%	327 51%	37 56%	92 39%	101 64%	97 53%	1289 44%	677 39%	954 47%	1012 38%	1956 42%
Fairly important	2173 47% dhor	1027 45%	1142 48%	565 41%	686 46%	922 51%	257 42%	308 46%	342 47%	344 47%	365 50%	377 51%	180 51%	1893 48%	259 40%	23 36%	115 48%	42 26%	79 43%	1325 45%	847 49%	908 44%	1265 48%	2176 47%
Not very important	340 7% flms	189 8%	151 6%	136 10%	112 8%	93 5%	80 13%	56 7%	63 8%	49 7%	48 6%	31 4%	14 4%	294 7%	41 6%	4 5%	24 10%	11 7%	2 1%	219 7%	121 7%	125 6%	216 8%	342 7%
Not at all important	45 1% k	21 1%	24 1%	28 2%	8 1%	9 *	20 3%	8 1%	4 1%	4 1%	4 1%	3 *	2 1%	32 1%	10 2%	* 1%	3 1%	3 2%	4 2%	31 1%	13 1%	18 1%	26 1%	46 1%
Don't know	148 3% hov	83 4%	65 3%	31 2%	52 3%	65 4%	19 3%	12 2%	21 3%	31 4%	30 4%	16 5%	136 3%	9 1%	1 2%	5 2%	1 1%	2 1%	78 3%	70 4%	38 2%	110 4%	152 3%	
Top 2: Important	4139 89% dgw	1985 87%	2150 90%	1178 86%	1315 88%	1646 91%	488 80%	690 89%	663 88%	652 89%	654 89%	674 91%	317 86%	3517 88%	586 91%	60 92%	207 87%	143 90%	176 96%	2615 89%	1524 88%	1862 91%	2277 87%	4132 88%
Bot 2: Not important	385 8% flm	210 9%	175 7%	163 12%	120 8%	101 6%	100 17%	63 8%	67 9%	53 7%	51 7%	16 5%	326 8%	51 8%	4 6%	27 11%	14 9%	6 3%	251 9%	134 8%	143 7%	242 9%	388 8%	
NET: Difference	3754 80% vz	1774 78%	1975 83%	1014 74%	1195 80%	1545 85%	387 64%	627 79%	597 79%	598 81%	603 82%	640 86%	301 86%	3191 80%	534 83%	56 86%	180 76%	129 81%	170 92%	2364 80%	1390 80%	1719 84%	2035 77%	3744 80%

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

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 Table 111

Q5ED2.1: How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their job and income

Base: All UK adults aged 16+

	TOTAL (a)	Region											Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total		
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)		Collective (A)	Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	367	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	424	328	339	257	324	324	545	523	3160	493	494	295	3210	728	1066	1315	302	410	3968	122	2653	1417	2128	1905	2223	1294	4672
Very important	1966 42% vz	83 45%	214 41%	163 43%	176 43%	125 37%	174 40%	171 42%	258 40%	290 48%	1654 42%	352 43%	164 42%	55 42%	1504 42%	352 46%	455 39%	696 41%	389 43%	265 57%	1910 43%	38 27%	1427 48%	501 32%	721 50%	1088 34%	632 44%	1956 42%	1556 42%
Fairly important	2173 47% jv	91 49%	247 48%	173 45%	187 45%	165 48%	215 49%	184 45%	310 48%	254 42%	1825 46%	105 48%	184 47%	59 45%	1698 47%	338 44%	539 47%	808 47%	449 49%	167 36%	2079 47%	60 42%	1311 44%	824 53%	1024 43%	1098 53%	1151 47%	671 46%	2176 47%
Not very important	340 7% k	6 3%	37 7%	29 7%	29 7%	34 10%	30 7%	36 9%	46 7%	43 7%	288 7%	11 5%	31 8%	10 8%	262 7%	52 7%	98 8%	141 8%	55 6%	20 4%	300 7%	31 22%	174 6%	158 10%	135 6%	196 9%	114 7%	342 7%	

Not at all important	45 1%	3 1%	3 1%	4 1%	3 1%	6 2%	3 1%	1 *	9 1%	9 1%	4 1%	4 2%	1 *	36 1%	6 1%	10 1%	18 1%	5 1%	5 1%	37 1%	8 5%	25 1%	20 1%	24 1%	19 1%	24 1%	13 1%	46 1%	
Don't know	148 3%	4 2%	17 3%	14 4%	17 4%	12 3%	17 4%	14 3%	21 3%	11 2%	128 3%	6 3%	9 2%	6 4%	104 3%	21 3%	52 5%	52 3%	15 2%	4 1%	101 2%	6 4%	32 1%	67 4%	20 1%	58 3%	39 2%	28 2%	152 3%
Top 2: Important	4139 89%	174 93%	461 89%	336 88%	362 88%	289 85%	388 89%	355 87%	568 88%	544 90%	3478 88%	198 90%	348 90%	114 87%	3202 89%	691 90%	993 86%	1503 88%	839 92%	433 94%	3988 90%	98 69%	2738 92%	1325 84%	2223 93%	1819 87%	2239 91%	1303 89%	4132 88%
Bot 2: Not important	385 8%	8 4%	39 8%	32 8%	31 8%	40 12%	33 7%	37 9%	55 9%	52 9%	328 8%	15 7%	31 8%	11 8%	298 8%	58 7%	108 9%	159 9%	60 7%	25 5%	336 8%	38 27%	199 7%	178 11%	159 7%	214 10%	188 8%	126 9%	388 8%
NET: Difference	3754 80%	166 80%	422 81%	303 79%	331 81%	249 73%	356 81%	318 78%	513 80%	492 81%	3150 80%	183 84%	317 82%	103 79%	2904 81%	633 82%	886 77%	1344 78%	779 85%	408 88%	3652 83%	60 42%	2539 86%	1147 73%	2064 86%	1605 77%	2050 83%	1177 81%	3744 80%

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

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Table 112

QSE2.1. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their job and income

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	413	50	1053	51	144	1104	3172	247	150	1020	953	3014	1229	2429	719	738	785	812	820	4191
Very important	1566	243	35	586	34	60	503	1402	118	79	547	484	1429	716	997	365	387	377	349	379	1566
Fairly important	2173	181	14	501	23	89	554	1536	123	80	471	512	1594	470	1392	344	402	399	459	433	2176
Not very important	340	35	6	89	7	12	87	230	30	20	70	86	237	69	225	79	56	60	62	57	342
Not at all important	45	10	1	16	3	4	10	30	4	2	17	15	27	11	28	6	8	12	9	7	46
Don't know	148	5	-	10	2	3	40	91	4	*	10	33	97	12	45	21	23	22	27	32	152
Top 2: Important	4139	424	50	1087	58	149	1057	2938	241	159	1018	996	3023	1185	2389	709	788	776	808	813	4132
Bot 2: Not important	385	45	7	105	10	17	97	260	34	22	87	101	264	80	253	85	64	72	71	64	388
NET: Difference	3754	379	43	982	48	132	960	2678	207	137	931	895	2759	1105	2136	624	724	704	737	748	3744
	80%	80%	75%	82%	68%	79%	80%	81%	75%	75%	84%	79%	82%	86%	80%	77%	83%	81%	81%	82%	80%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 115

QSE2.2. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their mental health and wellbeing

Base: All UK adults aged 16+

	Gender		Age										Ethnicity					Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)		Graduates (v)	Non graduates (w)
Unweighted total	4672	2365	2307	1470	1830	611	611	761	733	737	745	732	353	4008	206	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2378	2294	1372	1813	607	607	766	751	736	736	727	349	3979	693	695	558	184*	2943	1729	2043	2639	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very important	3444	1577	1863	965	1115	1363	415	550	561	554	548	558	257	2933	485	55	165	120	145	2154	1290	1526	1918	3448
Fairly important	992	549	442	307	304	380	136	171	155	149	156	144	81	850	127	7	53	34	34	629	363	436	556	984
Not very important	104	62	42	59	25	20	34	25	18	7	7	8	4	79	22	3	15	3	2	78	25	36	67	104
Not at all important	24	17	7	10	5	8	6	4	2	4	6	2	*	19	3	-	3	-	-	15	9	10	14	27
Don't know	110	74	36	31	37	41	16	15	15	22	19	15	7	98	9	1	4	2	2	68	41	36	74	109
Top 2: Important	4435	2126	2306	1272	1419	1744	551	722	716	703	704	702	338	3784	612	61	218	153	179	2782	1653	1962	2474	4432
Bot 2: Not important	127	78	49	69	30	28	40	29	20	11	13	11	4	97	25	3	17	3	2	93	34	46	82	131
NET: Difference	4308	2047	2257	1203	1389	1716	510	693	697	692	691	691	334	3686	586	59	200	150	177	2689	1619	1916	2392	4301
	92%	90%	94%	88%	93%	95%	84%	91%	93%	94%	94%	95%	96%	93%	91%	91%	84%	95%	96%	91%	94%	94%	91%	92%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 116

QSE2.2. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their mental health and wellbeing

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very important	3444	134	394	289	309	230	313	313	473	434	2880	160	302	102	2662	594	831	1251	696	349	3347	60	2378	999	1989	1377	1967	1030	3448
74%	74%	72%	76%	76%	75%	68%	77%	73%	72%	73%	73%	73%	78%	78%	74%	77%	72%	73%	76%	76%	76%	42%	80%	64%	83%	66%	80%	71%	74%
Fairly important	992	43	106	76	82	87	115	73	136	134	852	48	71	21	764	149	248	376	189	91	912	55	511	458	368	587	432	365	984
21%	21%	23%	20%	20%	20%	25%	18%	21%	22%	22%	22%	22%	18%	21%	19%	22%	22%	21%	20%	21%	39%	29%	17%	29%	28%	18%	25%	21%	
Not very important	104	6	6	7	9	8	6	13	24	24	86	4	8	5	81	11	35	30	17	15	80	17	56	44	30	68	40	33	104
2%	3%	1%	2%	2%	2%	2%	2%	2%	4%	4%	2%	2%	2%	2%	1%	3%	2%	2%	3%	2%	2%	12%	2%	3%	1%	3%	2%	2%	
Not at all important	24	-	2	2	2	2	1	1	3	5	19	2	2	-	18	2	5	15	-	2	17	5	10	12	5	15	5	12	27
1%	1%	*	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	-	1%	*	1%	1%	-	2	*	3%	*	1%	1%	*	1%	1%	
Don't know	110	3	11	8	8	14	12	13	19	10	98	5	4	3	80	14	35	42	11	4	70	4	14	57	10	43	21	17	109
2%	2%	2%	2%	2%	4%	3%	3%	3%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	1%	4	2%	3%	4%	*	2%	1%	1%	2%	
Top 2: Important	4435	177	500	365	391	317	418	385	609	568	3732	208	373	123	3426	743	1078	1627	885	440	4259	116	2888	1457	2358	1964	2399	1395	4432
95%	95%	97%	95%	95%	93%	95%	95%	95%	94%	94%	95%	95%	96%	94%	95%	97%	94%	95%	97%	95%	96%	81%	97%	93%	98%	94%	97%	96%	95%
Bot 2: Not important	127	6	7	10	11	10	8	7	16	29	105	6	11	5	99	12	40	45	17	17	97	22	67	56	35	84	45	45	131
3%	3%	1%	3%	3%	3%	2%	2%	3%	3%	5%	3%	3%	3%	4%	3%	2%	3%	3%	2%	4%	2%	16%	2%	4%	1%	4%	2%	3%	3%
NET: Difference	4308	171	493	356	380	307	410	378	592	539	3626	201	362	118	3327	731	1039	1581	860	423	4162	93	2822	1401	2323	1881	2354	1350	4301
92%	92%	95%	93%	93%	90%	94%	93%	92%	89%	92%	92%	92%	94%	91%	92%	95%	90%	92%	95%	92%	94%	66%	95%	89%	97%	90%	95%	93%	92%

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

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Table 117

Q5ED2.2. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their mental health and wellbeing

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1123	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	188	1104	3288	278	184	1114	1130	3484	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	3235	247	160	922	993	3044	1126	2429	719	788	812	830	830	4172
Very important	3444	357	46	912	55	139	904	2427	220	144	858	849	2510	1005	1968	594	647	629	682	704	3448
74%	74%	75%	82%	76%	79%	83%	76%	74%	79%	79%	77%	75%	74%	79%	73%	73%	74%	72%	75%	77%	74%
Fairly important	992	88	7	236	11	24	234	714	46	29	213	229	719	240	608	183	185	191	184	170	984
21%	18%	12%	20%	15%	14%	14%	20%	22%	16%	16%	19%	20%	21%	19%	23%	22%	21%	22%	20%	19%	21%
Not very important	104	21	2	37	1	4	18	68	6	4	29	21	70	22	68	21	21	23	14	13	104
2%	4%	3%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	2%	3%	2%	1%	2%
Not at all important	24	2	-	4	2	-	10	10	3	3	2	7	13	7	10	1	6	5	3	4	27
1%	1%	*	*	*	2%	-	1%	1%	1%	*	1%	1%	*	1%	*	*	1%	1%	*	*	1%
Don't know	110	6	2	13	1	1	28	70	4	3	12	24	71	3	33	16	16	21	23	18	109
2%	1%	3%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	*	3%	2%	2%	2%	2%	2%	2%
Top 2: Important	4435	445	53	1148	66	163	1138	3140	265	173	1072	1078	3229	1245	2576	777	832	820	866	874	4432
95%	94%	94%	94%	96%	94%	97%	95%	95%	95%	96%	96%	95%	95%	97%	96%	95%	95%	95%	94%	96%	95%
Bot 2: Not important	127	23	2	41	3	4	28	78	9	6	31	28	83	30	78	23	27	28	17	17	131
3%	5%	3%	3%	4%	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	2%	3%	3%
NET: Difference	4308	422	52	1107	63	159	1110	3062	256	166	1041	1050	3146	1215	2498	754	806	792	840	857	4301
92%	89%	92%	92%	90%	94%	94%	93%	93%	92%	92%	93%	93%	93%	95%	93%	92%	92%	91%	94%	94%	92%

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

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Table 120

Q5ED2.3. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their academic achievement

Base: All UK adults aged 16+

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2368	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	65	216	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very important	1854	892	961	548	608	698	197	351	316	292	266	305	127	1527	313	26	98	93	96	1229	625	903	951	1835
40%	39%	40%	40%	41%	38%	32%	46%	42%	40%	36%	42%	36%	42%	38%	48%	40%	41%	58%	52%	42%	36%	44%	36%	39%
Fairly important	2150	1043	1104	582	674	894	270	312	325	349	361	349	184	1884	245	28	106	48	63	1311	838	896	1254	2165
46%	46%	46%	42%	45%	49%	44%	41%	43%	47%	49%	48%	53%	47%	47%	38%	43%	44%	31%	34%	45%	49%	44%	48%	46%
Not very important	463	230	233	180	141	142	104	76	79	62	69	48	24	385	71	8	28	13	21	292	172	185	279	466
10%	10%	10%	13%	10%	8%	17%	17%	11%	8%	9%	7%	7%	7%	10%	11%	12%	12%	8%	12%	10%	10%	9%	11%	10%
Not at all important	51	29	21	29	8																			

NET: Difference	3490	1677	1811	921	1132	1436	344	577	557	576	548	604	284	2983	482	46	176	125	136	2219	1271	1599	1890	3479
	75%	74%	76%	67%	76%	79%	57%	75%	74%	78%	74%	83%	81%	75%	75%	71%	74%	79%	74%	75%	74%	78%	72%	74%

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

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 Table 121

QSED2.3. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their academic achievement

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	143	337	390	273	372	333	559	350	322	300	351	830	1136	1068	935	442	4420	140	2938	1511	2378	2118	2470	1839	4672		
Weighted total	4672	187	183	518	411	341	439	406	644	387	431	3935	219	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672		
Effective base	4191	153	142	432	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	4672	
Very important	1854	70	198	149	171	128	170	143	249	285	1563	80	154	57	1447	304	419	659	368	253	1813	26	1366	454	1149	663	1014	601	1835
	40%	37%	38%	39%	42%	38%	39%	35%	39%	47%	40%	37%	40%	43%	40%	40%	36%	38%	40%	55%	41%	19%	46%	29%	48%	32%	41%	41%	39%
Fairly important	2150	89	245	174	182	149	211	205	296	238	1789	105	197	58	1646	360	537	816	428	164	2051	66	1298	813	1022	1081	1137	678	2165
	46%	48%	47%	45%	44%	48%	46%	50%	46%	39%	45%	48%	51%	45%	46%	47%	47%	48%	47%	36%	46%	47%	44%	52%	43%	46%	46%	46%	
Not very important	463	22	55	46	34	35	39	38	68	64	400	25	28	11	353	80	125	169	98	31	419	35	249	207	199	250	259	137	466
	10%	12%	11%	12%	8%	10%	9%	9%	11%	10%	10%	12%	7%	8%	10%	10%	11%	11%	7%	9%	25%	8%	13%	8%	12%	10%	9%	10%	
Not at all important	51	6	14	10	16	24	13	16	27	13	140	5	6	3	40	6	19	14	3	8	40	7	24	23	13	33	21	15	55
	1%	7%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	*	2%	1%	5%	1%	1%	1%	2%	1%	1%	
Don't know	154	6	14	10	16	24	13	16	27	13	140	5	6	3	119	19	54	56	16	5	102	7	32	72	18	64	35	27	151
	3%	3%	3%	3%	4%	7%	3%	4%	4%	2%	4%	2%	2%	3%	3%	3%	5%	3%	2%	1%	2%	5%	1%	5%	1%	3%	1%	2%	3%
Top 2: Important	4004	159	443	323	353	277	381	348	545	524	3352	185	351	115	3093	664	956	1475	797	417	3864	93	2664	1268	2172	1744	2151	1279	4000
	86%	85%	86%	84%	86%	81%	87%	86%	85%	86%	85%	85%	88%	88%	86%	86%	83%	86%	87%	90%	87%	65%	90%	81%	90%	83%	87%	88%	86%
Bot 2: Not important	514	22	61	50	41	40	44	42	73	70	442	29	30	12	393	86	144	183	101	40	460	43	273	230	212	283	280	152	521
	11%	12%	12%	13%	10%	12%	10%	10%	11%	12%	11%	13%	8%	9%	11%	11%	12%	11%	11%	9%	10%	30%	9%	15%	9%	14%	11%	10%	11%
NET: Difference	3490	137	382	273	312	237	336	306	472	453	2910	156	321	103	2700	578	812	1292	696	377	3404	50	2391	1038	1960	1462	1871	1127	3479
	75%	73%	74%	71%	76%	70%	77%	75%	73%	75%	74%	71%	83%	79%	75%	75%	70%	75%	76%	82%	77%	35%	81%	66%	82%	70%	76%	77%	74%

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

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 Table 122

QSED2.3. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their academic achievement

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	1164	74	164	1233	3240	276	175	1078	1122	3370	1122	2702	805	870	882	903	911	4672		
Weighted total	4672	473	57*	1202	70*	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672		
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	3044	1126	2429	719	788	788	812	820	4672		
Very important	1854	249	32	602	28	63	454	1346	117	75	557	454	1353	668	968	342	349	355	350	357	1835	
	40%	53%	57%	50%	40%	38%	38%	41%	42%	41%	50%	40%	40%	52%	36%	42%	40%	41%	39%	39%	39%	
Fairly important	2150	159	21	464	32	80	556	1516	118	78	443	496	1584	490	1342	353	406	390	433	424	2165	
	46%	34%	37%	39%	46%	48%	47%	46%	42%	43%	44%	44%	47%	38%	50%	43%	46%	45%	48%	47%	46%	
Not very important	463	47	2	105	8	21	125	305	37	23	89	135	309	100	302	80	83	94	88	89	466	
	10%	10%	4%	9%	12%	13%	10%	9%	13%	12%	8%	12%	9%	8%	11%	10%	10%	11%	10%	10%		
Not at all important	51	10	-	17	-	2	15	25	3	2	13	15	29	8	24	9	13	7	7	9	55	
	1%	2%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Don't know	154	8	1	14	1	1	43	96	4	4	12	30	108	11	49	32	23	25	28	30	151	
	3%	2%	2%	1%	2%	1%	4%	3%	1%	2%	1%	3%	3%	1%	2%	4%	3%	3%	3%	3%		
Top 2: Important	4004	408	53	1066	60	143	1011	2862	235	153	1000	950	2937	1159	2311	694	755	744	783	780	4000	
	86%	86%	94%	86%	86%	85%	87%	84%	84%	85%	90%	84%	87%	91%	86%	85%	86%	86%	86%	86%	86%	
Bot 2: Not important	514	57	2	121	8	24	140	330	40	25	102	150	338	108	327	89	96	101	95	99	521	
	11%	12%	4%	10%	12%	14%	12%	10%	14%	14%	9%	13%	10%	8%	12%	11%	11%	12%	10%	11%		
NET: Difference	3490	351	51	945	52	120	870	2532	195	127	898	800	2599	1051	1984	605	659	643	688	681	3479	
	75%	74%	90%	79%	74%	71%	73%	77%	70%	70%	81%	71%	77%	82%	74%	74%	75%	74%	76%	75%	74%	

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

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 Table 125

QSED2.4. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their physical health

Base: All UK adults aged 16+

	TOTAL (a)	Gender		Age							Ethnicity					Working status		Education		Unweighted Total				
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very important	2847	1290	1555	780	928	1139	311	469	481	448	476	227	2419	405	39	137	107	121	1791	1056	1226	1620	2854	
	61%	57%	65%	57%	62%</																			

Not very important	185 4%	117 5%	67 3%	93 7%	47 3%	45 2%	51 8%	42 5%	29 4%	19 3%	20 3%	15 2%	10 3%	145 4%	36 6%	4 6%	17 7%	11 7%	4 2%	129 4%	55 3%	78 4%	107 4%	188 4%
Not at all important	31 1%	20 1%	11 *	20 1%	6 *	5 *	14 2%	6 1%	2 *	3 *	5 1%	-	-	21 1%	9 1%	-	7 3%	2 1%	-	25 1%	5 *	11 1%	19 1%	29 1%
Don't know	119 3%	74 3%	44 2%	33 2%	39 3%	47 3%	13 2%	20 3%	16 2%	23 3%	21 3%	18 2%	7 2%	105 3%	12 2%	3 5%	6 2%	1 1%	2 1%	67 2%	51 3%	38 2%	80 3%	119 3%
Top 2: Important	4338 93%	2067 91%	2268 95%	1227 94%	1394 95%	1716 95%	530 87%	698 91%	703 94%	691 94%	689 94%	695 95%	332 95%	3709 93%	589 91%	58 89%	209 87%	145 91%	178 97%	2721 92%	1617 94%	1915 94%	2422 92%	4336 93%
Bot 2: Not important	215 5%	137 6%	78 3%	113 8%	53 4%	50 3%	65 11%	48 6%	31 4%	22 3%	25 3%	15 2%	10 3%	165 4%	45 7%	4 6%	24 10%	13 8%	4 2%	155 4%	61 4%	89 4%	126 5%	217 5%
NET: Difference	4122 88%	1929 85%	2190 92%	1115 81%	1341 90%	1666 92%	465 77%	650 85%	673 90%	669 91%	664 90%	680 94%	322 92%	3544 89%	544 84%	54 82%	185 77%	132 84%	174 95%	2566 87%	1556 90%	1826 89%	2296 87%	4119 88%

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

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Table 126

QSED2.4. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their physical health

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £34,999 (r)	£35,000 up to £59,999 (s)	£60,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	500	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very important	2847 61%	113 60%	330 64%	231 60%	255 62%	208 61%	251 57%	255 63%	377 59%	368 61%	2386 61%	133 61%	238 61%	90 69%	2176 60%	502 65%	711 62%	1025 60%	557 61%	300 60%	2770 64%	48 34%	2042 63%	761 48%	1685 60%	1092 52%	1573 64%	883 61%	2854 61%
Fairly important	1491 32%	64 34%	152 29%	121 32%	121 30%	105 31%	159 36%	127 31%	221 34%	188 31%	1259 32%	70 32%	128 33%	34 26%	1178 33%	221 29%	350 30%	568 33%	311 34%	123 27%	1404 32%	54 38%	813 27%	638 41%	633 26%	814 39%	753 31%	489 34%	1482 32%
Not very important	185 4%	8 4%	16 3%	22 6%	21 5%	10 3%	14 3%	10 2%	22 3%	33 5%	156 4%	10 4%	15 4%	4 3%	139 4%	28 4%	44 4%	68 4%	29 3%	32 7%	148 3%	29 21%	78 3%	104 7%	58 2%	122 6%	97 4%	58 4%	188 4%
Not at all important	31 1%	-	1 *	3 1%	5 2%	6 1%	3 *	1 1%	4 1%	7 1%	29 1%	1 1%	-	*	24 1%	5 1%	11 1%	9 *	4 1%	3 1%	25 1%	4 3%	14 1%	6 *	21 1%	11 *	11 1%	29 1%	
Don't know	119 3%	2 1%	19 4%	7 2%	8 2%	11 3%	11 3%	13 3%	21 3%	12 2%	104 3%	5 2%	7 2%	3 2%	89 2%	14 2%	37 3%	45 3%	12 1%	4 1%	78 2%	6 4%	23 1%	54 3%	20 1%	41 2%	31 1%	17 1%	119 3%
Top 2: Important	4338 93%	177 95%	482 93%	351 92%	376 92%	313 92%	410 94%	382 94%	598 92%	556 92%	3646 93%	203 93%	365 94%	123 94%	3353 93%	723 94%	1061 92%	1592 93%	868 95%	423 92%	4175 94%	103 72%	2855 96%	1399 89%	2317 96%	1907 91%	2326 94%	1372 94%	4336 93%
Bot 2: Not important	215 5%	8 4%	17 3%	25 6%	26 6%	16 5%	17 4%	11 3%	25 4%	39 6%	185 5%	11 5%	15 4%	5 4%	163 5%	32 4%	56 5%	77 4%	33 4%	35 7%	174 4%	33 23%	92 3%	117 7%	64 3%	143 7%	109 4%	69 5%	217 5%
NET: Difference	4122 88%	169 91%	464 90%	327 85%	350 85%	297 87%	394 90%	371 91%	573 89%	517 85%	3461 88%	192 88%	350 90%	118 91%	3191 89%	690 90%	1006 87%	1515 88%	835 91%	389 84%	4001 90%	69 49%	2763 93%	1282 82%	2253 94%	1764 84%	2218 90%	1303 89%	4119 88%

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

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Table 127

QSED2.4. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their physical health

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	2702	805	870	882	903	911	4672		
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	2687	815	875	870	905	909	4672		
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	2429	719	788	788	812	820	4672		
Very important	2847 61%	323 68%	43 76%	813 68%	45 65%	109 65%	725 61%	2043 62%	178 64%	113 62%	766 69%	716 63%	2064 61%	916 27%	1542 57%	503 62%	528 60%	542 62%	545 60%	559 62%	2854 61%	
Fairly important	1491 32%	108 23%	9 16%	311 26%	18 26%	54 32%	388 32%	1021 31%	80 29%	56 31%	286 26%	325 29%	1105 33%	304 24%	971 36%	245 30%	280 32%	269 31%	314 35%	291 32%	1482 32%	
Not very important	185 4%	33 7%	3 6%	56 5%	4 6%	4 2%	45 4%	131 4%	14 5%	8 4%	45 4%	50 4%	125 4%	47 4%	116 4%	36 4%	45 5%	34 4%	16 2%	34 4%	188 4%	
Not at all important	31 1%	5 1%	-	11 1%	1 1%	-	8 1%	19 1%	3 1%	2 1%	9 1%	11 1%	17 *	5 *	16 1%	7 1%	6 1%	5 1%	6 1%	29 1%		
Don't know	119 3%	5 1%	1 2%	11 1%	1 2%	1 1%	28 2%	74 2%	3 1%	2 1%	10 1%	28 2%	73 2%	6 *	41 3%	24 2%	16 2%	20 2%	26 3%	119 3%		
Top 2: Important	4338 93%	431 91%	52 92%	1125 92%	63 90%	164 97%	1113 93%	3064 93%	258 93%	170 93%	1051 94%	1041 92%	3169 94%	1220 96%	2513 93%	748 92%	808 92%	811 93%	859 95%	850 94%	4336 93%	
Bot 2: Not important	215 5%	38 8%	3 6%	67 6%	5 8%	4 2%	53 4%	150 5%	17 6%	10 6%	53 5%	61 5%	141 4%	52 4%	133 5%	43 5%	51 6%	39 5%	21 2%	40 4%	217 5%	
NET: Difference	4122 88%	393 83%	49 86%	1058 88%	58 83%	160 95%	1060 89%	2914 89%	241 86%	159 88%	998 90%	980 87%	3028 89%	1169 91%	2381 89%	705 86%	756 86%	772 89%	837 92%	810 89%	4119 88%	

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

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Table 130

QSED2.5. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their happiness

Base : All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2394	1372	1870	1830	611	761	733	737	716	732	353	4006	565	68	226	172	99	2765	1907	2014	2058	4672
Weighted total	4672	2278	2390	1373	1887	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	99	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Very important	3349	1538	1809	922	1088	1339	374	548	545	544	527	254	2868	454	47	151	119	137	2106	1243	1464	1886	3354	
Fairly important	1081	596	483	335	334	412	170	166	171	162	173	152	910	157	14	69	31	42	670	411	498	583	1077	
Not very important	127	77	50	76	31	19	44	32	19	12	13	6	99	25	1	12	7	4	104	23	43	84	123	
Not at all important	21	10	10	12	4	4	8	5	3	1	2	1	15	5	1	3	1	-	12	8	8	12	21	
Don't know	95	56	38	27	29	39	12	15	12	17	20	11	86	5	1	4	-	1	51	43	31	64	97	
Top 2: Important	4430	2134	2292	1257	1422	1751	543	714	716	706	700	342	3778	610	61	220	150	179	2776	1654	1961	2469	4431	
Bot 2: Not important	147	87	60	89	35	23	52	37	22	13	16	7	114	30	2	15	9	4	116	31	51	96	144	
NET: Difference	4283	2047	2232	1168	1386	1728	491	677	693	693	684	342	3664	581	59	206	141	175	2660	1623	1910	2373	4287	
	92%	90%	93%	85%	93%	95%	81%	88%	92%	94%	93%	97%	92%	90%	91%	86%	89%	95%	90%	94%	94%	90%	92%	92%

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

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 Table 131

QSED2.5. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their happiness

Base : All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	3541	830	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	3605	769	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	163	432	328	328	267	363	324	545	523	3260	493	3210	718	718	1066	1515	802	410	3968	125	2653	1417	2123	1905	2223	1294	4172	
Very important	3349	142	383	291	287	230	300	301	454	423	2811	163	3408	572	572	821	1203	673	349	3254	64	2324	962	1927	1347	1866	1022	3354	
Fairly important	1081	35	118	74	94	86	115	91	157	148	918	48	89	26	26	820	175	257	423	210	91	999	52	569	485	427	614	377	1077
Not very important	127	4	6	11	20	9	11	4	15	24	104	3	16	4	4	106	10	37	50	19	16	105	14	56	70	39	85	42	123
Not at all important	21	1	1	1	4	5	2	-	1	3	19	2	-	-	17	3	5	8	1	4	14	7	13	6	5	12	8	7	21
Don't know	95	5	9	6	7	10	11	11	16	8	83	4	4	3	70	10	33	31	10	2	55	5	6	46	4	33	16	10	97
Top 2: Important	4430	177	502	364	380	317	415	392	611	571	3728	211	367	124	3412	746	1078	1625	883	439	4253	116	2894	1448	2354	1960	2387	1399	4431
Bot 2: Not important	147	5	7	12	24	14	13	4	16	28	123	4	16	4	123	13	42	58	20	20	119	21	69	76	44	97	63	49	144
NET: Difference	4283	172	494	352	357	303	402	388	595	544	3606	206	351	120	3288	733	1036	1567	863	419	4134	95	2825	1372	2310	1863	2324	1350	4287
	92%	92%	95%	92%	87%	89%	92%	95%	92%	90%	92%	94%	91%	92%	91%	95%	90%	91%	94%	91%	93%	67%	95%	87%	96%	89%	94%	93%	92%

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

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 Table 132

QSED2.5. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their happiness

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	1313	1164	76	164	1233	3240	276	175	1078	1322	3370	1259	2702	899	870	882	903	911	4672
Weighted total	4672	473	1313	1164	70*	168	1194	3288	278	182	1114	1130	3384	1272	2687	815	875	875	905	909	4672
Effective base	4191	419	1313	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
Very important	3349	354	44	912	54	126	2883	214	141	851	823	2453	997	1887	590	637	621	641	675	3354	
Fairly important	1081	87	6	239	11	37	273	756	50	33	225	247	781	238	683	183	196	199	221	195	1077
Not very important	127	27	5	40	4	3	31	81	10	8	30	34	81	36	78	24	25	27	21	19	123
Not at all important	21	4	-	5	*	2	7	10	3	*	4	6	11	6	9	4	5	9	1	2	21
Don't know	95	2	1	7	*	-	23	59	1	-	4	20	58	1	29	15	13	14	21	18	97
Top 2: Important	4430	441	51	1151	65	163	1134	3138	264	173	1077	1069	3234	1235	2570	773	833	820	862	870	4431
	95%	93%	89%	96%	93%	97%	95%	95%	95%	95%	97%	96%	96%	97%	96%	95%	95%	94%	95%	96%	95%

Bot 2: Not important	147 3%	31 6%	5 8%	45 4%	4 6%	5 3%	38 3%	91 3%	13 5%	8 5%	33 3%	40 4%	92 3%	42 3%	87 3%	27 3%	29 3%	36 4%	22 2%	21 2%	144 3%
NET: Difference	4283 92%	411 87%	46 81%	1106 92%	61 87%	158 94%	1096 92%	3047 93%	251 90%	165 91%	1043 94%	1029 91%	3142 93%	1193 93%	2484 92%	746 91%	804 92%	784 90%	840 93%	848 93%	4287 92%

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

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Table 135

QSED2.6. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their ability to make and maintain relationships

Base: All UK adults aged 16+

	Gender			Age											Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Very important	3081 66% bdqgw	1402 62% ab	1675 70% ab	841 61% g	1006 68% dg	1233 68% dg	336 55% dg	505 66% dg	501 67% dg	506 69% dg	476 65% g	518 71% adghk	239 68% dg	2639 66% q	420 65% q	42 65% q	136 57% q	114 72% q	128 70% q	1950 66% v	1130 65% v	1439 70% v	1641 62% v	3082 66%	
Fairly important	1331 28% cv	723 32% ac	608 25% ac	429 31% efj	401 27% efj	502 28% efhj	214 35% aejhj	215 28% aejhj	206 27% aejhj	194 26% i	220 30% i	181 25% i	101 29% i	1132 28% r	180 28% r	18 27% r	81 34% r	38 24% r	43 23% r	832 28% t	499 29% t	527 26% v	805 31% v	1335 29%	
Not very important	127 3% flm	71 3% fm	56 2% fm	64 5% aefjklm	38 3% fm	25 1% fm	38 6% aefhjk	26 3% fjlm	27 4% fjlm	12 2% fjlm	13 2% fjlm	10 1% fm	2 * fm	88 2% an	35 5% an	5 8% an	14 6% an	5 3% an	10 6% n	90 3% u	37 2% u	43 2% v	83 3% v	124 3%	
Not at all important	30 1% fl	17 1% fl	14 1% fl	17 1% afilm	9 1% l	4 * *	9 1% afilm	9 1% fl	3 * fl	7 1% fl	4 1% fl	- - fl	- - fl	27 1% fl	4 1% fl	- - fl	1 * fl	1 1% fl	2 1% fl	20 1% t	10 1% t	5 * v	25 1% v	28 1%	
Don't know	103 2% v	65 3% c	38 2% c	22 2% dh	32 2% dh	49 3% dh	12 2% dh	11 1% dh	14 2% dh	18 2% dh	23 3% dh	8 2% dh	93 2% r	6 1% r	- - r	6 3% r	- - r	- - r	52 2% t	52 3% t	29 1% v	74 3% v	103 2%		
Top 2: Important	4412 94% dgaw	2126 93% b	2282 95% b	1270 92% dg	1407 95% dg	1735 96% adg	549 90% g	721 94% g	707 95% g	700 95% g	696 95% g	699 97% adeghi	340 97% k	3771 95% q	600 93% q	60 92% q	217 91% q	152 96% q	172 93% q	2782 95% t	1630 94% t	1966 96% aw	2446 93% aw	4417 95%	
Bot 2: Not important	157 3% flmv	87 4% fmv	69 3% fmv	81 6% aefjklm	47 3% fm	28 2% fm	47 8% aefhjk	34 5% fjlm	29 4% fjlm	18 2% m	17 2% m	10 1% m	2 * m	115 3% an	39 6% an	5 8% an	15 6% an	6 4% an	12 7% n	110 4% u	47 3% u	48 2% v	108 4% v	152 3%	
NET: Difference	4255 91%	2038 89%	2213 93%	1189 87%	1360 91%	1707 94%	503 83%	686 90%	678 90%	682 93%	679 92%	690 95%	338 97%	3656 92%	562 87%	55 85%	202 84%	145 92%	160 87%	2673 91%	1582 92%	1917 94%	2338 89%	4265 91%	

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

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Table 136

QSED2.6. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their ability to make and maintain relationships

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	359	500	3366	504	302	300	3541	830	1188	1686	826	442	4420	140	2958	1581	2378	2118	1470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very important	3081 66% vxz	117 63% vxz	355 68% vxz	258 68% vxz	266 65% vxz	222 65% vxz	279 64% vxz	288 71% vxz	408 63% vxz	390 64% vxz	2583 66% vxz	149 68% vxz	260 67% vxz	89 68% vxz	2377 66% vxz	525 68% vxz	732 63% vxz	1117 65% vxz	624 68% vxz	330 72% vxz	2994 68% vxz	54 38% vxz	2129 72% vxz	900 57% vxz	1827 76% vxz	1189 57% vxz	1767 72% vxz	932 64% vxz	3082 66%
Fairly important	1331 28% twvA	62 33% twvA	142 27% twvA	105 27% twvA	114 28% twvA	94 28% twvA	127 29% twvA	103 25% twvA	200 31% twvA	177 29% twvA	1124 29% twvA	61 28% twvA	110 28% twvA	36 27% twvA	1024 28% twvA	217 28% twvA	341 30% twvA	512 30% twvA	259 28% twvA	109 24% twvA	1244 68% twvA	64 45% twvA	755 25% twvA	539 34% twvA	525 22% twvA	625 25% twvA	451 31% twvA	1335 29%	
Not very important	127 3% py	5 3% py	8 2% py	8 2% py	18 4% py	7 2% py	14 3% py	4 3% py	19 3% py	23 4% py	107 3% py	6 3% py	11 3% py	3 2% py	108 3% py	10 1% py	36 3% py	38 2% py	18 2% py	15 3% py	104 2% py	13 9% py	61 2% py	64 4% py	36 1% py	86 4% py	50 2% py	47 3% py	124 3%
Not at all important	30 1% py	- * py	2 * py	2 1% py	4 1% py	5 1% py	2 1% py	1 * py	2 * py	9 2% py	28 1% py	1 * py	1 * py	* * py	24 1% py	3 * py	9 1% py	10 1% py	6 1% py	5 1% py	25 1% py	5 4% py	12 * py	15 1% py	8 * py	20 * py	10 * py	28 1%	
Don't know	103 2% stuwv	3 2% stuwv	11 2% stuwv	10 3% stuwv	8 2% stuwv	13 4% stuwv	15 3% stuwv	10 3% stuwv	15 2% stuwv	10 1% stuwv	93 2% stuwv	2 1% stuwv	6 2% stuwv	2 2% stuwv	72 2% stuwv	15 2% stuwv	36 3% stuwv	37 2% stuwv	5 1% stuwv	2 1% stuwv	59 1% stuwv	5 4% stuwv	12 * stuwv	51 3% stuwv	6 * stuwv	36 2% stuwv	13 1% stuwv	18 1% stuwv	103 2%
Top 2: Important	4412 94% hpwyA	178 96% hpwyA	497 96% hpwyA	363 95% hpwyA	380 93% hpwyA	316 93% hpwyA	407 93% hpwyA	391 96% hpwyA	608 94% hpwyA	567 93% hpwyA	3707 94% hpwyA	211 96% hpwyA	370 95% hpwyA	125 96% hpwyA	3401 94% hpwyA	742 96% hpwyA	1073 93% hpwyA	1629 95% hpwyA	884 97% hpwyA	439 95% hpwyA	4238 96% hpwyA	118 83% hpwyA	2884 97% hpwyA	1439 92% hpwyA	2353 98% hpwyA	1949 93% hpwyA	2392 97% hpwyA	1383 95% hpwyA	4417 95%
Bot 2: Not important	157 3% hpwyA	5 3% hpwyA	10 2% hpwyA	10 2% hpwyA	22 5% hpwyA	12 4% hpwyA	17 4% hpwyA	5 1% hpwyA	33 3% hpwyA	33 5% hpwyA	135 3% hpwyA	6 3% hpwyA	12 3% hpwyA	3 3% hpwyA	132 4% hpwyA	12 2% hpwyA	45 4% hpwyA	48 3% hpwyA	24 3% hpwyA	20 4% hpwyA	129 3% hpwyA	19 13% hpwyA	73 2% hpwyA	79 5% hpwyA	43 2% hpwyA	107 5% hpwyA	60 2% hpwyA	57 4% hpwyA	152 3%
NET: Difference	4255 91%	173 89%	486 94%	354 87%	358 87%	304 89%	390 89%	385 95%	587 91%	534 88%	3572 91%	204 93%	358 92%	122 93%	3269 91%	730 95%	1028 89%	1581 92%	859 94%	419 91%	4109 93%	100 70%	2812 95%	1360 87%	2309 96%	1842 88%	2332 95%	1326 91%	4265 91%

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

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Table 137

QSED2.6. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their ability to make and maintain relationships

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	333	3240	276	375	1078	1132	3310	2202	305	810	882	903	911	917	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419																			

	66%	66%	82%	68%	61%	68%	69%	66%	69%	71%	67%	66%	67%	71%	65%	64%	66%	66%	67%	68%	66%
Fairly important	1331 28%	130 27%	6 11%	334 28%	22 32%	43 26%	307 26%	969 29%	74 26%	48 27%	315 28%	318 28%	965 29%	322 25%	822 31%	232 28%	256 29%	244 28%	255 28%	255 28%	1335 29%
Not very important	127 3%	20 4%	4 6%	40 3%	3 5%	10 6%	25 2%	82 3%	7 2%	1 1%	38 3%	33 3%	79 2%	31 2%	80 3%	34 4%	23 3%	29 3%	21 2%	12 3%	124 3%
Not at all important	30 1%	10 2%	-	14 1%	1 2%	-	9 1%	19 1%	5 2%	4 2%	9 1%	9 1%	20 1%	10 1%	11 *	9 1%	5 1%	8 1%	3 *	1 *	28 1%
Don't know	103 2%	2 *	-	3 *	1 *	1 *	29 2%	60 2%	-	-	4 *	24 2%	64 2%	6 *	28 1%	15 2%	14 2%	14 2%	23 3%	20 2%	103 2%
Top 2: Important	4412 94%	442 93%	53 94%	1146 95%	65 93%	157 93%	1131 95%	3126 95%	267 96%	177 97%	1064 95%	1064 94%	3221 95%	1231 96%	2569 96%	757 93%	833 95%	819 94%	859 95%	875 96%	4417 95%
Bot 2: Not important	157 3%	30 6%	4 6%	54 4%	4 6%	10 6%	34 3%	102 3%	12 4%	5 3%	46 4%	41 4%	99 3%	41 3%	90 3%	43 5%	28 3%	37 4%	23 3%	13 1%	152 3%
NET: Difference	4255 91%	412 87%	49 87%	1092 91%	61 87%	147 87%	1098 92%	3025 92%	255 92%	171 94%	1017 91%	1023 91%	3123 92%	1190 93%	2478 92%	714 88%	805 92%	783 90%	836 92%	862 95%	4265 91%

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

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Table 140

QSED3. How much do you agree or disagree that each of the following generally have good social and emotional skills? Summary

Base: All UK adults aged 16+

	You personally	People in the UK
Unweighted total	4672	4672
Weighted total	4672	4672
Effective base	4191	4191
Strongly agree	1414 30%	572 12%
Tend to agree	2084 45%	1654 35%
Neither agree nor disagree	701 15%	1404 30%
Tend to disagree	282 6%	714 15%
Strongly disagree	86 2%	114 2%
Don't know	106 2%	214 5%
Top 2: Agree	3498 75%	2225 48%
Bottom 2: Disagree	367 8%	828 18%
Net difference	3131 67%	1397 30%

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Table 141

QSED3.1. How much do you agree or disagree that each of the following generally have good social and emotional skills? You personally

Base: All UK adults aged 16+

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	655	653	659	657	323	3153	492	61	212	152	94	2492	1725	1801	2391	4191	
Strongly agree	1414 30%	694 30%	719 30%	459 33%	433 29%	522 29%	153 25%	306 40%	234 31%	199 27%	195 26%	228 31%	99 28%	1161 29%	239 37%	19 29%	67 28%	81 51%	73 40%	937 32%	477 28%	706 35%	708 27%	1387 30%
Tend to agree	2084 45%	962 42%	1121 47%	546 40%	650 44%	888 49%	243 40%	303 41%	310 46%	340 49%	359 47%	345 53%	184 53%	1822 46%	248 38%	26 40%	103 43%	53 33%	67 36%	1308 44%	776 45%	903 44%	1182 45%	2081 45%
Neither agree nor disagree	701 15%	376 17%	324 14%	211 15%	240 16%	250 14%	113 19%	98 13%	122 16%	118 16%	106 14%	44 15%	100 13%	587 15%	104 16%	7 11%	51 21%	13 8%	33 18%	430 15%	271 16%	260 13%	442 17%	709 15%
Tend to disagree	282 6%	137 6%	144 6%	100 7%	91 6%	91 5%	60 10%	40 5%	51 7%	40 5%	51 7%	28 4%	11 3%	248 6%	31 5%	4 7%	10 4%	8 5%	9 5%	165 6%	116 7%	113 6%	169 6%	296 6%
Strongly disagree	86 2%	50 2%	35 1%	23 2%	41 3%	22 1%	15 2%	8 1%	20 3%	21 3%	12 2%	9 2%	-	69 2%	14 2%	4 6%	5 2%	3 2%	3 2%	52 2%	34 2%	33 2%	53 2%	89 2%
Don't know	106 2%	58 3%	47 2%	33 2%	33 2%	40 2%	23 4%	10 1%	13 2%	19 3%	18 2%	10 2%	11 3%	93 2%	9 1%	4 7%	4 2%	1 1%	-	52 2%	54 3%	29 1%	76 3%	110 2%
Top 2: Agree	3498 75%	1656 73%	1840 77%	1005 73%	1083 73%	1410 78%	397 65%	609 80%	544 72%	539 73%	554 75%	573 81%	283 81%	2983 75%	487 75%	45 69%	170 71%	133 84%	139 76%	2245 76%	1253 72%	1608 79%	1890 72%	3468 74%
Bottom 2: Disagree	367 8%	187 8%	179 8%	123 9%	132 9%	113 6%	75 12%	48 6%	71 9%	60 8%	64 9%	38 5%	11 3%	317 8%	46 7%	8 13%	15 6%	11 7%	12 6%	217 7%	150 9%	146 7%	221 8%	385 8%
Net difference	3131 67%	1469 64%	1661 69%	882 64%	951 64%	1297 72%	322 53%	561 73%	473 63%	478 65%	490 67%	536 74%	271 78%	2666 67%	442 68%	37 56%	155 65%	123 77%	127 69%	2028 69%	1103 64%	1462 72%	1668 63%	3083 66%

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

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IPSDS UK - CONFIDENTIAL - V9 (weighted)

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Table 142

QSED3.1. How much do you agree or disagree that each of the following generally have good social and emotional skills? You personally

Base: All UK adults aged 16+

Region	Urbanity	Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	Unweighted Total
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1688	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Strongly agree	1414	65	167	116	116	98	129	128	169	224	1213	58	103	40	1122	217	287	494	299	228	1379	26	1125	276	1000	392	801	467	1387
30%	35%	32%	30%	30%	28%	29%	29%	31%	26%	37%	31%	26%	27%	30%	31%	28%	25%	29%	33%	49%	31%	18%	38%	18%	42%	19%	32%	46%	32%
Tend to agree	2084	79	232	157	180	155	198	200	287	253	1741	104	182	57	1598	372	499	804	428	160	2017	44	1321	726	1027	1013	1142	654	2081
45%	42%	45%	41%	44%	45%	45%	45%	49%	45%	42%	44%	47%	47%	44%	44%	48%	43%	47%	47%	35%	46%	31%	44%	46%	43%	48%	46%	45%	45%
Neither agree nor disagree	701	25	64	67	64	44	71	46	118	86	585	34	64	19	523	116	213	253	123	38	626	43	332	330	231	427	304	203	709
15%	14%	12%	17%	16%	13%	16%	11%	18%	18%	14%	15%	15%	16%	15%	14%	15%	18%	15%	13%	8%	14%	31%	11%	21%	10%	20%	12%	14%	15%
Tend to disagree	282	10	29	30	32	26	22	18	37	30	233	16	22	10	217	43	91	97	43	26	256	16	127	149	91	184	148	90	296
6%	5%	6%	8%	8%	8%	5%	4%	6%	5%	6%	6%	7%	6%	8%	6%	6%	8%	6%	5%	6%	6%	12%	4%	9%	4%	9%	6%	6%	6%
Strongly disagree	86	4	7	8	9	6	8	4	15	9	71	3	9	2	68	11	29	31	14	6	71	8	44	37	36	44	47	25	89
2%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	6%	1%	2%	1%	2%	2%	2%	2%
Don't know	106	4	18	5	9	12	11	11	17	6	93	4	7	2	76	11	34	36	7	3	77	4	20	17	17	32	23	19	110
2%	2%	2%	1%	2%	2%	2%	3%	3%	3%	1%	2%	2%	2%	2%	2%	1%	3%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%
Top 2: Agree	3498	144	400	273	296	253	327	328	457	477	2954	162	286	97	2720	588	786	1298	727	388	3397	70	2446	1002	2027	1405	1943	1121	3468
75%	77%	77%	73%	72%	74%	75%	75%	81%	71%	79%	75%	74%	76%	74%	75%	76%	68%	76%	80%	84%	77%	49%	82%	64%	84%	67%	79%	77%	74%
Bottom 2: Disagree	367	14	36	38	42	32	30	22	52	38	304	19	31	13	285	54	120	128	57	32	327	25	171	186	126	227	195	116	385
8%	8%	7%	10%	10%	10%	7%	5%	8%	6%	8%	8%	9%	8%	10%	8%	7%	10%	7%	6%	7%	7%	17%	6%	12%	5%	11%	8%	8%	8%
Net difference	3131	130	364	235	254	220	297	306	405	439	2650	142	254	84	2435	534	667	1170	670	356	3069	46	2275	816	1901	1177	1748	1005	3083
67%	69%	70%	61%	62%	65%	68%	75%	63%	63%	72%	67%	65%	66%	64%	68%	69%	58%	68%	73%	77%	69%	32%	77%	52%	79%	56%	71%	69%	66%

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

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 Table 143

QSED3.1. How much do you agree or disagree that each of the following generally have good social and emotional skills? You personally

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	812	820	820	4672
Strongly agree	1414	208	20	487	24	39	322	1054	90	60	455	292	1100	594	665	260	282	265	275	257	1387
30%	44%	35%	40%	34%	23%	27%	32%	33%	33%	41%	41%	26%	33%	46%	25%	32%	32%	30%	28%	30%	
Tend to agree	2084	172	24	502	28	82	488	1525	115	75	478	474	1561	512	1296	344	378	381	412	455	2081
45%	36%	42%	42%	40%	49%	41%	46%	41%	41%	43%	42%	40%	46%	40%	48%	42%	43%	44%	45%	50%	
Neither agree nor disagree	701	57	11	134	14	32	193	461	35	21	126	209	440	103	452	123	129	148	131	109	709
15%	12%	20%	11%	21%	19%	19%	16%	14%	12%	11%	11%	18%	13%	8%	17%	15%	15%	17%	14%	12%	
Tend to disagree	282	26	1	54	2	13	119	148	27	18	38	94	173	51	182	60	58	44	56	43	296
6%	5%	3%	5%	3%	8%	10%	4%	10%	10%	3%	4%	8%	5%	4%	7%	7%	7%	4%	6%	5%	
Strongly disagree	86	9	*	21	1	*	41	40	10	6	13	37	48	9	63	13	15	16	15	20	89
2%	2%	1%	2%	2%	*	3%	3%	1%	4%	4%	1%	3%	1%	1%	2%	2%	2%	2%	2%	2%	
Don't know	106	2	-	5	1	1	30	60	2	2	4	24	62	8	30	15	14	16	16	26	110
2%	*	-	*	1%	1%	3%	2%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	3%	2%	
Top 2: Agree	3498	379	43	988	52	121	810	2579	205	135	933	766	2661	1106	1961	604	660	646	687	711	3468
75%	80%	77%	82%	74%	72%	68%	78%	74%	74%	84%	68%	68%	79%	87%	73%	74%	75%	74%	76%	78%	
Bottom 2: Disagree	367	34	2	75	3	14	160	188	37	24	51	131	220	60	244	73	73	60	71	63	385
8%	7%	3%	7%	5%	8%	13%	6%	13%	13%	5%	12%	12%	7%	5%	9%	9%	8%	7%	8%	7%	
Net difference	3131	345	42	913	48	107	650	2392	168	111	882	635	2441	1046	1716	531	587	587	616	648	3083
67%	73%	74%	76%	69%	64%	54%	73%	60%	61%	79%	56%	72%	82%	64%	65%	67%	67%	68%	71%	66%	

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

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 Table 146

QSED3.2. How much do you agree or disagree that each of the following generally have good social and emotional skills? People in the UK

Base: All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total					
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)						
																									Unweighted total				
Unweighted total	4672	2268	2399	1372	1470	1830	111	751	1830	127	715	715	232	353	4005	265	226	226	226	226	226	226	226	226	226	226	226	226	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	751	1487	716	736	736	232	353	3979	146	139	158	184*	172	172	2043	2629	2043	2629	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	1312	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	1801	2391	1801	2391	4672	
Strongly agree	572	322	250	280	169	123	83	197	99	70	50	56	17	451	116	6	32	53	26	437	135	312	2						

Top 2: Agree	2225 48% cfku	1152 51% ac	1072 45% aeffj klm	774 56% aefgj klm	702 47% fkl	749 41% m	302 50% fklm	472 62% adefgj klm	374 50% fklm	328 45% m	293 40% m	309 42% m	147 42% m	1848 46% an	359 56% an	33 50% m	121 51% anopqs	113 71% anopqs	93 50% m	1512 51% au	714 41% m	1024 50% w	1202 46% m	2208 47% m
Bottom 2: Disagree	828 18% mr	382 17% m	445 19% m	235 17% hm	278 19% hm	315 17% m	122 20% hm	113 15% adhfj m	156 21% him	122 17% m	157 21% adhfj m	119 16% m	40 11% m	703 18% r	115 18% r	18 27% qr	33 14% m	17 11% m	48 26% anqr	523 18% m	305 18% m	369 18% m	460 17% m	828 18% m
Net difference	1397 30%	770 34%	628 26%	539 39%	425 29%	434 24%	180 30%	359 47%	219 29%	206 28%	136 18%	190 26%	108 31%	1145 29%	244 38%	15 23%	89 37%	96 60%	44 24%	989 34%	408 24%	655 32%	742 28%	1380 30%

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

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Table 147

QSED3.2. How much do you agree or disagree that each of the following generally have good social and emotional skills? People in the UK

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	145	337	330	275	372	333	559	550	336	504	502	3541	830	1198	1808	895	442	4420	140	2958	1511	2378	2118	2470	1459	4672	
Weighted total	4672	187	518	383	411	341	607	406	644	607	3935	219	387	131	3605	769	1153	1714	462	4426	142	2959	1570	2466	2091	1458	4672		
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	3968	125	2653	1417	2128	1905	2223	1394	4672	
Strongly agree	572 12% iprx z	31 17% dgi	75 14% i	39 10% i	46 11% i	35 10% i	44 10% i	44 11% i	47 20% acde	121 12% fghiklm	481 12% i	26 12% i	45 12% i	20 15% dgi	486 13% p	65 8% m	126 11% m	175 10% r	118 13% aqrs	127 28% m	560 13% m	10 7% m	475 16% ax	88 6% m	437 18% az	127 6% m	342 14% m	171 12% m	571 12% m
Tend to agree	1654 35% h	63 34% h	200 39% h	131 34% h	150 37% h	125 37% h	151 35% h	127 31% h	220 34% hl	235 39% hl	1401 36% hl	71 33% hl	131 34% hl	51 39% h	1299 36% h	260 34% h	385 33% h	614 36% h	341 37% h	175 38% h	1595 36% h	44 31% h	1089 37% h	551 35% h	880 37% h	752 36% h	917 37% h	537 37% h	1637 35% h
Neither agree nor disagree	1404 30% cty	58 31% cty	130 25% cty	129 34% cty	116 28% cty	98 29% cty	149 34% cty	140 34% cty	202 26% c	160 32% c	1180 32% c	71 32% c	119 31% c	34 26% c	1053 29% o	255 33% st	381 33% st	533 31% t	257 28% t	86 19% t	1312 30% aw	48 34% aw	828 28% aw	527 34% aw	610 25% ay	735 35% ay	688 28% ay	424 29% ay	1413 30% ay
Tend to disagree	714 15% j	23 12% j	74 14% j	59 15% j	65 16% j	53 16% j	55 13% j	74 18% j	130 20% j	65 11% j	598 15% j	36 16% j	63 17% j	17 13% j	525 15% ao	142 18% ao	178 15% ao	271 16% ao	142 16% ao	55 12% ao	690 16% ao	21 15% ao	444 15% ao	264 17% ao	368 15% ao	336 16% ao	400 16% ao	240 16% ao	713 15% ao
Strongly disagree	114 2% h	5 3% h	12 2% h	10 3% h	17 4% h	6 2% h	16 4% h	1 * h	1 2% h	13 2% h	95 2% h	5 2% h	9 2% h	5 4% h	89 2% ao	17 2% ao	29 3% ao	44 3% ao	19 2% ao	9 2% ao	103 2% ao	8 6% au	75 3% ao	35 2% ao	57 2% ao	54 3% ao	48 2% ao	51 3% aA	115 2% ao
Don't know	214 5% jtwyA B	7 4% j	29 4% j	15 4% j	16 4% j	24 7% j	24 5% j	20 5% j	31 2% j	13 2% j	179 5% j	10 5% j	21 5% j	5 4% j	153 4% t	30 4% t	55 5% t	78 5% t	35 4% t	10 2% t	167 4% u	11 7% u	58 2% aw	105 7% aw	50 2% ay	87 4% ay	69 3% ay	36 2% ay	223 5% ay
Top 2: Agree	2225 48% hipv xz	94 50% adgh iklm	275 53% adgh iklm	170 44% adgh iklm	197 48% adgh iklm	160 47% adgh iklm	195 45% adgh iklm	170 42% adgh iklm	266 41% adef ghiklm	356 59% adef ghiklm	1882 48% hi	97 44% m	175 45% m	71 54% adgh iklm	1785 50% p	325 42% m	512 44% m	788 46% q	459 50% q	303 66% aqrs	2154 49% v	55 38% m	1564 53% ax	639 41% m	1317 55% az	879 42% m	1259 51% a	708 49% m	2208 47% m
Bottom 2: Disagree	828 18% j	28 15% j	69 16% j	82 20% j	59 17% j	71 16% j	76 19% j	145 23% j	145 13% j	145 18% j	694 18% j	41 19% j	72 19% j	22 17% o	614 17% o	159 21% o	207 18% o	315 18% o	162 18% o	63 14% o	793 18% o	29 20% o	519 17% o	299 19% o	425 18% o	390 19% o	448 18% o	291 20% o	828 18% o
Net difference	1397 30%	66 35%	189 37%	101 26%	115 28%	101 30%	124 28%	95 23%	121 19%	278 46%	1189 30%	56 26%	104 27%	49 37%	1171 32%	166 22%	305 26%	474 28%	297 33%	239 52%	1362 31%	26 18%	1045 35%	340 22%	892 37%	489 23%	811 33%	417 29%	1380 30%

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

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Table 148

QSED3.2. How much do you agree or disagree that each of the following generally have good social and emotional skills? People in the UK

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	133	1164	74	154	1233	3240	276	175	1078	1122	3370	825	2702	805	870	832	903	311	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
Strongly agree	572 12% got	136 29% ac	6 11% ae	289 24% aef	8 11% aef	20 12% aef	119 10% g	437 13% g	48 17% a	38 21% ao	263 24% ai	118 10% ao	438 13% i	346 27% ao	188 7% ao	134 16% arst	140 16% arst	103 12% t	97 11% t	78 9% t	571 12% t	
Tend to agree	1654 35% g	170 36% g	20 35% g	456 38% g	26 38% g	69 41% g	367 31% g	1233 37% g	97 35% g	56 31% g	446 40% g	373 33% g	1245 37% g	477 37% g	1002 37% g	297 36% g	299 34% g	305 35% g	338 37% g	320 35% g	1637 35% g	
Neither agree nor disagree	1404 30% bdkn	99 21% bdkn	13 22% bdkn	264 22% bdkn	21 31% bdkn	45 27% bdkn	382 32% bdkn	956 29% bdkn	77 28% bdkn	54 30% bdkn	238 21% bdkn	338 30% bdkn	1009 30% bdkn	262 21% bdkn	892 33% bdkn	226 28% bdkn	250 29% bdkn	266 31% bdkn	266 29% bdkn	300 33% bdkn	1413 30% bdkn	
Tend to disagree	714 15% bdkn	53 11% bdkn	11 19% bdkn	147 12% bdkn	7 11% bdkn	26 15% bdkn	225 19% bdkn	465 14% bdkn	43 16% bdkn	26 14% bdkn	127 11% bdkn	208 18% bdkn	487 14% bdkn	153 12% bdkn	469 17% bdkn	104 13% bdkn	136 16% bdkn	135 16% bdkn	143 16% bdkn	150 16% bdkn	713 15% bdkn	
Strongly disagree	114 2% m	12 2% m	5 8% ab	29 2% ad	5 7% ad	4 2% ad	38 3% h	65 2% h	11 4% h	7 4% h	22 2% h	49 4% am	59 2% am	27 2% am	66 2% am	26 3% am	20 2% am	22 3% am	19 2% am	18 2% am	115 2% am	
Don't know	214 5% bdjkno	4 1% bdjkno	2 4% bdjkno	16 1% bdjkno	2 3% bdjkno	4 3% bdjkno	63 5% bdjkno	132 4% bdjkno	2 1% bdjkno	1 1% bdjkno	18 2% bdjkno	44 4% bdjkno	145 4% bdjkno	14 1% bdjkno	70 3% bdjkno	30 4% bdjkno	30 3% bdjkno	38 4% bdjkno	42 5% bdjkno	44 5% bdjkno	223 5% bdjkno	
Top 2: Agree	2225 48% got	306 65% got	26 46% ae	746 62% aef	34 62% aef	90 53% aef	486 41% g	1670 51% g	145 52% g	94 54% g	709 64% g	491 43% g	1683 50% g	822 64% g	1190 44% g	430 53% g	439 50% g	408 47% g	435 48% g	398 44% g	2208 47% g	
Bottom 2: Disagree	828 18% bdkn	65 14% bdkn	16 28% b	176 15% bdkn	12 18% bdkn	29 17% bdkn	263 22% bdkn	530 16% bdkn	54 19% bdkn	33 18% bdkn	149 13% bdkn	257 23% bdkn	547 16% bdkn	179 14% bdkn	535 20% bdkn	130 18% bdkn	157 18% bdkn	157 18% bdkn	162 18% bdkn	168 18% bdkn	828 18% bdkn	
Net difference	1397 30%	241 51%	11 19%	569 47%	22 32%	60 36%	223 19%	1140 35%	91 33%	60 33%												

Respond to being calmed / comforted / to not cry	28	13	15	12	7	9	4	8	3	4	5	1	3	22	6	-	1	4	-	18	10	18	10	27
	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	*	1%	1%	1%	-	*	3%	-	1%	1%	1%	*	1%
Showing affection / love / tactile	16	3	12	1	5	9	-	1	3	2	2	4	3	14	1	-	1	-	-	9	6	7	9	15
	*	*	1%	*	*	1%	-	*	*	*	*	1%	1%	*	*	-	1%	-	-	*	*	*	*	*
Showing confidence / not shy	4	1	3	-	1	3	-	-	-	1	1	1	1	4	-	-	-	-	-	3	2	2	2	4
	*	*	*	-	*	*	-	-	-	*	*	*	*	*	-	-	-	-	-	*	*	*	*	*
Smiling / laughter / being happy	390	146	244	91	137	162	38	53	75	62	73	61	28	341	47	3	14	12	18	239	151	191	199	392
	8%	6%	10%	7%	9%	9%	6%	7%	10%	8%	10%	8%	8%	9%	7%	5%	6%	8%	10%	8%	9%	9%	8%	8%
Temper tantrums / signs of frustration	7	1	5	1	4	2	1	-	2	1	-	2	-	5	1	1	-	-	-	6	1	2	5	6
	*	*	*	*	*	*	*	-	*	*	-	*	-	*	*	2%	-	-	-	*	*	*	*	*
Trusting	7	2	6	2	3	2	-	2	2	1	1	-	1	6	1	-	-	1	-	6	1	4	3	7
	*	*	*	*	*	*	-	*	*	*	-	*	-	*	*	-	-	1%	-	*	*	*	*	*
Wariness of strangers	6	1	5	3	4	-	1	2	2	1	-	-	-	4	3	1	-	-	2	5	2	5	1	5
	*	*	*	*	*	-	*	*	*	*	-	-	-	*	*	2%	-	-	1%	*	*	*	*	*
Other emotional skills	8	4	4	3	2	2	-	3	1	1	1	1	-	7	1	-	*	1	-	5	3	5	3	8
	*	*	*	*	*	*	-	*	*	*	*	-	-	*	*	-	*	1%	-	*	*	*	*	*
Ability to do things independently	3	1	2	-	1	2	-	-	1	-	1	-	1	3	-	-	-	-	-	2	2	2	2	4
	*	*	*	-	*	*	-	-	*	-	*	-	*	*	-	-	-	-	-	*	*	*	*	*
Artistic skills / painting / singing / dancing	2	-	2	-	1	1	-	-	1	-	-	1	-	2	-	-	-	-	-	1	1	-	2	2
	*	-	*	-	*	*	-	-	*	-	-	*	-	*	-	-	-	-	-	*	*	-	*	*
Cognitive skills (thinking / understanding / learning)	27	9	18	8	7	12	2	5	6	1	7	2	3	19	8	-	1	5	2	14	13	8	19	27
	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	*	1%	*	1%	-	*	3%	1%	*	1%	*	1%	1%
Being energetic / active	5	3	2	2	2	1	-	2	1	1	-	1	-	5	1	-	-	-	1	4	1	3	2	5
	*	*	*	*	*	*	-	*	*	*	-	*	-	*	*	-	-	-	*	*	*	*	*	*
Exploring / showing signs of curiosity / inquisitive	71	28	43	13	20	38	9	4	13	7	15	14	9	58	11	-	2	1	8	36	35	43	28	70
	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	3%	1%	2%	-	1%	*	5%	1%	2%	2%	1%	1%
Feeding / eating / drinking well	45	14	31	20	7	18	5	14	1	6	12	5	1	37	8	-	1	4	3	28	17	28	17	46
	1%	1%	1%	1%	*	1%	1%	2%	*	1%	2%	1%	*	1%	1%	-	*	2%	2%	1%	1%	1%	1%	1%
Hand co-ordination / being able to hold / grip things / clap	27	10	18	4	12	11	3	1	3	9	5	4	2	23	4	-	-	-	4	14	13	6	21	26
	1%	*	1%	*	1%	1%	*	*	*	1%	1%	1%	1%	1%	1%	-	-	-	2%	*	1%	*	1%	1%
Health / well nourished / putting on weight / growth	36	14	22	13	10	13	7	6	3	7	7	4	1	31	5	-	3	1	2	25	11	18	17	34
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Mobility (moving / crawling / sitting up / walking)	106	34	72	34	32	40	16	18	14	18	16	16	9	91	15	2	3	3	8	60	47	43	64	108
	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	3%	1%	2%	4%	2%	3%	2%	2%	2%
Reaching key development milestones	22	2	20	2	9	11	-	2	3	6	5	5	2	22	-	-	-	-	-	14	8	11	11	24
	*	*	1%	*	1%	1%	-	*	*	1%	1%	1%	*	1%	-	-	-	-	-	*	*	1%	*	1%
Reading / writing / counting skills	*	-	*	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	1
	*	-	*	*	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	4	1	3	1	1	3	1	-	-	1	*	1	1	3	1	1	-	-	1	1	3	-	4	5
	*	*	*	*	*	*	-	-	-	*	*	*	*	*	*	1%	-	-	*	*	*	-	*	*
Sleeping well	39	16	23	14	8	17	8	5	2	6	7	9	-	32	6	-	1	4	2	23	15	22	17	37
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	-	*	2%	1%	1%	1%	1%	1%	1%
Toilet training	1	-	1	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	1	-	1	1
	*	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	*	-	*	*
Touching / feeling items	10	6	4	1	-	8	-	1	-	-	4	4	1	8	2	-	-	-	2	3	7	1	8	9
	*	*	*	*	-	*	-	*	-	-	1%	*	*	*	*	-	-	-	1%	*	*	*	*	*
Other general developments	27	10	17	8	6	13	2	6	2	4	6	3	5	23	4	1	-	1	2	13	14	15	12	26
	1%	*	1%	1%	*	1%	*	1%	*	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	1%	1%
None	8	5	3	4	1	3	1	2	-	1	2	*	-	6	1	-	1	-	-	6	2	3	4	8
	*	*	*	*	*	*	*	*	-	*	*	*	-	*	*	-	*	-	-	*	*	*	*	*
Don't know	6	5	1	2	3	1	1	1	-	3	1	-	-	3	2	-	-	-	2	5	1	4	1	5
	*	*	*	*	*	*	*	*	-	*	*	-	-	*	*	-	-	-	1%	*	*	*	*	*
No answer	40	27	13	27	9	4	9	18	6	3	1	1	1	31	7	-	2	1	4	30	10	27	13	39
	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 152

QSED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For babies (0-1 year old)

Base: All UK adults aged 16+

	TOTAL	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective		Individual
Unweighted total	4672	165	145	337	380	275	372	333	569	560	3166	504	502	300	3541	830	1136	1688	995	442	4420	140	2938	1511	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	328	328	328	267	363	324	545	523	3260	493	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672		
Being able to be left with other people / not fearful of strangers / comfortable with other people	34	-	2	3	2	1	3	6	7	5	30	*	3	1	27	6	11	10	9	-	32	3	26	9	24	9	18	12	34	
	1%	-	*	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	1%	*	1%	1%	1%	
Being friendly	7	-	-	-	2	-	1	1	-	2	7	-	-	-	6	1	4	1	1	1	7	-	4	4	5	3	5	2	6	
	*	-	-	-	1%	-	*	*	-	*	*	-	-	-	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	*
Being kind / caring / helping others / showing empathy	8	-	1	1	1	-	1	-	-	1	6	1	1	*	8	-	2	2	2	1	7	1	7	1	5	4	4	2	10	
	*	-	*	*	*	-	*	-	-	*	*	1%	*	*	*	-	*	*	*	*	*	1%	*	*	*	*	*	*	*	*
Being patient	2	-	1	-	-	-	-	-	-	1	2	-	-	-	2	-	-	-	-	-	2	-	2	-	2	-	1	1	2	
	*																													

Interacting with parents / family / attachments to parents / caregivers	78	1	10	8	7	4	8	3	14	6	62	3	9	5	52	25	13	29	27	6	78	*	70	8	62	17	54	21	82	
	2%	1%	2%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	4%	1%	3%	1%	2%	3%	1%	2%	*	2%	1%	3%	1%	2%	1%	2%	
	xz													abfhj kl		ao			aq				ax		az					
Interacting / social interaction / developing relationships with others (outside of family)	192	9	17	18	8	10	22	20	35	20	159	7	22	4	138	45	42	67	50	17	187	4	145	46	131	59	115	58	184	
	4%	5%	3%	5%	2%	3%	5%	5%	5%	3%	4%	3%	6%	3%	4%	6%	4%	4%	5%	4%	4%	3%	5%	3%	5%	3%	5%	4%	4%	
	xz						e	e	e				e		ao								x		az					
Interacting / social interaction / developing relationships with other babies / children / peers	46	-	5	5	3	2	6	3	10	3	36	1	6	2	33	8	11	17	11	1	45	1	35	11	30	16	25	15	46	
	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Imitations / mirroring behaviour	34	1	7	6	5	2	3	2	1	2	29	1	2	*	25	6	8	11	13	*	33	1	24	10	25	9	24	9	32	
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	
		i	i								fkj								at					z						
Making eye contact / visual tracking	145	4	19	10	11	5	12	13	30	13	116	7	15	6	108	27	36	49	29	17	142	2	121	24	111	34	86	46	148	
	3%	2%	4%	3%	3%	2%	3%	3%	5%	2%	3%	3%	4%	4%	3%	4%	3%	3%	3%	4%	3%	1%	4%	2%	5%	2%	3%	3%	3%	
	xz																					ax		az						
Making friendships	2	-	-	1	1	-	-	-	-	-	2	*	-	-	2	-	1	-	1	*	2	-	2	-	*	2	*	2	3	
	*	-	-	*	*	-	-	-	-	-	*	-	-	-	*	-	*	-	1	*	2	-	2	-	*	*	*	*	*	
Obedience / following instructions / rules	5	-	1	1	-	-	-	-	2	1	5	-	-	-	5	-	3	-	2	-	5	-	5	-	4	1	1	1	4	
	*	-	*	*	-	-	-	-	*	*	*	-	-	-	*	-	-	-	*	-	*	-	*	-	*	*	*	*	*	
Playing / enjoying games / books / stories	108	5	11	7	9	5	17	10	15	14	92	5	7	3	80	23	23	33	23	21	108	-	86	21	71	37	69	30	106	
	2%	3%	2%	2%	2%	1%	4%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	5%	2%	-	3%	1%	3%	2%	3%	2%	2%	
	x																			aqf			x		z					
Playing creatively / using imagination / not phones / screens	2	-	-	-	-	-	-	1	-	1	2	-	-	-	2	-	-	1	-	1	2	-	2	-	2	-	2	-	2	
	*	-	-	-	-	-	-	*	-	*	*	-	-	-	*	-	-	*	-	*	*	-	*	-	*	-	*	-	*	
Responding to faces / voices / stimuli / recognition to the world around them	302	19	29	28	26	26	22	30	54	28	262	16	19	6	214	71	66	124	57	35	299	2	233	68	197	104	185	100	297	
	6%	10%	6%	7%	6%	8%	5%	7%	8%	5%	7%	7%	5%	4%	6%	9%	6%	7%	6%	8%	7%	2%	8%	4%	8%	5%	7%	7%	6%	
	vzx	gmn						jmn							ao						v		ax		az					
Sharing / taking turns	14	-	2	1	-	1	2	-	4	1	11	1	1	1	10	4	2	5	3	2	14	-	12	2	10	4	7	4	15	
	*	-	*	*	-	*	1%	-	1%	*	*	*	*	1%	*	1%	*	*	*	*	*	-	*	*	*	*	*	*	*	
														aehtk																
Other social skills	1	-	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	1	1	-	1	-	1	-	-	1	1	
	*	-	-	-	-	-	-	-	-	*	*	-	-	-	*	-	-	-	-	1	*	-	*	-	*	-	-	*	*	
Ability to communicate their needs / communicate with others	50	1	2	5	2	5	7	6	11	5	45	2	3	1	37	13	12	19	11	3	50	-	37	12	26	24	31	13	47	
	1%	1%	*	1%	*	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	
Asking questions / they want to learn	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	1	
	*	1%	-	-	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	*	-	-	*	*	-	*	
		ak																												
Body language / being able to communicate their needs physically / gesturing / waving	47	-	8	1	3	4	3	4	9	7	40	1	5	*	39	6	10	21	10	4	45	2	33	14	31	16	21	24	44	
	1%	-	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	
Listening skills / hearing	11	1	1	-	-	1	2	1	1	1	10	1	-	*	7	3	2	7	1	-	11	-	6	5	5	6	5	5	11	
	*	1%	*	-	-	*	1%	*	*	*	*	*	-	*	*	*	*	*	*	-	*	-	*	*	*	*	*	*	*	
Talking / verbally communicating their needs / hold conversations	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	1	-	1	-	-	1	1	-	1	
	*	-	*	-	-	-	-	-	-	-	*	-	-	-	*	-	*	-	-	-	*	-	*	-	-	*	*	-	*	
Talking about / communicating their emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Vocalising / babbling / attempting to talk / communicate	188	4	23	20	22	13	19	11	34	16	160	8	15	4	143	35	44	80	40	15	187	*	149	38	131	56	114	57	187	
	4%	2%	4%	5%	5%	4%	4%	3%	5%	3%	4%	4%	4%	3%	4%	5%	4%	5%	4%	3%	4%	*	5%	2%	5%	3%	5%	4%	4%	
	vzx			j	j				j												v		x		az					
Other communication skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Control of emotions / not have tantrums / self soothing	7	-	1	1	-	-	-	-	3	-	6	*	1	-	6	-	-	3	4	-	7	-	3	5	2	5	4	3	7	
	*	-	*	*	*	-	-	-	*	-	*	*	-	-	*	-	-	*	*	-	*	-	*	*	*	*	*	*	*	
Crying / communicating distress / discomfort / sadness	67	1	6	2	4	5	4	5	16	14	58	3	5	1	54	9	11	24	17	11	65	1	45	22	46	20	44	17	65	
	1%	1%	1%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	*	2%	1%	2%	1%	2%	1%	1%	
									g																					
Emotional expression / being able to express emotions	46	2	3	8	7	3	6	5	6	2	41	1	2	1	39	6	15	13	12	4	46	-	32	12	30	14	31	10	43	
	1%	1%	1%	2%	2%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	
				jm	j																									
Facial expressions to express themselves	20	-	2	2	1	1	4	4	3	-	18	*	1	-	16	2	4	8	5	1	20	-	14	6	10	9	8	9	17	
	*	-	*	1%	*	*	1%	1%	1%	-	*	*	*	-	*	-	*	*	1%	*	*	-	*	*	*	*	*	*	1%	*
Looking for reassurance / support from parents / caregivers	4	-	-	-	1	-	-	-	1	-	3	-	-	*	2	1	-	1	3	-	2	1	2	2	2	1	2	1	4	
	*	-	-	-	*	-	-	-	*	-	*	-	-	*	*	*	-	*	*	-	*	1%	*	*	*	*	*	*	*	
														i																
Misbehaving / being annoying / pushing boundaries	1	-	1	-	-	-	-	-	-	-	1	-	-																	

Cognitive skills (thinking / understanding / learning)	27	2	6	2	2	1	2	3	3	1	24	1	1	1	24	1	8	11	4	2	27	-	19	8	16	11	15	8	27
Being energetic / active	5	-	-	-	-	-	1	1	2	5	-	-	1	5	-	1	2	1	1	5	-	5	-	5	-	3	1	5	
Exploring / showing signs of curiosity / inquisitive	71	1	11	7	3	6	7	9	8	7	58	3	8	1	51	17	28	26	11	4	69	2	43	28	41	30	40	23	70
Feeding / eating / drinking well	45	1	6	2	4	-	6	1	6	11	36	4	4	1	36	7	10	15	5	11	43	2	34	11	35	9	25	14	46
Hand co-ordination / being able to hold / grip things / clap	27	1	5	5	3	-	2	-	6	2	24	1	2	-	22	5	7	10	4	3	27	-	26	2	13	14	12	9	26
Health / well nourished / putting on weight / growth	36	-	8	2	3	4	1	5	2	5	31	2	2	1	29	6	10	13	6	4	36	-	30	5	27	8	24	10	34
Mobility (moving / crawling / sitting up / walking)	106	5	8	8	7	5	11	8	22	14	88	4	9	4	86	16	27	46	21	8	105	1	83	24	74	32	65	33	108
Reaching key development milestones	22	1	4	5	4	-	-	1	3	1	18	2	1	2	19	2	7	6	5	*	22	-	20	2	17	5	12	8	24
Reading / writing / counting skills	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	*	-	*	-	-	*	1
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	4	-	-	-	1	-	-	-	1	-	2	*	1	1	4	-	1	3	1	-	4	-	3	1	2	2	1	3	5
Sleeping well	39	1	4	1	2	4	7	1	9	4	33	2	3	*	30	5	10	16	5	3	36	*	30	9	29	9	25	10	37
Toilet training	1	-	-	-	-	-	-	-	1	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1
Touching / feeling items	10	2	-	2	-	-	1	-	2	1	9	*	*	-	8	-	3	5	-	-	10	-	8	2	5	5	5	3	9
Other general developments	27	1	2	1	1	1	2	8	5	23	1	3	-	18	8	10	8	6	1	27	-	22	5	19	8	16	9	26	
None	8	-	-	-	1	-	1	1	3	7	*	-	*	8	-	1	3	1	2	8	*	1	6	4	4	3	2	8	
Don't know	6	-	2	-	-	-	1	1	-	1	5	-	1	-	6	-	-	2	1	1	6	-	3	3	1	2	3	-	5
No answer	40	3	8	-	3	5	3	4	2	8	35	1	3	1	29	7	11	14	7	6	37	2	30	10	25	15	22	13	39

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

QSED4. What signs or behaviours, if any, would you look for to show a child is developing healthy social and emotional skills? For babies (0-1 year old)

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledge (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	3233	3240	276	375	1076	1122	3370	3259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
Being able to be left with other people / not fearful of strangers / comfortable with other people	34	4	1	5	-	2	9	26	2	1	5	10	24	9	21	4	7	7	11	4	34
Being friendly	7	1	-	2	-	-	3	5	-	2	-	2	5	4	4	4	2	1	-	-	6
Being kind / caring / helping others / showing empathy	8	2	-	4	-	-	3	5	1	1	3	2	6	2	6	2	3	2	*	1	10
Being patient	2	2	-	2	-	-	-	2	-	2	-	-	2	2	-	-	-	1	1	-	2
Being respectful	1	1	-	1	-	-	-	1	-	1	-	-	1	1	1	-	-	1	-	-	2
Good behaviour / manners / polite / know right from wrong	18	2	-	6	-	-	5	13	1	-	5	6	13	8	8	3	8	4	3	1	18
Interacting with parents / family / attachments to parents / caregivers	78	4	1	18	2	5	18	59	8	4	18	13	66	24	48	7	14	13	23	19	82
Interacting / social interaction / developing relationships with others (outside of family)	192	18	1	44	5	6	46	142	14	7	42	56	134	55	116	25	24	50	35	50	184
Interacting / social interaction / developing relationships with other babies / children / peers	46	6	*	12	1	1	9	36	3	3	11	10	34	11	31	5	10	10	6	10	46
Imitations / mirroring behaviour	34	3	-	11	3	-	9	19	4	2	8	10	23	12	20	4	10	6	6	5	32
Making eye contact / visual tracking	145	15	1	48	3	8	39	100	11	10	48	35	106	38	89	21	22	21	40	32	148
Making friendships	2	*	-	*	-	-	1	2	-	-	*	2	*	-	2	-	1	1	-	*	3
Obedience / following instructions / rules	5	1	-	2	-	-	2	3	-	-	2	2	2	2	1	3	1	-	1	-	4
Playing / enjoying games / books / stories	108	15	-	25	3	6	24	81	3	1	31	21	84	41	57	18	23	23	20	19	106

Playing creatively / using imagination / not phones / screens	2	2	-	2	-	-	-	2	-	-	2	-	2	1	1	-	-	-	2	-	2
	*	*	-	*	-	-	-	*	-	-	*	-	*	*	*	-	-	-	*	-	*
Responding to faces / voices / stimuli / recognition to the world around them	302	38	*	78	5	13	69	224	13	10	79	48	249	73	191	41	45	55	70	75	297
	6%	8%	1%	6%	8%	7%	6%	7%	5%	5%	7%	4%	7%	6%	7%	5%	5%	6%	8%	8%	6%
Sharing / taking turns	14	2	-	3	-	-	4	10	-	-	3	3	10	2	12	2	3	5	3	2	15
	*	*	-	*	-	-	*	*	-	-	*	*	*	*	*	*	*	1%	*	*	*
Other social skills	1	1	-	1	-	-	-	1	-	-	1	-	1	1	-	-	-	1	-	-	1
	*	*	-	*	-	-	-	*	-	-	*	-	*	*	-	-	-	*	-	-	*
Ability to communicate their needs / communicate with others	50	2	-	13	1	2	22	27	6	5	9	12	38	12	31	6	7	9	12	16	47
	1%	1%	-	1%	2%	1%	2%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Asking questions / they want to learn	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	1	1
	*	-	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	*	*
Body language / being able to communicate their needs physically / gesturing / waving	47	7	-	15	1	6	8	36	5	5	17	14	32	10	32	8	11	8	7	12	44
	1%	2%	-	1%	2%	4%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Listening skills / hearing	11	-	-	1	-	-	*	11	1	1	-	1	10	1	9	1	*	3	4	1	11
	*	-	-	*	-	-	*	*	*	1%	-	*	*	*	*	*	*	*	*	*	*
Talking / verbally communicating their needs / hold conversations	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1
	*	-	-	-	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	-	*
Talking about / communicating their emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocalising / babbling / attempting to talk / communicate	188	15	4	51	6	8	54	127	12	9	52	45	136	51	122	27	35	37	33	47	187
	4%	3%	7%	4%	9%	5%	4%	4%	4%	5%	5%	4%	4%	4%	5%	3%	4%	4%	4%	5%	4%
Other communication skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Control of emotions / not have tantrums / self soothing	7	-	-	-	1	-	2	5	1	-	-	-	7	-	6	2	2	-	1	1	7
	*	-	-	-	1%	-	*	*	*	-	-	*	*	-	*	*	-	-	*	*	*
Crying / communicating distress / discomfort / sadness	67	15	3	27	*	7	9	58	6	3	28	19	47	21	38	12	9	17	9	16	65
	1%	3%	4%	2%	1%	4%	1%	2%	2%	2%	3%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
Emotional expression / being able to express emotions	46	7	-	13	1	*	15	28	1	-	14	16	27	12	30	6	7	11	10	11	43
	1%	1%	-	1%	2%	*	1%	1%	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Facial expressions to express themselves	20	1	-	6	-	1	2	17	-	-	6	3	16	3	15	1	3	4	4	6	17
	*	*	-	*	-	1%	*	1%	-	-	1%	*	*	*	1%	*	*	*	*	1%	*
Looking for reassurance / support from parents / caregivers	4	1	-	2	-	-	1	3	-	-	2	-	4	3	1	1	-	-	1	2	4
	*	*	-	*	-	-	*	*	-	-	*	-	*	*	*	*	-	-	*	*	*
Misbehaving / being annoying / pushing boundaries	1	-	-	1	-	-	-	1	-	-	1	-	1	1	-	-	-	-	-	1	1
	*	-	-	*	-	-	-	*	-	-	*	-	*	*	-	-	-	-	-	*	*
Recognising / understanding emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respond to being calmed / comforted / to not cry	28	9	-	11	-	3	6	21	1	1	12	6	22	6	19	9	6	3	3	5	27
	1%	2%	-	1%	-	2%	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%
Showing affection / love / tactile	16	1	1	4	-	-	4	11	1	1	3	1	14	4	7	3	1	5	2	3	15
	*	*	2%	*	-	-	*	*	*	1%	*	*	*	*	*	*	1%	*	*	*	*
Showing confidence / not shy	4	-	-	-	-	-	1	3	-	-	-	1	3	3	1	-	1	-	2	-	4
	*	-	-	-	-	-	*	*	-	-	-	*	*	*	-	*	-	-	*	-	*
Smiling / laughter / being happy	390	36	6	107	7	16	99	287	21	10	104	95	293	101	238	53	45	76	89	103	392
	8%	8%	11%	9%	10%	9%	8%	9%	8%	6%	9%	8%	9%	8%	9%	7%	5%	9%	10%	11%	8%
Temper tantrums / signs of frustration	7	1	-	3	-	1	2	4	1	-	3	1	6	1	3	-	1	2	2	1	6
	*	*	-	*	-	1%	*	*	*	-	*	*	*	*	-	*	*	*	*	*	*
Trusting	7	3	-	3	-	-	-	7	1	1	2	-	7	3	4	1	-	2	1	2	7
	*	1%	-	*	-	-	-	*	*	1%	*	*	*	*	*	*	-	*	*	*	*
Wariness of strangers	6	-	-	4	-	-	2	4	-	-	4	1	5	-	6	-	2	1	2	1	5
	*	-	-	*	-	-	*	*	-	-	*	*	*	-	*	-	*	*	*	*	*
Other emotional skills	8	2	-	5	-	-	2	6	2	1	3	*	8	5	3	1	2	-	4	1	8
	*	*	-	*	-	-	*	*	1%	1%	*	*	*	*	*	*	-	*	*	*	*
Ability to do things independently	3	-	-	1	-	-	-	3	-	-	1	-	3	-	3	-	-	*	1	2	4
	*	-	-	*	-	-	-	*	-	-	*	-	*	-	*	-	-	*	*	*	*
Artistic skills / painting / singing / dancing	2	-	-	-	-	-	-	2	-	-	-	-	2	-	2	-	-	-	1	1	2
	*	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	*	*	*
Cognitive skills (thinking / understanding / learning)	27	4	-	8	-	1	7	20	-	-	8	6	20	10	14	10	7	1	4	3	27
	1%	1%	-	1%	-	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	*	*	*	1%
Being energetic / active	5	-	-	4	-	-	1	4	-	-	4	2	3	3	1	-	2	2	-	-	5
	*	-	-	*	-	-	*	*	-	-	*	*	*	*	-	*	*	*	-	-	*
Exploring / showing signs of curiosity / inquisitive	71	2	-	9	1	2	20	50	2	-	9	22	49	15	51	9	10	14	16	18	70
	2%	*	-	1%	1%	1%	2%	2%	1%	-	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%
Feeding / eating / drinking well	45	7	-	16	-	4	11	34	1	1	19	10	35	18	25	3	8	10	12	10	46
	1%	1%	-	1%	-	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Hand co-ordination / being able to hold / grip things / clap	27	1	-	4	2	-	8	17	1	1	5	4	22	2	24	8	5	4	4	6	26
	1%	*	-	*	2%	-	1%	1%	*	1%	*	*	1%	*	1%	1%	1%	*	*	1%	1%
Health / well nourished / putting on weight / growth	36	6	-	12	2	2	10	25	5	3	12	4	32	14	22	6	5	7	14	3	34
	1%	1%	-	1%	4%	1%	1%	1%	2%	2%	1%	*	1%	1%	1%	1%	1%	1%	2%	*	1%
Mobility (moving / crawling / sitting up / walking)	106	15	1	33	2	3	34	72	5	2	32	21	85	36	59	15	22	20	23	23	108
	2%	3%	1%	3%	3%	2%	3%	2%	2%	1%	3%	2%	3%	3%	2%	2%	2%	2%	3%	3%	2%
Reaching key development milestones	22	2	1	7	*	2	8	12	4	3	6	5	17	5	13	2	8	3	5	3	24
	*	*	1%	1%	1%	1%	1%	*	1%	2%	1%	*	1%	*	*	*	1%	*	1%	*	1%
Reading / writing / counting skills	*	-	-	-	-	-	*	-	*	-	-	*	-	*	-	-	-	-	-	-	1
	*	-	-	-	1%	-	*	-	*	-	-	*	-	*	-	-	-	-	-	-	*
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	4	1	-	1	-	1	1	3	1	1	1	*	4	*	4	1	1	-	2	-	5
	*	*	-	*	-	*	*	*	*	*	*	*	*	*	*	*	*	-	*	-	*
Sleeping well	39	3	-	7	-	1	9	28	1	1	7	8	30	14	22	7	2	6	10	9	37
	1%	1%	-	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Toilet training	1	-	-	-	-	-	1	-	-	-	-	1	-	1	1	-	-	-	-	-	1

Touching / feeling items	10	1	-	1	1	-	6	3	-	-	-	3	6	2	7	3	2	-	-	3	9
	*	*	-	*	2%	-	1%	*	*	-	-	*	*	*	*	*	*	-	-	*	*
Other general developments	27	3	-	6	1	-	7	20	1	1	6	12	15	8	15	3	5	7	4	7	26
	1%	1%	-	1%	2%	-	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%
None	8	1	-	4	-	-	2	6	-	-	4	*	8	3	5	*	2	2	3	-	8
	*	*	-	*	-	-	*	*	-	-	*	*	*	*	*	*	*	*	*	-	*
Don't know	6	1	1	1	-	1	4	1	1	1	3	2	1	2	2	1	-	2	1	5	
	*	*	1%	*	-	*	*	*	1%	*	*	*	*	*	*	*	-	*	*	*	
No answer	40	10	1	24	-	1	15	24	10	8	14	6	31	27	8	11	3	14	3	5	39
	1%	2%	3%	2%	-	1%	1%	1%	4%	4%	1%	1%	1%	2%	*	1%	*	2%	2%	*	1%
	o	a	a	a	-	a	a	a	ak												

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 156

QSED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For toddlers (2-3 year old)

Base : All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1467	1813	607	766	751	736	727	340	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Being able to be left with other people / not fearful of strangers / comfortable with other people	16	5	10	2	5	9	1	1	3	2	4	2	2	14	1	-	-	1	-	10	5	8	8	15
	*	*	*	*	*	*	*	*	*	*	1%	*	1%	*	*	-	-	1%	-	*	*	*	*	*
Being friendly	15	4	11	4	4	7	2	2	4	-	-	3	3	12	2	-	*	2	-	7	8	7	8	14
	*	*	*	*	*	*	*	*	1%	-	-	*	1%	*	*	-	*	1%	-	*	*	*	*	*
Being kind / caring / helping others / showing empathy	91	38	53	27	22	42	10	16	9	13	18	22	2	79	12	2	2	3	5	60	30	53	37	93
	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	3%	3%	1%	2%	2%	3%	1%	2%	2%	2%	2%	3%	1%	2%
Being patient	2	1	1	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	2	-	1	1	2
	*	*	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	*	*
Being respectful	15	7	8	6	2	7	-	6	2	1	3	1	1	11	4	-	1	3	-	9	6	9	7	17
	*	*	*	*	*	*	-	1%	*	*	*	*	*	*	1%	-	*	2%	-	*	*	*	*	*
Good behaviour / manners / polite / know right from wrong	95	41	54	21	30	44	6	15	15	20	16	8	8	75	19	5	6	3	6	59	35	46	49	99
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	3%	7%	2%	2%	3%	2%	2%	2%	2%	2%
Interacting with parents / family / attachments to parents / caregivers	53	18	35	15	18	21	7	8	12	5	8	5	5	45	6	2	-	1	2	29	24	26	27	58
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	4%	-	1%	1%	1%	1%	1%	1%	1%
Interacting / social interaction / developing relationships with others (outside of family)	221	83	138	47	61	114	18	29	28	33	43	49	22	195	25	4	15	1	6	122	99	91	130	217
	5%	4%	6%	3%	4%	6%	3%	4%	4%	4%	6%	7%	6%	5%	4%	6%	6%	1%	3%	4%	6%	4%	5%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	234	93	140	42	71	121	21	21	32	39	49	22	22	211	21	4	9	3	4	124	110	109	125	240
	5%	4%	6%	3%	5%	7%	3%	3%	4%	5%	7%	6%	6%	5%	3%	7%	4%	2%	2%	4%	6%	5%	5%	5%
Imitations / mirroring behaviour	19	8	11	12	5	3	7	5	4	1	1	1	1	13	7	1	4	2	-	16	3	8	12	18
	*	*	*	1%	*	*	1%	1%	1%	*	*	*	*	*	1%	2%	1%	1%	-	1%	*	*	*	*
Making eye contact / visual tracking	18	3	15	6	7	6	5	1	6	*	3	3	-	15	3	-	1	2	-	14	5	7	11	20
	*	*	1%	*	*	*	1%	*	1%	*	*	-	-	*	1%	-	1%	1%	-	*	*	*	*	*
Making friendships	51	17	35	17	17	17	12	5	12	5	6	9	2	42	9	-	4	-	5	32	19	27	24	52
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	-	3%	1%	1%	1%	1%	1%
Obedience / following instructions / rules	32	9	23	3	13	17	1	1	8	5	4	4	8	30	2	-	-	-	2	19	13	16	16	30
	1%	*	1%	*	1%	1%	*	*	1%	1%	1%	2%	2%	1%	*	-	-	-	1%	1%	1%	1%	1%	1%
Playing / enjoying games / books / stories	244	95	149	51	76	117	27	24	41	36	57	41	19	217	26	2	8	5	12	145	99	110	134	244
	5%	4%	6%	4%	5%	6%	4%	3%	5%	8%	6%	5%	5%	5%	4%	3%	3%	3%	6%	5%	6%	5%	5%	5%
Playing creatively / using imagination / not phones / screens	25	6	19	5	9	12	3	1	6	3	7	3	1	21	5	-	2	-	2	19	6	16	9	25
	1%	*	1%	*	1%	1%	*	1%	*	1%	*	*	*	1%	1%	-	1%	-	1%	1%	*	1%	*	1%
Responding to faces / voices / stimuli / recognition to the world around them	70	34	36	22	23	25	12	9	11	12	10	11	5	57	13	1	3	10	-	42	28	28	42	67
	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	6%	-	1%	2%	1%	2%	1%
Sharing / taking turns	151	37	113	28	49	74	7	21	24	26	34	26	14	137	12	2	6	-	4	85	66	78	73	159
	3%	2%	5%	2%	3%	4%	1%	3%	3%	5%	4%	4%	3%	3%	2%	4%	2%	-	2%	3%	4%	4%	3%	3%
Other social skills	6	3	3	4	1	1	1	2	-	1	1	-	-	6	-	-	-	-	-	6	-	4	2	5
	*	*	*	*	*	*	*	*	-	*	*	-	-	*	-	-	-	-	-	*	-	*	*	*
Ability to communicate their needs / communicate with others	115	52	63	20	40	55	12	8	24	16	18	26	12	98	16	3	4	-	8	71	44	44	71	115
	2%	2%	3%	1%	3%	3%	2%	1%	3%	2%	2%	4%	3%	2%	2%	5%	2%	-	5%	2%	3%	2%	3%	2%
Asking questions / they want to learn	45	17	28	14	7	24	8	6	3	4	15	8	2	40	5	-	-	1	4	31	14	28	17	41
	1%	1%	1%	1%	*	1%	1%	*	1%	2%	1%	*	*	1%	1%	-	-	1%	2%	1%	1%	1%	1%	1%
Body language / being able to communicate their needs physically / gesturing / waving	9	1	8	3	3	3	2	1	2	1	-	2	1	8	1	-	1	-	-	5	4	5	4	11
	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	-	1%	-	-	*	*	*	*	*
Listening skills / hearing	25	4	21	3	5	17	-	3	3	2	10	3	3	22	3	-	-	1	2	16	9	11	14	24
	1%	*	1%	*	*	1%	-	*	*	*	1%	1%	1%	1%	*	-	-	1%	1%	1%	*	1%	1%	1%
Talking / verbally communicating their needs / hold conversations	270	107	163	69	82	119	33	36	44	38	52	47	21	239	30	5	14	4	7	160	111	123	147	268
	6%	5%	7%	5%	6%	7%	5%	5%	6%	5%	7%	6%	6%	6%	5%	7%	6%	3%	4%	5%	6%	6%	6%	6%
Talking about / communicating their emotions / feelings	25	9	16	11	7	7	5	6	6	2	6	-	1	19	6	1	2	1	2	16	10	15	11	24

	1%	*	1%	1%	*	*	1%	1%	1%	*	1%	-	*	*	1%	2%	1%	1%	1%	1%	1%	*	1%	
Vocalising / babbling / attempting to talk / communicate	13	7	6	10	1	1	4	7	1	*	1	-	-	8	5	1	2	-	2	10	2	8	5	14
	*	*	*	1%	*	*	1%	1%	*	*	*	-	-	*	1%	2%	1%	-	1%	*	*	*	*	*
Other communication skills	*	-	*	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	*	1
Control of emotions / not have tantrums / self soothing	47	17	30	14	19	13	7	7	12	7	3	5	5	38	8	-	4	2	2	29	18	29	18	46
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%
Crying / communicating distress / discomfort / sadness	20	11	8	13	3	4	9	4	1	1	1	3	-	13	6	-	4	2	-	13	7	9	10	20
	*	*	*	1%	*	*	1%	1%	*	*	*	*	-	*	1%	-	2%	1%	-	*	*	*	*	*
Emotional expression / being able to express emotions	79	35	45	37	25	18	11	26	16	9	12	3	3	60	19	2	9	2	7	65	15	50	29	77
	2%	2%	2%	3%	2%	1%	2%	3%	2%	1%	2%	*	1%	2%	3%	3%	4%	1%	4%	2%	1%	2%	1%	2%
Facial expressions to express themselves	3	-	3	1	1	-	1	1	1	-	-	-	-	3	-	-	-	-	-	3	-	1	1	2
	*	-	*	*	*	-	*	-	*	-	-	-	-	*	-	-	-	-	-	*	-	*	*	*
Looking for reassurance / support from parents / caregivers	14	7	7	9	2	3	4	4	2	*	1	2	-	11	2	-	1	1	-	10	4	6	8	15
	*	*	*	1%	*	*	1%	1%	*	*	*	*	-	*	*	-	*	1%	-	*	*	*	*	*
Misbehaving / being annoying / pushing boundaries	16	7	9	4	7	5	3	1	4	4	5	-	-	16	-	-	-	-	-	14	2	8	8	16
	*	*	*	*	*	*	1%	*	*	*	1%	-	-	*	-	-	-	-	-	*	*	*	*	*
Recognising / understanding emotions / feelings	32	10	22	14	11	7	5	9	7	4	2	4	1	23	9	1	4	1	2	23	9	17	15	30
	1%	*	1%	1%	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Respond to being calmed / comforted / to not cry	8	2	5	6	2	-	2	3	*	2	-	-	-	8	-	-	-	-	-	5	3	3	5	9
	*	*	*	*	*	-	*	*	*	*	-	-	-	*	-	-	-	-	-	*	*	*	*	*
Showing affection / love / tactile	48	19	29	16	13	19	4	11	4	9	4	9	6	42	6	3	1	2	-	33	15	23	25	47
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	4%	*	1%	-	1%	1%	1%	1%	1%
Showing confidence / not shy	45	17	28	11	15	20	4	7	8	7	5	10	4	40	6	2	1	-	2	32	13	24	22	42
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	-	1%	1%	1%	1%	1%	1%
Smiling / laughter / being happy	159	73	87	52	36	72	31	21	17	19	29	27	16	128	31	1	12	9	8	86	74	68	91	158
	3%	3%	4%	4%	2%	4%	3%	3%	2%	3%	4%	4%	5%	3%	5%	2%	5%	6%	4%	3%	4%	3%	3%	3%
Temper tantrums / signs of frustration	25	8	16	10	3	11	2	8	2	1	2	4	5	20	5	1	3	1	-	12	13	12	12	28
	1%	*	1%	1%	*	1%	*	1%	*	*	1%	2%	2%	*	1%	2%	1%	1%	-	*	1%	1%	*	1%
Trusting	6	1	5	4	*	2	4	*	-	1	1	1	-	6	-	-	-	-	-	3	4	3	4	6
	*	*	*	*	*	*	1%	-	*	-	*	*	-	*	-	-	-	-	-	*	*	*	*	*
Wariness of strangers	3	-	3	-	1	2	-	-	-	1	1	*	-	3	-	-	-	-	-	3	*	2	1	3
	*	-	*	-	*	*	-	-	-	*	*	-	-	*	-	-	-	-	-	*	*	*	*	*
Other emotional skills	18	6	12	8	7	2	1	7	2	6	1	1	-	10	8	-	4	1	2	15	3	12	6	18
	*	*	*	1%	1%	*	*	1%	*	1%	*	*	-	*	1%	-	2%	1%	1%	1%	1%	1%	1%	1%
Ability to do things independently	34	5	28	9	7	17	5	5	4	4	5	8	3	30	4	-	2	1	-	20	14	18	16	35
	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	1%
Artistic skills / painting / singing / dancing	1	1	*	-	-	1	-	-	-	-	*	1	-	1	-	-	-	-	-	*	1	*	1	2
	*	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	-	-	*	*	*	*	*
Cognitive skills (thinking / understanding / learning)	85	38	47	18	30	36	7	11	16	15	15	16	6	81	4	-	4	-	-	55	31	34	51	84
	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	-	2%	-	2%	2%	2%	2%	2%
Being energetic / active	15	5	10	8	4	4	4	3	1	3	3	1	-	10	5	-	4	1	-	11	4	7	8	15
	*	*	*	1%	*	*	1%	*	*	*	*	-	-	*	1%	-	1%	1%	-	*	*	*	*	*
Exploring / showing signs of curiosity / inquisitive	112	54	58	20	34	58	11	9	12	22	28	23	7	102	9	1	2	-	6	64	48	53	59	108
	2%	2%	2%	1%	2%	3%	2%	1%	2%	3%	4%	3%	2%	3%	1%	2%	1%	-	3%	2%	3%	3%	2%	2%
Feeding / eating / drinking well	14	6	8	2	2	11	-	2	-	2	4	6	-	13	1	-	1	-	-	6	9	6	8	15
	*	*	*	*	*	1%	-	*	-	*	1%	-	-	*	-	-	*	-	-	*	1%	*	*	*
Hand co-ordination / being able to hold / grip things / clap	3	1	1	-	-	3	-	-	-	-	-	1	-	1	1	-	1	-	-	3	-	1	1	2
	*	*	*	-	-	*	-	-	-	-	-	*	*	*	*	-	1%	-	-	*	-	*	*	*
Health / well nourished / putting on weight / growth	19	9	9	7	3	9	1	5	1	2	5	1	3	16	2	-	-	2	-	12	7	5	14	18
	*	*	*	*	*	1%	*	1%	*	*	1%	*	1%	*	*	-	-	1%	-	*	*	*	1%	*
Mobility (moving / crawling / sitting up / walking)	48	20	28	15	11	23	9	6	4	7	9	11	3	41	8	-	3	1	4	22	26	21	28	48
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	1%	1%
Reaching key development milestones	4	1	2	-	1	2	-	-	1	-	1	1	-	2	1	-	1	-	-	3	1	2	1	3
	*	*	*	-	*	*	-	-	*	*	*	-	-	*	*	-	1%	-	-	*	*	*	*	*
Reading / writing / counting skills	9	5	4	1	2	6	1	-	1	*	4	2	-	7	2	-	-	-	2	5	4	2	6	8
	*	*	*	*	*	*	-	-	*	1%	*	-	-	*	*	-	-	-	1%	*	*	*	*	*
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	8	*	8	*	1	7	*	-	*	*	5	1	2	8	*	-	*	-	-	3	5	5	3	12
	*	*	*	*	*	*	-	*	*	1%	*	*	-	*	*	-	*	-	-	*	*	*	*	*
Sleeping well	5	-	5	2	-	3	-	2	-	-	1	2	-	5	-	-	-	-	-	2	3	*	4	5
	*	-	*	*	-	*	-	*	-	-	*	-	-	*	-	-	-	-	-	*	*	*	*	*
Toilet training	24	9	15	3	4	17	1	2	2	2	6	8	3	24	-	-	-	-	-	11	13	8	16	26
	1%	*	1%	1%	*	1%	*	*	*	*	1%	1%	1%	1%	-	-	-	-	-	1%	1%	1%	1%	1%
Touching / feeling items	1	-	1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	1
	*	-	*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	*	-	*
Other general developments	53	29	24	28	8	17	13	15	6	2	8	7	2	41	12	-	4	6	2	39	14	29	24	50
	1%	1%	1%	2%	1%	1%	2%	2%	1%	*	1%	1%	1%	1%	2%	-	2%	4%	1%	1%	1%	1%	1%	1%
None	2	1	1	2	-	-	-	2	-	-	-	-	-	2	-	-	-	-	-	2	-	-	2	2
	*	*	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*	*
Don't know	19	14	4	7	3	9	1	6	-	3	5	4	-	16	1	-	-	-	1	13	6	8	11	20
	*	1%	*	1%	*	*	*	1%	-	*	1%	1%	-	*	*	-	-	-	*	*	*	*	*	*
No answer	25	14	12	15	6	5	6	10	3	2	1	1	2	21	4	1	3	-	-	14	12	11	14	26
	1%	1%	*	1%	*	*	1%	1%	1%	*	*	1%	1%	1%	1%	2%								

Q5ED4. What signs or behaviours, if any, would you look for to show a child is developing healthy social and emotional skills? For toddlers (2-3 year old)

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4872	155	145	337	310	275	372	333	359	500	3166	504	302	300	830	1198	1886	895	442	4420	140	298	1511	2378	2118	2470	1459	4872	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	311	3605	769	1153	1714	913	462	4416	142	299	1570	2466	2091	2466	1458	4672
Effective base	4191	153	432	328	338	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	263	1417	2128	1905	2223	1294	4672
Being able to be left with other people / not fearful of strangers / comfortable with other people	16	1	2	-	-	2	-	2	2	1	12	-	3	*	11	3	5	6	*	1	13	2	13	3	11	5	10	4	15
	*	1%	*	-	-	1%	-	1%	*	*	*	-	1%	*	*	*	*	*	*	*	*	2%	*	*	*	*	*	*	*
Being friendly	15	1	1	-	-	4	2	-	2	3	13	-	1	*	11	3	7	3	1	2	15	-	12	3	10	4	9	3	14
	*	1%	*	-	-	1%	1%	-	*	1%	*	-	*	*	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*
Being kind / caring / helping others / showing empathy	91	2	10	2	7	11	6	2	10	20	72	5	9	5	62	22	21	25	23	15	91	-	65	26	61	29	67	18	93
	2%	1%	2%	1%	2%	3%	1%	1%	2%	3%	2%	2%	2%	4%	2%	3%	2%	1%	2%	3%	2%	-	2%	2%	3%	1%	3%	1%	2%
Being patient	2	-	-	-	-	-	-	-	-	1	1	-	1	-	1	1	1	-	1	-	2	-	2	-	2	-	2	-	2
	*	-	-	-	-	-	-	-	-	*	*	-	*	-	*	*	*	-	*	-	*	-	*	-	*	-	*	-	*
Being respectful	15	2	-	-	-	1	1	-	2	4	11	1	3	*	14	1	2	7	2	4	15	-	15	-	14	1	7	6	17
	*	1%	-	-	-	*	*	-	*	1%	*	*	1%	*	*	*	*	*	*	1%	*	-	1%	-	1%	*	*	*	*
Good behaviour / manners / polite / know right from wrong	95	6	12	7	8	6	6	2	16	16	79	9	5	2	74	14	22	39	12	13	94	1	76	19	60	35	52	37	99
	2%	3%	2%	2%	2%	1%	1%	2%	3%	2%	4%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	3%	1%	3%	2%	2%	3%	2%
Interacting with parents / family / attachments to parents / caregivers	53	1	4	1	4	7	8	5	8	4	42	3	5	3	39	13	8	20	16	4	52	1	39	13	37	16	36	13	58
	1%	1%	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Interacting / social interaction / developing relationships with others (outside of family)	221	9	26	17	21	16	22	20	33	26	192	9	14	6	175	37	50	81	47	21	219	1	157	61	130	90	130	71	217
	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	4%	4%	5%	5%	5%	4%	5%	4%	4%	5%	1%	5%	4%	5%	4%	5%	5%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	234	11	24	17	14	27	25	16	33	23	190	8	26	10	187	42	57	85	54	23	230	4	177	57	149	85	144	67	240
	5%	6%	5%	4%	4%	8%	6%	4%	5%	4%	5%	4%	7%	7%	5%	6%	5%	6%	5%	5%	5%	3%	6%	4%	6%	4%	6%	5%	5%
Imitations / mirroring behaviour	19	-	3	-	2	-	1	2	3	6	18	*	1	*	15	4	1	7	6	5	18	1	14	6	16	4	12	6	18
	*	-	*	-	1%	-	*	1%	*	1%	*	*	*	*	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Making eye contact / visual tracking	18	-	1	-	1	1	5	3	2	1	14	2	1	1	10	8	6	4	6	1	17	1	13	5	13	6	11	3	20
	*	-	*	-	*	*	1%	1%	*	*	*	1%	*	1%	*	1%	1%	*	1%	*	*	1%	*	1%	*	*	*	*	*
Making friendships	51	4	6	3	7	2	5	1	3	8	40	2	5	4	36	14	8	18	9	6	49	1	33	18	35	15	37	12	52
	1%	2%	1%	1%	2%	1%	1%	*	*	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Obedience / following instructions / rules	32	1	4	1	-	3	-	7	6	5	28	2	3	-	26	6	6	14	9	1	32	-	27	5	25	7	18	10	30
	1%	1%	1%	*	-	1%	-	2%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	*	1%	-	1%	*	1%	*	1%	1%	1%	1%
Playing / enjoying games / books / stories	244	7	24	19	16	29	21	18	37	33	206	13	18	7	181	53	61	97	43	32	241	3	198	46	158	84	153	70	244
	5%	4%	5%	5%	4%	9%	5%	6%	6%	6%	5%	6%	5%	6%	5%	7%	5%	6%	5%	7%	5%	2%	7%	3%	7%	4%	6%	5%	5%
Playing creatively / using imagination / not phones / screens	25	1	1	1	4	4	1	3	1	4	22	*	1	3	19	7	4	11	2	3	25	-	19	5	16	9	21	4	25
	1%	1%	*	*	1%	1%	*	1%	*	1%	1%	*	*	2%	1%	1%	*	1%	*	1%	1%	-	1%	*	1%	*	1%	*	1%
Responding to faces / voices / stimuli / recognition to the world around them	70	3	7	8	7	2	11	7	13	5	64	2	3	1	50	19	13	29	14	5	64	6	43	25	39	30	46	17	67
	1%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	4%	1%	2%	2%	1%	2%	1%	1%
Sharing / taking turns	151	5	20	9	9	15	13	10	26	13	119	10	16	6	102	34	38	66	23	12	149	2	115	35	101	50	92	45	159
	3%	3%	4%	2%	2%	4%	3%	2%	4%	2%	3%	5%	4%	4%	3%	4%	3%	4%	3%	3%	3%	2%	4%	2%	4%	2%	4%	3%	3%
Other social skills	6	-	-	1	-	-	-	3	-	1	5	-	1	-	4	-	1	-	1	2	6	-	4	1	5	1	5	1	5
	*	-	-	*	-	-	-	1%	-	*	*	-	*	-	*	-	*	-	*	1%	*	-	*	*	*	*	*	*	*
Ability to communicate their needs / communicate with others	115	9	10	5	3	10	8	14	15	23	97	4	9	6	85	21	22	50	27	4	114	1	76	38	67	48	71	32	115
	2%	5%	2%	1%	1%	3%	2%	3%	2%	4%	2%	2%	2%	4%	2%	3%	2%	3%	3%	1%	3%	1%	3%	2%	3%	2%	3%	2%	2%
Asking questions / they want to learn	45	1	7	6	2	5	5	4	4	3	39	1	3	2	34	10	6	19	8	7	45	-	32	13	27	18	36	5	41
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	1%	1%	1%	1%	1%	*	1%
Body language / being able to communicate their needs physically / gesturing / waving	9	-	-	-	1	-	1	-	2	1	6	*	2	1	7	2	1	5	2	1	9	-	7	2	7	3	8	1	11
	*	-	-	-	*	-	*	-	*	*	*	*	*	1%	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*
Listening skills / hearing	25	1	5	1	3	-	-	-	6	5	21	2	2	-	23	2	9	10	2	1	25	-	22	3	17	7	15	7	24
	1%	1%	1%	*	1%	-	-	-	1%	1%	1%	1%	1%	-	1%	*	1%	1%	*	*	1%	-	1%	3%	1%	1%	1%	1%	1%
Talking / verbally communicating their needs / hold conversations	270	4	37	18	28	25	18	26	40	32	228	13	23	6	210	47	60	109	50	26	266	5	209	60	168	100	164	87	268
	6%	2%	7%	5%	7%	7%	4%	6%	6%	5%	6%	6%	6%	5%	6%	6%	5%	6%	6%	6%	6%	3%	7%	4%	7%	5%	7%	6%	6%
Talking about / communicating their emotions / feelings	25	1	2	-	9	3	1	-	2	2	22	1	3	*	18	7	4	8	9	4	25	-	16	9	17	9	23	2	24
	1%	1%	*	-	2%	1%	*	-	*	*	1%	*	1%	*	1%	1%	*	*	1%	1%	1%	-	1%	1%	1%	*	1%	*	1%
Vocalising / babbling / attempting to talk / communicate	13	-	2	-	-	-	2	-	1	3	9	1	2	1	11	2	1	4	5	1	13	-	10	3	8	5			

Control of emotions / not have tantrums / self soothing	47	1	5	6	6	6	-	4	8	6	41	2	2	2	33	9	7	19	14	4	47	-	39	7	33	14	31	14	46	
	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	
Crying / communicating distress / discomfort / sadness	20	2	2	3	3	3	1	3	1	2	17	*	1	1	17	1	3	9	2	2	20	-	17	2	15	5	17	2	20	
	*	1%	*	1%	1%	*	*	1%	*	*	*	*	*	1%	*	*	*	1%	*	*	*	*	-	1%	*	1%	*	1%	*	*
Emotional expression / being able to express emotions	79	5	15	4	8	5	7	10	4	5	63	3	10	3	65	13	11	28	21	12	78	1	63	17	63	15	52	21	77	
	2%	3%	3%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	2%	2%	2%	1%	2%	2%	3%	2%	1%	2%	1%	3%	1%	2%	1%	2%	
Facial expressions to express themselves	3	-	-	-	1	1	-	-	-	-	3	-	-	-	3	-	-	1	1	-	3	-	-	3	3	-	1	1	2	
	*	-	-	-	*	*	-	-	-	-	*	-	-	-	*	-	-	*	*	-	*	-	-	*	*	-	*	*	*	
Looking for reassurance / support from parents / caregivers	14	-	-	-	-	-	1	1	4	5	11	-	2	1	13	1	3	2	7	1	14	-	10	4	11	3	9	5	15	
	*	-	-	-	-	-	*	*	1%	1%	*	-	1%	1%	*	*	*	*	1%	*	*	-	*	*	*	*	*	*	*	
Misbehaving / being annoying / pushing boundaries	16	-	-	4	-	-	1	2	4	1	12	*	3	*	15	1	2	5	5	4	15	1	11	5	11	5	10	5	16	
	*	-	-	1%	-	-	*	1%	1%	*	*	*	1%	*	*	*	*	1%	1%	1%	*	1%	*	*	*	*	*	*	*	
Recognising / understanding emotions / feelings	32	1	3	1	1	6	1	4	2	7	28	*	2	1	21	11	2	13	10	4	31	1	27	5	29	3	22	8	30	
	1%	1%	1%	*	*	2%	*	1%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	
Respond to being calmed / comforted / to not cry	8	1	-	2	-	1	-	*	-	1	6	*	1	*	7	*	3	2	2	1	8	-	7	*	7	*	5	2	9	
	*	1%	-	1%	-	*	-	*	-	*	*	*	*	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	
Showing affection / love / tactile	48	1	6	3	1	9	4	4	5	9	41	3	2	1	35	10	8	19	13	6	45	2	35	13	30	18	28	17	47	
	1%	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	
Showing confidence / not shy	45	-	4	2	4	6	5	4	5	9	39	1	4	1	36	8	13	15	9	3	45	-	30	16	28	17	27	13	42	
	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	
Smiling / laughter / being happy	159	12	21	12	16	11	17	12	14	22	137	5	10	7	125	28	35	64	33	9	155	4	109	49	93	66	95	51	158	
	3%	7%	4%	3%	4%	3%	4%	3%	2%	4%	3%	2%	3%	5%	3%	4%	3%	4%	4%	2%	3%	3%	4%	3%	4%	3%	4%	4%	3%	
Temper tantrums / signs of frustration	25	-	3	1	2	1	5	3	1	2	19	2	3	1	21	4	3	15	2	3	24	-	16	8	17	8	17	5	28	
	1%	-	1%	*	1%	*	1%	1%	*	*	*	1%	1%	1%	1%	*	*	1%	*	1%	1%	-	1%	1%	1%	*	1%	*	1%	
Trusting	6	-	1	1	-	3	-	1	-	-	6	-	-	*	3	3	1	1	3	1	6	-	3	3	5	2	5	1	6	
	*	-	*	*	-	1%	-	*	-	-	*	-	-	*	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	
Wariness of strangers	3	-	-	-	-	1	-	1	-	-	3	*	-	-	3	-	*	-	3	-	3	-	2	1	2	1	*	3	3	
	*	-	-	-	-	*	-	*	-	-	*	-	-	-	-	-	*	-	3	-	3	-	*	*	*	*	*	*	*	
Other emotional skills	18	1	1	1	-	-	1	3	-	6	14	-	3	1	14	4	1	8	4	4	18	-	13	6	13	5	6	10	18	
	*	1%	*	*	-	-	*	1%	-	1%	*	-	1%	1%	*	*	*	*	*	1%	*	-	*	*	1%	*	6	1%	1%	
Ability to do things independently	34	2	6	2	1	3	2	5	2	3	27	1	3	2	25	6	8	19	3	2	34	-	28	6	25	9	20	9	35	
	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%	1%	1%	2%	1%	1%	1%	1%	*	*	1%	-	1%	*	1%	*	1%	1%	1%	
Artistic skills / painting / singing / dancing	1	-	-	-	-	-	-	-	-	1	1	*	-	-	1	-	1	-	*	-	1	-	1	*	-	1	*	1	2	
	*	-	-	-	-	-	-	-	-	*	*	-	-	-	-	-	*	-	*	-	*	-	*	*	-	*	*	*	*	
Cognitive skills (thinking / understanding / learning)	85	3	10	8	8	6	7	7	16	9	74	5	4	2	67	13	26	35	11	8	84	1	59	26	57	29	57	25	84	
	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	
Being energetic / active	15	1	3	-	5	-	-	-	-	4	13	1	1	1	13	2	4	5	3	2	15	-	9	6	7	8	13	2	15	
	*	1%	*	-	1%	-	-	-	-	1%	*	*	*	1%	*	*	*	*	*	*	*	-	*	*	*	*	1%	*	*	
Exploring / showing signs of curiosity / inquisitive	112	3	16	8	8	12	10	12	10	14	95	3	11	4	93	16	27	48	23	3	112	-	67	44	58	55	80	27	108	
	2%	2%	3%	2%	2%	4%	2%	3%	2%	2%	2%	1%	3%	3%	3%	2%	2%	3%	3%	1%	3%	-	2%	3%	2%	3%	3%	2%	2%	
Feeding / eating / drinking well	14	1	1	2	1	1	1	1	1	2	12	*	1	1	11	4	4	6	2	1	14	-	11	4	12	3	12	3	15	
	*	1%	*	1%	*	*	*	*	*	*	*	*	*	1%	*	1%	*	*	*	*	*	-	*	*	z	*	*	*	*	
Hand co-ordination / being able to hold / grip things / clap	3	-	-	-	-	1	1	-	-	3	-	-	-	-	1	1	-	3	-	-	3	-	1	1	1	1	1	1	2	
	*	-	-	-	-	*	*	-	-	*	-	-	-	-	*	*	-	*	-	-	*	-	*	*	*	*	*	*	*	
Health / well nourished / putting on weight / growth	19	2	1	2	5	1	-	3	1	2	17	1	1	-	15	2	9	3	1	6	17	1	16	2	12	6	10	6	18	
	*	1%	*	1%	1%	*	-	1%	*	*	*	*	*	-	*	*	1%	*	*	1%	*	1%	1%	*	1%	*	*	*	*	
Mobility (moving / crawling / sitting up / walking)	48	-	11	-	4	4	3	6	4	5	38	2	8	*	38	8	14	22	6	3	48	-	41	6	29	19	32	15	48	
	1%	-	2%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%	1%	1%	1%	1%	
Reaching key development milestones	4	-	1	1	-	1	-	-	-	4	-	-	-	-	4	-	1	1	1	-	4	-	4	-	4	-	1	2	3	
	*	-	*	*	-	*	-	-	-	*	-	-	-	-	*	-	*	*	*	-	*	-	*	-	*	-	*	*	*	
Reading / writing / counting skills	9	-	1	-	2	-	-	1	1	2	8	1	-	-	5	3	3	1	-	2	9	-	8	1	4	4	4	3	8	
	*	-	*	-	1%	-	-	*	*	*	*	-	-	-	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	8	-	1	-	-	-	-	2	-	2	5	1	1	1	6	1	4	3	2	-	8	-	8	*	7	1	6	2	12	
	*	-	*	-	-	-	-	1%	-	*	*	1%	*	1%	*	*	*	*	*	-	*	-	*	*	*	*	*	*	*	
Sleeping well	5	1	-	1	-	-	-	-	2	-	4	*	-	-	4	1	1	3	-	*	5	-	4	1	4	1	4	1	5	
	*	1%	-	*	-	-	-	-	*	*	*	-	-	-	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*	
Toilet training	24	-	6	2	1	1	4	2	1	19	2	3	-	-	15	4	5	12	1	-	24	-	19	4	19	5	14	8	26	
	1%	-	1%	1%	-	*	*	*	*	*	*	1%	-	-	*	1%	*	1%	*	-	1%	-	1%	*	1%	*	1%	1%	1%	
Touching / feeling items	1	-	-	-	-	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	1	-	1	
	*	-	-	-	-	-	a	-	-	*	-	-	-	-	*	-	*	-	-	-	*	-	-	-	*	-	*	-	*	
Other general developments	53	3	8</																											

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3304	1278	2687	815	875	870	905	909	4672	
Effective base	4101	419	50	1053	64	144	1104	2915	247	160	972	993	3014	1170	2429	719	788	788	812	830	4172	
Being able to be left with other people / not fearful of strangers / comfortable with other people	16	1	1	4	-	-	6	10	-	-	4	4	10	7	6	-	3	1	3	7	15	
	*	*	2% a	*	-	-	*	*	-	-	*	*	*	1%	*	-	*	*	*	1%	*	
Being friendly	15	2	-	3	-	-	1	13	-	-	3	4	11	3	11	3	6	1	2	3	14	
	*	*	-	*	-	-	*	*	-	-	*	*	*	*	*	*	1%	*	*	*	*	
Being kind / caring / helping others / showing empathy	91	13	2	27	-	3	24	63	3	2	26	14	74	30	55	13	17	13	24	17	93	
	2%	3%	3%	2%	-	2%	2%	6%	1%	1%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%	2%	
Being patient	2	1	-	1	-	-	-	2	-	-	1	-	2	1	1	-	1	-	-	1	2	
	*	*	-	*	-	-	-	*	-	-	*	-	*	*	*	-	*	-	-	*	*	
Being respectful	15	5	-	7	-	-	7	7	1	-	5	2	14	8	6	2	4	2	6	2	17	
	*	1%	-	1%	-	-	1%	7%	1%	-	5%	2%	14%	8%	6%	2%	4%	2%	6%	2%	17%	
Good behaviour / manners / polite / know right from wrong	95	7	3	19	-	4	29	65	6	6	17	22	72	27	56	20	19	11	16	23	99	
	2%	2%	5%	2%	-	2%	2%	6%	2%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	
Interacting with parents / family / attachments to parents / caregivers	53	9	1	18	*	-	14	37	6	6	11	11	41	17	28	7	7	14	15	9	58	
	1%	2%	2%	2%	1%	-	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	
Interacting / social interaction / developing relationships with others (outside of family)	221	15	3	52	1	9	61	157	14	7	48	52	163	58	141	32	42	38	52	48	217	
	5%	3%	5%	4%	2%	5%	5%	5%	5%	4%	4%	5%	5%	5%	5%	4%	5%	4%	6%	5%	5%	
Interacting / social interaction / developing relationships with other babies / children / peers	234	17	4	58	2	6	79	152	18	8	45	51	181	66	138	36	33	52	49	60	240	
	5%	4%	7%	5%	2%	4%	7%	5%	7%	5%	4%	4%	5%	5%	5%	4%	4%	6%	5%	7%	5%	
Imitations / mirroring behaviour	19	6	1	9	-	2	5	14	1	1	10	3	16	6	10	3	6	7	1	3	18	
	*	1%	2%	1%	-	1%	*	*	*	1%	1%	*	*	*	*	*	1%	1%	1%	*	*	
Making eye contact / visual tracking	18	4	*	6	-	1	11	7	3	2	3	5	13	5	14	2	6	3	3	3	20	
	*	1%	1%	*	-	1%	1%	*	1%	1%	*	*	*	*	1%	*	1%	*	*	*	*	
Making friendships	51	5	2	14	-	*	16	34	3	1	12	17	31	19	25	10	8	7	17	8	52	
	1%	1%	4%	1%	-	*	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	
Obedience / following instructions / rules	32	3	1	7	-	-	13	19	2	2	5	11	21	14	13	2	10	3	5	11	30	
	1%	1%	2%	1%	-	-	1%	1%	1%	1%	*	1%	1%	1%	*	*	1%	*	1%	1%	1%	
Playing / enjoying games / books / stories	244	22	5	63	4	8	80	161	21	13	52	70	170	72	146	26	34	44	59	71	244	
	5%	5%	9%	5%	6%	4%	7%	5%	8%	7%	5%	6%	5%	6%	5%	3%	4%	5%	6%	8%	5%	
Playing creatively / using imagination / not phones / screens	25	4	3	7	-	-	6	20	-	-	7	3	20	6	14	2	7	6	4	7	25	
	1%	1%	5% ab	1%	-	-	*	1%	-	-	1%	*	1%	*	1%	*	1%	1%	*	1%	1%	
Responding to faces / voices / stimuli / recognition to the world around them	70	11	1	21	-	2	22	48	5	3	17	18	50	17	45	17	13	12	15	12	67	
	1%	2%	2%	2%	-	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	
Sharing / taking turns	151	10	4	30	3	8	46	103	11	9	30	38	112	39	89	17	25	23	31	40	159	
	3%	2%	7% b	2%	5%	5%	4%	3%	4%	5%	3%	3%	3%	3%	3%	2%	3%	3%	3%	4%	3%	
Other social skills	6	1	-	5	-	-	2	4	1	1	4	2	4	1	4	1	-	1	2	-	5	
	*	*	-	*	-	-	*	*	*	1%	*	*	*	*	*	*	-	*	*	-	*	
Ability to communicate their needs / communicate with others	115	8	-	25	1	5	39	73	3	3	27	29	83	35	68	15	30	15	24	22	115	
	2%	2%	-	2%	1%	3%	3%	2%	1%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	2%	
Asking questions / they want to learn	45	5	-	8	-	1	17	24	1	1	8	8	36	18	22	4	9	6	9	16	41	
	1%	1%	-	1%	-	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	
Body language / being able to communicate their needs physically / gesturing / waving	9	*	-	3	-	-	4	5	*	*	3	3	6	2	7	1	2	*	1	6	11	
	*	*	-	*	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1%	*
Listening skills / hearing	25	2	-	3	-	-	6	19	1	-	2	5	19	9	14	2	6	5	4	8	24	
	1%	*	-	*	-	-	1%	1%	*	-	*	*	1%	1%	1%	*	1%	1%	*	1%	1%	
Talking / verbally communicating their needs / hold conversations	270	20	6	72	3	12	87	179	17	11	68	70	195	87	159	43	43	45	64	62	268	
	6%	4%	11% b	6%	4%	7%	7%	5%	6%	6%	6%	6%	6%	7%	6%	5%	5%	5%	7%	7%	6%	
Talking about / communicating their emotions / feelings	25	7	-	12	-	1	5	20	2	2	10	7	18	9	15	2	6	2	9	6	24	
	1%	2%	-	1%	-	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	
Vocalising / babbling / attempting to talk / communicate	13	2	-	3	-	1	4	9	1	-	3	3	9	7	6	4	6	-	3	*	14	
	*	*	-	*	-	*	*	*	*	-	*	*	*	1%	*	*	1%	-	*	*	*	
Other communication skills	*	-	-	-	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	1	
	*	-	-	-	-	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-	*	
Control of emotions / not have tantrums / self soothing	47	8	2	16	1	2	12	34	-	-	19	12	32	19	27	5	4	11	15	8	46	
	1%	2%	3%	1%	2%	1%	1%	1%	-	-	2%	1%	1%	1%	1%	1%	*	1%	2%	1%	1%	
Crying / communicating distress / discomfort / sadness	20	4	-	7	1	2	6	13	1	-	9	6	13	7	9	6	2	4	3	2	20	
	*	1%	-	1%	2%	1%	*	*	*	-	1%	1%	*	1%	*	1%	*	*	*	*	*	
Emotional expression / being able to express emotions	79	15	3	34	1	2	14	65	6	2	32	17	63	31	37	18	12	14	13	21	77	
	2%	3%	4% a	3%	2%	1%	1%	2%	2%	1%	3%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	
Facial expressions to express themselves	3	-	-	-	-	-	1	1	-	-	-	-	3	3	0	-	3	-	-	-	2	
	*	-	-	-	-	-	*	*	-	-	-	-	*	*	-	*	-	-	-	-	*	
Looking for reassurance / support from parents / caregivers	14	4	1	6	-	-	4	9	-	-	5	2	12	6	7	3	5	2	-	4	15	
	*	1%	2%	1%	-	-	*	*	-	-	*	*	*	1%	*	*	1%	*	-	*	*	
Misbehaving / being annoying / pushing boundaries	16	4	2	7	-	1	6	10	1	1	6	3	13	3	11	4	5	2	4	2	16	
	*	1%	3% a	1%	-	1%	1%	*	*	1%	1%	*	*	*	*	*	1%	*	*	*	*	
Recognising / understanding emotions / feelings	32	8	*	10	-	*	9	23	-	-	11	6	26	12	19	6	5	8	9	4	30	

	1%	2%	1%	1%	-	*	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	
Respond to being calmed / comforted / to not cry	8	2	-	3	-	-	3	4	-	-	3	5	3	2	5	3	3	1	*	-	9
Showing affection / love / tactile	48	9	3	14	2	-	11	37	2	1	14	7	40	15	25	6	13	6	10	10	47
Showing confidence / not shy	45	6	1	12	-	1	16	24	3	2	10	12	33	13	26	7	8	5	14	10	42
Smiling / laughter / being happy	159	13	2	36	4	6	41	114	11	4	34	37	118	48	94	39	23	28	30	32	158
Temper tantrums / signs of frustration	25	4	2	6	1	1	17	8	2	1	6	7	17	9	13	2	3	6	3	11	28
Trusting	6	-	1	2	-	-	3	3	-	-	2	1	5	5	1	1	3	1	-	1	6
Wariness of strangers	3	-	-	-	-	-	2	1	-	-	-	*	3	0	2	1	2	-	-	-	3
Other emotional skills	18	1	-	4	-	1	3	15	3	1	2	3	15	5	13	4	7	1	4	2	18
Ability to do things independently	34	2	-	9	-	-	12	22	2	1	7	7	26	9	21	3	8	3	8	9	35
Artistic skills / painting / singing / dancing	1	-	-	-	-	-	1	*	-	-	-	1	*	*	1	1	*	-	-	-	2
Cognitive skills (thinking / understanding / learning)	85	9	-	24	-	2	28	56	9	4	16	21	63	23	52	14	20	14	12	19	84
Being energetic / active	15	1	-	3	-	-	4	11	-	-	3	5	10	6	9	5	3	*	1	6	15
Exploring / showing signs of curiosity / inquisitive	112	2	-	16	2	3	39	68	4	4	17	36	74	44	59	11	30	15	27	25	108
Feeding / eating / drinking well	14	-	*	3	-	-	4	10	1	1	1	4	11	3	10	2	4	2	5	2	15
Hand co-ordination / being able to hold / grip things / clap	3	-	-	-	-	-	3	-	-	-	-	-	3	-	1	-	1	-	-	1	2
Health / well nourished / putting on weight / growth	19	4	-	7	-	-	5	13	3	1	4	4	13	6	9	5	3	*	7	2	18
Mobility (moving / crawling / sitting up / walking)	48	4	-	13	1	3	16	30	4	1	14	15	33	18	24	4	12	8	11	10	48
Reaching key development milestones	4	-	-	1	-	-	-	4	-	-	1	-	4	3	-	1	1	-	-	1	3
Reading / writing / counting skills	9	-	-	4	-	-	2	6	3	2	1	5	4	3	4	-	3	1	1	2	8
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	8	-	-	-	-	*	3	5	-	-	*	2	6	4	4	2	1	1	3	-	12
Sleeping well	5	-	-	2	-	-	1	4	1	1	*	1	4	1	4	*	1	1	-	2	5
Toilet training	24	*	1	4	-	-	6	17	1	1	3	8	15	8	12	-	6	4	4	5	26
Touching / feeling items	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1
Other general developments	53	9	-	21	1	2	23	29	6	5	18	14	36	27	23	13	13	8	9	7	50
None	2	1	-	1	-	1	1	-	1	1	1	1	1	2	-	1	-	1	-	-	2
Don't know	19	4	-	9	1	-	4	12	*	*	7	3	12	4	11	2	6	2	3	5	20
No answer	25	2	-	9	-	1	8	15	4	4	7	9	16	13	11	7	7	-	-	5	26
	1%	*	-	1%	-	1%	1%	*	1%	2%	1%	1%	*	1%	*	1%	1%	1%	-	1%	1%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 161

QSED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For pre-schoolers (4-5 year old)

Base: All UK adults aged 16+

	Gender			Age								Ethnicity					Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	722	353	4008	565	68	226	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	4	7	3	4	4	2	1	1	3	3	1	-	9	2	-	2	-	-	7	5	7	5	13
Being friendly	19	9	10	6	4	9	2	4	1	3	3	3	3	11	8	1	1	4	1	10	10	10	10	20
Being kind / caring / helping others / showing empathy	166	58	108	48	60	58	21	28	26	33	27	22	9	126	39	8	13	7	11	109	57	79	87	165
Being patient	3	*	2	*	1	1	-	*	1	-	-	-	1	2	*	-	-	*	-	1	1	1	1	3
Being respectful	43	21	22	14	8	20	4	11	3	6	6	8	6	33	9	-	1	3	5	21	22	20	22	42
Good behaviour / manners / polite / know right from wrong	112	56	56	29	30	53	11	18	9	21	21	22	10	100	11	4	1	6	-	65	47	38	74	116

Playing / enjoying games / books / stories	225	8	27	16	23	16	28	23	26	25	192	12	15	6	166	45	49	83	53	23	222	2	164	60	149	76	134	70	221
	5%	4%	5%	4%	6%	5%	6%	6%	4%	4%	5%	6%	4%	4%	5%	6%	4%	5%	6%	5%	5%	1%	6%	4%	6%	4%	5%	5%	5%
Playing creatively / using imagination / not phones / screens	17	-	4	1	-	1	5	2	2	-	15	1	-	1	12	3	4	9	3	1	17	-	14	3	11	6	10	5	17
	*	-	1%	*	-	*	1%	*	-	*	*	-	1%	*	*	*	1%	*	*	*	*	-	*	*	*	*	*	*	*
Responding to faces / voices / stimuli / recognition to the world around them	20	1	3	-	4	3	1	-	2	3	17	1	1	1	18	2	3	5	4	7	20	-	17	3	17	3	15	6	21
	*	1%	*	-	1%	1%	*	-	*	1%	*	1%	*	1%	*	*	*	*	*	2%	*	-	1%	*	1%	*	1%	*	*
Sharing / taking turns	178	5	14	18	14	14	23	21	24	13	147	11	18	2	131	40	47	68	36	13	178	-	125	52	119	59	121	48	178
	4%	3%	3%	5%	3%	4%	5%	5%	4%	2%	4%	5%	5%	2%	4%	5%	4%	4%	4%	3%	4%	-	4%	3%	5%	3%	5%	3%	4%
Other social skills	22	2	-	3	1	3	2	1	3	4	21	-	1	*	20	2	3	11	4	1	22	-	12	9	17	4	13	6	19
	*	1%	-	1%	*	1%	*	*	*	1%	1%	-	*	*	1%	*	*	1%	*	*	*	-	*	1%	1%	*	1%	*	*
Ability to communicate their needs / communicate with others	125	3	14	18	13	8	9	9	14	14	102	6	13	4	104	17	32	42	28	9	124	1	89	35	81	42	69	38	127
	3%	1%	3%	5%	3%	2%	2%	2%	2%	2%	3%	3%	3%	3%	3%	2%	3%	2%	3%	2%	3%	1%	3%	2%	3%	2%	3%	3%	3%
Asking questions / they want to learn	36	1	1	3	1	5	1	4	3	12	30	1	3	1	28	5	7	14	9	2	34	1	25	10	24	12	24	7	36
	1%	1%	*	1%	*	1%	*	1%	*	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	*	1%
Body language / being able to communicate their needs physically / gesturing / waving	4	-	-	-	-	-	-	-	1	-	1	*	2	-	4	-	1	1	-	1	4	-	4	-	4	-	2	2	5
	*	-	-	-	-	-	-	-	*	-	*	*	1%	-	*	-	*	*	-	*	*	-	*	-	*	-	*	*	*
Listening skills / hearing	21	-	1	1	3	1	3	-	4	4	17	2	2	*	15	5	6	7	5	1	21	-	16	4	13	6	14	6	21
	*	-	*	*	1%	*	1%	-	1%	1%	1%	1%	*	*	1%	1%	*	*	1%	*	*	-	1%	*	1%	*	1%	*	*
Talking / verbally communicating their needs / hold conversations	201	7	15	20	15	17	25	19	30	23	171	9	17	4	149	44	48	79	45	12	198	3	131	69	112	89	114	67	198
	4%	4%	3%	5%	4%	5%	6%	5%	5%	4%	4%	4%	4%	3%	4%	6%	4%	5%	5%	3%	4%	2%	4%	4%	5%	4%	5%	5%	4%
Talking about / communicating their emotions / feelings	42	-	9	1	5	2	2	-	10	6	35	3	4	-	35	6	10	16	10	6	41	1	38	4	32	10	26	12	41
	1%	-	2%	*	1%	1%	1%	-	2%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%
Vocalising / babbling / attempting to talk / communicate	2	-	-	-	-	1	-	-	1	-	2	-	-	-	2	-	2	-	-	-	2	-	1	1	-	2	1	1	2
	*	-	-	-	-	*	-	-	*	-	*	-	-	-	*	-	*	-	-	-	*	-	*	*	-	*	*	*	*
Other communication skills	5	-	-	1	-	-	1	-	-	2	5	-	-	-	3	1	1	-	2	1	5	-	3	1	1	2	3	1	4
	*	-	-	*	-	-	*	-	-	*	*	-	-	-	*	*	*	-	*	1	*	-	*	*	*	*	*	*	*
Control of emotions / not have tantrums / self soothing	66	4	10	4	7	5	6	3	8	10	56	5	4	1	51	14	16	15	21	8	65	-	46	19	41	24	45	16	66
	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	-	2%	1%	2%	1%	2%	1%	1%
Crying / communicating distress / discomfort / sadness	8	-	-	-	2	2	-	-	2	1	8	*	-	-	7	1	2	1	2	1	8	-	4	4	3	5	7	2	8
	*	-	-	-	1%	1%	-	-	*	*	*	*	-	-	*	*	*	*	*	*	*	-	*	*	*	*	*	*	*
Emotional expression / being able to express emotions	65	1	2	2	3	6	13	5	13	14	59	2	2	2	58	7	15	19	14	8	65	-	47	18	48	17	43	19	62
	1%	1%	*	1%	1%	2%	3%	1%	2%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	-	2%	1%	2%	1%	2%	1%	1%
Facial expressions to express themselves	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	1
	*	-	-	-	-	-	a	-	-	-	*	-	-	-	-	-	-	*	-	-	*	-	*	-	*	-	*	-	*
Looking for reassurance / support from parents / caregivers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misbehaving / being annoying / pushing boundaries	4	-	-	-	-	-	-	-	2	-	2	*	-	1	2	2	1	2	2	-	4	-	3	2	2	2	3	*	6
	*	-	-	-	-	-	-	-	*	-	*	-	-	1%	*	*	*	*	*	-	*	-	*	*	*	*	*	*	*
Recognising / understanding emotions / feelings	32	-	4	1	2	2	1	1	6	8	26	1	3	1	28	4	2	9	8	8	32	-	26	6	24	8	23	7	33
	1%	-	1%	*	1%	1%	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	2%	1%	-	1%	*	1%	*	1%	*	1%
Respond to being calmed / comforted / to not cry	*	-	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	-	q	agr	*	-	*	-	*	-	-	*	1
	*	-	-	-	-	-	-	-	-	-	-	ak	-	-	*	-	-	-	*	-	*	-	*	-	*	-	-	*	*
Showing affection / love / tactile	14	-	-	-	1	-	3	1	2	5	13	*	-	-	14	-	2	2	5	3	14	-	11	3	12	1	10	4	13
	*	-	-	-	*	-	1%	*	*	1%	*	*	-	-	*	-	*	*	1%	1%	*	-	*	*	1%	*	*	*	*
Showing confidence / not shy	44	2	5	5	*	4	8	7	6	1	38	2	3	1	33	10	11	16	15	-	42	3	34	9	33	10	28	9	46
	1%	1%	1%	1%	*	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Smiling / laughter / being happy	108	3	9	15	14	5	10	8	12	11	88	8	9	3	84	22	23	51	21	9	104	4	83	26	64	45	53	40	111
	2%	1%	2%	4%	3%	1%	2%	2%	2%	2%	2%	4%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	2%
Temper tantrums / signs of frustration	3	-	1	1	-	-	-	-	-	-	3	*	-	*	3	-	*	-	2	1	3	-	3	-	2	1	2	1	4
	*	-	*	*	-	-	-	-	-	-	*	-	-	*	*	-	*	-	*	*	*	-	*	-	*	*	*	*	*
Trusting	3	-	-	-	-	-	-	-	-	-	-	-	2	*	1	1	-	1	2	-	3	-	2	1	3	-	3	-	4
	*	-	-	-	-	-	-	-	-	-	-	-	1%	*	*	*	*	*	*	-	*	-	*	*	*	-	*	-	*
Wariness of strangers	4	-	1	-	-	1	-	-	-	-	2	-	1	*	2	2	1	2	-	-	4	-	2	1	2	1	2	1	4
	*	-	*	-	-	*	-	-	-	*	*	-	*	*	*	*	*	*	-	-	*	-	*	*	*	*	*	*	*
Other emotional skills	21	-	4	6	-	-	1	1	2	2	17	1	3	-	16	4	9	5	6	2	20	1	20	1	17	5	13	5	22
	*	-	1%	2%	-	-	*	*	*	*	*	1%	1%	-	*	*	1%	*	1%	*	*	1%	1%	1%	1%	*	1%	*	*
Ability to do things independently	23	-	-	4	-	1	5	4	4	3	20	1	1	1	17	3	6	12	1	1	23	-	18	5	19	3	11	11	21
	*	-	-	1%	-	*	1%	1%	1%	*	1%	*	*	1%	*	*	1%	1%	*	*	1%	-	1%	*	1%	*	*	1%	*
Artistic skills / painting / singing / dancing	8	-	-	1	1	2	-	-	1	1	7	-	1	-	7	1	2	2	-	2	8	-	6	1	6	1	8	-	7
	*	-	-	*	*	1%	-	-	*	*	*	-	-	-	*	*	*	*	-	*	*	-	*	*	*	*	*	-	*
Cognitive skills (thinking / understanding / learning)	94	4	7	10	5	8	9	7	13	18	82	4	6	3	76	13													

Health / well nourished / putting on weight / growth	10	-	5	-	-	-	-	1	1	1	8	*	1	*	8	2	4	3	*	2	8	1	7	2	7	2	5	5	10
Mobility (moving / crawling / sitting up / walking)	10	-	-	1	-	1	1	1	4	-	9	1	-	*	10	*	3	4	3	-	10	-	6	4	3	7	3	5	10
Reaching key development milestones	3	-	-	1	1	-	-	-	-	-	2	-	-	*	3	-	1	1	*	-	3	-	2	*	3	-	2	1	3
Reading / writing / counting skills	26	-	-	5	1	3	-	3	5	5	22	2	2	1	21	5	11	9	3	2	26	-	19	8	13	13	13	9	27
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	23	1	3	2	3	2	1	3	2	3	21	-	1	*	22	1	5	7	6	2	23	-	20	4	15	9	10	12	21
Sleeping well	4	-	-	-	-	1	-	1	-	3	-	1	*	1	3	1	2	-	-	4	-	2	2	3	*	1	3	4	
Toilet training	22	-	3	3	4	1	1	1	2	-	17	*	3	1	18	4	5	8	3	2	22	-	19	3	14	8	12	8	23
Touching / feeling items	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1	1	-	1	-	-	1	-	1	
Other general developments	39	1	3	2	4	3	2	1	3	10	30	1	6	1	36	3	7	14	13	6	39	-	31	7	29	10	23	11	39
None	4	1	-	-	-	-	-	1	-	2	1	-	*	3	-	1	-	-	-	2	1	2	1	2	2	2	1	4	
Don't know	5	1	-	-	1	-	-	1	-	1	4	-	-	-	5	-	1	*	2	1	4	1	4	1	2	3	4	1	5
No answer	33	1	8	3	2	4	5	1	2	4	29	2	2	*	27	4	11	9	5	5	28	1	25	6	18	13	15	10	34

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

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Table 163

QSED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For pre-schoolers (4-5 year old)

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1170	2429	719	788	788	812	820	4072
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	2	-	1	-	1	3	8	1	1	1	3	7	5	6	2	1	3	3	2	13
Being friendly	19	3	-	4	1	-	2	15	-	-	5	4	15	5	15	3	5	2	3	6	20
Being kind / caring / helping others / showing empathy	166	14	1	36	5	8	40	121	8	6	41	49	116	43	102	25	31	45	22	38	165
Being patient	3	*	-	-	*	-	*	2	*	*	-	1	1	1	1	*	-	1	-	-	3
Being respectful	43	8	2	14	1	1	9	33	1	1	15	9	33	13	22	5	7	13	9	6	42
Good behaviour / manners / polite / know right from wrong	112	2%	3%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Interacting with parents / family / attachments to parents / caregivers	34	1	-	7	-	-	6	28	3	1	4	14	20	10	19	7	2	6	2	13	34
Interacting / social interaction / developing relationships with others (outside of family)	206	21	2	60	3	5	48	151	17	11	49	51	151	54	130	34	36	41	36	48	207
Interacting / social interaction / developing relationships with other babies / children / peers	241	17	3	62	3	8	49	186	16	10	56	50	187	49	161	35	52	46	47	49	236
Imitations / mirroring behaviour	2	-	-	-	-	-	-	2	-	-	-	-	2	1	1	-	-	-	1	-	2
Making eye contact / visual tracking	12	1	-	2	-	1	-	11	2	2	1	3	9	5	7	*	4	1	1	4	11
Making friendships	152	16	4	44	4	7	45	106	17	14	36	44	107	30	106	28	34	22	36	30	150
Obedience / following instructions / rules	53	3	2	12	-	-	8	43	2	1	10	11	42	12	31	5	11	18	9	9	52
Playing / enjoying games / books / stories	225	24	1	71	5	8	45	174	18	13	65	43	178	55	142	45	42	40	40	45	221
Playing creatively / using imagination / not phones / screens	17	1	-	4	-	-	5	12	1	-	3	3	14	5	12	3	2	3	4	3	17
Responding to faces / voices / stimuli / recognition to the world around them	20	2	*	8	2	-	5	16	2	-	8	5	14	11	8	5	2	5	5	3	21
Sharing / taking turns	178	18	1	43	3	12	39	134	11	6	47	48	129	44	113	31	24	31	40	45	178
Other social skills	22	3	-	6	-	-	6	14	3	3	3	8	14	7	12	7	2	2	3	8	19
Ability to communicate their needs / communicate with others	125	8	4	31	2	2	30	88	8	6	26	25	100	27	82	19	26	20	22	34	127

Asking questions / they want to learn	36 1%	2 *	b 1%	7 1%	- -	2 1%	7 1%	27 1%	2 1%	2 1%	7 1%	6 1%	29 1%	7 1%	26 1%	6 1%	12 1%	6 1%	6 1%	4 *	36 1%
Body language / being able to communicate their needs physically / gesturing / waving	4 *	1 *	-	1 *	-	-	1 *	2 *	-	-	1 *	1 *	3 *	3 *	1 *	-	1 *	-	2 *	1 *	5 *
Listening skills / hearing	21 *	2 *	1 2%	2 *	-	1 1%	4 *	17 1%	-	-	3 *	5 *	16 1%	7 1%	11 1%	1 *	4 *	6 1%	4 *	6 1%	21 *
Talking / verbally communicating their needs / hold conversations	201 4%	8 2%	3 5%	39 3%	2 3%	6 4%	44 4%	152 5%	13 5%	11 6%	35 3%	52 5%	143 4%	52 4%	125 5%	33 4%	34 4%	38 4%	40 4%	49 5%	198 4%
Talking about / communicating their emotions / feelings	42 1%	14 3%	1 2%	21 2%	-	3 2%	7 1%	35 1%	6 2%	4 2%	19 2%	16 1%	25 1%	11 1%	25 1%	7 1%	9 1%	11 1%	5 1%	10 1%	41 1%
Vocalising / babbling / attempting to talk / communicate	2 *	-	-	1 *	-	-	1 *	1 *	-	-	1 *	-	2 *	1 *	1 *	-	-	1 *	1 *	-	2 *
Other communication skills	5 *	-	-	2 *	-	-	-	3 *	-	-	2 *	-	5 *	1 *	3 *	-	1 *	1 *	1 *	1 *	4 *
Control of emotions / not have tantrums / self soothing	66 1%	13 3%	-	20 2%	-	6 3%	19 2%	45 1%	5 2%	4 2%	20 2%	19 2%	47 1%	16 1%	38 1%	11 1%	13 1%	9 1%	14 1%	18 2%	66 1%
Crying / communicating distress / discomfort / sadness	8 *	* *	-	3 *	-	-	-	8 *	1 *	1 *	2 *	1 *	7 *	2 *	6 *	3 *	1 *	-	5 *	-	8 *
Emotional expression / being able to express emotions	65 1%	9 2%	1 1%	26 2%	-	1 1%	16 1%	44 1%	15 5%	10 6%	11 1%	19 2%	45 1%	13 1%	41 2%	14 2%	12 1%	8 1%	15 2%	16 2%	62 1%
Facial expressions to express themselves	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	1 *
Looking for reassurance / support from parents / caregivers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Misbehaving / being annoying / pushing boundaries	4 *	-	-	2 *	* 1%	-	2 *	2 *	* *	-	2 *	2 *	2 *	3 *	1 *	* *	1 *	-	1 *	1 *	6 *
Recognising / understanding emotions / feelings	32 1%	6 1%	-	13 1%	1 2%	1 1%	6 *	25 1%	4 1%	3 1%	12 1%	7 1%	25 1%	9 1%	19 1%	4 1%	7 1%	8 1%	6 1%	6 1%	33 1%
Respond to being calmed / comforted / to not cry	* *	-	-	-	-	-	-	* *	-	-	-	-	* *	-	-	-	-	-	-	-	1 *
Showing affection / love / tactile	14 *	4 1%	-	8 *	-	1 1%	4 *	9 *	1 *	-	8 1%	2 *	11 *	4 *	8 *	4 *	2 *	4 *	2 *	2 *	13 *
Showing confidence / not shy	44 1%	5 1%	2 4%	11 1%	2 2%	2 1%	8 1%	37 1%	2 1%	2 1%	13 1%	13 1%	29 1%	14 1%	26 1%	8 1%	5 1%	9 1%	14 2%	7 1%	46 1%
Smiling / laughter / being happy	108 2%	12 2%	3 6%	40 3%	2 3%	2 1%	24 2%	80 2%	7 2%	7 4%	37 3%	23 2%	84 2%	32 2%	62 2%	32 4%	12 1%	20 2%	23 2%	19 2%	111 2%
Temper tantrums / signs of frustration	3 *	2 *	-	2 *	* 1%	-	-	3 *	-	-	2 *	* *	3 *	2 *	2 *	1 *	-	1 *	1 *	-	4 *
Trusting	3 *	1 *	-	2 *	-	-	1 *	2 *	-	-	2 *	* *	2 *	* *	2 *	-	-	2 *	-	-	4 *
Wariness of strangers	6 *	1 *	-	1 *	-	-	2 *	2 *	-	-	1 *	1 *	2 *	1 *	2 *	-	1 *	1 *	* *	* *	4 *
Other emotional skills	21 *	2 1%	-	6 *	-	-	6 *	16 *	1 *	1 1%	5 *	7 1%	15 *	4 *	14 1%	2 *	6 1%	4 *	4 *	3 *	22 *
Ability to do things independently	23 *	3 1%	-	4 *	-	2 1%	4 *	19 1%	1 *	1 *	5 *	5 *	18 1%	8 1%	12 1%	3 *	2 *	6 1%	3 *	6 1%	21 *
Artistic skills / painting / singing / dancing	8 *	2 *	-	3 *	-	-	2 *	4 *	1 *	1 1%	2 *	1 *	7 *	3 *	5 *	2 *	-	2 *	-	3 *	7 *
Cognitive skills (thinking / understanding / learning)	94 2%	12 3%	-	20 2%	5 7%	3 ad	24 2%	67 2%	4 1%	1 1%	23 2%	22 2%	71 2%	35 3%	47 2%	16 2%	23 3%	21 2%	11 1%	18 2%	95 2%
Being energetic / active	14 *	1 *	1 2%	5 2%	-	-	5 1%	9 1%	3 ak	1 ak	2 ak	8 m	6 1%	7 1%	6 1%	2 *	5 1%	1 1%	4 *	1 *	15 *
Exploring / showing signs of curiosity / inquisitive	72 2%	7 2%	1 2%	17 1%	-	1 1%	19 2%	53 2%	6 2%	6 3%	13 1%	18 2%	52 2%	20 2%	44 2%	6 1%	15 2%	15 2%	17 2%	15 2%	76 2%
Feeding / eating / drinking well	9 *	* *	-	2 *	-	-	4 *	5 *	1 *	1 *	1 *	3 *	6 *	2 *	6 *	1 *	3 *	1 *	2 *	2 *	10 *
Hand co-ordination / being able to hold / grip things / clap	3 *	-	-	-	-	-	3 *	-	-	-	-	-	3 *	1 *	2 *	-	-	1 *	1 *	1 *	3 *
Health / well nourished / putting on weight / growth	10 *	5 1%	-	5 *	-	-	7 1%	2 *	1 ah	1 ah	4 *	3 *	7 *	5 *	2 *	5 1%	1 *	-	2 *	1 *	10 *
Mobility (moving / crawling / sitting up / walking)	10 *	-	-	1 *	-	-	2 *	8 *	-	-	1 *	4 *	5 *	6 *	3 *	-	2 *	3 *	1 *	4 *	10 *
Reaching key development milestones	3 *	* *	-	* *	-	-	1 *	2 *	-	-	* *	-	3 *	1 *	2 *	1 *	-	* *	-	1 *	3 *
Reading / writing / counting skills	26 1%	2 *	-	4 *	-	-	7 1%	19 1%	1 *	-	3 *	10 1%	17 1%	10 1%	14 1%	5 1%	4 *	6 1%	5 1%	6 1%	27 1%
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	23 *	1 *	-	5 *	-	2 1%	8 1%	15 *	1 *	1 1%	6 1%	5 *	19 1%	7 1%	15 1%	8 1%	2 *	2 *	4 *	8 1%	21 *
Sleeping well	4 *	-	-	* *	-	-	2 *	2 *	-	-	* *	1 *	2 *	1 *	2 *	-	-	1 *	-	-	4 *
Toilet training	22 *	-	-	3 *	-	-	10 1%	12 *	1 *	-	2 *	5 *	17 *	4 *	18 1%	6 1%	4 *	1 *	3 *	8 1%	23 *
Touching / feeling items	1 *	1 *	-	1 *	-	-	-	1 *	-	-	1 *	-	1 *	-	1 *	-	-	-	-	1 *	1 *
Other general developments	39 1%	6 1%	-	14 1%	-	2 1%	8 1%	30 1%	3 1%	2 1%	13 1%	4 *	35 1%	15 1%	23 1%	9 1%	7 1%	8 1%	7 1%	7 1%	39 1%
None	4 *	-	-	* *	-	-	* *	2 *	* *	* *	-	1 *	1 *	2 *	-	1 *	2 *	-	-	-	4 *
Don't know	5 *	2 *	-	2 *	1 1%	* 1%	2 *	2 *	1 1%	-	2 *	2 *	3 *	3 *	2 *	1 *	1 *	2 *	-	* *	5 *
No answer	33 1%	8 2%	-	12 1%	-	1 1%	9 1%	20 1%	2 1%	-	11 1%	10 1%	21 1%	13 1%	12 *	7 1%	9 1%	5 1%	8 1%	3 *	34 1%

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

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 Table 166

QSE5. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? Summary

Base: All UK adults aged 16+ who are parents of children aged 0-5

	I support my child(ren)'s social and emotional development naturally as part of parenting without specifically thinking about it	I'm aware of my child(ren)'s social and emotional development but have other developmental priorities right now so don't really think about it	I actively think about supporting my child(ren)'s social and emotional development	I'll focus more on child(ren)'s social and emotional development when they are older	I only think about my child(ren)'s social and emotional development when I notice a potential issue or concern
Unweighted total	522	522	522	522	522
Weighted total	530	530	530	530	530
Effective base	468	468	468	468	468
Strongly agree	232	111	254	121	89
	44%	21%	48%	23%	17%
Tend to agree	202	110	180	124	136
	38%	21%	34%	23%	26%
Neither agree nor disagree	53	102	70	99	88
	10%	19%	13%	19%	17%
Tend to disagree	21	123	19	107	120
	4%	23%	4%	20%	23%
Strongly disagree	16	76	2	74	93
	3%	14%	*	14%	17%
Don't know	5	7	5	5	4
	1%	1%	1%	1%	1%
Top 2: Agree	434	222	434	245	225
	82%	42%	82%	46%	42%
Bottom 2: Disagree	38	199	21	180	213
	7%	38%	4%	34%	40%
Net difference	396	22	413	65	12
	75%	4%	78%	12%	2%

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 Table 167

QSE5.1. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I support my child(ren)'s social and emotional development naturally as part of parenting without specifically thinking about it

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81**	283	130	26**	3**	3**	1**	388	141	6**	15**	89**	31**	490	40*	360	170	522
Effective base	468	232	236	320	132	8	70	250	109	23	4	3	1	351	116	6	14	91	16	423	41	321	148	522
Strongly agree	232	120	112	177	52	3	35	142	45	7	*	1	1	168	64	5	6	45	7	217	15	164	69	229
	44%	46%	42%	49%	33%	34%	43%	50%	35%	25%	13%	33%	100%	43%	45%	88%	40%	51%	24%	44%	38%	45%	40%	44%
Tend to agree	202	98	103	115	85	2	23	92	68	17	2	-	-	142	59	1	6	32	21	188	14	137	65	199
	38%	38%	38%	32%	53%	24%	29%	33%	52%	60%	56%	-	-	37%	42%	12%	41%	36%	67%	38%	35%	38%	38%	38%
Neither agree nor disagree	53	24	29	38	14	2	11	27	13	1	-	2	-	41	12	-	1	9	2	47	6	36	17	52
	10%	9%	11%	10%	9%	23%	13%	9%	10%	4%	-	55%	-	11%	8%	-	7%	10%	7%	10%	10%	14%	10%	10%
Tend to disagree	21	8	13	19	1	1	5	14	1	1	*	-	-	18	3	-	1	2	1	19	2	12	9	22
	4%	3%	5%	5%	1%	19%	6%	5%	-	3%	31%	13%	-	5%	2%	-	5%	2%	2%	4%	5%	3%	5%	4%
Strongly disagree	16	6	10	12	5	-	6	4	1	-	-	-	-	14	3	-	1	2	-	14	2	7	9	15
	3%	2%	4%	3%	3%	-	7%	2%	3%	4%	-	-	-	3%	2%	-	7%	2%	-	3%	5%	2%	6%	3%
Don't know	5	3	2	3	2	-	1	2	1	1	-	-	-	5	-	-	-	-	-	4	1	4	1	5
	1%	1%	1%	1%	1%	-	1%	1%	1%	4%	-	-	-	1%	-	-	-	-	-	1%	3%	1%	1%	1%
Top 2: Agree	434	218	215	293	137	5	58	234	113	24	2	1	1	310	123	6	12	77	28	405	29	300	134	428
	82%	84%	80%	80%	86%	58%	72%	83%	87%	85%	69%	33%	100%	80%	87%	100%	81%	86%	90%	83%	73%	83%	79%	82%
Bottom 2: Disagree	38	14	24	31	6	1	11	20	4	2	1	-	-	32	6	-	2	3	1	34	4	19	19	37
	7%	5%	9%	8%	4%	19%	13%	7%	3%	7%	31%	13%	-	8%	4%	-	13%	4%	2%	7%	10%	5%	11%	7%
Net difference	396	205	192	262	131	3	48	214	109	22	1	1	1	279	117	6	10	73	27	372	25	281	115	391
	75%	79%	71%	72%	83%	39%	59%	76%	84%	78%	38%	20%	100%	72%	83%	100%	68%	83%	88%	76%	62%	78%	68%	75%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 168

QSE5.1. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I support my child(ren)'s social and emotional development naturally as part of parenting without specifically thinking about it

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	21	31	125	21	37	34	25	432	72	55	172	154	155	503	17	482	88	396	123	349	183	522	
Weighted total	530	11**	68*	35**	38**	30**	32**	63*	137	446	26**	42*	16*	446	66*	51*	144	155	162	511	17**	439	89*	407	120	351	177	522	
Effective base	468	9	55	29	28	22	26	24	49	123	364	56	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522	
Strongly agree	232	3	29	19	20	10	20	18	13	66	198	11	18	6	205	23	25	51	64	86	229	4	211	21	212	20	165	53	229
	44%	29%	43%	55%	53%	33%	62%	55%	21%	48%	44%	41%	41%	38%	46%	36%	47%	36%	42%	53%	45%	21%	48%	23%	52%	17%	47%	42%	44%
Tend to agree	202	7	25	12	11	15	6	11	38	42	167	11	17	7	156	34	19	64	66	47	198	4	166	35	150	50	129	51	199
	38%	58%	37%	35%	29%	50%	19%	34%	61%	31%	37%	42%	41%	44%	35%	51%	36%	44%	42%	29%	39%	22%	38%	40%	37%	42%	37%	40%	38%
Neither agree nor disagree	53	1	11	1	2	4	2	1	6	16	46	2	4	1	48	4	7	16	16	12	50	2	37	15	26	28	29	12	52
	10%	12%	17%	3%	6%	13%	7%	4%	9%	11%	10%	9%	9%	11%	7%	7%	14%	11%	11%	7%	10%	9%	8%	17%	6%	23%	8%	10%	10%
Tend to disagree	21	-	1	1	1	-	1	1	4	7	17	2	2	1	19	2	2	6	5	9	14	7	11	10	10	12	17	4	22
	4%	-	2%	3%	4%	-	4%	3%	6%	5%	4%	6%	6%	6%	4%	3%	3%	4%	3%	5%	3%	42%	3%	11%	2%	10%	5%	3%	4%
Strongly disagree	16	-	1	1	3	-	3	1	1	4	14	-	2	*	15	-	-	5	1	8	15	1	11	6	6	9	9	6	15
	3%	-	1%	3%	7%	-	8%	4%	2%	3%	3%	-	4%	3%	3%	-	-	4%	1%	5%	3%	7%	2%	6%	6%	3%	5%	5%	3%

Don't know	5 1%	-	-	-	-	1 4%	-	-	1 2%	2 2%	5 1%	* 2%	-	-	3 1%	2 3%	-	2 1%	2 2%	5 1%	-	3 1%	2 2%	4 1%	ay *	3 1%	-	5 1%	
Top 2: Agree	434 82%	10 80%	54 80%	32 90%	31 82%	25 83%	26 81%	28 89%	51 81%	108 79%	365 82%	21 83%	35 82%	13 82%	362 81%	57 87%	44 83%	115 80%	130 84%	133 82%	426 83%	7 42%	377 86%	56 63%	362 89%	71 59%	294 84%	104 82%	428 82%
Bottom 2: Disagree	38 7%	-	2 3%	2 6%	4 11%	-	4 12%	2 7%	5 8%	11 8%	31 7%	2 6%	4 9%	1 9%	34 8%	2 3%	2 3%	11 7%	6 4%	17 10%	29 6%	8 48%	22 5%	16 18%	21 18%	26 7%	10 8%	37 7%	
Net difference	396 75%	10 88%	52 77%	30 84%	27 71%	25 83%	23 70%	26 81%	46 73%	96 70%	334 75%	20 77%	31 73%	12 74%	328 73%	55 84%	42 80%	105 73%	124 80%	116 71%	397 78%	-1 -6%	355 81%	40 45%	347 85%	49 41%	268 76%	94 74%	391 75%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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 Table 169

QSE5.1. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I support my child(ren)'s social and emotional development naturally as part of parenting without specifically thinking about it

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	532	459	63	466	20	35	74	425	67	45	429	111	388	232	121	112	100	97	64	522	
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	131	113	100*	102*	66*	522	
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	103	90	87	56	522		
Strongly agree	232 44%	208 44%	24 42%	216 45%	5 27%	11 34%	31 45%	194 45%	22 49%	194 44%	44 39%	185 47%	143 47%	81 35%	60 46%	57 50%	42 42%	45 44%	25 38%	229 44%	
Tend to agree	202 38%	177 37%	25 44%	178 37%	11 59%	13 40%	21 30%	170 39%	23 36%	18 41%	169 39%	53 47%	139 35%	93 35%	94 41%	50 38%	30 26%	44 46%	35 46%	199 38%	
Neither agree nor disagree	53 10%	48 10%	5 9%	47 10%	1 8%	5 16%	13 19%	37 9%	7 11%	3 7%	43 10%	10 9%	41 10%	19 7%	29 12%	13 10%	16 14%	6 6%	14 13%	52 10%	
Tend to disagree	21 4%	20 4%	2 3%	19 4%	-	2 7%	2 3%	13 3%	2 3%	-	14 3%	2 2%	13 3%	5 2%	14 6%	5 4%	7 6%	4 4%	3 3%	22 4%	
Strongly disagree	16 3%	15 3%	1 2%	14 3%	1 6%	* 1%	2 3%	13 3%	1 2%	1 3%	14 3%	3 2%	13 3%	5 2%	9 4%	3 2%	2 1%	1 1%	5 6%	15 3%	
Don't know	5 1%	5 1%	-	5 1%	-	* 2%	-	5 1%	-	-	5 1%	* 1%	5 1%	1 *	2 1%	-	1 2%	2 1%	1 1%	5 1%	
Top 2: Agree	434 82%	385 81%	49 86%	394 82%	16 86%	24 74%	52 74%	364 84%	54 85%	40 90%	363 83%	96 87%	324 82%	236 89%	175 76%	111 84%	87 77%	86 86%	79 78%	56 85%	428 82%
Bottom 2: Disagree	38 7%	35 7%	3 5%	33 7%	1 6%	3 9%	4 6%	26 6%	3 5%	1 3%	28 6%	5 4%	26 7%	10 4%	23 10%	8 6%	10 9%	5 5%	8 8%	37 7%	
Net difference	396 75%	351 74%	46 81%	361 76%	15 80%	21 66%	47 68%	338 78%	51 80%	38 87%	335 76%	92 83%	298 75%	226 85%	152 66%	103 79%	77 68%	81 81%	72 70%	50 76%	391 75%

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

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 Table 172

QSE5.2. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I'm aware of my child(ren)'s social and emotional development but have other developmental priorities right now so don't really think about it

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Strongly agree	111 21%	62 24%	49 18%	95 26%	16 10%	* 6%	20 24%	75 27%	13 10%	2 8%	* 13%	-	-	78 20%	33 23%	1 19%	4 26%	2 29%	2 7%	107 22%	4 10%	81 23%	30 18%	105 20%
Tend to agree	110 21%	57 22%	53 20%	77 21%	33 21%	* 3%	14 17%	63 22%	25 19%	8 29%	* 7%	-	-	90 23%	20 14%	-	1 7%	16 18%	3 11%	106 22%	4 11%	78 22%	32 19%	112 21%
Neither agree nor disagree	102 19%	51 19%	51 19%	62 17%	40 25%	* 6%	16 19%	46 16%	36 28%	4 13%	* 14%	-	-	75 19%	28 20%	1 20%	3 23%	15 17%	8 26%	92 19%	10 25%	62 17%	40 23%	99 19%
Tend to disagree	123 23%	60 23%	63 23%	74 20%	47 30%	2 29%	19 24%	55 19%	37 29%	10 35%	-	2 67%	-	85 22%	37 27%	2 36%	3 19%	19 22%	13 42%	110 22%	13 33%	77 21%	46 27%	123 24%
Strongly disagree	76 14%	25 10%	51 19%	50 14%	21 14%	4 57%	8 10%	42 15%	17 13%	4 16%	2 66%	1 33%	1 100%	55 14%	21 15%	1 25%	4 25%	13 15%	2 7%	69 14%	7 17%	54 15%	22 13%	78 15%
Don't know	7 1%	4 2%	3 1%	6 2%	1 1%	-	5 6%	1 1%	1 1%	-	-	-	-	5 1%	2 1%	-	-	-	2 7%	6 1%	1 3%	7 2%	-	5 1%
Top 2: Agree	222 42%	119 46%	103 38%	172 47%	49 31%	1 9%	33 41%	139 49%	39 30%	10 37%	1 20%	-	-	167 43%	53 38%	1 19%	5 33%	41 46%	6 18%	213 43%	9 21%	159 44%	62 37%	217 42%
Bottom 2: Disagree	199 38%	85 33%	114 42%	124 34%	68 43%	7 85%	28 34%	97 34%	54 42%	14 50%	2 66%	3 100%	1 100%	141 36%	58 41%	4 61%	7 44%	33 37%	15 49%	179 37%	20 51%	131 36%	68 40%	201 39%
Net difference	22 4%	33 13%	-12 -4%	47 13%	-19 -12%	-6 -76%	5 7%	42 15%	-15 -12%	-4 -14%	-2 -45%	-3 -100%	-1 -100%	27 7%	-5 -4%	-2 -42%	-2 -11%	8 9%	-9 -30%	34 7%	-12 -30%	28 8%	-6 -4%	16 3%

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

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 Table 173

QSE5.2. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I'm aware of my child(ren)'s social and emotional development but have other developmental priorities right now so don't really think about it

Base: All UK adults aged 16+ who are parents of children aged 0-5

Region	Urbanity	Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	Unweighted Total
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	128	522	
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	127	522	
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	115	522	
Strongly agree	111	-	22	7	7	6	4	8	9	40	101	4	5	1	104	6	13	27	28	42	107	4	97	13	94	16	86	19	105
	21%	-	33%	19%	18%	20%	11%	25%	14%	29%	23%	14%	12%	8%	23%	10%	25%	19%	18%	26%	21%	21%	22%	15%	23%	13%	25%	15%	20%
Tend to agree	110	1	20	7	3	6	3	6	16	29	92	5	8	6	94	12	5	30	34	40	104	6	91	19	80	31	70	35	112
	21%	11%	30%	19%	7%	21%	8%	19%	26%	22%	21%	19%	19%	37%	21%	19%	10%	21%	22%	25%	20%	32%	21%	21%	20%	25%	20%	27%	21%
Neither agree nor disagree	102	4	9	9	11	9	5	2	13	22	85	7	9	2	81	16	16	28	26	26	98	3	77	24	66	35	58	28	99
	19%	35%	14%	26%	30%	31%	15%	7%	20%	16%	19%	26%	20%	12%	18%	25%	31%	20%	17%	16%	19%	17%	18%	27%	16%	29%	17%	22%	19%
Tend to disagree	123	5	6	10	9	6	12	11	17	23	99	6	14	5	98	19	10	37	44	27	120	3	104	19	96	27	84	24	123
	23%	43%	9%	30%	23%	21%	37%	33%	27%	17%	22%	23%	13%	29%	22%	29%	18%	25%	29%	17%	24%	17%	24%	22%	24%	23%	24%	19%	24%
Strongly disagree	76	1	9	2	8	1	9	5	7	19	62	5	7	2	64	11	7	18	22	27	74	2	66	10	65	11	51	20	78
	14%	11%	14%	6%	23%	4%	29%	15%	11%	14%	14%	18%	16%	14%	14%	17%	13%	13%	14%	16%	14%	12%	15%	11%	16%	9%	14%	15%	15%
Don't know	7	-	-	-	-	1	-	-	1	5	7	-	-	-	6	1	1	4	1	1	7	-	3	4	5	1	2	1	5
	1%	-	-	-	-	4%	-	-	2%	3%	2%	-	-	-	1%	2%	2%	3%	1%	-	1%	-	1%	4%	1%	1%	1%	1%	1%
Top 2: Agree	222	1	43	13	9	12	6	14	25	69	193	9	13	7	198	19	19	57	62	82	212	9	189	32	174	46	156	54	217
	42%	11%	63%	38%	24%	40%	19%	44%	40%	50%	43%	33%	31%	45%	44%	28%	35%	39%	40%	51%	41%	53%	43%	36%	43%	39%	44%	43%	42%
Bottom 2: Disagree	199	6	16	13	17	8	21	15	24	41	161	11	21	7	162	30	17	55	66	54	194	5	170	29	162	38	135	44	201
	38%	54%	23%	36%	46%	25%	65%	48%	38%	30%	36%	42%	49%	43%	36%	45%	32%	38%	43%	33%	38%	29%	39%	33%	40%	32%	38%	34%	39%
Net difference	22	-5	27	1	-8	5	-15	-1	1	28	32	-2	-8	*	36	-11	2	2	-4	29	17	4	18	3	13	8	22	10	16
	4%	-43%	40%	2%	-22%	15%	-46%	-4%	1%	20%	7%	-9%	-19%	2%	8%	-17%	3%	1%	-3%	18%	3%	24%	4%	3%	3%	7%	6%	8%	3%

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

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 Table 174

QSE5.2. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I'm aware of my child(ren)'s social and emotional development but have other developmental priorities right now so don't really think about it

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	522	459	63	406	20	25	72	425	97	45	429	111	368	257	232	131	112	110	97	64	522	
Weighted total	530	473	57	478	19**	32*	69*	432	61*	41*	438	111*	396	265	229	131	113	100*	66*	522		
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522	
Strongly agree	111	103	8	105	1	4	17	85	18	17	85	22	80	78	32	35	29	23	17	5	105	
	21%	22%	14%	22%	6%	14%	24%	20%	28%	39%	20%	19%	20%	29%	14%	27%	26%	23%	17%	8%	20%	
Tend to agree	110	103	7	103	3	5	11	88	12	7	89	23	78	61	45	28	23	21	21	13	112	
	21%	22%	13%	21%	15%	15%	16%	20%	18%	15%	20%	23%	20%	23%	20%	21%	20%	21%	21%	13	21%	
Neither agree nor disagree	102	94	8	89	3	10	14	83	14	7	83	23	75	39	26	19	19	18	15	99		
	19%	20%	15%	19%	16%	32%	20%	19%	22%	17%	19%	21%	19%	15%	22%	20%	17%	19%	18%	22%	19%	
Tend to disagree	123	105	19	105	10	8	15	108	14	9	107	31	92	48	66	25	19	23	31	18	123	
	23%	22%	33%	22%	55%	23%	21%	25%	22%	21%	24%	28%	23%	18%	29%	17%	23%	30%	27%	24%		
Strongly disagree	76	63	13	70	2	5	11	64	6	4	66	13	63	38	32	16	23	9	11	15	78	
	14%	13%	23%	15%	9%	15%	16%	15%	9%	9%	15%	12%	16%	14%	14%	12%	20%	9%	11%	23%	15%	
Don't know	7	6	1	7	-	-	2	5	-	7	-	7	7	2	2	-	-	3	4	-	5	
	1%	1%	2%	1%	-	-	3%	1%	-	-	2%	-	2%	1%	1%	-	-	3%	3%	-	1%	
Top 2: Agree	222	206	15	207	4	9	28	173	30	24	175	44	159	139	78	63	52	44	39	18	217	
	42%	44%	27%	43%	21%	29%	40%	40%	46%	54%	40%	40%	40%	52%	34%	48%	46%	45%	38%	27%	42%	
Bottom 2: Disagree	199	168	32	175	12	12	25	171	20	13	173	44	155	86	98	18	19	42	33	201		
	38%	35%	56%	37%	64%	39%	37%	40%	32%	30%	40%	39%	39%	32%	43%	32%	37%	33%	41%	50%	39%	
Net difference	22	39	-17	32	-8	-3	2	2	9	11	2	*	4	53	-20	22	10	12	-3	-15	16	
	4%	8%	-29%	7%	-43%	-10%	3%	*	15%	24%	*	*	1%	20%	-9%	16%	9%	12%	-3%	-23%	3%	

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 177

QSE5.3. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I actively think about supporting my child(ren)'s social and emotional development

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minority (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Strongly agree	254	125	129	172	79	3	36	136	65	14	2	-	1	171	83	6	7	51	19	237	17	176	78	250
	48%	48%	48%	47%	50%	33%	44%	48%	50%	50%	44%	-	100%	44%	59%	100%	46%	57%	63%	48%	42%	49%	46%	48%
Tend to agree	180	86	94	117	59	3	19	98	49	10	1	2	-	140	40	-	6	26	7	169	11	125	55	177
	34%	33%	35%	32%	38%	42%	24%	35%	38%	36%	42%	57%	-	36%	28%	-	40%	30%	23%	35%	27%	35%	33%	34%
Neither agree nor disagree	70	38	32	51	17	2	18	34	13	4	*													

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 178

QSE5.3. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I actively think about supporting my child(ren)'s social and emotional development

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	26*	44*	137	446	26*	42**	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	50	29	28	22	26	24	49	123	304	55	51	34	392	60	48	124	136	146	451	16	369	77	357	102	312	115	522
Strongly agree	254	8	32	20	15	11	19	16	24	67	211	12	24	7	210	39	28	56	78	86	249	5	231	22	222	32	184	52	250
48%	66%	48%	56%	40%	38%	58%	49%	37%	49%	47%	48%	47%	56%	41%	47%	59%	52%	39%	50%	53%	49%	28%	53%	25%	55%	26%	52%	41%	48%
Tend to agree	180	2	23	11	16	13	10	9	26	41	153	8	13	6	155	16	16	55	51	53	177	3	152	28	133	47	117	45	177
34%	21%	35%	32%	43%	45%	31%	30%	41%	30%	34%	30%	31%	40%	35%	24%	30%	38%	33%	33%	35%	17%	35%	31%	33%	39%	33%	36%	34%	34%
Neither agree nor disagree	70	1	8	1	5	1	-	7	13	24	61	5	4	1	59	8	8	22	21	16	64	7	42	27	39	30	40	21	69
13%	12%	13%	3%	13%	4%	-	21%	20%	18%	14%	19%	9%	7%	13%	12%	16%	15%	13%	10%	12%	39%	10%	30%	10%	25%	11%	17%	13%	13%
Tend to disagree	19	-	4	2	1	2	4	-	-	4	17	*	1	1	17	2	8	5	7	7	15	2	9	10	10	9	6	18	
4%	-	5%	6%	4%	6%	11%	-	-	3%	4%	2%	2%	6%	4%	3%	-	5%	3%	4%	3%	14%	2%	11%	8%	2%	8%	3%	5%	3%
Strongly disagree	2	-	-	-	-	-	-	-	-	-	-	*	1	1	2	-	1	-	1	2	*	*	2	*	2	*	1	1	4
*	-	-	-	-	-	-	-	-	-	-	-	2%	2%	5%	*	-	1%	-	*	*	*	3%	*	*	*	*	*	1%	1%
Don't know	5	-	-	1	-	2	-	-	1	-	5	-	-	-	3	1	1	2	-	-	5	-	2	2	1	1	1	1	4
1%	-	-	3%	-	7%	-	2%	-	3%	-	3%	-	-	-	1%	2%	2%	-	-	3%	-	1%	-	1%	-	1%	-	1%	1%
Top 2: Agree	434	10	56	31	31	25	29	25	49	108	364	20	37	13	365	55	44	111	130	139	426	8	383	50	355	79	300	97	427
82%	88%	82%	88%	83%	82%	89%	79%	78%	79%	82%	78%	87%	87%	81%	82%	84%	77%	84%	86%	83%	45%	87%	56%	87%	66%	85%	77%	82%	82%
Bottom 2: Disagree	21	-	4	2	1	2	4	-	-	4	17	1	2	2	19	2	-	9	5	7	17	3	11	10	12	9	10	7	22
4%	-	5%	6%	4%	6%	11%	-	-	3%	4%	3%	4%	11%	4%	3%	-	6%	3%	4%	3%	16%	3%	11%	8%	3%	8%	6%	4%	4%
Net difference	413	10	52	29	30	23	25	25	49	104	347	19	36	11	346	53	44	102	125	132	409	5	372	40	343	69	290	90	405
78%	88%	77%	82%	80%	76%	78%	79%	78%	76%	78%	74%	84%	70%	77%	81%	82%	70%	81%	81%	81%	80%	28%	85%	45%	84%	58%	83%	71%	78%

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

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 Table 179

QSE5.3. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I actively think about supporting my child(ren)'s social and emotional development

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32**	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	21	61	381	59	39	395	95	352	231	205	117	103	90	87	50	522
Strongly agree	254	222	32	232	5	17	44	202	30	21	217	61	190	134	105	70	47	49	35	250	
48%	47%	57%	49%	26%	53%	64%	47%	47%	49%	50%	55%	48%	51%	46%	54%	42%	47%	48%	53%	48%	
Tend to agree	180	165	15	164	7	9	11	162	19	16	155	36	137	94	78	41	42	36	32	21	177
34%	35%	27%	34%	37%	27%	16%	38%	30%	36%	35%	32%	35%	35%	34%	32%	37%	36%	31%	31%	34%	
Neither agree nor disagree	70	62	8	60	6	5	9	49	10	3	48	10	50	29	33	13	15	13	19	6	69
Tend to disagree	19	19	*	18	3	1	3	16	3	2	15	3	15	4	14	5	8	3	3	18	
4%	4%	1%	4%	-	4%	5%	4%	5%	5%	3%	3%	4%	2%	6%	4%	7%	3%	-	5%	3%	
Strongly disagree	2	2	*	2	-	*	*	2	*	*	2	1	1	2	-	-	1	*	*	4	
*	*	1%	*	-	1%	1%	*	1%	1%	*	1%	*	*	1%	-	1%	*	*	-	1%	
Don't know	5	5	-	2	1	-	1	2	1	2	-	4	-	-	1	-	-	2	1	4	
1%	1%	-	1%	6%	-	-	2%	1%	2%	1%	-	1%	-	1%	-	-	-	2%	2%	1%	
Top 2: Agree	434	387	47	396	12	26	56	364	50	38	372	97	327	229	183	112	89	83	81	56	427
82%	82%	84%	83%	63%	79%	80%	84%	78%	85%	85%	88%	83%	86%	80%	85%	79%	83%	83%	79%	85%	82%
Bottom 2: Disagree	21	20	1	19	-	2	4	17	4	3	16	4	16	6	14	5	9	4	*	3	22
4%	4%	1%	4%	-	5%	6%	4%	6%	6%	4%	4%	4%	2%	6%	4%	8%	4%	*	5%	4%	
Net difference	413	366	47	377	12	24	52	347	46	35	356	93	311	223	169	107	80	79	80	53	405
78%	77%	82%	79%	63%	74%	75%	80%	72%	79%	81%	84%	79%	84%	74%	82%	71%	79%	79%	80%	78%	

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

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 Table 182

QSE5.4. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I'll focus more on supporting my child(ren)'s social and emotional development when they are older

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age											Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	522	255	266	359	153	127	76	5	4	1	385	134	97	134	141	6	14	37	17	473	49	353	169	522	
Weighted total	530	260	270	364	158	131	81**	11*	2*	1*	383	130	21**	13*	141	6**	15**	31**	15**	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	31	16	428	41	321	148	522	
Strongly agree	121	66	55	98	23	-	21	77	16	7	-	-	-	86	35	2	4	23	6	121	-	99	22	112	
23%	25%	21%	27%	15%	-	26%	27%	13%	24%	-	-	-	-	22%	25%	39%	26%	26%	20%	25%	-	28%	13%	21%	
Tend to agree	124	71	53	88	34	2	15	73	32	2	1	-	-	93	30	-	4	23	2	112	12	81	43	125	
23%	27%	20%	24%	22%	23%	19%	26%	25%	8%	21%	-	-	-	24%	21%	-	26%	26%	8%	23%	29%	23%	25%	24%	
Neither agree nor disagree	99	6	49	65	32	3	22																		

	74	29	45	51	22	-	11	41	19	4	-	-	-	54	19	1	2	12	5	65	9	50	24	76
Strongly disagree	14%	11%	17%	14%	14%	-	13%	14%	14%	13%	-	-	-	14%	14%	18%	12%	13%	16%	13%	22%	14%	14%	15%
Don't know	5	4	1	4	1	-	1	3	1	-	-	-	-	5	-	-	-	-	-	4	1	5	*	5
Top 2: Agree	245	137	108	186	58	2	36	149	48	9	1	1	-	179	65	2	8	46	8	233	12	180	65	237
Bottom 2: Disagree	180	69	112	109	68	3	21	88	55	13	2	*	1	133	47	2	4	23	17	160	20	114	66	178
Net difference	65	68	-4	76	-11	-1	15	61	-6	-4	-1	1	-1	46	18	*	4	23	-9	73	-9	66	-1	59
	12%	26%	-1%	21%	-7%	-15%	19%	22%	-5%	-15%	-23%	21%	-100%	12%	13%	3%	26%	26%	-29%	15%	-22%	18%	-1%	11%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 183

QSE5.4. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I'll focus more on supporting my child(ren)'s social and emotional development when they are older

Base : All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	94	35	432	72	55	142	155	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	63*	137	446	26*	42**	16*	446	66*	53*	144	155	162	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	24	49	123	364	56	54	34	392	60	48	124	136	146	146	451	16	389	77	357	109	312	115	522
Strongly agree	121	1	20	5	12	4	3	8	13	47	111	4	4	2	109	11	8	23	36	53	119	2	110	11	101	20	96	23	112
	23%	9%	30%	13%	31%	12%	8%	25%	20%	34%	15%	10%	11%	24%	17%	15%	16%	23%	32%	52%	25%	10%	25%	13%	25%	27%	18%	18%	21%
Tend to agree	124	3	19	9	4	13	4	6	16	29	102	5	13	4	103	14	16	32	32	41	122	1	103	20	96	27	79	36	125
	23%	22%	27%	25%	10%	43%	12%	20%	26%	21%	23%	20%	30%	26%	23%	21%	30%	22%	20%	25%	24%	7%	23%	23%	24%	22%	22%	28%	24%
Neither agree nor disagree	99	1	17	7	8	4	8	2	13	17	78	7	11	4	75	20	8	33	30	27	96	2	80	18	69	30	52	31	102
	19%	12%	25%	19%	21%	12%	26%	8%	13%	13%	17%	12%	11%	25%	30%	26%	23%	19%	16%	19%	11%	11%	18%	20%	17%	25%	15%	25%	20%
Tend to disagree	107	4	9	8	10	7	11	8	13	19	90	4	9	4	88	16	11	35	35	21	98	8	84	22	81	26	73	21	102
	20%	36%	13%	23%	28%	25%	34%	25%	20%	14%	20%	16%	22%	24%	20%	24%	24%	23%	13%	19%	49%	19%	19%	25%	20%	22%	21%	17%	20%
Strongly disagree	74	2	3	6	4	1	7	7	8	22	60	6	5	2	68	4	10	18	21	21	70	3	59	14	58	14	50	15	76
	14%	20%	5%	10%	4%	21%	22%	13%	16%	14%	22%	13%	14%	15%	6%	20%	13%	13%	13%	14%	20%	13%	16%	14%	12%	14%	12%	15%	
Don't know	5	-	-	1	-	1	-	-	-	2	5	-	-	-	4	1	-	3	2	-	5	*	3	2	2	2	2	*	5
Top 2: Agree	245	4	39	14	15	17	6	14	29	76	213	9	17	6	211	25	24	55	67	93	142	3	212	32	197	47	175	59	237
	46%	31%	58%	38%	41%	55%	20%	45%	46%	55%	48%	35%	40%	36%	47%	38%	44%	38%	43%	58%	47%	17%	48%	36%	48%	39%	50%	46%	45%
Bottom 2: Disagree	180	6	12	14	14	9	18	15	21	42	150	10	15	6	156	20	21	53	56	42	169	12	144	37	139	40	123	36	178
	34%	56%	18%	39%	37%	29%	55%	47%	33%	30%	34%	38%	34%	39%	35%	30%	40%	37%	36%	26%	33%	69%	33%	41%	34%	34%	35%	29%	34%
Net difference	65	-3	27	*	1	8	-12	-1	8	34	63	-1	2	*	55	5	2	2	11	51	73	-9	69	-5	58	7	52	22	59
	12%	-25%	40%	*	4%	26%	-35%	-2%	13%	25%	14%	-3%	6%	-2%	12%	8%	5%	2%	7%	31%	14%	-52%	16%	-6%	14%	6%	15%	18%	11%

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

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 Table 184

QSE5.4. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I'll focus more on supporting my child(ren)'s social and emotional development when they are older

Base : All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522	
Weighted total	530	473	57*	478	19**	32**	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522	
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522	
Strongly agree	121	111	10	114	2	5	14	105	14	14	107	28	92	31	35	33	29	24	24	10	112	
	23%	24%	17%	24%	13%	16%	20%	24%	23%	32%	24%	25%	23%	31%	15%	25%	26%	24%	15%	21%		
Tend to agree	124	114	10	114	2	7	12	108	16	10	102	25	92	72	49	37	24	19	24	12	125	
	23%	24%	17%	24%	13%	22%	17%	25%	25%	23%	23%	23%	23%	27%	21%	28%	21%	19%	24%	18%	24%	
Neither agree nor disagree	99	88	12	85	8	6	19	77	15	8	78	18	77	44	45	27	18	18	14	102		
	19%	19%	21%	18%	44%	18%	27%	18%	23%	18%	18%	17%	20%	17%	20%	21%	16%	18%	17%	21%	20%	
Tend to disagree	107	92	15	92	3	11	12	88	12	8	88	26	77	37	61	23	20	22	21	17	102	
	20%	19%	27%	19%	18%	35%	17%	20%	19%	19%	20%	23%	20%	14%	26%	18%	22%	21%	26%	20%		
Strongly disagree	74	63	10	67	2	3	11	51	5	2	60	13	53	29	37	12	22	14	13	12	76	
	14%	13%	18%	14%	12%	9%	16%	12%	8%	5%	14%	12%	13%	11%	16%	9%	19%	14%	13%	18%		
Don't know	5	5	-	5	-	-	2	3	2	3	*	5	2	2	-	-	3	1	1	5		
Top 2: Agree	245	226	20	228	5	12	26	213	31	183	209	53	183	153	85	69	53	49	22	237		
	46%	48%	35%	48%	26%	38%	38%	49%	48%	55%	48%	48%	46%	55%	37%	53%	47%	43%	48%	45%		
Bottom 2: Disagree	180	155	25	160	6	14	23	139	17	10	149	39	130	66	98	35	42	36	35	29	178	
	34%	33%	45%	33%	30%	44%	33%	32%	27%	24%	34%	35%	33%	25%	43%	27%	37%	36%	34%	34%		
Net difference	65	70	-6	69	-1	-2	3	75	14	14	60	14	53	87	-13	34	12	8	14	-7	59	
	12%	15%	-10%	14%	-5%	-7%	5%	17%	21%	31%	14%	13%	13%	33%	-6%	26%	11%	8%	14%	-11%		

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

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 Table 187

QSE5.5. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I only think about my child(ren)'s social and emotional development when I notice a potential issue or concern

Base : All UK adults aged 16+ who are parents of children aged 0-5

Gender	Age	Ethnicity	Working status	Education
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Strongly agree	89	46	42	76	12	*	16	60	37	9	*	*	-	60	28	1	4	22	1	84	5	67	21	91
17%	17%	18%	16%	21%	8%	3%	20%	21%	7%	10%	7%	-	-	15%	20%	20%	29%	25%	3%	17%	12%	19%	13%	17%
Tend to agree	136	83	52	95	41	*	17	77	35	5	*	-	-	103	32	-	3	22	6	132	4	96	39	132
26%	32%	19%	26%	26%	6%	22%	27%	27%	19%	14%	-	-	-	27%	23%	-	23%	25%	20%	27%	11%	27%	32%	25%
Neither agree nor disagree	88	40	49	61	25	3	16	45	18	7	1	2	-	67	21	-	2	13	5	79	9	57	32	88
17%	15%	18%	17%	15%	38%	19%	16%	14%	18%	24%	35%	55%	-	17%	15%	-	16%	15%	17%	16%	23%	16%	19%	17%
Tend to disagree	120	53	67	72	46	2	19	53	37	9	*	2	-	80	40	3	3	17	17	110	10	76	44	114
23%	20%	25%	20%	29%	25%	23%	19%	29%	29%	33%	13%	45%	-	21%	28%	50%	20%	19%	54%	22%	26%	21%	26%	22%
Strongly disagree	93	34	59	57	34	2	12	45	30	4	1	-	1	73	19	2	2	14	2	84	9	59	34	92
17%	13%	22%	16%	21%	28%	14%	16%	23%	14%	31%	-	-	100%	19%	14%	30%	13%	16%	6%	17%	22%	16%	20%	18%
Don't know	4	3	1	3	1	-	2	2	1	-	-	-	-	4	-	-	-	-	-	2	2	4	*	5
1%	1%	1%	1%	1%	-	2%	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	*	5%	*	*	1%
Top 2: Agree	225	130	95	171	53	1	33	138	45	8	1	-	-	163	60	1	8	44	7	215	9	164	61	223
42%	50%	35%	47%	33%	9%	41%	49%	34%	28%	21%	-	-	-	42%	43%	20%	51%	50%	23%	44%	23%	46%	36%	43%
Bottom 2: Disagree	213	87	126	129	80	4	31	98	67	13	2	2	1	153	59	5	5	31	18	193	19	136	77	206
40%	33%	47%	35%	51%	53%	38%	35%	51%	47%	44%	44%	100%	100%	40%	42%	80%	33%	35%	60%	39%	49%	38%	45%	39%
Net difference	12	43	-31	43	-27	-3	3	40	-22	-5	-1	-2	-1	9	1	-4	3	13	-12	22	-10	28	-16	17
2%	16%	-12%	12%	-17%	-43%	4%	14%	14%	-17%	-19%	-23%	-45%	-100%	2%	*	-60%	19%	15%	-37%	4%	-25%	8%	-10%	3%

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

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 Table 188

Q5ED5.5. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I only think about my child(ren)'s social and emotional development when I notice a potential issue or concern

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
	Unweighted total	522	19	57	29	29	23	27	25	51	125	376	57	51	25	432	72	55	172	154	155	503	17	432	88	396	123	343	
Weighted total	530	11**	68*	35**	38**	30**	32**	63*	137	446	26*	42*	16*	3	446	66*	53*	144	155	162	511	17**	439	80*	407	120	351	127	522
Effective base	468	9	56	28	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	352	109	312	115	522
Strongly agree	89	-	13	3	8	5	1	7	29	74	4	8	3	80	8	8	11	15	23	39	87	1	81	8	72	17	68	18	91
17%	17%	-	19%	10%	21%	15%	4%	22%	12%	22%	17%	17%	16%	18%	12%	12%	21%	10%	15%	24%	17%	7%	18%	9%	18%	14%	19%	14%	17%
Tend to agree	136	4	21	9	6	5	6	7	21	39	118	7	8	3	116	15	9	41	42	40	132	4	116	19	106	28	94	33	132
26%	33%	32%	26%	17%	17%	18%	22%	33%	28%	27%	26%	26%	20%	26%	23%	18%	28%	27%	25%	26%	22%	26%	22%	26%	24%	27%	26%	25%	
Neither agree nor disagree	88	3	13	7	8	11	6	6	7	18	72	6	7	3	66	17	13	28	19	25	85	2	59	28	53	35	37	30	88
17%	17%	22%	19%	19%	22%	35%	17%	4%	10%	13%	16%	24%	17%	18%	15%	27%	25%	19%	12%	15%	17%	11%	14%	31%	13%	11%	24%	17%	
Tend to disagree	120	3	9	8	9	6	7	7	22	27	98	3	16	4	97	17	11	33	43	30	111	9	106	14	97	23	78	25	114
23%	23%	22%	13%	22%	23%	21%	23%	23%	34%	20%	22%	10%	37%	27%	22%	26%	21%	23%	27%	18%	22%	54%	24%	16%	24%	19%	22%	20%	22%
Strongly disagree	93	3	12	7	6	3	12	9	7	22	81	5	4	3	84	7	8	26	29	27	92	1	74	18	77	16	71	19	92
17%	17%	24%	17%	21%	17%	37%	30%	11%	10%	18%	18%	19%	19%	19%	11%	17%	15%	18%	18%	17%	18%	7%	17%	21%	19%	13%	20%	15%	18%
Don't know	4	-	-	1	-	1	-	-	-	1	3	1	-	-	3	1	-	2	-	1	4	-	3	2	2	-	1	1	5
1%	1%	-	3%	-	4%	-	-	-	-	1%	4%	-	-	-	1%	2%	-	1%	-	1%	1%	-	1%	2%	*	*	1%	1%	1%
Top 2: Agree	225	4	34	12	14	10	7	14	28	68	192	11	16	6	196	23	20	56	65	80	219	5	197	27	178	45	162	51	223
42%	51%	51%	35%	38%	32%	22%	44%	45%	50%	43%	43%	37%	36%	44%	35%	39%	39%	42%	49%	43%	29%	45%	30%	44%	38%	46%	40%	43%	
Bottom 2: Disagree	213	5	20	15	15	9	19	17	29	50	178	8	20	7	181	24	19	59	71	57	202	10	180	33	174	39	149	44	206
40%	46%	30%	43%	40%	29%	60%	52%	45%	36%	40%	29%	46%	47%	41%	37%	36%	41%	46%	35%	40%	60%	41%	37%	43%	33%	42%	35%	39%	
Net difference	12	-1	14	-3	-1	1	-12	-3	*	19	14	3	-4	-2	15	-1	1	-3	-6	23	17	-5	17	-6	5	6	13	7	17
2%	-13%	21%	-7%	-2%	3%	-38%	-9%	*	14%	3%	13%	-9%	-11%	3%	-2%	2%	-2%	-4%	14%	3%	-31%	4%	-6%	1%	5%	4%	5%	3%	

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

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 Table 189

Q5ED5.5. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I only think about my child(ren)'s social and emotional development when I notice a potential issue or concern

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
	Unweighted total	522	459	63	466	20	25	72	425	67	45	429	111	388	257	232	131	112	100	97	
Weighted total	530	473	57*	478	19**	32**	67*	432	111*	44*	438	111*	396*	265	229	131	113	100*	103*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Strongly agree	89	83	6	83	*	6	15	73	16	15	71	17	67	65	21	25	23	16	13	11	91
17%	17%	18%	10%	17%	1%	18%	21%	17%	25%	35%	16%	16%	17%	24%	9%	19%	20%	17%	13%	11%	17%
Tend to agree	136	128	8	118	10	8	14	114	16	11	112	28	100	80	52	39	26				

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

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 Table 192

QSED6. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? Summary

Base : All UK adults aged 16+ who are parents of children aged 0-5

	That my child knows who they are (e.g. knows their own likes and dislikes)	That my child can manage their emotions	That my child can concentrate and pay attention	That my child can communicate with others	That my child forms positive relationships with others	That my child is curious to explore the world around them
Unweighted total	522	522	522	522	522	522
Weighted total	530	530	530	530	530	530
Effective base	468	468	468	468	468	468
Very important	313	317	299	373	362	345
	59%	60%	57%	70%	68%	65%
Fairly important	172	154	192	110	130	138
	32%	29%	36%	21%	24%	26%
Not very important	35	45	28	37	22	31
	7%	8%	5%	7%	4%	6%
Not important at all	4	6	5	4	7	6
	1%	1%	1%	1%	1%	1%
Don't know	6	8	6	7	9	11
	1%	2%	1%	1%	2%	2%
Top 2: Important	485	471	492	483	491	482
	92%	89%	93%	91%	93%	91%
Bot 2: Not important	39	51	32	41	30	37
	7%	10%	6%	8%	6%	7%
NET: Difference	446	420	459	442	462	448
	84%	79%	87%	83%	87%	84%

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 Table 193

QSED6.1. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child knows who they are (e.g. knows their own likes and dislikes)

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	1	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	270	260	364	158	8**	81*	283	130	28**	3**	1**	1**	388	141	6**	15**	89*	14**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	1	1	351	116	6	14	91	16	438	41	321	148	522
Very important	313	157	156	221	85	7	46	175	69	16	3	1	1	222	90	4	10	63	13	294	19	224	89	315
	59%	61%	58%	61%	54%	85%	57%	62%	53%	58%	79%	87%	100%	57%	64%	62%	63%	71%	43%	60%	48%	62%	52%	60%
Fairly important	172	85	87	114	57	1	24	90	48	9	1	*	-	128	44	2	6	21	15	156	16	106	67	167
	32%	33%	32%	31%	36%	15%	30%	37%	34%	21%	13%	-	-	33%	31%	38%	37%	23%	50%	32%	41%	29%	39%	32%
Not very important	35	13	22	23	13	-	7	16	11	1	-	-	-	28	7	-	-	5	2	33	2	23	12	30
	7%	5%	8%	6%	8%	-	9%	5%	9%	4%	-	-	-	7%	5%	-	-	6%	7%	7%	6%	6%	7%	6%
Not important at all	4	-	4	2	1	-	*	2	1	-	-	-	-	4	-	-	-	-	-	4	-	2	2	4
	1%	-	1%	1%	1%	-	1%	1%	1%	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	1%	1%
Don't know	6	4	2	4	2	-	3	*	1	1	-	-	-	6	-	-	-	-	-	4	2	5	1	6
	1%	2%	1%	1%	1%	-	4%	*	1%	4%	-	-	-	2%	-	-	-	-	-	1%	5%	1%	1%	1%
Top 2: Important	485	242	243	335	143	8	70	265	117	26	3	3	1	350	133	6	15	84	29	449	36	329	156	482
	92%	93%	90%	92%	90%	100%	86%	94%	90%	92%	100%	100%	100%	90%	95%	100%	100%	94%	93%	92%	89%	92%	91%	92%
Bot 2: Not important	39	13	26	25	14	-	8	18	12	1	-	-	-	32	7	-	-	5	2	37	2	25	14	34
	7%	5%	9%	7%	9%	-	9%	6%	10%	4%	-	-	-	8%	5%	-	-	6%	7%	7%	6%	7%	8%	7%
NET: Difference	446	229	217	309	129	8	62	247	104	25	3	3	1	318	126	6	15	79	26	413	33	304	142	448
	84%	88%	80%	85%	81%	100%	77%	87%	80%	88%	100%	100%	100%	82%	90%	100%	100%	89%	86%	84%	84%	85%	83%	86%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 194

QSED6.1. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child knows who they are (e.g. knows their own likes and dislikes)

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	24	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Very important	313	6	42	20	24	11	20	25	36	70	255	17	32	9	257	46	32	75	93	102	309	4	279	34	259	54	207	79	315
	59%	55%	62%	57%	64%	38%	62%	78%	57%	51%	57%	67%	76%	55%	58%	70%	61%	52%	60%	63%	60%	23%	64%	38%	64%	45%	59%	62%	60%
Fairly important	172	4	22	12	10	12	10	5	23	52	150	8	7	7	151	15	19	57	48	45	162	10	131	41	126	45	114	38	167
	32%	35%	32%	34%	27%	41%	30%	15%	37%	38%	34%	17%	42%	34%	23%	36%	40%	31%	28%	32%	57%	30%	30%	46%	37%	32%	30%	32%	
Not very important	35	1	4	1	4	5	3	2	4	10	33	-	2	-	32	2	2	8	11	14	30	3	26	9	19	16	27	5	30
	7%	11%	5%	3%	9%	18%	8%	8%	6%	7%	7%	-	5%	-	7%	4%	3%	6%	7%	9%	6%	20%	6%	10%	5%	8%	4%	6%	
Not important at all	4	-	-	1	-	-	-	-	-	1	2	-	1	*	2	1	1	2	2	2	4	-	1	3	2	2	1	2	4
	1%	-	-	3%	-	-	-	-	-	1%	1%	-	2%	3%	1%	2%	-	1%	1%	1%	1%	-	*	3%	*	*	*	2%	1%
Don't know	6	-	-	1	-	1	-	-	-	4	6	*	-	-	5	1	-	3	1	1	6	-	2	3	1	3	3	2	6
	1%	-	-	3%	-	4%	-	-	-	3%	1%	2%	-	-	1%	2%	-	2%	1%	1%	6	-	*	3%	*	2%	1%	2%	1%
Top 2: Important	485	10	64	32	34	34	30	29	59	123	405	25	39	15	408	61	51	132	141	147	471	14	410	74	385	99	321	117	482
	92%	89%	95%	91%	91%	79%	92%	94%	94%	90%	91%	98%	93%	97%	91%	93%	97%	92%	91%	90%	92%	80%	93%	84%	95%	82%	91%	92%	92%
Bot 2: Not important	39	1	4	2	4	5	3	2	4	11	35	-	3	*	34	4	2	9	13	15	34	3	27	12	21	18	28	8	34
	7%	11%	5%	6%	9%	18%	8%	8%	6%	8%	8%	-	7%	3%	8%	6%	3%	7%	8%	9%	7%	20%	6%	13%	5%	8%	6%	7%	
NET: Difference	446	9	60	30	30	18	27	27	55	112	370	25	37	15	374	57	49	122	128	132	437	10	383	63	364	81	293	109	448
	84%	79%	89%	85%	81%	61%	84%	85%	88%	82%	83%	98%	86%	94%	84%	87%	93%	85%	83%	81%	85%	60%	87%	70%	90%	67%	83%	86%	86%

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

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8 Dec 2025
 Table 195

Q5ED6.1. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child knows who they are (e.g. knows their own likes and dislikes)

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Very important	313	277	36	287	7	19	38	266	39	30	268	66	240	173	124	74	68	65	58	37	315
	59%	59%	63%	60%	38%	59%	54%	62%	60%	68%	61%	60%	61%	65%	54%	57%	60%	65%	57%	57%	60%
Fairly important	172	158	15	153	12	8	22	141	21	12	139	38	128	83	76	47	31	28	35	25	167
	32%	33%	26%	32%	62%	25%	32%	33%	32%	27%	32%	34%	32%	31%	33%	36%	27%	28%	34%	38%	32%
Not very important	35	29	6	32	-	4	9	19	3	2	25	6	22	7	24	9	10	7	6	1	30
	7%	6%	11%	7%	-	11%	12%	4%	5%	5%	6%	5%	6%	3%	11%	7%	9%	8%	6%	2%	6%
Not important at all	4	4	-	2	-	1	1	2	1	-	2	1	2	-	4	*	1	-	1	1	4
	1%	1%	-	1%	-	3%	2%	1%	2%	-	1%	1%	1%	-	2%	*	1%	-	1%	1%	1%
Don't know	6	5	-	5	-	*	4	-	5	-	4	*	3	2	-	2	-	2	-	2	6
	1%	1%	-	1%	-	2%	1%	-	1%	-	1%	*	1%	1%	-	2%	-	2%	-	2%	1%
Top 2: Important	485	435	50	439	19	27	60	407	60	42	407	104	368	256	200	121	99	92	93	63	482
	92%	92%	89%	92%	100%	84%	86%	94%	93%	95%	93%	93%	93%	96%	87%	93%	88%	92%	91%	95%	92%
Bot 2: Not important	39	33	6	34	-	5	10	22	5	2	27	7	25	7	28	10	11	7	7	2	34
	7%	7%	11%	7%	-	14%	14%	5%	7%	5%	6%	6%	6%	3%	12%	7%	10%	8%	7%	3%	7%
NET: Difference	446	402	44	405	19	22	50	385	55	40	380	97	343	249	173	112	88	85	86	61	448
	84%	85%	78%	85%	100%	70%	72%	89%	86%	90%	87%	87%	87%	94%	75%	85%	78%	85%	84%	92%	86%

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

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 Table 198

Q5ED6.2. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can manage their emotions

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	522	253	269	359	153	110	76	283	127	26	5	4	1	383	124	6	14	97	17	492	49	352	169	522
Weighted total	530	260	270	364	158	81**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Very important	317	157	160	228	87	2	45	183	75	12	*	*	1	225	92	4	9	65	14	295	21	229	87	316
	60%	60%	59%	63%	55%	25%	55%	65%	58%	43%	13%	12%	100%	58%	65%	61%	61%	73%	45%	60%	53%	64%	51%	61%
Fairly important	154	74	80	90	58	6	20	70	44	14	3	3	-	118	35	2	5	15	13	140	15	93	61	151
	29%	29%	29%	25%	37%	75%	25%	25%	34%	51%	87%	88%	-	30%	25%	39%	31%	17%	42%	29%	37%	26%	36%	29%
Not very important	45	19	26	34	11	-	11	24	9	2	-	-	-	34	10	-	-	8	2	43	2	28	17	43
	8%	7%	10%	9%	7%	-	13%	8%	7%	6%	-	-	-	9%	7%	-	-	9%	6%	9%	5%	8%	10%	8%
Not important at all	6	1	5	6	-	-	1	4	-	-	-	-	-	5	1	-	1	-	-	6	-	1	5	5
	1%	*	2%	2%	-	-	2%	2%	-	-	-	-	-	1%	1%	-	7%	-	-	1%	-	*	3%	1%
Don't know	8	8	*	6	2	-	4	2	2	-	-	-	-	6	2	-	-	-	2	6	2	8	-	7
	2%	3%	*	2%	2%	-	5%	1%	2%	-	-	-	-	2%	1%	-	-	7%	7%	1%	5%	2%	-	1%
Top 2: Important	471	231	239	318	145	8	65	253	119	27	3	3	1	342	127	6	14	80	27	435	36	322	149	467
	89%	89%	89%	87%	92%	100%	80%	89%	91%	94%	100%	100%	100%	88%	90%	100%	93%	91%	87%	89%	90%	90%	87%	89%
Bot 2: Not important	51	20	31	40	11	-	12	28	9	2	-	-	-	39	11	-	1	8	2	49	2	29	21	48
	10%	8%	11%	11%	7%	-	15%	10%	7%	6%	-	-	-	10%	8%	-	7%	6%	6%	10%	5%	8%	13%	9%
NET: Difference	420	211	209	277	135	8	27	224	110	25	3	3	1	304	116	6	13	72	25	386	34	293	127	419
	79%	81%	77%	76%	85%	100%	66%	79%	85%	88%	100%	100%	100%	78%	82%	100%	85%	81%	81%	79%	85%	81%	75%	80%

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

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 Table 199

Q5ED6.2. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can manage their emotions

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 and above (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	39	29	30	29	23	27	25	31	125	376	27	27	25	332	72	55	172	155	88	17	152	88	123	343	128	522		
Weighted total	530	11**	68*	35**	38**	30**	32**	61*	37*	137	446	46*	42*	16*	446	66*	51*	144	155	162	511	17**	439	80*	407	351	127	522	
Effective base	468	9	29	28	22	26	24	49	123	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	522		
Very important	317	4	39	21	23	18	20	24	31	83	262	16	30	9	265	43	32	74	90	110	6	278	38	260	55	222	68	316	
	60%	32%	58%	60%	60%	59%	61%	76%	49%	60%	59%	61%	70%	58%	59%	66%	60%	51%	58%	68%	61%	35%	63%	42%	64%	46%	63%	54%	61%
Fairly important	154	7	24	9	11	6	10	5	27	31	131	8	6	128	18	20	55	44	33	150	4	124	30	116	38	93	46	151	
	29%	58%	35%	26%	30%	19%	31%	16%	44%	23%	29%	10%	36%	29%	27%	38%	38%	28%	30%	20%	24%	24%	28%	34%	26%	26%	36%	29%	
Not very important	45	1	5	4	4	3	1	2	5	16	40	2	2	42	3	1	11	18	15	37	7	26	19	23	22	30	10	43	
	8%	11%	7%	10%	10%	9%	4%	8%	8%	12%	9%	7%	6%	9%	4%	2%	7%	12%	9%	7%	41%	6%	21%	6%	18%	8%	8%	8%	
Not important at all	6	-	-	-	-	1	1	-	2	5	-	1	-	4	1	-	1	1	4	6	-	4	1	3	2	5	1	5	
	1%	-	-	-	-	4%	4%	-	2%	1%	-	2%	-	1%	1%	-	1%	1%	2%	1%	-	1%	1%	1%	2%	1%	1%	1%	
Don't know	8	-	-	1	-	2	-	-	4	8	*	-	-	7	1	-	4	3	1	8	-	6	2	3	3	3	3	7	
	2%	-	-	3%	-																								

NET: Difference	420	9	59	27	30	20	27	27	53	96	348	22	36	14	347	57	51	117	115	124	418	3	372	47	350	69	281	102	419
	79%	79%	87%	76%	81%	65%	85%	85%	85%	70%	78%	84%	86%	88%	78%	87%	96%	81%	74%	76%	82%	18%	85%	53%	86%	57%	80%	81%	80%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 200

QSED6.2. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can manage their emotions

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	406	20	35	72	429	97	45	229	111	388	112	232	131	112	100	97	64	522
Weighted total	530	473	57	478	19**	32*	69*	432	64*	44*	438	111*	396	265	100*	131	113	100*	102*	65*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Very important	317	282	35	292	9	15	32	277	38	26	270	60	252	176	122	79	66	61	63	39	316
	60%	59%	62%	61%	48%	48%	46%	64%	59%	59%	62%	54%	64%	66%	53%	60%	58%	62%	62%	59%	61%
Fairly important	154	139	16	132	7	15	30	114	23	18	122	44	101	67	76	36	33	26	28	23	151
	29%	29%	28%	28%	38%	46%	43%	26%	40%	28%	28%	44%	26%	25%	33%	27%	29%	26%	27%	29%	29%
Not very important	45	39	6	42	1	2	4	34	3	3	35	7	31	16	27	16	12	8	9	1	43
	8%	8%	10%	9%	8%	5%	5%	8%	5%	1%	8%	6%	8%	6%	12%	12%	11%	8%	8%	2%	8%
Not important at all	6	6	-	5	1	-	1	4	-	-	6	-	6	2	3	-	1	1	1	1	5
	1%	1%	-	1%	6%	-	2%	1%	-	-	1%	-	1%	1%	3%	-	1%	1%	1%	1%	1%
Don't know	8	8	-	7	-	*	2	3	-	-	6	*	6	4	1	1	1	3	1	2	7
	2%	2%	-	1%	-	2%	3%	1%	-	-	1%	*	1%	2%	1%	1%	1%	3%	1%	2%	1%
Top 2: Important	471	420	51	425	16	30	62	391	61	44	391	104	353	243	198	114	99	88	93	63	467
	89%	89%	90%	89%	86%	93%	90%	90%	95%	99%	89%	93%	89%	92%	86%	87%	87%	88%	89%	95%	89%
Bot 2: Not important	51	45	6	46	3	2	5	39	3	*	41	7	37	18	30	16	13	9	10	2	48
	10%	9%	10%	10%	14%	5%	7%	9%	5%	1%	9%	6%	9%	7%	13%	12%	12%	9%	10%	3%	9%
NET: Difference	420	375	45	378	14	28	57	352	58	43	351	97	316	225	168	99	85	79	81	61	419
	79%	79%	79%	79%	72%	88%	82%	81%	91%	98%	80%	87%	80%	85%	73%	75%	76%	79%	80%	92%	80%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 203

QSED6.3. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can concentrate and pay attention

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)
Unweighted total	522	255	266	359	153	10	283	127	26	5	4	1	385	134	6	14	97	17	473	49	358	169	522
Weighted total	530	260	270	364	158	8**	283	130	28**	3**	1**	388	141	6**	15**	89*	17	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Very important	299	161	139	213	82	4	41	173	69	13	1	3	202	97	5	6	69	17	282	17	213	86	300
	57%	62%	51%	59%	52%	54%	50%	61%	53%	47%	27%	100%	52%	69%	88%	39%	77%	56%	58%	43%	59%	51%	57%
Fairly important	192	82	110	122	67	4	30	92	55	13	2	-	151	40	1	8	17	13	173	19	120	73	185
	36%	32%	41%	33%	42%	46%	37%	42%	45%	73%	-	100%	39%	28%	12%	54%	20%	44%	35%	48%	33%	43%	35%
Not very important	28	8	19	19	8	-	6	14	6	2	-	-	25	2	-	-	2	-	26	2	19	8	26
	5%	3%	7%	5%	5%	-	7%	5%	4%	9%	-	-	6%	2%	-	-	3%	-	5%	4%	5%	5%	5%
Not important at all	5	3	2	5	-	-	1	4	-	-	-	-	4	1	-	1	-	-	5	-	2	3	5
	1%	1%	1%	1%	-	-	2%	1%	-	-	-	-	1%	1%	-	7%	-	-	1%	-	1%	2%	1%
Don't know	6	5	*	5	1	-	4	1	1	-	-	-	5	*	-	-	*	-	4	2	5	*	6
	1%	2%	*	1%	1%	-	5%	*	1%	-	-	-	1%	*	-	-	*	-	1%	5%	1%	*	1%
Top 2: Important	492	243	248	335	149	8	264	123	26	3	3	1	353	137	6	14	86	31	456	36	333	159	485
	93%	94%	92%	92%	94%	100%	87%	94%	95%	91%	100%	100%	91%	97%	100%	93%	97%	100%	93%	91%	93%	93%	93%
Bot 2: Not important	32	11	22	24	8	-	7	17	6	2	-	-	29	4	-	1	2	-	31	2	21	11	31
	6%	4%	8%	7%	5%	-	8%	6%	4%	9%	-	-	7%	3%	-	7%	3%	-	6%	4%	6%	6%	6%
NET: Difference	459	232	227	311	141	8	64	247	117	23	3	3	324	133	6	13	84	31	425	34	311	148	454
	87%	90%	84%	85%	89%	100%	78%	87%	90%	83%	100%	100%	84%	95%	100%	85%	94%	100%	87%	86%	87%	87%	87%

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

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8 Dec 2025
 Table 204

QSED6.3. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can concentrate and pay attention

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68**	35**	38**	30**	32**	32**	68*	137	446	66*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	170	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	59	54	24	392	60	50	145	156	145	451	16	389	77	357	109	312	115	522
Very important	299	8	37	20	20	15	19	23	25	80	246	14	29	10	242	47	33	75	79	105	293	6	264	34	248	51	202	71	300
	57%	70%	54%	58%	53%	49%	58%	72%	39%	58%	55%	56%	69%	62%	54%	72%	62%	52%	51%	65%	57%	33%	60%	39%	61%	42%	57%	56%	57%
Fairly important	192	2	28	14	16	12	10	7	33	45	167	10	11	5	175	12	19	56	63	48	186	6	153	39	144	49	126	47	185
	36%	20%	42%	39%	43%	38%	30%	21%	53%	33%	37%	38%	25%	32%	39%	18%	36%	39%	41%	29%	36%	35%	35%	44%	35%	41%	36%	37%	35%
Not very important	28	1	2	-	1	3	2	2	5	8	25	1	1	1	23	5	1	8	10	9	23	4	18	9	12	15	21	3	26
	5%	11%	4%	-	4%	9%	8%	7%	8%	6%	6%	3%	2%	6%	5%	8%	3%	5%	6%	6%	4%	4%	4%	4%	3%	11%	6%	2%	5%
Not important at all	5	-	-	-	-	-	1	-	-	2	4	*	1	-	3	1	-	4	1	-	3	2	2	2	1	4			

Don't know	6 1%	-	-	1 3%	-	1 4%	-	-	-	2 2%	5 1%	* 2%	1 2%	-	5 1%	1 2%	-	1 2%	2 1%	6 1%	-	1 4%	4 1%	2 1%	2 1%	2 1%	1 1%	6 1%	
Top 2: Important	492 93%	10 89%	65 96%	34 97%	36 96%	26 87%	29 88%	30 93%	58 92%	124 91%	413 93%	24 94%	40 94%	15 94%	416 93%	59 90%	52 97%	131 91%	142 92%	153 94%	479 94%	12 68%	417 95%	74 83%	391 96%	99 83%	328 93%	118 94%	485 93%
Bot 2: Not important	32 6%	1 11%	2 4%	-	1 4%	3 9%	4 12%	2 7%	5 8%	10 7%	29 6%	1 4%	2 4%	1 6%	26 6%	6 9%	1 3%	12 8%	10 7%	9 6%	26 5%	5 32%	20 5%	12 13%	13 3%	19 16%	21 6%	7 6%	31 6%
NET: Difference	459 87%	9 79%	63 93%	34 93%	35 93%	24 79%	25 77%	27 86%	53 84%	114 83%	384 86%	23 90%	38 90%	14 88%	391 87%	53 81%	50 95%	119 83%	132 85%	144 88%	454 89%	6 37%	397 90%	62 69%	378 93%	80 67%	307 87%	111 88%	454 87%

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

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 Table 205

Q5ED6.3. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can concentrate and pay attention

Base : All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	522	459	63	406	20	35	72	425	67	45	429	111	388	257	232	131	112	110	57	64	522	
Weighted total	530	473	57*	478	19**	32**	69*	432	64*	44*	438	111*	396	265	229	131	113	100*	103*	66*	522	
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522	
Very important	299 57%	260 55%	40 70%	276 58%	9 48%	14 45%	31 45%	261 60%	24 51%	260 55%	59 88%	60 54%	231 58%	178 67%	108 47%	77 59%	62 55%	59 59%	53 52%	38 57%	300 57%	
Fairly important	192 36%	179 38%	14 24%	169 35%	8 44%	15 48%	35 50%	147 34%	17 38%	152 35%	28 44%	46 41%	141 36%	81 31%	94 41%	48 36%	41 36%	31 31%	41 40%	26 39%	185 35%	
Not very important	28 5%	25 5%	3 5%	26 5%	* 2%	1 3%	3 4%	16 4%	2 4%	19 4%	4 4%	4 3%	17 4%	2 1%	23 10%	6 4%	7 6%	7 7%	6 6%	1 2%	26 5%	
Not important at all	5 1%	5 1%	-	2 1%	1 6%	1 4%	* 1%	4 1%	* 1%	4 1%	4 1%	2 2%	3 1%	2 1%	3 1%	-	1 1%	* 1%	1 1%	1 1%	5 1%	
Don't know	6 1%	5 1%	* 1%	5 1%	-	-	-	4 1%	1 2%	3 1%	1 2%	4 1%	4 1%	2 1%	2 1%	-	2 1%	2 2%	1 1%	1 2%	6 1%	
Top 2: Important	492 93%	438 93%	54 95%	445 93%	17 92%	30 93%	66 95%	408 94%	61 95%	41 93%	412 94%	106 95%	372 94%	260 98%	202 88%	125 96%	103 91%	90 90%	94 92%	63 95%	485 93%	
Bot 2: Not important	32 6%	30 6%	3 5%	29 6%	1 8%	2 7%	4 5%	21 5%	2 4%	23 5%	5 5%	20 5%	4 2%	26 11%	6 4%	8 7%	8 8%	7 7%	2 3%	31 6%		
NET: Difference	459 87%	408 86%	51 90%	416 87%	16 85%	27 85%	62 90%	388 90%	59 91%	39 88%	390 89%	100 90%	353 89%	256 96%	176 77%	119 91%	95 84%	82 82%	86 85%	61 92%	454 87%	

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

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 Table 208

Q5ED6.4. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can communicate with others

Base : All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Gender		Age										Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	76	5	4	383	134	6	14	97	17	43	49	353	169	322	
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	351	116	6	14	91	16	428	41	321	148	522	
Very important	373 70%	183 70%	190 70%	251 69%	120 76%	2 30%	47 58%	204 72%	98 75%	22 78%	* 13%	2 57%	255 66%	116 83%	6 100%	13 86%	81 83%	26 83%	348 71%	25 62%	269 75%	104 61%	369 71%	
Fairly important	110 21%	56 22%	53 20%	77 21%	28 18%	5 67%	19 23%	58 20%	24 18%	4 15%	3 80%	1 43%	90 23%	19 13%	-	2 14%	15 16%	2 6%	99 20%	10 26%	64 18%	46 27%	110 21%	
Not very important	37 7%	12 5%	24 9%	28 8%	8 5%	* 3%	12 15%	16 6%	6 5%	2 7%	* 7%	-	32 8%	5 4%	-	2 3%	3 9%	3 9%	35 7%	2 5%	20 6%	17 10%	33 6%	
Not important at all	4 1%	4 1%	-	2 1%	1 1%	-	2 1%	1 1%	-	-	-	-	4 1%	-	-	-	-	-	4 1%	-	1 1%	2 1%	3 1%	
Don't know	7 1%	4 2%	2 1%	6 2%	1 1%	-	3 4%	3 1%	3 1%	3 1%	-	-	2 2%	* 4%	-	-	-	2 2%	1 1%	4 1%	2 2%	6 2%	7 1%	
Top 2: Important	483 91%	239 92%	243 90%	327 93%	148 93%	8 97%	66 81%	262 93%	121 93%	26 93%	3 93%	3 100%	346 89%	135 96%	6 100%	15 100%	87 97%	27 89%	447 91%	35 88%	333 92%	150 88%	479 92%	
Bot 2: Not important	41 8%	16 6%	24 9%	31 8%	10 6%	* 3%	12 15%	18 6%	8 7%	2 7%	* 7%	-	36 9%	5 4%	-	-	2 3%	3 9%	39 8%	2 5%	21 6%	20 11%	36 7%	
NET: Difference	442 83%	223 86%	219 81%	297 82%	138 87%	7 94%	53 66%	243 86%	114 88%	24 85%	3 86%	3 100%	310 80%	130 92%	6 100%	15 100%	84 95%	25 80%	409 83%	33 84%	312 87%	130 77%	443 85%	

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 209

Q5ED6.4. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can communicate with others

Base : All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Knowledgeable (w)	Not knowledgeable (x)	Knowledgeable (y)	Not knowledgeable (z)	Collective (A)	Individual (B)	
Unweighted total	522	57	30	29	23	27	25	51	125	376	37	24	25	422	72	55	142	154	155	503	17	432	88	396	123	345	128	522	
Weighted total	530	11**	6**	35**	32**	30**	32**	51	137	446	42*	16**	446	72	55	142	154	155	503	17	432	88	396	123	345	128	522		
Effective base	468	9	56	29	28**	22	26	49	123	364	26	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522	
Very important	373 70%	8 66%	56 83%	26 74%	26 69%	20 66%	25 77%	26 83%	39 61%	85 62%	310 70%	17 73%	33 77%	13 84%	311 70%	48 73%	37 70%	95 66%	113 73%	115 71%	367 72%	5 29%	326 74%	46 51%	304 75%	67 56%	254 72%	84 66%	369 71%

	xz	ijk										ijl										x					z				
Fairly important	110 21%	3 23%	9 14%	7 20%	9 23%	5 17%	5 15%	4 13%	16 25%	35 21%	93 21%	8 31%	8 19%	1 6%	91 20%	14 22%	12 23%	35 24%	31 20%	30 19%	105 21%	5 29%	88 20%	22 24%	79 19%	31 26%	68 19%	31 25%	110 21%		
Not very important	37 7%	1 11%	2 3%	1 3%	3 7%	4 13%	1 5%	1 4%	7 12%	12 9%	34 8%	1 3%	2 4%	1 6%	34 8%	3 4%	2 3%	10 7%	8 5%	17 11%	30 6%	6 35%	20 19%	17 14%	20 5%	17 7%	24 7%	8 7%	33 6%		
Not important at all	4 1%	-	-	-	-	-	1 4%	-	-	2 2%	4 1%	-	-	-	4 1%	-	-	2 2%	1 1%	-	2 *	1 7%	1 *	2 3%	1 *	2 1%	1 1%	3 1%			
Don't know	7 1%	-	-	1 3%	-	1 4%	-	-	1 2%	2 6%	6 1%	*	-	1 4%	6 1%	1 2%	2 4%	2 1%	2 2%	-	7 1%	-	3 1%	3 3%	2 1%	2 2%	3 1%	2 1%	7 1%		
Top 2: Important	483 91%	30 89%	65 97%	33 94%	35 93%	25 83%	30 92%	30 96%	55 87%	120 87%	403 90%	25 95%	41 96%	14 90%	403 90%	62 95%	49 93%	130 90%	144 93%	145 89%	472 92%	10 58%	415 94%	67 75%	384 94%	98 82%	322 92%	115 91%	479 92%		
Bot 2: Not important	41 8%	1 11%	2 3%	1 3%	3 7%	4 13%	3 8%	4 4%	7 12%	15 11%	37 8%	1 3%	2 4%	1 6%	38 9%	3 4%	2 3%	13 9%	9 6%	17 11%	32 6%	7 42%	21 5%	19 22%	21 5%	20 16%	26 7%	10 8%	36 7%		
NET: Difference	442 83%	9 79%	63 93%	32 92%	32 85%	21 70%	27 83%	29 92%	47 75%	105 77%	366 82%	24 93%	39 92%	13 84%	365 82%	60 91%	47 90%	117 81%	136 87%	127 78%	440 86%	3 16%	393 90%	48 54%	363 89%	78 65%	296 84%	105 83%	443 85%		

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 210

QSED6.4. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can communicate with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Very important	373 70%	328 69%	45 80%	344 72%	12 63%	17 53%	45 65%	317 73%	44 69%	35 78%	318 73%	79 71%	287 73%	191 72%	155 68%	89 70%	79 70%	70 70%	72 70%	50 76%	369 71%
Fairly important	110 21%	102 22%	8 13%	93 19%	5 29%	12 36% ad	18 26%	83 19%	16 26%	8 19%	87 20%	25 23%	78 20%	62 23%	45 20%	32 25%	21 18%	24 24%	16 15%	13 20%	110 21%
Not very important	37 7%	34 7%	3 5%	34 7%	2 8%	1 3%	5 7%	25 6%	2 3%	1 3%	27 6%	5 5%	24 6%	10 4%	27 12%	9 7%	9 8%	7 7%	12 11%	1 1%	33 6%
Not important at all	4 1%	4 1%	-	2 *	-	1 4%	1 2%	2 1%	1 2%	-	2 1%	1 1%	2 1%	1 *	1 1%	1 1%	2 2%	-	-	-	3 1%
Don't know	7 1%	6 1%	1 2%	5 1%	-	1 4%	-	5 1%	-	-	5 1%	*	4 1%	2 1%	1 *	-	2 2%	-	3 3%	2 2%	7 1%
Top 2: Important	483 91%	430 91%	52 93%	437 91%	17 92%	29 89%	64 92%	400 93%	61 95%	43 97%	405 92%	104 94%	365 92%	253 95%	201 88%	121 92%	99 88%	93 93%	87 86%	64 96%	479 92%
Bot 2: Not important	41 8%	38 8%	3 5%	37 8%	2 8%	2 7%	6 8%	27 6%	3 5%	1 3%	29 7%	7 6%	27 7%	11 4%	28 12%	10 8%	11 10%	7 7%	12 11%	1 1%	36 7%
NET: Difference	442 83%	392 83%	50 88%	400 84%	16 83%	26 82%	58 83%	373 86%	58 90%	42 94%	376 86%	97 87%	338 85%	242 91%	173 75%	111 85%	88 78%	86 87%	76 74%	63 95%	443 85%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 213

QSED6.5. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child forms positive relationships with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	2	1	351	116	6	14	91	16	428	40	321	148	522
Very important	362 68%	178 68%	184 68%	239 66%	118 74%	5 64%	44 55%	194 69%	95 73%	23 80%	2 58%	2 57%	1	253 65%	5 77%	5 81%	13 84%	64 72%	27 87%	333 68%	28 71%	255 71%	107 63%	358 69%
Fairly important	130 24%	63 24%	67 25%	94 26%	34 21%	1 18%	22 27%	29 26%	29 22%	5 18%	1 42%	-	-	103 27%	26 19%	1 19%	2 16%	19 22%	3 11%	123 25%	7 18%	81 23%	49 29%	127 24%
Not very important	22 4%	8 3%	15 6%	19 5%	3 2%	-	7 9%	12 4%	3 2%	1 2%	-	-	-	17 4%	5 4%	-	-	5 6%	-	22 4%	1 2%	13 4%	10 6%	22 4%
Not important at all	7 1%	5 2%	3 1%	6 2%	1 1%	-	4 5%	2 1%	1 1%	-	-	-	-	7 2%	*	-	-	*	-	5 1%	2 5%	3 1%	4 2%	7 1%
Don't know	9 2%	7 3%	2 1%	5 1%	2 2%	1 18%	4 4%	2 1%	2 2%	-	-	-	-	8 2%	1 *	-	-	-	1 2%	7 1%	2 4%	8 2%	1 1%	8 2%
Top 2: Important	491 93%	240 93%	251 93%	333 92%	152 94%	6 82%	67 82%	267 94%	124 95%	28 98%	3 100%	2 57%	1 100%	356 92%	135 96%	6 100%	15 100%	83 94%	30 98%	456 93%	35 88%	336 93%	156 91%	485 93%
Bot 2: Not important	30 6%	12 5%	18 6%	26 7%	4 3%	-	11 14%	14 5%	4 3%	1 2%	-	-	-	24 6%	5 4%	-	-	5 6%	-	27 5%	3 7%	16 5%	13 8%	29 6%
NET: Difference	462 87%	228 88%	233 86%	308 85%	147 93%	6 82%	55 68%	252 89%	120 92%	27 96%	3 100%	2 57%	1 100%	332 86%	129 92%	6 100%	15 100%	78 88%	30 98%	429 88%	32 81%	319 89%	142 84%	456 87%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 214

QSED6.5. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child forms positive relationships with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42**	16**	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Very important	362	8	44	25	29	19	26	26	38	84	299	19	33	11	295	51	36	94	109	110	356	6	311	50	300	61	245	83	358
68%	68%	66%	65%	71%	76%	65%	81%	82%	61%	61%	67%	73%	79%	68%	66%	78%	68%	65%	70%	67%	70%	33%	71%	56%	74%	51%	70%	66%	69%
Fairly important	130	2	21	7	7	6	4	4	21	40	112	6	8	3	117	11	14	38	35	42	125	5	108	22	94	36	84	35	127
24%	24%	21%	32%	20%	17%	18%	11%	14%	34%	29%	25%	24%	19%	19%	26%	16%	27%	27%	22%	26%	24%	30%	25%	23%	30%	24%	28%	24%	24%
Not very important	22	-	1	-	2	1	1	1	4	9	20	-	1	1	20	2	1	6	5	11	17	3	13	9	8	14	19	2	22
4%	4%	-	2%	-	6%	4%	4%	4%	6%	7%	5%	-	2%	9%	3%	2%	4%	3%	7%	3%	20%	3%	11%	2%	12%	5%	2%	4%	
Not important at all	7	-	1	2	-	-	1	-	-	2	7	*	-	-	7	-	1	4	1	-	5	2	1	6	3	-	6	7	
1%	1%	-	2%	6%	-	-	4%	-	-	2%	2%	2%	-	-	2%	-	2%	3%	1%	-	1%	14%	*	3%	1%	2%	4%	1%	
Don't know	9	1	-	1	-	4	-	-	-	1	8	*	-	1	6	3	1	3	5	-	8	*	6	1	2	6	4	*	8
2%	2%	12%	-	3%	-	13%	-	-	-	1%	2%	2%	-	4%	1%	4%	2%	3%	-	-	2%	3%	1%	2%	5%	1%	*	2%	
Top 2: Important	491	10	65	32	35	25	30	31	59	124	411	25	42	14	413	62	50	132	144	151	480	11	419	72	393	97	329	118	485
93%	93%	88%	96%	91%	94%	83%	92%	96%	94%	90%	92%	97%	98%	87%	92%	94%	95%	91%	93%	93%	94%	63%	95%	81%	97%	81%	93%	93%	93%
Bot 2: Not important	30	-	2	2	2	1	3	1	4	12	27	*	1	1	28	2	2	9	6	11	22	6	14	16	12	17	19	8	29
6%	6%	-	4%	6%	6%	4%	8%	4%	6%	9%	6%	2%	2%	9%	6%	3%	4%	7%	4%	7%	4%	34%	3%	17%	3%	14%	5%	6%	6%
NET: Difference	462	10	63	30	33	24	27	29	56	112	384	25	41	12	385	60	48	122	138	140	458	5	404	57	381	80	310	111	456
87%	87%	88%	93%	85%	88%	79%	85%	93%	89%	82%	86%	95%	96%	78%	86%	91%	91%	85%	89%	86%	90%	29%	92%	63%	94%	67%	88%	87%	87%

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

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 Table 215

QSED6.5. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child forms positive relationships with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522	
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522	
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522	
Very important	362	316	46	328	14	20	43	309	40	28	310	79	275	187	153	87	75	70	64	51	358	
68%	68%	67%	81%	69%	74%	61%	61%	71%	63%	64%	71%	71%	70%	70%	67%	66%	67%	70%	63%	76%	69%	
Fairly important	130	121	9	116	4	10	19	103	19	14	104	26	98	68	51	32	29	25	29	12	127	
24%	24%	25%	16%	24%	21%	32%	27%	24%	30%	32%	24%	23%	25%	26%	22%	24%	25%	25%	28%	18%	24%	
Not very important	22	22	1	21	1	1	6	10	3	-	12	1	14	7	16	7	6	3	6	-	22	
4%	4%	5%	2%	4%	5%	2%	9%	2%	5%	-	3%	1%	3%	3%	7%	5%	5%	3%	6%	-	4%	
Not important at all	7	7	*	5	-	1	-	6	-	-	6	3	3	1	6	2	2	1	1	1	7	
1%	1%	1%	1%	1%	-	4%	-	1%	-	-	1%	3%	1%	*	3%	2%	1%	1%	2%	1%		
Don't know	9	9	-	8	-	1	2	5	2	2	6	2	6	3	3	3	1	*	2	3	8	
2%	2%	-	2%	-	2%	2%	1%	3%	4%	1%	2%	2%	1%	1%	2%	1%	*	2%	4%	2%		
Top 2: Important	491	436	55	444	18	30	62	412	59	43	414	105	373	255	204	119	104	95	93	63	485	
93%	93%	92%	98%	93%	95%	92%	89%	95%	92%	96%	94%	94%	94%	96%	89%	91%	92%	95%	91%	94%	93%	
Bot 2: Not important	30	28	1	26	1	2	6	16	3	-	18	4	17	8	22	9	8	4	7	1	29	
6%	6%	6%	2%	5%	5%	6%	9%	4%	5%	-	4%	4%	4%	3%	10%	7%	7%	4%	7%	2%	6%	
NET: Difference	462	408	54	418	17	28	56	396	56	43	396	100	357	247	182	110	97	91	85	61	456	
87%	87%	86%	95%	87%	90%	87%	80%	92%	87%	96%	90%	90%	90%	93%	79%	84%	86%	91%	84%	93%	87%	

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

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 Table 218

QSED6.6. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child is curious to explore the world around them

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	351	116	6	14	91	16	428	41	321	148	522
Very important	345	163	182	224	115	5	42	183	94	21	2	2	245	98	4	9	57	28	315	30	243	102	342
65%	65%	63%	67%	62%	73%	67%	51%	65%	73%	73%	65%	57%	63%	70%	61%	61%	65%	91%	64%	75%	67%	60%	66%
Fairly important	138	76	62	99	37	1	23	76	31	6	1	-	101	36	2	5	27	2	133	5	88	49	137
26%	26%	29%	23%	27%	23%	15%	28%	27%	23%	23%	35%	-	26%	26%	39%	32%	31%	7%	27%	12%	25%	29%	26%
Not very important	31	10	21	27	4	-	10	17	3	1	-	-	26	4	-	1	3	-	30	2	18	14	29
6%	6%	4%	8%	8%	2%	-	12%	6%	2%	4%	-	-	7%	3%	-	7%	4%	-	6%	4%	5%	8%	6%
Not important at all	6	3	3	4	-	1	3	1	-	-	-	1	4	2	-	-	1	1	4	2	1	4	5
1%	1%	1%	1%	1%	-	18%	4%	-	-	-	-	43%	1%	1%	-	-	1%	2%	1%	4%	*	3%	1%
Don't know	11	8	2	8	2	-	4	5	2	-	-	-	11	-	-	-	-	-	9	2	10	1	9
2%	2%	3%	1%	2%	2%	-	4%	2%	2%	-	-	-	3%	-	-	-	-	-	2%	5%	3%		

QSED6.6. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child is curious to explore the world around them

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522	
Weighted total	530	11**	68*	35**	38**	30**	32**	63*	137	446	26*	42*	16**	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522	
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522	
Very important	345	6	52	19	17	18	25	22	40	83	284	18	33	284	47	34	94	97	108	343	1	299	44	292	52	232	81	342	
	65%	55%	77%	55%	46%	59%	78%	69%	64%	61%	64%	69%	78%	64%	71%	64%	65%	62%	67%	67%	3%	68%	50%	58%	43%	66%	64%	66%	
Fairly important	138	4	12	13	16	8	4	8	17	35	118	7	8	121	14	15	36	48	37	130	8	119	19	104	34	95	34	137	
	26%	33%	17%	36%	44%	28%	14%	27%	27%	25%	26%	27%	19%	27%	21%	27%	25%	31%	23%	25%	44%	27%	21%	25%	28%	27%	27%	26%	
Not very important	31	-	3	1	1	1	1	1	4	16	29	1	2	27	3	2	9	5	16	23	7	14	17	9	22	19	9	29	
	6%	-	5%	3%	4%	4%	4%	4%	6%	11%	6%	2%	4%	6%	5%	3%	6%	3%	10%	4%	41%	3%	19%	2%	18%	5%	7%	6%	
Not important at all	6	1	-	-	2	-	1	-	-	5	1	-	-	4	1	2	1	1	1	4	1	2	3	1	5	1	3	5	
	1%	12%	-	-	6%	-	4%	-	-	1%	3%	-	-	1%	2%	3%	1%	1%	1%	1%	7%	1%	4%	*	4%	*	2%	1%	
Don't know	11	-	-	2	-	2	-	-	3	3	11	-	-	10	1	1	4	5	-	11	-	4	6	1	7	5	1	9	
	2%	-	-	6%	-	8%	-	-	4%	3%	2%	-	-	2%	2%	2%	2%	3%	-	2%	-	1%	7%	*	6%	1%	1%	2%	
Top 2: Important	482	10	64	32	34	26	30	57	118	401	25	41	15	405	60	48	130	144	145	473	9	419	63	396	86	327	114	479	
	91%	88%	95%	91%	90%	92%	90%	96%	86%	90%	90%	98%	97%	91%	92%	91%	90%	93%	89%	93%	51%	95%	71%	97%	93%	93%	90%	92%	
Bot 2: Not important	37	1	3	1	4	1	3	1	4	16	34	1	2	31	4	3	10	6	17	27	8	17	20	10	27	20	11	34	
	7%	12%	5%	3%	10%	4%	8%	4%	6%	11%	8%	5%	4%	7%	7%	6%	7%	4%	11%	5%	49%	4%	23%	2%	22%	6%	9%	7%	
NET: Difference	445	9	61	31	30	25	27	29	53	102	368	23	39	374	56	45	120	138	128	446	*	402	43	385	59	307	103	445	
	84%	75%	90%	88%	80%	83%	85%	92%	85%	75%	82%	91%	93%	84%	85%	85%	83%	89%	79%	87%	3%	92%	48%	95%	49%	87%	81%	85%	

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

QSED6.6. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child is curious to explore the world around them

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	64*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Very important	345	299	45	308	15	22	52	282	46	35	287	82	256	181	143	78	72	62	72	47	342
	65%	63%	80%	64%	78%	68%	75%	65%	72%	80%	65%	74%	65%	68%	62%	59%	63%	62%	70%	72%	66%
Fairly important	138	128	9	130	1	6	11	122	15	8	117	23	107	71	60	42	31	29	18	15	137
	26%	27%	17%	27%	7%	19%	16%	28%	23%	17%	27%	21%	27%	27%	26%	32%	28%	29%	17%	23%	26%
Not very important	31	31	1	26	2	3	5	19	-	-	23	4	20	9	22	7	6	8	9	-	29
	6%	6%	1%	6%	9%	9%	7%	4%	-	-	5%	4%	5%	4%	10%	6%	5%	8%	9%	-	6%
Not important at all	6	6	-	3	1	1	-	5	2	-	4	1	4	2	3	2	2	3	-	1	5
	1%	1%	-	1%	5%	4%	-	1%	3%	4%	1%	1%	1%	1%	2%	2%	2%	-	2%	-	1%
Don't know	11	9	1	10	-	-	1	6	1	1	7	-	8	2	2	1	2	1	4	2	9
	2%	2%	2%	2%	-	-	2%	1%	2%	3%	2%	-	2%	1%	1%	1%	2%	1%	4%	3%	2%
Top 2: Important	482	428	55	438	16	28	63	403	61	43	404	106	363	252	202	120	103	90	63	479	
	91%	90%	97%	92%	85%	87%	91%	93%	96%	97%	92%	95%	92%	95%	88%	92%	91%	91%	88%	94%	92%
Bot 2: Not important	37	36	1	30	3	4	5	23	2	-	27	6	24	12	25	10	8	8	9	1	34
	7%	8%	1%	6%	15%	13%	7%	5%	3%	-	6%	5%	6%	4%	11%	7%	7%	8%	9%	2%	7%
NET: Difference	445	391	54	408	13	24	58	380	60	43	377	100	339	240	178	111	95	82	81	61	445
	84%	83%	96%	85%	71%	74%	84%	88%	93%	97%	86%	90%	86%	90%	78%	84%	84%	82%	79%	92%	85%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 *small base; ** very small base (under 30) ineligible for sig testing

QSED7.. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Summary

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Know who they are (e.g. knows their own likes and dislikes)	Can manage their emotions	Can concentrate and pay attention	Can communicate with others	Form positive relationships with others	Explore the world around them
Unweighted total	522	522	522	522	522	522
Weighted total	530	530	530	530	530	530
Effective base	468	468	468	468	468	468
Very confident	284	258	243	294	285	284
	54%	49%	46%	55%	54%	54%
Fairly confident	205	240	228	194	207	198
	39%	45%	43%	37%	39%	37%
Not very confident	26	25	41	35	34	40
	5%	5%	8%	7%	6%	8%
Not confident at all	1	2	10	5	1	4
	*	*	2%	1%	*	1%
Don't know	14	5	7	1	2	5
	3%	1%	1%	1%	1%	1%
Top 2: Confident	489	458	472	488	492	481
	92%	94%	89%	92%	93%	91%
Bot 2: Not confident	27	27	51	41	36	44
	5%	5%	10%	8%	7%	8%
NET: Difference	462	471	421	447	456	438
	87%	89%	79%	84%	86%	83%

QSED7.1. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Knows who they are (e.g. knows their own likes and dislikes)

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	310	172	8	70	250	109	23	1	3	1	331	116	0	14	67	10	423	21	311	148	522
Very confident	284	149	135	210	69	5	38	172	52	17	1	3	1	199	85	5	5	66	10	268	16	212	72	279
54%	54%	57%	50%	58%	44%	65%	47%	61%	40%	60%	31%	87%	100%	51%	60%	81%	31%	74%	31%	55%	39%	59%	42%	53%
Fairly confident	205	95	109	123	79	3	28	95	68	11	2	*	-	153	50	1	10	22	17	182	23	124	80	208
39%	39%	37%	40%	34%	50%	35%	34%	52%	34%	40%	69%	13%	-	40%	36%	19%	69%	25%	37%	37%	57%	35%	47%	40%
Not very confident	26	8	18	18	8	-	8	9	8	-	-	-	-	22	4	-	-	1	3	24	2	10	15	23
5%	5%	3%	7%	5%	5%	-	10%	3%	6%	-	-	-	-	6%	3%	-	-	1%	8%	5%	4%	3%	9%	4%
Not confident at all	1	-	1	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	1
*	*	*	*	*	-	-	-	*	-	-	-	-	-	*	-	-	-	-	*	5%	4%	-	1%	*
Don't know	14	7	7	13	1	-	7	6	1	-	-	-	-	12	2	-	-	-	2	14	-	13	1	11
3%	3%	3%	4%	1%	-	-	9%	2%	1%	-	-	-	-	3%	1%	-	-	-	7%	3%	-	4%	1%	2%
Top 2: Confident	489	244	244	332	149	8	66	266	121	28	3	3	1	352	135	6	15	88	26	450	38	336	152	487
92%	92%	94%	94%	91%	94%	100%	81%	94%	93%	100%	100%	100%	100%	91%	96%	100%	100%	85%	92%	92%	96%	94%	89%	93%
Bot 2: Not confident	27	8	19	19	8	-	8	10	8	-	-	-	-	23	4	-	-	1	3	25	2	10	17	24
5%	5%	3%	7%	5%	5%	-	10%	4%	6%	-	-	-	-	6%	3%	-	-	1%	8%	5%	4%	3%	10%	5%
NET: Difference	462	236	225	313	141	8	57	256	112	28	3	3	1	329	131	6	15	87	24	425	37	326	136	463
87%	87%	91%	83%	86%	89%	100%	71%	91%	86%	100%	100%	100%	100%	85%	93%	100%	100%	98%	76%	87%	92%	91%	80%	89%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

QSED7.1. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Knows who they are (e.g. knows their own likes and dislikes)

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16**	446	66*	53*	144	162	155	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Very confident	284	5	41	23	19	12	21	19	29	72	240	13	25	6	241	38	29	80	106	106	281	3	259	25	245	38	204	59	279
54%	54%	44%	61%	64%	51%	40%	65%	59%	46%	52%	54%	50%	59%	35%	54%	58%	55%	43%	51%	65%	55%	20%	59%	29%	60%	31%	58%	46%	53%
Fairly confident	205	6	24	13	14	13	10	12	30	44	166	11	17	10	168	25	18	74	66	40	198	6	159	45	143	60	125	57	208
39%	39%	56%	36%	36%	38%	43%	31%	37%	48%	32%	37%	44%	41%	38%	39%	34%	51%	42%	24%	39%	33%	36%	51%	35%	50%	36%	45%	40%	
Not very confident	26	-	1	-	4	4	-	1	1	12	24	2	-	*	23	1	5	3	5	12	21	5	16	10	15	10	14	10	23
5%	5%	-	2%	-	11%	12%	-	4%	2%	9%	5%	6%	-	3%	5%	2%	10%	2%	3%	7%	4%	5%	11%	4%	9%	4%	8%	4%	
Not confident at all	1	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-	1	1	-	1	-	-	1	1	-	1
*	*	-	-	-	-	-	4%	-	-	4%	-	-	-	-	-	-	-	-	-	1%	*	-	*	-	-	1%	*	-	*
Don't know	14	-	1	-	-	1	-	-	3	9	14	-	-	-	13	1	-	6	5	3	10	3	4	9	3	11	7	1	11
3%	3%	-	2%	-	4%	-	-	4%	7%	3%	-	-	-	3%	2%	-	4%	3%	2%	2%	2%	20%	1%	10%	1%	9%	2%	1%	2%
Top 2: Confident	489	11	65	35	33	25	31	30	59	116	407	24	42	15	409	63	48	135	146	146	479	9	418	70	388	97	329	116	487
92%	92%	100%	96%	100%	89%	83%	96%	96%	94%	84%	91%	94%	100%	97%	92%	96%	90%	94%	94%	90%	94%	53%	95%	79%	95%	81%	94%	91%	93%
Bot 2: Not confident	27	-	1	-	4	4	1	1	1	12	25	2	-	*	25	1	5	3	5	13	22	5	17	10	15	12	15	10	24
5%	5%	-	2%	-	11%	12%	4%	4%	2%	9%	6%	6%	-	3%	5%	2%	10%	2%	3%	8%	4%	27%	4%	11%	4%	10%	4%	8%	5%
NET: Difference	462	11	64	35	29	21	30	29	58	103	382	23	42	15	384	62	42	133	141	133	457	5	401	60	373	86	315	106	463
87%	87%	100%	95%	100%	78%	71%	92%	92%	92%	76%	86%	87%	100%	94%	86%	80%	92%	91%	82%	82%	89%	27%	91%	68%	92%	72%	90%	84%	89%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

QSED7.1. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Knows who they are (e.g. knows their own likes and dislikes)

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Very confident	284	259	25	264	6	14	38	242	34	26	243	49	230	173	100	77	61	50	58	33	279
54%	54%	55%	44%	55%	33%	44%	58%	56%	53%	58%	55%	44%	58%	65%	43%	59%	54%	50%	57%	49%	53%
Fairly confident	205	176	29	176	13	15	25	165	26	17	167	56	140	86	101	46	44	40	34	30	208
39%	39%	37%	51%	37%	67%	46%	37%	38%	41%	38%	38%	50%	35%	32%	44%	35%	39%	40%	34%	45%	40%
Not very confident	26	23	3	22	-	3	3	21	3	2	21	7	19	4	17	7	4	4	6	4	23
5%	5%	5%	5%	5%	-	10%	4%	5%	5%	4%	5%	6%	5%	2%	7%	5%	4%	4%	5%	5%	4%
Not confident at all	1	1	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1

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

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QSE7.2. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can manage their emotions

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritise) (n)	Ethnic minorities (excl. White minoritise) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	368	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	99*	17**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Very confident	258	135	123	199	54	4	36	163	44	10	1	3	-	183	74	4	5	57	8	243	14	193	65	252
49%	52%	46%	55%	34%	51%	45%	58%	34%	37%	31%	87%	-	47%	53%	69%	35%	64%	26%	50%	36%	54%	38%	48%	
Fairly confident	240	110	130	144	92	4	36	108	75	17	2	*	1	178	62	2	9	29	23	219	21	152	89	236
45%	43%	48%	40%	58%	49%	45%	38%	58%	43%	69%	13%	100%	46%	44%	31%	57%	32%	74%	45%	53%	42%	52%	45%	
Not very confident	25	11	14	15	10	-	7	8	9	1	-	-	-	19	5	-	1	4	-	21	4	12	12	26
5%	4%	5%	4%	6%	-	-	9%	3%	7%	2%	-	-	-	5%	3%	-	7%	4%	-	4%	9%	3%	7%	5%
Not confident at all	2	1	1	2	-	-	-	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	2	2
*	*	*	1%	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	1%	*
Don't know	5	3	2	3	2	-	1	2	2	-	-	-	-	5	-	-	-	-	-	4	1	3	2	6
1%	1%	1%	1%	1%	1%	-	1%	1%	2%	-	-	-	-	1%	-	-	-	-	-	1%	2%	1%	1%	1%
Top 2: Confident	498	245	253	343	147	8	73	270	119	28	3	1	-	361	136	6	14	85	31	462	36	344	154	488
94%	94%	94%	94%	93%	100%	90%	96%	91%	98%	100%	100%	100%	93%	97%	100%	93%	96%	100%	94%	89%	96%	90%	93%	
Bot 2: Not confident	27	12	15	17	10	-	7	11	9	1	-	-	-	22	5	-	1	4	-	23	4	12	15	28
5%	5%	6%	5%	6%	-	-	9%	4%	7%	2%	-	-	-	6%	3%	-	7%	4%	-	5%	9%	3%	9%	5%
NET: Difference	471	233	238	326	137	8	66	260	110	27	3	3	1	339	131	6	13	82	31	439	32	332	139	480
89%	90%	88%	90%	87%	100%	81%	92%	84%	96%	100%	100%	100%	87%	93%	100%	85%	92%	100%	90%	80%	92%	81%	88%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 230

QSE7.2. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can manage their emotions

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	31**	63*	137	446	26*	26*	16*	416	66*	53*	144	155	162	511	17**	439	89*	407	170	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	25	24	24	322	60	48	124	135	146	451	16	380	77	357	109	312	115	522
Very confident	258	5	33	20	14	11	14	18	20	85	220	10	22	5	221	31	23	54	75	101	253	4	235	23	224	33	186	52	252
49%	44%	50%	58%	36%	36%	43%	56%	31%	62%	49%	40%	51%	34%	49%	48%	44%	37%	48%	62%	50%	22%	53%	26%	55%	27%	53%	41%	48%	
Fairly confident	240	5	30	12	23	15	15	14	39	47	199	13	19	9	200	32	24	81	74	55	230	10	183	57	170	69	144	68	236
45%	45%	45%	33%	60%	51%	45%	44%	61%	34%	45%	45%	45%	54%	45%	48%	46%	56%	47%	34%	45%	59%	42%	64%	57%	42%	41%	53%	45%	
Not very confident	25	1	2	3	1	2	2	-	4	4	20	1	2	1	20	1	5	4	5	5	23	2	19	6	12	12	16	6	26
5%	11%	4%	9%	4%	8%	7%	-	6%	3%	5%	5%	4%	9%	4%	2%	10%	3%	3%	3%	4%	12%	4%	7%	3%	10%	5%	5%	5%	
Not confident at all	2	-	-	-	-	-	1	-	1	-	2	-	-	-	2	-	-	1	-	1	1	1	-	-	-	2	-	2	
*	-	-	-	-	-	4%	2%	-	1%	-	1%	-	-	1%	-	-	1%	-	1%	-	*	7%	-	-	2%	1%	-	*	
Don't know	5	-	1	-	-	1	-	-	1	4	1	-	*	4	1	-	3	2	-	4	4	1	3	1	4	3	-	6	
1%	-	2%	-	-	4%	-	-	-	1%	1%	3%	-	2%	1%	2%	-	2%	1%	-	1%	-	*	3%	4%	1%	1%	-	1%	
Top 2: Confident	498	10	64	32	36	26	29	32	58	132	419	24	41	14	420	63	48	135	148	156	483	14	417	80	394	101	330	120	488
94%	89%	95%	91%	96%	88%	89%	100%	92%	96%	94%	94%	92%	96%	89%	94%	96%	90%	94%	96%	95%	81%	95%	90%	97%	85%	94%	95%	95%	93%
Bot 2: Not confident	27	1	2	3	1	2	4	-	5	4	23	1	2	1	22	1	5	6	5	6	24	3	21	6	12	14	19	6	28
5%	11%	4%	9%	4%	8%	11%	-	8%	3%	5%	5%	4%	9%	5%	2%	10%	4%	3%	4%	5%	19%	5%	7%	3%	12%	5%	5%	5%	
NET: Difference	471	9	62	29	35	24	25	32	53	128	397	23	39	13	398	62	42	129	143	150	460	11	396	74	382	87	312	114	460
89%	79%	91%	82%	93%	80%	77%	100%	85%	94%	89%	87%	92%	80%	89%	94%	79%	90%	92%	93%	90%	62%	90%	83%	94%	73%	89%	90%	88%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 231

QSE7.2. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can manage their emotions

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	64	522	
Weighted total	530	473	57*	478	19**	32*	69*	432	61*	44*	438	111*	396	266	229	131	113	100*	66*	522	
Effective base	468	419	50	420	17	31	64	380	59	39	385	95	352	234	206	117	103	90	87	522	
Very confident	258	236	22	237	8	13	35	220	30	22	225	43	210	163	88	69	59	50	49	25	252
49%	50%	39%	50%	44%	40%	50%	51%	47%	51%	51%	39%	53%	61%	38%	52%	52%	50%	48%	38%	48%	
Fairly confident	240	210	30	218	9	14	25	194	30	20	190	58	168	94	123	54	49	45	49	36	236
45%	44%	53%	46%	43%	43%	37%	45%	48%	45%	43%	52%	43%	35%	53%	41%	43%	45%	48%	54%	45%	
Not very confident	25	21	4	16	2	5	8	14	3	1	19	8	15	7	15	8	3	2	4	5	26
5%	4%	7%	3%	10%	16%	ah	11%	3%	5%	3%	4%	8%	4%	3%	6%	2%	2%	4%	7%	5%	
Not confident at all	2	2	-	2	-	-	-	2	-	-	2	-	1	1	1	-	-	2	-		

Don't know	5	4	1	4	-	*	2	2	*	*	2	1	1	*	3	1	2	*	*	*	6
1%	1%	1%	1%	1%	-	2%	2%	1%	1%	1%	1%	1%	*	*	1%	1%	2%	*	*	1%	1%
Top 2: Confident	498	446	52	454	17	27	60	414	61	42	414	101	378	257	210	122	108	95	98	61	488
94%	94%	92%	95%	90%	82%	87%	96%	95%	96%	94%	91%	96%	97%	92%	93%	95%	95%	96%	92%	93%	93%
Bot 2: Not confident	27	23	4	19	2	5	8	16	3	1	22	8	16	8	16	8	3	4	4	5	28
5%	5%	7%	4%	10%	16%	11%	4%	5%	3%	5%	8%	4%	3%	7%	6%	2%	4%	4%	7%	5%	5%
NET: Difference	471	422	48	436	15	21	52	397	57	41	392	93	362	248	194	115	105	91	94	56	460
89%	89%	86%	91%	80%	66%	75%	92%	90%	92%	89%	84%	91%	94%	85%	87%	93%	91%	92%	84%	88%	88%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 234

QSE7.3. IF you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can concentrate and pay attention

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	1**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Very confident	243	128	116	184	55	4	37	147	41	14	2	2	-	168	75	4	6	58	7	228	15	186	57	242
46%	49%	43%	51%	35%	52%	46%	52%	31%	51%	66%	55%	-	-	43%	53%	69%	38%	65%	23%	47%	37%	52%	34%	46%
Fairly confident	228	104	124	136	90	3	32	104	78	12	1	*	1	167	60	2	9	27	22	209	19	140	88	224
43%	40%	46%	37%	57%	35%	39%	37%	60%	41%	34%	13%	100%	43%	43%	31%	62%	31%	70%	43%	49%	39%	52%	34%	43%
Not very confident	41	22	19	29	13	-	6	22	11	2	-	-	-	38	3	-	-	1	2	39	3	22	20	40
8%	9%	7%	8%	8%	-	8%	8%	8%	7%	-	-	-	-	10%	2%	-	-	1%	7%	8%	7%	6%	12%	8%
Not confident at all	10	4	6	9	*	-	5	5	*	-	-	-	-	9	1	-	-	1	-	9	*	7	3	9
2%	1%	2%	3%	*	-	-	6%	2%	*	-	-	-	-	2%	1%	-	-	1%	-	2%	1%	2%	2%	2%
Don't know	7	2	5	6	*	1	1	5	*	-	-	1	-	6	1	-	-	1	-	5	2	5	2	7
1%	1%	2%	2%	*	14%	1%	2%	*	-	-	33%	-	-	2%	1%	-	-	1%	-	1%	6%	1%	1%	1%
Top 2: Confident	472	232	240	320	145	7	69	251	119	26	3	2	1	335	135	6	15	85	29	437	34	326	146	466
89%	89%	89%	88%	92%	86%	85%	85%	91%	93%	100%	100%	67%	100%	86%	96%	100%	100%	96%	93%	89%	86%	91%	85%	89%
Bot 2: Not confident	51	26	25	38	13	-	11	27	11	2	-	-	-	46	4	-	-	4	2	48	3	29	22	49
10%	10%	9%	10%	8%	-	13%	10%	8%	7%	-	-	-	-	12%	3%	-	-	3%	7%	10%	8%	8%	13%	9%
NET: Difference	421	206	215	282	132	7	58	224	108	24	3	2	1	288	131	6	15	83	27	390	31	298	123	417
79%	79%	79%	78%	83%	86%	72%	79%	83%	86%	100%	67%	100%	74%	93%	100%	100%	94%	86%	80%	78%	83%	72%	80%	80%

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

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 Table 235

QSE7.3. IF you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can concentrate and pay attention

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	378	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Very confident	243	6	30	17	16	10	11	18	23	75	206	11	21	6	207	33	27	49	67	98	240	3	223	20	214	29	176	53	242
46%	53%	45%	48%	44%	32%	33%	37%	37%	55%	46%	43%	48%	38%	46%	51%	50%	34%	43%	60%	47%	43%	19%	51%	23%	53%	24%	50%	42%	46%
Fairly confident	228	5	34	13	17	18	15	11	29	46	188	12	21	8	189	27	21	77	72	50	224	4	182	45	169	58	138	63	224
43%	47%	50%	36%	46%	61%	47%	36%	46%	33%	42%	45%	49%	49%	42%	41%	40%	53%	46%	31%	44%	25%	42%	51%	42%	49%	39%	50%	43%	43%
Not very confident	41	-	2	5	3	2	5	1	7	11	37	3	-	2	36	4	3	15	11	9	35	6	26	15	18	22	24	11	40
8%	13%	4%	13%	7%	8%	16%	4%	12%	8%	8%	11%	-	11%	8%	6%	5%	10%	7%	6%	7%	36%	6%	6%	17%	4%	7%	9%	8%	8%
Not confident at all	10	-	-	-	-	-	1	-	m	m	m	m	m	m	9	*	1	-	4	4	6	3	5	5	1	9	10	-	9
2%	-	-	-	-	-	4%	-	4%	3%	3%	2%	-	2%	2%	1%	-	3%	-	2%	3%	1%	20%	1%	5%	7%	3%	-	2%	2%
Don't know	7	-	1	1	1	-	-	1	1	1	7	*	-	-	6	1	1	3	2	1	6	-	3	3	5	2	5	-	7
1%	-	2%	3%	3%	-	-	3%	2%	1%	2%	1%	-	-	1%	2%	2%	2%	1%	1%	1%	1%	-	1%	4%	1%	2%	1%	-	1%
Top 2: Confident	472	11	64	29	34	28	26	29	52	120	394	23	42	14	396	60	48	126	139	148	464	8	405	66	383	87	313	116	466
89%	100%	95%	84%	90%	92%	80%	93%	82%	88%	88%	88%	88%	87%	89%	92%	90%	87%	89%	91%	91%	91%	44%	92%	74%	94%	72%	89%	91%	89%
Bot 2: Not confident	51	-	2	5	3	2	6	1	10	15	45	3	1	2	45	4	4	15	15	13	41	10	31	20	19	31	33	11	49
10%	-	4%	13%	7%	8%	20%	4%	16%	11%	10%	11%	2%	13%	10%	6%	7%	10%	10%	8%	8%	56%	7%	22%	5%	25%	9%	9%	9%	9%
NET: Difference	421	11	62	25	31	25	20	28	42	105	349	20	41	12	351	56	44	111	124	135	423	-2	374	46	363	56	280	105	417
79%	100%	91%	70%	83%	85%	60%	89%	66%	77%	78%	78%	78%	73%	79%	85%	83%	77%	80%	83%	83%	-11%	85%	51%	89%	47%	80%	83%	80%	80%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 236

QSE7.3. IF you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can concentrate and pay attention

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112				

Effective base	468	410	50	420	17	31	64	381	59	30	305	95	352	234	206	117	103	90	87	56	522
Very confident	243	220	24	227	6	10	37	203	27	20	212	38	200	153	80	57	59	44	51	29	242
Fairly confident	228	203	25	198	13	17	22	191	31	19	186	64	158	96	116	65	40	39	41	32	224
Not very confident	41	38	3	37	*	3	8	32	6	5	32	8	31	14	22	10	8	11	5	6	40
Not confident at all	10	7	2	9	-	1	1	3	*	*	3	1	3	1	8	*	2	3	4	-	9
Don't know	7	5	3	7	-	-	2	3	*	*	4	*	4	1	3	-	4	2	1	-	7
Top 2: Confident	472	423	49	426	19	28	59	394	58	39	398	102	358	249	197	122	99	83	92	60	466
Bot 2: Not confident	51	46	5	45	*	4	9	35	6	5	36	9	33	15	30	10	11	14	9	6	49
NET: Difference	421	378	43	381	18	23	50	360	51	34	363	93	325	234	166	112	88	69	83	55	417
	79%	80%	77%	80%	97%	72%	72%	83%	80%	77%	83%	83%	82%	88%	72%	85%	78%	69%	81%	82%	80%

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

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 Table 239

Q5ED7.4. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can communicate with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	329	153	10	76	233	127	26	5	1	353	134	6	14	97	17	473	49	353	169	522	
Weighted total	530	260	270	364	158	8**	81*	283	130	26**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	351	116	6	14	91	16	428	41	321	148	522	
Very confident	294	151	143	212	75	6	41	172	59	17	2	3	194	100	5	8	69	18	274	20	219	75	291	
Fairly confident	194	92	102	120	73	2	27	93	62	11	1	*	159	34	1	6	17	10	179	15	117	76	192	
Not very confident	35	15	20	26	9	-	10	16	8	1	-	-	29	6	-	1	2	3	32	3	22	14	33	
Not confident at all	5	1	4	4	1	-	3	1	1	-	-	-	4	1	-	-	1	-	3	2	-	5	5	
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
Top 2: Confident	488	243	245	332	148	8	68	243	121	27	3	3	353	134	6	14	86	28	453	35	337	151	483	
Bot 2: Not confident	41	17	24	30	10	-	13	17	9	1	-	-	33	7	-	1	3	3	36	5	22	19	38	
NET: Difference	447	227	220	302	138	8	54	248	111	26	3	3	320	127	6	13	83	26	417	30	315	132	445	
	84%	87%	82%	83%	87%	100%	67%	88%	86%	93%	100%	100%	82%	90%	100%	83%	93%	83%	85%	75%	88%	78%	85%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 240

Q5ED7.4. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can communicate with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	173	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	63*	137	321**	446	26*	42*	15*	446	66*	53*	144	155	162	511	17**	439	89*	407	351	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	54	54	34	392	60	48	124	136	146	451	16	389	109	357	312	115	522	
Very confident	294	6	34	21	20	14	22	17	28	81	244	13	29	8	246	42	29	67	88	104	291	3	268	26	257	36	210	62	291
Fairly confident	194	5	27	12	14	12	6	13	31	43	164	10	12	7	164	20	18	69	60	40	188	5	148	44	132	61	115	54	192
Not very confident	35	-	5	2	1	4	1	3	13	32	2	2	1	31	2	6	4	8	16	27	8	19	16	17	18	23	9	33	
Not confident at all	5	-	-	1	2	-	-	1	-	5	-	1	-	5	-	1	2	-	2	2	4	1	4	2	1	4	3	2	5
Don't know	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	
Top 2: Confident	488	11	61	32	34	26	29	30	59	124	408	24	42	15	410	62	46	137	148	144	480	8	416	70	389	97	325	116	483
Bot 2: Not confident	41	-	5	3	4	4	4	1	4	13	37	2	1	1	37	2	7	6	8	18	31	10	23	18	18	22	11	38	
NET: Difference	447	11	56	29	30	23	25	29	55	112	371	22	41	14	373	60	40	131	140	126	449	2	393	52	371	75	298	105	445
	84%	100%	84%	83%	80%	75%	77%	92%	88%	82%	83%	84%	96%	88%	83%	91%	75%	91%	90%	77%	88%	-12%	90%	59%	91%	62%	85%	83%	85%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 241

Q5ED7.4. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can communicate with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	522	459	63	466	20	35	72	425	67	388	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522	
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522	
Very confident	294	265	29	273	8	14	41	247	37	28	251	56	234	175	104	67	71	54	61	35	291	
	56%	56%	52%	57%	40%	43%	59%	57%	58%	64%	57%	50%	59%	65%	45%	51%	63%	54%	60%	53%	56%	
Fairly confident	194	168	26	169	9	15	24	157	22	14	159	45	140	82	95	52	33	37	35	27	192	
	37%	36%	45%	35%	49%	47%	34%	36%	35%	32%	36%	40%	35%	31%	41%	39%	30%	37%	34%	41%	37%	
Not very confident	35	34	2	30	1	3	3	24	3	2	24	10	18	7	26	10	8	7	5	4	33	
	7%	7%	3%	6%	5%	10%	4%	6%	5%	4%	5%	9%	5%	3%	11%	7%	7%	7%	5%	6%	6%	
Not confident at all	5	5	-	4	1	-	1	4	1	-	4	1	3	2	3	3	-	1	1	-	5	
	1%	1%	-	1%	5%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	3%	-	1%	1%	-	1%	
Don't know	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	1	
	*	*	-	*	-	-	2%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	*	
Top 2: Confident	488	433	55	442	17	29	65	405	60	43	410	100	374	256	199	118	104	91	96	62	483	
	92%	92%	97%	93%	89%	90%	93%	94%	93%	96%	94%	100%	95%	97%	87%	90%	92%	91%	94%	94%	93%	
Bot 2: Not confident	41	39	2	34	2	3	4	28	4	2	28	11	22	9	29	13	8	9	6	4	38	
	8%	8%	3%	7%	11%	10%	5%	6%	7%	4%	6%	10%	5%	3%	13%	10%	7%	9%	6%	6%	7%	
NET: Difference	447	394	53	408	15	25	61	377	55	41	381	89	353	247	170	105	97	82	90	58	445	
	84%	83%	94%	85%	79%	79%	88%	87%	86%	93%	87%	80%	89%	93%	74%	80%	85%	83%	89%	88%	85%	

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

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 Table 244

Q5ED7.5. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Forms positive relationships with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age											Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522	
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	70	250	109	23	4	2	1	351	116	0	14	71	16	423	41	282	148	522	
Very confident	285	154	130	215	67	3	41	174	54	12	1	1	2	201	83	5	6	61	11	269	16	213	72	276	
	54%	60%	48%	59%	42%	40%	51%	62%	42%	44%	38%	55%	-	52%	59%	88%	42%	68%	36%	55%	41%	59%	42%	53%	
Fairly confident	207	92	115	121	81	5	31	90	67	15	2	1	1	152	54	1	8	27	18	188	19	126	81	210	
	39%	35%	43%	33%	51%	60%	38%	32%	51%	52%	62%	45%	100%	39%	38%	12%	53%	31%	18	38%	48%	35%	48%	40%	
Not very confident	34	12	22	25	9	-	9	16	8	1	-	-	-	31	4	-	1	1	2	30	5	19	15	33	
	6%	5%	8%	7%	6%	-	11%	6%	6%	4%	-	-	-	8%	3%	-	5%	1%	6%	6%	11%	5%	9%	6%	
Not confident at all	1	1	-	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	1	
	*	1%	-	-	1%	-	-	-	1%	-	-	-	-	*	-	-	-	-	-	*	-	-	1%	*	
Don't know	2	-	2	2	-	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	2	-	2	
	*	-	1%	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	*	-	1%	-	*	
Top 2: Confident	492	246	245	336	148	8	72	264	121	27	3	3	1	353	137	6	14	88	29	457	35	338	154	486	
	93%	95%	91%	92%	93%	100%	89%	93%	96%	100%	100%	100%	100%	91%	97%	100%	95%	99%	94%	93%	89%	94%	90%	93%	
Bot 2: Not confident	36	13	22	25	10	-	9	16	9	1	-	-	-	32	4	-	1	1	2	31	5	19	17	34	
	7%	5%	8%	7%	7%	-	11%	6%	7%	4%	-	-	-	8%	3%	-	5%	1%	6%	6%	11%	5%	10%	7%	
NET: Difference	456	233	223	311	138	8	63	248	112	26	3	3	1	321	133	6	14	87	27	426	31	320	137	452	
	86%	90%	83%	85%	87%	100%	77%	88%	86%	92%	100%	100%	100%	83%	95%	100%	89%	98%	88%	87%	77%	89%	80%	87%	

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

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 Table 245

Q5ED7.5. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Forms positive relationships with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Knowledgeable (w)	Not knowledgeable (x)	Knowledgeable (y)	Not knowledgeable (z)	Collective (A)		Individual (B)
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	155	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Very confident	285	5	38	22	20	13	15	20	30	80	244	10	26	5	240	41	24	58	91	108	279	6	257	28	250	34	210	56	276
	54%	42%	57%	62%	54%	44%	47%	63%	48%	59%	55%	39%	60%	33%	54%	62%	46%	40%	58%	66%	55%	33%	59%	32%	61%	29%	60%	45%	53%
Fairly confident	207	7	28	10	12	14	15	10	29	44	169	15	15	9	172	21	25	77	57	39	203	4	164	41	144	62	117	60	210
	39%	58%	41%	29%	33%	47%	45%	30%	46%	32%	38%	34%	55%	39%	32%	47%	53%	37%	24%	40%	21%	37%	46%	35%	52%	33%	47%	40%	40%
Not very confident	34	-	-	3	4	3	3	2	3	12	29	1	2	2	32	3	3	7	8	16	26	8	18	16	12	21	22	10	33
	6%	-	-	9%	10%	9%	8%	7%	4%	9%	7%	4%	5%	12%	3%	4%	5%	5%	5%	10%	5%	46%	4%	4%	3%	6%	8%	6%	6%
Not confident at all	1	-	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1	-	-	1
	*	-	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	*	-	-	1%	-	1%	-	-	*
Don't know	2	-	1	-	-	-	-	-	1	-	2	-	-	-	1	1	1	1	-	-	1	-	-	2	1	1	1	-	2
	*	-	2%	-	-	-	-	-	2%	-	1%	-	-	-	-	2%	1%	-	-	-	*	-	-	3%	*	1%	-	-	*
Top 2: Confident	492	11	66	32	32	27	30	29	59	125	413	25	40	14	412	62	49	135	148	146	482	9	421	69	393				

Q5ED7.5. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Forms positive relationships with others

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57	478	19**	32*	69*	432	64*	44*	438	111*	396	266	239	131	113	100*	105*	65*	522
Effective base	468	419	50	420	17	31	64	381	59	39	382	95	352	234	205	117	103	90	87	56	522
Very confident	285	260	25	268	9	9	38	238	31	24	246	47	229	174	97	67	64	61	53	36	276
	54%	55%	45%	56%	46%	27%	54%	55%	49%	55%	56%	43%	58%	66%	42%	51%	57%	61%	52%	54%	53%
Fairly confident	207	179	28	176	9	22	25	173	30	20	165	55	146	84	104	52	42	32	40	27	210
	39%	38%	49%	37%	46%	69%	36%	40%	47%	45%	38%	49%	37%	32%	45%	40%	37%	32%	39%	41%	40%
Not very confident	34	32	2	30	2	1	5	19	3	-	24	7	20	7	26	10	6	7	8	4	33
	6%	7%	4%	6%	8%	4%	8%	4%	5%	-	6%	7%	5%	3%	11%	8%	5%	7%	8%	5%	6%
Not confident at all	1	1	-	1	-	-	-	1	-	-	1	1	-	-	1	1	-	-	-	-	1
	*	*	-	*	-	-	-	*	-	-	*	1%	-	-	1%	-	-	-	-	-	*
Don't know	2	1	1	2	-	-	1	1	-	-	1	-	1	-	1	-	1	-	1	-	2
	*	*	2%	1%	-	-	2%	*	-	-	*	-	*	-	*	-	1%	-	1%	-	*
Top 2: Confident	492	439	53	444	17	31	63	411	61	44	411	102	375	259	201	119	106	93	92	63	486
	93%	93%	94%	93%	92%	96%	91%	95%	95%	100%	94%	92%	95%	97%	87%	91%	94%	93%	91%	95%	93%
Bot 2: Not confident	36	33	2	32	2	1	5	20	3	-	26	9	20	7	28	12	6	7	8	4	34
	7%	7%	4%	7%	8%	4%	8%	5%	5%	-	6%	8%	5%	3%	12%	9%	5%	7%	8%	5%	7%
NET: Difference	456	406	51	412	16	30	58	391	58	44	386	94	355	252	173	108	100	86	85	59	452
	86%	86%	90%	86%	83%	92%	83%	90%	91%	100%	88%	84%	90%	95%	75%	82%	89%	87%	83%	89%	87%

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

Q5ED7.6. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Explore the world around them

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	339	153	10	76	233	127	26	5	4	1	353	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	61*	283	130	28**	2**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	250	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Very confident	284	146	138	205	74	5	35	170	57	17	1	3	1	200	84	4	6	62	11	262	22	208	75	281
	54%	56%	51%	56%	47%	60%	43%	60%	44%	61%	31%	76%	100%	51%	60%	69%	43%	70%	37%	53%	55%	58%	44%	54%
Fairly confident	198	89	108	117	77	3	31	86	69	8	2	1	-	151	46	1	8	23	15	182	15	123	75	196
	37%	34%	40%	32%	49%	40%	39%	53%	28%	69%	24%	-	-	39%	33%	12%	50%	25%	48%	37%	39%	34%	44%	38%
Not very confident	40	20	20	33	7	-	11	22	4	3	-	-	-	30	11	1	1	4	4	38	2	25	15	37
	8%	8%	7%	9%	5%	-	14%	8%	3%	11%	-	-	-	8%	7%	19%	7%	5%	13%	8%	5%	7%	9%	7%
Not confident at all	4	2	2	4	-	-	1	3	-	-	-	-	-	3	1	-	-	-	1	3	1	-	4	4
	1%	1%	1%	1%	-	-	1%	-	-	-	-	-	-	1%	*	-	-	-	2%	1%	2%	-	2%	1%
Don't know	5	2	2	5	-	-	3	2	-	-	-	-	-	5	-	-	-	-	-	5	-	4	1	4
	1%	1%	1%	1%	-	-	3%	1%	-	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	1%	1%
Top 2: Confident	481	235	246	322	151	8	67	256	126	25	3	3	1	350	129	5	14	84	26	444	37	331	150	477
	91%	91%	91%	89%	95%	100%	82%	91%	97%	89%	100%	100%	100%	90%	92%	81%	93%	95%	85%	91%	93%	92%	88%	91%
Bot 2: Not confident	44	22	22	36	7	-	12	24	4	3	-	-	-	32	11	1	1	4	5	41	3	25	19	41
	8%	8%	8%	10%	5%	-	15%	9%	3%	11%	-	-	-	8%	8%	19%	7%	5%	15%	8%	7%	7%	11%	8%
NET: Difference	438	213	224	286	144	8	55	231	122	22	3	3	1	318	118	4	13	80	22	403	35	306	132	436
	83%	82%	83%	79%	91%	100%	67%	82%	94%	100%	78%	100%	100%	82%	84%	62%	85%	90%	70%	82%	87%	85%	77%	84%

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

Q5ED7.6. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Explore the world around them

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (aa)	Individual (ab)	
Unweighted total	522	9	57	30	29	23	27	75	51	185	376	37	24	35	432	72	55	142	154	155	503	17	432	86	396	123	343	131	522
Weighted total	530	11**	68*	35**	38**	30**	32**	75	51	185	376	37	24	35	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	55	29	28	22	26	24	49	123	364	56	34	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Very confident	284	8	38	18	16	15	20	25	23	75	237	11	28	8	233	43	27	63	85	101	282	1	262	22	245	38	207	56	281
	54%	68%	56%	51%	43%	48%	62%	78%	37%	55%	53%	43%	65%	49%	52%	65%	51%	44%	55%	62%	55%	7%	60%	32%	60%	32%	59%	44%	54%
Fairly confident	198	4	27	15	19	14	10	6	30	40	164	12	14	7	171	19	23	66	60	42	195	2	154	42	143	53	114	56	196
	37%	32%	40%	43%	50%	47%	30%	18%	48%	29%	37%	14%	14%	45%	38%	29%	44%	38%	26%	38%	38%	13%	35%	47%	35%	32%	32%	44%	38%
Not very confident	40	-	-	2	3	1	3	1	7	20	37	2	1	1	35	3	2	8	11	19	28	12	22	18	17	22	28	12	37
	8%	-	-	6%	7%	4%	8%	4%	11%	14%	8%	7%	2%	6%	8%	4%	4%	5%	7%	11%	5%	70%	5%	21%	4%	18%	8%	9%	7%
Not confident at all	4	-	1	-	-	-	-	1	-	2	1	-	-	4	-	-	1	3	-	2	2	2	2	2	1	2	1	2	4
	1%	-	2%	-	-	-	-	2%	-	1%	4%	-	-	1%	-	-	1%	2%	-	-	*	10%	*	2%	*	2%	*	2%	1%
Don't know	5	-	1	-	-	-	-	1	2	5	-	-	-	4	1	-	4	-	1	4	4	-	5	1	4	1	-	-	4
	1%	-	2%	-	-	-	-	2%	2%	1%	-	-	-	1%	2%	-													

	jk	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z	aa	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au	av	aw	ax	ay	az							
Bot 2: Not confident	44	-	1	2	3	1	3	1	8	20	39	3	1	1	39	3	3	11	11	19	30	14	23	20	18	25	29	14	41																				
NET: Difference	438	11	64	31	32	27	27	29	45	95	363	20	41	14	365	59	48	119	134	124	448	-10	392	44	369	67	292	98	436																				

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 251

Q5ED7.6. IF you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Explore the world around them

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	429	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Very confident	284	256	28	262	8	14	43	235	36	26	242	41	238	176	93	63	68	56	54	34	281
54%	54%	54%	49%	55%	42%	43%	62%	54%	56%	59%	55%	37%	60%	66%	41%	48%	61%	56%	53%	52%	54%
Fairly confident	198	171	27	175	8	15	23	163	27	17	160	61	132	79	103	58	34	32	37	29	196
37%	36%	47%	37%	41%	46%	33%	38%	42%	39%	37%	55%	55%	33%	30%	45%	44%	30%	32%	36%	44%	38%
Not very confident	40	38	2	34	3	2	2	27	*	*	29	8	22	8	30	9	8	9	10	3	37
8%	8%	3%	7%	17%	7%	3%	6%	*	1%	7%	7%	6%	6%	3%	13%	6%	7%	9%	10%	4%	7%
Not confident at all	4	4	-	2	-	1	*	3	1	*	2	2	1	2	1	1	1	2	-	-	4
1%	1%	-	*	-	4%	1%	1%	2%	1%	1%	2%	1	*	1%	1%	1%	2%	-	-	1%	
Don't know	5	5	-	5	-	-	1	4	-	-	4	-	4	1	2	-	2	1	1	-	4
1%	1%	-	1%	-	-	2%	1%	-	-	1%	-	-	1%	*	1%	-	2%	1%	1%	-	1%
Top 2: Confident	481	427	55	437	16	29	66	399	63	43	403	102	369	255	196	121	102	89	91	63	477
91%	90%	97%	91%	83%	89%	94%	92%	98%	98%	92%	92%	92%	93%	96%	85%	93%	90%	89%	89%	96%	91%
Bot 2: Not confident	44	42	2	36	3	4	3	30	1	1	32	9	23	9	32	10	9	10	10	3	41
8%	9%	3%	8%	17%	11%	4%	7%	2%	2%	7%	8%	6%	6%	4%	14%	7%	8%	10%	10%	4%	8%
NET: Difference	438	385	53	401	13	25	63	369	61	43	371	92	347	246	164	112	93	78	80	61	436
83%	81%	93%	84%	67%	78%	90%	85%	96%	97%	85%	83%	88%	93%	71%	85%	82%	78%	79%	91%	84%	

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 254

Q5E1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	2326	1132	1184	675	721	930	302	373	344	377	396	349	185	1992	280	31	122	86	41	1392	934	1027	1299	2326
Weighted total	2316	1134	1179	675	725	916	300	375	352	372	386	349	181	1977	312	30**	129	78*	75*	1470	846	1033	1283	2326
Effective base	2091	1022	1064	606	645	839	270	336	310	336	353	319	167	1812	247	29	115	80	39	1258	844	919	1172	2326
Don't know	1506	768	737	427	474	604	213	214	222	252	255	225	125	1302	185	18	93	36	38	940	566	590	916	1516
65%	65%	68%	62%	63%	65%	66%	71%	63%	68%	68%	66%	64%	69%	66%	59%	60%	72%	46%	51%	64%	67%	57%	71%	65%
NS	810	366	442	248	250	312	87	161	130	120	131	124	56	675	127	12	37	43	36	530	280	443	367	810
35%	32%	38%	37%	35%	34%	29%	29%	43%	37%	32%	34%	36%	31%	34%	41%	40%	28%	54%	49%	36%	33%	43%	29%	35%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 255

Q5E1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	2326	66	221	164	184	136	183	170	281	270	1675	247	251	1761	415	577	860	449	221	2191	73	1482	780	1173	1060	1218	1060	716	2326
Weighted total	2316	81*	254	187	222	166	213	206	292	326	1947	106	196	1781	384	555	866	461	227	2184	77*	1487	766	1181	1041	1217	1041	724	2326
Effective base	2091	65	213	161	176	134	179	165	274	258	1624	243	247	1601	360	510	777	406	204	1972	66	1334	699	1055	951	1100	644	2326	
Don't know	1506	53	163	122	148	106	142	127	216	186	1262	71	135	1167	227	380	593	283	112	1397	59	851	593	632	788	720	479	1516	
65%	65%	64%	64%	65%	64%	67%	62%	66%	64%	64%	65%	67%	69%	66%	59%	69%	68%	61%	49%	64%	78%	57%	77%	53%	76%	59%	66%	65%	
NS	810	28	91	65	75	60	71	78	110	106	684	35	61	613	157	175	273	178	115	786	17	636	173	550	253	497	245	810	
35%	35%	36%	35%	34%	36%	33%	38%	34%	36%	36%	35%	33%	31%	34%	41%	31%	32%	39%	51%	36%	22%	43%	23%	47%	24%	41%	34%	35%	

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

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 Table 256

Q5E1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	2326	244	26	579	38	68	573	1647	133	83	528	546	1689	578	1391	392	434	431	473	446	2326
Weighted total	2316	250	23**	593	35*	68*	553	1666	129	83*	544	544	1698	577	1388	393	440	417	474	440	2326
Effective base	2001	223	20	525	33	57	515	1495	117	74	477	485	1511	513	1253	349	374	388	428	402	2226
Don't know	1506	124	14	316	23	44	353	1083	68	45	302	353	1093	300	932	261	284	267	297	285	1516
	65%	50%	62%	53%	66%	65%	64%	65%	53%	55%	56%	65%	64%	52%	67%	67%	65%	64%	63%	65%	65%
NS	810	126	8	277	12	24	200	583	61	37	242	191	605	277	456	132	156	151	177	155	810
	35%	50%	38%	47%	34%	35%	36%	35%	47%	45%	44%	35%	36%	48%	33%	33%	35%	36%	37%	35%	35%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 259

QSE1B. Which of the following, if any, individuals or organisations which promote the importance of early childhood have you heard of?

Base : All UK adults aged 16+ answering

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. ind. g. White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	2346	1136	1206	697	749	900	309	388	389	360	349	383	168	2016	285	37	104	86	58	1373	973	987	1359	2346
Weighted total	2356	1144	1211	697	762	897	307	391	398	364	350	378	168	2002	334	35*	109*	80*	109*	1474	882	1010	1346	2346
Effective base	2101	1011	1089	620	666	814	271	349	343	323	313	345	166	1838	246	35	97	82	59	1224	882	882	1219	2346
The Royal Foundation Centre for Early Childhood	251	128	123	111	65	74	30	81	36	29	23	37	14	191	57	6	17	27	7	184	66	158	93	244
	11%	11%	10%	16%	9%	8%	10%	21%	9%	8%	7%	10%	8%	10%	17%	16%	15%	34%	7%	13%	8%	16%	7%	10%
	kuw			aefgijk lm				aefgijk lm						an				anopqs		u		aw		
Early Years Alliance	435	181	254	101	130	204	34	67	59	71	78	89	37	377	55	11	13	18	13	271	164	218	217	431
	18%	16%	21%	14%	17%	23%	11%	17%	15%	19%	22%	24%	22%	19%	17%	31%	11%	23%	12%	18%	19%	22%	16%	18%
	de	b		b	e	adeghi		g	g	dgi	adeghi	dg			oo			q				aw		
NSPCC (National Society for the Prevention of Cruelty to Children)	1487	656	830	278	499	710	115	164	239	260	269	299	142	1347	133	19	46	27	42	853	634	620	868	1488
	63%	57%	69%	40%	66%	79%	37%	42%	60%	71%	77%	79%	84%	67%	40%	53%	42%	33%	39%	58%	72%	61%	64%	63%
	bdghoq rst	ab			dgh	adeghi		dgh	adeghi	adeghi	adeghi	adeghi	adeghi	aoqrs		r				at		at		
Save the Children UK	1473	674	798	365	459	650	143	222	226	232	244	269	136	1204	169	20	50	47	52	868	605	653	820	1486
	63%	59%	66%	52%	60%	72%	47%	57%	57%	64%	70%	72%	81%	65%	51%	56%	46%	59%	48%	59%	69%	65%	61%	63%
	dghoq st	b		dg	adeghi	adeghi		g	g	dg	adeghi	adeghi	adefgh	oqs						at		at		
Action for Children	663	255	408	185	254	224	64	121	138	117	101	92	30	573	85	7	28	23	27	449	214	332	331	668
	28%	22%	34%	26%	33%	25%	24%	31%	35%	32%	29%	24%	18%	29%	26%	20%	26%	29%	25%	30%	24%	33%	25%	28%
	bgmuw	ab		m	adfgim	adfgim		fgm	adfgim	fgm	gm									u		aw		
Barnardo's	1417	614	803	242	484	691	107	135	233	251	262	290	139	1295	114	21	31	15	47	789	628	563	854	1416
	60%	54%	66%	35%	64%	77%	35%	35%	58%	69%	75%	77%	83%	65%	34%	59%	29%	19%	43%	54%	71%	56%	63%	60%
	bdghoq rstv	ab		adeghi	dgh	adeghi		adeghi	adeghi	adeghi	adeghi	adeghi	adeghi	aoqrs	r	oqr			r	at		at	v	
Family Action	258	130	128	101	89	67	25	76	50	40	33	24	10	214	42	6	6	19	11	196	62	146	112	254
	11%	11%	11%	14%	12%	8%	8%	19%	12%	11%	9%	6%	6%	11%	13%	18%	6%	23%	10%	13%	7%	14%	8%	11%
	fluw			afgkim	flm			adefgi	flm	l					q			anoqs		au		aw		
National Children's Bureau	226	113	112	94	72	59	31	64	35	38	23	28	8	180	45	5	8	23	9	170	56	132	94	221
	10%	10%	9%	14%	10%	7%	10%	16%	9%	10%	7%	7%	5%	9%	13%	14%	7%	29%	9%	12%	6%	13%	7%	9%
	fuw			aefiklm	f			aefijk lm	fm					n				anoqs		u		aw		
Coram Family and Childcare	105	59	45	49	24	31	15	34	14	10	9	16	6	82	22	3	5	11	3	73	32	72	32	99
	4%	5%	4%	7%	3%	3%	5%	9%	4%	3%	3%	4%	3%	4%	7%	8%	4%	14%	3%	5%	4%	7%	2%	4%
	w			aefijk				aefijk m										anoqs				aw		
Home-Start UK	604	197	407	110	222	272	29	81	99	122	93	120	59	548	52	11	14	13	14	357	247	292	312	609
	26%	17%	34%	16%	29%	30%	9%	21%	25%	34%	27%	32%	35%	27%	15%	31%	13%	17%	12%	24%	24%	29%	23%	26%
	bdpoqs	ab		g	dgh	adghi		g	dg	adghi	dg	adghi	adghi	oqrs		oqs				t		w		
UNICEF	1533	731	802	420	495	619	172	248	239	255	239	258	122	1302	220	29	62	61	69	934	600	683	851	1518
	65%	64%	66%	60%	65%	69%	56%	63%	60%	70%	68%	68%	73%	65%	66%	81%	57%	76%	63%	63%	68%	68%	63%	65%
	dg			g	adgi			dgi	dgi	dgi	dgi	dghi			anq			anq		t		w		
World Health Organisation	1302	598	703	325	396	581	130	196	184	212	223	236	122	1151	142	18	40	47	37	773	529	584	718	1301
	55%	52%	58%	47%	52%	65%	42%	50%	46%	58%	64%	57%	72%	65%	43%	51%	36%	59%	34%	72%	60%	58%	53%	55%
	dgoqs	b		g	adeghi			dghi	adeghi	adeghi	adeghi	adeghi	adeghi	q				oqs		at		w		
Harvard Centre on the Developing Child	103	59	44	54	30	19	16	38	20	10	5	9	5	76	26	2	6	12	6	84	19	66	37	100
	4%	5%	4%	8%	4%	2%	5%	10%	5%	3%	1%	2%	3%	4%	8%	6%	6%	15%	5%	6%	2%	7%	3%	4%
	fk uw			aefiklm	fk			aefgijk lm	fk					an				anoq		u		aw		
National Literacy Trust	387	142	244	109	126	152	43	66	59	68	57	66	30	335	50	7	14	11	18	240	147	210	177	370
	16%	12%	20%	16%	17%	17%	14%	17%	15%	19%	16%	17%	18%	17%	15%	19%	12%	14%	17%	16%	17%	21%	13%	16%
	bw																			aw		aw		
National Childbirth Trust (NCT)	644	207	437	115	190	339	38	77	84	106	125	145	69	573	69	12	17	21	18	368	276	337	307	625
	27%	18%	36%	16%	25%	38%	12%	20%	21%	29%	36%	38%	41%	29%	21%	35%	16%	26%	17%	25%	23%	33%	23%	27%
	bdghio qw	ab		dg	adeghi			g	g	dghi	adeghi	adeghi	adeghi	oq	qs					at		aw		
Parent Infant Foundation	177	95	82	96	49	32	33	63	25	24	13	15	5	129	47	4	10	22	10	140	37	108	69	176
	8%	8%	7%	14%	6%	4%	11%	16%	6%	7%	4%	4%	3%											

	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	Unweighted Total
Unweighted total	2346	89	224	173	156	139	280	163	278	280	1691	257	251	147	1780	415	621	826	446	221	229	67	1476	801	1205	1058	1252	723	2346
Weighted total	2356	106*	264	196	188	175	226	200	318	315	1988	113	191	64	1824	385	598	848	453	235	2242	65*	1482	804	1221	1050	1249	734	2346
Effective base	2101	88	219	167	152	133	184	159	270	265	1636	251	247	144	1610	358	556	739	397	207	1996	59	1320	719	1073	955	1122	650	2346
The Royal Foundation Centre for Early Childhood	251	7	24	23	16	21	22	17	35	54	219	8	17	7	198	43	53	80	43	59	241	8	210	41	184	67	148	83	244
	11%	7%	9%	12%	9%	12%	10%	9%	11%	17%	11%	7%	9%	11%	11%	11%	9%	9%	10%	25%	11%	13%	14%	5%	15%	6%	12%	11%	10%
	xz			abce						ghiklm										agrs			ax		az				
Early Years Alliance	435	20	48	39	33	35	31	45	63	53	367	18	35	14	335	76	101	171	81	50	429	5	329	100	305	127	246	145	431
	18%	19%	18%	20%	18%	20%	14%	22%	20%	17%	18%	16%	19%	23%	18%	20%	17%	20%	18%	21%	19%	7%	32%	12%	25%	12%	20%	20%	18%
	vxz									g											v		ax		az				
NSPCC (National Society for the Prevention of Cruelty to Children)	1487	78	160	140	109	124	141	127	224	152	1255	74	118	40	1114	288	379	553	300	118	1448	19	959	498	797	656	838	463	1488
	63%	74%	60%	72%	58%	71%	63%	63%	71%	48%	63%	65%	62%	63%	61%	75%	63%	65%	66%	50%	65%	29%	65%	62%	65%	62%	67%	63%	63%
	jtv	acej	km	acej		ej	j	j	acej	km	j	j	j	j	ao		t	t	t		v						a		
Save the Children UK	1473	65	152	139	105	110	143	121	221	174	1230	75	127	41	1130	263	369	545	289	143	1437	22	970	481	819	628	841	461	1486
	63%	61%	58%	63%	56%	63%	63%	60%	70%	55%	62%	67%	66%	64%	62%	68%	62%	64%	64%	61%	64%	34%	65%	60%	67%	60%	67%	63%	63%
	jv	aceh	jk	aceh		jk	jk	jk	aceh	km	j	ej	ej		ao						v		x		az		aB		
Action for Children	663	34	60	59	54	49	59	54	85	99	554	36	53	20	514	113	142	246	142	76	653	7	483	172	430	220	403	195	668
	28%	32%	23%	30%	29%	28%	26%	27%	27%	31%	28%	32%	28%	32%	28%	29%	24%	29%	31%	32%	29%	11%	33%	21%	35%	21%	32%	27%	28%
	qwxz									c		c		c			q	q	q	q	v		ax		az		aB		
Barnardo's	1417	75	161	132	106	117	142	123	210	129	1195	70	116	35	1060	267	382	541	262	94	1378	20	879	509	736	649	782	452	1416
	60%	71%	61%	67%	56%	67%	63%	61%	67%	41%	60%	62%	61%	56%	58%	69%	64%	54%	58%	40%	63%	31%	59%	63%	60%	62%	63%	62%	60%
	jtv	aejk	j	ejn	j	j	j	j	ejn	j	j	j	j	j	ao		t	t	t		v								
Family Action	258	7	36	26	11	16	18	17	35	53	220	11	20	6	212	37	53	91	47	55	251	5	208	48	185	71	158	77	254
	11%	6%	14%	13%	6%	9%	8%	8%	11%	17%	11%	10%	11%	9%	12%	10%	9%	11%	10%	23%	11%	8%	14%	6%	15%	7%	13%	10%	11%
	xz		e	e						ghiklmn										agrs			ax		az				
National Children's Bureau	226	6	24	24	13	10	22	14	26	57	196	10	14	5	181	35	47	66	51	50	210	13	186	40	154	72	137	72	221
	10%	6%	9%	12%	7%	6%	10%	7%	8%	18%	10%	9%	7%	8%	10%	9%	8%	8%	11%	21%	9%	20%	13%	5%	13%	7%	11%	10%	9%
	xz									abce										agrs		au		ax		az			
Coram Family and Childcare	105	3	10	7	5	2	12	6	13	37	94	3	6	1	93	11	22	38	12	30	102	2	84	21	75	30	68	32	99
	4%	2%	4%	3%	3%	1%	5%	3%	4%	12%	5%	3%	3%	1%	5%	3%	4%	4%	3%	13%	5%	3%	6%	3%	6%	3%	5%	4%	4%
	xz									abced										agrs			x		az				
Home-Start UK	604	21	64	54	43	38	69	65	80	59	513	30	40	21	459	113	160	232	100	63	595	6	461	135	415	183	379	175	609
	26%	20%	24%	27%	23%	33%	31%	32%	25%	19%	26%	26%	21%	26%	25%	29%	27%	27%	22%	27%	27%	9%	27%	17%	31%	34%	30%	24%	26%
	jvzx			j		bjm	jm	bjm			abce		abce								v		ax		az		aB		
UNICEF	1533	63	171	134	108	119	145	126	225	214	1304	66	126	36	1172	270	380	544	315	160	1492	28	1014	488	852	652	879	470	1518
	65%	59%	65%	69%	57%	68%	64%	63%	71%	68%	66%	59%	66%	57%	64%	70%	63%	64%	70%	68%	67%	43%	68%	61%	70%	62%	70%	64%	65%
	lvx			eln			eln		eln		eln				o					q	v		ax		az		aB		
World Health Organisation	1302	63	140	128	96	97	118	107	194	161	1103	61	105	33	987	234	332	472	244	141	1270	21	868	412	739	543	767	392	1301
	55%	59%	53%	55%	51%	55%	52%	53%	61%	51%	55%	54%	55%	52%	54%	61%	55%	56%	54%	60%	57%	32%	59%	51%	61%	52%	61%	53%	55%
	v			aceg			hiklmn		j		o				o						v		x		az		aB		
Harvard Centre on the Developing Child	103	4	8	11	6	7	12	4	7	30	89	4	7	2	87	14	19	30	17	33	96	6	87	16	74	29	71	27	100
	4%	3%	3%	6%	3%	4%	5%	2%	2%	10%	4%	4%	4%	3%	5%	4%	3%	4%	4%	14%	4%	10%	6%	2%	6%	3%	6%	4%	4%
	xz									iklmn											agrs		u		az				
National Literacy Trust	387	14	46	44	29	32	30	36	51	57	339	15	26	6	300	71	99	143	70	44	380	5	286	96	272	112	242	112	370
	16%	13%	18%	22%	15%	19%	13%	18%	16%	18%	17%	13%	13%	10%	16%	19%	17%	17%	15%	19%	17%	8%	19%	12%	22%	19%	19%	15%	16%
	xz			aglm		n			n		n										v		ax		az		aB		
National Childbirth Trust (NCT)	644	25	68	58	42	48	70	57	113	87	568	28	36	12	474	138	145	236	121	88	635	8	491	146	437	203	391	192	625
	27%	24%	26%	29%	22%	27%	31%	29%	31%	28%	29%	25	36	19%	26%	36%	24%	28%	27%	38%	28%	13%	33%	18%	36%	19%	31%	19%	27%
	z	mnvx	mn	abce		klmn		m	abce	klmn	mn				ao						v		ax		az		aB		
Parent Infant Foundation	177	4	7	11	13	14	13	11	18	56	149	7	15	6	145	24	38	50	30	51	170	6	150	27	127	49	117	49	176
	8%	4%	3%	6%	7%	8%	6%	6%	6%	18%	8%	6%	8%	9%	8%	6%	6%	6%	7%	22%	8%	10%	10%	3%	10%	5%	9%	7%	8%
	cxz			abce		klmn		abce	ghiklmn		c		c							agrs			ax		az				
Other	12	-	2	2	-	-	1	1	1	-	8	2	1	-	6	4	1	6	2	1	12	-	10	2	8	4	10	1	13
	*	-	1%	1%	-	-	*	1%	+	-	*	2%	1																

	got	a	a	ad	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	
Coram Family and Childcare	105	24	4	42	4	6	21	81	4	2	45	20	82	53	45	29	29	20	11	16	99
	4%	11%	12%	7%	10%	6%	3%	5%	2%	2%	8%	3%	5%	8%	3%	7%	7%	4%	3%	3%	4%
Home-Start UK	604	63	9	170	15	26	190	405	59	39	150	150	444	203	340	100	107	119	113	133	609
	26%	28%	26%	28%	42%	26%	30%	25%	39%	39%	26%	26%	26%	29%	26%	24%	25%	26%	26%	28%	26%
UNICEF	1533	140	23	395	19	57	424	1065	86	56	376	371	1125	458	875	228	268	301	314	332	1518
	65%	63%	68%	65%	53%	57%	66%	66%	58%	56%	66%	63%	67%	65%	67%	54%	62%	67%	73%	71%	65%
World Health Organisation	1302	124	17	314	16	36	379	887	74	51	288	294	983	388	750	194	243	243	259	283	1301
	55%	56%	51%	52%	45%	36%	59%	55%	49%	52%	51%	50%	58%	55%	58%	46%	56%	54%	60%	60%	55%
Harvard Centre on the Developing Child	103	29	2	52	4	4	17	80	6	2	51	21	78	58	42	31	19	20	17	14	100
	4%	13%	6%	9%	12%	4%	3%	5%	4%	2%	9%	4%	5%	8%	3%	7%	4%	4%	4%	3%	4%
National Literacy Trust	387	43	7	108	7	13	112	263	38	26	87	91	287	142	212	64	74	80	76	77	370
	16%	19%	20%	18%	19%	13%	18%	16%	25%	26%	15%	15%	17%	20%	16%	15%	17%	18%	18%	16%	16%
National Childbirth Trust (NCT)	644	64	8	182	9	24	184	444	51	37	161	126	506	228	352	80	107	131	135	159	625
	27%	29%	24%	30%	25%	24%	29%	27%	34%	38%	28%	22%	30%	33%	27%	19%	25%	29%	31%	34%	27%
Parent Infant Foundation	177	47	1	96	6	6	42	130	18	9	86	36	136	100	68	32	48	38	27	24	176
	8%	21%	4%	16%	18%	6%	6%	8%	12%	9%	15%	6%	8%	14%	5%	8%	11%	8%	6%	5%	8%
Other	12	-	-	2	-	-	4	8	1	-	1	*	10	4	7	1	1	2	3	4	13
	*	-	-	*	-	-	1%	*	1%	-	*	*	1%	1%	1%	*	*	*	1%	1%	1%
No opinion	96	4	2	13	-	4	25	66	2	-	15	28	64	19	48	26	16	17	15	15	96
	4%	2%	5%	2%	-	4%	4%	4%	1%	-	3%	5%	4%	3%	4%	6%	4%	4%	3%	3%	4%
Don't know	174	5	1	25	3	12	56	100	8	6	27	46	108	28	84	35	42	23	32	33	176
	7%	2%	2%	4%	9%	12%	9%	6%	5%	6%	5%	8%	6%	4%	6%	8%	10%	5%	7%	7%	8%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 * small base, ** very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 264

QSE1a/b. All individuals or organisation you associate with or have heard of who promote the importance of early childhood

Base: All UK adults aged 16+

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total				
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1736	1801	2391	4672
NS	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65	239	158	184	2943	1729	2043	2629	4672
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 265

QSE1a/b. All individuals or organisation you associate with or have heard of who promote the importance of early childhood

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total		
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	333	257	368	321	545	523	3260	453	404	295	3210	728	1056	1516	802	410	3868	125	2653	1417	2125	1965	2223	1304	4672	
NS	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 266

QSE1a/b. All individuals or organisation you associate with or have heard of who promote the importance of early childhood

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1101	2935	247	160	1022	993	3044	1126	2429	719	788	788	812	830	4672
NS	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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 Table 269

QSE2. In the last year, what types of information, support or advice, if any, have you sought for bringing up children?

Base: All UK adults aged 16+ parents of children aged 0-17 or grandparents

Gender	Age	Ethnicity	Working status	Education
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted total	2198	1074	1119	576	800	822	153	423	456	344	249	390	183	1888	276	28	67	133	48	1414	784	1042	1156	2198
Weighted total	2216	1090	1125	586	824	807	159	427	473	351	244	387	176	1892	308	28**	71*	123	87*	1497	720	1061	1156	2198
Effective base	1982	967	1013	527	712	745	138	359	407	305	222	357	166	1725	241	26	63	125	45	1283	707	942	1040	2198
Child's health	530	289	240	251	229	50	55	196	155	74	23	24	4	394	133	8	13	70	40	451	79	343	187	510
Child's health	24%	27%	21%	43%	28%	6%	35%	28%	33%	21%	9%	6%	2%	21%	43%	34%	19%	57%	46%	30%	11%	32%	16%	24%
Child's education and learning	529	262	266	239	236	54	49	190	135	101	26	22	6	411	114	7	10	62	35	460	69	358	171	516
Child's education and learning	24%	24%	24%	41%	29%	7%	31%	29%	29%	29%	11%	6%	3%	22%	37%	26%	14%	51%	40%	31%	10%	34%	15%	23%
Child's nutrition	521	272	249	276	201	44	66	210	137	64	24	17	3	387	131	8	21	77	25	453	68	366	155	514
Child's nutrition	24%	25%	22%	47%	24%	5%	41%	49%	29%	18%	10%	4%	2%	20%	42%	28%	29%	63%	29%	30%	9%	34%	13%	23%
Child's mental health	495	244	251	211	238	46	52	159	141	97	24	16	6	378	111	10	15	51	35	421	74	301	194	490
Child's mental health	22%	22%	22%	36%	29%	6%	33%	37%	30%	28%	10%	4%	4%	20%	36%	36%	22%	42%	41%	28%	10%	28%	17%	22%
Child's behaviour	482	244	238	217	215	50	52	166	143	73	24	19	7	356	122	9	17	53	42	407	75	295	187	464
Child's behaviour	22%	22%	21%	37%	26%	6%	32%	39%	30%	21%	10%	5%	4%	19%	39%	31%	24%	43%	49%	27%	10%	28%	16%	21%
Child's vaccinations	450	224	226	220	182	48	53	167	122	60	16	26	6	343	104	7	15	55	28	389	62	309	142	434
Child's vaccinations	20%	21%	20%	38%	33%	6%	33%	26%	26%	17%	6%	7%	4%	18%	24%	24%	21%	45%	32%	26%	9%	29%	12%	20%
Child's emotional development	406	199	206	195	183	28	45	150	125	58	14	8	5	300	103	9	17	49	27	347	59	278	128	395
Child's emotional development	18%	18%	18%	33%	22%	3%	28%	35%	26%	17%	6%	2%	3%	16%	33%	34%	24%	40%	32%	23%	8%	26%	11%	18%
Child's physical development	404	225	178	223	153	28	56	167	108	45	12	13	3	295	106	8	10	62	26	360	44	283	121	395
Child's physical development	18%	21%	16%	38%	19%	4%	35%	39%	23%	13%	5%	3%	2%	16%	34%	28%	14%	51%	30%	24%	6%	27%	10%	18%
Child's sleep	397	190	207	178	184	35	48	130	124	60	17	14	4	308	86	5	13	45	22	338	59	236	161	391
Child's sleep	18%	17%	18%	30%	22%	4%	30%	31%	26%	17%	7%	4%	2%	16%	28%	20%	19%	37%	26%	23%	8%	22%	14%	18%
Child's social development	374	195	179	189	158	28	43	145	106	52	14	9	4	267	104	9	13	55	27	330	44	254	120	369
Child's social development	17%	18%	16%	32%	19%	3%	27%	34%	22%	15%	6%	2%	2%	14%	34%	31%	18%	45%	32%	22%	6%	24%	10%	17%
Child's brain development	330	183	147	184	131	16	47	137	90	41	8	6	2	243	84	5	15	42	21	290	40	230	100	322
Child's brain development	15%	17%	13%	31%	16%	2%	29%	32%	19%	12%	3%	2%	1%	13%	27%	19%	22%	34%	24%	19%	6%	22%	9%	15%
Potty/toilet training or staying dry through the night	284	140	143	140	114	30	32	108	76	39	11	14	4	221	61	3	6	37	14	240	44	178	106	280
Potty/toilet training or staying dry through the night	13%	13%	13%	24%	14%	4%	20%	25%	16%	11%	5%	4%	2%	12%	20%	12%	8%	31%	16%	16%	6%	17%	9%	13%
Breastfeeding/feeding	244	117	126	132	92	20	32	99	64	28	6	13	1	192	50	2	6	31	10	219	25	169	75	237
Breastfeeding/feeding	11%	11%	11%	22%	11%	2%	20%	23%	14%	8%	2%	3%	1%	10%	16%	8%	9%	25%	11%	15%	3%	16%	6%	11%
Other	9	2	6	1	2	6	-	1	1	*	5	-	-	9	-	-	-	-	-	3	6	3	5	10
Other	*	*	1%	*	*	1%	-	*	*	*	1%	-	-	*	-	-	-	-	-	*	1%	*	*	*
I have not looked for information	950	454	496	34	273	644	15	18	123	150	175	314	155	892	54	8	25	6	15	443	507	322	628	951
I have not looked for information	43%	42%	44%	6%	33%	80%	9%	4%	26%	43%	72%	81%	88%	47%	17%	30%	35%	5%	17%	30%	70%	30%	54%	43%
Don't know	38	20	18	15	14	8	7	8	11	3	2	5	1	30	6	-	1	1	4	25	13	15	22	38
Don't know	2%	2%	2%	3%	2%	1%	4%	2%	2%	1%	1%	1%	1%	2%	2%	-	2%	1%	5%	2%	2%	1%	2%	2%
NET: Social + emotional	559	287	272	268	249	42	63	204	170	80	22	14	6	413	143	12	23	72	37	488	71	378	181	545
NET: Social + emotional	25%	26%	24%	46%	30%	5%	40%	48%	36%	23%	9%	4%	3%	22%	46%	42%	32%	58%	43%	33%	10%	36%	16%	25%
NET: Seeking any form of advice	1229	617	610	537	537	154	137	400	338	199	67	67	20	969	248	19	45	116	68	1030	199	723	505	1209
NET: Seeking any form of advice	55%	57%	54%	92%	65%	19%	86%	94%	72%	57%	27%	17%	12%	51%	81%	70%	63%	95%	78%	69%	28%	68%	44%	55%

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

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QPS2. In the last year, what types of information, support or advice, if any, have you sought for bringing up children?

Base: All UK adults aged 16+ parents of children aged 0-17 or grandparents

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £34,999 (r)	£35,000 up to £49,999 (s)	£50,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	2198	66	228	156	161	122	161	141	263	284	1599	229	217	153	1689	406	428	803	490	330	2120	61	1730	441	1383	782	1184	686	2198
Weighted total	2216	81*	268	189	196	151	201	171	306	319	1881	100	168	67	1732	376	423	812	497	347	2140	63*	1750	441	1406	780	1189	702	2198
Effective base	1982	65	224	164	156	120	163	138	257	273	1557	225	215	150	1537	354	382	723	440	308	1914	54	1564	394	1246	707	1074	619	2198
Child's health	530	20	67	34	39	28	41	29	73	128	457	22	32	18	444	70	82	144	138	148	520	8	457	71	402	128	352	140	519
Child's health	24%	24%	25%	18%	20%	19%	20%	17%	24%	40%	24%	22%	19%	26%	19%	19%	18%	28%	43%	43%	24%	13%	26%	16%	29%	16%	30%	20%	24%
Child's education and learning	529	17	61	37	48	28	38	39	65	121	454	22	39	15	450	66	65	158	131	151	518	10	463	66	409	120	352	145	516
Child's education and learning	24%	21%	23%	19%	25%	19%	19%	23%	21%	38%	24%	22%	22%	26%	18%	15%	19%	26%	43%	43%	24%	16%	26%	15%	29%	15%	30%	21%	23%
Child's nutrition	521	12	62	40	36	24	40	33	64	141	452	21	32	17	442	64	65	147	129	167	516	4	461	60	419	102	361	132	514
Child's nutrition	24%	15%	23%	21%	18%	16%	20%	19%	21%	44%	24%	21%	19%	26%	17%	15%	18%	26%	48%	48%	24%	7%	26%	13%	30%	13%	30%	19%	23%
Child's mental health	495	12	66	38	48	20	28	37	63	105	419	21	38	17	414	61	76	157	120	128	480	15	412	82	371	124	302	155	490
Child's mental health	22%	15%	25%	20%	24%	13%	14%	22%	21%	33%	22%	21%	25%	24%	16%	18%	19%	24%	37%	37%	22%	23%	24%	19%	26%	16%	25%	22%	22%
Child's behaviour	482	19	69	32	37	30	35																						

Child's emotional development	406 18% prz	14 17%	48 18%	33 17%	35 18%	19 13%	28 14%	28 16%	56 18%	93 29% acde fghiklm n	353 19%	15 15%	25 15%	13 19%	350 20% p	47 12%	66 16%	114 14%	96 19% r	116 33% aqrs	397 19%	8 13%	364 21% x	42 9%	332 24% az	74 9%	268 23% aB	111 16%	395 18%
Child's physical development	404 18% fpqr xzB	15 19%	38 14%	29 16%	33 17%	16 11%	25 12%	29 17%	50 16%	112 35% abcd efghikl mn	348 19% f	19 19% f	27 16%	10 15%	350 20% p	43 11%	46 11%	107 13%	101 20% qr	137 40% aqrs	397 19%	7 11%	352 20% x	52 12%	324 23% az	80 10%	271 23% aB	100 14%	395 18%
Child's sleep	397 18% qz	7 9%	56 21% bf	36 19%	32 16%	18 12%	33 16%	27 16%	52 17%	79 25% abef ghiklm n	340 18% f	16 16%	28 17%	12 18%	331 19% p	57 15%	56 13%	127 16%	104 21% qr	96 28% aqrs	390 18%	8 12%	333 19% x	63 14%	297 21% az	100 13%	252 21% aB	111 16%	391 18%
Child's social development	374 17% fqxz	8 10%	42 16% f	29 16% f	28 14%	11 8%	27 13%	25 14%	50 16% f	104 33% abcd efghikl mn	324 16% f	16 16% f	22 13%	12 17% f	313 18% p	52 14%	52 12%	104 13%	98 20% qr	112 32% aqrs	366 17%	9 14%	329 16% x	44 10%	305 24% az	70 9%	268 21% aB	102 14%	369 17%
Child's brain development	330 15% mpqx z	11 13%	38 14%	24 13%	33 17% m	14 9%	25 13%	18 10%	43 14%	83 26% abcd efghikl mn	290 15% m	13 13%	16 10%	11 17% m	292 17% p	29 8%	39 9%	98 12%	78 16% q	103 30% aqrs	322 15%	8 13%	284 12% x	45 10%	254 18% az	75 10%	208 18% aB	101 14%	322 15%
Potty/toilet training or staying dry through the night	284 13% qz	12 15%	34 13%	26 14%	16 8%	17 11%	29 15%	16 9%	37 12%	56 18% aejk j	244 13% j	11 11%	19 11%	10 15%	231 13% p	41 11%	36 8%	89 11%	70 14% q	76 22% aqrs	275 13%	8 13%	243 14% x	39 9%	221 16% az	61 8%	174 15% aB	87 12%	280 13%
Breastfeeding/feeding	244 11% gpqr z	8 10%	28 10%	21 11%	14 7%	9 6%	11 5%	12 7%	31 10%	77 24% abcd efghikl mn	211 11% g	9 9%	17 10%	6 9%	210 12% p	27 7%	19 5%	61 7%	73 15% aqr	82 24% aqrs	242 11% v	2 3%	209 12% x	34 8%	191 14% az	53 7%	167 14% aB	61 9%	237 11%
Other	9 *	- 1%	2 1%	1 *	- -	- -	2 1%	- -	1 *	- -	7 *	1 1%	1 1%	- -	8 *	1 *	4 1%	4 1%	1 *	- -	9 *	- -	9 1%	- -	9 1%	- -	7 1%	2 *	10 *
I have not looked for information	950 43% jost yA	43 54%	113 42%	95 50%	85 43%	80 53%	102 51%	91 53%	145 47%	48 15% ghkl n	802 46% j	75 45%	27 40%	27 40%	678 39% ao	222 59%	239 56%	406 50%	164 33% t	54 16%	920 43%	23 37%	702 40%	231 52% aw	499 36%	428 55% ay	407 34% aA	342 49% aA	951 43%
Don't know	38 2% z	1 1%	4 1%	4 2%	6 3%	1 1%	1 1%	1 1%	7 2%	6 2% ghkl n	31 2%	1 1%	4 2%	3 4% y	27 2% p	5 1%	10 2%	15 2%	9 2% *	1 *	32 1%	2 3%	18 1% aw	14 3% y	14 1% y	18 2% y	7 1%	6 1%	38 2%
NET: Social + emotional	559 25% fpqr xz	16 20%	70 26% f	40 21%	47 24%	24 16%	37 19%	40 23%	72 24%	138 43% abcd efghikl mn	486 26% fg	22 22%	35 21%	24 24%	477 28% p	68 18%	79 19%	162 20%	144 29% qr	156 45% aqrs	547 26% v	12 19%	492 28% x	65 15%	447 32% az	112 14%	363 31% aB	157 22%	545 25%
NET: Seeking any form of advice	1229 55% fpqr rxzB	37 45%	151 56%	90 48%	106 54%	69 46%	97 49%	79 46%	154 50%	264 83% abcd efghikl mn	1048 56% fh	53 53%	89 53%	38 56%	1027 50% ap	148 39%	175 41%	391 48%	324 65% aqr	291 84% aqrs	1188 56% v	38 61%	1030 59% ax	196 45%	892 63% az	334 43%	775 65% aB	354 50%	1209 55%

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

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Table 271

QPS2. In the last year, what types of information, support or advice, if any, have you sought for bringing up children?

Base: All UK adults aged 16+ parents of children aged 0-17 or grandparents

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	2198	459	63	1164	74	164	505	1636	276	175	1076	495	1640	750	1171	409	408	418	441	419	2198	
Weighted total	2216	473	57	1202	70	168	493	1655	278	182	1114	500	1659	761	1173	420	414	442	413	419	2198	
Effective base	1982	419	50	1053	64	144	453	1469	247	160	972	439	1487	679	1055	370	375	395	378	378	2198	
Child's health	530 24% got	207 44% a	22 39% a	425 35% af	29 42% af	41 25% a	86 17% g	429 26% a	83 30% aj	46 25% aj	396 34% aj	117 23% ao	404 24% ao	264 35% ao	228 19% st	116 28% st	134 32% arst	101 24% t	90 20% t	73 18% t	519 24%	
Child's education and learning	529 24% t	199 42% a	13 23% a	414 34% a	17 25% a	57 34% a	97 20% g	421 25% a	96 35% ah	68 38% ah	381 34% ah	137 27% ao	381 23% ao	241 32% ao	247 21% st	119 28% st	120 29% arst	96 23% t	102 23% t	80 19% t	516 23%	
Child's nutrition	511 24% got	214 45% a	25 44% a	431 36% af	17 25% af	35 21% a	81 16% g	431 26% g	73 26% aj	45 25% aj	401 36% aj	106 21% ao	406 25% ao	276 36% ao	216 18% t	118 28% t	122 30% arst	92 22% t	103 23% t	70 17% t	514 23%	
Child's mental health	495 22% ot	151 32% a	16 28% a	375 31% a	26 37% a	55 33% a	110 22% ak	374 23% ak	110 40% am	73 40% am	334 30% am	142 28% ao	346 21% ao	247 32% ao	206 18% st	117 28% st	105 25% t	100 24% t	87 20% t	67 16% t	490 22%	
Child's behaviour	482 22% o	176 37% a	16 29% a	372 31% af	19 27% af	45 27% a	107 22% g	366 22% g	85 31% am	62 34% am	342 31% am	139 22% ao	335 20% ao	234 31% ao	208 18% st	106 25% st	120 29% arst	93 22% t	78 18% t	73 17% t	464 21%	
Child's vaccinations	450 20% gt	198 42% a	26 47% a	360 30% af	18 25% af	34 20% a	75 15% g	364 22% g	69 25% a	44 24% a	328 29% a	110 22% ao	327 20% ao	217 29% ao	205 17% rt	102 24% rt	99 24% t	76 18% t	89 20% t	64 15% t	434 20%	
Child's emotional development	406 18% a	153 32% a	21 38% a	326 27% a	23 33% a	35 21% a	84 17% a	312 19% a	74 26% a	54 30% a	295 26% a	97 20% ao	303 18% ao	202 27% ao	167 14% st	94 22% st	95 23% arst	73 18% t	76 17% t	59 14% t	395 18%	
Child's physical development	404 18% go	165 35% a	25 44% a	334 28% af	16 23% af	38 17% a	70 14% g	323 19% g	63 22% aj	39 22% aj	305 27% aj	87 17% ao	306 18% ao	216 28% ao	160 14% t	89 21% t	99 24% arst	67 16% t	76 17% t	62 15% t	395 18%	
Child's sleep	397 18% a	154 33% a	28 49% ab	318 26% af	23 33% af	28 17% a	81 16% g	304 18% g	81 29% a	50 28% a	276 25% a	109 22% m	278 17% a	178 23% ao	186 16% st	93 22% st	93 23% arst	69 17% t	70 16% t	62 15% t	391 18%	
Child's social development	374 17% ot	148 31% a	16 29% a	307 26% af	16 23% af	28 17% a	78 16% g	287 17% g	69 25% am	46 26% am	272 24% am	94 19% ao	275 17% ao	200 26% ao	139 12% st	109 21% st	94 23% arst	76 18% t	69 17% t	47 11% t	369 17%	
Child's brain development	330 15% ot	138 29% a	17 30% a	277 23% af	14 20% af	22 13% a	56 11% g	263 16% g	61 22% a	45 25% a	241 22% a	80 16% ao	243 15% ao	188 25% ao	122 10% arst	80 21% arst	88 21% arst	56 14% t	53 12% t	44 11% t	322 15%	
Potty/toilet training or staying dry through the night	284 13% af	140 30% a	10 19% a	225 19% af	12 17% af	13 8% a	58 12% g	215 13% g	47 17% a	32 17% a	189 17% a	70 14% ao	208 13% ao	141 19% ao	130 11% st	51 12% st	77 19% arst	47 11% t	49 11% t	48 12% t	280 13%	
Breastfeeding/feeding	244 11% got	102 22% a	22 38% ab	203 17% af	11 15% af	11 7% a	35 7% g	198 12% g	33 12% am	22 16% am	182 16% am	40 8% ao	200 12% ao	136 18% ao	96 8% st	53 13% st	67 16% arst	47 11% t	41 9% t	29 7% t	237 11%	
Other	9 *	1 *	- -	2 *	- -	1 1%	4 1%	5 *	2 1%	2 1%	1 *	2 *	7 *	3 *	4 *	3 1%	3 1%	1 *	* *	2 1%	10 *	
I have not looked for information	950 43% bcdefijkl npq	31 7% b	9 16% b	256 21% b	16 22% b	45 27% a	239 48% ah	692 42% ah	52 19% i	33 18% i	259 23% i	173 35% l	760 46% l	201 26% an	582 50% an	152 36% q	139 33% q	170 41% q	209 47% pq	231 55% pqr	951 43%	
Don't know	38 2% a	9 2% a	- -	19 2% a	2 3% a	9 5% ad	11 2% ad	21 1% ad	3 1%	1 1%	20 2%	13 3%	17 1%	9 1%	14 1%	4 1%	9 2%	9 2%	3 1%	6 2%	38 2%	
NET: Social + emotional	559	213	25	450	28	45																

	25%	45%	44%	37%	40%	27%	23%	26%	36%	40%	37%	27%	25%	38%	19%	29%	32%	26%	24%	18%	25%	
	ot	a	a	af	s	a	a	a	a	a	a	a	a	ao	ao	t	ast	t	t	t	t	t
NET: Seeking any form of advice	1229	433	47	928	52	114	243	942	223	147	835	314	882	552	576	264	266	235	231	180	1209	
	55%	84%	84%	77%	74%	68%	49%	57%	80%	81%	75%	63%	53%	72%	49%	63%	64%	57%	52%	43%	55%	
	got	a	a	af	a	a	g	a	a	a	a	am	ao	ao	ast	arst	t	t	t	t	55%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 274

Q3E3. In the last year, where have you sought information, support or advice about children's social or emotional development?

Base: All UK adults aged 16+ who sought advice on social and emotional skills

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	545	274	268	264	241	40	61	203	165	76	22	13	5	407	129	11	21	78	19	463	82	366	179	545	
Weighted total	559	287	272	268	249	42*	63*	204	170	80*	22**	14**	6**	413	143	12**	23**	72*	37**	488	71*	378	181	545	
Effective base	488	248	238	243	208	37	55	189	145	64	19	12	5	372	113	11	20	74	19	419	70	329	158	545	
NET: Online	456	231	224	233	195	29	49	183	135	59	16	9	4	334	119	10	14	66	29	402	54	333	123	443	
	82%	81%	82%	83%	78%	69%	78%	87%	80%	74%	73%	61%	75%	81%	83%	90%	63%	31%	78%	82%	76%	88%	68%	81%	
	w			efj				aefgj						an						aw					
NHS website or other official health websites	255	116	139	122	118	16	24	98	77	41	7	6	3	191	63	8	6	32	18	223	33	185	71	245	
	46%	41%	51%	46%	47%	38%	39%	48%	45%	51%	30%	44%	55%	46%	44%	66%	26%	45%	48%	46%	46%	49%	39%	45%	
		b																		w					
Friends	186	93	93	89	90	7	19	70	59	31	4	2	1	131	55	5	7	28	15	162	24	140	46	178	
	33%	32%	34%	33%	36%	17%	30%	34%	34%	39%	18%	13%	20%	32%	39%	46%	30%	39%	41%	33%	34%	37%	25%	33%	
		f		f	f			f	f	f															
GPs or other healthcare professionals	176	72	104	72	92	12	14	58	63	28	7	2	3	131	44	5	8	18	14	146	30	118	58	176	
	31%	25%	38%	27%	37%	30%	22%	28%	37%	36%	32%	16%	55%	32%	31%	39%	34%	25%	37%	30%	42%	31%	32%	32%	
		b		dg				dg												t					
Child's school	173	94	79	78	84	12	16	62	48	36	8	3	1	128	44	1	5	19	19	146	27	118	55	163	
	31%	33%	29%	29%	34%	28%	25%	30%	28%	45%	36%	20%	19%	31%	31%	8%	21%	27%	52%	30%	39%	31%	31%	30%	
								adghj																	
My parents / my partner's parents	163	99	64	92	67	4	20	72	50	17	2	-	1	117	45	4	4	27	10	151	12	128	35	162	
	29%	35%	23%	34%	27%	9%	31%	35%	30%	21%	11%	-	25%	28%	32%	39%	16%	38%	26%	31%	17%	34%	20%	30%	
	fuv	c		fj	f		f	fj	f											u		w			
Online articles or blogs about parenting	157	77	80	85	66	6	18	68	45	20	3	2	1	106	50	5	4	27	14	136	21	125	32	150	
	28%	27%	29%	32%	26%	14%	28%	33%	27%	25%	14%	11%	20%	26%	35%	47%	19%	37%	37%	28%	30%	33%	18%	28%	
	w			f			f												n			w			
Parenting forums or discussion groups	155	81	74	86	61	9	18	67	44	16	6	4	-	114	41	3	4	28	6	147	8	117	39	149	
	28%	28%	27%	32%	24%	22%	29%	33%	26%	21%	26%	-	-	28%	29%	26%	19%	39%	17%	30%	12%	31%	21%	27%	
	u																			u		w			
Social media from healthcare organisations	141	71	71	84	53	4	8	76	33	20	3	-	1	101	40	2	4	23	11	123	19	115	26	137	
	25%	25%	26%	31%	21%	10%	13%	37%	20%	25%	14%	-	19%	24%	28%	19%	19%	32%	29%	25%	26%	30%	14%	25%	
	fw			efgj				aefgj														w			
Specialist medical professional or therapist	141	76	65	69	63	9	15	54	37	25	1	5	2	102	39	5	5	22	8	120	21	107	34	140	
	25%	27%	24%	26%	25%	21%	24%	26%	22%	32%	6%	37%	39%	25%	27%	42%	21%	30%	21%	24%	30%	28%	19%	26%	
																						w			
Parenting books	138	67	71	91	42	5	17	73	27	14	4	1	-	95	41	5	8	22	7	121	17	110	28	134	
	25%	23%	26%	34%	17%	13%	27%	34%	16%	18%	19%	8%	-	23%	29%	39%	33%	30%	20%	25%	24%	29%	15%	25%	
	etw			aefj				aefj														w			
Nursery or childcare professionals	137	77	59	84	44	8	15	69	35	10	6	-	2	95	41	4	5	28	4	125	12	103	34	137	
	24%	27%	22%	31%	18%	20%	24%	34%	20%	12%	28%	-	38%	23%	29%	35%	24%	39%	10%	26%	17%	27%	19%	25%	
	j			aeij				aeij														w			
Parenting support group	135	74	61	87	45	3	14	73	36	8	2	-	1	96	38	3	1	30	4	127	7	116	19	133	
	24%	26%	22%	33%	18%	7%	22%	33%	21%	10%	8%	-	19%	23%	27%	29%	6%	41%	11%	26%	10%	31%	10%	24%	
	fjuw			aefj				aefj												u		w			
Family members	130	73	57	58	56	15	10	48	36	21	10	4	2	91	38	2	1	21	14	110	20	96	34	126	
	23%	25%	21%	22%	23%	37%	16%	23%	21%	26%	43%	26%	38%	22%	26%	18%	4%	29%	37%	23%	28%	25%	19%	23%	
				dgi																					
Social media content from friends and family	129	69	60	74	53	2	11	63	40	13	1	1	-	95	34	-	3	21	10	121	9	104	26	122	
	23%	24%	22%	28%	21%	5%	18%	31%	24%	16%	5%	8%	-	23%	24%	-	15%	29%	26%	25%	12%	27%	14%	22%	
	fuv			f				aefj												u		w			
Family Hub / Sure start / Children's Centres	117	57	60	71	43	2	10	61	31	13	2	-	-	82	34	2	9	17	6	106	11	84	33	109	
	21%	20%	22%	27%	17%	5%	16%	30%	18%	16%	10%	-	-	20%	24%	17%	42%	23%	16%	22%	16%	22%	18%	20%	
	f			ef				aefgj																	
Parenting apps	116	61	55	76	35	5	16	60	27	8	4	2	-	83	33	1	5	23	4	106	9	93	22	110	
	21%	21%	20%	28%	14%	12%	26%	29%	16%	10%	16%	12%	-	20%	23%	10%	20%	32%	11%	22%	13%	25%	12%	20%	
	ejw			aefj				aeij															w		
Health visitor	97	54	42	54	40	2	5	50	33	8	1	1	-	67	29	1	3	20	6	91	6	72	25	104	
	17%	19%	16%	20%	16%	5%	7%	24%	19%	10%	4%	8%	-	16%	21%	6%	14%	27%	16%	19%	9%	19%	14%	19%	
				fj				aefgj												u		w			
Podcasts	95	52	43	56	34	5	9	47	24	9	2	4	-	71	24										

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 275

QPE3. In the last year, where have you sought information, support or advice about children's social or emotional development?

Base : All UK adults aged 16+ who sought advice on social and emotional skills

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	545	12	59	35	39	19	30	32	61	124	411	52	44	38	454	77	81	152	140	152	532	12	478	64	436	108	349	157	545
Weighted total	559	16**	70*	40*	47*	24**	37**	40*	72*	138	486	22*	35*	16*	477	68*	79*	162	144	156	547	12**	492	65*	447	112*	363	157	545
Effective base	438	12	57	35	37	19	23	31	59	110	399	51	41	38	412	65	70	125	141	155	477	10	451	55	374	99	320	153	513
NET: Online	456	16	58	34	33	17	28	35	56	121	399	18	27	12	392	54	54	134	120	138	449	7	406	49	374	82	298	130	443
NET: Online	82%	100%	82%	86%	70%	72%	75%	88%	77%	87%	82%	79%	78%	74%	82%	79%	68%	83%	83%	89%	82%	57%	82%	75%	84%	73%	82%	83%	81%
NHS website or other official health websites	255	8	32	17	19	13	14	16	37	72	228	11	11	5	222	31	27	75	68	79	254	2	230	25	213	42	167	72	245
NHS website or other official health websites	46%	48%	45%	43%	41%	52%	37%	41%	52%	52%	47%	48%	32%	31%	46%	46%	33%	46%	47%	51%	46%	13%	47%	38%	48%	37%	46%	46%	45%
Friends	186	7	23	15	14	5	17	12	26	43	163	6	12	5	155	28	24	50	48	59	183	3	161	25	149	37	111	62	178
Friends	33%	43%	32%	38%	30%	21%	45%	31%	36%	31%	34%	26%	34%	33%	32%	41%	30%	41%	33%	38%	34%	22%	33%	38%	33%	33%	31%	40%	33%
GPs or other healthcare professionals	176	5	24	15	17	3	10	13	30	34	152	7	9	8	150	21	32	43	52	41	174	2	164	11	152	24	108	54	176
GPs or other healthcare professionals	31%	33%	35%	38%	36%	11%	26%	33%	42%	25%	31%	32%	25%	50%	31%	31%	41%	26%	36%	26%	32%	20%	33%	17%	34%	21%	30%	35%	32%
Child's school	173	5	23	11	15	8	14	17	24	37	154	6	9	5	143	28	31	45	40	49	169	4	156	18	135	38	103	56	163
Child's school	31%	29%	33%	28%	31%	32%	39%	43%	33%	27%	32%	26%	25%	29%	30%	42%	39%	28%	27%	31%	31%	34%	32%	27%	30%	34%	29%	36%	30%
My parents / my partner's parents	163	3	15	13	14	10	9	11	18	49	141	7	7	7	142	19	18	43	45	55	161	2	145	18	141	22	112	43	162
My parents / my partner's parents	29%	16%	21%	34%	29%	42%	24%	28%	24%	36%	29%	33%	20%	44%	30%	28%	23%	26%	31%	35%	29%	19%	30%	27%	32%	20%	31%	27%	30%
Online articles or blogs about parenting	157	1	23	7	14	9	12	10	22	43	141	6	6	3	135	18	11	47	44	48	155	2	145	12	129	28	103	50	150
Online articles or blogs about parenting	28%	8%	32%	18%	31%	36%	32%	26%	30%	31%	29%	28%	18%	19%	28%	26%	13%	29%	31%	31%	28%	20%	30%	18%	29%	25%	28%	32%	28%
Parenting forums or discussion groups	155	4	16	17	8	8	9	12	16	47	137	4	10	4	132	22	13	34	39	68	152	3	139	16	125	31	115	32	149
Parenting forums or discussion groups	28%	23%	22%	44%	16%	31%	25%	31%	23%	34%	28%	19%	29%	24%	28%	32%	16%	21%	27%	43%	28%	29%	28%	25%	28%	27%	32%	20%	27%
Social media from healthcare organisations	141	10	13	12	10	5	13	7	13	40	123	6	9	3	127	14	18	31	37	52	137	4	131	10	120	21	108	31	137
Social media from healthcare organisations	25%	61%	18%	31%	20%	21%	36%	18%	18%	29%	25%	26%	27%	19%	27%	21%	23%	19%	25%	33%	25%	33%	27%	16%	27%	19%	30%	20%	25%
Specialist medical professional or therapist	141	4	23	12	11	5	7	12	11	36	121	7	9	4	125	16	18	33	36	45	138	3	129	11	117	24	102	37	140
Specialist medical professional or therapist	25%	25%	33%	31%	22%	22%	20%	29%	15%	26%	25%	32%	27%	21%	26%	23%	23%	20%	25%	29%	25%	27%	26%	17%	26%	21%	28%	23%	26%
Parenting books	138	3	12	11	7	8	15	14	11	41	121	4	8	4	122	12	14	41	31	50	134	3	125	12	120	18	93	38	134
Parenting books	25%	18%	17%	28%	15%	31%	40%	34%	15%	30%	25%	19%	24%	23%	26%	18%	18%	25%	21%	32%	25%	28%	25%	19%	27%	16%	26%	24%	25%
Nursery or childcare professionals	137	2	12	14	11	4	10	11	11	42	115	5	12	4	114	20	17	34	35	48	133	3	122	15	115	22	98	33	137
Nursery or childcare professionals	24%	10%	18%	34%	24%	16%	26%	28%	15%	30%	24%	25%	34%	24%	24%	29%	22%	21%	24%	31%	24%	28%	25%	23%	26%	19%	27%	21%	25%
Parenting support group	135	4	11	16	12	5	8	11	14	37	118	4	8	5	117	16	14	34	29	56	132	3	124	11	125	10	96	35	133
Parenting support group	24%	24%	16%	39%	25%	21%	21%	28%	19%	27%	24%	16%	24%	30%	25%	23%	18%	21%	20%	36%	24%	21%	25%	16%	25%	28%	27%	23%	24%
Family members	130	4	16	10	8	5	7	12	18	33	115	6	5	4	109	18	23	35	25	44	126	3	114	16	105	25	98	26	126
Family members	23%	23%	23%	25%	17%	20%	20%	31%	25%	24%	24%	28%	13%	25%	23%	27%	29%	21%	17%	28%	23%	27%	23%	25%	23%	22%	27%	17%	23%
Social media content from friends and family	129	3	14	13	14	5	12	10	11	33	114	4	9	3	112	14	12	33	36	47	129	1	120	10	109	21	87	37	122
Social media content from friends and family	23%	16%	20%	32%	30%	22%	33%	25%	15%	24%	23%	17%	25%	19%	24%	21%	15%	20%	25%	30%	24%	6%	24%	15%	24%	18%	24%	24%	22%
Family Hub / Sure start / Children's Centres	117	3	15	8	14	4	5	8	16	33	106	2	8	1	103	10	17	31	29	35	116	1	108	9	102	15	83	31	109
Family Hub / Sure start / Children's Centres	21%	18%	21%	20%	30%	16%	13%	21%	22%	24%	22%	7%	23%	8%	22%	14%	21%	19%	20%	22%	21%	10%	22%	13%	23%	13%	23%	20%	20%
Parenting apps	116	1	12	10	11	3	8	10	9	37	101	3	9	2	102	12	8	35	29	42	112	4	110	5	102	14	77	32	110
Parenting apps	21%	6%	17%	26%	23%	11%	21%	25%	13%	27%	21%	14%	25%	13%	21%	18%	10%	21%	20%	27%	21%	30%	22%	8%	23%	12%	21%	21%	20%
Health visitor	97	4	10	8	9	5	2	6	8	24	77	7	9	5	80	15	14	21	27	32	96	*	88	8	82	15	70	22	104
Health visitor	17%	25%	14%	20%	18%	21%	6%	15%	11%	18%	16%	11%	25%	28%	17%	23%	18%	13%	19%	21%	18%	3%	18%	12%	18%	13%	19%	14%	19%
Podcasts	95	4	18	9	6	3	8	5	9	23	85	2	5	3	78	14	6	21	22	43	92	3	89	6	82	12	74	17	90
Podcasts	17%	24%	26%	23%	13%	11%	21%	13%	13%	17%	18%	10%	14%	16%	16%	20%	8%	13%	15%	27%	17%	26%	18%	9%	18%	11%	20%	11%	17%
Charity organisation	87	4	16	6	4	5	6	6	6	26	79	3	4	1	76	11	8	23	18	36	83	4	82	5	72	15	67	19	81
Charity organisation	16%	24%	23%	14%	9%	21%	17%	15%	8%	19%	16%	11%	12%	8%	16%	16%	10%	14%	13%	23%	15%	35%	17%	7%	16%	14%	18%	12%	15%
Local Authority staff / Family Information Service	84	3	12	8	5	3	4	8	10	20	72	4	7	1	66	16	15	20	19	27	79	5	78	5	72	11	61	22	80
Local Authority staff / Family Information Service	15%	19%	17%	20%	10%	11%	10%	14%	15%	15%	20%	20%	5%	14%	24%	16	19%	13%	13%	17%	14%	40%	16%	8%	16%	10%	17%	14%	15%
Child's red book	78	4	7	10	7	4	1	5	10	18	67	3	6	3	68	7	8	18	23	28	77	1	69	8	64	14	52	20	74
Child's red book	14%	26%	10%	26%	15%																								

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

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Q9E3. In the last year, where have you sought information, support or advice about children's social or emotional development?

Base : All UK adults aged 16+ who sought advice on social and emotional skills

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	545	206	27	436	30	44	116	415	101	73	392	131	214	282	214	114	126	105	107	79	545
Weighted total	559	213	25**	450	28**	45*	114	431	100*	73*	407	136	414	289	219	123	133	108*	107*	74*	545
Effective base	488	190	21	392	26	37	103	373	90	66	351	114	365	255	192	106	114	93	95	69	488
NET: Online	456	181	21	382	20	30	87	358	75	52	345	102	347	247	179	100	107	85	93	61	443
f	82%	85%	86%	85%	70%	66%	77%	83%	75%	72%	85%	75%	84%	85%	82%	81%	81%	79%	87%	82%	81%
NHS website or other official health websites	255	100	16	215	12	14	50	198	47	33	187	62	192	140	97	50	61	48	58	36	245
46%	47%	64%	48%	42%	31%	44%	46%	47%	45%	46%	45%	46%	48%	45%	41%	45%	44%	55%	49%	45%	
Friends	186	78	7	162	7	10	40	141	30	23	140	48	135	88	84	35	44	34	38	32	178
33%	37%	29%	36%	25%	22%	35%	33%	30%	32%	34%	35%	33%	31%	39%	29%	33%	32%	36%	43%	33%	
GPs or other healthcare professionals	176	65	13	140	11	17	56	116	51	37	113	60	115	90	71	38	50	33	27	23	176
31%	31%	53%	31%	41%	37%	49%	27%	51%	51%	28%	44%	28%	31%	32%	31%	38%	30%	25%	31%	32%	
Child's school	173	60	5	137	13	18	47	124	49	39	113	54	118	87	72	43	29	35	41	23	163
31%	28%	20%	30%	45%	39%	41%	29%	49%	53%	28%	40%	28%	30%	33%	35%	22%	32%	39%	30%	30%	
My parents / my partner's parents	163	78	9	145	6	7	25	133	22	18	131	31	130	98	54	34	43	34	32	18	162
29%	37%	34%	32%	22%	17%	22%	31%	22%	24%	32%	23%	31%	34%	25%	27%	33%	31%	30%	25%	30%	
Online articles or blogs about parenting	157	67	7	137	4	12	32	124	26	18	122	34	121	83	65	41	42	23	26	22	150
28%	31%	28%	30%	14%	27%	28%	29%	26%	25%	30%	25%	29%	29%	30%	33%	32%	21%	24%	29%	28%	
Parenting forums or discussion groups	155	62	5	133	8	9	25	130	24	19	125	33	120	92	48	36	34	30	32	22	149
28%	29%	20%	30%	29%	19%	22%	30%	24%	26%	31%	25%	29%	32%	22%	29%	25%	28%	30%	30%	27%	
Social media from healthcare organisations	141	54	7	123	7	7	22	115	25	20	108	25	115	79	51	34	39	20	28	21	137
25%	26%	30%	27%	26%	15%	19%	27%	25%	27%	27%	19%	28%	27%	24%	28%	29%	18%	26%	29%	25%	
Specialist medical professional or therapist	141	61	6	114	6	13	32	106	34	28	98	38	103	74	52	36	34	30	19	22	140
25%	29%	25%	25%	22%	29%	28%	25%	34%	38%	24%	28%	25%	26%	24%	29%	26%	28%	18%	18%	29%	
Parenting books	138	66	7	121	5	8	31	104	22	18	109	24	113	89	44	35	39	17	25	18	134
25%	31%	26%	27%	17%	18%	27%	24%	22%	24%	27%	18%	27%	31%	20%	28%	29%	16%	23%	25%	25%	
Nursery or childcare professionals	137	82	3	115	7	10	25	109	22	17	107	27	109	84	47	36	34	23	23	18	137
24%	39%	12%	25%	25%	21%	22%	25%	22%	23%	26%	20%	26%	29%	22%	29%	26%	22%	22%	24%	25%	
Parenting support group	135	70	5	123	4	6	16	115	28	25	104	28	105	91	36	27	35	26	28	16	133
24%	33%	21%	27%	15%	13%	14%	27%	28%	35%	25%	21%	25%	31%	17%	22%	27%	24%	27%	21%	24%	
Family members	130	42	10	104	4	11	25	103	17	13	99	34	94	61	51	24	37	25	21	20	126
23%	20%	41%	23%	13%	24%	22%	24%	17%	18%	24%	25%	23%	21%	23%	20%	20%	28%	23%	20%	28%	
Social media content from friends and family	129	58	3	113	6	8	23	107	20	17	106	22	107	78	42	29	29	29	24	15	122
23%	27%	14%	25%	22%	17%	20%	25%	20%	23%	26%	16%	26%	27%	19%	24%	22%	26%	23%	21%	22%	
Family Hub / Sure start / Children's Centres	117	52	8	102	5	8	21	93	28	21	84	32	84	74	38	30	28	19	18	18	109
21%	24%	32%	23%	17%	17%	18%	22%	28%	29%	21%	23%	20%	26%	18%	25%	21%	17%	17%	24%	20%	
Parenting apps	116	55	4	102	5	5	25	90	14	10	97	22	93	78	38	33	27	23	15	16	110
21%	26%	17%	23%	16%	11%	22%	21%	14%	14%	24%	16%	22%	27%	17%	27%	20%	22%	14%	21%	20%	
Health visitor	97	51	11	86	2	7	15	80	17	14	76	24	71	53	34	24	20	18	24	10	104
17%	24%	44%	19%	8%	16%	14%	19%	17%	20%	19%	18%	17%	18%	16%	20%	15%	17%	22%	13%	19%	
Podcasts	95	38	3	79	5	7	15	76	17	14	71	18	75	61	26	27	24	13	15	12	90
17%	18%	12%	18%	17%	16%	13%	18%	17%	19%	17%	13%	18%	21%	12%	22%	18%	12%	14%	16%	17%	
Charity organisation	87	34	4	74	4	6	18	70	12	12	70	18	69	61	20	26	16	13	17	15	81
16%	16%	15%	16%	13%	14%	15%	16%	12%	17%	17%	13%	17%	21%	9%	21%	12%	12%	16%	20%	15%	
Local Authority staff / Family Information Service	84	31	3	70	5	9	26	56	32	24	51	29	54	53	21	23	19	16	13	11	80
15%	14%	10%	16%	17%	20%	23%	13%	32%	32%	13%	21%	13%	18%	10%	19%	14%	15%	13%	14%	15%	
Child's red book	78	36	10	67	2	6	18	58	18	13	55	22	56	47	26	21	21	6	13	14	74
14%	17%	40%	15%	8%	13%	16%	13%	18%	19%	13%	16%	14%	16%	12%	17%	16%	5%	13%	19%	14%	
From elsewhere	5	1	*	2	2	-	4	*	3	3	*	4	-	*	2	1	1	1	1	5	
1%	1%	2%	*	6%	-	4%	*	3%	5%	*	3%	-	*	1%	1%	1%	1%	1%	-	1%	
None of these	14	3	-	8	1	1	2	10	3	2	6	4	10	4	6	1	1	3	6	2	12
2%	1%	-	2%	4%	3%	2%	2%	3%	2%	2%	3%	2%	2%	1%	3%	1%	1%	3%	6%	3%	
Don't know	3	-	-	1	-	1	-	1	-	-	1	-	1	-	3	-	1	-	-	2	
*	-	-	*	-	3%	-	*	-	-	*	-	-	*	-	1%	-	1%	-	-	*	
NET: Informal	459	188	18	379	23	33	86	364	73	54	351	107	345	244	178	99	112	89	83	66	446
82%	88%	71%	84%	83%	74%	76%	84%	73%	75%	86%	79%	83%	84%	81%	81%	81%	84%	82%	78%	88%	
NET: Formal	507	201	23	416	25	39	106	391	96	70	372	125	377	273	193	115	120	98	97	66	494
91%	94%	92%	92%	88%	86%	93%	91%	96%	96%	92%	92%	91%	91%	94%	88%	94%	90%	91%	91%	89%	
NET: Friends and Family	313	132	15	264	13	22	61	244	47	37	242	74	236	165	120	63	79	64	57	44	304
56%	62%	59%	59%	45%	49%	54%	57%	47%	50%	59%	54%	57%	57%	55%	51%	59%	60%	54%	60%	56%	
NET: Public service / health professional	489	195	21	403	25	37	102	378	94	68	360	121	363	262	186	106	117	98	95	63	478
87%	92%	84%	89%	88%	81%	90%	88%	94%	93%	89%	89%	88%	91%	85%	86%	88%	88%	91%	90%	88%	
Other personalities and influencers on social media	57	24	3	52	1	4	11	44	13	9	42	11	45	34	18	20	12	11	9	5	53
10%	11%	10%	11%	4%	10%	10%	10%	13%	13%	10%	8%	11%	12%	8%	16%	9%	10%	8%	7%	10%	
Mean number of mentions	5.44	6.04	6.01	5.7	4.85	4.76	5.39	5.48	5.89	6.24	5.53	5.31	5.51	5.94	4.95	5.78	5.51	5.01	5.45	5.62	5.38

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? My parents / my partner's parents

Base : All UK adults aged 16+ answering who sought information, support or advice from My parents / my partner's parents

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	70	46	24	34	35	1	8	26	24	11	-	-	1	57	13	1	-	11	1	62	8	50	20	70
Weighted total	66*	47*	19**	33*	31**	1**	10**	24**	23**	8**	-**	-**	1**	53*	12**	1**	-**	9**	2**	37	1	28	9	37
Effective base	60	41	20	31	29	1	8	23	21	8	-	-	1	49	11	1	-	7	1	54	7	43	18	70
Very reliable	38	27	11	25	13	-	8	17	9	4	-	-	-	28	10	1	-	7	2	37	1	28	9	37
58%	58%	58%	58%	75%	41%	-	49%	71%	39%	49%	-	-	-	53%	80%	100%	-	73%	100%	61%	25%	63%	46%	53%
Fairly reliable	24	17	8	7	16	1	7	12	4	-	-	1	22	3	-	-	3	-	20	4	15	9	29	
37%	37%	36%	40%	21%	52%	100%	-	29%	54%	46%	-	-	41%	20%	-	-	27%	-	34%	75%	33%	45%	41%	
Not very reliable	2	2	*	-	2	-	-	2	*	-	-	-	2	-	-	-	-	-	2	-	*	2	3	
3%	3%	4%	2%	-	7%	-	-	8%	5%	-	-	-	4%	-	-	-	-	-	4%	-	1%	8%	4%	
Not at all reliable	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
2%	2%	3%	-	4%	-	-	13%	-	-	-	-	-	2%	-	-	-	-	-	2%	-	3%	-	1%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	62	44	19	32	28	1	8	24	21	8	-	1	50	12	1	-	9	2	57	5	43	19	66	
95%	95%	94%	98%	96%	93%	100%	87%	100%	92%	95%	-	-	94%	100%	100%	-	100%	100%	94%	100%	96%	92%	94%	
Bottom 2: Not reliable	3	3	*	1	2	-	1	-	2	*	-	-	3	-	-	-	-	-	3	-	2	2	4	
5%	5%	6%	2%	4%	7%	-	13%	-	8%	5%	-	-	6%	-	-	-	-	-	6%	-	4%	8%	6%	
Net difference	59	41	18	31	26	1	7	24	19	7	0	1	46	12	1	0	9	2	53	5	42	17	62	
90%	90%	87%	95%	93%	86%	100%	75%	100%	84%	90%	0%	0%	87%	100%	100%	0%	100%	100%	89%	100%	93%	83%	89%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? My parents / my partner's parents

Base : All UK adults aged 16+ answering who sought information, support or advice from My parents / my partner's parents

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	70	-	3	4	4	3	4	3	8	17	46	11	2	11	60	9	10	20	20	20	69	1	57	13	55	15	42	24	70
Weighted total	66*	-**	4**	4**	5**	4**	5**	4**	9**	20**	55**	5**	2**	11	59*	5**	9**	21**	17**	18**	65*	1**	53*	12**	53*	13**	41*	21**	70*
Effective base	60	-	2	2	3	3	3	3	5	15	33	11	2	1	52	7	13	13	17	17	50	1	50	10	43	20	33	70	
Very reliable	38	-	65%	52%	49%	66%	28%	65%	52%	76%	61%	37%	100%	27%	60%	25%	40%	63%	46%	72%	57%	100%	60%	46%	64%	32%	67%	42%	53%
58%	58%	-	65%	52%	49%	66%	28%	65%	52%	76%	61%	37%	100%	27%	60%	25%	40%	63%	46%	72%	57%	100%	60%	46%	64%	32%	67%	42%	53%
Fairly reliable	24	-	1	2	3	1	3	-	4	3	19	3	-	3	21	3	5	6	8	5	24	-	18	6	17	7	12	10	29
37%	37%	-	35%	48%	51%	34%	72%	-	48%	17%	34%	55%	-	63%	35%	66%	55%	29%	46%	28%	37%	-	34%	50%	33%	55%	29%	49%	41%
Not very reliable	2	-	-	-	-	-	1	-	-	1	*	-	-	*	2	*	*	*	1	-	2	-	2	*	2	*	*	2	3
3%	3%	-	-	-	-	-	35%	-	-	2%	9%	-	-	10%	3%	9%	5%	2%	8%	-	3%	-	3%	3%	3%	3%	1%	8%	4%
Not at all reliable	1	-	-	-	-	-	-	-	1	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	1	1	-	1
2%	2%	-	-	-	-	-	-	-	6%	2%	-	-	-	-	2%	-	-	6%	-	-	2%	-	2%	-	-	10%	3%	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	62	-	4	4	5	4	5	2	9	18	52	4	2	4	56	5	9	19	16	18	61	1	50	12	51	11	39	19	66
95%	95%	-	100%	100%	100%	100%	65%	100%	94%	95%	91%	100%	90%	95%	91%	95%	92%	92%	100%	95%	100%	94%	97%	97%	87%	96%	92%	94%	94%
Bottom 2: Not reliable	3	-	-	-	-	-	1	-	1	3	*	-	*	*	3	*	2	1	-	-	3	-	3	*	2	2	2	2	4
5%	5%	-	-	-	-	-	35%	-	6%	5%	9%	-	10%	5%	9%	5%	8%	8%	8%	-	5%	-	6%	3%	3%	13%	4%	8%	6%
Net difference	59	0	4	4	5	4	5	1	9	17	50	4	2	4	53	4	8	18	14	18	58	1	47	11	49	9	37	17	62
90%	90%	0%	100%	100%	100%	100%	31%	100%	88%	91%	82%	100%	80%	90%	83%	91%	84%	85%	100%	90%	100%	89%	93%	93%	74%	92%	83%	89%	

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? My parents / my partner's parents

Base : All UK adults aged 16+ answering who sought information, support or advice from My parents / my partner's parents

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	70	34	6	59	4	4	12	57	8	5	56	11	59	33	33	9	16	13	13	13	70
Weighted total	66*	34*	4**	57*	3**	3**	10**	54*	7**	4**	52*	9**	56*	33*	28**	9**	17**	18**	11**	9**	70*
Effective base	60	31	5	51	3	3	10	57	7	4	53	7	51	30	20	9	15	15	11	10	70
Very reliable	38	24	2	34	2	2	4	34	4	3	32	2	36	23	14	8	11	10	4	5	37
58%	58%	69%	51%	60%	75%	52%	37%	63%	55%	63%	61%	24%	63%	69%	51%	85%	62%	53%	34%	54%	53%
Fairly reliable	24	9	2	20	*	1	5	18	1	*	19	6	18	9	12	1	6	7	7	3	29
37%	37%	26%	49%	35%	11%	48%	47%	33%	20%	8%	36%	71%	32%	27%	45%	10%	35%	40%	66%	33%	41%
Not very reliable	2	2	-	2	*	-	*	2	*	-	2	*	2	1	1	*	*	1	-	-	3
3%	3%	5%	-	3%	14%	-	4%	3%	7%	3%	3%	5%	3%	4%	3%	5%	3%	7%	-	-	4%
Not at all reliable	1	-	-	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1	1
2%	2%	-	-	2%	-	-	12%	-	18%	29%	-	-	2%	-	-	-	-	-	-	13%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	62	32	4	54	3	3	9	52	5	3	51	9	54	32	27	9	17	17	11	8	66
95%	95%	95%	100%	95%	86%	100%	84%	97%	75%	71%	97%	95%	95%	96%	97%	95%	97%	93%	100%	87%	94%
Bottom 2: Not reliable	3	2	-	3	*	-	2	2	2	1	2	*	3	1	1	*	*	1	-	1	4
5%	5%	5%	-	5%	14%	-	16%	3%	25%	29%	3%	5%	5%	4%	3%	5%	3%	7%	-	13%	6%
Net difference	59	30	4	51	2	3	7	49	50	3	49	8	51	30	26	8	16	1			

	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	Unweighted Total
Unweighted total	64	38	26	26	27	11	7	19	18	9	7	3	1	45	18	1	1	13	3	52	12	44	20	64
Weighted total	64*	39*	25**	24**	28**	5**	5**	19**	17**	11**	8**	3**	1**	45*	18**	1**	1**	11**	6**	53*	11**	43*	21**	64*
Effective base	56	34	22	24	23	10	6	18	16	8	6	3	1	42	15	1	1	17	3	46	10	39	18	64
Very reliable	19	17	9	14	5	1	3	11	4	1	1	1	1	12	7	1	1	7	1	19	1	19	1	20
Fairly reliable	36	17	19	10	18	9	2	8	10	8	6	2	1	28	8	1	1	3	4	27	9	19	18	37
Not very reliable	7	4	2	1	4	1	1	1	2	2	1	1	1	4	3	1	1	2	2	6	1	5	2	5
Not at all reliable	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Top 2: Reliable	56	34	22	24	23	10	5	18	14	9	6	2	1	40	15	1	1	11	4	46	10	38	18	57
Bottom 2: Not reliable	8	4	3	1	6	1	1	1	4	2	1	1	1	5	3	1	1	2	2	7	1	5	3	6
Net difference	48	30	18	23	17	8	5	17	10	7	5	2	1	35	12	1	1	11	2	39	9	33	15	51
	75%	77%	72%	93%	61%	74%	100%	91%	60%	62%	67%	82%	100%	78%	68%	100%	-100%	100%	29%	74%	79%	78%	70%	80%

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

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 Table 285

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other family members

Base: All UK adults aged 16+ answering who sought information, support or advice from Other family members

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	64	1	5	5	4	1	2	4	11	17	47	7	4	53	9	14	15	16	18	64	-	54	10	51	13	46	15	64	
Weighted total	64*	1**	6**	6**	5**	1**	2**	5**	11**	18**	55*	3**	1**	42*	8**	14**	16**	17**	17**	64*	-**	55*	10**	51*	13**	48*	14**	64*	
Effective base	55	1	5	5	4	1	2	4	10	16	45	7	4	47	8	12	13	15	15	55	-	48	9	47	12	48	12	64	
Very reliable	19	-	20%	-	23%	-	55%	23%	20%	53%	30%	45%	46%	-	34%	16%	8%	18%	52%	41%	30%	-	33%	15%	31%	26%	32%	28%	31%
Fairly reliable	36	1	4	4	4	1	4	5	7	31	2	2	2	27	7	10	13	4	9	36	-	31	6	30	6	26	9	37	
Not very reliable	7	-	-	1	-	-	-	3	2	7	-	-	-	7	-	3	-	2	1	7	-	5	1	4	2	6	1	5	
Not at all reliable	1	-	-	21%	-	-	-	30%	11%	12%	-	-	-	12%	-	21%	-	15%	7%	10%	-	10%	12%	8%	18%	12%	7%	8%	
Don't know	1	-	19%	-	-	-	-	-	-	2%	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	1	-	1	
Top 2: Reliable	56	1	5	4	5	1	2	5	8	16	48	3	2	46	8	11	16	13	16	56	-	49	7	46	10	41	13	57	
Bottom 2: Not reliable	8	-	1	1	-	-	-	3	2	8	-	-	-	8	-	3	-	4	1	8	-	5	2	4	4	7	1	6	
Net difference	48	1	19%	21%	-	-	-	30%	11%	14%	-	-	-	38	8	8	16	9	15	48	-	43	5	42	6	34	12	51	
	75%	100%	61%	58%	100%	100%	100%	100%	39%	78%	72%	100%	82%	70%	100%	57%	100%	54%	86%	75%	0%	79%	50%	83%	46%	71%	87%	80%	

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

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 Table 286

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other family members

Base: All UK adults aged 16+ answering who sought information, support or advice from Other family members

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	64	21	3	47	3	5	14	50	3	3	52	16	47	28	27	8	19	14	8	13	64	
Weighted total	64*	18**	3**	48*	3**	6**	14**	50*	4**	4**	53*	19**	45*	26**	26**	8**	18**	15**	8**	12**	64*	
Effective base	55	19	3	42	3	4	13	44	3	3	46	14	42	24	25	8	17	12	7	12	64	
Very reliable	19	10	2	18	1	2	16	2	17	1	17	6	18	14	5	2	6	5	3	2	20	
Fairly reliable	36	6	1	24	2	4	10	27	-	-	30	14	23	11	21	5	9	8	4	8	37	
Not very reliable	7	2	-	5	-	2	1	5	1	1	5	3	2	1	1	2	2	-	1	5		
Not at all reliable	1	-	-	2%	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	1		
Don't know	1	-	-	2%	-	-	-	2%	-	-	2%	-	3%	-	-	-	6%	-	-	2%		
Top 2: Reliable	56	16	3	42	3	4	13	43	2	2	46	15	41	25	26	7	15	13	8	11	57	
Bottom 2: Not reliable	8	2	-	6	-	2	1	6	1	1	6	3	4	1	1	1	3	2	-	1	6	
Net difference	48	14	3	36	3	2	9	37	1	1	40	11	38	24	25	6	12	11	8	10	51	
	75%	77%	100%	76%	100%	30%	82%	73%	29%	29%	76%	62%	84%	91%	93%	71%	63%	73%	100%	77%	80%	

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

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 Table 289

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Friends

Base: All UK adults aged 16+ answering who sought information, support or advice from Friends

	TOTAL (a)	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	71	40	31	36	32	3	10	26	21	11	1	1	1	50	21	1	1	3	11	3	60	11	47	23	71
Weighted total	74*	40*	31**	36	32	3	10**	26**	21**	1**	1**	1**	1**	50*	21**	1**	1**	3	11	3	60*	11**	47*	23**	71*
Effective base	64	35	29	33	29	3	9	24	20	9	1	1	1	46	19	4	3	11	3	54	10	43	21	71	
Very reliable	17	14	3	12	4	1	4	8	3	1	1	1	1	11	5	2	1	2	-	14	3	12	4	17	
	23%	34%	8%	34%	11%	25%	40%	31%	13%	8%	-	100%	-	23%	21%	45%	31%	20%	-	22%	27%	24%	18%	24%	

Fairly reliable	48	22	27	19	27	2	5	15	18	9	1	-	1	34	15	2	1	7	4	41	7	32	16	46
66%	54%	80%	56%	74%	75%	48%	59%	76%	70%	100%	-	-	100%	68%	61%	55%	36%	69%	65%	65%	70%	62%	73%	65%
Not very reliable	9	5	4	4	5	-	1	2	2	3	-	-	-	4	4	-	1	1	2	8	*	7	2	8
12%	12%	12%	10%	15%	-	12%	10%	10%	23%	-	-	-	-	9%	18%	-	33%	11%	35%	13%	4%	13%	9%	11%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	65	36	29	31	31	3	9	22	21	10	1	1	1	45	20	4	2	9	4	55	10	44	21	63
88%	88%	88%	90%	85%	100%	88%	90%	90%	77%	100%	100%	100%	100%	91%	82%	100%	67%	89%	65%	87%	96%	87%	91%	89%
Bottom 2: Not reliable	9	5	4	4	5	-	1	2	2	3	-	-	-	4	4	-	1	1	2	8	*	7	2	8
12%	12%	12%	10%	15%	-	12%	10%	10%	23%	-	-	-	-	9%	18%	-	33%	11%	35%	13%	4%	13%	9%	11%
Net difference	56	31	25	28	26	3	8	20	19	7	1	1	1	41	15	4	1	8	2	46	10	37	19	55
76%	76%	76%	80%	71%	100%	76%	81%	80%	55%	100%	100%	100%	100%	82%	64%	100%	33%	78%	31%	73%	93%	73%	83%	77%

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

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 Table 290

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Friends

Base : All UK adults aged 16+ answering who sought information, support or advice from Friends

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweigh ted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshi re and the Humber (d)	West Midland s (e)	East Midland s (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotlan d (m)	Norther n Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,00 0 and above (t)	Importa nt (u)	Not importa nt (v)	Knowned gable (w)	Not knowed gable (x)	Knowned gable (y)	Not knowed gable (z)	Collect ive (A)	Individ ual (B)	
Unweighted total	71	2	6	5	8	1	5	1	8	18	54	6	5	58	12	10	22	17	20	69	2	58	13	54	17	37	29	71	
Weighted total	74*	3**	8**	6**	10**	1**	7**	1**	9**	20**	64*	3**	5**	63*	9**	9**	23**	17**	22**	71*	2**	59*	15**	56*	18**	39*	28**	71*	
Effective base	64	2	6	5	8	1	5	1	8	18	52	6	5	53	10	8	20	15	20	62	2	53	11	48	16	35	26	71	
Very reliable	17	-	-	3	2	-	1	-	2	5	14	1	14	11	4	1	4	6	6	17	-	14	2	12	5	8	7	17	
23%	-	-	59%	23%	-	16%	-	24%	24%	21%	34%	31%	22%	18%	44%	13%	16%	34%	26%	23%	-	24%	17%	22%	26%	22%	26%	24%	
Fairly reliable	48	3	5	1	6	1	4	1	7	14	42	1	3	44	4	7	16	9	14	46	2	39	9	37	11	27	17	46	
66%	100%	58%	21%	65%	100%	66%	100%	76%	70%	66%	50%	69%	61%	70%	47%	79%	70%	53%	63%	64%	100%	66%	63%	66%	63%	69%	60%	65%	
Not very reliable	9	-	3	1	1	-	1	-	1	8	*	-	*	8	1	1	3	2	2	9	-	6	3	7	2	4	4	8	
12%	-	42%	20%	12%	-	18%	-	6%	12%	16%	-	17%	13%	8%	8%	14%	13%	11%	12%	12%	-	10%	20%	12%	11%	9%	14%	11%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	65	3	5	5	9	1	5	1	9	18	56	2	5	55	9	9	20	15	20	63	2	53	12	49	16	36	24	63	
88%	100%	58%	80%	88%	100%	82%	100%	100%	94%	88%	84%	100%	83%	87%	92%	92%	86%	87%	89%	88%	100%	90%	80%	88%	89%	91%	86%	89%	
Bottom 2: Not reliable	9	-	3	1	1	-	1	-	1	8	*	-	*	8	1	1	3	2	2	9	-	6	3	7	2	4	4	8	
12%	-	42%	20%	12%	-	18%	-	6%	12%	16%	-	17%	13%	8%	8%	14%	13%	11%	12%	12%	-	10%	20%	12%	11%	9%	14%	11%	
Net difference	56	3	1	4	4	1	4	1	9	17	48	2	5	47	8	8	17	13	17	54	2	47	9	42	14	32	20	55	
76%	100%	16%	60%	76%	100%	64%	100%	100%	88%	75%	68%	100%	66%	75%	83%	83%	72%	73%	79%	75%	100%	80%	61%	76%	78%	82%	71%	77%	

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

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 Table 291

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Friends

Base : All UK adults aged 16+ answering who sought information, support or advice from Friends

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowned gable (n)	Not knowed gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	71	33	2	57	6	4	13	56	8	5	56	16	53	30	39	15	18	13	12	12	71
Weighted total	74*	34*	1**	60*	6**	4**	13**	57*	9**	6**	56*	17**	56*	31**	40*	15**	21**	13**	13**	10**	71*
Effective base	64	31	2	52	5	4	12	50	8	5	50	14	48	28	34	14	17	12	11	10	71
Very reliable	17	9	*	14	2	-	2	14	3	2	11	5	11	9	8	4	5	4	2	1	17
23%	27%	50%	24%	28%	-	16%	25%	36%	40%	20%	32%	20%	29%	25%	25%	16%	26%	16%	9%	24%	
Fairly reliable	48	22	*	38	2	4	10	36	6	3	37	11	36	19	27	9	13	7	11	8	46
66%	66%	50%	64%	45%	100%	72%	62%	64%	60%	66%	66%	66%	65%	60%	68%	64%	60%	52%	84%	80%	65%
Not very reliable	9	2	-	7	2	-	2	7	-	8	*	8	3	5	2	3	3	-	1	8	
12%	7%	-	12%	28%	-	12%	13%	-	13%	2%	15%	11%	13%	11%	15%	21%	-	11%	11%	11%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	65	31	1	53	4	4	12	50	9	6	48	16	47	28	35	13	18	10	13	9	63
88%	93%	100%	88%	72%	100%	88%	87%	100%	100%	87%	98%	85%	89%	87%	89%	85%	79%	100%	89%	89%	
Bottom 2: Not reliable	9	2	-	7	2	-	2	7	-	8	*	8	3	5	2	3	3	-	1	8	
12%	7%	-	12%	28%	-	12%	13%	-	13%	2%	15%	11%	13%	11%	15%	21%	-	11%	11%	11%	
Net difference	56	29	1	45	2	4	10	43	9	6	41	16	39	24	29	11	15	8	13	8	55
76%	86%	100%	76%	45%	100%	77%	75%	100%	100%	73%	96%	70%	78%	74%	78%	70%	58%	100%	77%	77%	

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

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 Table 294

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? GPs or other healthcare professionals

Base : All UK adults aged 16+ answering who sought information, support or advice from GPs or other healthcare professionals

	Gender			Age											Ethnicity						Working status		Education		Unweighte d Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (includin g White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	81	40	40	31	40	10	10	21	29	11	6	2	2	65	15	3	1	9	2	62	19	47	34	81	
Weighted total	78*	38*	40*	30**	38*	10**	9**	21**	28**	11**	6**	2**	2**	64*	14**	3**	1**	6**	4**	61*	17**	48*	30**	81*	
Effective base	71	36	35	28	35	9	8	19	25	10	5	2	2	59	12	3	1	8	2	55	17	42	30	81	
Very reliable	33	17	16	16	13	4	8	9	10	3	1	1	1	28	5	1	-	4	-	30	3	23	10	35	
43%	45%	41%	56%	35%	35%	90%	41%	36%	32%	22%	51%	54%	45%												

Bottom 2: Not reliable	87%	93%	81%	85%	85%	100%	95%	80%	83%	91%	100%	100%	100%	100%	100%	100%	100%	100%	100%	87%	84%	95%	73%	86%
	10	3	8	5	6	-	*	4	5	1	-	-	-	-	-	-	-	-	-	8	3	2	8	11
	13%	7%	19%	15%	15%	-	5%	20%	17%	9%	-	-	-	-	-	-	-	-	13%	16%	5%	27%	14%	
Net difference	57	33	25	21	27	10	8	13	18	9	6	2	2	43	14	3	1	6	4	46	12	43	14	59
	73%	86%	62%	69%	70%	100%	91%	61%	65%	82%	100%	100%	100%	67%	100%	100%	100%	100%	75%	69%	91%	46%	73%	

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

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 Table 295

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? GPs or other healthcare professionals

Base: All UK adults aged 16+ answering who sought information, support or advice from GPs or other healthcare professionals

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	81	2	6	6	7	3	5	14	14	57	7	6	11	63	14	15	25	21	15	81	8	72	8	66	15	46	35	81	
Weighted total	78*	2**	7**	6**	8**	**	4**	17**	16**	66*	3**	5**	6**	62*	11**	14**	25**	21**	14**	78*	**	69*	8**	64*	14**	45*	25**	81*	
Effective base	71	2	6	6	6	-	3	5	14	14	55	7	6	57	12	14	22	18	13	71	-	63	7	58	14	41	22	81	
Very reliable	33	2	1	1	4	-	3	1	4	11	27	1	3	29	4	6	10	9	9	33	-	27	5	30	4	19	12	35	
Fairly reliable	34	-	3	3	4	-	1	2	11	5	30	1	2	26	4	6	10	11	4	32	-	39	6	46	6	26	47	43%	
Not very reliable	8	-	2	1	-	-	-	2	39%	31%	45%	29%	33%	42%	35%	42%	40%	52%	26%	44%	-	46%	34%	46%	24%	46%	39%	43%	
Net difference	57	2	2	2	8	0	4	1	13	16	47	1	5	49	4	9	14	18	11	57	0	49	8	55	3	35	18	59	
	73%	100%	31%	33%	100%	0%	100%	13%	74%	100%	72%	21%	100%	79%	36%	65%	57%	89%	82%	73%	0%	70%	100%	86%	20%	77%	71%	73%	

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

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 Table 296

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? GPs or other healthcare professionals

Base: All UK adults aged 16+ answering who sought information, support or advice from GPs or other healthcare professionals

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	81	30	3	61	4	9	31	48	25	18	45	30	49	37	36	14	33	16	14	10	81
Weighted total	78*	27**	4**	60*	5**	7**	29**	47*	24**	17**	44*	34**	43*	33*	38*	13**	22**	17**	14**	8**	81*
Effective base	71	25	3	53	4	8	28	42	22	16	39	29	42	32	33	12	21	15	12	9	81
Very reliable	33	14	1	25	1	2	12	20	9	5	18	10	23	19	13	4	12	11	2	4	35
Fairly reliable	34	11	2	28	2	3	12	23	9	7	23	18	17	21	6	7	3	11	4	35	
Not very reliable	8	2	1	48%	47%	41%	40%	49%	40%	43%	52%	35%	38%	35%	55%	47%	32%	15%	42%	43%	
Net difference	57	23	4	46	2	4	19	39	13	8	38	22	36	28	29	7	15	10	14	7	59
	73%	82%	100%	78%	48%	54%	65%	82%	55%	48%	87%	64%	83%	84%	76%	55%	69%	58%	100%	89%	73%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 299

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Specialist medical professional or therapist

Base: All UK adults aged 16+ answering who sought information, support or advice from Specialist medical professional or therapist

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	59	32	26	24	30	5	5	19	20	10	-	4	1	43	16	2	4	8	2	46	13	43	16	59
Weighted total	58*	32**	26**	23**	29**	6**	5**	18**	16**	12**	**	5**	1**	41*	17**	2**	4**	7**	4**	46*	12**	64*	14**	59*
Effective base	52	27	25	22	25	5	5	13	15	7	-	3	1	38	14	2	3	5	4	41	11	41	13	50
Very reliable	33	20	14	14	17	3	4	10	12	4	-	3	1	20	13	1	3	5	4	28	5	28	5	31
Fairly reliable	24	12	12	9	11	4	1	8	3	8	-	2	1	20	4	1	*	3	-	17	7	16	9	26
Not very reliable	1	-	1	-	1	-	-	-	1	-	-	-	-	4%	22%	43%	9%	35%	-	38%	57%	36%	60%	44%
Net difference	57	32	25	23	27	6	5	18	16	12	-	5	1	40	17	2	4	7	4	45	11	43	14	55
	97%	100%	94%	100%	95%	100%	100%	100%	90%	100%	0%	100%	100%	96%	100%	100%	100%	100%	100%	98%	94%	98%	95%	93%

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Specialist medical professional or therapist

Base : All UK adults aged 16+ answering who sought information, support or advice from Specialist medical professional or therapist

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Knowledgeable (w)	Not knowledgeable (x)	Knowledgeable (y)	Not knowledgeable (z)	Collective (A)	Individual (B)	
Unweighted total	33	2	8	1	2	2	3	6	5	14	4	7	4	5	49	10	10	12	11	38	1	50	3	46	13	36	13	59	
Weighted total	58*	3**	10**	1**	2**	3**	4**	7**	5**	15**	3**	14	3**	2**	51*	7**	11**	19**	12**	11**	56*	2**	50*	8**	45*	14**	38*	20**	
Effective base	52	2	8	1	2	2	3	6	5	13	4	7	4	5	44	8	8	17	12	10	52	1	44	8	40	12	34	17	
Very reliable	33	3	6	-	2	3	3	1	2	9	28	1	3	1	31	2	7	10	3	9	31	2	30	3	28	5	21	12	31
75%	100%	54%	-	100%	100%	71%	20%	36%	60%	57%	34%	100%	42%	61%	33%	60%	52%	26%	85%	55%	100%	60%	42%	64%	35%	56%	58%	53%	
Fairly reliable	24	-	5	1	-	-	5	3	6	22	1	-	1	19	5	4	8	9	2	24	-	20	5	15	9	16	8	26	
42%	-	46%	100%	-	-	29%	80%	64%	40%	43%	41%	-	58%	38%	67%	40%	44%	74%	15%	43%	-	39%	58%	34%	65%	41%	42%	44%	
Not very reliable	1	-	-	-	-	-	-	-	-	-	25%	-	-	2	-	-	4%	-	-	1	-	2%	-	2%	-	2%	-	3%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	57	3	10	1	2	3	4	7	5	15	50	2	2	50	7	11	18	12	11	55	2	50	8	44	14	37	20	57	
99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	75%	100%	100%	98%	100%	100%	96%	100%	100%	99%	100%	98%	100%	98%	100%	98%	100%	97%	
Bottom 2: Not reliable	1	-	-	-	-	-	-	-	-	-	25%	-	-	2	-	-	4%	-	-	1	-	2%	-	2%	-	2%	-	2	
Net difference	57	3	10	1	2	3	4	7	5	15	50	2	2	49	7	11	18	12	11	55	2	49	8	43	14	36	20	55	
97%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	50%	100%	100%	97%	100%	100%	92%	100%	100%	97%	100%	97%	100%	97%	100%	96%	100%	93%	

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Specialist medical professional or therapist

Base : All UK adults aged 16+ answering who sought information, support or advice from Specialist medical professional or therapist

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	33	26	1	46	2	13	39	17	14	17	13	42	23	23	10	14	11	13	11	11	
Weighted total	58*	27**	1**	44*	2**	7**	14**	11**	15**	17**	17**	42**	23**	27**	11**	13**	10**	11**	13**		
Effective base	52	24	1	41	2	5	16	14	12	13	14	38	21	24	9	13	10	11	10		
Very reliable	33	17	1	29	-	2	6	26	8	7	21	9	24	16	15	8	6	5	7	7	
57%	64%	100%	65%	-	30%	37%	65%	59%	60%	56%	56%	58%	69%	56%	75%	42%	50%	63%	59%		
Fairly reliable	24	9	-	15	2	5	9	14	5	4	17	7	17	7	12	2	8	5	4	5	
42%	35%	-	34%	100%	64%	58%	35%	33%	44%	42%	42%	31%	44%	22%	58%	46%	37%	41%	44%		
Not very reliable	1	1	-	1	-	6	5	-	1	-	5	7	-	1	-	-	-	-	-		
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Top 2: Reliable	57	26	1	43	2	7	15	41	13	11	38	16	41	23	27	11	13	10	11	13	
99%	99%	100%	94%	100%	94%	95%	100%	95%	93%	100%	97%	99%	100%	100%	97%	100%	96%	100%	100%		
Bottom 2: Not reliable	1	1	-	1	-	6	5	-	1	-	5	7	-	3	-	4%	-	-	-		
Net difference	57	26	1	43	2	6	14	41	13	10	38	16	41	23	27	11	13	9	11	13	
97%	97%	100%	98%	100%	88%	90%	100%	89%	86%	100%	95%	98%	100%	100%	94%	100%	91%	100%	100%		

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Nursery or childcare professionals

Base : All UK adults aged 16+ answering who sought information, support or advice from Nursery or childcare professionals

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	52	24	28	27	20	5	3	24	15	5	4	-	1	35	15	3	3	9	-	41	11	33	19	52
Weighted total	50*	26**	23**	25**	21**	4**	4**	21**	15**	6**	3**	**	1**	35*	14**	3**	3**	8**	**	42*	8**	32*	17**	52*
Effective base	47	23	24	24	19	4	3	21	14	5	3	-	1	32	14	3	3	9	-	38	9	31	16	52
Very reliable	31	17	14	16	13	1	1	15	9	5	4	-	1	20	11	2	2	6	-	28	4	23	8	32
62%	65%	59%	65%	34%	35%	71%	71%	59%	79%	12%	-	-	100%	57%	76%	75%	72%	78%	-	66%	45%	70%	49%	62%
Fairly reliable	17	8	9	7	7	3	2	4	6	1	3	-	-	13	3	1	1	2	-	13	4	9	8	18
34%	30%	39%	28%	35%	66%	65%	21%	41%	21%	88%	-	-	38%	24%	25%	28%	22%	-	31%	50%	26%	49%	35%	
Not very reliable	2	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	1	1	1	1	2
Not at all reliable	3	5	2	7	-	-	8	-	-	-	-	-	5	-	-	-	-	-	-	3	5	4	2	4
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	48	25	23	23	21	4	4	19	15	6	3	-	1	33	14	3	3	8	-	41	7	31	17	50
97%	95%	98%	93%	100%	100%	92%	100%	92%	100%	100%	100%	-	100%	95%	100%	100%	100%	100%	-	97%	95%	96%	98%	96%
Bottom 2: Not reliable	2	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	-	1	1	1	1	2
Net difference	46	24	23	21	21	4	4	18	15	6	3	0	1	31	14	3	3	8	0	39	7	30	16	48
93%	90%	97%	87%	100%	100%	84%	100%	84%	100%	100%	100%	0%	100%	90%	100%	100%	100%	100%	0%	94%	90%	92%	95%	92%

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Nursery or childcare professionals

Base : All UK adults aged 16+ answering who sought information, support or advice from Nursery or childcare professionals

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	52	6	6	2	3	1	2	6	4	14	38	7	4	3	40	9	9	14	13	40	1	46	5	41	10	34	15	52	
Weighted total	50*	61**	43**	25**	43**	11**	21**	71**	5**	151**	423**	31**	31**	141**	393**	93**	71**	141**	131**	481**	11**	44**	51**	39**	10**	35**	131**	52*	
Effective base	47	6	2	3	3	1	2	6	4	14	37	7	4	3	37	8	8	12	12	46	1	42	5	37	9	32	13	52	
Very reliable	31	5	2	2	2	-	4	2	13	28	2	1	1	27	2	3	7	8	11	31	-	30	1	26	4	24	7	32	
Fairly reliable	17	2	-	1	1	1	2	3	2	13	1	2	*	12	5	3	7	5	1	16	1	13	4	13	4	11	5	18	
Not very reliable	2	-	-	-	-	-	1	-	-	3	31	31	74	29	59	45	48	39	10	33	100	29	76	32	44	31	36	35	
Not at all reliable	3	-	-	-	-	-	17	-	-	3	14	-	-	1	15	6	-	-	10	3	-	4	-	1	12	-	12	4	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	48	6	2	4	4	1	2	6	5	15	41	2	3	39	7	7	14	13	12	47	1	43	5	39	9	35	12	50	
Bottom 2: Not reliable	2	-	-	-	-	-	1	-	-	1	86	-	-	1	1	1	-	-	-	2	-	2	-	1	-	-	2	2	
Net difference	46	0	6	2	4	1	2	5	5	15	40	2	3	38	6	6	14	13	11	45	1	41	5	39	8	35	10	48	
	93%	0%	100%	100%	100%	100%	66%	100%	100%	94%	72%	100%	100%	98%	70%	89%	100%	100%	81%	93%	100%	93%	100%	98%	75%	100%	75%	92%	

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 306

QP54A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Nursery or childcare professionals

Base : All UK adults aged 16+ answering who sought information, support or advice from Nursery or childcare professionals

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	52	28	1	39	4	5	17	36	8	6	37	11	39	30	19	11	12	12	9	5	52	
Weighted total	50*	29**	1**	37**	4**	5**	111**	36**	6**	5**	39**	9**	39**	29**	19**	12**	12**	12**	8**	4**	52*	
Effective base	47	26	1	35	3	5	11	33	7	5	35	10	36	27	18	10	11	11	8	4	52	
Very reliable	31	17	-	27	1	1	6	25	5	4	25	4	27	21	10	8	6	6	6	2	32	
Fairly reliable	17	10	*	9	2	4	4	10	1	*	13	5	11	9	7	4	4	5	2	2	18	
Not very reliable	2	2	-	2	-	-	*	1	*	*	1	*	1	-	1	-	*	1	-	-	2	
Not at all reliable	3	6	-	4	-	-	4	3	6	8	3	4	3	-	7	-	3	11	-	-	4	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	48	26	*	36	4	5	10	35	6	5	37	9	38	29	17	12	12	11	8	4	50	
Bottom 2: Not reliable	2	2	-	2	-	-	1	1	*	*	1	-	1	-	1	-	-	-	-	-	2	
Net difference	46	25	*	34	4	5	10	34	6	4	36	8	37	29	16	12	12	9	8	4	48	
	93%	88%	100%	91%	100%	100%	93%	93%	88%	85%	93%	91%	94%	100%	86%	100%	94%	79%	100%	100%	92%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 309

QP54A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting support group

Base : All UK adults aged 16+ answering who sought information, support or advice from Parenting support group

	TOTAL (a)	Gender		Age								Ethnicity					Working status		Education		Unweighted Total		
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)
Unweighted total	59	31	27	33	23	3	6	27	21	2	43	16	1	43	16	2	14	4	55	4	50	9	59
Weighted total	56*	29**	27**	31**	23**	3**	6**	25**	20**	2**	43**	14**	**	43**	14**	**	12**	**	54*	3**	48*	8**	59*
Effective base	53	28	25	29	21	3	5	24	19	2	38	15	-	38	15	-	13	-	50	3	45	8	59
Very reliable	37	18	18	23	12	1	4	19	11	1	28	9	-	28	9	-	8	-	34	2	36	1	37
Fairly reliable	18	9	8	8	9	1	2	6	9	-	13	5	-	13	5	-	4	-	18	12	12	6	20
Not very reliable	1	1	-	1	-	-	1	-	-	-	3	-	-	3	-	-	-	-	1	-	6	-	34
Not at all reliable	2	4	-	-	5	-	-	-	-	-	3	-	-	3	-	-	-	-	2	-	14	-	2
Don't know	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	*	1
Top 2: Reliable	55	28	27	31	21	2	6	25	20	1	41	14	-	41	14	-	12	-	52	3	48	7	57
Bottom 2: Not reliable	1	1	-	1	-	-	-	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	1
Net difference	54	27	27	31	20	2	6	25	20	0	40	14	0	40	14	0	12	0	51	3	48	6	56
	95%	92%	98%	100%	90%	84%	100%	92%	100%	0%	93%	100%	100%	93%	100%	100%	100%	0%	95%	100%	100%	67%	95%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 310

QP54A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting support group

Base : All UK adults aged 16+ answering who sought information, support or advice from Parenting support group

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	52	6	6	2	3	1	2	6	4	14	38	7	4	3	40	9	9	14	13	40	1	46	5	41	10	34	15	52	
Weighted total	50*	61**	43**	25**	43**	11**	21**	71**	5**	151**	423**	31**	31**	141**	393**	93**	71**	141**	131**	481**	11**	44**	51**	39**	10**	35**	131**	52*	
Effective base	47	6	2	3	3	1	2	6	4	14	37	7	4	3	37	8	8	12	12	46	1	42	5	37	9	32	13	52	
Very reliable	31	5	2	2	2	-	4	2	13	28	2	1	1	27	2	3	7	8	11	31	-	30	1	26	4	24	7	32	
Fairly reliable	17	2	-	1	1	1	2	3	2	13	1	2	*	12	5	3	7	5	1	16	1	13	4	13	4	11	5	18	
Not very reliable	2	-	-	-	-	-	1	-	-	3	31	31	74	29	59	45	48	39	10	33	100	29	76	32	44	31	36	35	
Not at all reliable	3	-	-	-	-	-	17	-	-	3	14	-	-	1	15	6	-	-	10	3	-	4	-	1	12	-	12	4	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	48	6	2	4	4	1	2	6	5	15	41	2	3	39	7	7	14	13	12	47	1	43	5	39	9	35	12	50	
Bottom 2: Not reliable	2	-	-	-	-	-	1	-	-	1	86	-	-	1	1	1	-	-	-	2	-	2	-	1	-	-	2	2	
Net difference	46	0	6	2	4	1	2	5	5	15	40	2	3	38	6	6	14	13	11	45	1	41	5	39	8	35	10	48	
	93%	0%	100%	100%	100%	100%	66%	100%	100%	94%	72%	100%	100%																

Unweighted total	59	2	3	6	3	3	2	4	5	13	41	6	5	7	47	10	7	14	16	22	57	2	53	6	52	7	35	20	59
Weighted total	56*	3**	3**	7**	4**	4**	2**	5**	6**	13**	47*	3**	4**	3**	45*	9**	6**	15**	15**	20**	56*	1**	51*	6**	51*	6**	34*	20**	59*
Effective base	53	2	3	6	3	3	2	4	5	12	40	6	5	7	43	9	6	13	14	20	52	2	47	5	47	6	32	18	59
Very reliable	37	3	2	3	4	2	1	4	4	7	30	2	3	1	30	7	5	8	10	14	36	*	33	4	36	*	25	11	37
Fairly reliable	18	-	1	2	-	1	1	1	2	6	15	1	1	1	14	3	1	7	4	6	18	*	16	2	14	4	8	9	20
Not very reliable	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	
Not at all reliable	2	-	-	17%	-	-	-	-	-	-	2%	-	-	-	3%	-	-	-	-	8%	-	2%	-	-	-	3%	-	2%	
Don't know	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	55	3	3	6	4	4	2	5	6	13	46	3	4	3	44	9	6	15	14	20	54	1	49	6	51	4	33	20	57
Bottom 2: Not reliable	1	-	-	83%	100%	100%	100%	100%	100%	100%	98%	100%	100%	85%	96%	100%	93%	100%	92%	100%	97%	100%	97%	100%	100%	71%	97%	100%	97%
Net difference	54	3	3	5	4	4	2	5	6	13	45	3	4	3	42	9	6	15	12	20	53	1	48	6	51	3	32	20	56
Effective base	53	2	3	6	3	3	2	4	5	12	40	6	5	7	43	9	6	13	14	20	52	2	47	5	47	6	32	18	59

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 311

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting support group

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting support group

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	59	25	2	33	2	2	51	9	7	46	10	48	41	16	10	14	12	13	5	55	
Weighted total	56*	24**	2**	33	2**	2**	51**	9**	7**	46**	10**	48**	41**	16**	12**	13**	12**	12**	5**	59*	
Effective base	53	23	2	48	2	2	6	46	9	43	9	43	36	15	10	13	11	6	6	59	
Very reliable	37	17	-	34	-	1	5	30	5	31	2	33	26	9	7	8	9	8	4	37	
Fairly reliable	18	7	1	17	1	-	17	17	4	2	14	6	12	12	6	3	5	2	2	20	
Not very reliable	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
Not at all reliable	2	-	-	-	-	52%	-	-	12%	14%	-	13%	-	-	10%	-	-	-	-	2%	
Don't know	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	55	24	1	52	1	1	6	47	9	7	45	8	45	38	15	10	13	12	6	57	
Bottom 2: Not reliable	1	-	-	-	-	52%	-	-	12%	14%	-	13%	-	-	7%	-	-	-	-	2%	
Net difference	54	24	1	52	1	*	6	46	8	6	45	7	45	38	14	9	13	12	6	56	
Effective base	53	23	2	48	2	2	6	46	9	43	9	43	36	15	10	13	11	6	6	59	

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 314

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting books

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting books

	Gender			Age								Ethnicity					Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)
Unweighted total	66	29	36	38	24	4	9	29	15	3	1	-	43	21	3	5	10	3	53	13	47	19	66
Weighted total	67*	30**	37*	38*	25**	4**	11**	27**	16**	10**	3**	1**	44*	23**	3**	5**	9**	6**	55*	13**	48*	19**	66*
Effective base	59	26	33	34	21	4	8	26	13	3	1	-	40	18	3	5	9	3	47	12	42	17	66
Very reliable	31	19	12	21	10	-	4	17	8	2	-	-	18	13	-	2	7	4	28	3	27	4	30
Fairly reliable	46*	64%	31%	56%	40%	-	35%	64%	53%	18%	-	-	40%	59%	-	46%	83%	67%	51%	25%	57%	20%	45%
Not very reliable	29	9	20	13	12	4	7	6	7	3	1	-	20	9	3	3	1	2	21	9	16	13	29
Not at all reliable	4	2	4	2	3	-	2	2	1	2	-	-	5	*	-	-	*	-	5	1	4	2	6
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	61	29	32	35	22	4	11	24	15	7	3	1	38	22	3	5	8	6	49	12	43	17	59
Bottom 2: Not reliable	5	2	4	2	3	-	2	2	1	2	-	-	5	*	-	-	*	-	5	1	4	2	6
Net difference	55	27	28	32	19	4	11	22	14	5	3	1	32	22	3	5	8	6	44	11	40	16	53
Effective base	59	26	33	34	21	4	8	26	13	3	1	-	40	18	3	5	9	3	47	12	42	17	66

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 315

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting books

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting books

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Knowledgeable (w)	Not knowledgeable (x)	Knowledgeable (y)	Not knowledgeable (z)	Collective (A)	Individual (B)	
Unweighted total	66	2	5	6	4	3	7	11	14	52	5	6	59	4	11	20	14	19	64	2	58	8	56	8	41	19	66		
Weighted total	67*	3**	6**	6**	4**	4**	7**	6**	18**	60*	2**	2**	62*	3**	11**	21**	14**	21**	65*	2**	60*	7**	58*	10**	42*	19**	66*		
Effective base	59	2	5	6	3	3	5	6	13	49	5	3	53	3	10	17	12	18	57	2	52	7	50	9	37	17	66		
Very reliable	31	3	5	5	4	4	3	3	11	28	4	2	29	4	5	6	6	14	31	-	31	-	31	-	18	10	30		
Fairly reliable	46*	100%	81%	69%	5%	-	14%	40%	62%	46%	18%	66%	47%	15%	52%	30%	41%	65%	48%	-	51%	-	54%	-	43%	51%	45%		
Not very reliable	29	-	1	1	4	2	6	2	3	7	26	1	27	1	4	13	6	6	27	2	24	5	22	7	20	7	29		
Not at all reliable	4	-	19%	16%	95%	65%	86%	39%	46%	38%	44%	62%	34%	44%	46%	39%	62%	41%	27%	42%	100%	40%	75%	39%	47%	35%	44%		
Don't know	1	-	-	1	-	-	1	2	-	5	*	-	4	1	1	*	2	2	5	-	5	-	4	1	3	3	6		
Top 2: Reliable	61	3	5	5	4	4	3	3	11	28	4	2	29	4	5	6	6	14	31	-	31	-	31	-	18	10	30		
Bottom 2: Not reliable	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Net difference	55	2	5	5	4	4	3	3	11	28	4	2	29	4	5	6	6	14	31	-	31	-	31	-	18	10	30		
Effective base	59	2	5	6	3	3	5	6	13	49	5	3	53	3	10	17	12	18	57	2	52	7	50	9	37	17	66		

	82%	100%	59%	54%	100%	100%	100%	0%	73%	100%	82%	100%	47%	100%	86%	57%	76%	62%	100%	85%	82%	0%	81%	100%	81%	88%	75%	100%	84%
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Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r/s/t - a/u/v - a/w/x - a/y/z - a/A/B
 * small base; ** very small base (under 30) ineligible for sig testing

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 321

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Podcasts

Base : All UK adults aged 16+ answering who sought information, support or advice from Podcasts

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	50	15	1	39	4	4	7	40	9	7	36	13	36	31	16	13	10	8	12	5	50
Weighted total	49*	15**	1**	38*	4**	4**	8**	39*	8**	7**	36*	12**	36**	30**	16**	15**	10**	7**	11**	5**	50*
Effective base	46	14	1	36	4	4	7	37	8	6	33	12	33	29	15	13	9	3	1	5	50
Very reliable	15	6	-	13	-	1	14	-	-	14	-	-	15	12	2	9	2	1	3	1	15
Fairly reliable	29	9	*	23	3	2	5	22	7	5	19	10	18	14	13	6	7	4	7	3	30
Not very reliable	3	-	-	1	1	-	1	2	1	1	1	1	2	2	1	-	1	1	-	1	3
Not at all reliable	7	-	-	3	3	-	16	5	15	18	3	10	6	7	7	-	13	17	-	21	6
Don't know	2	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net difference	4	-	-	3	-	24	-	3	-	6	-	7	-	7	-	-	13	11	-	-	4
Top 2: Reliable	44	15	*	36	3	3	6	36	7	5	33	10	34	26	15	15	8	5	10	4	45
Bottom 2: Not reliable	3	-	-	1	1	-	1	2	1	1	1	1	2	2	1	-	1	1	-	1	3
Net difference	40	15	*	35	1	3	5	34	6	4	32	9	31	23	14	15	7	3	10	3	42
	82%	100%	100%	91%	36%	76%	68%	86%	70%	63%	88%	73%	88%	78%	86%	100%	75%	53%	89%	58%	84%

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

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8 Dec 2025
 Table 324

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Family Hub / Sure start / Children's Centres

Base : All UK adults aged 16+ answering who sought information, support or advice from Family Hub / Sure start / Children's Centres

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g. White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	103	49	54	64	37	2	11	53	27	10	2	21	26	2	8	16	2	20	13	72	31	103	
Weighted total	110*	53*	56*	65*	41*	2**	10**	55*	28**	12**	2**	22**	28**	7*	20**	2**	9**	15**	4**	98*	11**	77*	33**
Effective base	96	46	50	60	35	2	10	50	25	9	2	19	26	6	26	2	8	16	2	85	11	68	29
Very reliable	63	37	26	43	19	1	8	35	14	5	1	-	47	15	1	4	10	-	61	1	48	15	59
Fairly reliable	46	17	29	22	23	1	2	20	15	8	1	-	31	13	1	4	5	4	36	10	28	18	43
Not very reliable	1	-	1	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	1
Not at all reliable	1	-	2	2	-	-	2	-	-	-	-	-	-	4	-	14	-	-	1	-	2	-	1
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net difference	107	53	54	64	41	2	10	54	28	13	2	-	78	29	2	8	15	4	97	11	76	33	102
	98%	100%	95%	98%	100%	100%	100%	98%	100%	100%	100%	-	100%	96%	100%	86%	100%	100%	99%	100%	98%	100%	99%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 325

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Family Hub / Sure start / Children's Centres

Base : All UK adults aged 16+ answering who sought information, support or advice from Family Hub / Sure start / Children's Centres

	TOTAL (a)	Region										Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total			
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)		Not known (z)	Collective (A)	Individual (B)
Unweighted total	103	2	13	6	10	3	4	7	13	28	86	5	9	3	89	10	15	27	26	29	101	1	94	8	89	13	70	29	103
Weighted total	110*	3**	15**	7**	12**	4**	5**	8**	15**	31**	100*	2**	7**	1**	97*	9**	17**	30**	27**	31**	108*	1**	101*	9**	95*	15**	77*	30**	103
Effective base	96	2	13	6	10	3	4	7	13	27	84	4	9	3	84	8	14	25	25	28	95	1	88	7	83	13	67	26	103
Very reliable	63	-	9	5	4	3	4	6	21	56	1	5	*	53	6	6	16	14	24	61	1	60	2	57	6	47	14	59	
Fairly reliable	46	3	6	2	7	1	2	9	9	10	1	42	3	43	3	11	13	13	7	46	3	41	5	60	39%	62%	47%	57%	
Not very reliable	1	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-	1	-	1	-	1	
Not at all reliable	1	-	-	-	11	-	-	-	-	1	-	-	-	1	-	-	4	-	-	1	-	-	15	-	9	-	4	1	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net difference	107	3	15	7	11	4	5	8	15	31	98	2	7	1	96	9	17	29	27	31	107	1	101	7	95	14	77	28	102
	98%	100%	100%	100%	89%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	96%	100%	100%	99%	100%	100%	100%	85%	100%	91%	100%	96%	99%

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Family Hub / Sure start / Children's Centres

Base : All UK adults aged 16+ answering who sought information, support or advice from Family Hub / Sure start / Children's Centres

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	103	46	6	87	5	9	17	82	23	18	74	27	73	62	36	23	23	19	18	16	103
Weighted total	110*	49*	6**	95*	5**	8**	20**	87*	27**	20**	78*	32**	77*	67*	38*	26**	26**	19**	17**	18**	103
Effective base	63	34	2	57	3	3	8	52	12	9	50	12	50	43	18	17	13	9	8	11	69
Very reliable	57%	69%	42%	60%	52%	44%	41%	60%	39%	46%	64%	39%	66%	64%	46%	64%	51%	48%	51%	65%	57%
Fairly reliable	46	15	3	37	2	4	12	34	16	11	27	18	26	24	19	8	13	10	8	6	43
42%	31%	58%	39%	48%	56%	59%	39%	61%	54%	34%	57%	34%	36%	50%	31%	49%	52%	49%	35%	42%	42%
Not very reliable	1	-	-	1	-	-	-	1	-	1	-	1	-	1	1	-	-	-	-	-	1
1%	-	-	1%	-	-	-	1%	-	-	2%	4%	-	-	3%	5%	-	-	-	-	-	1%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	108	49	6	93	5	8	20	86	27	20	77	30	77	67	37	25	26	19	17	18	102
99%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	98%	96%	100%	100%	97%	95%	100%	100%	100%	100%	99%
Bottom 2: Not reliable	1	-	-	1	-	-	-	1	-	1	-	1	-	1	1	-	-	-	-	-	1
1%	-	-	1%	-	-	-	1%	-	-	2%	4%	-	-	3%	5%	-	-	-	-	-	1%
Net difference	107	49	6	92	5	8	20	84	27	20	75	29	77	67	36	24	26	19	17	18	101
98%	100%	100%	97%	100%	100%	100%	100%	97%	100%	100%	97%	92%	100%	100%	93%	90%	100%	100%	100%	100%	98%

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Child's school

Base : All UK adults aged 16+ answering who sought information, support or advice from Child's school

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	75	38	36	35	35	5	10	22	13	5	-	-	55	17	1	3	8	5	62	13	42	33	75
Weighted total	83*	44*	38*	37	39**	7**	11**	26**	16**	7**	**	**	60*	22**	1**	3**	8**	10**	72*	11**	50*	33**	75*
Effective base	67	35	32	33	30	5	9	24	11	5	-	-	52	15	1	3	8	5	57	10	38	29	75
Very reliable	31	19	12	17	11	4	1	15	6	4	-	-	27	4	-	2	2	-	29	3	22	10	30
38%	43%	32%	45%	28%	55%	12%	59%	24%	34%	55%	-	-	45%	19%	-	61%	31%	-	40%	26%	44%	29%	40%
Fairly reliable	40	20	19	17	21	2	6	11	12	9	2	-	23	15	1	1	5	8	32	7	23	17	36
48%	46%	50%	46%	54%	26%	58%	41%	51%	59%	26%	-	-	39%	70%	100%	39%	69%	78%	45%	70%	46%	51%	48%
Not very reliable	12	5	7	3	7	1	3	-	7	1	-	-	9	2	-	-	-	2	11	**	5	7	9
14%	11%	17%	9%	18%	19%	29%	-	25%	8%	19%	-	-	15%	10%	-	-	-	22%	15%	4%	10%	20%	12%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	71	39	32	33	32	6	7	26	17	6	-	-	51	20	1	3	8	8	61	10	45	27	66
86%	89%	83%	91%	82%	81%	71%	100%	75%	92%	81%	-	-	85%	90%	100%	100%	100%	78%	85%	96%	90%	80%	88%
Bottom 2: Not reliable	12	5	7	3	7	1	3	-	6	1	-	-	9	2	-	-	-	2	11	**	5	7	9
14%	11%	17%	9%	18%	19%	29%	-	25%	8%	19%	-	-	15%	10%	-	-	-	22%	15%	4%	10%	20%	12%
Net difference	60	34	25	30	25	4	4	26	12	4	0	0	41	17	1	3	8	6	50	10	40	20	57
72%	78%	66%	83%	64%	62%	41%	100%	50%	85%	62%	0%	0%	69%	79%	100%	100%	100%	55%	69%	10%	81%	60%	76%

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Child's school

Base : All UK adults aged 16+ answering who sought information, support or advice from Child's school

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 and above (s)	Important (t)	Not important (u)	Knowledgeable (v)	Not knowledgeable (w)	Knowledgeable (x)	Not knowledgeable (y)	Collective (A)	Individual (B)		
Unweighted total	75	1	10	4	8	2	5	8	12	12	62	5	6	2	81	12	14	20	21	17	72	3	69	5	56	19	41	33	75
Weighted total	83*	1**	13**	5**	9**	3**	7**	11**	14**	14**	75*	2**	5**	1**	67*	14**	13**	23**	25**	19**	81*	2**	75*	7**	62*	21**	46*	23**	75*
Effective base	67	1	10	4	7	2	5	8	11	11	58	5	6	2	54	12	12	17	19	17	65	2	63	5	49	18	40	19	75
Very reliable	31	-	5	1	3	3	1	2	6	7	28	1	3	-	24	8	5	6	10	10	30	1	30	1	26	5	23	8	30
38%	39%	-	39%	22%	30%	100%	19%	22%	42%	50%	37%	42%	64%	-	36%	55%	37%	25%	42%	49%	37%	64%	40%	17%	42%	26%	49%	35%	40%
Fairly reliable	40	1	5	4	5	-	4	4	7	7	37	1	2	*	34	4	4	16	11	7	39	7	34	6	29	10	18	12	36
48%	100%	42%	78%	54%	49%	64%	33%	49%	50%	49%	58%	36%	55%	51%	27%	30%	69%	44%	37%	49%	45%	83%	47%	50%	40%	53%	48%	48%	48%
Not very reliable	12	-	2	-	1	-	1	-	5	1	-	-	-	*	9	3	4	1	3	3	11	*	12	-	7	5	5	3	9
14%	-	19%	-	16%	-	18%	45%	9%	-	15%	-	-	45%	13%	18%	33%	6%	14%	13%	14%	19%	15%	-	11%	24%	11%	13%	12%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	71	1	10	5	7	3	6	6	13	14	64	2	5	*	58	11	8	22	21	17	70	2	64	7	55	16	41	20	66
86%	100%	81%	100%	84%	82%	100%	82%	91%	83%	91%	83%	100%	100%	87%	82%	67%	84%	86%	87%	87%	85%	100%	87%	89%	76%	89%	87%	87%	88%
Bottom 2: Not reliable	12	-	2	-	1	-	1	-	5	1	-	-	-	*	9	3	4	1	3	3	11	*	12	-	7	5	5	3	9
14%	-	19%	-	16%	-	18%	45%	9%	-	15%	-	-	45%	13%	18%	33%	6%	14%	13%	14%	19%	15%	-	11%	24%	11%	13%	12%	
Net difference	60	1	8	5	6	3	4	1	11	14	53	2	5	*	49	9	4	21	18	14	59	1	52	7	49	11	36	17	57
72%	100%	63%	100%	68%	100%	64%	11%	82%	100%	70%	100%	100%	100%	10%	74%	64%	35%	89%	72%	73%	72%	62%	69%	100%	79%	52%	78%	74%	76%

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

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	75	24	2	55	9	9	18	56	22	15	50	23	51	32	35	18	7	19	18	11	75
Weighted total	83*	25**	3**	63*	8**	9**	18**	64*	22**	16**	57*	24**	58*	35**	41*	18**	9**	22**	21**	11**	75*
Effective base	67	22	2	49	8	8	16	50	20	14	44	21	46	29	32	16	7	18	16	10	75
Very reliable	31	10	-	25	3	3	6	25	8	23	7	24	18	11	7	3	6	9	5	30	
Fairly reliable	40	13	1	30	4	4	7	32	11	9	26	14	25	14	22	10	3	14	8	36	
Not very reliable	12	3	2	7	2	1	4	7	3	1	7	3	9	3	7	1	3	1	3	9	
Not at all reliable	14	11	69%	12%	19%	13%	23%	12%	13%	8%	13%	11%	15%	7%	18%	7%	27%	6%	17%	24%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	71	23	1	56	7	8	14	57	19	15	49	21	50	33	33	17	7	21	17	8	
Bottom 2: Not reliable	12	3	2	7	2	1	4	7	3	1	7	3	9	3	7	1	3	1	3	3	
Net difference	60	20	-1	48	5	6	10	49	17	14	42	18	41	30	26	16	4	19	14	5	
	72%	78%	-37%	76%	62%	73%	54%	77%	75%	85%	74%	77%	70%	85%	63%	87%	46%	88%	67%	51%	

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

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 Table 334

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Health visitor

Base: All UK adults aged 16+ answering who sought information, support or advice from Health visitor

	TOTAL (a)	Gender		Age											Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	50	28	21	23	27	-	2	21	21	6	-	-	34	15	1	3	9	2	46	4	33	17	50		
Weighted total	48*	30**	18**	21**	22**	**	**	21**	21**	6**	**	**	31**	17**	1**	3**	9**	2**	45*	3**	31**	16**	50*		
Effective base	43	26	17	21	22	-	2	19	18	5	-	-	29	14	1	2	9	2	41	2	30	13	50		
Very reliable	25	15	10	11	14	-	*	11	12	2	-	-	14	11	-	2	7	2	23	2	21	4	25		
Fairly reliable	16	9	7	7	9	-	1	7	6	4	-	-	10	6	1	1	2	2	16	*	7	9	17		
Not very reliable	7	6	1	3	4	-	-	4	3	2	-	-	4	3	-	-	-	-	6	*	3	3	7		
Not at all reliable	14	19%	5%	14%	13%	-	-	15%	12%	19%	-	-	21%	-	-	-	-	-	14%	13%	10%	3	14%		
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1		
Top 2: Reliable	41	24	17	18	23	-	1	17	18	5	-	-	24	17	1	3	9	4	39	2	28	13	42		
Bottom 2: Not reliable	7	6	1	3	4	-	-	3	3	1	-	-	7	-	-	-	-	-	7	*	4	3	8		
Net difference	34	19%	7%	14%	15%	-	-	15%	14%	19%	-	-	23%	-	-	-	-	-	15%	13%	12%	20%	16%		
	71%	61%	86%	72%	70%	0%	100%	70%	73%	61%	0%	0%	55%	100%	100%	100%	100%	100%	70%	74%	76%	59%	68%		

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

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 Table 335

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Health visitor

Base: All UK adults aged 16+ answering who sought information, support or advice from Health visitor

	TOTAL (a)	Region											Urbanity				Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	50	4	3	4	3	3	4	4	12	34	9	4	3	37	12	9	14	11	13	50	45	5	40	33	5	50			
Weighted total	48*	3**	2**	5**	3**	4**	**	5**	6**	12**	40**	9**	3**	37**	10**	7**	14**	11**	13**	48*	**	46*	4**	40*	8**	10**	50*		
Effective base	43	2	2	4	2	3	-	4	12	32	9	4	3	33	10	7	13	10	12	43	39	4	35	8	33	8	50		
Very reliable	25	2	-	2	3	1	-	2	10	22	1	2	-	22	3	3	4	8	8	25	-	23	2	23	2	18	7	25	
Fairly reliable	16	1	2	1	-	1	-	1	2	3	13	2	1	13	3	4	7	2	3	16	-	14	2	12	4	13	2	17	
Not very reliable	7	-	-	1	-	1	-	1	1	-	5	-	-	3	3	1	2	2	1	7	-	6	-	5	2	5	7		
Not at all reliable	14	-	-	-	-	33%	-	26%	22%	-	13%	-	12%	9%	33%	14%	18%	16%	10%	14%	-	13%	-	12%	24%	15%	13%		
Don't know	1	-	-	-	-	-	-	-	-	-	10%	-	-	1%	-	-	3%	-	-	1%	-	1%	-	-	5%	1%	2%		
Top 2: Reliable	41	3	2	3	3	3	-	4	4	13	35	3	2	34	7	7	11	9	12	41	-	37	4	35	6	31	8	42	
Bottom 2: Not reliable	7	-	-	1	-	1	-	1	1	5	7%	-	-	4	3	1	3	2	1	7	-	6	-	5	2	6	1	8	
Net difference	34	3	2	2	3	1	0	2	3	13	30	2	2	31	3	6	8	7	11	34	0	31	4	30	4	25	7	34	
	71%	100%	100%	45%	100%	35%	0%	49%	56%	100%	75%	56%	50%	80%	34%	71%	58%	69%	81%	71%	0%	71%	100%	77%	42%	69%	74%	68%	

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

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 Table 336

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Health visitor

Base: All UK adults aged 16+ answering who sought information, support or advice from Health visitor

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	50	21	8	45	3	2	10	39	8	5	40	13	35	24	21	7	10	15	14	3	50
Weighted total	48*	22**	6**	43*	2**	3**	8**	39**	8**	5**	40*	11**	36*	21**	20**	8**	10**	15**	13**	4**	50*

Effective base	43	20	7	40	2	2	8	34	7	5	15	10	32	21	18	7	9	13	12	3	50
Very reliable	25	12	3	23	1	1	4	21	4	2	21	2	22	15	8	3	6	7	6	3	25
	52%	56%	40%	54%	26%	38%	46%	54%	53%	31%	52%	18%	62%	72%	41%	39%	75%	46%	47%	67%	50%
Fairly reliable	16	8	2	13	1	2	2	14	2	2	13	6	10	4	9	4	2	7	3	1	17
	33%	34%	27%	29%	74%	62%	19%	36%	31%	45%	33%	57%	27%	17%	42%	45%	25%	43%	21%	33%	34%
Not very reliable	7	2	2	7	-	-	3	4	1	1	5	2	4	2	3	1	-	1	4	-	7
	14%	9%	33%	15%	-	-	30%	10%	16%	24%	13%	21%	12%	11%	15%	16%	-	8%	32%	-	14%
Not at all reliable	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	1%	-	-	1%	-	-	5%	-	-	-	1%	4%	-	-	2%	-	-	3%	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	41	20	4	36	2	3	5	35	7	4	34	8	32	19	17	7	8	13	9	4	42
	85%	91%	67%	84%	100%	100%	65%	90%	84%	76%	85%	75%	88%	89%	83%	84%	100%	89%	68%	100%	84%
Bottom 2: Not reliable	7	2	2	7	-	-	3	4	1	1	6	3	4	2	3	1	-	2	4	-	8
	15%	9%	33%	16%	-	-	35%	10%	16%	24%	15%	25%	12%	11%	17%	16%	-	11%	32%	-	16%
Net difference	34	18	2	29	2	3	3	5	3	3	28	6	28	17	14	6	5	8	5	4	34
	71%	81%	34%	67%	100%	100%	30%	79%	68%	53%	71%	50%	77%	78%	67%	69%	100%	78%	36%	100%	68%

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

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 Table 339

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Child's red book

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's red book

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	74	34	40	40	29	5	7	33	22	7	4	1	5	56	17	4	9	4	69	5	52	23	74	
Weighted total	78*	38*	40*	42*	32**	4**	6**	36*	23**	9**	3**	1**	**	58*	20**	**	4**	6**	8**	73*	5**	55*	24**	74*
Effective base	65	30	35	38	24	4	6	32	18	6	3	1	-	52	14	-	4	8	4	61	4	45	20	74
Very reliable	37	22	16	23	11	3	2	20	9	2	2	1	-	25	12	-	4	6	2	37	-	27	11	37
	48%	57%	39%	55%	35%	73%	39%	57%	38%	28%	60%	100%	-	43%	61%	-	82%	82%	28%	51%	-	49%	46%	50%
Fairly reliable	34	14	20	14	19	1	1	13	14	5	1	-	-	26	8	-	1	1	6	30	4	25	9	30
	43%	37%	50%	34%	58%	27%	24%	36%	60%	54%	40%	-	-	45%	39%	-	18%	18%	72%	41%	78%	45%	39%	41%
Not very reliable	5	2	3	5	*	2	2	2	5	*	2	-	-	5	-	-	-	-	5	4	1	2	4	5
	7%	6%	7%	11%	1%	-	37%	7%	-	5%	-	-	-	9%	-	-	-	-	6%	22%	3%	15%	7%	7%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	2	-	2	-	-	*	1	-	-	-	-	2	-	-	-	-	-	2	-	2	-	2
	2%	-	4%	-	5%	-	-	2%	14%	-	-	-	-	3%	-	-	-	-	2%	-	3%	-	-	3%
Top 2: Reliable	71	36	36	37	30	4	4	33	22	7	3	1	-	51	20	-	4	8	8	67	4	51	20	67
	91%	94%	89%	89%	93%	100%	63%	89%	98%	81%	100%	100%	-	88%	100%	-	100%	100%	100%	92%	78%	94%	85%	91%
Bottom 2: Not reliable	5	2	3	5	*	2	2	2	5	*	2	-	-	5	-	-	-	-	4	1	2	4	4	5
	7%	6%	7%	11%	1%	-	37%	7%	-	5%	-	-	-	9%	-	-	-	-	6%	22%	3%	15%	7%	7%
Net difference	66	33	33	32	29	4	2	31	22	7	3	1	0	46	20	0	4	8	8	63	3	50	17	62
	85%	87%	82%	77%	92%	100%	26%	86%	98%	76%	100%	100%	0%	79%	100%	0%	100%	100%	100%	87%	56%	91%	70%	84%

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

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 Table 340

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Child's red book

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's red book

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	74	3	6	9	5	3	1	3	6	16	54	7	7	6	65	7	7	21	27	73	1	65	8	60	14	51	19	74	
Weighted total	78*	4**	7**	10**	7**	4**	1**	5**	10**	18**	67*	3**	6**	3**	68*	7**	8**	18**	23**	28**	77*	1**	69*	8**	64*	14**	52*	20**	74*
Effective base	65	3	6	9	5	3	1	3	8	15	52	7	7	6	57	6	7	15	18	26	74*	1	57	7	53	13	45	18	74
Very reliable	37	-	4	3	2	4	-	4	4	10	30	1	4	2	32	5	3	6	8	19	36	1	36	-	31	6	25	10	37
	48%	-	49%	31%	34%	100%	-	74%	38%	53%	45%	41%	74%	68%	47%	68%	42%	35%	36%	69%	47%	100%	53%	-	48%	46%	48%	51%	50%
Fairly reliable	34	4	2	6	5	-	1	1	4	7	31	1	1	30	3	5	10	13	6	34	-	29	5	29	5	24	8	30	
	43%	100%	34%	57%	66%	-	100%	26%	38%	40%	46%	29%	26%	44%	17%	58%	55%	57%	23%	44%	-	42%	44%	46%	40%	46%	38%	41%	
Not very reliable	5	-	1	1	-	-	-	-	1	1	5	*	*	4	1	-	2	2	1	1	5	-	2	3	4	3	2	5	
	7%	-	17%	12%	-	-	-	-	11%	7%	7%	15%	-	6%	15%	-	10%	5%	4%	7%	-	3%	36%	6%	11%	6%	11%	7%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	-	-	-	1	-	1	*	-	-	2	-	-	-	*	1	2	-	1	*	1	*	*	-	2	
	2%	-	-	-	-	-	-	13%	-	2%	15%	-	-	2%	-	-	-	2%	4%	2%	-	2%	5%	2%	3%	1%	-	3%	
Top 2: Reliable	71	4	6	9	7	4	1	5	7	17	61	2	6	63	6	8	16	21	26	70	1	66	5	60	12	66	48	18	67
	91%	100%	83%	88%	100%	100%	100%	76%	93%	91%	70%	100%	100%	92%	85%	100%	90%	93%	91%	91%	100%	95%	100%	92%	86%	94%	89%	91%	
Bottom 2: Not reliable	5	-	1	1	-	-	-	1	1	5	*	-	-	4	1	-	2	1	1	5	-	2	3	4	2	3	2	5	
	7%	-	17%	12%	-	-	-	11%	7%	7%	15%	-	-	6%	15%	-	10%	5%	4%	7%	-	3%	36%	6%	11%	6%	11%	7%	
Net difference	66	4	5	8	7	4	1	5	6	16	56	2	6	3	58	5	8	14	20	24	65	1	63	2	56	10	45	16	62
	85%	100%	66%	77%	100%	100%	100%	65%	87%	84%	55%	100%	100%	86%	71%	100%	81%	88%	87%	84%	100%	92%	23%	87%	74%	88%	78%	84%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 341

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Child's red book

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's red book

	Children at school or childcare (0-5)			Household composition		
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Don't know	2	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2	
	2%	-	17%	2%	-	-	-	3%	-	-	3%	8%	-	-	2%	-	-	-	9%	3%	
Top 2: Reliable	71	35	8	61	2	5	17	52	18	13	48	19	52	44	24	21	17	6	13	12	67
	91%	97%	83%	100%	82%	94%	90%	100%	100%	100%	87%	90%	92%	93%	92%	100%	81%	100%	97%	84%	91%
Bottom 2: Not reliable	5	1	-	4	-	1	1	4	-	-	5	*	5	4	2	-	4	-	*	1	5
	7%	3%	-	6%	-	18%	6%	7%	-	-	9%	2%	8%	7%	7%	-	17%	-	3%	8%	7%
Net difference	66	34	8	57	2	4	16	48	18	13	43	19	47	40	22	21	14	6	13	11	62
	85%	93%	83%	85%	100%	64%	88%	83%	100%	100%	78%	88%	83%	85%	85%	100%	64%	100%	93%	76%	84%

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

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8 Dec 2025
 Table 344

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Local Authority staff / Family Information Service

Base: All UK adults aged 16+ answering who sought information, support or advice from Local Authority staff / Family Information Service

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total				
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		(t)	(u)	(v)	(w)
Unweighted total	80	44	36	43	35	2	11	32	24	11	2	-	-	64	15	2	-	9	4	68	12	54	26	80
Weighted total	84*	47*	37*	44*	39**	1**	11**	32**	25**	12**	-**	-**	-**	59	13	2	-	8	4	74*	10**	58*	25**	80*
Effective base	71	41	30	40	30	2	10	30	21	9	2	-	-	59	13	2	-	8	4	61	10	49	22	80
Very reliable	33	17	16	20	12	*	5	15	6	6	*	-	-	24	9	1	-	4	4	29	4	27	6	32
	39%	36%	44%	46%	32%	47%	40%	48%	25%	45%	47%	-	-	37%	48%	49%	-	47%	48%	40%	37%	47%	22%	40%
Fairly reliable	41	24	17	19	22	1	3	16	17	5	1	-	-	31	9	1	-	4	4	37	4	26	15	38
	49%	52%	46%	44%	56%	53%	28%	49%	67%	34%	53%	-	-	48%	52%	51%	-	53%	52%	50%	43%	44%	61%	48%
Not very reliable	7	3	4	4	3	-	2	3	2	2	-	-	-	7	-	-	-	-	-	5	2	3	4	8
	8%	7%	10%	8%	9%	-	21%	8%	7%	12%	-	-	-	11%	-	-	-	-	-	7%	20%	5%	17%	10%
Not at all reliable	2	2	-	1	1	-	1	3	2	2	-	-	-	2	-	-	-	-	-	2	2	2	-	2
	3%	5%	-	3%	3%	-	11%	-	-	9%	-	-	-	4%	-	-	-	-	-	3%	-	4%	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	74	41	33	39	34	1	8	31	24	10	1	-	-	56	18	2	-	8	8	66	8	53	21	70
	89%	88%	90%	89%	88%	100%	69%	97%	93%	79%	100%	-	-	86%	100%	100%	-	100%	100%	90%	80%	91%	83%	88%
Bottom 2: Not reliable	9	4	-	5	5	-	4	1	2	3	-	-	-	9	-	-	-	-	-	9	2	5	4	10
	11%	12%	10%	11%	12%	-	31%	3%	7%	21%	-	-	-	14%	-	-	-	-	-	10%	20%	9%	17%	13%
Net difference	65	36	29	34	29	1	4	30	22	8	1	0	0	46	18	2	0	8	8	59	6	48	17	60
	78%	76%	79%	78%	76%	100%	37%	93%	85%	58%	100%	0%	0%	71%	100%	100%	0%	100%	100%	80%	60%	82%	66%	75%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 345

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Local Authority staff / Family Information Service

Base: All UK adults aged 16+ answering who sought information, support or advice from Local Authority staff / Family Information Service

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective		Individual
Unweighted total	80	7	7	7	3	2	3	6	10	9	59	10	3	2	11	17	15	18	18	20	76	4	74	5	11	36	21	68	80
Weighted total	84*	3**	12**	8**	5**	3**	4**	8**	10**	20**	72**	4**	7**	1**	65*	16**	15**	30**	19**	27**	79*	5**	78*	5**	72*	11**	61*	22**	80*
Effective base	71	2	9	7	3	2	3	6	7	19	56	10	9	2	55	15	11	17	17	24	68	3	66	5	60	11	53	18	80
Very reliable	33	2	6	1	-	-	3	3	1	12	27	2	4	-	29	3	5	9	5	14	30	3	33	-	32	1	26	7	32
	39%	57%	48%	13%	-	-	68%	34%	12%	59%	37%	50%	57%	-	44%	16%	36%	43%	27%	51%	38%	67%	42%	-	45%	6%	43%	30%	40%
Fairly reliable	41	1	5	5	5	3	1	5	6	6	37	1	3	1	30	11	7	10	11	12	40	2	37	4	33	8	29	12	38
	49%	43%	40%	60%	100%	100%	32%	66%	65%	29%	51%	19%	43%	100%	45%	68%	45%	49%	59%	45%	50%	33%	47%	82%	46%	70%	48%	52%	48%
Not very reliable	7	-	1	2	-	-	-	-	-	-	6	1	6	-	4	3	4	2	2	4	7	-	6	1	6	1	3	4	8
	8%	-	11%	27%	-	-	-	-	-	11%	6%	8%	31%	-	7%	16%	18%	2%	9%	4%	9%	-	8%	18%	8%	13%	5%	18%	10%
Not at all reliable	2	-	-	-	-	-	-	-	-	1	1	2	2	-	2	2	1	1	1	2	2	-	2	2	1	1	2	2	2
	3%	-	-	-	-	-	-	-	-	12%	6%	3%	-	-	4%	-	6%	6%	-	3%	-	3%	-	2%	11%	4%	-	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	74	3	11	6	5	3	4	8	8	18	63	3	7	1	59	14	12	19	17	26	69	5	70	4	65	9	56	18	70
	89%	100%	89%	73%	100%	100%	100%	100%	77%	88%	89%	69%	100%	100%	90%	84%	82%	92%	85%	96%	88%	100%	89%	82%	91%	77%	91%	82%	88%
Bottom 2: Not reliable	9	1	-	2	-	-	-	-	2	2	8	1	8	-	7	3	3	2	3	1	9	-	8	1	7	3	5	4	10
	11%	-	11%	27%	-	-	-	-	23%	12%	11%	3%	31%	-	10%	16%	18%	8%	15%	4%	12%	-	11%	18%	9%	23%	9%	18%	13%
Net difference	65	3	9	4	5	3	4	8	5	15	55	2	7	1	52	11	9	17	14	25	60	5	61	3	59	6	50	14	60
	78%	100%	78%	46%	100%	100%	100%	100%	54%	100%	77%	78%	37%	100%	79%	67%	63%	84%	71%	91%	76%	100%	78%	64%	81%	53%	82%	64%	75%

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

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 Table 346

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Local Authority staff / Family Information Service

Base: All UK adults aged 16+ answering who sought information, support or advice from Local Authority staff / Family Information Service

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	1 - Most deprived	2	3	4	5 - Least deprived	
Unweighted total	80	30	2	66	5	9	23	51	33	24	46	28	32	50	22	21	16	17	13	11	50
Weighted total	84*	31**	3**	70*	5**	9**	26**	51*	32**	24**	46*	29**	54*	53*	21**	23**	15**	16**	13**	11**	80*
Effective base	71	28	1	61	4	6	24	46	29	22	42	23	48	46	20	19	14	15	12	10	80
Very reliable	33	13	-	28	2	3	8	23	10	6	22	9	24	26	5	11	9	7	3	2	32
	39%	44%	-	40%	38%	36%	32%	42%	32%	23%	43%	30%	44%	50%	21%	49%	48%	40%	24%	17%	40%
Fairly reliable	41	16	3	37	*	4	9	32	14	11	28	15	26	22	14	9	10	8	8	7	38
	49%	52%	100%	52%	8%	48%	34%	58%	43%	49%	54%	53%	47%	41%	64%	39%	52%	48%	59%	62%	48%
Not very reliable	7																				

	78%	93%	100%	85%	8%	67%	32%	99%	50%	44%	94%	66%	84%	82%	71%	76%	100%	75%	65%	57%	75%
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Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

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 Table 349

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Charity organisation

Base : All UK adults aged 16+ answering who sought information, support or advice from Charity organisation

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Unweighted total	81	48	33	44	33	4	7	37	21	12	1	2	1	59	21	4	15	2	75	8	16	81		
Weighted total	87*	51*	36**	47*	35**	5**	8**	40**	22**	13**	1**	3**	1**	63*	24**	**	5**	15**	4**	81*	6**	69*	18**	
Effective base	75	45	30	43	29	4	7	36	18	10	1	2	1	55	19	-	4	15	2	69	6	60	15	
Very reliable	51	32	19	30	19	1	3	28	12	7	-	1	-	35	16	-	1	13	2	49	2	45	6	
58%	62%	53%	64%	55%	30%	33%	70%	55%	56%	-	57%	-	55%	68%	-	24%	87%	49%	60%	31%	65%	33%	58%	
Fairly reliable	36	19	17	17	16	3	5	12	10	6	1	1	1	28	8	-	3	2	2	32	4	24	12	
41%	37%	47%	35%	45%	70%	61%	30%	45%	44%	100%	100%	100%	100%	45%	32%	-	76%	13%	51%	39%	69%	34%	67%	
Not very reliable	1	1	-	1	-	-	6%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	-	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	87	50	36	47	35	5	7	40	22	13	1	3	1	63	24	-	5	15	4	81	6	69	18	
99%	99%	100%	99%	100%	100%	94%	100%	100%	100%	100%	100%	100%	100%	99%	100%	-	100%	100%	100%	99%	100%	99%	100%	
Bottom 2: Not reliable	1	1	-	1	-	-	6%	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	1%	-	
Net difference	86	50	36	46	35	5	7	40	22	13	1	3	1	62	24	0	5	15	4	80	6	68	18	
99%	98%	100%	98%	100%	100%	88%	100%	100%	100%	100%	100%	100%	100%	99%	100%	0%	100%	100%	100%	99%	100%	99%	100%	

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

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 Table 350

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Charity organisation

Base : All UK adults aged 16+ answering who sought information, support or advice from Charity organisation

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective	Individual	
Unweighted total	81	3	13	3	3	4	5	5	5	24	67	6	5	3	70	11	6	23	15	35	76	3	75	5	67	14	81	19	81
Weighted total	87*	4**	16**	6**	4**	5**	6**	6**	6**	26**	79*	3**	4**	1**	76*	11**	8**	23**	18**	36*	83*	4**	82*	5**	72*	15**	67*	19**	81*
Effective base	75	3	12	5	3	4	5	5	5	24	65	6	5	3	65	10	5	21	14	33	73	3	70	5	62	13	58	16	81
Very reliable	51	1	10	3	1	3	5	2	2	18	46	1	3	*	43	8	5	11	10	23	48	3	48	3	46	5	38	11	47
58%	32%	63%	57%	29%	50%	79%	38%	39%	70%	58%	41%	80%	33%	56%	74%	69%	50%	54%	64%	58%	71%	58%	65%	64%	30%	57%	59%	58%	
Fairly reliable	36	3	6	2	3	3	1	4	4	8	33	2	1	*	33	3	2	11	8	13	35	1	34	2	25	11	28	7	33
41%	68%	37%	43%	71%	50%	21%	62%	61%	30%	42%	59%	20%	33%	43%	26%	31%	48%	46%	36%	42%	29%	42%	35%	35%	70%	43%	38%	41%	
Not very reliable	1	-	-	-	-	-	-	-	-	-	-	-	-	34%	1%	-	2%	-	-	1%	-	1%	-	1%	-	-	-	2%	1%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	87	4	16	6	4	5	6	6	6	26	79	3	4	1	76	11	8	22	18	36	83	4	82	5	71	15	67	19	80
99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	66%	99%	100%	100%	98%	100%	100%	99%	100%	99%	100%	99%	100%	100%	98%	99%
Bottom 2: Not reliable	1	-	-	-	-	-	-	-	-	-	-	-	-	34%	1%	-	2%	-	-	1%	-	1%	-	1%	-	-	-	2%	1%
Net difference	86	4	16	6	4	5	6	6	6	26	79	3	4	*	76	11	8	22	18	36	82	4	81	5	71	15	67	18	79
99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	33%	99%	100%	96%	100%	100%	99%	100%	99%	100%	99%	100%	100%	95%	98%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 351

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Charity organisation

Base : All UK adults aged 16+ answering who sought information, support or advice from Charity organisation

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	1 - Most deprived	2	3	4		5 - Least deprived
Unweighted total	81	32	3	69	3	6	17	64	11	11	66	16	65	58	19	23	15	13	17	3	13	81
Weighted total	87*	34*	4**	74*	4**	6**	18**	70*	12**	12**	70*	18**	69*	61*	20**	26**	16**	13**	17**	15**	15**	81*
Effective base	75	31	2	65	3	4	16	59	11	11	61	14	61	54	18	22	13	12	16	12	81	
Very reliable	51	27	-	47	-	2	9	42	7	7	42	10	41	42	7	15	11	5	13	6	47	
58%	78%	-	64%	-	34%	49%	61%	55%	55%	59%	58%	58%	69%	33%	58%	70%	41%	75%	41%	58%		
Fairly reliable	36	8	3	26	4	4	27	5	5	28	7	29	19	14	11	5	8	4	9	9	33	
41%	22%	88%	35%	100%	66%	51%	39%	45%	45%	40%	40%	42%	31%	67%	40%	30%	59%	25%	59%	41%		
Not very reliable	1	-	12%	1%	-	-	1%	-	-	1%	-	3%	-	1%	-	2%	-	-	-	-	1%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	87	34	3	73	4	6	18	69	12	12	70	17	69	61	20	26	16	13	17	15	80	
99%	100%	88%	99%	100%	100%	100%	99%	100%	100%	100%	99%	97%	100%	99%	100%	98%	100%	100%	100%	100%	99%	
Bottom 2: Not reliable	1	-	12%	1%	-	-	1%	-	-	1%	-	3%	-	1%	-	2%	-	-	-	-	1%	
Net difference	86	34	3	73	4	6	18	69	12	12	69	17	69	60	20	25	16	13	17	15	79	
99%	100%	76%	99%	100%	100%	100%	99%	100%	100%	100%	99%	95%	100%	99%	100%	97%	100%	100%	100%	100%	98%	

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? NHS website or other official health websites

Base : All UK adults aged 16+ answering who sought information, support or advice from NHS website or other official health websites

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority groups) (n)	Ethnic minorities (excl. White minority groups) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	89	41	48	39	37	13	6	33	26	11	6	6	1	70	17	4	-	10	3	72	17	58	31	89
Weighted total	92*	43*	49*	39**	40*	13**	5**	34**	29**	10**	7**	6**	1**	72**	19**	4**	-	10**	3**	77*	15**	61**	31**	89*
Effective base	80	37	42	35	33	12	5	29	23	10	5	6	1	64	15	4	-	9	3	66	14	52	29	80
Very reliable	44	24	20	25	15	4	3	22	13	2	3	1	-	29	14	3	-	7	4	38	5	34	10	41
	47%	56%	40%	63%	38%	28%	59%	64%	44%	22%	41%	18%	-	41%	74%	78%	-	75%	68%	49%	37%	55%	32%	46%
Fairly reliable	44	17	27	12	23	9	2	15	8	4	5	-	-	38	5	1	-	2	2	35	9	27	16	44
	48%	39%	55%	31%	59%	65%	41%	29%	52%	78%	59%	82%	-	53%	26%	22%	-	25%	32%	45%	63%	45%	53%	49%
Not very reliable	3	1	2	2	-	1	-	2	-	-	-	1	-	3	-	-	-	-	-	3	-	-	3	3
	4%	2%	5%	6%	-	7%	-	7%	-	-	-	100%	-	5%	-	-	-	-	-	4%	-	-	11%	3%
Not at all reliable	1	1	2	1	1	1	-	1	1	1	1	-	-	1	-	-	-	-	-	1	-	-	1	1
	1%	3%	-	-	3%	-	-	4%	-	-	-	-	-	2%	-	-	-	-	-	2%	-	-	4%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	87	41	46	37	38	12	5	32	28	10	6	6	-	67	19	4	-	9	6	73	14	61	26	85
	95%	95%	95%	94%	97%	93%	100%	93%	96%	100%	100%	100%	-	94%	100%	100%	-	100%	100%	94%	100%	100%	85%	96%
Bottom 2: Not reliable	5	2	2	2	1	1	-	2	1	1	1	-	-	1	-	-	-	-	-	5	-	-	5	4
	5%	5%	5%	6%	3%	7%	-	7%	4%	-	-	-	-	6%	-	-	-	-	-	6%	-	-	15%	4%
Net difference	83	39	44	34	37	11	5	29	27	10	6	6	-1	63	19	4	0	9	6	68	14	61	22	81
	90%	90%	90%	88%	94%	86%	100%	86%	91%	100%	100%	100%	-100%	87%	100%	100%	0%	100%	100%	88%	100%	100%	70%	91%

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? NHS website or other official health websites

Base : All UK adults aged 16+ answering who sought information, support or advice from NHS website or other official health websites

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	Greater London (i)	England (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Urban (n)	Rural (o)	Up to £24,999 (p)	£25,000 up to £54,999 (q)	£55,000 up to £99,999 (r)	£100,000 and above (s)	Important (t)	Not important (u)	Known (v)	Not known (w)	Known (x)	Not known (y)	Collective (z)	Individual (aa)		
Unweighted total	89	3	12	5	7	5	3	9	16	67	9	7	6	76	12	12	27	24	24	88	10	69	19	57	35	89			
Weighted total	92*	4**	14**	6**	9**	6**	3**	10**	11**	18**	80**	4**	6**	81**	11**	10**	30**	25**	27**	92**	**	81**	10**	71**	21**	58**	26**	89*	
Effective base	80	3	12	5	7	5	3	7	9	15	65	9	7	69	10	10	26	21	23	79	-	70	9	61	18	23	89		
Very reliable	44	1	5	4	5	1	3	7	2	12	40	1	2	37	6	4	11	13	15	43	-	39	5	38	5	27	14	41	
	47%	37%	34%	61%	58%	17%	83%	74%	22%	65%	50%	27%	27%	46%	58%	41%	38%	51%	57%	47%	-	48%	48%	54%	25%	47%	53%	46%	
Fairly reliable	44	2	8	2	4	5	1	2	6	6	37	3	3	39	5	6	14	12	12	44	-	39	4	31	13	30	11	44	
	48%	63%	57%	39%	42%	83%	17%	26%	54%	35%	46%	73%	56%	48%	42%	59%	47%	49%	43%	48%	-	48%	40%	43%	63%	51%	42%	49%	
Not very reliable	3	-	1	-	-	-	-	-	1	-	2	-	-	3	-	-	-	-	-	3	-	2	1	2	1	2	1	3	
	4%	-	9%	-	-	-	-	-	11%	-	3%	-	-	4%	-	-	11%	-	-	4%	-	3%	12%	1%	12%	2%	-	3%	
Not at all reliable	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	1	-	-	1	-	1	-	1	-	-	1	1	
	1%	-	-	-	-	-	-	-	12%	-	2%	-	-	2%	-	-	4%	-	-	1%	-	2%	-	2%	-	-	5%	1%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	87	4	13	6	9	6	3	10	8	18	76	4	5	76	11	10	26	25	27	87	-	77	9	69	18	57	24	85	
	95%	100%	91%	100%	100%	100%	100%	100%	77%	84%	100%	95%	100%	94%	100%	100%	85%	94%	100%	95%	-	96%	88%	97%	88%	96%	95%	96%	
Bottom 2: Not reliable	5	-	1	-	-	-	-	-	2	-	4	-	1	5	-	-	5	-	-	5	-	3	1	2	1	1	1	4	
	5%	-	9%	-	-	-	-	-	23%	-	5%	-	16%	6%	-	-	15%	-	-	5%	-	4%	12%	3%	12%	2%	5%	4%	
Net difference	83	4	11	6	9	6	3	10	6	18	73	4	4	72	11	10	21	25	27	82	0	74	8	67	16	56	23	81	
	90%	82%	82%	100%	100%	100%	100%	100%	54%	100%	91%	100%	67%	89%	100%	100%	69%	100%	100%	90%	0%	92%	76%	94%	76%	96%	90%	91%	

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

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? NHS website or other official health websites

Base : All UK adults aged 16+ answering who sought information, support or advice from NHS website or other official health websites

	TOTAL (a)	Children at school or childcare (0-5)		Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	89	33	6	69	4	4	15	71	9	4	65	23	65	43	37	16	17	25	11	89	
Weighted total	92*	27**	7**	73**	3**	5**	13**	76**	8**	4**	71**	23**	68**	45**	38**	17**	19**	20**	26**	10**	89*
Effective base	80	22	5	62	3	4	13	65	8	4	60	20	59	39	33	15	16	18	10	89	
Very reliable	44	13	2	38	2	-	2	40	2	1	38	6	38	26	15	6	13	7	4	41	
	47%	47%	33%	53%	65%	-	17%	52%	32%	29%	54%	24%	55%	57%	40%	36%	68%	38%	52%	37%	46%
Fairly reliable	44	14	3	32	1	4	11	33	5	3	30	18	26	17	23	9	6	11	10	44	
	48%	53%	48%	44%	35%	75%	43%	43%	68%	71%	43%	76%	38%	43%	60%	57%	32%	56%	40%	63%	49%
Not very reliable	3	-	-	1	-	1	-	2	-	-	1	-	3	1	-	1	-	1	-	3	
	4%	-	-	2%	-	25%	-	3%	-	-	2%	-	5%	2%	-	7%	-	6%	4%	3%	
Not at all reliable	1	-	1	1	-	-	-	1	-	-	1	-	1	1	-	-	-	-	1	1	
	1%	-	19%	2%	-	-	-	2%	-	2%	-	2%	3%	-	-	-	-	5%	-	1%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	87	27	6	71	3	4	13	73	8	4	69	23	64	43	38	15	19	18	10	85	
	95%	100%	81%	97%	100%	75%	100%	96%	100%	100%	96%	100%	93%	95%	100%	93%	100%	94%	92%	100%	
Bottom 2: Not reliable	5	-	1	2	-	1	-	3	-	-	2	-	5	2	-	1	-	1	2	4	
	5%	-	19%	3%	-	25%	-	4%	-	-	4%	-	7%	5%	-	7%	-	6%	8%	4%	
Net difference	83	27	4	68	3	2	13	70	8	4	66										

Very reliable	26	15	11	17	7	3	5	12	6	1	1	1	-	19	7	-	1	4	2	26	-	22	4	26
46%	54%	39%	59%	32%	39%	67%	56%	44%	13%	30%	56%	-	-	48%	43%	-	42%	40%	49%	49%	-	56%	23%	45%
Fairly reliable	21	12	9	10	8	3	2	8	5	3	2	1	-	14	6	-	*	6	-	17	3	13	8	24
37%	42%	31%	36%	36%	43%	33%	36%	37%	34%	42%	44%	-	-	36%	36%	-	12%	60%	-	33%	90%	33%	46%	41%
Not very reliable	10	1	9	2	7	1	-	2	2	5	1	-	-	7	3	-	1	-	2	9	*	5	5	8
17%	4%	30%	6%	32%	18%	-	8%	18%	54%	28%	-	-	-	16%	21%	-	46%	-	51%	18%	10%	12%	31%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	27	20	27	15	6	7	20	11	4	3	2	-	34	13	-	1	9	2	44	3	36	12	50
83%	96%	70%	94%	68%	82%	100%	92%	82%	46%	72%	100%	-	-	84%	79%	-	54%	100%	49%	82%	90%	88%	69%	86%
Bottom 2: Not reliable	10	1	9	2	7	1	-	2	2	5	1	-	-	7	3	-	1	-	2	9	*	5	5	8
17%	4%	30%	6%	32%	18%	-	8%	18%	54%	28%	-	-	-	16%	21%	-	46%	-	51%	18%	10%	12%	31%	14%
Net difference	37	26	11	25	8	4	7	18	8	-1	2	2	0	27	9	0	9	9	4	34	3	31	6	42
65%	92%	39%	89%	35%	63%	100%	85%	63%	-7%	43%	100%	0%	-	68%	58%	0%	9%	100%	-1%	64%	79%	77%	37%	72%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 365

QPE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting forums or discussion groups

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting forums or discussion groups

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	58	1	6	1	3	3	3	6	16	41	6	4	7	49	9	6	13	14	25	57	1	53	5	46	12	41	12	58	
Weighted total	57*	1**	7**	1**	4**	3**	3**	7**	17**	48*	3**	3**	4**	48*	9**	5**	14**	15**	22**	56*	1**	51*	6**	44*	13**	41*	10**	58*	
Effective base	50	1	1	1	3	3	3	5	14	39	6	4	7	42	8	5	11	12	22	49	1	45	4	38	11	37	10	53	
Very reliable	26	-	1	-	3	-	-	1	2	12	21	-	3	2	24	2	-	7	15	26	1	26	-	23	3	20	3	26	
46%	-	-	19%	-	71%	-	-	38%	33%	34%	71%	-	100%	57%	51%	21%	-	48%	32%	65%	45%	100%	51%	-	53%	23%	49%	33%	45%
Fairly reliable	21	1	3	-	1	2	-	3	2	5	18	2	-	14	7	2	6	5	8	21	-	18	3	14	7	16	4	24	
37%	100%	47%	-	29%	66%	-	67%	32%	29%	37%	65%	-	43%	29%	79%	44%	44%	30%	35%	37%	-	36%	44%	33%	50%	39%	38%	41%	
Not very reliable	10	-	2	1	-	1	2	-	2	-	9	*	-	10	-	3	1	6	-	10	-	7	3	6	4	5	3	8	
17%	-	-	34%	100%	-	34%	62%	-	35%	-	16%	-	-	21%	-	56%	8%	38%	-	18%	-	13%	56%	14%	28%	12%	29%	14%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	47	1	5	-	4	2	1	4	5	17	39	2	3	38	9	2	13	9	22	46	1	45	3	38	10	36	7	50	
83%	100%	66%	-	100%	66%	38%	100%	65%	100%	80%	84%	100%	100%	79%	100%	44%	92%	62%	100%	82%	100%	87%	44%	86%	72%	88%	71%	86%	
Bottom 2: Not reliable	10	-	2	1	-	1	2	-	2	-	9	*	-	10	-	3	1	6	-	10	-	7	3	6	4	5	3	8	
17%	-	-	34%	100%	-	34%	62%	-	35%	-	16%	-	-	21%	-	56%	8%	38%	-	18%	-	13%	56%	14%	28%	12%	29%	14%	
Net difference	37	1	2	-1	4	1	4	2	4	17	29	2	3	28	9	2	12	4	22	36	1	38	-1	31	6	31	4	42	
65%	100%	32%	-100%	100%	31%	-23%	100%	31%	100%	61%	69%	100%	100%	59%	100%	-12%	83%	23%	100%	65%	100%	74%	-13%	72%	45%	76%	43%	72%	

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

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 Table 366

QPE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Parenting forums or discussion groups

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting forums or discussion groups

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total					
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)						
Unweighted total	58	22	2	49	2	3	9	49	6	6	48	9	47	36	18	10	17	11	11	9	58					
Weighted total	57*	22**	2**	47**	2**	3**	10**	47**	5**	46*	46*	9**	46*	34*	19**	10**	17**	11**	12**	7**	58*					
Effective base	50	19	2	42	2	3	7	42	8	40	39	8	40	21	15	9	10	10	7	53						
Very reliable	26	13	-	22	1	-	3	23	1	23	-	26	21	5	4	8	4	4	4	26						
46%	59%	-	48%	75%	-	-	35%	49%	18%	18%	49%	57%	64%	25%	39%	45%	42%	52%	55%	45%						
Fairly reliable	21	8	*	17	*	1	4	17	*	18	2	17	10	9	3	8	5	2	3	24						
37%	39%	26%	36%	25%	28%	36%	37%	8%	8%	39%	24%	36%	29%	45%	25%	46%	47%	20%	45%	41%						
Not very reliable	10	*	1	7	-	2	3	7	4	4	6	7	3	2	6	4	2	1	3	8						
17%	2%	74%	16%	-	72%	29%	15%	74%	74%	13%	76%	7%	7%	30%	36%	9%	11%	28%	-	14%						
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Top 2: Reliable	47	21	*	39	2	1	7	40	1	1	41	2	43	31	13	7	15	10	9	7	50					
83%	98%	26%	84%	100%	28%	71%	85%	26%	26%	87%	24%	93%	93%	70%	64%	91%	89%	72%	100%	86%						
Bottom 2: Not reliable	10	*	1	7	-	2	3	7	4	4	6	7	3	2	6	4	2	1	3	8						
17%	2%	74%	16%	-	72%	29%	15%	74%	74%	13%	76%	7%	7%	30%	36%	9%	11%	28%	-	14%						
Net difference	37	1	2	-1	4	1	4	2	4	17	29	2	3	28	9	2	12	4	22	36	1	38	-1	31	4	42
65%	96%	-48%	68%	100%	-44%	41%	71%	-47%	-47%	75%	-53%	86%	86%	39%	29%	81%	77%	44%	100%	72%						

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

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 Table 369

QPE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Social media from healthcare organisations

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	55	26	17	26	24	3	25	25	11	11	11	11	11	41	13	3	13	3	3	41	14	41	14	55
Weighted total	57*	29**	28**	30**	24**	3**	25**	25**	13**	11**	11**	11**	11**	41**	15**	1**	13**	9**	5**	47*	16**	42*	14**	55*
Effective base	50	26	24	27	21	3	24	24	11	9	2	-	1	37	12	1	-	9	3	44	7	37	13	55
Very reliable	11	8	3																					

	2%	-	4%	-	-	41%	-	-	-	-	-	100%	3%	-	-	-	-	-	12%	-	8%	2%	
Top 2: Reliable	46	26	20	28	18	1	3	24	9	9	1	-	31	14	1	-	8	5	38	7	39	6	44
	81%	90%	72%	93%	73%	20%	100%	92%	65%	81%	35%	-	76%	94%	100%	-	89%	100%	81%	77%	93%	45%	80%
Bottom 2: Not reliable	10	3	7	2	7	1	-	2	5	2	1	-	9	1	-	-	1	-	9	1	3	7	10
	17%	10%	25%	7%	27%	38%	-	8%	35%	19%	65%	-	22%	6%	-	-	11%	-	19%	11%	7%	47%	18%
Net difference	36	23	13	25	11	*	3	22	4	7	*	0	22	13	1	0	7	5	30	6	36	*	34
	63%	80%	47%	86%	45%	-18%	100%	84%	31%	62%	-30%	0%	54%	87%	100%	0%	79%	100%	63%	66%	85%	-2%	62%

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

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 Table 370

Q5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Social media from healthcare organisations

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	55	3	8	2	2	3	4	1	3	16	42	5	5	3	50	5	8	12	17	17	53	2	49	6	48	7	41	14	55
Weighted total	57*	5**	9**	2**	3**	4**	5**	1**	3**	17**	49*	2**	4**	1**	54*	2**	8**	13**	16**	18**	54*	2**	51*	6**	48*	8**	42*	14**	55*
Effective base	50	3	8	2	2	3	4	1	3	16	41	5	5	3	47	5	6	11	16	16	48	2	45	6	45	7	38	12	55
Very reliable	11	-	2	1	1	1	-	-	-	6	10	-	-	-	11	-	-	2	4	4	11	-	11	-	11	-	10	1	10
	19%	-	24%	47%	50%	-	-	-	-	33%	20%	-	-	-	20%	-	-	17%	27%	24%	20%	-	21%	-	22%	-	24%	6%	18%
Fairly reliable	35	5	5	1	1	1	5	-	2	9	30	2	2	1	33	2	7	6	10	12	34	1	31	3	30	5	23	11	34
	62%	100%	50%	53%	50%	33%	100%	-	70%	55%	61%	80%	57%	66%	61%	82%	87%	43%	60%	69%	62%	44%	62%	61%	62%	57%	55%	80%	62%
Not very reliable	10	-	1	-	-	3	-	1	1	2	8	*	1	*	9	*	1	4	2	1	9	1	8	2	6	3	8	2	10
	17%	-	13%	-	-	67%	-	100%	30%	12%	16%	20%	21%	34%	17%	18%	13%	31%	13%	7%	16%	56%	15%	39%	13%	43%	18%	14%	18%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	1	-	-	-	1	-	1	-	1	-	1	-	1
	2%	-	12%	-	-	-	-	-	-	2%	-	-	-	-	2%	-	9%	-	-	-	2%	-	2%	-	2%	-	3%	-	2%
Top 2: Reliable	46	5	7	2	3	1	5	-	2	15	40	2	3	1	44	2	7	8	14	16	45	1	42	3	41	5	33	12	44
	81%	100%	75%	100%	100%	33%	100%	-	70%	88%	81%	80%	79%	66%	81%	82%	87%	60%	87%	93%	82%	44%	83%	61%	85%	57%	79%	86%	80%
Bottom 2: Not reliable	10	-	1	-	-	3	-	1	1	2	8	*	1	*	9	*	1	4	2	1	9	1	8	2	6	3	8	2	10
	17%	-	13%	-	-	67%	-	100%	30%	12%	16%	20%	21%	34%	17%	18%	13%	31%	13%	7%	16%	56%	15%	39%	13%	43%	18%	14%	18%
Net difference	36	5	6	2	3	-1	5	-1	1	13	32	1	2	*	34	2	6	4	12	15	36	*	35	1	35	1	26	10	34
	63%	100%	61%	100%	100%	-34%	100%	-100%	40%	75%	65%	60%	58%	32%	63%	63%	75%	29%	74%	86%	66%	-12%	68%	22%	72%	15%	61%	72%	62%

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

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 Table 371

Q5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Social media from healthcare organisations

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	55	21	3	45	4	3	11	44	5	4	47	7	48	28	21	13	15	10	9	8	55
Weighted total	57*	21**	3**	47*	5**	2**	11**	46*	6**	4**	48*	7**	50*	28**	23**	13**	17**	9**	9**	8**	55*
Effective base	50	19	3	41	4	3	10	40	4	4	43	6	44	26	19	12	14	9	7	7	55
Very reliable	11	4	1	10	-	1	10	-	-	11	-	-	11	10	1	4	3	1	1	10	18%
	19%	20%	35%	21%	-	50%	8%	-	-	23%	-	-	22%	35%	5%	33%	20%	12%	12%	12%	18%
Fairly reliable	35	14	2	31	3	1	7	27	5	4	29	5	30	15	18	6	12	6	6	5	34
	62%	64%	65%	66%	52%	31%	68%	60%	93%	90%	60%	65%	61%	55%	80%	42%	70%	69%	69%	58%	62%
Not very reliable	10	3	-	6	2	*	1	8	*	*	8	2	7	3	2	2	2	2	2	3	10
	17%	16%	-	13%	48%	20%	14%	18%	7%	10%	17%	35%	15%	10%	11%	16%	10%	19%	19%	30%	18%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	1	1
	2%	-	-	-	-	-	10%	-	-	-	-	-	2%	-	8%	-	-	-	-	-	2%
Top 2: Reliable	46	18	3	41	3	2	8	37	5	4	40	5	41	25	19	10	15	7	7	6	44
	81%	84%	100%	87%	52%	80%	76%	82%	93%	90%	83%	65%	83%	90%	84%	75%	90%	81%	81%	70%	80%
Bottom 2: Not reliable	10	3	-	6	2	*	1	8	*	*	8	2	7	3	2	2	2	2	2	3	10
	17%	16%	-	13%	48%	20%	14%	18%	7%	10%	17%	35%	15%	10%	11%	16%	10%	19%	19%	30%	18%
Net difference	36	14	3	35	*	1	7	29	5	3	31	2	34	22	17	8	13	6	6	3	34
	63%	68%	100%	75%	3%	61%	62%	64%	85%	79%	65%	30%	68%	79%	74%	59%	80%	63%	62%	40%	62%

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

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 Table 374

Q5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	41	21	20	28	13	1	11	11	7	11	11	11	11	20	7	7	3	3	7	35	6	35	41	
Weighted total	44*	22**	22**	29**	15**	**	5**	24**	12**	**	**	**	**	33**	10**	**	3**	2**	4**	38*	6**	38*	41*	
Effective base	37	19	18	26	12	-	5	22	10	-	-	-	-	29	8	-	3	4	2	36	2	32	41	
Very reliable	17	12	5	13	3	-	2	11	3	-	-	-	-	15	2	-	-	2	-	17	-	11	5	15
	37%	53%	22%	46%	22%	-	34%	48%	27%	-	-	-	-	44%	19%	-	-	50%	-	39%	-	30%	81%	37%
Fairly reliable	20	9	11	12	9	-	2	10	6	3	-	-	-	13	7	-	3	2	2	19	2	19	1	20
	46%	42%	51%	40%	58%	-	42%	40%	48%	100%	-	-	-	40%	63%	-	100%	50%	50%	44%	100%	51%	19%	49%
Not very reliable	6	1	5	3	3	-	3	3	3	-	-	-	-	4	2	-	-	2	2	6	-	6	-	5
	13%	6																						

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

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 Table 375

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	41	1	4	5	4	1	3	2	10	32	2	4	3	35	6	2	11	11	17	41	-	36	5	34	7	30	10	41	
Weighted total	44*	1**	5**	6**	5**	1**	4**	3**	2**	13**	39*	1**	3**	38*	6**	2**	14**	12**	16**	44*	**	38*	6**	37*	8**	34**	9**	41*	
Effective base	37	1	4	5	4	1	3	2	9	31	2	4	3	32	6	2	10	10	16	37	-	32	5	31	7	28	9	41	
Very reliable	17	1	2	1	3	-	1	3	2	14	-	2	*	12	4	1	2	5	8	17	-	17	-	13	3	12	5	15	
Fairly reliable	20	1	5	2	1	1	1	1	6	18	1	2	*	19	2	1	9	5	6	20	-	17	4	17	3	16	3	20	
Not very reliable	6	-	1	-	-	-	1	-	3	5	-	-	*	6	-	-	3	2	*	6	-	4	2	5	1	5	1	5	
Not at all reliable	13	-	25%	-	-	-	34%	-	24%	14%	-	-	33%	16%	-	-	23%	19%	3%	13%	-	9%	40%	13%	16%	14%	13%	12%	
Don't know	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	-	-	1	1	-	1	-	1	-	1	-	1	
Top 2: Reliable	37	1	4	6	5	1	2	3	2	32	1	3	1	31	6	2	11	10	15	37	-	33	4	31	6	28	8	35	
Bottom 2: Not reliable	6	-	1	-	-	-	1	-	3	5	-	-	*	6	-	-	3	2	*	6	-	4	2	5	1	5	1	5	
Net difference	31	1	2	6	5	1	3	2	5	27	1	3	*	25	6	2	7	7	14	31	0	30	1	26	5	23	7	30	
	71%	100%	50%	100%	100%	100%	31%	100%	100%	42%	69%	100%	34%	66%	100%	100%	55%	61%	87%	71%	0%	78%	21%	71%	68%	69%	74%	73%	

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

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 Table 376

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledge (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	41	15	3	38	1	2	7	32	8	5	31	6	34	24	13	14	7	8	8	4	41
Weighted total	44*	17**	3**	40*	1**	3**	8**	34**	10**	6**	32**	7**	36*	26**	13**	17**	8**	8**	4**	41*	
Effective base	37	15	3	35	1	2	6	29	8	5	28	5	31	22	11	13	6	7	4	41	
Very reliable	17	7	*	17	-	-	2	13	5	4	11	4	12	16	-	8	6	1	2	-	15
Fairly reliable	20	7	*	20	-	1	20	16	4	1	16	3	18	7	7	4	4	3	20	-	37%
Not very reliable	6	1	33%	4	-	2	1	4	1	4	4	5	5	6	2	2	2	1	1	5	
Not at all reliable	13	7%	33%	10%	-	74%	15%	11%	12%	20%	11%	-	13%	-	44%	11%	-	21%	14%	30%	12%
Don't know	1	1	-	1	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	1	
Top 2: Reliable	37	14	1	36	1	7	29	9	5	27	7	30	25	7	15	8	8	3	35		
Bottom 2: Not reliable	6	1	*	4	-	2	1	4	1	1	4	-	5	6	2	2	2	1	1	5	
Net difference	31	13	*	32	0	-1	6	25	8	4	23	7	25	25	2	13	8	3	6	2	30
	71%	79%	34%	80%	0%	-47%	71%	75%	76%	60%	74%	100%	70%	95%	12%	77%	100%	41%	71%	40%	73%

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

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 Table 379

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Social media content from friends and family

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	55	28	27	24	30	1	7	17	11	1	-	-	-	40	14	-	1	11	2	51	4	40	15	55
Weighted total	58*	30**	28**	26**	31**	1**	7**	19**	11**	1**	**	**	**	41*	16**	**	1**	11**	4**	55*	3**	43*	15**	55*
Effective base	50	25	24	22	26	1	6	17	9	1	-	-	-	36	13	-	1	11	7	47	3	37	13	55
Very reliable	18	11	7	13	5	-	3	10	3	2	-	-	-	12	6	-	-	6	-	18	-	15	3	17
Fairly reliable	31	18	13	12	19	-	4	8	5	-	-	-	-	22	8	-	1	5	2	29	2	22	9	29
Not very reliable	6	1	5	1	4	1	1	3	1	1	-	-	-	6	-	-	-	-	-	5	1	3	3	7
Not at all reliable	11	4%	18%	5%	12%	100%	7%	41%	65%	56%	-	-	-	55%	51%	-	100%	46%	49%	53%	62%	51%	59%	53%
Don't know	2	-	7%	2	-	-	-	2	-	20%	-	-	-	2	-	-	-	-	2	2	-	2	-	1
Top 2: Reliable	48	29	20	25	24	-	7	17	17	7	-	-	-	34	14	-	1	11	2	47	2	37	12	46
Bottom 2: Not reliable	8	1	7	1	6	1	1	3	3	1	-	-	-	6	2	-	-	-	2	7	1	5	3	8
Net difference	40	28	13	23	18	-	7	16	14	4	-	-	-	29	12	0	1	11	4	40	4	32	8	38
	70%	92%	46%	91%	59%	-100%	100%	87%	67%	42%	-100%	0%	0%	70%	76%	0%	100%	100%	-1%	72%	23%	75%	56%	69%

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

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	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	Unweighted Total
Unweighted total	69	8	1	7	4	6	6	11	17	60	6	6	3	59	7	7	19	21	18	69	9	60	9	55	14	42	24	69	
Weighted total	73*	10**	1**	8**	5**	7**	7**	13**	20**	69*	3**	3**	1**	64*	7**	7**	20**	24**	19**	73*	**	64*	9**	59*	15**	46*	25**	69*	
Effective base	62	7	1	6	4	6	6	11	16	57	6	6	3	53	6	6	16	20	16	62	-	54	8	48	13	40	20	69	
Very reliable	13	1	1	1	1	1	1	1	1	13	-	-	-	12	1	-	2	4	7	13	-	12	1	12	1	12	1	12	
Fairly reliable	45	11	1	5	2	4	2	10	10	42	2	2	1	39	4	5	12	12	13	45	-	42	3	36	9	23	30	43	
Not very reliable	10	2	1	1	1	1	1	1	1	3	9	*	-	10	-	1	3	6	-	10	-	7	2	7	3	6	4	8	
Not at all reliable	13	2	1	1	1	1	1	1	1	3	9	*	-	10	-	1	3	6	-	10	-	7	2	7	3	6	4	8	
Don't know	6	1	1	1	1	1	1	1	1	3	9	*	-	10	-	1	3	6	-	10	-	7	2	7	3	6	4	8	
Top 2: Reliable	58	8	1	6	3	5	3	11	16	55	2	-	1	51	6	5	14	17	19	58	-	54	4	48	10	35	21	55	
Bottom 2: Not reliable	10	2	1	1	1	1	1	1	1	3	9	*	-	10	-	1	3	6	-	10	-	7	2	7	3	6	4	8	
Net difference	48	0	6	1	5	3	5	2	10	13	46	1	0	41	6	5	11	11	19	48	0	46	2	41	7	30	17	47	
	66%	0%	58%	100%	69%	73%	67%	31%	81%	66%	66%	53%	0%	100%	64%	85%	69%	55%	45%	100%	66%	0%	72%	23%	71%	48%	64%	69%	68%

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

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 Table 386

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Online articles or blogs about parenting

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
																					Unweighted Total	
Unweighted total	69	25	2	56	3	7	13	55	12	6	51	15	53	27	37	15	17	8	13	13	69	
Weighted total	73*	27**	1**	60*	3**	7**	12**	61**	12**	6**	55*	15**	57*	29**	39*	16**	20**	8**	13**	14**	69*	
Effective base	62	23	2	50	3	7	12	50	11	5	45	12	49	25	33	14	16	6	11	12	69	
Very reliable	13	10	-	12	-	1	12	-	-	13	-	-	13	10	3	6	2	1	2	2	12	
Fairly reliable	45	11	-	20%	-	18%	8	20%	-	24%	-	24%	35%	8%	10%	16%	16%	16%	16%	17%		
Not very reliable	10	3	1	6	3	3	10	1	-	7	3	6	6	8	1	2	1	3	2	8		
Not at all reliable	13	12%	75%	10%	-	50%	-	16%	11%	-	13%	22%	11%	-	21%	7%	10%	19%	23%	13%		
Don't know	6	3	*	3	1	1	4	2	*	3	1	5	-	4	2	2	1	-	-	6		
Top 2: Reliable	58	21	25%	51	2	3	9	49	10	5	45	10	46	29	25	15	16	5	9	12		
Bottom 2: Not reliable	10	3	1	6	-	3	-	10	1	-	7	3	6	-	8	1	2	1	3	2		
Net difference	48	18	-1	45	2	-1	9	39	9	5	38	7	40	29	16	13	14	3	6	10		
	66%	67%	-75%	75%	67%	-13%	70%	65%	76%	94%	68%	47%	70%	100%	42%	85%	69%	43%	45%	74%		

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

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 Table 389

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from From elsewhere

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	5	3	2	2	3	1	1	1	2	-	-	-	5	-	-	-	-	-	-	3	2	3	2	5
Weighted total	5**	3**	2**	2**	3**	**	**	**	2**	**	**	**	5**	**	**	**	**	**	**	3**	2**	3**	2**	5**
Effective base	5	3	2	2	3	1	1	1	2	-	-	-	5	-	-	-	-	-	3	2	3	2	5	
Very reliable	10%	-	30%	30%	-	100%	-	-	-	-	-	-	10%	-	-	-	-	-	17%	-	-	-	34%	20%
Fairly reliable	2	1	1	1	1	-	1	-	1	-	1	-	2	-	-	-	-	-	1	1	2	-	2	
Not very reliable	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
Not at all reliable	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
Top 2: Reliable	3	1	2	2	1	-	1	-	1	-	-	-	3	-	-	-	-	-	2	1	2	*	3	
Bottom 2: Not reliable	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
Net difference	2	1	2	2	1	0	*	1	0	0	0	0	2	0	0	0	0	0	44%	50%	38%	-	20%	
	26%	-11%	100%	100%	-11%	0%	100%	-100%	50%	0%	0%	0%	26%	0%	0%	0%	0%	0%	11%	50%	23%	34%	40%	

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

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 Table 390

QSE4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from From elsewhere

	TOTAL (a)	Region										Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total			
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)		Not known gable (z)	Collective (A)	Individual (B)
Unweighted total	5	1	1	1	1	1	1	1	1	1	1	1	1	5	5	1	1	1	1	5	5	1	1	4	1	2	2	5	
Weighted total	5**	**	1**	**	**	**	1**	**	1**	1**	**	**	**	5**	**	1**	**	**	**	5**	**	**	**	4**	1**	4**	1**	2**	5**
Effective base	5	1	1	1	1	1	1	1	1	1	1	1	1	5	5	1	1	1	1	5	5	1	1	4	1	2	2	5	
Very reliable	10%	-	-	-	-	-	-	-	-	-	-	-	-	10%	-	-	-	-	-	10%	-	-	-	-	13%	-	-	-	20%
Fairly reliable	2	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1	1	2	2	1	1	1	1	1	1	2	

Not very reliable	43%	-	100%	-	-	-	-	-	100%	48%	-	-	-	-	43%	-	-	-	-	43%	-	29%	100%	29%	100%	47%	50%	40%
1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	1
27%	27%	-	-	-	-	-	-	100%	-	30%	-	-	-	-	27%	-	-	-	-	27%	-	34%	-	34%	-	53%	-	20%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
1	1	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	1
20%	20%	-	-	-	-	-	-	100%	-	22%	-	-	-	-	20%	-	-	-	-	20%	-	25%	-	25%	-	50%	-	20%
3	3	-	1	-	-	-	-	1	-	3	-	-	-	3	-	-	-	-	3	-	2	-	2	-	1	-	3	
53%	53%	-	100%	-	-	-	-	100%	-	48%	-	100%	-	53%	-	-	-	-	53%	-	42%	100%	42%	100%	47%	50%	60%	
Bottom 2: Not reliable	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-	1	-	1	-	1	
27%	27%	-	-	-	-	-	-	100%	-	30%	-	-	-	27%	-	-	-	-	27%	-	34%	-	34%	-	53%	-	20%	
Net difference	1	0	1	0	0	0	-1	0	0	1	1	*	0	0	1	0	0	0	0	1	0	*	1	*	1	*	1	2
26%	26%	0%	100%	0%	0%	0%	-100%	0%	0%	100%	18%	100%	0%	26%	0%	0%	0%	0%	26%	0%	8%	100%	8%	100%	-7%	50%	40%	

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

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 Table 391

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from From elsewhere

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total						
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)								
Unweighted total	5	1	1	2	2	1	4	1	3	1	4	1	4	2	1	2	1	2	1	1	1	1	1	1	1	1	1	5
Weighted total	5**	1**	***	2**	2**	**	4**	***	3**	3**	4**	**	4**	**	***	2**	1**	1**	1**	1**	**	1	1	1	1	1	5*	
Effective base	5	1	1	2	2	1	4	1	3	1	4	1	4	2	1	2	1	2	1	1	1	1	1	1	1	1	5	
Very reliable	*	-	100%	-	30%	-	-	-	-	100%	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-	1	
10%	10%	-	-	1	1	-	2	-	2	-	2	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	20%	
Fairly reliable	2	-	-	1	1	-	2	-	2	-	2	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	2	
43%	43%	-	-	42%	70%	-	48%	-	62%	62%	48%	-	48%	-	47%	-	66%	-	-	-	-	-	-	-	-	-	40%	
Not very reliable	1	1	-	1	2	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	
27%	27%	100%	-	58%	-	-	30%	-	38%	38%	-	30%	-	53%	-	-	-	-	100%	-	-	-	-	-	-	-	20%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
20%	20%	-	-	-	-	-	22%	-	2	-	2	-	22%	-	-	-	-	-	100%	-	-	-	-	-	-	-	20%	
3	3	-	*	1	2	-	2	*	2	*	2	*	2	*	1	1	1	1	1	1	1	1	1	1	1	1	3	
53%	53%	-	100%	42%	100%	-	48%	100%	62%	62%	48%	100%	48%	100%	47%	100%	100%	100%	-	-	-	-	-	-	-	-	60%	
Bottom 2: Not reliable	1	1	-	1	2	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	
27%	27%	100%	-	58%	-	-	30%	-	38%	38%	-	30%	-	53%	-	-	-	-	100%	-	-	-	-	-	-	-	20%	
Net difference	1	-1	*	*	2	0	1	*	1	1	*	1	0	*	*	1	1	0	-1	0	2	2	2	2	2	2	2	
26%	26%	-100%	100%	-16%	100%	0%	18%	100%	23%	23%	100%	18%	0%	100%	-7%	100%	100%	0%	-100%	0%	8%	100%	8%	100%	-7%	50%	40%	

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

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8 Dec 2025
 Table 394

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? My parents / my partner's parents

Base: All UK adults aged 16+ answering who sought information, support or advice from My parents / my partner's parents

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	70	46	24	34	35	1	8	26	24	11	-	-	57	13	1	-	11	1	62	8	50	20	70
Weighted total	66*	47*	19**	33*	31**	1**	10**	24**	23**	8**	-**	-**	53*	12**	1**	-**	9**	2**	60*	5**	45*	21**	70*
Effective base	60	41	20	31	29	1	8	23	21	8	-	-	49	11	1	-	10	1	54	7	43	18	70
All of the advice	10	5	5	7	2	-	1	6	2	2	-	-	9	**	-	-	**	-	10	-	10	-	11
15%	15%	11%	24%	22%	8%	-	13%	26%	11%	-	-	-	18%	3%	-	-	4%	-	16%	-	22%	-	16%
Most of the advice	28	25	2	13	13	1	5	8	8	5	-	-	21	6	-	-	5	2	27	1	18	9	28
42%	42%	55%	11%	39%	42%	100%	51%	35%	36%	62%	-	-	40%	52%	-	-	48%	100%	45%	13%	41%	45%	40%
Some of the advice	25	13	12	12	13	-	2	9	11	2	-	-	19	6	1	-	5	-	20	5	15	10	27
38%	38%	28%	62%	35%	42%	-	24%	40%	48%	28%	-	-	36%	45%	100%	-	48%	-	33%	87%	33%	48%	39%
Very little of the advice	3	3	*	1	2	-	1	-	1	2	-	-	3	-	-	-	-	-	3	-	2	1	4
5%	5%	6%	2%	4%	7%	-	13%	-	6%	11%	-	-	6%	-	-	-	-	-	6%	-	5%	6%	6%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	37	31	7	21	15	1	6	14	11	5	-	-	31	7	-	-	5	2	37	1	28	9	39
57%	57%	66%	35%	61%	50%	100%	64%	60%	47%	62%	-	-	58%	55%	-	-	52%	100%	61%	13%	62%	45%	56%
Bottom 3: Some/very little/none	28	16	12	13	15	-	3	9	12	3	-	-	22	6	1	-	5	-	24	5	17	11	31
43%	43%	34%	65%	39%	50%	-	30%	40%	53%	38%	-	-	42%	45%	100%	-	48%	-	39%	87%	38%	55%	44%
Net difference	9	15	-6	8	*	1	3	5	-2	2	0	0	8	1	-1	0	2	2	13	-4	11	-2	8
14%	14%	32%	-29%	23%	1%	100%	27%	21%	-7%	23%	0%	0%	15%	10%	-100%	0%	5%	100%	22%	-73%	25%	-9%	11%

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

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8 Dec 2025
 Table 395

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? My parents / my partner's parents

Base: All UK adults aged 16+ answering who sought information, support or advice from My parents / my partner's parents

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	
Unweighted total	70	4	3	4	4	3	4	3	3	17	16	11	2	11	60	9	10	20	20	65	1	57	13	55	15	42	24	70
Weighted total	66*	**	4**	4**	5**	4**	5**	4**	4**	9**																		

Bottom 3: Some/very little/none	41%	37	1	4	2	3	1	1	2	6	12	33	2	1	1	32	5	10	8	9	8	37	-	42%	35%	42%	38%	43%	34%	42%
Net difference	-10	-1	-1	*	-2	-1	*	*	-1	-6	-12	*	2	*	-10	-2	-6	-1	-3	*	-10	0	-9	-2	-8	-2	-6	-4	-9	
	-16%	-100%	-18%	-3%	-45%	-100%	10%	1%	-6%	-31%	-21%	-12%	56%	2%	-19%	-19%	-40%	-4%	-20%	2%	-16%	0%	-16%	-17%	-16%	-16%	-12%	-31%	-14%	

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

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 Table 401

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Other family members

Base: All UK adults aged 16+ answering who sought information, support or advice from Other family members

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total		
		Yes (b)	No (c)	(d)	Has a child and lives with partner (e)	Has child / doesn't live with partner (f)	Has child / no partner (g)	Yes (h)	No (i)	Yes (j)	SEND (k)	No (l)	Difficult (m)	Coping / comfortable (n)	Knowledgeable (o)	Not knowledgeable (p)	1 - Most deprived (q)	2 (r)	3 (s)	4 (t)	5 - Least deprived (u)			
Unweighted total	71	40	31	36	32	3	10	26	21	11	1	1	1	50	21	4	3	11	3	60	11	47	24	71
Weighted total	74*	40*	31**	35*	36**	3**	10**	25**	23**	12**	1**	1**	1**	49*	21**	4**	3	11**	6**	63*	10**	51*	23**	71*
Effective base	64	35	33	33	29	4	9	20	20	1	1	1	1	46	21	4	3	11	3	54	10	43	21	71
All of the advice	6	3	3	5	1	-	2	3	1	-	-	-	-	4	2	1	-	4	-	6	-	5	4	6
Most of the advice	27	17	10	13	13	1	5	9	8	5	-	1	-	21	6	1	3	2	22	5	16	12	28	
Some of the advice	34	16	19	14	18	2	3	11	13	5	1	1	1	22	13	2	1	7	30	5	24	10	32	
Very little of the advice	7	9%	4%	5%	51%	75%	34%	43%	55%	43%	100%	-	100%	44%	53%	55%	36%	66%	47%	44%	48%	45%	45%	
None of the advice	1	-	-	-	-	-	-	-	-	-	-	-	-	3%	13%	-	33%	-	35%	7%	4%	9%	2%	6%
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1
Top 2: All/most of the advice	33	20	13	18	14	1	6	12	9	5	-	1	-	25	8	1	4	2	28	5	21	12	34	
Bottom 3: Some/very little/none	37	11	-	27	2	4	7	30	1	1	30	10	26	13	13	4	13	9	4	7	7	36	36	
Net difference	-10	-3	3	-6	-1	-1	1	-11	1	1	-9	-2	-8	*	*	*	-7	-3	-1	-2	-9	-9	-9	
	-16%	-18%	100%	-13%	-18%	-21%	4%	-22%	29%	29%	-17%	-10%	-17%	-1%	1%	5%	-37%	-17%	-11%	-16%	-14%	-14%	-14%	

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

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 Table 404

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

Base: All UK adults aged 16+ answering who sought information, support or advice from Friends

	TOTAL (a)	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)	(d)	16-34 (e)	35-54 (f)	55+ (g)	16-24 (h)	25-34 (i)	35-44 (j)	45-54 (k)	55-64 (l)	65-74 (m)	75+ (n)	White (incl. White minority s) (o)	Ethnic minority s (excl. White minority s) (p)	Mixed / multiple ethnic groups (q)	Asian (r)	Black (s)	Other ethnicity (t)	Working (u)	Not working (v)	Graduates (w)	Non graduates (x)	
Unweighted total	71	40	31	36	32	3	10	26	21	11	1	1	1	50	21	4	3	11	3	60	11	47	24	71	
Weighted total	74*	40*	31**	35*	36**	3**	10**	25**	23**	12**	1**	1**	1**	49*	21**	4**	3	11**	6**	63*	10**	51*	23**	71*	
Effective base	64	35	33	33	29	4	9	20	20	1	1	1	1	46	21	4	3	11	3	54	10	43	21	71	
All of the advice	6	3	3	5	1	-	2	3	1	-	-	-	-	4	2	1	-	4	-	6	-	5	4	6	
Most of the advice	27	17	10	13	13	1	5	9	8	5	-	1	-	21	6	1	3	2	22	5	16	12	28		
Some of the advice	34	16	19	14	18	2	3	11	13	5	1	1	1	22	13	2	1	7	30	5	24	10	32		
Very little of the advice	7	9%	4%	5%	51%	75%	34%	43%	55%	43%	100%	-	100%	44%	53%	55%	36%	66%	47%	44%	48%	45%	45%		
None of the advice	1	-	-	-	-	-	-	-	-	-	-	-	-	3%	13%	-	33%	-	35%	7%	4%	9%	2%	6%	
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
Top 2: All/most of the advice	33	20	13	18	14	1	6	12	9	5	-	1	-	25	8	1	4	2	28	5	21	12	34		
Bottom 3: Some/very little/none	37	11	-	27	2	4	7	30	1	1	30	10	26	13	13	4	13	9	4	7	7	36	36		
Net difference	-6	*	-6	2	-7	-1	2	*	-5	-2	-1	1	-1	-2	1	-8	*	-1	-3	-2	-7	*	-8	2	-2
	-8%	1%	-19%	7%	-20%	-49%	24%	*	-20%	-19%	-100%	100%	-100%	3%	-32%	-9%	-39%	-33%	-42%	-11%	5%	-15%	7%	-3%	

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

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 Table 405

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

Base: All UK adults aged 16+ answering who sought information, support or advice from Friends

	TOTAL (a)	Region										Urbanity				Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 and above (s)	Important (t)	Not important (u)	Knowledgeable (v)	Not knowledgeable (w)	Knowledgeable (x)	Not knowledgeable (y)	Collective (z)	Individual (aa)	
Unweighted total	71	2	6	5	8	1	5	1	8	18	54	6	5	38	12	10	22	17	20	69	2	58	13	54	17	37	39	71
Weighted total	74*	3**	6**	6**	10**	1**	7**	1**	20**	64*	3**	5**	2**	63*	9**	9**	23**	17**	22**	71*	2**	59*	15**	56*	18**	39*	28**	71*
Effective base	64	2	6	5	8	1	5	1	8	18	52	6	5	53	10	8	20	15	20	62	2	53	11	48	16	35	26	71
All of the advice	6	-	-	-	1	-	-	-	3	5	-	1	*	5	*	*	2	1	2	6	-	6	-	5	1	5	*	6
Most of the advice	27	2	3	-	4	-	2	-	3	7	21	1	4	24	4	7	6	9	9	26	1	19	8	16	11	12	12	28
Some of the advice	34	1	1	5	5	1	4	1	6	8	33	1	1	28	5	4	11	10	9	33	1	30	5	30	4	20	11	32
Very little of the advice	5	-	3	1	-	-	-	-	4	*	-	-	-	4	*	-	3	-	1	5	-	3	2	5	-	1	4	4
None of the advice	7	-	42%	20%	-	-	-	-	7%	15%	-	-	-	7%	4%	-	14%	-	5%	7%	-	5%	11%	9%	-	3%	13%	6%
Don't know	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	33	2	3	-	5	-	2	-	3	10	26	1	5	29	4	6	9	8	11	32	1	25	8	21	13	18	13	34
Bottom 3: Some/very little/none	39	1	4	6	5	1	4	1	6	8	37	1	1	33	5	4	14	10	10	38	1	33	6	35	4	21	15	36
	53%	38%	58%	100%	50%	100%	66%	100%	63%	43%	58%	50%	-	52%	58%	41%	61%	56%	46%	54%	48%	56%	43%	63%	23%	55%	51%	51%

Net difference	-6	1	-1	-6	*	-1	-2	-1	-2	2	-11	*	5	*	-4	-1	2	-5	-2	1	-6	*	-8	2	-15	8	-4	-2	-2
	-8%	23%	-15%	-100%	1%	-100%	-31%	-100%	-26%	9%	-18%	1%	100%	23%	-6%	-15%	18%	-22%	-12%	3%	-9%	5%	-14%	14%	-26%	48%	-10%	-7%	-3%

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

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 Table 406

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

Base: All UK adults aged 16+ answering who sought information, support or advice from Friends

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	71	33	2	57	6	4	13	56	8	5	56	16	53	30	39	15	18	13	12	12	71	
Weighted total	74*	31*	1**	60*	6**	4**	13**	57**	9**	6**	56*	17**	56*	31**	40*	15**	21**	13**	13**	10**	71*	
Effective base	64	31	2	52	4	4	12	50	8	5	50	14	48	24	34	14	17	12	10	71		
All of the advice	6	5	-	4	-	1	-	6	-	-	6	-	5	-	-	2	-	-	-	6		
Most of the advice	27	9	1	24	1	1	3	22	4	2	20	8	18	13	13	6	12	3	4	2	28	
Some of the advice	34	20	-	27	3	1	10	23	5	3	24	8	27	12	21	5	7	6	9	6	32	
Very little of the advice	5	-	-	3	-	-	-	-	-	-	-	-	4	-	-	-	-	-	-	-	5	
None of the advice	7%	-	-	5%	21%	10%	-	8%	-	-	9%	-	8%	4%	9%	-	10%	9%	-	15%	6%	
Don't know	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-	-	-	-	1	
Top 2: All/most of the advice	33	14	1	28	2	2	3	28	4	2	26	9	23	18	14	10	12	5	4	3	34	
Bottom 3: Some/very little/none	45%	41%	100%	48%	28%	60%	25%	49%	49%	40%	47%	54%	42%	57%	35%	66%	58%	36%	29%	27%	48%	
Net difference	-6	-6	1	-2	-2	1	-7	*	*	-1	-2	1	-8	5	-11	5	3	-3	-6	-5	-2	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 409

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

Base: All UK adults aged 16+ answering who sought information, support or advice from GPs or other healthcare professionals

	TOTAL (a)	Gender		Age							Ethnicity					Working status		Education		Unweighted Total				
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	81	40	40	31	40	10	10	21	29	11	6	2	2	65	15	3	1	9	2	62	19	47	34	81
Weighted total	78*	38**	40*	30**	38**	10**	9**	21**	28**	11**	6**	2**	2**	64*	14**	3**	1**	6**	4**	61*	17**	48*	30**	81*
Effective base	71	36	35	28	35	9	8	19	25	10	5	2	2	59	12	3	1	8	2	55	17	42	30	81
All of the advice	14	6	7	7	5	1	4	4	4	1	-	-	1	13	1	-	-	1	-	12	2	10	4	15
Most of the advice	18%	17%	18%	25%	14%	11%	44%	17%	16%	9%	-	-	54%	20%	7%	-	16%	-	19%	12%	21%	13%	19%	
Some of the advice	40	20	19	15	19	6	4	11	13	6	4	1	1	29	11	2	1	4	4	27	13	39	27	
Very little of the advice	*	-	*	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	-	*	-	*	1	
None of the advice	2	-	2	1	1	-	-	1	1	-	-	-	-	1	-	-	-	-	1	1	1	1	2	
Don't know	3%	-	5%	4%	2%	-	-	6%	3%	-	-	-	-	3%	-	-	-	-	2%	6%	2%	4%	2%	
Top 2: All/most of the advice	54	27	27	23	24	7	8	15	17	7	4	1	1	41	12	2	1	5	4	45	9	37	17	54
Bottom 3: Some/very little/none	69%	71%	66%	77%	63%	65%	95%	69%	62%	67%	75%	51%	54%	65%	85%	66%	100%	85%	100%	73%	53%	77%	56%	67%
Net difference	29	16	13	16	10	3	8	8	7	4	3	*	*	19	10	1	1	4	4	28	1	25	4	27

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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8 Dec 2025
 Table 410

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

Base: All UK adults aged 16+ answering who sought information, support or advice from GPs or other healthcare professionals

	TOTAL (a)	Region										Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total			
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	Greater London (i)	England (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Urban (n)	Rural (o)	Up to £24,999 (p)	£25,000 up to £54,999 (q)	£55,000 up to £99,999 (r)	£100,000 and above (s)	Important (t)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)		Collective (A)	Individual (B)	
Unweighted total	81	2	6	6	7	-	3	5	14	14	57	7	6	11	63	14	15	25	21	15	81	-	72	8	66	15	46	25	81
Weighted total	78*	2**	7**	6**	8**	-	3**	5**	17**	16**	66*	7**	3**	5**	72*	11**	14**	25**	21**	14**	78*	-	69*	8**	64*	45*	25**	81*	
Effective base	71	2	4	4	5	-	3	5	14	14	57	7	6	11	63	14	15	25	21	15	71	-	63	7	58	14	41	71	
All of the advice	14	-	-	1	3	-	3	2	2	11	1	2	1	13	1	3	2	2	7	14	-	12	2	11	3	7	6	15	
Most of the advice	40	2	2	1	2	-	1	3	10	12	35	1	2	32	6	6	12	14	6	40	-	34	5	34	6	23	15	39	
Some of the advice	51%	100%	35%	16%	32%	-	28%	61%	60%	73%	53%	44%	33%	50%	48%	44%	50%	69%	42%	51%	-	49%	66%	54%	38%	52%	59%	48%	
Very little of the advice	22	-	3	3	3	-	-	2	5	2	18	2	2	16	5	4	9	4	1	22	-	21	1	18	5	15	3	30	
None of the advice	2	-	1	1	-	-	-	-	2	-	-	-	-	1	-	1	-	-	-	2	-	2	-	1	1	1	1	2	
Don't know	3%	-	18%	15%	-	-	-	-	3%	-	-	-	-	3%	-	5%	-	-	-	3%	-	3%	-	1%	8%	-	4%	2%	
Top 2: All/most of the advice	54	2	2	2	5	-	4	3	12	14	45	2	3	44	6	9	14	16	13	54	-	46	7	45	9	30	21	54	
Bottom 3: Some/very little/none	69%	100%	35%	33%	67%	-	100%	61%	72%	87%	69%	60%	65%	71%	57%	63%	58%	79%	91%	69%	-	66%	88%	70%	60%	67%	84%	67%	
Net difference	29	2	-2	-2	3	0	4	1	8	12	25	1	2	1	26	1	4	12	11	29	0	22	6	26	3	16	17	27	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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 Table 411

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

Base : All UK adults aged 16+ answering who sought information, support or advice from GPs or other healthcare professionals

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	81	30	3	61	4	9	31	48	25	18	45	30	49	37	36	14	23	16	14	10	81
Weighted total	78*	27**	4**	60*	5**	7**	29**	47*	24**	17**	44*	34**	43*	33*	38*	13**	22**	17**	14**	8**	81*
Effective base	71	25	3	53	4	8	28	42	22	16	39	29	42	32	33	12	21	15	12	9	81
All of the advice	14	7	-	13	-	-	4	9	4	1	8	3	10	8	4	2	3	5	*	3	15
Most of the advice	40	16	2	31	2	2	14	24	10	7	25	20	20	18	21	4	12	9	8	4	39
Some of the advice	22	4	1	16	2	3	9	13	9	8	11	11	10	6	13	4	6	4	5	2	24
Very little of the advice	*	*	-	-	-	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	1
None of the advice	2	-	-	-	-	1	1	-	-	-	-	-	2	1	-	2	-	-	-	-	2
Don't know	3*	-	-	-	-	18*	3*	-	-	-	-	-	5*	3*	-	17*	-	-	-	-	2*
Top 2: All/most of the advice	54	23	2	44	2	2	19	34	14	9	33	23	31	26	24	6	16	14	9	6	54
Bottom 3: Some/very little/none	25	4	1	16	2	4	10	13	9	8	11	12	13	7	13	7	6	4	5	2	27
Net difference	29	20	1	28	*	-2	8	20	5	*	22	11	18	19	11	*	10	10	4	4	27
	37%	71%	30%	47%	-2%	-29%	29%	44%	21%	1%	50%	32%	42%	57%	29%	-3%	46%	58%	29%	47%	33%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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 Table 414

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Specialist medical professional or therapist

Base : All UK adults aged 16+ answering who sought information, support or advice from Specialist medical professional or therapist

	Gender			Age												Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	59	32	27	24	20	5	3	19	20	10	4	1	43	16	2	4	8	2	46	13	46	13	16	59	
Weighted total	58*	32**	26**	23**	20**	6**	5**	18**	16**	12**	**	5**	1**	41*	17**	2**	4**	7**	4**	46*	12**	44*	14**	59*	
Effective base	52	29	22	22	25	5	5	18	16	9	-	4	38	14	2	3	8	2	41	11	38	14	59		
All of the advice	14	9	6	6	8	-	2	5	7	1	-	-	11	4	-	1	2	-	13	1	11	3	16		
Most of the advice	30	14	16	11	14	5	3	8	6	8	-	4	19	11	1	2	4	4	23	7	22	8	27		
Some of the advice	11	4	4	4	4	1	-	4	4	4	-	-	10	1	-	-	-	-	8	3	10	1	12		
Very little of the advice	2	1	*	1	*	-	-	1	*	-	-	-	1	*	-	*	-	-	1	*	1	3	3		
None of the advice	3*	4*	1*	6*	1*	-	-	8*	2*	-	-	-	4*	2*	-	9*	-	-	3*	3*	1*	10*	5*		
Don't know	1	1	-	1	-	-	-	1	-	-	-	-	-	1	1	-	-	-	1	-	1	-	1		
Top 2: All/most of the advice	44	23	22	17	22	5	5	12	13	9	-	4	30	15	1	3	6	4	36	8	33	12	43		
Bottom 3: Some/very little/none	14	9	5	6	7	1	-	6	3	3	-	1	12	2	1	*	1	-	10	4	11	3	16		
Net difference	30	13	17	11	15	4	5	6	10	5	0	3	18	12	*	3	6	4	26	4	22	9	27		
	52%	42%	65%	47%	52%	65%	100%	33%	59%	44%	0%	57%	100%	43%	74%	-13%	82%	80%	100%	55%	37%	49%	60%	46%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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 Table 415

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Specialist medical professional or therapist

Base : All UK adults aged 16+ answering who sought information, support or advice from Specialist medical professional or therapist

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	59	2	8	1	2	2	3	6	5	14	43	7	4	5	49	10	10	20	13	11	58	1	50	9	46	13	38	19	59
Weighted total	58*	3**	10**	1**	2**	3**	4**	7**	5**	15**	50*	3**	3**	2**	51*	7**	11**	19**	12**	11**	56*	2**	50*	8**	45*	14**	38*	20**	59*
Effective base	52	2	8	1	2	2	3	6	5	13	41	7	4	5	44	8	10	17	12	10	52	1	44	8	40	34	17	59	
All of the advice	14	-	2	-	-	-	1	1	7	11	1	1	13	1	*	5	2	5	5	14	-	14	*	10	4	10	5	16	
Most of the advice	30	3	7	1	3	3	2	3	2	3	27	3	26	4	8	8	10	7	10	28	2	25	5	23	7	16	14	27	
Some of the advice	11	100%	66%	-	51%	100%	65%	50%	41%	36%	54%	17%	52%	42%	51%	57%	68%	52%	56%	44%	50%	100%	49%	65%	51%	52%	42%	69%	46%
Very little of the advice	2	-	1	1	-	-	1	2	2	1	9	1	1	-	10	1	3	3	2	*	11	-	10	1	10	1	11	-	12
None of the advice	3*	-	-	-	-	-	-	-	-	-	-	-	-	-	1	*	1	1	-	-	2	-	1	1	1	1	*	3	
Don't know	1	-	-	-	49%	-	-	-	-	-	-	-	-	-	2*	-	-	6*	-	-	2*	-	2*	-	3*	-	-	6*	2*
Top 2: All/most of the advice	44	3	9	-	1	3	2	5	3	12	38	2	2	2	39	6	8	15	8	10	42	2	39	6	33	11	25	18	43
Bottom 3: Some/very little/none	14	-	1	1	1	-	1	2	2	3	12	1	1	*	12	2	3	5	4	*	14	-	12	2	12	2	12	2	16
Net difference	30	3	8	-1	4	3	1	2	1	9	26	1	2	6	26	4	5	10	5	10	28	2	27	3	21	9	13	17	27
	52%	100%	76%	-100%	3%	100%	29%	35%	18%	64%	53%	20%	53%	68%	52%	43%	52%	40%	91%	50%	100%	53%	41%	48%	66%	35%	85%	85%	46%

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

Q5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Specialist medical professional or therapist

Base: All UK adults aged 16+ answering who sought information, support or advice from Specialist medical professional or therapist

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	52	26	1	16	2	7	18	39	17	14	37	17	42	23	26	10	14	11	13	11	59
Weighted total	58*	27**	1**	44*	2**	7**	41**	15**	14**	11**	38*	17**	42*	21**	27**	11**	13**	10**	11**	13**	59*
Effective base	52	24	1	41	2	5	16	35	14	12	33	14	38	21	24	9	13	10	11	10	59
All of the advice	14	6	-	14	-	-	2	11	3	2	10	2	13	9	4	2	4	3	4	1	16
	24%	23%	-	33%	-	-	12%	28%	23%	22%	26%	10%	30%	42%	16%	22%	28%	25%	40%	10%	27%
Most of the advice	30	13	1	19	2	3	9	20	7	7	17	12	18	10	16	7	6	6	4	7	27
	51%	50%	100%	45%	100%	42%	59%	49%	52%	57%	46%	72%	43%	44%	59%	66%	45%	59%	38%	51%	46%
Some of the advice	11	6	-	7	-	4	7	7	3	2	8	3	8	2	6	1	2	4	2	5	12
	19%	23%	-	17%	-	53%	27%	17%	23%	18%	21%	16%	20%	7%	23%	13%	16%	16%	19%	39%	20%
Very little of the advice	2	1	-	1	-	*	*	*	1	*	1	*	*	*	*	1	*	*	*	*	3
	3%	4%	-	3%	-	5%	2%	4%	2%	3%	4%	2%	4%	1%	1%	-	11%	-	3%	-	5%
None of the advice	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	1	-	-	1
	2%	-	-	3%	-	-	-	3%	-	-	3%	-	3%	-	-	-	-	12%	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	44	20	1	34	2	3	11	31	11	9	27	14	31	10	20	10	10	9	8	0	43
	76%	73%	100%	77%	100%	42%	71%	76%	74%	79%	72%	82%	73%	86%	76%	87%	73%	84%	78%	61%	73%
Bottom 3: Some/very little/none	14	7	-	10	-	4	4	10	4	2	10	3	11	3	7	1	4	2	2	5	16
	24%	27%	-	23%	-	58%	29%	24%	26%	21%	28%	18%	27%	14%	24%	13%	27%	16%	22%	39%	27%
Net difference	30	12	1	24	2	-1	6	21	7	7	17	11	19	16	14	8	6	7	6	3	27
	52%	46%	100%	54%	100%	-16%	42%	53%	49%	58%	45%	64%	47%	72%	51%	74%	45%	68%	56%	21%	46%

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

Q5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Nursery or childcare professionals

Base: All UK adults aged 16+ answering who sought information, support or advice from Nursery or childcare professionals

	Gender			Age								Ethnicity					Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	52	24	28	27	20	5	3	24	15	5	4	-	1	35	15	3	3	9	-	41	11	33	19	52
Weighted total	50*	26**	23**	25**	21**	4**	3**	21**	15**	6**	3**	-**	1**	35*	14**	3**	3**	8**	**	42*	8**	32*	17**	52*
Effective base	47	23	24	24	19	4	3	21	14	5	3	-	1	32	14	3	3	9	-	38	9	31	16	52
All of the advice	17	10	8	10	8	1	8	7	1	8	7	1	11	6	2	1	2	1	2	16	1	12	5	19
	35%	37%	32%	39%	37%	-	35%	40%	44%	18%	-	-	-	33%	39%	75%	34%	28%	-	38%	19%	37%	30%	37%
Most of the advice	20	12	9	7	10	4	1	6	5	3	-	1	15	5	-	1	4	-	-	17	3	11	9	20
	41%	45%	37%	28%	46%	91%	36%	27%	32%	82%	88%	-	100%	44%	35%	-	39%	46%	-	41%	40%	34%	55%	38%
Some of the advice	12	5	7	8	4	*	1	7	4	*	-	-	8	4	1	1	2	-	-	9	3	9	3	13
	24%	19%	31%	33%	17%	9%	30%	34%	24%	-	12%	-	23%	26%	25%	28%	25%	-	-	21%	41%	29%	15%	25%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	38	21	16	17	17	4	3	14	11	6	3	-	1	27	11	2	2	6	-	33	5	23	15	39
	76%	81%	69%	67%	83%	91%	70%	66%	76%	100%	88%	-	100%	77%	74%	75%	72%	75%	-	79%	59%	71%	85%	75%
Bottom 3: Some/very little/none	12	5	7	8	4	1	7	4	-	-	-	-	-	8	4	1	1	2	-	9	3	9	3	13
	24%	19%	31%	33%	17%	33%	34%	24%	-	12%	-	-	-	23%	26%	25%	28%	25%	-	21%	41%	29%	15%	25%
Net difference	26	17	9	8	14	4	2	7	8	6	2	0	1	19	7	1	4	0	0	24	1	14	12	26
	52%	63%	39%	34%	66%	83%	41%	33%	52%	100%	77%	0%	100%	55%	48%	51%	45%	49%	0%	58%	17%	42%	70%	50%

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

Q5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Nursery or childcare professionals

Base: All UK adults aged 16+ answering who sought information, support or advice from Nursery or childcare professionals

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	52	2	3	2	3	1	2	5	4	14	35	7	4	3	40	9	9	13	14	13	50	10	46	5	41	10	31	15	52
Weighted total	50*	**	6**	2**	4**	1**	2**	6**	5**	15**	42**	3**	1**	3**	39*	9**	7**	13**	13**	13**	48*	1**	46*	5**	13**	39*	35*	13**	52*
Effective base	47	-	6	2	3	1	2	6	4	14	37	7	4	3	37	8	8	12	13	12	46	1	42	5	37	9	32	13	52
All of the advice	17	-	-	1	-	-	3	1	9	14	2	1	*	17	*	2	5	3	7	7	17	-	17	-	16	1	12	5	19
	35%	-	-	-	33%	-	34%	29%	64%	34%	53%	26%	35%	44%	2%	22%	38%	26%	51%	35%	-	38%	-	41%	9%	35%	35%	37%	
Most of the advice	20	-	3	1	1	1	2	3	2	17	1	2	*	14	5	4	5	5	5	5	20	-	16	4	14	7	16	5	20
	41%	-	54%	50%	35%	100%	100%	35%	71%	15%	41%	*	36%	36%	62%	55%	38%	35%	40%	42%	-	37%	79%	35%	67%	45%	34%	38%	
Some of the advice	12	-	3	1	1	-	2	-	3	11	3	1	*	8	3	2	3	5	1	11	1	11	1	10	2	7	4	13	
	24%	-	46%	50%	32%	-	31%	-	21%	25%	14%	23%	29%	21%	36%	24%	24%	39%	10%	23%	100%	25%	21%	24%	24%	19%	30%	25%	
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	38	-	3	1	2	1	2	5	5	12	32	2	1	31	5	5	11	8	8	12	37	-	33	4	30	8	28	9	39
	76%	-	54%	50%	68%	100%	100%	69%	100%	79%	75%	86%	77%	71%	79%	64%	76%	76%	61%	90%	77%	-	75%	79%	76%	76%	81%	70%	75%
Bottom 3: Some/very little/none	12	-	3	1	1	-	2	-	3	11	*	1	*	8</															

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Nursery or childcare professionals

Base : All UK adults aged 16+ answering who sought information, support or advice from Nursery or childcare professionals

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)		Has a child and lives with partner (d)	Has child / doesn't live with partner (e)		Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
		No (c)	Yes (b)		No (c)	Yes (e)															
Unweighted total	52	28	1	39	4	5	12	36	8	37	11	39	30	19	11	12	12	9	5	52	
Weighted total	50*	28**	***	37*	4**	5**	11**	36*	6**	37*	9**	39*	29**	19**	12**	12**	12**	8**	4**	52*	
Effective base	47	26	1	35	3	5	11	33	7	35	10	36	27	18	10	11	11	8	4	52	
All of the advice	17	10	-	17	*	-	2	15	1	15	2	15	15	2	3	5	5	5	*	19	
Most of the advice	20	10	*	12	2	3	6	12	5	12	5	16	8	12	7	3	5	1	3	20	
Some of the advice	12	8	-	8	1	2	2	10	*	*	11	2	9	6	5	2	2	2	-	13	
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	38	20	*	29	2	3	9	27	6	28	7	31	23	13	9	8	10	6	4	39	
Bottom 3: Some/very little/none	12	8	-	8	1	2	2	10	*	*	11	2	9	6	5	2	2	2	-	13	
Net difference	26	12	*	21	*	7	6	17	5	17	5	22	17	8	7	3	8	4	4	25	
	52%	44%	100%	56%	37%	4%	65%	47%	88%	85%	44%	52%	55%	58%	42%	61%	23%	66%	47%	100%	50%

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

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting support group

Base : All UK adults aged 16+ answering who sought information, support or advice from Parenting support group

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	59	31	27	33	23	3	6	27	21	2	2	1	43	16	2	14	2	55	4	50	9	59		
Weighted total	56*	29**	27**	31**	23**	3**	6**	25**	20**	2**	**	1**	43*	14**	**	1**	12**	**	54*	4**	48*	8**	59*	
Effective base	53	28	25	29	21	3	5	24	19	2	-	1	38	15	-	2	13	-	50	3	45	8	59	
All of the advice	13	6	7	9	2	1	2	8	2	-	-	1	10	3	-	1	2	-	10	2	10	3	13	
Most of the advice	25	14	11	11	12	1	1	10	12	-	1	-	19	6	-	-	6	-	24	*	21	4	26	
Some of the advice	14	4	4	7	5	3	2	5	6	1	-	-	10	4	-	-	4	-	14	-	14	-	14	
Very little of the advice	4	4	-	3	1	-	*	2	-	1	-	-	3	1	-	-	1	-	4	-	2	2	4	
None of the advice	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	
Don't know	*	*	-	*	-	*	-	*	-	*	-	-	*	-	-	-	*	-	*	-	*	-	1	
Top 2: All/most of the advice	37	20	18	21	14	2	3	18	14	-	1	-	29	8	-	1	7	-	35	3	31	6	39	
Bottom 3: Some/very little/none	19	9	9	10	8	-	3	8	6	2	-	-	13	5	-	*	5	-	19	-	17	2	19	
Net difference	19	11	9	10	6	2	*	10	8	-2	1	0	16	3	0	1	2	0	16	3	14	5	20	
	33%	36%	32%	33%	27%	84%	6%	40%	42%	-100%	73%	0%	100%	38%	20%	0%	51%	17%	0%	30%	100%	30%	56%	34%

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

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting support group

Base : All UK adults aged 16+ answering who sought information, support or advice from Parenting support group

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	59	2	3	6	3	3	2	4	5	13	41	6	5	7	47	10	7	14	16	22	57	2	53	6	52	7	35	20	59
Weighted total	56*	3**	3**	7**	4**	4**	2**	4**	5**	13**	47**	3**	4**	3**	45*	9**	6**	15**	15**	20**	56*	1**	51*	6**	51*	6**	34*	20**	59*
Effective base	53	2	3	6	3	3	2	4	5	12	40	6	5	7	43	9	6	13	14	20	52	2	47	5	47	6	32	18	59
All of the advice	13	-	1	2	-	2	1	3	1	11	*	1	1	1	10	2	4	2	5	2	12	*	12	1	13	-	8	4	13
Most of the advice	25	3	1	1	3	1	1	3	2	5	20	2	2	1	21	4	1	9	3	11	24	*	21	4	22	3	12	12	26
Some of the advice	14	-	1	2	1	-	-	-	2	6	13	*	1	-	11	4	-	3	4	7	14	-	13	1	14	-	11	2	14
Very little of the advice	4	-	-	1	-	-	-	-	-	2	3	-	-	*	3	*	*	1	2	-	4	-	4	-	2	2	2	1	4
None of the advice	1	-	-	1	-	-	-	-	-	16	7	-	-	15	7	5	7	6	16	-	7	-	7	-	3	7	7	7	7
Don't know	*	-	-	-	-	-	-	-	-	-	-	-	19%	-	2%	-	-	-	-	4%	1%	-	1%	-	1%	-	2%	-	2%
Top 2: All/most of the advice	37	3	2	3	3	4	2	5	4	5	31	2	2	2	30	5	5	11	8	12	37	1	32	5	34	3	20	16	39
Bottom 3: Some/very little/none	19	-	1	4	1	-	-	-	2	8	16	4	1	1	14	4	4	6	8	19	19	-	18	1	16	2	14	4	19
Net difference	19	3	1	1	3	4	2	5	1	3	14	2	1	2	16	1	5	8	2	4	18	1	15	4	18	1	12	12	20
	33%	100%	31%	-3%	40%	100%	100%	100%	21%	-21%	31%	70%	21%	56%	35%	15%	78%	52%	13%	21%	33%	100%	29%	74%	35%	16%	16%	62%	34%

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

Base : All UK adults aged 16+ answering who sought information, support or advice from Parenting books

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	66	28	5	56	2	4	13	52	9	6	51	13	51	41	24	13	21	7	13	9	66
Weighted total	67*	28**	4**	57*	2**	4**	13**	51*	9**	6**	51*	15**	52*	43*	23**	14**	21**	7**	14**	9**	66*
Effective base	57	25	4	50	2	3	12	46	8	6	46	12	45	32	19	12	6	7	12	7	56
All of the advice	7	6	-	7	-	-	1	6	1	6	1	6	6	1	3	2	-	1	-	-	7
Most of the advice	10*	20%	-	12%	-	-	9%	11%	14%	20%	10%	9%	11%	14%	4%	24%	11%	-	9%	-	11%
Some of the advice	30	13	*	27	1	2	3	25	3	2	25	6	25	22	8	5	12	4	4	3	30
Very little of the advice	45*	46%	10%	48%	52%	35%	23%	50%	38%	34%	47%	40%	47%	52%	35%	34%	59%	40%	32%	45%	45%
None of the advice	27	9	4	21	1	3	9	18	4	2	21	8	19	13	13	5	6	5	7	4	26
Don't know	1	32%	90%	37%	48%	65%	62%	36%	43%	38%	40%	51%	37%	31%	56%	36%	30%	60%	47%	55%	39%
Top 2: All/most of the advice	37	19	*	34	1	2	5	31	5	3	30	7	30	28	9	8	14	4	6	3	37
Bottom 3: Some/very little/none	30	16	10%	60%	52%	35%	31%	61%	52%	54%	58%	49%	58%	66%	39%	58	70%	40%	41%	45%	56%
Net difference	7	9	-4	12	*	-1	-6	11	*	1	8	*	8	14	-5	2	8	-2	-3	-1	8
	11%	32%	-80%	20%	5%	-29%	-37%	22%	4%	9%	15%	-2%	15%	32%	-22%	15%	39%	-21%	-18%	-11%	12%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 434

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Podcasts

Base : All UK adults aged 16+ answering who sought information, support or advice from Podcasts

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non-graduates (w)
Unweighted total	50	27	23	23	23	4	4	19	15	8	1	3	-	38	12	2	-	10	-	44	6	35	15	50
Weighted total	49*	27**	22**	24**	21**	4**	4**	20**	14**	7**	1	4**	-**	38**	12**	2**	-**	10**	-**	43**	6**	34*	15**	50*
Effective base	46	25	21	22	20	4	4	18	13	7	1	3	-	34	12	2	-	10	-	40	6	32	14	50
All of the advice	6	4	2	3	2	-	-	3	2	-	-	-	-	6	-	-	-	-	-	5	1	5	1	5
Most of the advice	16	10	6	13	12	-	-	17	17	-	-	-	-	15	-	-	-	-	-	11	16	13	8	10
Some of the advice	32*	36%	27%	55%	12%	-	-	75%	51%	-	-	-	-	20%	73%	46%	-	79%	-	32%	32%	40%	16%	32%
Very little of the advice	24	13	11	5	16	3	1	4	10	5	*	2	-	21	3	1	-	2	-	22	2	15	9	25
None of the advice	49*	47%	50%	22%	74%	73%	25%	22%	75%	73%	100%	69%	-	55%	27%	54%	-	21%	-	51%	34%	43%	62%	50%
Don't know	3	-	3	1	*	1	-	1	-	*	-	1	-	3	-	-	-	-	-	2	1	2	1	3
Top 2: All/most of the advice	22	13	8	17	5	-	3	13	3	1	-	-	-	13	8	1	-	7	-	19	3	18	4	21
Bottom 3: Some/very little/none	28	14	14	7	16	4	1	6	10	6	*	4	-	24	3	1	-	2	-	24	3	16	11	29
Net difference	-6	-1%	-26%	38%	-11	-4	2	7	-7	-4	-	0	-	-11	5	-4	-	5	0	-6	2	2	-8	-8
	-12%				-53%	-100%	50%	36%	-50%	-59%	-100%	-100%	0	-30%	46%	-7%	0	57%	0%	-13%	-5%	6%	-52%	-16%

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

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Table 435

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Podcasts

Base : All UK adults aged 16+ answering who sought information, support or advice from Podcasts

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Knowledgeable (w)	Not knowledgeable (x)	Knowledgeable (y)	Not knowledgeable (z)	Collective (AA)		Individual (BB)
Unweighted total	50	3	10	4	1	1	3	-	4	12	38	5	2	5	38	10	4	13	9	22	50	3	43	3	43	7	38	10	50
Weighted total	49*	4**	11**	4**	1**	1**	3**	-**	5**	13**	43*	2**	2**	2**	39*	8**	4**	12**	8**	23**	49*	**	47*	2**	42*	7**	36*	11**	50*
Effective base	46	3	10	4	1	1	3	-	4	12	38	5	2	5	36	8	4	12	8	21	46	3	44	2	44	5	35	10	50
All of the advice	6	1	1	1	-	-	-	-	1	1	6	-	-	-	5	-	1	1	2	6	6	-	6	-	5	1	3	1	5
Most of the advice	16	3	3	2	-	-	-	-	1	6	15	-	-	1	14	2	-	2	2	12	16	-	16	-	15	1	14	1	16
Some of the advice	32*	67%	27%	46%	-	-	-	-	21%	49%	35%	-	-	38%	37%	21%	-	16%	28%	52%	32%	-	34%	-	35%	14%	39%	10%	32%
Very little of the advice	24	-	6	1	1	3	-	-	1	5	20	2	1	1	18	5	3	8	4	9	24	-	22	2	20	4	16	8	25
None of the advice	49*	-	55%	26%	100%	100%	100%	-	27%	42%	46%	80%	47%	62%	46%	60%	76%	62%	44%	38%	49%	-	46%	100%	47%	58%	46%	68%	50%
Don't know	3	-	10%	-	-	-	-	-	1	2	5	-	-	2	2	2	-	2	1	3	3	-	3	-	3	-	2	1	3
Top 2: All/most of the advice	22	4	4	3	-	-	-	-	2	7	21	-	-	1	19	2	-	3	4	14	22	-	22	-	20	2	17	2	21
Bottom 3: Some/very little/none	28	100%	36%	74%	-	-	-	-	46%	58%	48%	-	-	38%	49%	21%	-	26%	42%	62%	46%	-	46%	-	46%	48%	48%	21%	42%
Net difference	-6	4	-3	2	-1	-1	-3	0	*	2	-1	-2	-2	-1	-1	-5	-4	-6	-1	5	-6	0	-4	-2	-3	-2	-2	-6	-8
	-12%	100%	-29%	48%	-100%	-100%	-100%	0%	-7%	15%	-3%	-100%	-100%	-25%	-3%	-59%	-100%	-48%	-16%	23%	-12%	0%	-8%	-100%	-7%	-41%	-5%	-57%	-16%

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

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Table 436

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Podcasts

Base : All UK adults aged 16+ answering who sought information, support or advice from Podcasts

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledge (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	50	15	1	39	4	4	7	40	9	7	36	13	36	31	16	13	10	8	12	5	50
Weighted total	49*	15**	***	38*	4**	4**	8**	39*	8**	7**	36*	12**	36*	30**	16**	15**	10**	7**	11**	5**	50*
Effective base	46	14	1	36	4	4	7	37	8	6	33	12	33	29	15	13	9	7	11	5	50
All of the advice	6	1	-	6	-	-	-	5	-	-	5	1	5	6	-	2	2	-	-	-	5
Most of the advice	16	7%	-	15%	-	-	-	12%	-	-	13%	10%	13%	19%	-	15%	25%	-	-	-	10%
Some of the advice	24	32%	-	39%	26%	-	-	40%	12%	15%	41%	16%	39%	39%	27%	52%	23%	-	-	26%	32%
Very little of the advice	3	7	*	16	3	2	7	16	7	5	14	7	16	11	10	5	4	5	8	1	25
None of the advice	1	49%	100%	43%	74%	64%	94%	42%	82%	78%	40%	54%	45%	38%	59%	33%	39%	70%	74%	26%	50%
Don't know	1	6	-	1	-	*	*	2	*	*	1	2	1	*	2	-	1	1	-	*	3
Top 2: All/most of the advice	22	8%	-	3%	-	13%	6%	6%	6%	7%	3%	14%	3%	2%	14%	-	13%	17%	-	9%	6%
Bottom 3: Some/very little/none	28	1	-	-	-	24%	-	-	-	1	1	1	-	1	-	-	-	13%	-	-	1
Net difference	-6	-	-	-	-	-	-	-	-	2%	-	7%	-	3%	-	-	-	13%	-	-	2%
	-12%	-14%	-100%	8%	49%	-100%	-100%	5%	-76%	-71%	9%	-48%	4%	16%	-47%	34%	-4%	-100%	-47%	29%	-16%

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

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 Table 439

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Family Hub / Sure start / Children's Centres

Base: All UK adults aged 16+ answering who sought information, support or advice from Family Hub / Sure start / Children's Centres

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	103	49	54	16	37	2	11	33	27	10	2	11	25	71	26	8	16	2	2	72	31	72	31	103
Weighted total	110*	52*	56*	66*	41*	2**	10**	56**	28**	12**	2**	15**	32**	78*	20**	2**	9**	15**	4**	98*	11**	77*	23**	103
Effective base	96	46	50	60	35	2	10	50	25	9	2	-	-	68	26	2	8	16	2	85	11	68	29	103
All of the advice	31	17	14	21	11	-	4	17	8	2	-	-	-	21	9	1	1	7	-	31	*	22	9	31
Most of the advice	55	27	26%	31%	26%	-	40%	30%	29%	19%	-	-	-	27%	32%	56%	15%	47%	-	32%	2%	29%	28%	30%
Some of the advice	24	9	14	15	9	-	2	13	6	3	-	-	-	15	9	-	4	3	2	19	5	20	4	22
Very little of the advice	22%	18%	26%	22%	23%	-	15%	23%	23%	23%	-	-	-	19%	31%	-	45%	20%	52%	20%	40%	26%	12%	21%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	86	44	42	52	32	2	9	43	22	10	2	-	-	64	21	2	5	12	2	79	7	57	29	81
Bottom 3: Some/very little/none	24	9	14	15	9	-	2	13	6	3	-	-	-	15	9	-	4	3	2	19	5	20	4	22
Net difference	62	35	27	37	23	2	7	30	16	7	2	0	0	49	11	2	1	9	*	60	2	37	25	59
	57%	65%	49%	56%	55%	100%	70%	53%	55%	55%	100%	0%	0%	63%	38%	100%	9%	59%	-4%	61%	19%	48%	75%	57%

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

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QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Family Hub / Sure start / Children's Centres

Base: All UK adults aged 16+ answering who sought information, support or advice from Family Hub / Sure start / Children's Centres

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	103	2	13	6	10	3	4	7	13	28	86	5	9	3	89	10	15	27	26	29	101	1	94	8	89	13	70	29	103
Weighted total	110*	3**	15**	7**	12**	4**	15**	8**	15**	31**	100*	2**	7**	1**	97**	9**	17**	30**	27**	31**	108*	1**	101*	9**	95*	15**	77*	30**	103
Effective base	96	2	13	6	10	3	4	7	13	27	84	4	9	3	84	8	14	25	25	28	95	1	88	7	83	13	67	26	103
All of the advice	31	-	4	2	3	-	1	3	4	12	28	1	2	*	27	3	5	9	4	13	31	-	31	-	26	5	26	4	31
Most of the advice	55	-	23%	36%	22%	-	28%	31%	25%	33%	28%	48%	33%	34%	28%	32%	30%	28%	13%	42%	29%	-	31%	-	27%	36%	34%	13%	30%
Some of the advice	24	1	2	1	3	3	1	2	1	7	22	-	1	1	21	1	2	10	8	4	23	1	23	1	21	3	15	8	22
Very little of the advice	22%	41%	16%	14%	28%	67%	23%	30%	8%	23%	22%	-	9%	66%	22%	15%	15%	32%	29%	13%	21%	100%	22%	15%	23%	17%	20%	25%	21%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	86	2	13	6	9	1	4	6	14	24	77	2	6	*	76	7	14	21	19	27	86	-	78	7	73	12	62	22	81
Bottom 3: Some/very little/none	24	1	2	1	3	3	1	2	1	7	22	-	1	1	21	1	2	10	8	4	23	1	23	1	21	3	15	8	22
Net difference	62	1	10	5	5	-1	3	3	13	17	55	2	6	*	54	6	12	11	11	23	63	-100%	56	6	52	10	47	15	59
	57%	17%	68%	73%	44%	-35%	54%	40%	84%	55%	55%	100%	82%	-32%	56%	70%	71%	37%	42%	74%	58%	-100%	55%	71%	55%	66%	61%	49%	57%

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

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 Table 441

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Family Hub / Sure start / Children's Centres

Base: All UK adults aged 16+ answering who sought information, support or advice from Family Hub / Sure start / Children's Centres

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	103	46	6	87	5	9	17	82	23	18	74	27	73	62	36	23	19	18	16	16	103
Weighted total	110*	49*	6**	95*	5**	8**	20**	87*	27**	20**	78*	32**	77*	67*	38*	26**	26**	19**	17**	18**	110*
Effective base	96	44	5	82	4	8	16	77	21	17	70	26	69	53	34	22	21	18	16	15	103
All of the advice	31	12	1	28	*	3	4	24	8	6	22	6	25	27	1	6	8	7	4	5	31
	29%	24%	24%	30%	4%	34%	22%	28%	31%	32%	28%	20%	32%	40%	3%	24%	29%	37%	27%	27%	30%
Most of the advice	55	27	2	45	2	5	7	47	12	9	38	14	40	30	24	15	11	8	9	9	50
Some of the advice	24	11	2	21	2	1	8	16	6	4	18	11	12	10	14	5	7	3	3	4	22
	22%	21%	37%	22%	47%	8%	41%	18%	22%	20%	23%	35%	16%	15%	35%	19%	28%	18%	20%	21%	21%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	86	38	4	74	3	7	12	71	21	16	60	21	65	56	25	21	19	15	13	14	81
	78%	79%	63%	78%	53%	92%	59%	82%	78%	80%	77%	65%	84%	85%	65%	81%	72%	82%	80%	79%	79%
Bottom 3: Some/very little/none	24	11	2	21	2	1	8	16	6	4	18	11	12	10	14	5	7	3	3	4	22
	22%	21%	37%	22%	47%	8%	41%	18%	22%	20%	23%	35%	16%	15%	35%	19%	28%	18%	20%	21%	21%
Net difference	62	28	2	53	*	7	4	55	15	12	42	10	53	46	11	16	12	12	10	10	59
	57%	57%	27%	56%	6%	84%	19%	64%	56%	59%	54%	30%	69%	69%	29%	62%	45%	64%	61%	58%	57%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

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 Table 444

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's school

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's school

	TOTAL (a)	Gender		Age											Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. ind. g. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	75	38	36	35	35	5	10	25	22	13	5	-	55	17	1	3	8	5	62	13	42	33	75	
Weighted total	83*	41*	38*	37*	39**	7**	11**	26**	23**	16**	7**	-**	60**	22**	1**	3**	8**	10**	72*	11**	50*	33**	75*	
Effective base	67	35	32	32	30	5	9	24	19	11	5	-	52	15	1	3	8	5	57	10	38	29	75	
All of the advice	9	5	5	5	5	-	1	3	4	1	-	-	8	1	-	1	-	-	8	1	7	2	8	
	11%	10%	12%	12%	12%	-	12%	13%	15%	7%	-	-	13%	6%	-	45%	-	-	11%	9%	14%	7%	11%	
Most of the advice	46	26	20	19	21	6	5	14	12	9	6	-	33	12	1	*	5	6	39	7	29	17	42	
Some of the advice	27	14	13	13	12	1	4	9	7	5	1	-	18	8	-	1	3	4	24	3	14	13	24	
	32%	32%	33%	35%	32%	19%	38%	35%	32%	31%	19%	-	30%	39%	-	39%	42%	40%	33%	26%	28%	39%	32%	
Very little of the advice	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	
None of the advice	1	-	3	-	3	-	-	-	-	8	-	-	2	-	-	-	-	-	2	-	-	4	1	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	55	30	25	24	26	6	7	17	16	10	6	-	41	13	1	2	5	6	47	8	36	19	50	
	66%	68%	64%	65%	65%	81%	62%	65%	68%	61%	81%	-	68%	61%	100%	61%	58%	60%	65%	74%	72%	57%	67%	
Bottom 3: Some/very little/none	28	14	14	13	14	1	4	9	7	6	1	-	19	8	-	3	4	25	3	14	14	14	25	
	34%	32%	36%	35%	32%	19%	38%	35%	32%	39%	19%	-	32%	39%	-	39%	42%	40%	35%	26%	28%	43%	33%	
Net difference	27	16	11	11	12	4	3	8	8	4	0	0	22	5	1	1	1	2	22	5	22	5	25	
	33%	37%	28%	29%	31%	62%	25%	31%	36%	23%	62%	0%	0%	37%	22%	100%	22%	16%	20%	30%	47%	45%	14%	33%

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

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8 Dec 2025
 Table 445

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's school

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's school

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	Greater London (i)	England (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Urban (n)	Rural (o)	Up to £24,999 (p)	£25,000 up to £54,999 (q)	£55,000 up to £99,999 (r)	£100,000 and above (s)	Important (t)	Not important (u)	Known (v)	Not known (w)	Known (x)	Not known (y)	Collective (A)	Individual (B)		
Unweighted total	75	4	10	4	8	2	5	12	12	62	2	81	12	2	81	20	21	17	62	3	69	6	56	3	41	33	75		
Weighted total	83*	1**	13**	5**	9**	3**	7**	11**	14**	75*	5**	67*	14**	2	67*	23**	25**	19**	81*	2**	75*	7**	62*	21**	46*	23**	75*		
Effective base	67	1	10	4	7	2	5	8	11	58	5	54	12	12	54	17	19	17	65	2	63	5	49	4	40	19	75		
All of the advice	9	-	-	-	1	-	-	1	-	7	9	-	8	1	-	2	1	6	8	1	9	-	8	1	9	-	8		
	11%	-	-	-	14%	-	-	11%	-	49%	12%	-	12%	9%	-	10%	5%	29%	10%	64%	12%	-	13%	6%	20%	-	11%		
Most of the advice	46	-	12	2	4	1	2	5	10	41	2	3	36	8	7	14	14	8	46	-	44	1	36	10	22	17	42		
Some of the advice	27	-	91%	47%	45%	51%	34%	43%	33%	55%	83%	63%	54%	55%	56%	58%	58%	40%	57%	-	59%	18%	58%	48%	48%	74%	56%		
	32%	100%	9%	53%	40%	49%	66%	46%	16%	18%	32%	17%	37%	100%	34%	27%	37%	25%	32%	36%	27%	82%	29%	41%	33%	21%	32%		
Very little of the advice	1	-	-	-	-	-	-	1	-	1	-	-	1	-	1	-	-	1	1	-	1	-	1	-	1	1	1		
None of the advice	1	-	-	-	-	-	-	9%	-	2%	-	-	9%	-	-	-	-	6%	2%	-	2%	-	6%	-	-	5%	1%		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Top 2: All/most of the advice	55	-	12	2	5	1	2	6	10	11	50	2	3	44	9	7	16	13	54	1	54	1	44	11	31	17	50		
	66%	-	91%	47%	60%	51%	34%	54%	75%	82%	67%	83%	63%	66%	64%	56%	63%	69%	66%	64%	71%	18%	71%	54%	67%	74%	67%		
Bottom 3: Some/very little/none	28	1	1	2	4	1	4	5	3	2	25	*	2	23	5	6	7	6	27	1	22	6	18	10	15	6	25		
	34%	100%	9%	53%	40%	49%	66%	46%	25%	18%	33%	17%	37%	100%	34%	36%	44%	31%	34%	36%	29%	82%	29%	46%	33%	26%	33%		
Net difference	27	-1	10	*	2	*	-2	1	7	9	25	1	1	22	4	2	9	7	26	1	32	-5	25	2	16	11	25		
	33%	-100%	81%	-6%	19%	1%	-32%	9%	51%	65%	33%	66%	26%	-100%	32%	28%	12%	37%	26%	37%	42%	-65%	41%	7%	35%	48%	33%		

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

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 Table 446

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's school

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's school

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	75	34	2	55	9	9	18	54	22	15	50	23	51	32	35	18	7	19	18	11	75
Weighted total	83*	25**	3**	63*	8**	9**	18**	64*	22**	16**	57*	24**	58*	35**	41*	18**	9**	22**	21**	11**	75*
Effective base	67	22	2	49	8	8	16	50	20	14	44	21	46	29	32	16	7	18	16	10	75
All of the advice	9	7	-	7	-	2	2	7	2	1	7	1	8	8	1	2	1	3	2	-	8
Most of the advice	46	17	3	35	5	5	32	13	13	9	31	14	31	19	22	12	9	13	3	7	42
Some of the advice	27	7	-	20	3	1	7	19	7	5	17	9	18	8	16	3	4	11	4	4	24
Very little of the advice	1	-	-	1	-	-	-	1	-	-	1	-	1	-	1	-	-	-	1	-	1
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	55	18	3	42	5	8	11	44	15	11	38	15	39	27	24	14	5	11	15	7	50
Bottom 3: Some/very little/none	28	7	-	21	3	1	7	20	7	5	19	9	19	8	17	3	4	11	6	4	25
Net difference	27	11	3	21	2	7	4	23	9	5	20	6	20	19	6	11	2	*	10	3	25
	33%	42%	100%	33%	22%	81%	25%	36%	39%	33%	34%	26%	35%	55%	16%	62%	19%	*	47%	28%	33%

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

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 Table 449

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Health visitor

Base: All UK adults aged 16+ answering who sought information, support or advice from Health visitor

	Gender			Age												Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)			
Unweighted total	50	23	21	23	27	2	21	21	9	31	14	21	21	23	15	3	9	2	46	4	33	17	50			
Weighted total	48*	30**	16**	21**	27**	**	1**	20**	**	6**	**	21**	**	31**	17**	1**	3**	9**	4**	45*	3**	22**	16**	50*		
Effective base	43	26	17	21	23	-	2	19	18	5	-	-	-	29	14	1	3	9	2	41	2	30	13	50		
All of the advice	8	6	2	5	3	-	*	5	3	*	-	-	-	5	3	-	-	3	-	8	1	6	2	12		
Most of the advice	29	15	14	11	18	-	49%	23%	14%	7%	-	-	-	17%	18%	-	-	33%	-	17%	27%	19%	14%	24%		
Some of the advice	60%	51%	75%	52%	66%	-	51%	52%	74%	42%	-	-	-	62%	57%	100%	100%	44%	45%	59%	73%	64%	52%	56%		
Very little of the advice	2	4	2	4	5	-	4	4	2	3	-	-	-	5	4	-	-	2	2	19%	-	13%	29%	8		
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	23%	55%	-	-	1%	1	2		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Top 2: All/most of the advice	37	21	16	16	21	-	1	15	18	3	-	-	-	25	13	1	3	7	2	35	3	27	11	40		
Bottom 3: Some/very little/none	11	9	2	5	6	-	-	5	2	3	-	-	-	7	4	-	-	2	2	11	-	5	5	10		
Net difference	27	12	14	11	16	0	1	10	16	*	0	0	0	18	8	1	3	5	*	24	3	21	5	30		
	55%	42%	77%	53%	57%	0%	100%	50%	76%	-3%	0%	0%	0%	58%	51%	100%	100%	54%	-9%	53%	100%	66%	33%	60%		

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

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 Table 450

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Health visitor

Base: All UK adults aged 16+ answering who sought information, support or advice from Health visitor

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	50	2	2	4	3	3	4	4	12	34	9	4	3	37	12	9	14	11	13	50	-	45	4	40	10	38	9	50	
Weighted total	48*	3**	2**	5**	3**	4**	**	5**	6**	13**	40*	4**	3**	38*	10**	9**	14**	11**	13**	48*	**	44*	4**	40*	8**	37*	10**	50*	
Effective base	43	2	2	4	2	3	-	4	4	12	32	9	4	33	10	7	13	10	12	43	-	39	4	35	8	33	8	50	
All of the advice	8	-	-	-	*	-	-	-	2	3	6	2	1	*	2	1	*	3	3	8	-	8	1	8	-	8	-	12	
Most of the advice	29	3	1	1	6%	-	-	41%	24%	14%	44%	25%	31%	16%	23%	16%	3%	27%	24%	18%	-	18%	20%	21%	-	22%	-	24%	
Some of the advice	60%	100%	50%	27%	94%	67%	-	100%	67%	63%	34%	50%	69%	64%	46%	35%	70%	57%	68%	60%	-	59%	80%	55%	86%	49%	100%	56%	
Very little of the advice	2	-	1	3	-	1	-	-	2	-	8	1	-	6	2	4	3	*	1	9	-	9	-	8	*	9	-	8	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	37	3	1	1	3	3	-	5	2	13	31	3	2	1	30	7	4	10	9	12	37	-	34	4	30	7	26	10	40
Bottom 3: Some/very little/none	11	-	1	3	-	1	-	-	3	-	9	1	-	8	3	4	4	2	1	11	-	10	-	10	-	10	-	10	
Net difference	27	3	*	73%	3	33%	0	5	-1	13	22	2	2	23	4	*	6	7	11	27	0	24	4	21	6	15	10	30	
	55%	100%	*	45%	100%	35%	0%	100%	-18%	100%	54%	56%	50%	59%	39%	*	46%	69%	84%	55%	0%	54%	100%	52%	72%	42%	100%	60%	

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

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 Table 451

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Health visitor

Base: All UK adults aged 16+ answering who sought information, support or advice from Health visitor

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	50	21	8	45	3	2	10	39	8	5	40	13	35	24	21	7	10	15	14	3	50
Weighted total	48*	22**	6**	43*	2**	3**	8**	39*	8**	5**	40*	11**	36*	21**	20**	8**	8**	15**	13**	4**	50*
Effective base	43	20	7	40	2	2	8	34	7	5	35	10	32	21	18	7	9	13	12	3	50
All of the advice	18%	20%	33%	19%	26%	-	10%	19%	26%	31%	16%	14%	12%	24%	16%	12%	22%	17%	24%	-	24%
Most of the advice	29	14	3	27	*	1	3	25	4	2	24	4	25	13	13	5	6	10	5	3	28
Some of the advice	9	3	*	6	1	2	4	5	1	1	8	5	4	2	3	2	-	2	3	1	8
Very little of the advice	2	1	1	2	-	-	-	2	-	-	2	1	1	1	1	-	-	-	2	-	2
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	37	18	5	35	1	1	4	33	7	4	30	6	31	18	16	6	8	13	8	3	40
Bottom 3: Some/very little/none	11	4	2	8	1	2	4	7	1	1	9	6	5	3	4	2	-	2	5	1	10
Net difference	27	14	3	28	-1	-1	5	26	5	3	21	7	26	15	12	3	8	10	3	1	30
	55%	63%	46%	64%	-9%	-25%	*	66%	68%	53%	52%	2%	71%	71%	57%	43%	100%	67%	25%	35%	60%

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

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 Table 454

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's red book

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's red book

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total				
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	74	34	40	40	29	5	7	33	22	7	4	1	-	56	17	-	4	9	4	69	5	52	22	74
Weighted total	78*	38*	40*	42*	32**	4**	6**	36*	23**	9**	3**	1**	-	58*	20**	-**	4**	8**	8**	73*	5**	55*	24**	74*
Effective base	65	30	35	38	24	4	6	32	18	6	3	1	-	52	14	-	4	8	4	61	4	45	20	74
All of the advice	20	10	10	13	7	-	2	12	7	-	-	-	-	12	9	-	2	4	2	19	1	16	5	19
Most of the advice	34	20	14	16	14	3	2	14	8	6	2	1	-	20	8	-	5	5	28	26	30	29%	20%	26%
Some of the advice	19	5	14	8	9	1	1	7	7	2	1	1	-	15	3	-	1	2	7	18	1	16	3	17
Very little of the advice	4	2	2	3	*	-	1	2	-	*	-	-	-	4	-	-	-	-	-	4	-	3	1	4
None of the advice	1	1	*	1	*	-	-	6%	-	-	-	-	-	7%	-	-	-	-	-	5%	-	5%	5%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	54	30	24	30	22	3	4	26	15	6	2	1	-	37	17	-	3	6	8	50	4	35	19	51
Bottom 3: Some/very little/none	24	8	16	12	10	1	2	10	7	3	1	-	-	20	3	-	1	2	-	23	1	19	4	23
Net difference	31	22	8	17	11	2	2	16	8	3	1	0	0	17	14	0	2	4	8	27	4	16	15	28
	39%	59%	21%	42%	35%	47%	24%	45%	35%	35%	20%	100%	0%	29%	67%	0%	44%	47%	100%	37%	74%	29%	63%	38%

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

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 Table 455

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's red book

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's red book

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	74	3	6	9	5	3	1	3	8	16	54	7	7	6	65	7	7	18	21	27	73	1	65	8	60	14	51	19	74
Weighted total	78*	4**	7**	10**	7**	4**	1**	5**	10**	18**	67**	3**	6**	3**	68*	7**	8**	18**	23**	28**	77*	1**	69*	8**	64*	14**	52*	20**	74*
Effective base	65	3	6	9	5	3	1	3	8	15	52	7	7	6	6	6	7	15	15	25	64	1	57	7	53	13	45	18	74
All of the advice	20	-	1	2	1	-	-	4	2	9	19	2	1	1	19	2	2	3	4	10	19	1	20	-	17	3	15	3	19
Most of the advice	34	4	1	6	3	4	-	1	5	3	28	2	3	1	26	6	4	9	9	11	34	-	32	1	32	2	23	9	32
Some of the advice	19	-	4	2	3	-	1	-	2	5	18	*	1	-	19	-	2	4	10	3	19	-	15	3	12	6	10	7	17
Very little of the advice	4	-	1	1	-	-	-	-	2	1	2	-	-	-	4	-	-	2	4	2	4	-	1	3	3	3	1	4	4
None of the advice	1	-	17%	-	-	-	-	-	-	7%	4%	-	-	-	5%	-	-	10%	-	7%	2	-	1	36%	5%	3%	5%	6%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	54	4	2	8	5	4	-	5	7	12	47	2	3	3	45	7	6	12	13	22	53	1	52	1	49	5	37	12	51
Bottom 3: Some/very little/none	24	-	5	2	3	-	1	-	2	7	20	1	2	-	24	-	2	5	10	6	24	-	17	7	16	8	14	8	23
Net difference	31	4	-2	6	2	4	-1	5	5	5	27	*	1	3	21	7	5	7	3	15	29	1	35	-6	33	-3	23	4	28
	39%	100%	-32%	53%	30%	100%	-100%	100%	50%	26%	40%	11%	18%	100%	31%	100%	54%	38%	13%	55%	38%	100%	51%	-69%	52%	-20%	45%	19%	38%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 456

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's red book

Base: All UK adults aged 16+ answering who sought information, support or advice from Child's red book

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	74	34	9	63	2	7	18	55	18	13	52	20	54	44	26	19	19	7	13	14	74
Weighted base	78*	36*	10**	67*	2**	6**	18**	58*	18**	13**	55*	22**	56*	47*	26**	21**	21**	6**	13**	14**	74*
Effective base	65	32	3	50	2	6	16	49	16	17	46	17	48	38	24	19	16	6	11	13	71
All of the advice	26%	26%	31%	25%	51%	39%	36%	23%	34%	46%	26%	13%	31%	33%	14%	43%	9%	28%	41%	16%	26%
Most of the advice	34	11	6	31	1	1	8	24	8	3	23	12	22	22	10	7	12	1	5	7	32
44%	31%	65%	46%	49%	11%	44%	42%	23%	43%	56%	39%	46%	38%	31%	56%	15%	39%	50%	43%	43%	43%
Some of the advice	19	13	-	15	-	3	4	15	4	4	12	6	13	8	9	5	5	2	2	5	17
24%	37%	-	22%	-	49%	19%	26%	24%	32%	22%	27%	23%	17%	37%	22%	22%	42%	17%	34%	23%	23%
Very little of the advice	4	2	-	4	-	-	4	-	-	4	*	3	2	2	1	2	-	*	-	-	4
5%	6%	-	6%	-	-	-	6%	-	-	1	*	6%	4%	7%	4%	11%	-	3%	-	-	5%
None of the advice	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	2
2%	-	4%	2%	-	-	-	2%	-	-	2%	-	2%	2%	-	5%	-	2%	15%	-	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	54	21	10	48	2	3	15	38	14	9	38	15	39	37	13	16	14	2	11	9	51
70%	57%	96%	71%	100%	51%	81%	65%	76%	68%	69%	69%	69%	70%	79%	52%	74%	65%	43%	80%	66%	69%
Bottom 3: Some/very little/none	24	15	-	20	-	3	4	20	4	4	17	7	17	10	12	5	8	3	3	5	23
30%	43%	4%	29%	-	49%	19%	35%	24%	19%	32%	31%	31%	30%	21%	48%	26%	35%	57%	20%	34%	31%
Net difference	31	5	9	28	2	*	11	18	9	5	21	8	23	27	10	6	6	8	4	8	28
39%	15%	91%	42%	100%	1%	62%	30%	52%	36%	38%	38%	40%	57%	1%	4%	48%	30%	-14%	59%	31%	38%

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

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8 Dec 2025
 Table 459

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Local Authority staff / Family Information Service

Base: All UK adults aged 16+ answering who sought information, support or advice from Local Authority staff / Family Information Service

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	80	44	36	43	35	2	11	32	24	11	2	-	64	15	2	-	9	4	68	12	54	26	80	
Weighted base	84*	47*	37*	44*	39**	1**	11**	32*	25**	13**	1**	-**	65*	18**	2**	-**	8**	8**	74*	10**	58*	25**	80*	
Effective base	71	41	30	40	30	2	10	30	21	9	2	-	59	13	2	-	8	4	61	10	49	22	80	
All of the advice	12	6	6	9	2	-	1	8	2	-	-	-	10	2	-	-	2	-	10	1	10	2	11	
14%	13%	15%	21%	6%	-	12%	24%	10%	-	-	-	-	15%	11%	-	-	25%	-	14%	13%	17%	6%	14%	
Most of the advice	44	22	22	17	26	-	6	11	16	10	-	-	30	14	2	-	4	8	38	6	27	17	41	
52%	47%	59%	39%	68%	51%	47%	51%	34%	62%	79%	47%	-	46%	77%	100%	-	46%	100%	52%	58%	47%	66%	51%	
Some of the advice	21	13	8	14	7	1	3	11	6	1	-	-	18	2	-	-	2	-	20	2	16	6	21	
25%	28%	22%	32%	17%	53%	23%	35%	24%	3%	53%	-	-	28%	13%	-	-	29%	-	27%	16%	27%	23%	26%	
Very little of the advice	7	6	1	3	3	-	1	2	1	2	-	-	7	-	-	-	-	-	6	1	6	1	6	
8%	12%	3%	7%	9%	-	11%	6%	4%	18%	-	-	-	10%	-	-	-	-	-	8%	9%	10%	4%	8%	
None of the advice	*	-	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	*	1	
Don't know	-	-	1%	1%	-	-	3%	-	-	-	-	-	1%	-	-	-	-	-	-	4%	-	2%	1%	
Top 2: All/most of the advice	55	28	27	26	29	*	7	19	18	10	*	-	40	16	2	-	6	8	48	7	37	18	52	
66%	60%	74%	60%	74%	47%	63%	58%	72%	79%	47%	-	-	61%	87%	100%	-	71%	100%	66%	70%	64%	72%	65%	
Bottom 3: Some/very little/none	28	19	9	18	10	1	4	13	7	3	1	-	25	2	-	-	2	-	25	3	21	7	28	
34%	40%	26%	40%	26%	53%	37%	42%	28%	21%	53%	-	-	39%	13%	-	-	29%	-	34%	30%	36%	28%	35%	
Net difference	27	10	18	8	19	*	3	6	11	8	*	0	14	14	2	0	3	8	23	4	16	11	24	
33%	20%	48%	19%	49%	-7%	26%	17%	44%	57%	-7%	0%	0%	22%	75%	100%	0%	41%	100%	31%	41%	28%	44%	30%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 460

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Local Authority staff / Family Information Service

Base: All UK adults aged 16+ answering who sought information, support or advice from Local Authority staff / Family Information Service

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	80	2	9	7	3	2	3	6	8	19	59	10	9	2	61	17	15	18	19	26	76	4	74	6	68	12	58	21	80
Weighted base	84*	3**	12**	8**	5**	3**	4**	8**	10**	20**	72**	4**	7**	1**	65*	16**	15**	20**	19**	27**	79*	5**	78*	5**	72*	11**	61*	22**	80*
Effective base	71	2	9	7	3	2	3	6	7	19	50	10	9	2	55	15	11	17	24	63	3	60	5	60	11	53	18	80	
All of the advice	12	-	-	-	-	-	3	1	7	11	*	-	-	-	12	-	3	1	7	12	-	-	-	-	12	-	10	2	11
14%	-	-	-	-	-	-	68%	-	12%	37%	16%	-	-	-	18%	-	3%	17%	6%	25%	15%	-	-	-	16%	-	17%	7%	14%
Most of the advice	44	2	9	2	5	-	1	4	6	7	36	3	5	-	34	10	11	10	10	12	39	4	40	4	36	8	30	13	41
52%	57%	78%	26%	100%	-	32%	51%	66%	33%	50%	71%	67%	-	52%	59%	75%	48%	52%	43%	50%	92%	51%	74%	50%	68%	50%	59%	51%	
Some of the advice	21	1	3	2	-	3	-	4	1	5	19	1	1	*	16	4	2	6	6	7	21	-	20	1	20	1	15	6	21
25%	43%	22%	32%	-	100%	-	49%	10%	24%	26%	20%	21%	49%	24%	26%	14%	29%	29%	25%	27%	-	25%	26%	28%	11%	25%	27%	26%	
Very little of the advice	7	-	-	3	-	-	-	1	1	6	-	1	-	4	2	1	1	2	2	7	7	-	7	-	4	5	1	6	
8%	-	-	43%	-	-	-	-	12%	6%	8%	-	12%	-	6%	15%	6%	6%	12%	7%	8%	-	8%	-	6%	21%	9%	5%	8%	
None of the advice	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	-	1
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	51%	-	-	3%	-	-	-	8%	-	*	-	1%	-	-	2%	1%
Top 2: All/most of the advice	55	2	9	2	5	-	4	4	8	14	47	3	5	-	46	10	11	13	11	18	51	4	52	4	48	8	40	15	52
66%	57%	78%	26%	100%	-	32%	51%	78%	70%	66%	80%	67%	-	70%	59%	77%	65%	58%	68%	65%	92%	66%	74%	66%	68%	66%	66%	65%	
Bottom 3: Some/very little/none	28	1	3	6	-	3	-	4	2	6	24	1	2	-	20	7	3	8	7	8	28	3	27	1	24	21	8	28	
34%	43%	22%	74%	-	100%	-	49%	10%	22%	30%	34%	20%																	

	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	80	30	2	66	5	9	28	51	33	24	46	28	52	50	22	21	16	17	13	11	80
Weighted total	84*	31**	3**	70*	5**	9**	26**	56*	32**	24**	51*	29**	54*	53*	21**	23**	19**	16**	13**	11**	80*
Effective base	71	28	1	53	4	6	24	46	29	22	42	23	48	46	20	19	14	15	12	10	80
All of the advice	12	5	-	10	1	-	8	8	9	3	9	4	11	10	7	4	1	-	-	-	11
14%	17%	-	15%	29%	-	-	9%	15%	11%	15%	15%	1%	21%	19%	6%	32%	19%	5%	-	-	14%
Most of the advice	44	14	3	36	*	7	9	35	17	10	27	20	24	24	12	6	12	12	8	6	41
52%	45%	100%	51%	9%	83%	35%	62%	52%	43%	53%	67%	45%	45%	57%	27%	63%	73%	59%	55%	51%	
Some of the advice	21	10	-	18	1	2	10	11	7	6	14	7	14	15	6	6	3	4	3	4	21
25%	32%	-	26%	28%	17%	38%	20%	21%	23%	28%	23%	27%	29%	27%	28%	18%	22%	24%	33%	26%	
Very little of the advice	7	2	-	5	1	-	4	2	4	4	2	2	4	3	2	3	-	-	2	1	6
8%	7%	-	8%	25%	-	17%	4%	14%	19%	4%	4%	7%	8%	6%	10%	13%	-	-	17%	11%	8%
None of the advice	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Don't know	-	-	-	-	8%	-	1%	-	1%	-	-	1%	-	1%	-	-	-	-	-	-	1%
Top 2: All/most of the advice	55	19	3	46	2	7	11	43	20	14	35	20	35	34	13	13	15	13	8	6	52
66%	62%	100%	66%	38%	83%	43%	76%	63%	57%	68%	68%	65%	64%	63%	59%	82%	78%	59%	55%	65%	
Bottom 3: Some/very little/none	28	12	-	24	3	2	15	13	12	10	16	9	19	19	8	9	3	4	6	5	28
34%	38%	-	34%	62%	17%	57%	34%	37%	43%	32%	32%	35%	36%	37%	41%	18%	22%	24%	45%	35%	
Net difference	27	7	3	22	-1	-3	29	8	18	11	17	11	17	15	6	4	12	9	1	1	30
33%	23%	100%	32%	-24%	65%	-13%	53%	26%	15%	36%	36%	31%	29%	27%	18%	63%	57%	18%	10%	30%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 464

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Charity organisation

Base: All UK adults aged 16+ answering who sought information, support or advice from Charity organisation

	Gender			Age								Ethnicity						Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)		Graduates (v)	Non graduates (w)
Unweighted total	81	48	33	44	33	4	7	37	21	12	1	2	1	59	21	4	15	2	75	6	65	16	81	
Weighted total	87*	51*	36**	47*	35**	5**	8**	40*	22**	13**	1**	3**	1**	63*	24**	**	5**	15**	4**	81*	6**	69*	18**	81*
Effective base	75	45	30	43	29	4	7	36	18	10	1	2	1	55	19	-	4	15	2	69	6	60	15	81
All of the advice	26	19	7	15	12	-	1	13	8	4	-	-	-	16	11	-	2	8	-	26	-	22	5	24
30%	37%	20%	31%	33%	-	16%	34%	36%	30%	-	-	-	-	25%	44%	-	52%	54%	-	33%	-	31%	27%	30%
Most of the advice	35	18	16	20	12	3	4	17	6	6	-	3	-	24	10	-	1	5	4	30	4	27	8	32
40%	36%	45%	43%	33%	49%	42%	25%	47%	43%	100%	-	-	-	38%	43%	-	22%	33%	100%	37%	67%	39%	43%	40%
Some of the advice	21	11	10	10	9	1	2	9	8	2	-	1	-	19	2	-	1	1	-	19	2	16	4	20
24%	21%	28%	22%	26%	23%	22%	22%	33%	14%	-	-	100%	-	30%	9%	-	26%	6%	-	23%	26%	24%	25%	25%
Very little of the advice	4	3	1	2	1	1	1	1	1	-	1	-	-	3	1	-	-	1	-	4	-	3	1	4
5%	6%	3%	4%	4%	24%	13%	2%	6%	-	100%	-	-	-	5%	4%	-	-	7%	-	5%	-	5%	6%	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1
1%	-	3%	-	3%	-	-	-	-	9%	-	-	-	-	2%	-	-	-	-	-	1%	-	2%	-	1%
Top 2: All/most of the advice	61	37	24	35	23	3	5	30	14	10	-	3	-	40	21	-	3	13	4	57	4	48	12	56
70%	73%	65%	74%	67%	53%	65%	76%	61%	77%	-	100%	-	-	63%	87%	-	74%	87%	100%	70%	67%	70%	69%	69%
Bottom 3: Some/very little/none	25	14	11	12	11	2	3	10	9	2	1	-	1	22	3	-	1	2	-	23	2	20	6	24
29%	27%	31%	26%	30%	47%	35%	24%	39%	14%	100%	-	100%	-	35%	13%	-	26%	13%	-	29%	33%	28%	31%	30%
Net difference	36	23	12	23	13	*	2	20	5	8	-1	3	-1	18	18	0	2	11	4	34	2	29	7	32
41%	46%	34%	48%	37%	6%	29%	51%	21%	63%	-100%	100%	-100%	-	28%	74%	0%	48%	74%	100%	41%	34%	42%	39%	40%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 465

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Charity organisation

Base: All UK adults aged 16+ answering who sought information, support or advice from Charity organisation

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	81	3	13	5	3	4	5	5	5	24	67	6	5	3	70	11	6	23	15	35	78	3	76	5	67	14	61	19	81
Weighted total	87*	4**	16**	6**	4**	5**	6**	6**	6**	26**	79*	3**	4**	1**	76*	11**	8**	23**	18**	36*	83*	4**	82*	5**	72*	14	67*	19**	81*
Effective base	75	3	17	5	3	4	5	5	5	24	65	6	5	3	65	10	5	21	14	33	73	3	70	5	62	13	58	16	81
All of the advice	25	-	5	1	1	1	2	3	1	12	26	-	*	*	23	3	1	8	4	13	26	-	24	2	25	1	20	6	24
30%	-	-	28%	21%	29%	21%	38%	42%	18%	46%	33%	-	-	33%	30%	30%	17%	35%	20%	37%	32%	-	29%	45%	35%	7%	29%	2%	30%
Most of the advice	35	3	7	1	3	1	1	2	5	7	31	2	*	*	28	6	4	7	8	14	31	3	33	1	30	5	27	7	32
40%	67%	42%	42%	19%	71%	28%	20%	38%	82%	28%	39%	65%	40%	33%	37%	58%	56%	32%	43%	38%	38%	71%	40%	28%	42%	29%	41%	38%	40%
Some of the advice	21	-	4	3	-	3	3	1	-	4	18	1	2	*	19	1	2	6	4	7	20	1	19	1	14	6	17	4	20
24%	-	22%	60%	-	50%	42%	20%	-	17%	22%	35%	40%	34%	25%	12%	27%	28%	24%	19%	24%	29%	24%	26%	20%	41%	25%	21%	25%	
Very little of the advice	4	1	-	-	-	-	-	-	-	2	4	-	1	-	4	-	-	1	1	2	4	-	4	-	2	2	2	2	4
5%	33%	-	-	-	-	-	-	-	-	9%	4%	-	20%	-	6%	-	-	5%	6%	6%	5%	-	5%	-	3%	15%	3%	11%	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	1	-	1	-	1
1%	-	8%	-	-	-	-	-	-	-	2%	-	-	-	2%	-	-	-	7%	-	1%	-	1%	-	8%	-	2%	-	-	1%
Top 2: All/most of the advice	61	3	11	2	4	3	4	5	6	19	57	2	2	1	51	9	6	15	12	27	58	3	57	4	55	6	47	13	56
70%																													

	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	81	32	3	69	3	6	17	64	11	11	66	16	65	58	19	23	15	13	17	13	81
Weighted total	87*	34*	4**	74*	4**	6**	18**	70*	12**	12**	70*	18**	69*	61*	20**	26**	16**	13**	17**	15**	81*
Effective base	75	31	2	55	3	4	16	59	11	11	61	14	61	54	18	22	13	17	16	12	75
All of the advice	26	12	-	26	-	-	22	5	21	5	21	4	23	25	8	2	6	8	6	4	24
30%	36%	-	-	36%	-	-	27%	31%	38%	38%	29%	20%	33%	41%	5%	36%	47%	16%	34%	8%	30%
Most of the advice	35	13	2	27	-	5	5	29	2	2	30	6	29	27	3	10	7	4	4	9	32
40%	39%	56%	37%	-	74%	29%	18%	37%	18%	42%	33%	41%	45%	13%	37%	45%	28%	26%	64%	40%	
Some of the advice	21	8	2	16	4	*	8	13	5	5	14	8	12	8	12	5	1	5	6	4	20
24%	23%	44%	21%	100%	7%	44%	19%	43%	43%	20%	20%	47%	18%	13%	58%	19%	8%	38%	33%	27%	25%
Very little of the advice	4	1	-	3	-	1	-	4	-	-	4	-	4	1	4	2	-	2	-	-	4
5%	2%	-	4%	-	19%	-	6%	-	-	6%	-	-	6%	1%	17%	8%	-	18%	-	-	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-	-	1	-	1
1%	-	-	2%	-	-	2%	-	2%	-	2%	-	-	2%	-	6%	-	-	7%	-	-	1%
Top 2: All/most of the advice	61	25	2	54	-	5	10	51	7	7	50	9	51	53	4	19	15	6	10	11	56
70%	74%	56%	73%	-	74%	56%	73%	57%	57%	72%	53%	74%	86%	19%	73%	92%	44%	60%	73%	69%	
Bottom 3: Some/very little/none	25	9	2	19	4	2	8	17	5	5	19	8	17	9	15	7	1	7	6	4	24
29%	26%	44%	25%	100%	26%	44%	25%	43%	43%	27%	47%	24%	14%	75%	27%	8%	56%	33%	27%	30%	
Net difference	36	16	*	35	-4	3	2	34	2	2	32	1	35	44	-11	12	14	-1	5	7	32
41%	48%	13%	47%	-100%	48%	11%	48%	13%	13%	45%	6%	50%	72%	-56%	47%	85%	-12%	27%	46%	40%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 469

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? NHS website or other official health websites

Base: All UK adults aged 16+ answering who sought information, support or advice from NHS website or other official health websites

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	89	41	48	39	37	13	6	33	26	11	6	6	1	70	17	4	-	10	3	72	17	58	31	89
Weighted total	92*	43*	49*	39*	40*	13**	5**	34*	29**	10**	6**	6**	1**	72*	19**	4**	-**	9**	6**	77*	14**	61*	31**	89*
Effective base	80	37	42	35	33	12	5	30	23	10	5	6	1	64	15	4	-	9	3	66	14	52	28	89
All of the advice	17	12	5	8	9	-	2	6	7	2	-	-	-	12	5	1	-	1	2	15	2	14	3	16
18%	27%	11%	19%	24%	24%	-	31%	17%	24%	21%	-	-	-	17%	24%	26%	-	13%	38%	20%	11%	23%	8%	18%
Most of the advice	50	24	26	21	19	10	4	17	15	5	5	4	1	39	12	3	-	7	2	40	11	31	19	50
55%	56%	54%	53%	49%	78%	69%	51%	51%	45%	78%	74%	100%	54%	61%	74%	-	76%	29%	51%	75%	51%	62%	56%	
Some of the advice	19	5	15	8	8	3	8	5	3	1	2	2	-	16	3	-	-	1	2	18	2	13	6	18
21%	11%	30%	21%	21%	22%	-	24%	16%	34%	22%	26%	-	22%	15%	-	-	11%	32%	23%	11%	21%	20%	20%	
Very little of the advice	5	2	2	2	3	-	2	3	-	-	-	-	-	5	-	-	-	-	-	5	-	2	2	4
5%	6%	5%	6%	6%	-	7%	9%	-	-	-	-	-	-	7%	-	-	-	-	-	6%	-	4%	8%	4%
None of the advice	*	-	*	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	1%
Don't know	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	3%	-	1%	-
Top 2: All/most of the advice	67	36	31	28	29	10	5	23	22	7	5	4	1	51	16	4	-	8	4	55	12	45	22	66
73%	84%	64%	72%	73%	78%	100%	68%	75%	66%	78%	74%	100%	71%	85%	100%	-	89%	68%	71%	86%	75%	71%	74%	
Bottom 3: Some/very little/none	25	7	17	11	11	3	-	11	7	3	1	2	-	21	3	-	-	1	2	23	2	15	9	23
27%	16%	36%	28%	27%	22%	-	32%	25%	34%	22%	26%	-	29%	15%	-	-	11%	32%	29%	14%	25%	29%	26%	
Net difference	43	14	17	18	7	5	12	15	3	3	3	1	1	41%	70%	100%	0%	78%	36%	42%	73%	49%	41%	48%
47%	67%	28%	44%	46%	56%	100%	36%	50%	33%	56%	48%	100%	41%	70%	100%	0%	78%	36%	42%	73%	49%	41%	48%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 470

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? NHS website or other official health websites

Base: All UK adults aged 16+ answering who sought information, support or advice from NHS website or other official health websites

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	89	3	12	5	7	5	3	7	9	16	67	9	7	6	76	12	12	27	24	88	-	77	10	69	19	57	25	89	
Weighted total	92*	4**	14**	6**	9**	6**	3**	10**	11**	18**	80*	4**	6**	2**	81**	11**	10**	30**	25**	92*	10**	83*	10**	71*	58*	58*	26**	89*	
Effective base	80	3	12	5	7	5	3	7	9	15	65	9	7	6	69	10	10	26	21	79	-	70	9	61	18	52	23	89	
All of the advice	17	1	-	-	2	2	-	3	-	6	15	*	1	1	13	4	*	6	5	5	17	-	14	2	15	2	8	6	16
18%	37%	-	-	-	27%	37%	-	37%	-	31%	19%	5%	13%	33%	16%	39%	5%	20%	22%	17%	18%	-	18%	23%	21%	9%	14%	25%	18%
Most of the advice	50	2	9	5	5	1	3	5	6	6	42	3	5	1	46	4	8	15	14	13	50	-	47	3	41	10	30	17	50
55%	63%	65%	81%	57%	22%	83%	51%	54%	34%	53%	73%	87%	30%	57%	39%	86%	50%	57%	48%	55%	-	58%	29%	57%	47%	52%	67%	56%	
Some of the advice	19	-	4	1	1	1	1	4	5	18	*	-	1	1	21	2	1	7	5	7	19	-	15	5	13	7	18	1	18
21%	-	26%	19%	16%	21%	17%	13%	34%	28%	22%	11%	-	37%	21%	21%	6%	22%	21%	26%	21%	-	18%	47%	18%	32%	30%	2%	20%	
Very little of the advice	5	-	1	-	-	1	-	1	1	5	-	-	-	-	5	-	-	2	2	5	-	-	5	-	3	2	5	1	4
5%	-	9%	-	-	-	20%	-	12%	6%	6%	-	-	-	6%	-	-	8%	-	9%	5%	-	6%	-	4%	11%	4%	5%	4%	
None of the advice	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*	-	-	-	*	-	*	-	*	-	-	*	1
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	-	*	-	*	-	1%	-	-	2%	1%
Top 2: All/most of the advice	67	4	9	5	7	4	3	8	6	12	57	3	6	2	58	8	9	21	19	18	67	-	61	5	55	12	38	23	66
73%	100%	65%	81%	84%	59%	83%	87%	54%	65%	71%	78%	100%	63%	73%	79%	90%	70%	79%	66%	73%	67%	-	75%	53%	75%	66%	57%	91%	74%
Bottom 3: Some/very little/none	25	-	5	1																									

	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	89	23	6	69	4	4	15	71	9	4	65	23	65	43	37	16	17	19	25	11	89
Weighted total	92*	27**	7**	73**	3**	5**	13**	76*	8**	4**	71*	23**	68*	45*	38*	17**	19**	20**	26**	10**	92*
Effective base	80	22	3	72	3	4	13	69	3	4	60	20	59	39	33	15	16	18	21	10	80
All of the advice	17	9%	3%	15	4	1	14	2	1	15	3	13	7	13	3	2	5	2	6	5	16
Most of the advice	50	17	7*	39	2	1	10	41	4	2	38	13	37	26	22	7	12	10	14	6	50
Some of the advice	19	6	2	15	-	1	2	18	2	1	15	6	13	4	10	4	2	6	4	3	18
Very little of the advice	5	1	1	4	-	1	-	4	-	-	4	-	5	2	1	2	-	1	1	-	4
None of the advice	*	-	-	*	-	-	-	5%	-	-	5%	-	7%	5%	3%	14%	-	6%	5%	-	4%
Don't know	-	-	-	-	-	-	-	1%	-	-	-	-	-	1%	-	2%	-	-	-	-	1%
Top 2: All/most of the advice	67	19	3	54	3	2	11	55	6	3	53	17	51	38	27	10	17	12	20	7	66
Bottom 3: Some/very little/none	25	8	4	19	2	1	22	19	2	18	7	18	7	18	6	2	8	2	11	3	23
Net difference	43	11	-1	35	3	*	9	33	4	2	34	10	33	32	15	4	15	4	15	4	43
	47%	43%	-8%	48%	100%	-3%	74%	43%	57%	44%	48%	42%	48%	71%	40%	25%	77%	22%	56%	45%	48%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 474

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting apps

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting apps

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	53	27	26	30	20	3	5	25	13	7	1	2	42	11	1	1	7	1	1	47	6	41	12	53
Weighted total	55*	29**	26**	33**	19**	3**	6**	27**	13**	6**	1**	2**	42**	13**	1**	2**	7**	7**	2**	49**	6**	43*	12**	53*
Effective base	49	24	24	28	18	3	4	24	12	6	1	2	39	10	1	2	7	1	1	43	6	38	11	53
All of the advice	10	7	3	9	2	-	*	8	1	*	-	-	9	1	-	-	1	-	-	10	-	9	2	10
Most of the advice	20	11	9	14	7	-	8	13	4	3	-	-	22%	8%	-	-	13%	-	-	21%	-	20%	15%	19%
Some of the advice	17	6	11	6	10	1	1	5	8	1	1	-	12	5	-	1	3	-	39%	18%	43%	17%	38%	
Very little of the advice	6	4	2	4	1	*	3	1	-	1	-	*	3	3	-	-	46%	2	2	28%	54%	26%	51%	32%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	7%	25%	-	-	14%	100%	11%	8%	11%	9%	9%	9%
Don't know	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	18	12	23	8	-	2	21	5	3	-	-	26	5	1	1	3	-	30	1	27	4	30	
Bottom 3: Some/very little/none	23	10	13	10	11	2	4	6	8	3	*	-	15	8	-	1	4	2	19	3	16	7	22	
Net difference	8	8	-1	12	-3	-2	-3	15	-3	1	-1	0	10	-3	1	-1	-2	-2	10	-2	11	-3	8	
	14%	28%	-1%	36%	-15%	-57%	-46%	54%	-25%	10%	-100%	-29%	0%	25%	-21%	100%	-12%	-20%	-100%	21%	-44%	26%	-28%	15%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 475

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting apps

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting apps

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	53	1	6	4	4	4	4	4	13	40	5	5	3	47	6	4	19	11	17	51	2	49	4	48	5	29	20	53	
Weighted total	55*	1**	7**	5**	5**	**	4**	5**	15**	47**	2**	4**	3	50*	5**	4**	22**	11**	17**	52**	2**	51**	4**	49**	6**	30**	20**	53*	
Effective base	49	1	6	4	4	4	4	4	12	39	5	4	3	44	5	4	18	10	15	47	2	45	4	44	5	27	19	53	
All of the advice	10	-	1	1	1	-	-	3	9	2	-	-	*	10	-	-	2	3	5	17%	53%	21%	-	10	-	30%	5%	19%	
Most of the advice	20	-	2	2	2	1	-	2	6	16	1	3	-	19	1	2	6	6	5	19	1	19	2	19	2	12	7	20	
Some of the advice	17	1	3	1	2	-	24%	-	54%	43%	34%	41%	-	39%	17%	4	8	2	6	37%	47%	37%	40%	39%	21%	41%	33%	38%	
Very little of the advice	6	-	1	-	-	-	-	-	4	5	-	-	*	6	-	-	5	4	3	32%	31%	27%	31%	27%	62%	23%	45%	32%	
None of the advice	11%	-	17%	-	-	-	-	-	28%	12%	-	-	34%	12%	-	-	25%	4%	-	11%	-	9%	29%	10%	17%	2%	17%	9%	
Don't know	1	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	1	
Top 2: All/most of the advice	31	-	4	4	3	-	1	3	2	10	26	1	3	30	1	2	9	9	11	28	2	29	2	29	1	21	8	30	
Bottom 3: Some/very little/none	23	1	4	1	2	1	2	1	2	5	20	1	1	19	4	**	13	2	6	23	18	5	20	3	18	5	7	12	22
Net difference	8	-1	*	3	*	0	-2	1	*	4	5	1	3	11	-3	2	-5	7	5	5	2	9	-1	11	-3	14	-5	8	
	14%	-100%	-2%	56%	2%	0%	-53%	25%	8%	28%	11%	23%	63%	-34%	22%	-66%	45%	-22%	62%	27%	10%	100%	17%	-21%	23%	-58%	47%	-24%	15%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 476

QSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting apps

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting apps

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	53	23	2	45	2	2	10	43	5	3	44	9	43	32	20	10	13	11	9	9	53
Weighted total	55*	25**	2**	48*	1**	2**	12**	43*	5**	3**	46*	9**	45*	33**	21**	12**	14**	12**	9**	9**	53*
Effective base	49	21	2	42	2	2	9	40	2	3	40	8	40	29	19	10	12	10	9	9	53
All of the advice	19%	10%	100%	21%	53%	-	11%	21%	14%	65%	18%	14%	19%	31%	-	42%	4%	9%	31%	15%	19%
Most of the advice	20	12	-	18	-	1	4	17	-	-	19	1	19	14	7	3	8	4	3	2	20
37%	49%	-	38%	-	39%	30%	39%	-	-	41%	14%	42%	41%	31%	26%	61%	30%	32%	29%	38%	38%
Some of the advice	17	8	-	14	*	1	4	13	3	1	13	4	13	7	10	4	2	3	3	4	17
31%	32%	-	30%	47%	61%	31%	31%	54%	35%	29%	43%	29%	21%	47%	32%	18%	26%	38%	51%	32%	32%
Very little of the advice	6	2	-	5	-	-	2	4	-	-	5	2	4	2	3	-	1	4	-	*	5
11%	9%	-	11%	-	-	18%	9%	-	-	12%	17%	10%	6%	16%	-	9%	34%	-	-	5%	9%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1
2%	-	-	-	-	-	10%	-	-	-	-	-	12%	-	5%	-	8%	-	-	-	-	2%
Top 2: All/most of the advice	31	15	2	28	*	1	5	26	2	2	27	3	28	24	7	8	9	5	5	4	30
56%	59%	100%	59%	53%	39%	41%	60%	46%	65%	59%	27%	61%	73%	31%	68%	65%	39%	62%	43%	57%	57%
Bottom 3: Some/very little/none	23	10	-	20	*	1	6	17	3	1	19	5	17	9	13	4	4	7	3	5	22
42%	41%	-	41%	47%	61%	49%	40%	54%	35%	41%	60%	41%	27%	63%	32%	27%	61%	38%	57%	42%	42%
Net difference	8	5	2	8	*	9	1	8	-3	10	15	-7	15	-7	4	5	-3	2	-1	8	8
14%	19%	100%	18%	6%	-23%	-8%	20%	-9%	29%	18%	-33%	23%	45%	-32%	36%	38%	-21%	25%	-13%	15%	15%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 479

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting forums or discussion groups

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting forums or discussion groups

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total				
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority s) (n)	Ethnic minorities (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	58	38	20	30	22	6	5	25	13	9	4	2	-	42	15	2	3	10	2	53	5	42	16	58
Weighted total	57*	28**	29**	28**	22**	7**	7**	21**	13**	9**	4**	2**	-	40*	16**	**	3**	9**	4**	53*	4**	40*	17**	58*
Effective base	50	24	25	26	19	6	5	22	12	7	4	2	-	37	13	-	3	10	2	46	4	35	15	58
All of the advice	5	1	4	2	2	-	-	2	2	-	-	-	-	2	2	-	1	1	-	5	-	3	1	4
8%	3%	12%	8%	11%	-	-	10%	18%	-	-	-	-	-	6%	13%	-	42%	10%	-	8%	-	8%	7%	7%
Most of the advice	26	18	8	17	6	3	5	12	5	1	2	1	-	21	4	-	2	2	2	26	5	21	5	27
46%	66%	27%	58%	29%	47%	68%	55%	37%	17%	42%	56%	26%	-	53%	26%	-	22%	49%	48%	48%	10%	52%	31%	47%
Some of the advice	22	9	13	8	12	2	2	5	6	1	1	-	-	13	9	-	2	5	2	18	3	14	8	23
38%	31%	44%	26%	54%	35%	32%	25%	45%	68%	30%	44%	-	-	32%	56%	-	58%	57%	51%	34%	90%	34%	47%	40%
Very little of the advice	5	-	5	2	1	1	-	2	-	1	1	-	-	4	1	-	-	1	-	5	-	2	3	4
8%	-	17%	8%	6%	18%	-	10%	-	15%	28%	-	-	-	9%	6%	-	10%	-	9%	-	6%	15%	7%	7%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	19	11	19	9	3	5	14	7	1	2	1	-	24	6	-	1	3	2	30	*	24	6	31
54%	69%	39%	66%	40%	47%	68%	65%	55%	17%	42%	56%	-	-	59%	39%	-	42%	33%	49%	57%	10%	60%	39%	53%
Bottom 3: Some/very little/none	26	9	17	10	13	4	2	7	6	3	1	-	-	17	10	-	2	6	2	23	3	16	10	27
46%	31%	61%	34%	60%	53%	32%	35%	45%	83%	58%	44%	-	-	41%	61%	-	58%	67%	51%	43%	90%	40%	61%	47%
Net difference	4	11	-6	9	-4	*	3	7	1	-6	-1	*	0	7	-4	0	*	-3	*	7	-3	8	-4	4
7%	38%	-21%	32%	-20%	-7%	36%	30%	10%	-66%	-17%	11%	0%	18%	-23%	0%	-16%	-35%	-1%	14%	-81%	20%	-23%	7%	7%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 480

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting forums or discussion groups

Base: All UK adults aged 16+ answering who sought information, support or advice from Parenting forums or discussion groups

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	58	1	6	1	3	3	2	3	6	16	41	6	4	7	49	9	6	13	14	25	57	1	53	5	46	12	41	12	58
Weighted total	57*	1**	7**	1**	4**	4**	3**	4**	7**	17**	48*	3**	3**	3**	48*	9**	5**	14**	15**	22**	56*	1**	51*	6**	44*	13**	41*	10**	58*
Effective base	50	1	6	1	3	3	2	3	6	14	39	6	4	7	42	8	5	11	12	22	49	1	46	4	38	11	37	10	58
All of the advice	5	-	-	-	-	-	-	-	33%	17%	12%	9%	-	-	5	-	-	-	-	6%	8%	-	3	1	5	-	2	2	4
8%	-	-	-	-	-	-	-	-	33%	17%	12%	9%	-	-	5	-	-	-	-	6%	8%	-	3	1	5	-	2	2	4
Most of the advice	26	1	3	-	1	-	1	1	3	10	21	1	2	2	21	5	*	7	8	12	25	1	25	1	22	4	20	3	27
46%	100%	37%	-	29%	-	38%	35%	36%	61%	43%	52%	77%	57%	44%	56%	7%	46%	50%	52%	45%	100%	49%	19%	50%	31%	49%	27%	47%	47%
Some of the advice	22	-	3	1	3	2	2	1	2	4	18	1	1	1	18	4	3	4	5	9	22	-	18	4	14	8	13	5	23
38%	-	45%	100%	71%	66%	62%	32%	29%	21%	38%	48%	23%	43%	37%	44%	68%	31%	34%	39%	39%	-	35%	61%	32%	59%	33%	50%	40%	40%
Very little of the advice	5	-	1	-	-	1	-	-	1	1	5	-	-	-	5	-	1	-	3	1	5	-	5	-	3	1	5	-	4
8%	-	18%	-	-	34%	-	-	18%	6%	10%	-	-	-	10%	-	25%	-	17%	4%	8%	-	9%	-	8%	10%	12%	-	7%	7%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	1	3	-	1	-	1	3	4	12	25	1	2	2	26	5	*	10	8	13	30	1	28	2	26	4	22	5	31
54%	100%	37%	-	29%	-	38%	35%	36%	68%	53%	73%	77%	57%	53%	56%	7%	69%	50%	57%	53%	100%	55%	39%	60%	31%	55%	50%	53%	53%
Bottom 3: Some/very little/none	26	-	5	1	3	4	2	1	3	4	23	1	1	1	23	4	5	4	8	10	26	4	23	4	17	9	18	5	27
46%	-	63%	100%																										

	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	58	22	2	49	2	3	9	49	6	48	9	47	36	18	10	17	11	11	11	9	58
Weighted total	57*	22**	2**	47*	2**	3**	10**	47*	5**	46*	2	5	4	34*	19**	10**	17**	11**	12**	7**	58*
Effective base	50	19	2	41	2	3	7	43	5	41	2	40	31	15	9	16	9	10	7	7	58
All of the advice	8%	-	-	10%	-	-	-	5	2	5	2	10%	13%	-	-	14%	-	8%	18%	7%	7%
Most of the advice	26	12	-	22	1	-	5	21	-	23	*	24	19	6	6	8	6	4	3	27	47%
Some of the advice	46%	58%	-	47%	75%	-	51%	45%	-	50%	4%	53%	56%	31%	55%	45%	52%	35%	44%	47%	47%
Very little of the advice	22	8	*	17	*	2	2	19	2	17	4	16	8	11	3	6	4	6	3	23	23
None of the advice	38%	38%	26%	36%	25%	62%	23%	41%	37%	37%	37%	52%	35%	24%	55%	32%	36%	37%	47%	38%	40%
Don't know	5	1	1	3	-	1	3	2	1	4	4	1	2	3	1	1	1	1	-	4	4
Top 2: All/most of the advice	31	12	-	27	1	-	5	25	2	26	*	29	23	6	6	10	6	5	4	31	31
Bottom 3: Some/very little/none	26	9	2	20	2	3	21	8	17	10	13	8	17	10	13	5	7	5	7	27	27
Net difference	4	3	-2	6	3	1	4	6	-1	5	-8	12	13	-7	1	3	48*	57%	38%	47%	47%
	7%	15%	-100%	14%	49%	-100%	3%	8%	-20%	-20%	11%	-92%	25%	39%	-37%	10%	17%	4%	-14%	24%	7%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 484

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base: All UK adults aged 16+ answering who sought information, support or advice from social media from healthcare organisations

	Gender			Age								Ethnicity					Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)
Unweighted total	55	28	27	28	24	3	3	25	13	11	2	1	41	13	1	9	3	47	8	41	14	35	
Weighted total	57*	29**	28**	30**	24**	3**	3**	26**	13**	11**	2**	1**	41*	15**	1**	9**	5**	47*	9**	42*	14**	55*	
Effective base	50	26	24	27	21	3	3	24	11	9	2	1	37	12	1	9	3	44	7	37	13	55	
All of the advice	7	6	2	7	1	-	-	7	1	-	-	-	7	1	-	-	1	-	6	1	6	7	
Most of the advice	20	11	10	13	6	1	3	10	2	5	1	-	14	6	1	-	11%	-	14%	10%	15%	9%	
Some of the advice	36%	37%	35%	45%	27%	20%	100%	37%	12%	44%	35%	-	34%	38%	100%	-	34%	33%	39%	22%	37%	31%	
Very little of the advice	8	3	5	2	4	1	-	2	2	2	1	-	7	1	-	-	1	-	7	1	4	3	
None of the advice	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	
Don't know	2%	-	4%	-	5%	-	-	9%	-	-	-	-	3%	-	-	-	-	-	3%	-	-	9%	
Top 2: All/most of the advice	28	16	12	20	7	1	3	16	2	5	1	-	20	7	1	-	4	2	25	3	22	6	
Bottom 3: Some/very little/none	29	12	16	10	17	2	-	10	11	6	1	-	20	9	-	-	5	3	23	6	20	8	
Net difference	-1	4	-5	10	-10	-2	3	7	-8	-1	*	0	-1	*	-2	1	0	-1	-2	2	-3	2	-3
	-2%	13%	-17%	35%	-40%	-59%	100%	26%	-64%	-12%	-30%	0%	-100%	*	-11%	100%	0%	-12%	-33%	5%	-34%	4%	-20%

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

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 Table 485

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base: All UK adults aged 16+ answering who sought information, support or advice from social media from healthcare organisations

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	55	3	8	2	2	3	4	1	3	16	42	5	5	3	50	5	8	12	17	17	53	2	49	6	48	7	41	14	55
Weighted total	57*	5**	9**	2**	3**	4**	5**	1**	3**	17**	49*	2**	4**	1**	54*	2**	8**	13**	16**	18**	54*	2**	51*	6**	48*	8**	42*	14**	55*
Effective base	50	3	8	2	2	3	4	1	3	16	41	5	5	3	47	5	6	11	16	16	48	2	45	6	43	7	38	12	55
All of the advice	7	-	2	-	-	-	-	-	-	3	7	-	1	-	7	-	-	-	4	3	7	-	-	-	7	-	6	1	7
Most of the advice	20	-	2	-	1	1	3	-	1	8	17	1	1	1	19	1	2	7	7	4	20	-	20	-	19	1	14	6	21
Some of the advice	36%	-	25%	-	50%	33%	57%	-	36%	49%	35%	59%	22%	66%	35%	51%	25%	54%	46%	22%	37%	-	40%	-	40%	13%	33%	43%	38%
Very little of the advice	8	-	-	-	-	3	1	-	2	1	7	-	1	-	7	1	1	1	2	2	8	-	6	2	7	1	7	1	7
None of the advice	1	-	-	-	-	67%	20%	-	64%	7%	14%	-	20%	-	13%	31%	13%	9%	12%	13%	14%	-	12%	31%	14%	13%	16%	7%	13%
Don't know	2%	-	-	-	-	-	100%	-	-	2%	-	-	-	-	2%	-	-	9%	-	-	-	1	56%	-	-	15%	-	9%	2%
Top 2: All/most of the advice	28	-	4	-	3	1	3	-	1	11	24	1	2	1	26	1	2	7	12	7	28	-	28	-	27	1	20	7	28
Bottom 3: Some/very little/none	29	5	49%	-	100%	33%	57%	-	36%	68%	49%	59%	42%	66%	49%	51%	25%	54%	71%	40%	51%	-	55%	-	55%	13%	48%	51%	51%
Net difference	-1	-5	*	-2	3	-1	1	-1	6	-1	*	41%	58%	34%	-1	49%	75%	46%	29%	60%	49%	100%	45%	100%	45%	87%	52%	49%	49%
	-2%	-100%	-1%	-100%	100%	-34%	13%	-100%	-29%	36%	-2%	18%	-17%	32%	-2%	2%	-49%	7%	42%	-20%	2%	-100%	9%	-100%	10%	-74%	-3%	2%	2%

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

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 Table 486

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base: All UK adults aged 16+ answering who sought information, support or advice from social media from healthcare organisations

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	55	21	3	45	4	3	11	44	5	4	47	7	48	28	21	13	15	10	9	8	55
Weighted total	57*	21**	3**	47*	5**	2**	11**	46*	6**	4**	48*	7**	50*	28**	23**	13**	17**	10**	9**	8**	57*
Effective base	50	19	3	41	4	3	10	40	4	4	43	6	44	26	19	12	14	9	9	7	50
All of the advice	13%	20%	35%	16%	-	-	-	16%	-	-	16%	-	15%	23%	5%	24%	15%	21%	-	-	13%
Most of the advice	20	8	1	17	1	1	4	17	1	1	19	2	19	10	8	4	8	1	5	2	21
Some of the advice	20	5	1	18	-	1	5	15	3	2	15	4	16	9	9	3	6	4	3	3	19
Very little of the advice	8	4	-	4	2	-	2	6	1	1	6	-	8	2	3	2	-	2	1	2	7
None of the advice	1	20%	-	9%	47%	-	21%	12%	20%	28%	11%	-	16%	8%	13%	16%	-	22%	13%	28%	13%
Don't know	2%	-	-	-	25%	-	-	3%	-	-	3%	17%	-	-	5%	-	-	-	-	14%	2%
Top 2: All/most of the advice	28	12	2	25	1	1	4	24	1	1	26	2	26	16	10	8	11	3	5	2	28
Bottom 3: Some/very little/none	29	9	1	22	4	1	7	22	5	3	22	5	23	11	13	6	6	6	4	7	27
Net difference	-1	1	-3	4	-6	0	3	1	-3	-3	0	0	0	-2	-1	0	-3	4	-2	-1	-3

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

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 Table 489

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Other personalities and influencers on social media

Base: All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total				
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	41	21	20	28	13	5	5	23	11	2	-	-	-	31	9	-	3	4	2	39	2	35	6	41
Weighted total	44*	22**	22**	29**	15**	**	5**	24**	12**	**	**	**	**	33**	10**	**	3**	4**	4**	42*	2**	38*	6**	41*
Effective base	37	19	18	26	12	-	5	22	10	2	-	-	-	29	8	-	3	4	2	36	2	32	5	41
All of the advice	9	5	4	6	3	-	-	6	3	-	-	-	-	7	1	-	-	1	-	9	-	6	3	7
Most of the advice	11	7	4	10	1	-	4	6	3	-	-	-	-	8	3	-	-	3	-	11	1	9	2	11
Some of the advice	25%	31%	20%	35%	8%	-	68%	27%	10%	-	-	-	-	23%	28%	-	-	74%	-	25%	40%	24%	32%	22%
Very little of the advice	2	2	-	2	-	-	*	1	-	-	-	-	-	2	-	-	-	-	-	2	-	2	-	2
None of the advice	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1
Don't know	3	-	3	1	2	-	1	-	2	-	-	-	-	3	2	-	-	-	2	3	-	3	-	2
Top 2: All/most of the advice	20	12	8	16	4	-	4	12	4	-	-	-	-	15	4	-	-	4	-	19	1	15	5	18
Bottom 3: Some/very little/none	21	11	11	12	9	-	*	11	7	3	-	-	-	17	5	-	3	-	2	20	1	19	2	21
Net difference	-1	1	-3	4	-6	0	0	3	1	-3	0	0	0	-2	-1	0	-3	4	-2	-1	*	-4	3	-3

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

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 Table 490

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Other personalities and influencers on social media

Base: All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	TOTAL (a)	Region											Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	North Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)		Collective (A)
Unweighted total	41	1	4	5	4	1	3	2	10	32	2	4	3	35	6	2	11	11	17	41	-	36	5	34	7	30	10	41
Weighted total	44*	1**	5**	6**	5**	1**	4**	3**	13**	39*	1**	3**	1**	38*	6**	2**	14**	12**	16**	44*	**	38*	6**	37*	8**	34**	9**	41*
Effective base	37	1	4	5	4	1	3	2	9	31	2	4	3	32	6	2	10	10	16	37	-	32	5	31	7	28	9	41
All of the advice	9	-	-	-	27%	100%	30%	100%	68%	9%	22%	-	-	16%	38%	-	65%	9%	11%	28%	19%	-	22%	-	18%	6	3	7
Most of the advice	11	1	2	1	-	-	-	1	4	10	-	2	-	10	1	2	2	4	5	11	-	8	4	10	1	7	3	11
Some of the advice	25%	100%	50%	20%	-	-	-	32%	33%	25%	-	49%	-	27%	14%	35%	16%	31%	27%	25%	-	20%	61%	28%	11%	22%	30%	27%
Very little of the advice	2	-	-	-	-	-	-	-	1	1	-	-	*	2	-	-	-	-	-	2	-	2	-	2	-	1	1	2
None of the advice	1	-	-	-	-	-	-	-	9%	3%	-	-	34%	4%	-	3%	-	7%	4%	1	-	4%	-	1%	15%	3%	5%	5%
Don't know	3	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	5%	2%	-	2%	-	-	11%	3%	-	2%
Top 2: All/most of the advice	20	1	2	1	1	1	3	2	5	18	-	2	-	17	3	2	4	5	9	20	-	16	4	19	1	13	5	18
Bottom 3: Some/very little/none	21	-	2	5	4	-	2	-	4	17	-	1	2	18	3	100%	26%	42%	56%	45%	-	42%	61%	52%	11%	40%	57%	44%
Net difference	-1	1	*	-4	-2	1	-1	3	2	1	1	-1	-2	-2	-5	-2	-5	-2	3	-1	0	-3	1	4	-6	-4	1	-3

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

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 Table 491

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Other personalities and influencers on social media

Base: All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	41	15	3	38	1	2	7	32	8	5	31	6	34	24	13	14	7	8	8	4	41
Weighted total	44*	17**	1**	40*	1**	3**	8**	34**	10**	6**	32**	7**	36*	26**	13**	17**	8**	8**	8**	4**	41*
Effective base	37	15	3	35	1	2	6	29	8	5	28	5	31	22	11	13	6	7	7	4	41
All of the advice	19%	14%	-	21%	-	-	29%	15%	48%	60%	8%	52%	13%	32%	-	4	3	-	30%	-	17%
Most of the advice	11	5	-	11	-	1	2	10	1	10	1	10	6	3	2	1	4	3	1	1	11
Some of the advice	25%	32%	-	26%	-	26%	21%	28%	10%	-	32%	15%	28%	22%	26%	14%	12%	51%	35%	30%	27%
Very little of the advice	19	8	1	19	-	-	4	14	4	2	13	2	16	9	7	7	4	2	3	3	18
None of the advice	43%	47%	66%	47%	-	-	50%	40%	42%	40%	42%	27%	44%	35%	53%	42%	56%	22%	36%	70%	44%
Don't know	2	-	34%	2	-	-	2	-	-	2	-	-	1	2	-	2	-	-	-	-	2
Top 2: All/most of the advice	4%	-	-	4%	-	-	-	5%	-	5%	6%	3%	6%	1	-	10%	-	-	-	-	5%
Bottom 3: Some/very little/none	1	-	-	1	-	-	1	-	-	1	-	-	1	1	-	1	-	-	-	-	1
Net difference	-3	-1	-100%	-2	0	1	3%	-	3%	-	3%	-	2%	-	6%	-	-	11%	-	-	2%

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

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 Table 494

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media content from friends and family

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Gender			Age								Ethnicity						Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)		Graduates (v)	Non graduates (w)
Unweighted total	55	28	27	24	30	1	7	17	19	11	1	-	-	40	14	-	1	11	2	51	4	40	15	55
Weighted total	58*	30**	28**	26**	31**	1**	7**	19**	21**	10**	1**	-**	-**	41*	16**	-**	1**	11**	4**	55*	3**	43*	15**	55*
Effective base	50	26	24	23	26	1	6	17	18	8	1	-	-	36	13	-	1	11	2	47	3	37	13	55
All of the advice	5	4	1	4	1	-	2	1	1	-	-	-	-	3	2	-	-	2	-	5	-	4	1	4
Most of the advice	23	14	9	13	10	-	35%	6%	6%	-	-	-	-	6	14%	-	-	20%	-	9	-	8%	8%	7%
Some of the advice	40%	46%	33%	50%	32%	-	31%	58%	32%	32%	-	-	-	16	6	-	-	6	-	23	-	17	6	22
Very little of the advice	7	1	6	4	3	-	1	2	1	2	-	-	-	5	2	-	-	2	7	7	-	7	-	5
None of the advice	12%	4%	21%	14%	10%	-	18%	13%	6%	20%	-	-	-	12%	12%	-	-	51%	12%	-	-	16%	-	9%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	28	17	10	17	11	-	5	12	8	3	-	-	-	19	8	-	-	8	-	28	-	21	7	26
Bottom 3: Some/very little/none	30	13	17	9	20	1	2	7	13	7	1	-	-	22	8	-	1	3	4	27	3	22	8	29
Net difference	-2	5	-7	7	-9	-1	2	5	-5	-4	-1	0	0	-3	*	0	-1	5	-4	*	-3	-1	-1	-3

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 495

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media content from friends and family

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	North n Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	55	-	6	4	7	2	4	2	6	12	43	4	4	49	5	10	17	15	12	54	1	49	6	45	10	33	19	55	
Weighted total	58*	-**	7**	4**	9**	3**	5**	3**	7**	14**	51*	2**	3**	52*	4**	10**	17**	17**	13**	57*	1**	52*	6**	48*	10**	34*	20**	55*	
Effective base	50	-	6	4	7	2	4	2	6	11	42	4	4	45	4	9	14	15	11	49	1	45	5	41	9	31	17	55	
All of the advice	5	-	-	-	14%	-	50%	-	18%	-	9%	-	-	7%	27%	13%	-	14%	8%	5	-	9%	-	8%	12%	10%	6%	7%	
Most of the advice	23	-	-	3	4	1	-	1	3	8	21	-	1	22	1	5	7	9	2	23	-	22	1	19	4	14	9	22	
Some of the advice	40%	-	81%	-	42%	49%	50%	51%	17%	21%	36%	100%	73%	40%	20%	39%	55%	21%	43%	39%	100%	40%	40%	43%	26%	39%	34%	44%	
Very little of the advice	7	-	1	1	-	-	-	-	1	3	7	-	-	6	1	-	-	2	4	7	-	4	2	4	2	4	3	5	
None of the advice	12%	-	19%	27%	-	-	-	17%	22%	13%	-	-	-	11%	31%	-	-	14%	34%	12%	-	8%	43%	9%	23%	10%	16%	9%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	28	-	-	3	5	1	2	1	5	8	26	-	1	26	2	6	7	11	3	28	-	27	1	23	5	17	10	26	
Bottom 3: Some/very little/none	30	-	-	73%	58%	51%	50%	49%	66%	57%	51%	-	27%	49%	49%	61%	45%	65%	23%	49%	-	52%	16%	47%	51%	50%	49%	47%	
Net difference	-2	0	-7	2	1	**	0	**	51%	34%	43%	49%	100%	51%	51%	39%	55%	35%	77%	51%	100%	48%	84%	53%	53%	50%	51%	53%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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8 Dec 2025
 Table 496

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media content from friends and family

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	55	18	-	45	4	4	11	44	12	9	40	13	41	27	24	14	14	12	11	3	55
Weighted total	58*	20**	-	49*	3**	4**	10**	43*	12**	9**	43*	13**	44*	29**	23**	15**	14**	14**	11**	2**	55*
Effective base	50	17	-	42	3	4	9	41	11	8	37	11	38	26	20	13	13	10	10	3	55
All of the advice	5	1	-	4	-	1	4	4	1	2	1	1	1	2	2	1	1	1	1	-	7
Most of the advice	23	10	-	19	1	2	5	18	6	4	17	4	19	16	6	5	9	2	7	1	22
Some of the advice	40*	53%	-	39%	19%	61%	47%	38%	47%	49%	39%	33%	42%	53%	27%	34%	59%	13%	61%	35%	40%
Very little of the advice	7	1	-	7	-	-	7	-	-	-	7	2	5	4	-	2	-	2	1	1	5
None of the advice	12*	7%	-	14%	-	-	14%	-	-	-	16%	15%	11%	13%	-	17%	-	14%	11%	48%	9%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	28	12	-	23	1	4	6	22	7	6	19	5	22	18	8	8	9	3	8	1	26
Bottom 3: Some/very little/none	30	8	-	26	2	*	4	26	5	3	24	7	22	11	14	7	6	11	3	2	29
Net difference	-2	3	0	-3	-6	10%	40%	54%	43%	37%	55%	57%	49%	39%	63%	49%	41%	78%	29%	65%	53%
	-4%	17%	0%	-6%	-62%	80%	19%	-9%	15%	26%	-10%	-14%	1%	23%	-26%	2%	19%	-56%	41%	-30%	-5%

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

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 Table 499

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Online articles or blogs about parenting

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	Gender			Age								Ethnicity						Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)		Graduates (v)	Non graduates (w)
Unweighted total	69	31	37	31	35	3	9	22	19	16	1	1	1	49	17	2	1	10	4	54	15	53	16	69
Weighted total	73*	34**	40*	33**	37**	4**	10**	24**	20**	16**	1**	1**	1**	51*	21**	2**	1**	11**	8**	60*	13**	57*	17**	69*
Effective base	62	29	33	29	30	3	8	21	17	13	1	1	1	45	16	2	1	10	4	49	13	47	14	69
All of the advice	10	8	2	6	4	-	-	6	4	-	-	-	-	5	5	1	1	2	-	10	-	10	-	9
Most of the advice	18	7	11	9	10	-	-	10	18	-	-	-	-	10	21	57%	100%	20%	-	16	-	17%	-	13%
Some of the advice	24*	21%	27%	28%	24%	-	-	49%	19%	-	-	-	-	27%	19%	43%	-	31%	-	26%	15%	19%	43%	25%
Very little of the advice	5	3	3	2	3	-	-	1	1	*	3	-	-	3	2	-	-	2	-	4	1	4	1	6
None of the advice	1	1	-	1	-	-	-	1	-	-	-	-	-	*	1	-	-	1	-	1	*	1	-	2
Don't know	2	1	1	1	-	-	-	-	-	-	-	-	-	1	5	-	-	10%	-	2	3	3	-	3%
Top 2: All/most of the advice	28	15	12	15	12	-	-	5	11	10	3	-	-	19	9	2	1	5	-	26	2	21	7	26
Bottom 3: Some/very little/none	44	17	26	18	22	4	5	13	10	13	1	1	1	30	13	-	-	5	8	35	9	34	10	41
Net difference	-16	-2	-14	-2	-10	-4	*	-2	*	-10	-1	-1	-1	-11	-4	2	1	*	-8	-9	-7	-14	-2	-15
	-22%	-7%	-35%	-7%	-28%	-100%	-2%	-9%	*	-62%	-100%	-100%	-100%	-22%	-20%	100%	100%	*	-100%	-15%	-55%	-24%	-15%	-22%

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

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8 Dec 2025
 Table 500

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Online articles or blogs about parenting

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	69	-	8	1	7	4	6	6	11	17	60	6	3	59	7	7	19	21	18	69	-	60	9	55	14	42	24	69	
Weighted total	73*	-	10**	1**	8**	5**	7**	7**	13**	20**	69*	3**	1**	64*	7**	20**	24**	19**	19**	73*	-	64*	9**	59*	15**	46*	25**	69*	
Effective base	62	-	7	1	6	4	6	6	11	16	57	6	3	53	6	6	16	20	16	62	-	54	8	46	13	40	20	69	
All of the advice	10	-	13%	-	15%	23%	18%	-	19%	11%	13%	-	-	32%	13%	17%	18%	6%	15%	21%	13%	-	13%	12%	16%	11%	13%		
Most of the advice	18	-	2	-	4	-	-	3	2	6	17	*	-	17	*	3	4	6	6	18	-	17	1	15	3	12	6	17	
Some of the advice	24*	-	23%	-	52%	-	-	50%	18%	28%	25%	18%	-	27%	7%	40%	18%	25%	29%	24%	-	26%	10%	25%	22%	25%	26%	25%	
Very little of the advice	5	-	-	-	1	-	-	1	1	1	4	1	-	5	-	-	2	2	1	5	-	5	*	2	3	4	1	6	
None of the advice	1	-	-	-	15%	-	-	19%	8%	30%	-	-	-	8%	-	-	11%	8%	5%	7%	3%	7%	5%	3%	24%	9%	4%	9%	
Don't know	2	-	-	-	-	-	-	-	-	1	1	*	-	1	-	-	1	-	-	1	-	1	-	1	1	1	1	2	
Top 2: All/most of the advice	28	-	4	-	5	1	1	3	5	8	27	*	-	*	2	2	4	5	10	9	28	-	26	2	24	3	19	9	26
Bottom 3: Some/very little/none	44	-	37%	-	68%	23%	18%	50%	38%	39%	39%	18%	-	32%	41%	24%	58%	24%	40%	50%	38	-	40%	22%	42%	22%	40%	36%	38%
Net difference	-16	0	-3	-1	3%	77%	82%	36%	62%	57%	59%	82%	-	68%	59%	61%	28%	60%	60%	60%	78%	-	57%	78%	57%	72%	64%	59%	
	-22%	0%	-27%	-100%	35%	-53%	-64%	14%	-25%	-18%	-20%	-64%	0%	-36%	-19%	-37%	30%	-52%	-20%	-1%	-22%	0%	-17%	-55%	-15%	-50%	-17%	-27%	

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

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 Table 501

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Online articles or blogs about parenting

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	69	25	2	56	3	7	13	55	12	6	51	15	53	27	37	15	17	8	13	13	69
Weighted total	73*	27**	1**	60*	3**	7**	12**	61*	12**	6**	55*	15**	57*	29**	39*	16**	20**	8**	13**	14**	69*
Effective base	62	23	2	50	3	7	12	50	11	5	45	12	49	25	33	14	16	6	11	12	69
All of the advice	10	6	-	10	-	-	10%	14%	20%	22%	13%	-	17%	30%	3%	5	10	-	2	9	13%
Most of the advice	18	7	-	14	-	2	18	3	3	13	3	15	7	11	3	9	2	3	-	17	
Some of the advice	24%	26%	-	24%	-	31%	26%	21%	25%	24%	21%	26%	25%	27%	22%	43%	30%	26%	-	25%	
Very little of the advice	37	12	1	32	2	1	6	31	4	1	28	9	27	12	21	6	8	5	8	10	33
None of the advice	51%	44%	75%	54%	67%	15%	52%	50%	32%	17%	52%	58%	48%	42%	54%	38%	38%	60%	57%	71%	48%
Don't know	5	1	*	3	-	2	2	3	3	*	3	2	3	-	4	1	2	1	-	1	6
Top 2: All/most of the advice	7%	4%	25%	4%	-	35%	18%	5%	22%	6%	5%	11%	6%	-	10%	7%	9%	10%	-	9%	9%
Bottom 3: Some/very little/none	1	1	-	1	-	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	2
Net difference	-2%	-2%	-100%	-19%	-67%	-25%	-73%	-11%	-7%	53%	-21%	-51%	-13%	8%	-34%	9%	*	-40%	-13%	-82%	-22%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 504

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from elsewhere

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	5	3	2	2	3	1	1	1	2	2	1	1	5	5	1	1	1	1	1	3	2	3	2	5
Weighted total	5**	3**	2**	2**	3**	**	1**	1**	2**	2**	**	1**	5**	5**	**	**	**	**	**	3**	2**	3**	2**	5**
Effective base	5	3	2	2	3	-	1	1	2	2	-	1	5	-	-	-	-	-	-	3	2	3	2	5
All of the advice	*	-	*	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	-	*	-	*	-	1
Most of the advice	1	1	30%	30%	1	-	100%	-	-	-	-	-	10%	-	-	-	-	-	-	17%	-	-	34%	20%
Some of the advice	2	1	1	1	1	-	-	-	50%	-	-	-	1	-	-	-	-	-	-	1	1	2	1	20%
Very little of the advice	1	1	-	1	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	1
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	1	1	*	*	1	-	*	-	1	-	-	-	1	-	-	-	-	-	-	*	1	-	1	2
Bottom 3: Some/very little/none	3	2	1	1	2	-	-	1	1	-	-	-	3	-	-	-	-	-	-	2	1	3	-	3
Net difference	-2	-1	-1	-1	-1	0	*	-1	-1	*	0	0	-2	0	0	0	0	0	0	-2	*	-3	1	-1

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

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 Table 505

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from elsewhere

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	5	-	1	-	-	-	1	-	1	1	4	1	-	5	-	1	-	-	-	5	-	4	1	4	1	2	2	5	
Weighted total	5**	-	1**	-	-	-	1**	-	1**	1**	4**	1**	-	5**	-	1**	-	-	-	5**	-	4**	1**	4**	1**	2**	2**	5**	
Effective base	5	-	1	-	-	-	1	-	1	1	4	1	-	5	-	1	-	-	-	5	-	4	1	4	1	2	2	5	
All of the advice	10%	-	-	-	-	-	-	-	-	-	-	100%	-	10%	-	-	-	-	-	10%	-	13%	-	-	-	-	-	20%	
Most of the advice	1	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1	-	-	-	1	-	1	-	1	-	1	1	20%	
Some of the advice	2	-	1	-	-	-	-	-	1	2	-	-	-	2	-	2	-	-	-	2	-	1	1	1	1	1	1	2	
Very little of the advice	1	-	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	-	1	-	1	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	1	-	-	-	-	-	1	-	1	*	-	-	-	1	-	1	-	-	-	1	-	1	-	1	-	-	1	2	
Bottom 3: Some/very little/none	3	-	1	-	-	-	-	-	1	3	-	-	-	3	-	3	-	-	-	3	-	2	-	2	1	2	1	3	
Net difference	-2	0	-1	0	0	0	-1	0	1	-1	-2	*	0	-2	0	1	0	0	0	-2	0	3	-1	3	100%	63%	100%	100%	50%

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

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 Table 506

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from elsewhere

Children at school or childcare (0-5)	Household composition	Disability	Child disability	Household income	Knowledge of how employers offer support	IMD QUINTILE
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total
Unweighted total	5	1	1	2	2	2	4	1	3	3	1	4	2	1	2	1	2	1	1	1	5
Weighted total	5**	1**	1**	2**	2**	2**	4**	1**	3**	3**	1**	4**	2**	1**	2**	1**	2**	1**	1**	1**	5**
Effective base	5	1	1	2	2	2	4	1	3	3	1	4	2	1	2	1	2	1	1	1	5
All of the advice	10%	-	100%	-	30%	-	-	100%	-	-	100%	-	-	100%	-	-	34%	-	-	-	20%
Most of the advice	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1
Some of the advice	2	-	-	1	1	-	2	-	2	2	-	2	-	-	1	1	1	-	-	-	2
Very little of the advice	1	1	-	1	-	-	1	-	1	1	-	1	-	-	-	-	-	-	100%	-	1
None of the advice	27%	100%	-	58%	-	-	30%	-	38%	38%	-	30%	-	-	53%	-	-	-	100%	-	20%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	1	-	*	-	*	-	1	*	-	-	*	1	-	*	-	-	*	1	-	-	2
Bottom 3: Some/very little/none	3	1	-	2	1	-	3	-	3	3	-	3	-	-	2	1	1	-	1	-	3
Net difference	-4%	-100%	100%	-100%	-40%	0%	-56%	100%	-100%	-100%	100%	-56%	0%	100%	-100%	-100%	-32%	100%	-100%	0%	-20%

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

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8 Dec 2025
 Table 509

QPS5. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base: All UK adults aged 16+ living with children aged 0-17

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	1407	712	690	563	755	89	142	421	449	306	68	17	4	1111	264	25	61	132	46	1208	199	799	608	1407
Weighted total	1446	742	703	574	781	92*	149	425	465	316	69*	18**	5**	1137	294	25**	64*	121	84*	1270	175	826	620	1407
Effective base	1266	643	622	516	672	79	128	388	400	271	60	15	4	1020	230	23	57	124	44	1096	172	723	543	1407
Very consistent	277	154	122	175	92	10	26	149	69	24	7	1	1	208	66	2	12	46	6	261	16	219	58	269
	19%	21%	17%	31%	12%	10%	18%	35%	15%	7%	11%	6%	24%	18%	22%	10%	19%	38%	7%	21%	9%	27%	9%	19%
Fairly consistent	583	301	281	253	295	34	70	183	165	130	27	6	1	447	130	10	29	56	36	515	68	355	228	571
	40%	41%	40%	44%	38%	37%	47%	43%	36%	41%	39%	35%	30%	39%	44%	39%	44%	46%	43%	41%	43%	37%	41%	41%
Neither consistent nor inconsistent	296	150	146	78	195	23	30	48	125	70	16	7	1	228	62	7	14	13	28	252	44	124	171	281
	20%	20%	21%	14%	25%	26%	20%	11%	27%	22%	23%	38%	23%	20%	21%	29%	21%	11%	34%	20%	25%	15%	28%	20%
Fairly inconsistent	208	96	113	48	142	19	16	32	79	63	16	3	-	177	30	5	9	7	10	177	32	102	107	197
	14%	13%	16%	8%	18%	20%	11%	7%	17%	20%	23%	14%	-	16%	10%	19%	15%	5%	12%	14%	18%	12%	17%	14%
Very inconsistent	31	16	15	12	17	2	4	8	9	8	2	-	-	28	4	1	1	-	2	26	5	10	21	35
	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%	3%	-	-	2%	1%	3%	1%	-	3%	2%	3%	1%	3%	2%
Don't know	51	25	26	8	40	3	2	6	18	21	1	1	1	48	2	-	-	-	2	40	11	16	35	54
	4%	3%	4%	1%	5%	4%	1%	1%	4%	2%	2%	6%	23%	4%	1%	-	-	-	2%	3%	6%	2%	6%	4%
Top 2: Consistent	859	455	403	428	387	44	96	332	234	154	34	7	3	655	196	12	41	102	42	775	84	574	285	840
	59%	61%	57%	59%	50%	48%	65%	78%	50%	49%	49%	41%	54%	58%	67%	49%	63%	84%	50%	61%	48%	69%	46%	60%
Bottom 2: Inconsistent	240	111	128	60	159	21	20	39	88	71	18	3	-	205	34	5	10	12	12	203	37	112	128	232
	17%	15%	18%	10%	20%	23%	14%	9%	20%	23%	27%	14%	-	18%	12%	22%	16%	7%	14%	16%	21%	14%	16%	16%
Net difference	620	344	275	368	229	23	76	292	146	83	16	5	3	450	162	7	30	95	30	573	47	462	157	608
	43%	46%	39%	64%	29%	25%	51%	69%	31%	26%	23%	27%	54%	40%	55%	27%	47%	78%	36%	45%	27%	56%	25%	43%

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

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 Table 510

QPS5. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Region													Urbanity				Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)			
Unweighted total	1407	37	144	92	111	66	98	188	134	1047	131	134	158	93	433	1130	201	310	158	1349	48	1134	263	974	423	833	405	1407			
Weighted total	1446	46*	172	106*	137	84*	116*	199	286	1241	57	105	42*	1186	182	197	450	401	325	1389	49*	1169	268	1004	433	847	420	1407			
Effective base	1266	36	141	90	107	64	91	164	244	1011	128	133	93	1029	171	172	387	352	289	1217	42	1025	233	876	382	750	363	1407			
Very consistent	277	3	44	23	22	11	12	13	26	88	243	7	18	9	250	20	28	55	67	122	273	3	255	21	251	25	199	64	269		
	19%	7%	26%	22%	16%	13%	11%	13%	13%	31%	20%	12%	17%	21%	21%	11%	14%	12%	17%	38%	20%	7%	22%	8%	25%	6%	23%	15%	19%		
Fairly consistent	583	22	64	35	55	31	64	44	39	77	493	25	46	18	476	81	80	196	156	64	550	23	489	92	423	160	351	181	571		
	40%	48%	37%	33%	40%	37%	38%	40%	39%	44%	40%	43%	44%	42%	40%	44%	41%	44%	39%	39%	40%	46%	42%	34%	42%	37%	42%	43%	41%		
Neither consistent nor inconsistent	296	9	29	25	33	16	23	20	56	46	257	12	21	5	233	38	49	93	98	34	282	11	210	81	158	134	142	89	281		
	20%	20%	17%	23%	24%	20%	20%	20%	28%	16%	21%	22%	20%	13%	20%	21%	25%	21%	24%	10%	20%	22%	18%	30%	16%	31%	17%	21%	20%		
Fairly inconsistent	208	10	30	12	21	16	26	20	27	20	183	8	12	6	173	27	28	77	56	35	203	5	160	47	126	81	113	70	197		
	14%	22%	18%	11%	15%	19%	23%	21%	14%	7%	15%	14%	11%	13%	15%	15%	14%	17%	14%	11%	15%	10%	14%	18%	13%	19%	13%	17%	14%		
Very inconsistent	31	-	2	5	2	5	1	-	6	3	24	3	2	2	24	4	6	8	7	7	27	4	25	6	20	11	16	7	35		
	2%	-	1%	4%	2%	6%	1%	-	3%	1%	2%	5%	2%	5%	2%	2%	3%	2%	2%	2%	2%	8%	2%	3%	2%	3%	2%	2%	2%		
Don't know	51	1	1	6	5	5	9	6	5	3	40	6	2	30	12	7	21	16	2	44	3	30	20	27	22	25	8	54			
	4%	3%	1%	6%	4%	6%	7%	5%	3%	1%	3%	6%	6%	2%	7%	4%	5%	4%	1%	3%	7%	3%	3%	5%	3%	5%	3%	2%	4%		
Top 2: Consistent	859	26	108	58	77	42	56	51	104	215	737	32	64	27	726	101	108	251	223	248	831	26	744	114	673	185	550	245	840		
	59%	56%	63%	55%	56%	50%	49%	54%	52%	75%	59%	55%	61%	63%	61%	56%	55%	56%	56%	76%	60%	53%	64%	42%							

Net difference	620	16	76	41	54	21	29	31	70	192	530	21	50	19	529	71	74	167	160	207	601	17	560	60	527	92	421	168	608
	43%	34%	44%	39%	39%	25%	25%	32%	35%	67%	43%	36%	48%	45%	45%	39%	38%	37%	40%	64%	43%	35%	48%	22%	53%	21%	50%	40%	43%

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

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 Table 511

QPS5. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base: All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1407	459	948	1164	74	164	255	1096	276	175	1078	365	989	597	672	299	281	255	277	225	1407
Weighted total	1446	473	973	1202	70*	168	250	1138	278	182	1114	371	1027	613	685	312	290	258	277	230	1407
Effective base	1266	419	847	1053	64	144	224	992	247	160	972	322	899	543	603	270	256	230	242	202	1407
Very consistent	277	131	146	254	3	20	40	230	43	33	229	31	239	215	55	67	73	46	53	31	269
	19%	28%	13%	21%	4%	12%	16%	20%	15%	18%	21%	8%	23%	35%	8%	21%	25%	18%	19%	13%	19%
Fairly consistent	583	198	385	482	32	66	86	476	95	58	462	147	417	253	284	134	133	105	98	88	571
	40%	42%	38%	40%	46%	39%	34%	42%	34%	32%	41%	40%	41%	41%	41%	43%	46%	40%	35%	38%	41%
Neither consistent nor inconsistent	296	83	213	239	14	44	50	226	59	35	224	82	200	64	188	68	38	47	61	56	281
	20%	18%	20%	20%	19%	26%	20%	20%	21%	19%	20%	22%	19%	10%	27%	22%	13%	18%	22%	24%	20%
Fairly inconsistent	208	42	166	161	15	31	49	152	61	42	145	89	117	57	122	32	34	45	41	48	197
	14%	9%	19%	13%	22%	18%	20%	13%	22%	23%	13%	24%	11%	9%	18%	10%	12%	17%	15%	21%	14%
Very inconsistent	31	9	22	25	4	2	14	15	16	10	15	10	19	8	17	5	6	5	9	2	35
	2%	2%	7%	2%	6%	1%	6%	1%	6%	5%	1%	3%	2%	1%	2%	2%	2%	2%	3%	1%	2%
Don't know	51	11	40	42	2	6	12	37	6	5	39	11	34	15	21	6	5	10	15	5	54
	4%	2%	3%	3%	4%	3%	5%	3%	2%	3%	4%	3%	3%	2%	3%	2%	2%	4%	5%	2%	4%
Top 2: Consistent	859	328	531	735	35	86	126	707	137	90	691	178	657	468	339	200	206	151	151	119	840
	59%	69%	51%	61%	50%	51%	50%	62%	49%	50%	62%	48%	64%	76%	49%	64%	71%	58%	55%	52%	60%
Bottom 2: Inconsistent	240	51	189	187	19	33	63	167	76	52	160	99	137	65	138	37	40	50	50	51	232
	17%	11%	26%	16%	27%	20%	25%	15%	27%	28%	14%	27%	13%	11%	20%	12%	14%	19%	18%	22%	16%
Net difference	620	278	342	549	16	53	63	540	61	38	532	79	520	403	200	163	167	100	101	68	608
	43%	59%	25%	46%	22%	32%	25%	47%	22%	21%	48%	21%	51%	66%	29%	52%	58%	39%	37%	30%	43%

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

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 Table 514

QPS6. How confident, if at all, are you in deciding which advice or information about parenting and child development is reliable?

Base: All UK adults aged 16+ living with children aged 0-17

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	1407	712	690	563	755	89	142	421	449	306	68	4	1111	264	25	61	132	46	1208	199	799	608	1407	
Weighted total	1446	742	703	574	781	92*	149	425	465	310	69*	18**	5**	1137	294	25**	64*	121	84*	1270	175	826	620	1407
Effective base	1266	643	623	515	692	79	122	380	400	271	60	15	4	1020	230	23	57	44	1095	172	723	543	1407	
Very confident	451	271	179	254	176	21	53	200	118	58	16	3	337	68	11	10	16	68	17	416	35	333	118	440
	31%	37%	25%	44%	23%	23%	36%	47%	25%	18%	24%	14%	47%	30%	38%	39%	25%	56%	20%	33%	20%	40%	19%	31%
Fairly confident	814	382	431	255	501	58	65	190	281	220	42	14	3	652	151	13	40	47	51	708	106	430	384	788
	56%	52%	61%	44%	64%	63%	44%	45%	61%	70%	60%	77%	53%	57%	51%	53%	62%	39%	61%	56%	61%	52%	62%	56%
Not very confident	123	62	60	43	70	10	20	23	46	24	8	2	97	25	2	6	6	11	100	22	48	74	119	
	8%	8%	9%	7%	9%	11%	14%	5%	10%	7%	12%	9%	9%	9%	8%	10%	5%	13%	8%	13%	6%	12%	8%	
Not at all confident	17	6	11	7	9	1	3	4	6	3	1	-	-	16	-	-	-	-	-	15	2	6	11	18
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	-	-	1%	-	-	-	-	1%	1%	1%	2%	1%	
Don't know	42	20	21	16	25	2	7	8	13	11	2	-	-	34	7	-	2	5	31	10	9	32	42	
	3%	3%	3%	3%	3%	2%	5%	2%	3%	4%	2%	-	-	3%	2%	-	3%	-	6%	2%	6%	1%	5%	3%
Top 2: Confident	1265	653	610	509	677	79	118	390	399	278	58	16	5	989	262	23	56	115	68	1124	141	763	502	1228
	87%	88%	87%	89%	87%	86%	80%	92%	88%	84%	84%	100%	87%	89%	92%	87%	95%	81%	88%	88%	80%	92%	81%	87%
Bottom 2: Not confident	139	68	71	50	79	11	23	26	52	27	9	2	-	114	25	2	6	6	11	115	24	54	85	137
	10%	9%	10%	9%	10%	12%	16%	6%	11%	8%	14%	9%	-	10%	9%	8%	10%	5%	13%	9%	14%	7%	14%	10%
Net difference	1125	585	539	459	598	68	95	364	347	251	49	15	5	876	237	21	50	109	57	1009	117	708	417	1091
	78%	79%	77%	80%	77%	74%	64%	86%	75%	80%	70%	83%	100%	77%	80%	84%	77%	90%	68%	79%	67%	86%	67%	78%

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

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8 Dec 2025
 Table 515

QPS6. How confident, if at all, are you in deciding which advice or information about parenting and child development is reliable?

Base: All UK adults aged 16+ living with children aged 0-17

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	1407	37	144	92	111	66	96	78	169	254	1047	131	134	95	1130	201	310	198	433	389	1134	263	974	423	263	823	405	1407	
Weighted total	1446	46*	172	106*	137	81*	115*	96*	199	285	1241	131	134	95	1186	182	197	150	401	315	1389	288	1004	433	288	847	420	1407	
Effective base	1266	26	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	272	132	289	1217	42	723	282	233	750	263	1407		
Very confident	451	12	53	39	33	17	28	34	47	126	391	17	31	12	382	53	41	103	123	171	438	12	409	41	383	68	316	101	440
	31%	27%	31%	37%	24%	21%	24%	36%	24%	44%	31%	29%	30%	28%	32%	29%	21%	23%	31%	53%	32%	25%	35%	15%	38%	16%	37%	24%	31%
Net difference	620	278	342	549	16	53	63	540	61	38	532	79	520	403	200	163	167	100	101	68	608								

Fairly confident	814 56%	31 68%	98 57%	53 50%	86 63%	53 63%	74 64%	49 51%	119 60%	134 47%	698 56%	30 53%	63 60%	23 55%	652 55%	115 63%	130 66%	279 62%	231 58%	128 39%	789 57%	24 49%	650 56%	162 61%	534 53%	277 64%	454 54%	261 62%	788 56%
Not very confident	123 8%	1 3%	14 8%	11 10%	10 7%	10 12%	7 6%	9 10%	25 13%	18 6%	105 8%	7 13%	7 7%	4 8%	105 9%	10 6%	20 10%	45 10%	33 8%	17 5%	114 8%	9 18%	75 6%	46 17%	62 6%	59 14%	56 7%	49 12%	119 8%
Not at all confident	17 1%	1 3%	2 1%	-	3 2%	-	2 2%	-	2 1%	2 1%	14 1%	2 1%	1 1%	1 3%	14 1%	1 *	2 1%	3 1%	4 1%	2 2%	15 1%	2 4%	13 1%	4 2%	8 1%	9 2%	11 1%	3 1%	18 1%
Don't know	42 3%	-	5 3%	3 3%	6 4%	4 5%	3 3%	4 4%	5 2%	5 2%	34 3%	2 3%	3 3%	2 5%	33 3%	3 2%	4 2%	19 4%	10 3%	3 1%	34 2%	2 4%	22 5%	15 5%	17 2%	20 5%	9 1%	6 1%	42 3%
Top 2: Confident	1265 87%	44 94%	151 88%	92 87%	119 87%	70 84%	102 89%	83 86%	167 84%	260 91%	1088 88%	47 82%	94 89%	35 84%	1034 87%	168 92%	170 86%	382 92%	354 88%	299 92%	1226 88%	36 74%	1059 91%	162 76%	534 91%	277 80%	454 86%	261 86%	788 87%
Bottom 2: Not confident	139 10%	3 6%	16 9%	11 10%	12 9%	10 12%	10 8%	9 10%	27 14%	20 7%	119 10%	8 14%	8 7%	5 12%	119 10%	11 6%	22 11%	49 11%	36 9%	23 7%	128 9%	11 22%	88 8%	50 19%	70 7%	68 16%	52 8%	137 12%	137 10%
Net difference	1125 78%	41 89%	135 78%	81 76%	107 78%	60 72%	93 80%	74 77%	140 70%	240 84%	970 78%	39 68%	86 82%	30 72%	915 77%	158 87%	148 75%	334 74%	318 79%	276 85%	1098 79%	25 51%	971 83%	153 57%	846 84%	276 64%	703 83%	310 74%	1091 78%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 516

QP56. How confident, if at all, are you in deciding which advice or information about parenting and child development is reliable?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	1407	459	63	1164	74	164	255	1096	276	175	1078	365	389	597	299	261	255	271	235	1407		
Weighted total	1446	473	57*	1202	70*	168	250	1138	278	182	1114	371	1027	613	686	312	290	258	277	230	1407	
Effective base	1266	419	50	1053	64	144	224	992	247	160	972	322	899	543	603	270	256	230	202	1407		
Very confident	451 31%	186 39%	21 37%	403 34%	13 18%	35 21%	74 30%	367 32%	81 29%	50 27%	363 33%	73 20%	370 36%	295 48%	131 19%	116 37%	100 35%	79 31%	78 28%	62 27%	440 31%	
Fairly confident	814 56%	240 51%	26 47%	665 55%	45 64%	102 60%	130 52%	657 58%	148 53%	97 53%	638 57%	242 65%	552 54%	278 45%	455 66%	166 53%	153 53%	144 56%	168 61%	136 59%	788 56%	
Not very confident	123 8%	36 8%	8 14%	90 7%	8 12%	22 13%	31 12%	81 7%	39 14%	27 15%	77 7%	41 11%	73 7%	27 4%	75 11%	23 7%	27 9%	21 8%	22 8%	22 10%	119 8%	
Not at all confident	17 1%	4 1%	-	15 1%	1 2%	* *	5 2%	10 1%	6 2%	3 5%	9 1%	5 1%	10 1%	6 1%	6 1%	3 1%	3 2%	5 3%	2 1%	1 1%	18 1%	
Don't know	42 3%	7 2%	1 2%	29 2%	3 4%	9 5%	10 4%	23 2%	5 2%	3 2%	27 2%	10 3%	23 2%	7 1%	18 3%	5 2%	6 2%	9 3%	8 3%	9 4%	42 3%	
Top 2: Confident	1265 87%	427 90%	47 83%	1068 89%	58 83%	137 81%	204 82%	1024 81%	229 82%	147 81%	1001 90%	315 85%	921 90%	573 94%	586 85%	281 90%	253 87%	224 87%	246 89%	198 86%	1228 87%	
Bottom 2: Not confident	139 10%	39 8%	8 14%	105 9%	9 14%	23 13%	35 14%	91 8%	45 16%	32 18%	86 8%	46 12%	83 8%	33 5%	81 12%	26 8%	30 10%	26 10%	24 9%	23 10%	137 10%	
Net difference	1125 78%	387 82%	39 69%	963 80%	48 69%	114 68%	169 68%	933 82%	184 66%	114 63%	915 82%	269 73%	838 82%	540 88%	504 74%	255 82%	223 77%	198 76%	222 80%	175 76%	1091 78%	

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 519

QP57. What kind of support, if any, would you want to help you nurture your child's social and emotional development?

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	28**	3**	1**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Guidance from healthcare professionals	215 41%	110 42%	106 39%	147 40%	64 41%	4 54%	33 41%	114 36%	47 60%	17 80%	3 45%	2 -	-	149 38%	67 48%	5 88%	1 5%	50 57%	11 35%	205 42%	10 26%	150 42%	65 38%	215 41%
Activities to use at home	214 40%	101 39%	113 42%	139 38%	71 45%	4 48%	28 35%	111 39%	60 46%	11 40%	1 35%	1 45%	1 100%	154 40%	60 43%	3 51%	4 26%	39 44%	14 45%	195 40%	20 49%	152 42%	62 37%	211 40%
Better access to early education / childcare	199 38%	98 38%	101 37%	137 38%	60 38%	2 24%	23 28%	114 40%	51 39%	9 33%	2 44%	* 12%	-	129 33%	70 50%	4 75%	4 25%	45 50%	17 55%	187 38%	12 31%	148 41%	51 30%	193 37%
Advice from nursery staff / teachers	194 37%	97 37%	98 36%	129 35%	61 38%	5 58%	23 29%	106 37%	50 39%	11 38%	2 58%	1 45%	1 100%	142 37%	52 37%	2 36%	5 34%	32 36%	12 39%	177 36%	17 42%	135 38%	59 35%	190 36%
Regular health service check-ins	189 36%	82 32%	107 40%	127 35%	58 36%	4 57%	21 26%	106 38%	44 34%	13 47%	3 87%	2 45%	-	135 35%	54 39%	3 50%	4 24%	38 43%	10 31%	176 36%	13 34%	144 40%	45 26%	194 37%
Clear developmental milestones for social and emotional development	167 31%	81 31%	85 32%	124 34%	41 26%	2 24%	26 32%	97 34%	30 23%	11 41%	2 44%	* 13%	-	118 30%	48 34%	2 36%	5 33%	35 39%	6 19%	155 32%	11 28%	122 34%	45 26%	169 32%
Support from other family members	163 31%	83 32%	79 29%	110 30%	51 32%	2 20%	19 24%	42 33%	9 30%	- -	* -	1 100%	-	112 29%	50 35%	3 49%	8 50%	36 40%	4 12%	152 31%	11 27%	115 32%	48 28%	167 32%
Support from friends	153 29%	82 31%	72 27%	111 30%	41 26%	1 18%	19 24%	91 32%	34 26%	8 27%	1 31%	* 12%	-	111 29%	42 30%	2 36%	3 21%	31 35%	6 19%	141 29%	12 29%	119 33%	34 20%	153 29%
Support from own / partner's parents	152 29%	82 32%	70 26%	111 30%	41 26%	* 5%	23 28%	88 31%	35 27%	6 21%	- -	* 12%	-	99 25%	52 37%	2 36%	6 39%	39 44%	5 16%	145 29%	8 19%	117 32%	35 21%	155 30%
Employer support for working parents	146 28%	77 30%	69 25%	95 26%	51 32%	- -	17 21%	78 28%	43 33%	8 28%	- -	- -	-	108 28%	38 27%	2 31%	2 13%	28 31%	6 20%	142 29%	4 11%	101 28%	45 27%	146 28%
Online expert resources	134 25%	69 26%	66 24%	96 26%	38 24%	* 5%	16 19%	80 28%	32 24%	7 24%	- -	* 13%	-	91 23%	44 31%	1 19%	3 22%	33 37%	6 21%	125 25%	10 24%	109 30%	25 15%	131 25%
Parenting workshops or classes	127 24%	63 24%	64 24%	98 24%	28 22%	2 2%	24 19%	74 22%	22 16%	6 4%	2 1%	- -	-	81 20%	46 34%	3 22%	1 7%	37 27%	6 4%	121 29%	6 15%	101 27%	27 19%	128 24%

	24%	24%	24%	27%	17%	20%	30%	26%	17%	20%	45%	-	-	21%	33%	50%	5%	41%	18%	25%	15%	28%	16%	25%
Peer support groups	118	67	51	91	27	-	19	72	22	5	-	-	-	86	32	1	-	26	5	113	5	94	24	119
Informal peer support	91	44	48	69	22	*	10	59	19	2	-	*	-	66	25	-	1	24	-	86	5	73	18	92
No additional support needed	10	5	5	5	5	-	3	1	5	-	-	-	-	8	1	-	-	1	-	9	1	3	7	9
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16	11	5	7	8	1	2	4	7	1	-	1	-	11	6	-	1	-	4	15	1	9	7	12
	3%	4%	2%	2%	5%	18%	3%	2%	5%	4%	-	43%	-	3%	4%	-	7%	-	14%	3%	3%	3%	4%	2%

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

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8 Dec 2025
 Table 520

QSE7. What kind of support, if any, would you want to help you nurture your child's social and emotional development?

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	155	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Guidance from healthcare professionals	215	2	30	14	14	11	12	8	32	60	182	12	15	6	185	25	15	52	68	76	211	3	187	29	179	36	151	54	215
	41%	20%	44%	39%	37%	37%	37%	26%	51%	44%	41%	47%	35%	38%	41%	39%	28%	36%	44%	47%	41%	19%	43%	32%	44%	30%	43%	42%	41%
Activities to use at home	214	6	30	23	18	5	13	13	23	50	180	9	18	7	185	24	22	59	64	60	212	1	181	32	173	41	147	49	211
	40%	55%	44%	64%	47%	16%	41%	40%	37%	37%	40%	34%	43%	46%	42%	37%	42%	41%	37%	37%	41%	6%	41%	36%	42%	35%	42%	39%	40%
Better access to early education / childcare	199	3	25	15	13	14	13	15	18	50	165	8	20	6	166	25	15	53	55	70	194	4	178	22	176	23	145	40	193
	38%	29%	37%	42%	34%	45%	41%	47%	29%	36%	37%	30%	48%	36%	37%	38%	29%	37%	36%	43%	38%	21%	40%	24%	43%	19%	41%	31%	37%
Advice from nursery staff / teachers	194	3	27	16	14	10	9	11	25	47	163	9	17	5	161	28	17	50	61	63	193	2	164	30	154	41	137	47	190
	37%	24%	40%	45%	38%	35%	29%	35%	39%	34%	37%	34%	41%	33%	36%	43%	33%	35%	39%	39%	38%	9%	37%	34%	38%	34%	39%	37%	36%
Regular health service check-ins	189	3	30	12	11	9	7	13	25	45	155	11	16	7	161	23	19	47	60	56	188	-	162	27	157	32	133	43	194
	36%	26%	44%	35%	30%	29%	23%	40%	40%	33%	35%	44%	37%	46%	36%	35%	35%	32%	38%	34%	37%	-	37%	30%	39%	27%	38%	34%	37%
Clear developmental milestones for social and emotional development	167	4	23	9	15	10	6	11	17	44	139	10	12	6	143	21	13	41	47	63	163	3	141	26	140	26	122	38	169
	31%	31%	35%	25%	41%	33%	17%	35%	27%	32%	31%	37%	28%	35%	32%	33%	25%	29%	30%	39%	32%	15%	32%	29%	35%	22%	35%	30%	32%
Support from other family members	163	5	26	8	13	5	11	9	16	41	131	9	18	5	136	20	16	47	45	50	161	1	143	19	131	31	108	38	167
	31%	40%	38%	22%	34%	16%	33%	27%	25%	30%	29%	33%	41%	34%	30%	30%	30%	33%	29%	31%	32%	7%	33%	22%	32%	26%	31%	30%	32%
Support from friends	153	2	26	12	10	8	10	8	13	42	131	8	9	5	125	21	13	39	46	53	149	3	136	17	124	29	110	29	153
	29%	18%	38%	35%	27%	26%	30%	25%	21%	31%	29%	31%	20%	35%	28%	32%	25%	27%	30%	33%	29%	15%	31%	19%	31%	24%	31%	23%	29%
Support from own / partner's parents	152	4	19	8	10	6	10	9	15	46	127	9	13	4	126	19	17	37	39	53	149	2	126	26	125	27	112	30	155
	29%	31%	28%	22%	27%	20%	30%	29%	24%	34%	28%	34%	30%	25%	28%	30%	31%	26%	25%	33%	29%	13%	29%	30%	31%	23%	32%	24%	30%
Employer support for working parents	146	2	17	13	9	7	11	7	14	40	120	5	13	7	119	20	9	33	44	55	141	5	120	26	114	31	100	38	146
	28%	20%	25%	36%	25%	25%	34%	23%	22%	29%	27%	20%	32%	44% aik	27%	31%	17%	23%	28%	34%	28%	30%	27%	29%	28%	26%	29%	30%	28%
Online expert resources	134	4	16	9	10	4	10	7	16	40	116	5	10	3	122	11	10	35	33	51	130	3	114	20	110	24	102	25	131
	25%	35%	24%	26%	27%	13%	29%	21%	26%	29%	26%	20%	23%	20%	27%	17%	19%	24%	21%	32%	25%	19%	26%	23%	27%	20%	29%	20%	25%
Parenting workshops or classes	127	1	19	5	5	6	7	10	16	37	108	6	9	5	110	14	14	22	37	49	124	4	108	20	95	33	88	33	128
	24%	9%	28%	15%	14%	21%	22%	33%	25%	27%	24%	24%	21%	31%	25%	21%	27%	15%	24%	30%	24%	22%	25%	22%	23%	27%	25%	26%	25%
Peer support groups	118	2	21	9	5	2	4	6	12	37	98	4	10	5	97	19	8	28	37	43	113	4	104	14	93	25	86	22	119
	22%	20%	31%	25%	14%	8%	11%	19%	19%	27%	22%	17%	24%	34%	22%	29%	16%	20%	24%	26%	22%	23%	24%	16%	23%	21%	24%	18%	23%
Informal peer support	91	3	12	4	7	2	4	7	8	29	77	4	8	2	76	15	2	19	27	42	90	-	80	11	77	15	72	14	92
	17%	29%	18%	13%	18%	8%	11%	23%	13%	21%	17%	16%	18%	13%	17%	22%	3%	13%	18%	26%	18%	-	18%	12%	19%	12%	21%	11%	18%
No additional support needed	10	-	2	1	1	-	-	-	4	-	8	*	1	-	8	2	2	5	1	1	10	-	9	1	8	1	6	4	9
	2%	-	3%	3%	3%	-	-	-	6%	-	2%	2%	2%	-	2%	2%	4%	3%	1%	1%	2%	-	2%	1%	2%	1%	2%	3%	2%
Other	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16	1	-	1	2	1	3	1	1	4	15	-	1	-	10	6	2	6	7	1	16	-	9	6	7	7	7	-	12
	3%	12%	-	3%	6%	4%	11%	4%	2%	3%	3%	-	2%	-	2%	9%	4%	4%	5%	1%	3%	-	2%	7%	2%	6%	2%	-	2%

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

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QSE7. What kind of support, if any, would you want to help you nurture your child's social and emotional development?

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Guidance from healthcare professionals	215	201	14	193	8	15	34	175	32	24											

Weighted total	1446	46*	172	106*	137	84*	116*	96*	199	286	1241	57	105	42*	1186	182	197	450	401	325	1389	49*	1169	268	1004	433	847	420	1407
Effective base	1266	36	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	172	387	352	289	1217	42	1025	233	876	382	750	363	1407
Face-to-face conversation with a professional	727	21	91	53	59	37	57	58	104	136	617	29	61	21	584	99	108	217	215	145	706	19	611	113	540	186	455	196	712
	50%	46%	53%	50%	43%	44%	49%	61%	53%	48%	50%	50%	58%	51%	49%	55%	55%	48%	54%	45%	51%	38%	52%	42%	54%	43%	54%	47%	51%
Links to trusted websites, online articles, or blogs	471	18	68	36	40	38	35	24	68	82	410	19	31	11	382	70	52	153	138	102	466	5	388	80	341	127	300	130	449
	33%	38%	40%	34%	29%	45%	30%	25%	34%	29%	33%	33%	30%	25%	32%	39%	26%	34%	34%	31%	34%	10%	33%	30%	34%	29%	35%	31%	32%
Parent group discussions facilitated by professionals	416	10	48	29	33	22	29	32	56	101	360	13	31	12	348	52	50	121	109	120	396	20	359	57	330	85	264	115	409
	29%	21%	28%	28%	24%	27%	25%	33%	28%	35%	29%	23%	30%	27%	29%	29%	25%	27%	27%	37%	28%	41%	31%	21%	33%	20%	31%	27%	29%
Social media video posts with practical tips	266	10	31	15	27	11	15	15	29	77	231	10	19	6	232	24	34	67	69	86	260	6	218	48	199	65	165	77	256
	18%	22%	18%	14%	20%	13%	13%	16%	15%	27%	19%	18%	18%	14%	20%	13%	17%	15%	17%	26%	19%	12%	19%	18%	20%	15%	19%	18%	18%
Interactive digital tools (apps, quizzes, assessments)	265	9	25	26	29	14	18	18	21	71	231	13	14	7	226	28	26	85	70	79	256	9	218	47	190	75	167	78	257
	18%	20%	15%	25%	21%	16%	16%	18%	11%	25%	19%	23%	13%	17%	19%	15%	13%	19%	17%	24%	18%	17%	19%	18%	19%	17%	20%	19%	18%
Short written materials (leaflets, handouts)	258	13	30	20	22	12	20	15	42	45	221	11	20	6	214	34	40	75	71	56	249	9	214	44	177	79	149	90	250
	18%	28%	17%	19%	16%	15%	18%	16%	21%	16%	18%	19%	19%	15%	18%	19%	20%	17%	18%	17%	18%	18%	18%	16%	18%	18%	18%	21%	18%
Short videos or films	257	10	45	18	18	6	19	16	24	65	222	12	17	6	223	22	41	76	59	72	251	6	209	47	190	67	156	77	248
	18%	22%	26%	17%	13%	7%	17%	16%	12%	23%	18%	20%	16%	15%	19%	12%	21%	17%	15%	22%	18%	11%	18%	18%	19%	16%	18%	18%	18%
Books or magazines	214	5	27	12	19	6	18	11	31	53	183	11	15	6	175	28	27	62	57	61	208	6	182	32	160	54	140	65	210
	15%	11%	16%	11%	14%	7%	15%	11%	16%	19%	15%	14%	14%	15%	16%	16%	14%	14%	14%	19%	15%	12%	16%	12%	16%	17%	15%	15%	15%
Written social media posts with practical tips	184	4	17	16	14	10	8	18	24	44	154	8	15	7	157	21	20	52	52	51	180	4	153	30	136	49	121	54	187
	13%	8%	10%	15%	10%	12%	7%	19%	12%	15%	12%	15%	14%	16%	13%	12%	10%	12%	13%	16%	13%	9%	13%	11%	14%	11%	14%	13%	13%
Audio content (like podcasts or recorded guidance)	184	8	27	13	22	10	12	11	20	40	163	7	10	4	159	18	22	53	46	60	179	5	154	30	148	36	126	42	173
	13%	17%	16%	12%	16%	12%	10%	12%	10%	14%	13%	13%	10%	9%	13%	10%	11%	12%	12%	18%	13%	10%	13%	11%	15%	8%	15%	10%	12%
Other	6	-	-	-	1	-	-	1	2	5	5	1	1	-	6	-	-	-	1	3	6	-	4	2	5	1	2	2	6
	4%	-	-	-	1%	-	-	1%	1%	1%	1%	1%	1%	-	1%	-	-	-	1%	3%	6%	-	4%	2%	5%	1%	2%	2%	6%
None of the above	54	7	4	7	8	4	7	5	13	13	47	1	4	2	43	6	7	25	14	6	43	4	43	11	24	28	19	17	52
	4%	-	4%	4%	6%	4%	6%	1%	5%	2%	4%	2%	4%	4%	4%	3%	4%	5%	3%	1%	4%	8%	4%	4%	2%	6%	2%	4%	4%
Don't know	58	2	5	4	7	5	6	3	9	8	50	3	3	2	41	11	8	19	18	5	52	1	30	23	23	32	14	12	59
	4%	4%	3%	4%	5%	6%	6%	4%	5%	3%	4%	5%	3%	4%	3%	6%	4%	4%	4%	2%	4%	2%	3%	9%	2%	7%	2%	3%	4%

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

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 Table 526

QP58. 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?

Base: All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1407	499	63	1164	74	164	255	1096	276	175	1078	365	989	597	672	299	281	255	271	225	1407
Weighted total	1446	473	57*	1202	70*	168	250	1138	278	182	1114	371	1027	613	686	312	290	258	277	230	1407
Effective base	1266	419	50	1053	64	144	224	992	247	160	972	322	899	543	603	270	256	230	242	202	1407
Face-to-face conversation with a professional	727	237	23	602	36	89	139	576	160	108	551	205	511	282	364	144	144	138	145	112	712
	50%	50%	41%	50%	52%	53%	55%	51%	57%	59%	49%	55%	50%	46%	53%	46%	50%	53%	53%	49%	51%
Links to trusted websites, online articles, or blogs	471	138	14	396	26	50	103	357	120	85	341	131	333	179	245	103	91	80	93	86	449
	33%	29%	25%	33%	37%	29%	41%	31%	43%	47%	31%	35%	32%	29%	36%	33%	32%	31%	33%	37%	32%
Parent group discussions facilitated by professionals	416	153	15	359	13	43	66	342	59	32	347	76	331	201	182	100	92	76	81	52	409
	29%	32%	26%	30%	18%	25%	26%	30%	21%	18%	31%	21%	32%	33%	27%	32%	32%	29%	29%	23%	29%
Social media video posts with practical tips	266	107	15	234	11	21	38	219	39	23	222	59	202	143	105	57	71	49	40	39	256
	18%	23%	27%	19%	15%	12%	15%	19%	14%	13%	20%	16%	20%	23%	15%	18%	25%	19%	14%	17%	18%
Interactive digital tools (apps, quizzes, assessments)	265	112	5	231	15	18	47	210	52	34	205	71	192	138	116	67	59	50	51	28	257
	18%	24%	9%	19%	22%	11%	19%	18%	19%	19%	18%	19%	19%	23%	17%	21%	20%	19%	18%	12%	18%
Short written materials (leaflets, handouts)	258	72	10	201	20	36	54	194	47	28	202	65	186	98	136	54	36	38	71	49	250
	18%	15%	17%	17%	28%	21%	22%	17%	15%	18%	18%	18%	18%	16%	20%	17%	13%	15%	26%	21%	18%
Short videos or films	257	98	12	219	8	29	29	217	46	27	206	66	185	132	115	64	62	44	45	31	248
	18%	21%	21%	18%	11%	17%	12%	19%	16%	15%	19%	18%	18%	21%	17%	20%	21%	17%	16%	14%	18%
Books or magazines	214	70	12	176	6	31	29	177	40	23	169	46	163	109	89	47	51	32	43	31	210
	15%	15%	21%	15%	9%	19%	12%	16%	14%	13%	15%	12%	16%	18%	13%	15%	17%	12%	15%	13%	15%
Written social media posts with practical tips	184	76	7	164	8	12	32	146	38	29	142	52	129	81	89	37	37	33	38	33	187
	13%	16%	12%	14%	12%	7%	13%	13%	14%	16%	13%	14%	13%	13%	13%	12%	13%	13%	14%	14%	13%
Audio content (like podcasts or recorded guidance)	184	76	8	154	13	17	30	147	29	25	150	42	140	118	53	42	43	38	32	22	173
	13%	16%	15%	13%	19%	10%	12%	13%	10%	14%	13%	11%	14%	19%	8%	14%	15%	15%	11%	10%	12%
Other	6	-	-	5	-	1	2	5	1	1	6	2	5	2	3	1	1	2	1	1	6
	4%	-	-	4%	-	1%	2%	3%	1%	1%	6%	1%	3%	2%	3%	1%	1%	2%	1%	1%	

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?

Base: All UK adults aged 16+

	Midwives	Health visitors	Early education and childcare services (e.g. nurseries, childminders, pre-school)	Primary schools	Local activity classes (e.g. gym, sensory or music classes)	Local informal social activities (e.g. parent and toddler groups, walks and talks)	Business and employers	School nurses	GPs and practice nurses
Unweighted total	4672	4672	4672	4672	4672	4672	4672	4672	4672
Weighted total	4672	4672	4672	4672	4672	4672	4672	4672	4672
Effective base	4191	4191	4191	4191	4191	4191	4191	4191	4191
I know a great deal	521	555	749	1010	439	474	348	456	633
11%	12%	16%	22%	9%	10%	7%	10%	14%	
I know a fair amount	1369	1398	1602	1869	1211	1256	930	1121	1681
29%	30%	34%	40%	26%	27%	20%	24%	36%	
I know just a little	1995	1837	1654	1363	1806	1844	1846	2076	1721
43%	39%	35%	29%	39%	39%	40%	44%	37%	
I have heard of them but know nothing about their role	488	558	425	224	810	708	841	651	389
10%	12%	9%	5%	17%	15%	18%	14%	8%	
I have never heard of them	37	96	41	21	127	137	147	69	24
1%	2%	1%	*	3%	3%	3%	1%	1%	
Don't know	262	227	201	186	279	252	561	299	224
6%	5%	4%	4%	6%	5%	12%	6%	5%	
Top 2: Great deal / fair amount	1890	1953	2351	2879	1650	1730	1278	1577	2314
40%	42%	50%	62%	35%	37%	27%	34%	50%	
Bottom 2: know a little / nothing	2483	2396	2079	1585	2617	2687	2727	2110	1721
53%	51%	45%	34%	55%	58%	58%	45%	45%	
Top 4: At least heard of	4373	4349	4430	4466	4267	4282	3964	4304	4424
94%	93%	95%	96%	91%	92%	85%	92%	95%	

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QEMP3A: 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? Midwives

Base: All UK adults aged 16+

	TOTAL	Gender		Age										Ethnicity						Working status		Education		Unweighted Total
		Male	Female	16-34	35-54	55+	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	Working	Not working	Graduates	Non graduates	
Unweighted total	4672	2368	2304	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	216	172	99	2765	1907	3014	2658	4672
Weighted total	4672	2278	2394	1373	1470	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
I know a great deal	521	215	305	222	164	135	70	152	99	65	56	25	433	85	5	25	31	24	375	146	289	232	511	
11%	9%	13%	16%	11%	7%	12%	20%	13%	9%	8%	7%	7%	11%	13%	8%	10%	13%	13%	13%	8%	14%	9%	11%	
I know a fair amount	1369	602	766	390	481	498	162	228	259	222	199	87	1156	200	22	76	56	46	898	471	638	731	1373	
29%	26%	32%	28%	32%	27%	27%	30%	30%	27%	29%	29%	25%	29%	31%	34%	32%	35%	25%	31%	27%	31%	28%	29%	
I know just a little	1995	988	1006	501	627	867	236	265	298	328	333	359	175	1745	232	29	79	49	1202	793	805	1190	1988	
43%	43%	42%	36%	42%	48%	42%	39%	35%	40%	45%	45%	50%	44%	44%	45%	33%	31%	41%	41%	46%	39%	45%	43%	
I have heard of them but know nothing about their role	488	309	178	168	130	190	89	79	61	69	94	32	405	76	4	36	15	20	298	190	201	287	488	
10%	14%	7%	12%	9%	10%	15%	10%	8%	9%	13%	9%	9%	10%	12%	6%	15%	9%	11%	10%	11%	10%	11%	11%	
I have never heard of them	37	20	17	20	11	6	12	8	4	7	2	2	1	23	12	1	5	2	24	13	14	22	37	
1%	1%	1%	1%	1%	*	2%	1%	1%	1%	*	*	*	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	
Don't know	262	145	117	72	116	74	39	33	29	45	50	37	29	217	40	3	17	6	146	116	95	167	265	
6%	6%	5%	5%	5%	6%	6%	4%	4%	6%	7%	5%	8%	5%	6%	5%	7%	4%	8%	5%	7%	5%	6%	6%	
Top 2: Great deal / fair amount	1890	817	1071	612	645	634	232	380	358	286	255	112	1589	286	27	101	87	71	1273	617	927	963	1884	
40%	36%	45%	45%	43%	35%	38%	50%	48%	39%	35%	37%	32%	40%	44%	42%	42%	55%	38%	43%	36%	45%	37%	40%	
Bottom 2: know a little / nothing	2483	1296	1184	669	757	1057	325	344	359	398	428	422	208	2150	307	33	115	63	1500	983	1006	1477	2486	
53%	57%	50%	49%	51%	58%	53%	45%	48%	54%	58%	58%	59%	54%	48%	51%	48%	40%	52%	51%	57%	49%	56%	53%	
Top 4: At least heard of	4373	2113	2256	1280	1402	1691	556	724	718	684	683	688	320	3739	593	60	216	150	2773	1600	1933	2440	4370	
94%	93%	94%	93%	94%	93%	92%	95%	96%	96%	93%	93%	95%	92%	94%	92%	93%	91%	95%	94%	93%	95%	93%	94%	

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

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QEMP3A: 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? Midwives

Base: All UK adults aged 16+

	TOTAL	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	South West	Greater London	England	Wales	Scotland	Northern Ireland	Urban	Rural	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective	Individual	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	257	355	323	521	483	3260	193	307	105	3210	713	1055	1515	807	410	3868	127	2653	1417	2122	1824	2222	1204	4172
I know a great deal	521	19	62	46	38	37	49	39	55	37	105	450	23	35	14	433	70	100	157	112	508	11	471	48	441	77	322	150	511
11%	10%	12%	12%	9%	11%	11%	10%	8%	17%	10%	10%	10%	9%	10%	12%	9%	9%	9%	13%	24%	11%	8%	16%	3%	18%	4%	13%	10%	11%
I know a fair amount	1369	63	151	103	142	109	128	99	179	181	1155	72	105	37	1070	233	301	508	298	152	1327	34	1100	258	964	397	778	427	1373
29%	34%	29%	27%	35%	32%	29%	24%	28%	30%	29%	33%	33%	27%	30%	30%	26%	30%	33%	33%	30%	30%	24%	37%	16%	40%	19%	32%	29%	29%
I know just a little	1995	78	202	179	158	142	199	203	294	220	1675	86	176	57	1501	356	522	761	378	141	1917	50	1123	842	820	1140	1056	636	1988
43%	42%	39%	47%	38%	42%	45%	46%	46%	43%	39%	43%	39%	46%	44%	42%	46%	45%	44%	41%	43%	35%	38%	34%	34%	55%	43%	55%	44%	43%
I have heard of them but know nothing about their role	488	15	60	41	46	27	43	35	66	67	401	25	47	15	370	79	140	177	82	42	434	28	181	293	106	358	222	179	498
10%	8%	12%	11%	11%	8%	10%	9%	10%	11%	11%	10%	12%	12%	11%	10%	10%	12%	10%	9%	10%	20%	6%	18%	4%	17%	9%	12%	12%	11%

I have never heard of them	37 1%	1 1%	5 1%	-	6 1%	1 *	2 1%	1 *	4 1%	10 2%	30 1%	1 *	4 1%	2 1%	32 1%	2 *	9 1%	12 1%	6 1%	6 1%	30 1%	6 5%	19 1%	15 1%	12 *	23 1%	14 1%	13 1%	37 1%
Don't know	262 6%	9 5%	38 7%	14 4%	22 5%	24 7%	17 4%	29 7%	46 7%	24 4%	223 6%	12 6%	20 5%	7 5%	199 6%	30 4%	81 7%	99 6%	35 4%	9 2%	211 5%	13 9%	76 3%	114 7%	59 2%	95 5%	73 3%	53 4%	265 6%
Top 2: Great deal / fair amount	1890 40%	82 44%	213 41%	148 39%	180 44%	146 43%	177 40%	138 34%	234 36%	286 47%	1605 41%	95 43%	140 36%	50 39%	1503 42%	302 39%	401 35%	665 39%	412 45%	264 57%	1835 41%	45 32%	1571 35%	306 20%	1405 58%	474 23%	1100 45%	577 40%	1884 40%
Bottom 2: Know a little / nothing	2483 53%	94 50%	262 51%	220 50%	203 50%	169 50%	242 55%	237 58%	360 56%	288 47%	2076 53%	111 51%	223 58%	72 55%	1871 52%	435 57%	662 57%	938 55%	460 50%	183 40%	2350 53%	78 55%	1303 44%	1134 72%	926 39%	1499 72%	1279 52%	815 56%	2486 53%
Top 4: At least heard of	4373 94%	176 94%	475 92%	368 96%	383 93%	316 93%	420 96%	376 93%	594 92%	573 94%	3681 94%	206 94%	363 94%	122 94%	3374 94%	737 96%	1064 92%	1603 94%	872 96%	447 97%	4186 95%	123 87%	2874 97%	1440 92%	2331 97%	1972 94%	2379 96%	1392 95%	4370 94%

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

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Table 532

QEMP3A: 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? Midwives

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	809	870	882	903	911	4672
Weighted total	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1278	2687	835	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	3104	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	521 11%	110 23%	10 18%	253 21%	8 11%	18 11%	145 12%	362 11%	60 22%	40 22%	216 19%	113 10%	392 12%	310 24%	176 7%	107 13%	114 13%	100 12%	97 11%	85 9%	511 11%
I know a fair amount	1369 29%	189 40%	24 42%	473 39%	27 39%	60 35%	354 30%	965 29%	112 40%	67 37%	434 39%	357 32%	985 29%	565 44%	698 26%	267 33%	251 29%	267 31%	253 28%	265 29%	1373 29%
I know just a little	1995 43%	125 26%	17 30%	373 31%	24 34%	70 42%	492 41%	1431 44%	80 29%	54 30%	368 33%	476 42%	1463 43%	328 26%	1411 53%	311 38%	350 40%	367 42%	420 46%	408 45%	1988 43%
I have heard of them but know nothing about their role	488 10%	28 6%	4 6%	62 5%	8 11%	13 8%	118 10%	341 10%	16 6%	10 6%	59 5%	105 9%	364 11%	51 4%	359 13%	84 10%	105 12%	77 9%	99 11%	84 9%	498 11%
I have never heard of them	37 1%	2 *	-	8 1%	* 1%	2 1%	11 1%	24 1%	2 1%	2 1%	8 1%	14 1%	19 1%	8 1%	13 *	7 1%	15 2%	9 1%	2 *	2 *	37 1%
Don't know	262 6%	19 4%	2 4%	33 3%	3 4%	5 3%	74 6%	166 5%	8 3%	8 4%	30 3%	65 6%	160 5%	16 1%	31 1%	40 5%	40 5%	49 6%	35 4%	65 7%	265 6%
Top 2: Great deal / fair amount	1890 40%	299 63%	34 60%	726 60%	35 50%	78 46%	499 42%	1326 40%	172 62%	107 59%	650 58%	470 42%	1378 41%	874 68%	874 33%	373 46%	365 42%	368 42%	349 39%	350 38%	1884 40%
Bottom 2: Know a little / nothing	2483 53%	152 32%	21 36%	435 36%	32 45%	83 49%	611 51%	1772 54%	96 35%	65 36%	427 38%	581 51%	1827 54%	380 30%	1769 66%	395 48%	455 52%	444 51%	519 57%	492 54%	2486 53%
Top 4: At least heard of	4373 94%	452 95%	54 96%	1161 97%	66 95%	161 96%	1109 93%	3098 94%	268 96%	172 95%	1076 97%	1051 93%	3205 95%	1254 98%	2643 98%	768 94%	820 94%	812 93%	868 96%	842 93%	4370 94%

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

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Table 535

QEMP3B: 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? Health visitors

Base: All UK adults aged 16+

	Gender			Age								Ethnicity					Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2268	2390	1372	1830	611	761	733	737	745	732	353	4008	565	68	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1813	607	766	751	736	727	349	3979	646	66	65	65	239	184	101	2943	1929	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	64	212	162	94	2492	1726	1801	2391	4672
I know a great deal	555 12%	259 11%	296 12%	233 17%	180 12%	141 8%	79 13%	155 20%	108 14%	72 10%	25 9%	25 7%	436 11%	114 18%	10 15%	10 17%	41 27%	43 27%	21 11%	409 14%	146 8%	310 15%	245 9%	553 12%
I know a fair amount	1398 30%	600 26%	797 33%	363 26%	493 33%	542 30%	117 19%	245 35%	227 31%	202 27%	239 33%	102 29%	1174 30%	209 32%	21 32%	51 21%	55 35%	82 45%	897 30%	501 29%	672 33%	727 28%	1400 30%	
I know just a little	1837 39%	909 40%	927 39%	446 32%	575 39%	816 45%	224 37%	222 34%	323 44%	328 44%	166 47%	1632 41%	192 30%	17 27%	17 36%	86 24%	39 24%	50 27%	1110 38%	727 42%	713 35%	1124 43%	1834 39%	
I have heard of them but know nothing about their role	558 12%	321 14%	236 10%	201 15%	149 10%	209 12%	112 18%	89 12%	75 10%	74 10%	91 12%	41 12%	486 12%	67 10%	9 14%	30 12%	12 7%	16 9%	342 12%	217 13%	237 12%	322 12%	559 12%	
I have never heard of them	96 2%	58 3%	38 2%	59 4%	24 2%	13 1%	39 6%	20 3%	17 2%	17 1%	6 1%	7 1%	67 2%	24 4%	4 6%	12 5%	6 3%	3 2%	58 2%	38 2%	39 2%	57 2%	99 2%	
Don't know	227 5%	131 6%	97 4%	71 5%	65 4%	92 5%	34 4%	26 3%	39 5%	50 7%	25 3%	17 5%	183 5%	40 6%	4 7%	19 8%	4 3%	12 6%	127 4%	100 6%	73 4%	154 6%	227 5%	
Top 2: Great deal / fair amount	1953 42%	859 38%	1093 46%	596 43%	674 45%	683 38%	196 32%	400 52%	299 41%	266 36%	291 40%	126 36%	1611 40%	323 50%	30 47%	92 38%	98 62%	102 56%	1307 44%	646 37%	981 48%	972 37%	1953 42%	
Bottom 2: Know a little / nothing	2396 51%	1230 54%	1163 49%	647 47%	724 49%	1025 57%	336 41%	911 44%	393 53%	414 56%	206 59%	2118 53%	259 40%	27 41%	116 48%	50 32%	67 36%	1451 49%	944 53%	949 46%	1446 55%	2393 51%		
Top 4: At least heard of	4349 93%	2089 92%	2256 94%	1243 91%	1397 94%	1709 94%	532 88%	711 93%	708 92%	689 92%	680 92%	332 95%	3729 94%	582 90%	57 88%	207 87%	148 94%	169 92%	2758 94%	1590 92%	1931 95%	2418 92%	4346 93%	

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

* small base

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Table 536

QEMP38: 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? Health visitors

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	502	3366	504	302	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
I know a great deal	555 12% irxz	21 11%	68 13%	49 13%	42 10%	32 9%	49 11%	35 9%	54 8%	119 20%	470 12%	23 11%	46 12%	16 12%	451 13%	78 10%	130 11%	154 9%	119 13%	120 26%	537 12%	13 9%	502 17%	51 3%	480 20%	72 3%	362 15%	151 10%	553 12%
I know a fair amount	1398 30% qvxz	64 34%	152 29%	122 32%	135 33%	96 28%	112 26%	102 25%	197 31%	199 33%	1179 30%	68 31%	104 27%	47 36%	1081 30%	241 31%	298 26%	525 31%	297 32%	164 36%	1373 31%	22 15%	1161 39%	230 15%	1016 42%	375 18%	799 32%	441 30%	1400 30%
I know just a little	1837 39% jtwy	79 43%	200 39%	144 38%	166 41%	147 43%	179 41%	178 44%	270 28%	172 28%	1536 39%	89 39%	164 42%	48 36%	1412 39%	315 41%	471 41%	718 42%	356 39%	118 26%	1760 40%	53 38%	1030 35%	771 49%	703 29%	1101 53%	936 38%	609 42%	1834 39%
I have heard of them but know nothing about their role	558 12% wy	15 8%	50 10%	49 13%	40 10%	34 10%	73 17%	49 12%	80 12%	78 13%	470 12%	24 11%	51 13%	13 10%	422 12%	96 13%	147 13%	203 12%	104 11%	47 10%	500 11%	36 25%	184 6%	362 23%	135 6%	399 19%	264 11%	195 13%	559 12%
I have never heard of them	96 2% wy	4 2%	13 3%	4 1%	10 2%	7 2%	13 3%	8 2%	11 2%	15 2%	83 2%	5 2%	6 1%	2 2%	73 2%	8 1%	31 3%	30 2%	14 2%	4 1%	83 2%	7 5%	41 1%	51 3%	29 1%	62 3%	41 2%	31 2%	99 2%
Don't know	227 5% stuwv AB	4 2%	34 7%	15 4%	17 4%	26 7%	13 3%	33 8%	32 5%	24 4%	196 5%	9 4%	17 4%	5 4%	165 5%	31 4%	76 7%	83 5%	23 2%	9 2%	173 4%	10 7%	52 2%	104 7%	38 2%	81 4%	63 3%	31 2%	227 5%
Top 2: Great deal / fair amount	1953 42% hqxz	85 45%	220 43%	171 45%	177 43%	128 37%	161 37%	138 34%	250 39%	318 52%	1649 42%	92 48%	150 39%	63 48%	1533 43%	319 42%	428 37%	680 40%	416 46%	285 62%	1910 43%	35 25%	1663 56%	281 18%	1496 62%	447 21%	1161 47%	592 41%	1953 42%
Bottom 2: Know a little / nothing	2396 51% jtwy A	95 51%	251 48%	193 50%	207 51%	181 53%	252 57%	228 56%	350 54%	251 41%	2006 51%	114 51%	215 56%	60 46%	1834 51%	411 53%	618 54%	921 54%	460 50%	165 36%	2260 51%	90 63%	1214 41%	1133 72%	839 35%	1501 72%	1201 49%	804 55%	2393 51%
Top 4: At least heard of	4349 93% hqxz	179 96%	471 91%	364 95%	384 94%	309 91%	413 94%	365 90%	601 93%	569 94%	3655 93%	205 94%	365 94%	123 94%	3367 93%	730 95%	1046 91%	1601 93%	876 97%	449 97%	4170 94%	125 88%	2877 97%	1414 90%	2335 97%	1948 93%	2361 96%	1396 96%	4346 93%

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

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Table 537

QEMP38: 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? Health visitors

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	af	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1101	2935	247	150	972	993	3044	1216	2429	715	738	738	812	820	4191	
I know a great deal	555 12% o	130 27%	15 26%	281 23%	8 12%	23 14%	145 12%	393 12%	64 23%	39 21%	246 22%	134 12%	408 12%	349 27%	166 6%	130 16%	115 13%	92 11%	106 12%	87 10%	553 12%	
I know a fair amount	1398 30% o	201 43%	21 37%	494 41%	34 49%	69 41%	337 28%	1019 31%	115 41%	70 39%	469 42%	348 31%	1021 30%	558 44%	729 27%	265 33%	263 30%	266 31%	248 27%	280 31%	1400 30%	
I know just a little	1837 39% bdiknp	104 22%	16 28%	341 28%	23 33%	60 35%	492 41%	1273 39%	81 29%	58 32%	322 29%	438 39%	1354 40%	281 22%	1312 49%	278 34%	327 40%	349 44%	386 41%	376 41%	1834 39%	
I have heard of them but know nothing about their role	558 12% bdijkn	31 7%	3 5%	61 5%	3 4%	13 8%	139 12%	398 12%	12 4%	9 5%	59 5%	125 11%	410 12%	67 5%	395 15%	91 11%	114 13%	103 12%	108 12%	103 11%	559 12%	
I have never heard of them	96 2% bdkn	1 2%	1 2%	5 4%	- 1%	2 1%	21 2%	66 2%	1 2%	1 1%	4 1%	23 2%	65 2%	9 1%	60 2%	16 2%	19 2%	19 2%	14 2%	12 1%	99 2%	
Don't know	227 5% bdfikmno	6 1%	1 2%	19 2%	1 2%	2 1%	61 5%	140 4%	5 2%	5 3%	14 1%	62 5%	126 4%	13 1%	25 1%	35 4%	36 4%	41 5%	34 4%	50 6%	227 5%	
Top 2: Great deal / fair amount	1953 42% af	331 70%	36 63%	776 65%	42 61%	91 54%	482 40%	1411 43%	179 64%	109 60%	715 64%	482 43%	1429 42%	907 71%	895 33%	395 48%	378 43%	358 41%	354 39%	367 40%	1953 42%	
Bottom 2: Know a little / nothing	2396 51% p	135 28%	19 33%	402 33%	26 37%	73 43%	630 53%	1671 51%	93 34%	67 37%	381 34%	563 50%	1764 52%	348 27%	1707 64%	369 45%	441 50%	452 52%	503 56%	479 53%	2393 51%	
Top 4: At least heard of	4349 93% a	466 98%	54 96%	1178 98%	69 98%	164 98%	1112 93%	3082 94%	272 98%	176 97%	1096 98%	1045 93%	3193 94%	1255 98%	2602 97%	764 94%	819 94%	810 93%	858 95%	846 93%	4346 93%	

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

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QEMP3C: 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? Early education and childcare services (e.g. nurseries, childminders, pre-school)

Base: All UK adults aged 16+

Gender	Age	Ethnicity	Working status	Education
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	bcdfjkn pr													an		pr	pr	pr			
I have heard of them but know nothing about their role	425 9%	23 5%	5 8%	59 5%	3 4%	12 7%	106 9%	295 9%	13 5%	9 5%	49 4%	119 10%	289 9%	43 3%	303 11%	70 9%	77 9%	87 10%	87 10%	76 8%	430 9%
I have never heard of them	41 1%	1 *	2 4%	6 *	- -	1 1%	14 1%	23 1%	1 *	1 1%	5 *	12 1%	24 1%	3 *	21 n	8 1%	12 1%	9 1%	5 1%	5 1%	40 1%
Don't know	201 4%	7 1%	1 2%	20 2%	1 1%	4 2%	55 5%	125 4%	4 2%	3 2%	16 1%	51 5%	120 4%	2 *	12 *	34 4%	28 3%	36 4%	28 3%	45 5%	201 4%
Top 2: Great deal / fair amount	2351 50%	362 77%	37 66%	846 70%	47 68%	109 65%	570 48%	1709 52%	185 66%	120 66%	795 71%	563 50%	1727 51%	975 76%	1183 44%	446 55%	435 50%	469 54%	449 50%	430 47%	2350 50%
Bottom 2: Know a little / nothing	2079 45%	103 22%	16 28%	331 27%	22 31%	54 32%	555 46%	1431 44%	88 32%	58 32%	299 27%	504 45%	1513 45%	298 23%	1471 55%	327 40%	400 46%	356 41%	424 47%	429 47%	2081 45%
Top 4: At least heard of	4430 95%	466 98%	53 94%	1176 a	69 99%	163 97%	1125 94%	3140 95%	273 98%	177 98%	1093 98%	1067 94%	3240 96%	1273 100%	2654 99%	774 95%	835 95%	825 95%	872 96%	859 95%	4431 95%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

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Table 545

QEMP3D: 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? Primary schools

Base: All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2270	2390	1373	1467	1813	607	766	751	736	736	727	349	3979	646	65*	239	150	104*	2943	1729	2043	2659	4672
Effective base	4191	2033	2152	1227	1312	1652	541	685	653	659	664	652	323	3651	492	64	212	172	126	2492	1801	2391	2991	4672
I know a great deal	1010 22%	449 20%	561 23%	399 29%	312 21%	299 16%	157 26%	242 24%	179 24%	133 18%	118 16%	127 17%	54 16%	810 20%	190 29%	17 26%	59 25%	63 40%	51 28%	695 24%	315 18%	564 28%	446 17%	1002 21%
I know a fair amount	1869 40%	911 40%	956 40%	502 37%	618 42%	750 41%	230 38%	272 36%	306 41%	312 42%	300 41%	149 43%	167 40%	246 38%	25 39%	91 38%	54 34%	76 41%	1168 40%	701 41%	832 41%	1037 39%	1883 40%	
I know just a little	1363 29%	681 30%	681 28%	328 24%	432 29%	602 33%	141 23%	188 25%	216 29%	216 29%	236 32%	248 34%	118 34%	1194 30%	157 24%	17 27%	59 25%	32 20%	49 26%	811 28%	552 32%	505 25%	857 33%	1351 29%
I have heard of them but know nothing about their role	224 5%	121 5%	102 4%	78 6%	69 5%	76 4%	41 7%	37 5%	31 4%	38 5%	34 5%	28 4%	14 4%	194 5%	26 4%	2 3%	13 5%	7 4%	5 3%	153 5%	71 4%	80 4%	144 5%	226 5%
I have never heard of them	21 *	17 1%	4 *	11 1%	4 *	6 *	8 1%	4 *	2 *	1 *	4 1%	1 *	1 *	18 *	2 *	- -	2 1%	- -	- -	14 *	7 *	11 1%	10 *	23 *
Don't know	186 4%	100 4%	86 4%	54 4%	52 3%	80 4%	31 5%	23 3%	17 2%	35 5%	44 6%	24 3%	12 4%	157 4%	26 4%	3 5%	16 7%	3 2%	4 2%	102 3%	84 5%	51 2%	135 5%	187 4%
Top 2: Great deal / fair amount	2879 62%	1360 60%	1516 63%	901 66%	990 68%	1049 58%	387 64%	514 67%	485 65%	445 61%	418 57%	427 59%	204 58%	2417 61%	436 67%	42 65%	150 63%	117 69%	126 69%	1864 63%	1016 59%	1396 68%	1483 56%	2885 62%
Bottom 2: Know a little / nothing	1586 34%	802 35%	783 33%	407 30%	501 34%	678 37%	182 30%	225 29%	247 33%	254 35%	270 37%	276 38%	132 38%	1388 35%	183 28%	20 30%	72 30%	38 24%	53 29%	964 33%	622 36%	585 29%	1001 38%	1577 34%
Top 4: At least heard of	4466 96%	2162 95%	2300 96%	1308 95%	1431 96%	1727 95%	568 94%	739 97%	732 97%	700 95%	688 93%	703 96%	336 96%	3805 96%	618 96%	62 95%	222 93%	156 98%	180 98%	2828 96%	1638 95%	1981 97%	2484 94%	4462 96%

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

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Table 546

QEMP3D: 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? Primary schools

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	167	518	388	411	341	439	406	644	607	3935	219	269	387	3311	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	522	328	338	267	362	324	545	523	3260	202	262	384	3210	725	1066	1515	410	3068	126	2653	1417	2128	1905	2223	1394	4672	
I know a great deal	1010 22%	31 17%	132 25%	78 20%	80 19%	59 17%	98 22%	79 20%	112 17%	195 32%	863 22%	45 20%	74 19%	28 22%	825 23%	140 18%	200 17%	322 19%	217 24%	184 40%	983 22%	21 15%	880 30%	124 8%	817 34%	184 9%	633 26%	279 19%	1002 21%
I know a fair amount	1869 40%	99 53%	200 39%	161 42%	170 41%	130 38%	163 37%	156 38%	270 42%	214 35%	1563 40%	94 43%	153 39%	60 39%	1430 40%	337 44%	442 38%	712 42%	402 44%	161 35%	1820 41%	41 29%	1379 46%	478 30%	1158 48%	697 33%	1031 42%	620 43%	1883 40%
I know just a little	1363 29%	46 25%	130 25%	108 28%	114 28%	121 35%	151 34%	129 32%	208 32%	147 24%	1154 29%	62 28%	115 30%	32 25%	1015 28%	238 31%	378 33%	531 31%	228 25%	90 20%	1280 29%	50 35%	604 20%	725 46%	366 15%	960 46%	658 27%	455 31%	1351 29%
I have heard of them but know nothing about their role	224 5%	8 4%	31 6%	19 5%	31 8%	11 3%	15 3%	17 4%	25 4%	24 4%	181 5%	11 5%	25 7%	6 5%	179 5%	29 4%	66 6%	80 5%	39 4%	21 5%	186 4%	20 14%	66 2%	150 10%	31 1%	177 8%	99 4%	70 5%	226 5%
I have never heard of them	21 *	- *	- *	- *	- *	1 *	2 *	3 1%	3 *	7 1%	16 *	1 *	3 1%	1 1%	18 *	2 *	2 *	10 1%	3 *	2 *	15 *	4 3%	9 1%	11 1%	7 *	11 *	7 *	7 *	23 *
Don't know	186 4%	2 1%	25 5%	17 4%	15 4%	19 6%	11 2%	22 5%	27 4%	20 3%	158 4%	7 3%	18 5%	3 2%	138 4%	24 3%	66 6%	59 3%	24 3%	3 1%	143 3%	7 5%	32 1%	82 5%	22 1%	63 3%	38 2%	27 2%	187 4%
Top 2: Great deal / fair amount	2879 62%	130 70%	332 64%	239 62%	250 61%	188 55%	260 59%	235 58%	382 59%	410 62%	2426 62%	139 63%	227 58%	88 68%	2255 62%	476 62%	642 56%	1033 60%	619 68%	345 75%	2803 63%	61 43%	2259 82%	602 42%	1975 81%	881 42%	1664 67%	899 62%	2885 62%
Bottom 2: Know a little / nothing	1586 34%	85 29%	161 31%	127 33%	146 35%	132 39%	166 38%	146 36%	232 36%	171 28%	1335 34%	73 33%	140 36%	39 30%	1194 33%	267 35%	444 38%	611 36%	267 29%	112 24%	1465 33%	70 49%	670 23%	875 56%	397 17%	1136 54%	757 31%	525 36%	1577 34%

	jstw yA		j	cjn	cjn	j	j	j	j	ast	st	au	aw	ay	A														
Top 4: At least heard of	4466	184	493	366	396	320	427	381	614	580	3761	211	367	127	3449	743	1086	1644	886	456	4269	131	2928	1477	2373	2017	2421	1424	4462
	96%	99%	95%	96%	96%	94%	97%	94%	95%	96%	96%	96%	95%	97%	96%	97%	94%	96%	97%	99%	99%	92%	99%	94%	99%	96%	98%	98%	96%
	qx	cfhm					fh											q	q	aqrs	av		ax		az	a	a		

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

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 Table 547

QEMP3D: 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? Primary schools

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	305	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	1010	172	12	397	14	44	241	743	82	47	367	220	762	491	432	197	200	201	186	182	1002
	22%	36%	21%	33%	20%	26%	20%	23%	29%	26%	33%	20%	23%	38%	24%	24%	23%	23%	21%	20%	21%
I know a fair amount	1869	186	27	537	38	73	477	1338	141	103	488	482	1349	581	1094	338	338	347	375	369	1883
	40%	39%	47%	45%	55%	44%	40%	41%	51%	57%	44%	43%	40%	45%	41%	41%	39%	40%	41%	41%	40%
I know just a little	1363	75	17	209	15	39	369	932	39	23	211	314	1003	169	982	213	247	242	280	271	1351
	29%	16%	30%	17%	22%	23%	31%	28%	14%	13%	19%	28%	30%	13%	37%	26%	28%	28%	31%	30%	29%
I have heard of them but know nothing about their role	224	29	-	37	1	9	55	150	9	2	31	64	150	25	159	40	56	38	36	37	226
	5%	6%	-	3%	2%	6%	5%	5%	3%	1%	3%	6%	4%	2%	6%	5%	6%	4%	4%	4%	5%
I have never heard of them	21	4	-	8	-	1	2	14	2	1	7	6	13	6	10	3	7	6	1	3	23
	*	1%	-	1%	-	1%	*	*	1%	1%	1%	1%	*	*	*	*	1%	1%	*	*	*
Don't know	186	8	1	15	1	2	50	111	5	5	10	43	109	7	9	25	27	35	28	47	187
	4%	2%	2%	1%	2%	1%	4%	3%	2%	3%	1%	4%	3%	1%	*	3%	3%	4%	3%	5%	4%
Top 2: Great deal / fair amount	2879	357	38	934	52	117	718	2081	223	150	855	703	2110	1072	1526	534	538	548	561	551	2885
	62%	75%	68%	78%	74%	69%	60%	63%	80%	83%	77%	62%	62%	84%	57%	66%	61%	63%	62%	61%	62%
Bottom 2: Know a little / nothing	1586	105	17	246	17	48	423	1082	48	25	243	378	1152	193	1142	254	303	281	316	308	1577
	34%	22%	30%	20%	24%	29%	35%	33%	17%	14%	22%	33%	33%	15%	42%	31%	35%	32%	35%	34%	34%
Top 4: At least heard of	4466	462	55	1180	69	165	1142	3163	271	176	1098	1081	3263	1266	2668	788	841	829	877	859	4462
	96%	98%	98%	98%	98%	98%	96%	96%	97%	97%	99%	96%	96%	99%	99%	97%	96%	95%	97%	95%	96%

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

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 Table 550

QEMP3E: 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? Local activity classes (e.g. gym, sensory or music classes)

Base: All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2368	2390	1372	1470	1830	611	761	733	737	745	722	553	4608	565	65	226	172	99	2765	1507	3014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
I know a great deal	439	213	226	212	135	92	66	146	89	46	44	33	15	342	94	5	28	37	24	348	92	269	171	427
	9%	9%	9%	15%	9%	5%	11%	19%	12%	6%	6%	5%	4%	9%	15%	7%	12%	23%	13%	12%	5%	13%	6%	9%
I know a fair amount	1211	508	702	419	428	363	177	242	236	192	154	158	52	975	226	24	69	66	67	848	362	615	596	1198
	26%	22%	29%	31%	29%	20%	29%	32%	31%	26%	21%	22%	15%	25%	35%	37%	29%	42%	37%	29%	21%	30%	23%	26%
I know just a little	1806	863	942	453	572	781	217	236	272	299	303	307	171	1586	202	21	81	39	61	1103	703	754	1052	1814
	39%	38%	39%	33%	38%	43%	36%	41%	41%	41%	41%	42%	49%	40%	31%	33%	34%	25%	33%	37%	41%	37%	40%	39%
I have heard of them but know nothing about their role	810	465	344	191	230	389	99	93	108	122	150	157	82	730	73	9	40	7	17	428	382	282	528	818
	17%	20%	14%	14%	15%	21%	16%	12%	14%	17%	20%	22%	23%	18%	11%	15%	17%	4%	9%	15%	22%	14%	20%	18%
I have never heard of them	127	73	53	31	33	62	15	16	10	23	25	28	9	109	11	-	5	4	2	63	64	45	82	135
	3%	3%	2%	2%	2%	3%	2%	2%	1%	3%	3%	4%	3%	3%	2%	-	2%	3%	1%	2%	4%	2%	3%	3%
Don't know	279	156	122	66	88	125	33	33	35	53	60	44	21	236	39	5	16	5	13	153	126	78	201	280
	6%	7%	5%	5%	6%	7%	5%	4%	5%	7%	8%	6%	6%	6%	6%	8%	7%	3%	7%	5%	7%	4%	8%	6%
Top 2: Great deal / fair amount	1650	721	928	632	563	455	243	388	325	238	197	191	67	1317	320	29	97	103	91	1196	454	884	766	1625
	35%	32%	39%	46%	38%	25%	40%	51%	43%	32%	27%	32%	19%	33%	50%	44%	41%	65%	50%	41%	26%	43%	29%	35%
Bottom 2: Know a little / nothing	2617	1328	1287	644	802	1170	422	316	381	422	453	465	252	2316	275	31	120	46	78	1531	1085	1036	1580	2632
	56%	58%	54%	47%	54%	65%	52%	43%	51%	57%	62%	64%	72%	58%	43%	47%	50%	29%	42%	52%	63%	51%	60%	56%
Top 4: At least heard of	4267	2049	2214	1276	1366	1625	559	717	706	660	651	656	319	3634	596	60	218	149	169	2727	1539	1920	2347	4257
	91%	90%	93%	93%	92%	90%	92%	94%	94%	90%	88%	90%	91%	91%	92%	92%	91%	94%	92%	93%	89%	94%	89%	91%

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

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 Table 551

QEMP3E: 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? Local activity classes (e.g. gym, sensory or music classes)

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
I know a great deal	439	9	46	28	39	30	33	36	47	111	379	17	29	14	377	46	83	132	95	104	424	11	399	36	379	57	291	111	427
9%	9%	5%	9%	7%	9%	9%	7%	9%	7%	9%	10%	8%	8%	11%	10%	6%	7%	8%	10%	10%	10%	8%	13%	2%	16%	3%	12%	8%	9%
Letters	ppqzxB									efghiklmn					p			qr		agrs		ax		az		aB			
I know a fair amount	1211	49	138	90	125	67	102	79	191	186	1027	63	90	32	960	189	268	408	260	171	1181	23	1003	206	913	294	722	374	1198
26%	26%	27%	24%	30%	20%	23%	20%	30%	31%	26%	28%	23%	24%	27%	25%	23%	24%	28%	37%	27%	27%	34%	13%	38%	14%	29%	26%	26%	
Letters	fhvxz				dfgh				adfg	fh							qr		agrs	v		ax		az		aB			
I know just a little	1806	78	188	163	137	153	192	168	235	194	1509	85	157	56	1370	310	430	711	371	122	1739	50	1095	689	812	978	957	581	1814
39%	42%	36%	43%	33%	45%	44%	41%	37%	32%	31%	39%	21%	17%	43%	38%	40%	37%	41%	41%	26%	39%	35%	37%	44%	34%	47%	39%	40%	39%
Letters	jtY	j		ej		acei	cej	ej		k	j			ej			t	qt	t				aw		ay		ay		
I have heard of them but know nothing about their role	810	39	96	74	77	51	79	75	110	75	677	37	78	19	596	170	233	334	134	42	749	36	351	439	214	571	377	290	818
17%	21%	19%	19%	19%	15%	18%	18%	17%	12%	17%	17%	20%	15%	17%	22%	20%	20%	19%	15%	9%	17%	25%	12%	28%	9%	27%	15%	20%	18%
Letters	jwY	j		j		j	j	j	j	j	j	j	j	j	ao		ast	st	t				aw		ay		aA		
I have never heard of them	127	3	14	10	13	14	12	12	14	16	108	4	9	6	100	18	42	44	13	13	106	11	43	76	27	86	49	49	135
3%	2%	3%	3%	3%	4%	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	4%	4%	3%	1%	3%	2%	1%	5%	5%	1%	4%	2%	3%	3%
Letters	swy																s					aw		ay		A			
Don't know	279	8	36	18	19	26	20	36	47	25	235	14	25	4	201	38	97	86	40	9	227	12	78	123	57	105	70	53	280
6%	5%	5%	5%	5%	8%	5%	9%	7%	7%	4%	6%	6%	6%	3%	6%	5%	8%	5%	4%	2%	5%	8%	3%	8%	2%	5%	3%	4%	6%
Letters	twyAB	jn			kn			kn									arst	t					aw		ay		Y		
Top 2: Great deal / fair amount	1650	57	184	118	164	97	135	115	239	297	1406	79	119	46	1338	235	351	540	355	275	1605	34	1402	242	1293	350	1012	485	1625
35%	31%	35%	31%	40%	28%	31%	28%	37%	37%	49%	36%	36%	31%	35%	37%	31%	30%	31%	39%	60%	36%	24%	47%	15%	54%	17%	41%	33%	35%
Letters	fhmpqrwx	h		dfghm				efghiklmn			fhm	fh			p				qr	agrs	v		ax		az		aB		
Bottom 2: Know a little / nothing	2617	118	284	237	214	204	272	243	345	269	2185	122	235	75	1966	479	664	1045	505	164	2488	86	1446	1128	1026	1549	1334	871	2632
56%	63%	55%	52%	60%	60%	62%	60%	54%	64%	56%	56%	55%	61%	57%	55%	62%	58%	61%	55%	36%	56%	60%	49%	72%	43%	74%	54%	60%	56%
Letters	jwY	ej		aeij		acei	jk						ejk		ao		ast	t				aw		ay		ay		aA	
Top 4: At least heard of	4267	175	468	355	378	301	407	358	584	566	3591	201	354	121	3303	714	1015	1585	860	440	4093	120	2847	1370	2318	1900	2347	1355	4257
91%	94%	90%	92%	88%	93%	88%	93%	91%	93%	91%	91%	92%	91%	92%	92%	93%	88%	92%	94%	95%	92%	84%	96%	87%	97%	91%	95%	93%	91%
Letters	qvx			h			h		fh								q	aq	aq		v		ax		az		aB		

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

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 Table 552

QEMP3E: 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? Local activity classes (e.g. gym, sensory or music classes)

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	439	115	9	227	11	23	99	325	43	30	214	101	324	299	115	96	107	77	71	71	427
9%	9%	24%	16%	19%	16%	14%	8%	10%	15%	16%	19%	9%	10%	23%	4%	12%	12%	9%	8%	8%	9%
Letters	o	a		a			a		a		a	ao		ao		ast	arst				
I know a fair amount	1211	175	26	447	26	61	283	883	96	55	421	306	874	558	574	231	221	230	238	230	1198
26%	37%	45%	37%	37%	36%	24%	27%	34%	30%	38%	27%	26%	44%	21%	28%	25%	26%	26%	25%	26%	26%
Letters	o	a		a		a	g		a		ao		ao		ao						
I know just a little	1806	130	17	374	20	60	467	1281	91	63	348	416	1350	319	1291	276	324	348	375	356	1814
39%	27%	30%	31%	29%	36%	39%	39%	33%	35%	31%	37%	40%	25%	48%	34%	37%	40%	41%	39%	39%	39%
Letters	bdknp													an		p	p	p	p		
I have heard of them but know nothing about their role	810	44	2	104	9	19	220	549	33	25	93	197	583	82	615	143	143	148	160	172	818
17%	9%	4%	9%	13%	11%	18%	17%	12%	14%	8%	17%	17%	6%	23%	18%	16%	17%	18%	19%	18%	
Letters	bcdkn								k					an							
I have never heard of them	127	3	1	20	2	2	43	79	6	2	16	39	83	11	66	27	40	16	17	17	135
3%	1%	1%	2%	2%	1%	4%	2%	2%	1%	1%	3%	2%	1%	2%	3%	5%	2%	2%	2%	3%	
Letters	bkn			h			h							n		arst					
Don't know	279	7	2	30	2	4	82	171	10	7	23	70	170	8	26	43	40	51	45	62	280
6%	2%	4%	2%	3%	3%	7%	5%	3%	4%	2%	6%	5%	1%	1%	5%	5%	5%	6%	5%	7%	6%
Letters	bdkno			h			h														
Top 2: Great deal / fair amount	1650	290	34	674	37	84	382	1209	139	85	635	408	1198	857	689	327	328	307	309	301	1625
35%	61%	61%	56%	53%	50%	32%	37%	50%	47%	57%	36%	35%	67%	26%	40%	37%	35%	34%	33%	35%	
Letters	go	a		a		a	g		a												

I know just a little	1844 39%	866 38%	977 41%	457 33%	616 41%	772 43%	212 35%	245 32%	304 40%	312 42%	287 39%	324 44%	161 46%	1631 41%	197 31%	24 37%	72 30%	33 21%	69 38%	1115 38%	729 42%	787 39%	1058 40%	1845 39%
I have heard of them but know nothing about their role	708 15%	419 18%	288 12%	188 14%	215 14%	305 17%	103 17%	85 11%	102 14%	112 15%	126 17%	113 16%	65 19%	613 15%	88 14%	13 19%	42 18%	14 9%	19 10%	408 14%	300 17%	230 11%	478 18%	723 15%
I have never heard of them	137 3%	79 3%	58 2%	48 3%	32 2%	57 3%	29 5%	19 2%	15 2%	17 2%	20 3%	29 4%	9 2%	109 3%	27 4%	-	13 6%	4 3%	9 5%	78 3%	60 3%	41 2%	96 4%	137 3%
Don't know	252 5%	140 6%	113 5%	69 5%	73 5%	111 6%	36 6%	27 4%	46 6%	58 8%	36 5%	18 5%	212 5%	35 5%	5 8%	15 6%	4 2%	11 6%	145 5%	107 6%	77 4%	176 7%	255 5%	
Top 2: Great deal / fair amount	1730 37%	774 34%	954 40%	611 45%	551 37%	568 31%	227 37%	384 50%	302 40%	249 34%	244 33%	226 31%	98 28%	1414 36%	299 46%	23 36%	97 41%	103 65%	76 41%	1197 41%	533 31%	909 44%	821 31%	1712 37%
Bottom 2: Know a little / nothing	2552 55%	1285 56%	1265 53%	645 47%	831 56%	1076 59%	316 52%	330 43%	406 54%	425 58%	414 56%	437 60%	226 65%	2244 56%	286 44%	36 56%	114 48%	47 30%	88 48%	1523 52%	1029 60%	1016 50%	1536 58%	2568 55%
Top 4: At least heard of	4282 92%	2059 90%	2219 93%	1256 92%	1382 93%	1644 91%	543 89%	714 93%	708 94%	674 92%	658 89%	663 91%	323 93%	3658 92%	585 91%	60 92%	211 88%	150 95%	164 89%	2721 92%	1562 90%	1925 94%	2357 90%	4280 92%

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

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Table 556

QEMP3F: 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? Local informal social activities (e.g. parent and toddler groups, walks and talks)

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (aa)	Individual (ab)	
	Unweighted total	4672	155	145	337	380	275	333	559	502	336	504	387	131	3541	830	1193	1608	935	482	4420	170	2368	1581	2378	2118	2470	1439	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3925	219	387	311	3605	769	1153	1714	913	462	4420	142	2959	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
I know a great deal	474 10%	15 8%	61 12%	27 7%	37 9%	27 8%	40 9%	39 10%	38 6%	124 20%	408 10%	16 7%	35 9%	16 12%	395 11%	56 7%	102 9%	131 8%	95 10%	120 26%	460 10%	8 6%	440 15%	33 2%	411 17%	64 3%	303 12%	129 9%	466 10%
I know a fair amount	1256 27%	60 32%	128 25%	120 31%	115 28%	84 25%	100 23%	106 26%	191 30%	1072 28%	55 25%	90 23%	38 29%	994 28%	199 26%	252 22%	479 28%	261 29%	162 35%	1221 28%	32 23%	1062 36%	191 12%	949 40%	298 14%	743 30%	393 27%	1246 27%	
I know just a little	1844 39%	79 42%	212 41%	146 38%	157 38%	136 40%	189 43%	154 38%	272 42%	200 33%	1545 39%	95 43%	159 41%	45 35%	1389 39%	332 43%	459 40%	703 41%	382 42%	127 27%	1774 40%	49 35%	1071 36%	747 48%	778 32%	1049 50%	997 40%	577 40%	1845 39%
I have heard of them but know nothing about their role	708 15%	21 11%	79 15%	52 14%	68 17%	54 16%	78 18%	65 16%	92 14%	72 12%	582 15%	39 18%	68 18%	19 14%	530 15%	134 17%	207 18%	276 16%	115 13%	43 9%	659 15%	30 21%	284 10%	404 26%	191 8%	490 23%	302 12%	273 19%	723 15%
I have never heard of them	137 3%	6 3%	8 2%	17 4%	13 3%	11 3%	12 3%	12 3%	15 2%	21 3%	114 3%	4 3%	12 3%	7 5%	106 3%	14 2%	52 5%	42 2%	24 3%	3 1%	115 3%	11 8%	56 2%	72 5%	32 1%	96 5%	55 2%	43 3%	137 3%
Don't know	252 5%	6 3%	29 6%	21 5%	21 5%	29 9%	20 5%	29 7%	36 6%	23 4%	214 5%	11 5%	22 6%	6 4%	190 5%	34 4%	81 7%	82 5%	37 4%	7 2%	197 4%	11 8%	57 2%	121 8%	40 2%	94 5%	65 3%	43 3%	255 5%
Top 2: Great deal / fair amount	1730 37%	76 40%	190 37%	147 38%	152 37%	110 32%	140 32%	145 36%	229 37%	291 48%	1479 37%	71 33%	125 32%	54 41%	1390 39%	255 33%	354 31%	611 36%	356 39%	282 61%	1681 38%	40 28%	1501 51%	224 14%	1360 57%	362 17%	1046 42%	522 36%	1712 37%
Bottom 2: Know a little / nothing	2552 55%	100 53%	292 56%	198 52%	225 55%	190 56%	267 61%	219 54%	364 57%	272 45%	2128 54%	133 61%	227 59%	64 49%	1919 53%	467 61%	666 58%	980 57%	497 54%	169 37%	2433 55%	79 56%	1354 46%	1152 73%	969 40%	1539 74%	1299 53%	850 58%	2568 55%
Top 4: At least heard of	4282 92%	175 94%	481 93%	345 90%	377 92%	301 88%	407 93%	365 90%	593 92%	563 93%	3607 92%	205 93%	353 91%	118 90%	3308 92%	722 94%	1020 88%	1590 93%	853 93%	451 98%	4114 93%	120 84%	2856 96%	1376 88%	2330 97%	1901 91%	2346 95%	1372 94%	4280 92%

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

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Table 557

QEMP3F: 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? Local informal social activities (e.g. parent and toddler groups, walks and talks)

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
	Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	474 10%	124 26%	9 17%	244 20%	11 16%	21 12%	100 8%	360 11%	43 15%	28 15%	228 20%	104 9%	355 10%	325 25%	130 5%	99 12%	109 12%	83 10%	87 10%	73 8%	466 10%
I know a fair amount	1256 27%	177 37%	18 32%	435 36%	24 34%	59 35%	300 25%	911 28%	98 35%	59 32%	411 37%	298 26%	933 28%	505 40%	665 25%	261 32%	231 26%	252 29%	216 24%	233 26%	1246 27%
I know just a little	1844 39%	132 28%	18 33%	396 33%	25 36%	67 40%	494 41%	1286 39%	99 36%	68 38%	367 33%	427 38%	1367 40%	341 27%	1275 47%	263 32%	329 38%	348 40%	400 44%	381 42%	1845 39%
I have heard of them but know nothing about their role	708 15%	33 7%	6 11%	82 7%	7 10%	19 11%	189 16%	484 15%	24 9%	15 8%	76 7%	182 16%	503 15%	78 6%	525 20%	128 16%	130 15%	118 14%	144 16%	144 16%	723 15%
I have never heard of them	137 3%	1 *	3 5%	19 2%	2 2%	1 1%	42 4%	90 3%	5 2%	5 3%	16 1%	49 4%	82 2%	21 2%	69 3%	26 3%	33 4%	22 2%	24 3%	15 2%	137 3%
Don't know	252 5%	7 1%	1 2%	26 2%	1 2%	2 1%	68 6%	158 5%	9 3%	6 3%	16 1%	71 6%	143 4%	9 1%	23 9%	38 5%	42 5%	47 5%	35 4%	62 7%	255 5%
Top 2: Great deal / fair amount	1730 37%	301 64%	28 49%	679 56%	35 50%	80 47%	399 33%	1271 39%	141 50%	87 48%	640 57%	402 36%	1288 38%	830 65%	796 30%	360 46%	340 39%	334 38%	304 34%	307 34%	1712 37%

Bottom 2: Know a little / nothing	2552 55%	165 35%	25 43%	478 40%	32 46%	86 51%	684 57%	1769 54%	124 44%	83 46%	443 40%	608 54%	1870 55%	418 33%	1800 67%	391 48%	459 52%	467 54%	543 60%	525 58%	2568 55%
Top 4: At least heard of	4282 92%	465 98%	52 93%	1157 96%	67 96%	166 98%	1083 91%	3040 92%	264 95%	170 94%	1083 97%	1010 89%	3158 93%	1248 98%	2595 97%	751 92%	799 91%	801 92%	847 94%	832 92%	4280 92%

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

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 Table 560

QEMP3G: 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? Business and employers

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minority s (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	655	653	657	657	654	323	3551	492	64	212	152	54	2492	1725	1901	2391	4072	
I know a great deal	348 7%	204 9%	143 6%	203 15%	87 6%	57 3%	53 20%	96 8%	96 20%	83 8%	25 4%	30 4%	16 3%	11 3%	262 7%	82 13%	5 7%	21 9%	32 20%	25 13%	283 10%	65 4%	235 12%	113 4%	340 7%
I know a fair amount	930 20%	500 22%	429 18%	324 24%	319 16%	286 16%	126 21%	198 26%	181 24%	139 19%	133 18%	109 15%	45 13%	770 19%	151 23%	14 21%	51 21%	53 33%	34 19%	697 24%	233 13%	455 22%	475 18%	919 20%	
I know just a little	1846 40%	879 39%	965 40%	495 36%	611 41%	739 41%	230 38%	265 35%	297 40%	314 43%	298 41%	304 42%	137 39%	1595 40%	234 36%	27 42%	95 40%	49 31%	62 34%	1126 38%	720 42%	816 40%	1030 39%	1856 40%	
I have heard of them but know nothing about their role	841 18%	401 18%	439 18%	206 15%	246 17%	389 21%	127 10%	79 16%	119 17%	127 18%	134 18%	180 25%	75 22%	735 18%	98 15%	11 16%	41 17%	18 11%	28 15%	472 16%	369 21%	317 15%	524 20%	846 18%	
I have never heard of them	147 3%	67 3%	80 3%	39 3%	54 4%	54 3%	23 4%	15 2%	24 3%	30 4%	20 3%	18 2%	16 5%	121 3%	23 4%	1 2%	10 4%	* 6%	12 3%	83 10%	64 16%	54 8%	93 3%	146 3%	
Don't know	561 12%	227 10%	334 14%	106 8%	169 11%	287 16%	48 8%	58 8%	66 9%	102 14%	121 16%	100 19%	66 19%	496 12%	58 9%	8 12%	21 9%	6 4%	23 12%	283 10%	278 16%	166 8%	395 15%	565 12%	
Top 2: Great deal / fair amount	1278 27%	704 31%	572 24%	528 38%	406 27%	343 19%	180 30%	348 45%	243 32%	163 22%	163 22%	125 17%	56 16%	1033 26%	233 36%	18 28%	72 30%	85 53%	59 32%	980 33%	298 17%	690 34%	587 22%	1259 27%	
Bottom 2: Know a little / nothing	2687 58%	1280 56%	1404 59%	701 51%	857 62%	1129 62%	356 59%	344 45%	416 55%	441 60%	432 59%	212 61%	90 61%	2330 59%	331 51%	38 58%	136 57%	67 43%	90 49%	1597 54%	1089 63%	1133 55%	1554 59%	2702 58%	
Top 4: At least heard of	3964 85%	1984 87%	1976 83%	1229 89%	1264 85%	1472 81%	536 88%	692 90%	660 90%	604 88%	595 81%	268 77%	609 84%	3363 85%	565 88%	56 86%	208 87%	152 96%	149 81%	2577 88%	1387 80%	1823 89%	2141 81%	3961 85%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 561

QEMP3G: 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? Business and employers

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	South West (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	519	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
I know a great deal	348 7%	16 8%	49 9%	25 7%	35 8%	13 4%	26 6%	14 3%	26 4%	96 16%	300 8%	15 7%	22 6%	11 8%	294 8%	41 5%	64 6%	85 5%	76 8%	113 24%	334 8%	12 8%	309 10%	37 2%	289 12%	59 3%	104 9%	340 7%	
I know a fair amount	930 20%	40 21%	107 21%	58 15%	88 21%	69 20%	70 16%	80 20%	115 18%	163 20%	789 20%	44 20%	71 18%	27 20%	727 16%	152 20%	181 16%	346 20%	220 24%	130 28%	903 20%	20 14%	751 25%	174 11%	682 28%	244 11%	557 23%	284 19%	919 20%
I know just a little	1846 40%	73 39%	181 35%	158 41%	144 35%	143 42%	197 45%	174 43%	276 43%	204 34%	1550 39%	87 40%	151 39%	57 44%	1411 39%	317 41%	440 38%	707 41%	380 42%	132 29%	1781 40%	42 30%	1158 39%	665 42%	887 37%	941 45%	1023 41%	588 40%	1856 40%
I have heard of them but know nothing about their role	841 18%	31 17%	81 16%	77 20%	83 20%	62 18%	86 20%	73 18%	114 15%	89 18%	696 18%	42 18%	84 22%	20 15%	642 18%	149 19%	236 20%	325 19%	145 16%	51 11%	787 18%	32 23%	437 15%	386 25%	317 13%	503 24%	403 16%	292 20%	846 18%
I have never heard of them	147 3%	7 4%	22 4%	16 4%	17 4%	6 2%	12 3%	10 3%	18 3%	18 3%	125 3%	7 3%	10 3%	5 4%	114 3%	21 3%	51 4%	51 3%	18 2%	14 3%	124 3%	17 12%	80 3%	65 4%	57 2%	87 4%	62 3%	55 4%	146 3%
Don't know	561 12%	20 11%	79 15%	48 13%	44 11%	49 14%	48 11%	55 14%	94 15%	37 6%	474 12%	25 12%	50 13%	12 9%	417 12%	89 12%	181 16%	200 12%	74 8%	22 5%	497 11%	18 13%	234 8%	243 15%	171 7%	258 12%	205 8%	135 9%	565 12%
Top 2: Great deal / fair amount	1278 27%	56 30%	155 30%	83 22%	123 30%	82 24%	96 22%	94 23%	259 41%	259 43%	1089 28%	59 27%	92 24%	38 29%	1021 28%	194 25%	246 21%	431 25%	296 32%	243 53%	1237 28%	32 22%	1061 36%	211 13%	971 40%	303 14%	773 31%	388 27%	1259 27%
Bottom 2: Know a little / nothing	2687 58%	104 56%	262 51%	235 62%	227 55%	204 60%	283 65%	247 61%	391 60%	293 48%	2246 57%	129 59%	235 61%	77 59%	2053 57%	466 61%	676 59%	1032 60%	524 57%	183 40%	2588 58%	75 53%	1595 54%	1051 67%	1203 50%	1444 69%	1425 58%	880 60%	2702 58%
Top 4: At least heard of	3964 85%	160 85%	417 81%	319 83%	349 85%	286 84%	379 86%	341 84%	532 83%	552 91%	3335 85%	188 86%	327 84%	114 88%	3074 85%	659 86%	921 80%	1462 85%	820 90%	425 92%	3805 86%	107 75%	2656 89%	1262 80%	2174 91%	1746 84%	2199 89%	1269 87%	3961 85%

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

QEMP3G: 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? Business and employers

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4872	459	43	1164	74	164	1233	3240	276	175	1078	1182	3370	1259	2702	889	870	882	903	911	4872
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	348	106	4	195	6	13	69	267	32	22	175	71	270	348	-	75	88	58	62	53	340
	7%	22%	7%	16%	9%	8%	6%	8%	11%	12%	16%	6%	8%	27%	-	9%	10%	7%	7%	6%	7%
	o	ac		af			g		a		a		ao		t	arst					
I know a fair amount	930	134	23	340	23	32	221	684	64	35	330	203	707	930	-	181	188	183	171	156	919
	20%	28%	40%	28%	33%	19%	19%	21%	23%	19%	30%	18%	21%	73%	-	22%	21%	21%	19%	17%	20%
	o	a		af			g		a		aj		ak		l	l	l	l	l	l	l
I know just a little	1846	152	16	415	27	75	447	1331	96	65	402	452	1344	-	1846	301	325	356	371	377	1856
	40%	32%	28%	35%	39%	44%	37%	40%	35%	36%	36%	40%	40%	-	69%	37%	37%	41%	41%	41%	40%
	bdkn			d			d		aj		aj		ak		an						
I have heard of them but know nothing about their role	841	55	7	137	8	21	242	561	39	28	119	215	599	-	841	146	150	152	179	163	846
	18%	12%	12%	11%	12%	13%	20%	17%	14%	15%	11%	19%	18%	-	31%	18%	17%	18%	20%	18%	18%
	bdkn			h			h		ak		ak		am		an						
I have never heard of them	147	11	3	44	1	12	47	89	17	10	34	50	92	-	-	29	30	27	21	27	146
	3%	2%	5%	4%	2%	7%	4%	3%	6%	6%	3%	4%	3%	-	-	4%	3%	3%	2%	3%	3%
	no			a			h		ak		ak		am		an						
Don't know	561	16	5	70	4	15	167	357	30	21	55	139	371	-	-	83	95	94	101	133	565
	12%	3%	8%	6%	5%	9%	14%	11%	11%	12%	5%	12%	11%	-	-	10%	11%	11%	11%	15%	12%
	bdkno			h			h		k		k		l		l						apqrs
Top 2: Great deal / fair amount	1278	239	26	535	29	45	290	951	95	57	504	273	977	1278	-	256	275	241	233	209	1259
	27%	47%	4%	45%	42%	27%	24%	29%	34%	31%	27%	24%	29%	100%	-	31%	31%	28%	26%	23%	27%
	g	a		af			g		a		aj		ak		l	ast	ast	ast	ast	ast	ast
Bottom 2: Know a little / nothing	2687	207	23	553	36	96	690	1892	136	93	521	667	1943	-	2687	447	474	508	550	540	2702
	58%	44%	40%	46%	51%	57%	58%	58%	49%	51%	47%	59%	57%	-	100%	55%	54%	58%	61%	59%	58%
	bdikn			d			d		aj		aj		ak		an						pq
Top 4: At least heard of	3964	446	49	1088	65	141	980	2843	231	150	1025	940	2920	1278	2687	704	750	749	783	749	3961
	85%	94%	87%	91%	93%	84%	82%	86%	83%	83%	92%	83%	86%	100%	100%	86%	86%	86%	86%	82%	85%
	g	ac		af			g		aj		aj		l		a	t	t	t	t	t	g

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

QEMP3H: 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? School nurses

Base: All UK adults aged 16+

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4872	2363	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	365	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2378	2390	1373	1487	1813	607	766	751	736	727	736	349	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
I know a great deal	456	241	215	222	137	97	69	153	100	37	42	38	17	336	118	9	38	52	19	351	105	293	163	449
	10%	11%	9%	16%	9%	5%	11%	20%	13%	5%	6%	5%	5%	8%	18%	13%	16%	33%	10%	12%	6%	14%	6%	10%
	fjklnm			aefgijk			fjklm	adefgij	aefjkim					an			an	anopqs		au		aw		
I know a fair amount	1121	509	611	395	385	341	157	238	196	189	140	140	60	915	191	18	66	52	55	760	361	538	583	1117
	24%	22%	26%	29%	26%	19%	29%	21%	26%	26%	19%	19%	17%	23%	30%	28%	28%	33%	30%	26%	21%	26%	22%	24%
	fkimn		b	afklm			fkim	adefgij	fkim					an		an	an	an	u			w		
I know just a little	2076	982	1092	505	664	907	253	351	364	368	175	175	175	1839	221	30	76	43	71	1261	815	853	1222	2085
	44%	43%	46%	37%	45%	50%	42%	33%	42%	48%	49%	51%	50%	46%	34%	47%	32%	27%	39%	43%	47%	42%	46%	45%
	dhoqr			dh		adeghi	h	dh	dghi	adeghi	adeghi	adeghi	adeghi	oqr		oqr				43%	47%	42%	46%	45%
I have heard of them but know nothing about their role	651	362	289	149	196	306	76	73	98	99	120	119	66	582	62	3	30	7	21	363	289	243	408	656
	14%	16%	12%	11%	13%	17%	13%	10%	13%	16%	19%	16%	19%	15%	10%	5%	13%	5%	12%	12%	17%	12%	16%	14%
	cdhoqr			h		adeghi	j	h	dh	dh	dh	dh	adeghi	opr	r		r		r	12%	17%	12%	16%	14%
I have never heard of them	69	36	33	20	22	27	10	11	11	12	8	13	5	59	9	*	9	-	-	44	25	23	46	69
	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%	1%	1%	4%	-	-	1%	1%	1%	2%	1%
	no			ehi			ehi		ehi					anors			anors							
Don't know	299	148	151	80	83	136	42	39	34	48	61	49	26	249	44	4	19	4	17	165	134	93	206	296
	6%	6%	6%	6%	6%	7%	7%	5%	5%	7%	7%	7%	7%	6%	7%	7%	8%	2%	9%	6%	8%	5%	8%	6%
	nv			ehi			ehi		ehi					f		f			f			av		
Top 2: Great deal / fair amount	1577	750	826	618	522	438	226	391	295	226	182	178	77	1250	309	27	104	104	74	1111	466	831	746	1566
	34%	33%	35%	45%	35%	24%	37%	51%	39%	31%	25%	25%	22%	31%	48%	41%	44%	66%	40%	38%	27%	41%	28%	34%
	fkimnu			aefgij			fkim	adefgij	afjkim					an		an	an	anopqs		au		aw		
Bottom 2: Know a little / nothing	2727	1344	1381	654	860	1212	329	325	410	450	484	487	241	2421	283	34	106	51	93	1623	1104	1096	1631	2741
	58%	59%	58%	48%	58%	67%	54%	42%	55%	61%	66%	67%	67%	61%	44%	52%	45%	32%	51%	55%	64%	54%	62%	59%
	dhoqr			h		adeghi	dh	adeghi	dh	dghi	adeghi	adeghi	adeghi	aoqrs	r	r	r	r	r	at		at		av
Top 4: At least heard of	4304	2094	2206	1272	1382	1650	556	717	706	676	666	665	319	3672	592	60	211	154	167	2734	1570	1927	2377	4307
	92%	92%	92%	93%	93%	91%	92%</																	

I know a great deal	456 10%	16 9%	53 10%	40 10%	40 10%	32 9%	30 7%	24 6%	41 6%	117 19%	393 10%	19 9%	31 8%	12 9%	398 11%	48 6%	89 8%	114 7%	103 11%	122 26%	441 10%	12 8%	419 14%	36 2%	399 17%	57 3%	300 12%	123 8%	449 10%
I know a fair amount	1121 24%	53 28%	126 24%	82 22%	119 29%	76 22%	100 23%	82 20%	150 23%	171 28%	960 24%	52 24%	75 19%	34 26%	877 24%	181 23%	243 21%	428 25%	240 26%	139 30%	1090 25%	28 20%	924 31%	192 12%	844 35%	273 13%	642 26%	359 25%	1117 24%
I know just a little	2076 44%	83 45%	214 41%	178 47%	165 40%	162 48%	204 46%	182 45%	313 49%	215 35%	1717 44%	99 45%	198 51%	62 48%	1563 43%	380 49%	525 45%	801 47%	388 43%	152 33%	1992 45%	62 44%	1240 42%	811 52%	885 37%	1168 56%	1114 45%	661 45%	2085 45%
I have heard of them but know nothing about their role	651 14%	21 11%	77 15%	57 15%	62 15%	39 11%	74 17%	74 18%	86 13%	57 9%	546 14%	33 15%	54 14%	18 13%	488 14%	113 15%	188 16%	238 14%	124 14%	39 8%	603 14%	26 18%	260 9%	370 24%	187 8%	437 21%	297 12%	232 16%	656 14%
I have never heard of them	69 1%	3 1%	9 2%	2 1%	5 1%	5 1%	8 2%	8 2%	9 1%	12 2%	61 2%	2 1%	5 1%	1 1%	58 2%	7 1%	16 1%	33 2%	10 1%	2 1%	57 1%	4 3%	30 1%	38 2%	22 1%	40 2%	29 1%	27 2%	69 1%
Don't know	299 6%	11 6%	38 7%	23 6%	19 5%	26 8%	23 5%	37 9%	44 7%	35 6%	257 7%	14 6%	25 6%	4 3%	222 6%	41 5%	93 8%	100 6%	47 5%	2 2%	244 6%	10 7%	96 3%	122 8%	66 3%	117 6%	83 3%	55 4%	296 6%
Top 2: Great deal / fair amount	1577 34%	69 37%	179 35%	122 32%	160 39%	108 32%	130 30%	106 26%	191 30%	288 47%	1353 34%	71 32%	106 27%	46 36%	1274 35%	229 30%	332 29%	542 32%	343 38%	261 56%	1530 35%	40 28%	1343 45%	228 15%	1243 52%	330 16%	943 38%	482 33%	1566 34%
Bottom 2: Know a little / nothing	2727 58%	104 56%	292 56%	235 61%	227 55%	202 59%	277 63%	256 61%	400 62%	272 45%	2263 58%	132 60%	252 65%	80 61%	2051 57%	493 64%	712 60%	1039 62%	513 56%	191 41%	2594 59%	88 62%	1501 51%	1181 75%	1071 45%	1605 77%	1412 57%	893 61%	2741 59%
Top 4: At least heard of	4304 92%	173 93%	471 91%	357 93%	386 94%	310 91%	407 93%	362 89%	591 92%	559 92%	3617 92%	203 92%	358 93%	126 97%	3325 92%	722 94%	1045 91%	1581 92%	856 94%	451 98%	4125 93%	128 90%	2844 96%	1409 90%	2314 96%	1934 93%	2355 95%	1375 94%	4307 92%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r/s/t - a/u/v - a/w/x - a/y/z - a/A/B
 *small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 567

QEMP3H: 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? School nurses

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
I know a great deal	456 10%	122 26%	10 18%	257 21%	7 11%	16 9%	95 8%	352 11%	48 17%	31 17%	227 20%	93 8%	349 10%	319 25%	116 4%	106 13%	108 12%	69 8%	87 10%	75 8%	449 10%
I know a fair amount	1121 24%	168 35%	17 30%	414 34%	24 35%	51 30%	267 22%	818 25%	84 30%	51 28%	400 36%	287 25%	811 24%	516 40%	539 20%	234 29%	214 24%	231 27%	197 22%	181 20%	1117 24%
I know just a little	2076 44%	137 29%	16 29%	404 34%	26 37%	81 48%	550 46%	1442 44%	110 40%	69 38%	373 33%	508 45%	1505 44%	346 27%	1491 55%	308 38%	379 43%	384 44%	430 47%	442 49%	2085 45%
I have heard of them but know nothing about their role	651 14%	34 7%	11 20%	86 7%	10 14%	10 6%	181 15%	442 13%	25 9%	21 11%	76 7%	153 14%	481 14%	64 5%	473 18%	108 13%	107 12%	113 13%	135 15%	137 15%	656 14%
I have never heard of them	69 1%	- -	1 2%	12 1%	- -	4 2%	17 1%	49 1%	2 1%	1 1%	12 1%	20 2%	48 1%	13 1%	35 1%	15 2%	23 3%	11 1%	7 1%	9 1%	69 1%
Don't know	299 6%	13 3%	1 2%	29 2%	2 3%	7 4%	84 7%	185 6%	8 3%	8 5%	26 2%	69 6%	191 6%	21 2%	32 1%	44 5%	43 5%	61 7%	49 5%	65 7%	296 6%
Top 2: Great deal / fair amount	1577 34%	289 61%	27 48%	672 56%	32 45%	67 40%	362 30%	1170 36%	132 48%	82 45%	627 56%	380 34%	1160 34%	835 65%	655 24%	340 42%	322 37%	300 34%	285 31%	256 28%	1566 34%
Bottom 2: Know a little / nothing	2727 58%	171 36%	27 48%	490 41%	36 51%	91 40%	731 61%	1884 57%	135 49%	90 49%	449 40%	662 59%	1985 59%	410 32%	1965 73%	416 51%	486 56%	497 64%	565 62%	579 64%	2741 59%
Top 4: At least heard of	4304 92%	461 97%	54 96%	1161 97%	68 97%	158 94%	1093 92%	3054 93%	268 96%	172 95%	1076 97%	1042 92%	3145 93%	1244 97%	2620 98%	756 93%	809 92%	797 92%	850 94%	835 92%	4307 92%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 *small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 570

QEMP3I: 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? GPs and practice nurses

Base: All Parents of children aged 0-5

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	736	239	65*	239	158	184*	2943	1729	2043	2629	4672
I know a great deal	633 14%	300 13%	333 14%	243 18%	196 13%	194 11%	87 14%	157 20%	121 16%	75 10%	77 10%	83 10%	34 10%	510 13%	116 18%	7 10%	37 15%	35 22%	37 20%	436 15%	198 11%	325 16%	308 12%	627 13%
I know a fair amount	1681 36%	760 33%	919 38%	465 34%	571 38%	645 36%	182 30%	282 37%	283 38%	287 39%	246 33%	266 37%	133 38%	1434 36%	233 36%	28 43%	87 36%	61 39%	57 31%	1074 36%	606 35%	778 38%	903 34%	1690 36%
I know just a little	1721 37%	880 39%	840 35%	464 34%	554 39%	703 39%	237 39%	227 30%	269 39%	285 39%	288 39%	125 36%	1508 38%	196 30%	21 33%	80 33%	35 22%	60 33%	60 33%	1054 36%	667 39%	718 35%	1003 38%	1718 37%
I have heard of them but know nothing about their role	389 8%	213 9%	176 7%	124 9%	97 7%	168 9%	60 10%	64 8%	52 7%	45 6%	74 10%	37 11%	330 8%	54 8%	3 5%	17 7%	17 11%	17 9%	237 8%	152 9%	145 7%	244 9%	389 8%	
I have never heard of them	24 1%	14 1%	10 *	14 1%	6 *	4 *	10 2%	4 1%	2 *	4 *	1 *	3 -	14 *	10 2%	2 2%	4 2%	4 3%	4 3%	- -	20 1%	4 *	10 *	15 1%	24 1%
Don't know	224 5%	112 5%	111 5%	62 5%	63 4%	98 5%	31 5%	32 4%	23 3%	40 5%	49 7%	30 4%	20 6%	183 5%	36 6%	4 7%	15 6%	5 3%	12 7%	123 4%	101 6%	67 3%	156 6%	224 5%

	v	u	t	s	r	q	p	o	n	m	l	k	j	i	h	g	f	e	d	c	b	a	
Top 2: Great deal / fair amount	2314 50%	1059 47%	1252 52%	708 29%	767 30%	839 33%	269 10%	439 17%	404 16%	362 14%	323 12%	349 14%	167 7%	1943 76%	349 14%	34 1%	124 5%	97 4%	94 4%	1510 58%	804 31%	1103 43%	2317 91%
Bottom 2: Know a little / nothing	2110 45%	1092 48%	1016 43%	588 23%	651 25%	871 33%	297 11%	291 11%	321 12%	330 13%	362 14%	346 13%	163 6%	1838 71%	250 10%	25 1%	96 4%	52 2%	77 3%	1291 49%	819 31%	863 32%	2107 79%
Top 4: At least heard of	4424 95%	2152 94%	2269 95%	1296 50%	1417 55%	1710 65%	566 22%	730 28%	725 28%	692 27%	686 26%	695 27%	330 13%	3781 146%	600 23%	59 2%	220 9%	149 6%	172 7%	2801 109%	1624 62%	1966 74%	4424 168%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 571

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? GPs and practice nurses

Base: All Parents of children aged 0-5

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	Greater London	England	Wales	Scotland	Northern Ireland	Urban	Rural	Up to £24,999	£25,000 up to £54,999	£55,000 up to £100,000 and above	Important	Not important	Knowledgable	Not knowledgable	Knowledgable	Not knowledgable	Collective	Individual			
		(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)	(aa)	(ab)	
Total	4672	117	113	333	421	341	422	644	607	3925	229	217	131	2605	769	113	1221	913	426	1570	1426	142	2099	1570	1426	142	2099		
I know a great deal	633 14%	31 17%	68 13%	53 14%	47 11%	46 14%	58 13%	43 11%	61 10%	126 21%	536 14%	27 12%	54 14%	17 13%	515 14%	96 13%	146 13%	202 12%	116 13%	124 27%	616 14%	11 8%	572 19%	57 4%	513 21%	114 5%	391 16%	189 13%	627 13%
I know a fair amount	1681 36%	74 39%	172 33%	141 37%	166 40%	107 31%	149 34%	133 33%	246 38%	226 37%	1413 36%	90 37%	134 35%	44 33%	1313 36%	283 37%	366 32%	639 37%	375 41%	176 38%	1637 37%	37 26%	1322 45%	345 22%	1149 48%	523 25%	949 39%	548 38%	1690 36%
I know just a little	1721 37%	62 33%	189 36%	140 37%	140 34%	143 42%	174 40%	167 41%	241 37%	187 31%	1443 37%	76 39%	151 39%	51 39%	1295 38%	299 39%	436 38%	667 39%	313 34%	117 25%	1635 37%	54 38%	869 29%	819 52%	604 25%	1087 52%	896 36%	533 37%	1718 37%
I have heard of them but know nothing about their role	389 8%	14 8%	59 11%	29 8%	32 8%	23 7%	43 10%	33 8%	52 8%	43 7%	328 8%	17 8%	33 8%	10 8%	298 8%	59 8%	119 10%	122 7%	74 8%	38 8%	339 8%	29 21%	140 5%	239 15%	87 4%	270 13%	153 6%	154 11%	389 8%
I have never heard of them	24 1%	1 1%	-	2 1%	5 1%	1 *	1 *	1 *	3 1%	5 1%	21 1%	* 1%	1 *	2 1%	21 1%	-	11 1%	8 *	2 *	1 *	19 *	3 2%	15 *	7 *	4 *	18 1%	10 *	4 *	24 1%
Don't know	224 5%	4 2%	30 6%	17 4%	20 5%	20 6%	14 3%	28 7%	40 6%	19 5%	193 4%	9 4%	16 4%	6 5%	164 5%	33 4%	74 6%	76 4%	34 4%	6 1%	180 2%	7 5%	52 2%	102 6%	45 2%	78 4%	31 2%	224 5%	
Top 2: Great deal / fair amount	2314 50%	105 56%	241 46%	194 51%	213 52%	153 45%	207 47%	177 43%	308 48%	352 58%	1949 50%	117 53%	187 48%	61 47%	1828 51%	379 49%	512 44%	841 49%	492 54%	299 65%	2253 51%	48 34%	1894 64%	402 26%	1662 69%	638 30%	1341 54%	736 51%	2317 50%
Bottom 2: Know a little / nothing	2110 45%	76 41%	248 48%	169 44%	173 42%	166 49%	217 49%	200 49%	293 46%	230 38%	1772 45%	94 43%	183 47%	62 47%	1592 44%	358 47%	555 48%	789 46%	386 42%	155 34%	1974 45%	83 59%	1008 34%	1058 67%	691 29%	1357 65%	1049 43%	687 47%	2107 45%
Top 4: At least heard of	4424 95%	181 97%	489 94%	364 95%	385 94%	319 94%	423 97%	376 93%	601 93%	582 96%	3721 95%	210 96%	371 96%	123 94%	3420 95%	737 97%	1068 93%	1630 95%	878 96%	455 98%	4227 95%	131 92%	2902 98%	1460 93%	2353 98%	1995 95%	2390 97%	1423 98%	4424 95%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 572

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? GPs and practice nurses

Base: All Parents of children aged 0-5

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	Knowledgable	Not knowledgable	1 - Most deprived	2	3	4	5 - Least deprived		
		(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)		
Total	4672	473	278	1202	724	168	1130	328	278	182	1114	1130	338	328	287	325	815	570	905	599	4672	
I know a great deal	633 14%	115 24%	18 31%	273 23%	16 22%	27 16%	169 14%	443 13%	57 21%	31 17%	254 23%	159 14%	455 13%	361 28%	226 8%	144 18%	137 16%	117 13%	116 13%	96 11%	627 13%	
I know a fair amount	1681 36%	210 44%	19 34%	551 46%	28 40%	69 41%	432 36%	1197 37%	131 47%	89 49%	502 45%	411 36%	1239 37%	656 51%	879 33%	305 37%	306 35%	319 37%	317 35%	348 38%	1690 36%	
I know just a little	1721 37%	100 21%	14 24%	297 25%	22 31%	55 33%	445 37%	1211 37%	71 25%	48 27%	288 26%	405 36%	1261 37%	219 17%	1268 37%	265 33%	313 36%	319 37%	362 37%	333 37%	1718 37%	
I have heard of them but know nothing about their role	389 8%	38 8%	3 5%	54 5%	4 5%	14 8%	87 7%	280 9%	11 4%	6 3%	53 5%	96 9%	276 8%	34 3%	280 10%	70 9%	76 9%	68 8%	74 8%	68 8%	389 8%	
I have never heard of them	24 1%	1 1%	* 1%	3 *	* 1%	- *	6 1%	15 *	2 1%	1 1%	1 *	3 *	18 1%	2 *	18 4%	7 1%	4 *	1 *	5 1%	24 1%		
Don't know	224 5%	10 2%	2 4%	24 2%	1 1%	2 1%	55 5%	142 4%	6 2%	6 3%	17 2%	56 5%	135 4%	5 *	16 1%	27 3%	36 4%	43 5%	33 4%	57 6%	224 5%	
Top 2: Great deal / fair amount	2314 50%	324 68%	37 66%	824 69%	43 62%	96 57%	601 50%	1640 50%	188 66%	120 66%	756 68%	570 50%	1693 50%	1017 80%	1105 41%	449 55%	443 51%	436 50%	434 48%	444 49%	2317 50%	
Bottom 2: Know a little / nothing	2110 45%	139 29%	17 29%	352 29%	25 36%	69 41%	532 45%	1491 45%	82 29%	54 30%	340 31%	501 44%	1537 45%	254 20%	1548 58%	335 41%	389 45%	387 45%	437 48%	402 44%	2107 45%	
Top 4: At least heard of	4424 95%	463 98%	54 95%	1176 98%	69 99%	166 99%	1132 95%	3131 95%	270 97%	174 96%	1096 98%	1071 95%	3231 95%	1271 99%	2653 99%	785 96%	832 95%	823 95%	871 96%	846 93%	4424 95%	

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

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8 Dec 2025
 Table 575

QBAU1. I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...

Base : All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority groups) (n)	Ethnic minorities (excluding White minority groups) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2368	2304	1372	1470	1830	611	761	733	737	745	732	353	4008	965	65	216	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2394	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
... will help children develop social skills and friendships	1343	638	704	326	404	613	152	175	174	230	232	251	129	1174	158	11	60	40	46	770	572	574	768	1343	
	29%	28%	29%	24%	27%	34%	25%	23%	23%	31%	32%	35%	37%	29%	24%	17%	25%	25%	25%	26%	33%	28%	29%	29%	
...	dhopt				h	adeghi				dghi	deghi	adeghi	op							op	at				
... will lead to more children having healthy and happy childhoods	1101	454	646	296	347	458	128	168	167	180	177	184	97	952	140	16	48	38	38	673	428	497	605	1133	
	24%	20%	27%	22%	23%	25%	21%	22%	22%	24%	24%	25%	28%	24%	22%	24%	20%	24%	21%	23%	25%	24%	23%	24%	
...	b		ab			d				dgh															
... will help children learn to talk and communicate with others	917	459	458	244	241	433	114	129	125	116	160	182	90	801	111	9	46	28	27	537	380	377	540	915	
	20%	20%	19%	18%	16%	24%	19%	17%	16%	22%	25%	26%	26%	20%	17%	14%	19%	18%	15%	18%	22%	18%	21%	20%	
...	ej					adeghi				dehij	adeghi	adeghi	j							at					
... will support children to be mentally healthy	879	408	470	287	318	275	108	179	164	154	125	96	53	730	143	18	39	39	47	618	261	425	454	858	
	19%	18%	20%	21%	21%	15%	18%	22%	21%	17%	13%	15%	15%	18%	22%	28%	16%	25%	25%	21%	15%	21%	17%	18%	
...	flu			fkim	afkim			fkim	fkim	fkim					n	q		nq		au		w			
... will create a happier society in the future	762	360	400	236	269	257	89	146	137	132	114	103	40	630	126	12	41	34	40	507	255	383	379	764	
	16%	16%	17%	17%	18%	14%	15%	19%	18%	18%	16%	14%	11%	16%	19%	18%	17%	21%	22%	17%	15%	19%	14%	16%	
...	fmw			fm				fgim	flm	fm					n					u		aw			
... will mean fewer people have mental health problems in the future	671	293	378	174	224	272	81	94	113	112	120	103	50	597	70	5	23	13	28	408	262	296	375	671	
	14%	13%	16%	13%	15%	15%	13%	12%	15%	15%	16%	14%	14%	15%	11%	8%	10%	8%	15%	14%	15%	14%	14%	14%	
...	of		b												ogr										
... will mean more children are ready for school	491	248	243	97	133	261	44	54	71	62	103	103	55	441	46	2	18	11	15	264	226	206	285	487	
	11%	11%	10%	7%	9%	14%	7%	7%	9%	8%	14%	14%	16%	11%	7%	2%	8%	7%	8%	9%	13%	10%	11%	10%	
...	dghopt					adeghij					adeghi	adeghi	j	op						at					
... will lead to lower levels of social inequality in the future	424	177	246	150	139	134	70	80	84	56	67	50	17	361	60	8	29	13	10	285	140	222	202	422	
	9%	8%	10%	11%	9%	7%	12%	10%	11%	8%	9%	7%	5%	9%	9%	12%	12%	8%	5%	10%	8%	11%	8%	9%	
...	fm		b	afjm	m			fjm	fjm	m										aw		aw			
... will create a loving society in the future	419	215	204	174	129	116	72	102	73	57	42	51	24	320	94	9	31	23	30	278	142	202	218	406	
	9%	9%	9%	13%	9%	6%	12%	13%	10%	8%	6%	7%	7%	8%	15%	14%	13%	15%	16%	9%	8%	10%	8%	9%	
...	fk			aefjklm	fk			aefjklm	fk						an		an	an	an						
... will support children to be physically healthy	414	210	205	138	155	121	60	78	89	66	46	53	22	345	61	4	24	21	11	292	122	188	226	414	
	9%	9%	9%	10%	10%	7%	10%	10%	12%	9%	6%	7%	6%	9%	9%	7%	10%	14%	6%	10%	7%	9%	9%	9%	
...	fku			fkim	fkim			fkim	fkim	f							ans			u					
... will lead to higher levels of academic achievement in the future	334	185	149	125	111	97	49	76	58	54	36	41	21	270	60	8	22	18	12	229	105	151	182	335	
	7%	8%	6%	9%	7%	5%	8%	10%	8%	7%	5%	6%	6%	7%	9%	13%	9%	11%	6%	8%	6%	7%	7%	7%	
...	fk		c	afkj	fk			afkim	fk						n			an		u					
... will mean fewer people have physical health problems in the future	277	140	137	100	77	100	56	44	30	47	36	43	22	237	39	2	16	12	8	178	99	114	163	277	
	6%	6%	6%	7%	5%	6%	9%	6%	4%	6%	5%	6%	6%	6%	6%	4%	7%	7%	4%	6%	6%	6%	6%	6%	
...	eik						aefhkl																		
... will lead to people living longer in the future	132	82	51	65	46	21	23	42	23	22	5	12	4	95	36	1	14	13	8	108	25	69	63	125	
	3%	4%	2%	5%	3%	1%	4%	5%	3%	3%	1%	2%	1%	2%	6%	2%	6%	8%	4%	4%	1%	3%	2%	3%	
...	fku		c	aefkim	fk		fkim	aefijklm	fk						an		an	an		u					
Something else	18	6	12	4	4	10	3	2	2	2	3	3	3	17	-	-	-	-	-	10	8	8	10	17	
	*	*	*	*	*	1%	*	*	*	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*
None of the above	105	66	39	20	37	47	9	11	23	15	21	22	5	88	13	1	9	-	2	68	36	37	67	107	
	2%	3%	2%	1%	3%	3%	1%	1%	3%	2%	3%	3%	1%	2%	3%	2%	4%	-	1%	2%	2%	2%	3%	2%	
...	c			d				dh	dh						r										
Don't know	311	186	125	80	96	135	39	41	42	55	60	51	24	276	29	7	10	2	10	178	133	85	226	315	
	7%	8%	5%	6%	6%	7%	6%	5%	6%	7%	8%	7%	7%	7%	4%	10%	4%	1%	6%	6%	8%	4%	9%	7%	
...	crv		ac					dh						or	r					t		av			
NET: Long term reason	2392	1165	1223	804	779	809	344	460	400	379	341	322	146	1991	379	40	138	99	102	1570	821	1143	1249	2386	
	51%	51%	51%	59%	52%	45%	57%	60%	53%	51%	46%	44%	42%	50%	59%	61%	58%	63%	55%	53%	48%	56%	48%	51%	
...	fkimuw			aefjklm	fkim		afkim	aefjklm	fkim		fkim	lm		an	an		n	an	an	u		aw			
NET: Short term reason	3461	1654	1805	984	1087	1391	425	558	533	554	551	559	281	2967	462	46	163	127	126	2156	1305	1556	1906	3467	
	74%	73%	76%	72%	73%	77%	70%	73%	71%	75%	75%	75%	81%	75%	72%	71%	68%	80%	69%	73%	76%	76%	72%	74%	
...	g		b			adehj				g				q				oqs				w			

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 576

QBAU1. I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...

Base : All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	340	337	340	275	372	333	559	550	3366	504	300	3541	830	1198	1686	895	442	2958	1581	2378	2118	2470	1439	4672			
Weighted total	4672	187																											

... will create a happier society in the future	762	24	95	48	64	48	68	73	106	115	640	37	64	21	600	117	181	268	151	91	737	19	496	254	404	348	447	240	764	
	16%	13%	18%	12%	16%	14%	16%	18%	16%	19%	16%	17%	16%	16%	17%	15%	16%	16%	17%	20%	17%	13%	17%	16%	17%	17%	18%	16%	16%	
... will mean fewer people have mental health problems in the future	671	25	71	54	74	44	66	60	95	69	557	36	61	16	529	106	174	241	149	54	646	22	431	232	353	314	401	204	671	
	14%	13%	14%	14%	18%	13%	15%	15%	15%	11%	14%	17%	16%	12%	15%	14%	15%	14%	16%	12%	15%	15%	15%	15%	15%	16%	14%	14%		
... will mean more children are ready for school	491	29	52	47	42	36	59	39	67	44	415	19	43	13	356	99	143	184	76	44	473	15	330	156	256	229	214	209	487	
	11%	16%	10%	12%	10%	11%	13%	10%	10%	7%	11%	9%	11%	10%	10%	13%	12%	11%	8%	9%	11%	11%	11%	11%	11%	9%	14%	10%		
... will lead to lower levels of social inequality in the future	424	13	45	31	35	34	35	45	57	69	365	18	31	11	337	71	81	155	87	66	407	15	274	145	234	189	305	88	422	
	9%	7%	9%	8%	9%	10%	8%	11%	9%	11%	9%	8%	8%	8%	9%	9%	7%	9%	10%	14%	9%	11%	9%	10%	9%	12%	6%	9%		
... will create a loving society in the future	419	13	58	36	43	24	39	39	37	75	363	14	33	10	338	57	110	141	82	59	408	9	301	114	254	160	265	116	406	
	9%	7%	11%	9%	10%	7%	9%	10%	6%	12%	9%	6%	8%	8%	9%	7%	10%	8%	9%	13%	9%	7%	10%	7%	11%	8%	11%	8%	9%	
... will support children to be physically healthy	414	16	37	29	40	33	37	61	65	355	17	30	12	332	53	86	151	99	49	398	9	291	116	222	186	233	135	414		
	9%	9%	7%	8%	10%	10%	8%	9%	10%	11%	9%	8%	8%	9%	9%	7%	7%	9%	11%	11%	9%	7%	10%	7%	9%	9%	9%	9%	9%	
... will lead to higher levels of academic achievement in the future	334	24	34	27	24	18	29	25	42	58	280	16	29	8	268	51	78	99	71	58	328	3	225	103	188	140	175	122	335	
	7%	13%	6%	7%	6%	5%	7%	6%	7%	9%	7%	7%	7%	6%	7%	7%	7%	6%	8%	13%	7%	2%	8%	7%	8%	7%	7%	8%	7%	
... will mean fewer people have physical health problems in the future	277	10	27	15	19	10	32	35	32	51	232	11	26	8	218	38	76	113	43	29	265	10	175	102	142	131	146	103	277	
	6%	5%	5%	4%	5%	3%	7%	9%	5%	8%	6%	5%	7%	6%	6%	5%	7%	7%	5%	6%	6%	7%	6%	6%	6%	6%	6%	7%	6%	
... will lead to people living longer in the future	132	8	9	6	14	8	11	16	16	41	120	5	5	3	108	14	23	47	31	24	122	9	97	33	78	51	72	51	125	
	3%	4%	2%	2%	3%	2%	3%	2%	2%	7%	3%	2%	1%	2%	3%	2%	2%	3%	3%	5%	3%	6%	3%	2%	3%	2%	3%	4%	3%	
Something else	18	-	1	-	5	4	2	2	1	-	15	1	2	-	13	2	7	4	-	2	17	1	9	7	12	5	6	5	17	
	*	-	*	-	1%	1%	*	1%	*	-	15	*	1%	-	*	*	1%	*	-	1%	*	1	*	9	*	12	5	6	5	17
None of the above	105	4	17	6	9	8	7	9	15	11	86	4	10	4	76	17	29	39	17	6	82	9	46	49	28	69	16	30	107	
	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	1%	2%	6%	2%	3%	1%	3%	2%	2%	2%	
Don't know	311	12	37	36	29	25	40	20	40	21	261	15	28	6	229	46	89	112	40	14	238	13	88	158	50	161	54	54	315	
	7%	7%	7%	10%	7%	7%	9%	5%	6%	3%	7%	7%	7%	5%	6%	6%	8%	7%	4%	3%	5%	9%	3%	10%	2%	8%	2%	4%	7%	
NET: Long term reason	2392	96	273	174	217	148	213	221	306	375	2024	111	193	63	1897	365	578	839	492	299	2306	71	1602	762	1318	1045	1406	748	2386	
	51%	53%	45%	53%	43%	49%	55%	48%	48%	62%	51%	51%	50%	49%	53%	47%	50%	49%	54%	65%	52%	50%	54%	49%	55%	50%	57%	51%	51%	
NET: Short term reason	3461	141	381	290	296	258	307	300	495	451	2920	166	274	102	2667	601	836	1277	705	350	3351	90	2344	1073	1913	1490	1913	1144	3467	
	74%	76%	74%	76%	72%	76%	70%	74%	77%	74%	74%	76%	71%	78%	74%	78%	72%	74%	77%	76%	76%	64%	79%	68%	80%	71%	78%	78%	74%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 577

QBAU1. I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4101	419	50	1053	64	144	1104	2915	247	150	972	993	3014	1129	2429	719	788	788	812	820	4072
... will help children develop social skills and friendships	1343	115	9	312	11	42	366	946	70	45	285	315	998	352	808	229	241	244	266	290	1343
	29%	24%	17%	26%	15%	25%	31%	29%	25%	26%	28%	30%	28%	30%	28%	28%	28%	28%	29%	32%	29%
... will lead to more children having healthy and happy childhoods	1101	117	12	288	14	41	283	778	86	55	251	257	817	279	679	168	204	222	222	228	1133
	24%	25%	21%	24%	21%	25%	24%	24%	31%	30%	22%	23%	24%	22%	25%	21%	23%	26%	25%	25%	24%
... will help children learn to talk and communicate with others	917	74	10	202	7	30	248	640	36	28	203	222	677	233	551	148	154	172	171	214	915
	20%	16%	18%	17%	10%	18%	21%	19%	13%	15%	18%	20%	20%	18%	21%	18%	18%	20%	19%	24%	20%
... will support children to be mentally healthy	879	112	5	274	20	40	221	632	72	52	254	199	669	248	512	149	185	163	168	171	858
	19%	24%	9%	23%	29%	24%	19%	19%	26%	29%	23%	18%	20%	19%	19%	18%	21%	19%	19%	19%	18%
... will create a happier society in the future	762	81	19	207	13	27	182	557	45	34	196	189	548	218	453	139	140	140	160	138	764
	16%	17%	34%	17%	19%	16%	15%	17%	16%	19%	18%	17%	16%	17%	17%	17%	16%	16%	18%	15%	16%
... will mean fewer people have mental health problems in the future	671	54	8	168	12	21	196	457	47	30	149	173	486	159	416	115	123	117	139	142	671
	14%	11%	15%	14%	17%	12%	16%	14%	17%	16%	13%	15%	14%	12%	15%	14%	14%	13%	15%	16%	14%
... will mean more children are ready for school	491	44	10	118	3	15	127	344	35	21	96	107	376	126	307	83	75	84	104	109	487
	11%	9%	17%	10%	4%	9%	11%	10%	13%	11%	9%	9%	11%	10%	11%	10%	9%	10%	11%	12%	10%
... will lead to lower levels of social inequality in the future	424	37	6	101	7	14	119	287	22	16	97	111	305	125	260	74	99	78	76	81	422
	9%	8%	10%	8%	10%	8%	10%	9%	8%	9%	9%	10%	9%	10%	10%	9%	11%	9%	8%	9%	9%
... will create a loving society in the future	419	66	5	140	11	14	97	308	26	11	135	107	297	153	216	91	90	92	72	49	406
	9%	14%	9%	12%	15%	8%	8%	9%	10%	6%	12%	9%	9%	12%	8%	11%	10%	11%	8%	5%	9%
... will support children to be physically healthy	414	62	4	155	12	18	87	312	29	17	148	97	305	158	213	74	91	79	80	61	414
	9%	13%	6%	13%	17%	11%	7%	9%	10%	9%	13%	9%	9%	12%	8%	9%	10%	9%	9%	7%	9%
... will lead to higher levels of academic achievement in the future	334	47	9	109	4	16	65	260	16	14	111	76	250	137	164	64	76	54	63	62	335
	7%	10%	15%	9%	6%	10%	5%	8%	6%	8%	10%	7%	7%	11%	6%	8%	9%	6%			

... will mean fewer people have physical health problems in the future	277	34	1	75	6	9	74	186	22	9	63	72	200	106	142	54	50	49	51	54	277
	6%	7%	2%	6%	9%	5%	6%	6%	8%	5%	6%	6%	6%	8%	5%	7%	6%	6%	6%	6%	6%
... will lead to people living longer in the future	132	28	2	55	2	2	26	98	15	13	45	39	90	62	65	20	33	30	25	15	125
	3%	6%	4%	5%	3%	1%	2%	3%	6%	7%	4%	3%	3%	5%	2%	2%	4%	3%	3%	2%	3%
Something else	18	-	-	2	-	-	8	10	-	-	2	5	11	2	13	4	4	-	5	2	17
	*	-	-	*	-	-	1%	*	-	-	*	*	*	*	*	*	*	-	1%	*	*
None of the above	105	2	1	20	3	5	23	72	3	3	24	31	64	21	57	22	21	20	19	10	107
	2%	*	2%	2%	4%	3%	2%	2%	1%	1%	2%	3%	2%	2%	2%	3%	2%	2%	2%	1%	2%
Don't know	311	15	2	33	1	9	75	207	1	*	35	71	198	31	137	57	39	58	58	65	315
	7%	3%	3%	3%	2%	5%	6%	6%	*	*	3%	6%	6%	2%	5%	7%	4%	7%	6%	7%	7%
NET: Long term reason	2392	281	36	691	42	83	608	1694	159	104	633	609	1720	756	1359	438	486	449	459	429	2386
	51%	59%	63%	58%	60%	49%	51%	52%	57%	57%	57%	54%	51%	59%	51%	54%	56%	52%	51%	47%	51%
NET: Short term reason	3461	370	36	942	48	126	901	2442	228	152	857	824	2558	976	2038	588	657	654	673	696	3467
	74%	78%	63%	78%	69%	75%	75%	74%	82%	84%	77%	73%	76%	76%	76%	72%	75%	75%	74%	77%	74%

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

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Q8AU2. The early years workforce includes lots of different practitioners, including midwives, health visitors, staff in nurseries, childminders and people who run groups and activities for children and families. Please list up to three specific qualities or skills you consider most important for these professionals to have when working with you and your child.

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (n)	Male (n)	Female (n)	16-34 (n)	35-54 (n)	55+ (n)	16-24 (n)	25-34 (n)	35-44 (n)	45-54 (n)	55-64 (n)	65-74 (n)	75+ (n)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (n)	Mixed / multiple ethnic groups (n)	Asian (n)	Black (n)	Other ethnicity (n)	Working (n)	Not working (n)	Graduates (n)	Non graduates (n)	
Unweighted total	532	255	266	359	153	10	283	127	26	5	4	1	385	124	6	14	49	17	473	49	353	169	522	
Weighted total	530	260	270	364	158	8**	283	130	28**	3**	1**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	351	116	6	14	91	16	428	41	321	148	522	
Accessible / available / time	4	3	1	1	3	-	1	1	2	-	-	-	3	1	-	-	1	-	4	-	3	*	4	
	1%	1%	*	*	2%	-	*	1%	6%	-	-	-	1%	1%	-	-	1%	-	1%	-	1%	*	1%	
Accountable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Accuracy / no faults / mistakes	2	-	2	2	-	-	2	-	-	-	-	-	1	1	-	-	1	-	2	-	2	-	2	
	*	-	1%	1%	-	-	1%	-	-	-	-	-	*	1%	-	-	1%	-	*	-	1%	-	*	
Adaptable / flexible / responsive	10	6	5	9	1	-	9	1	-	-	-	-	8	2	-	1	1	-	10	-	9	1	10	
	2%	2%	2%	2%	1%	-	3%	1%	-	-	-	-	2%	1%	-	5%	1%	-	2%	-	2%	1%	2%	
Admin / record keeping skills	1	*	*	1	-	-	1	-	-	-	-	-	*	*	-	-	*	-	1	-	1	-	2	
	*	*	*	*	-	-	*	-	-	-	-	-	*	*	-	-	*	-	*	-	*	-	*	
Advice / educative / informative	34	12	22	18	17	-	2	15	17	*	-	-	19	15	1	1	5	8	30	4	22	12	32	
	7%	5%	8%	5%	11%	-	3%	13%	13%	1%	-	-	5%	10%	12%	7%	5%	26%	6%	10%	6%	7%	6%	
Approachable	12	2	10	4	8	-	4	8	-	-	-	-	12	-	-	-	-	-	10	2	7	5	13	
	2%	1%	4%	1%	5%	-	1%	6%	-	-	-	-	3%	-	-	-	-	-	2%	6%	2%	3%	2%	
Artistic skills	4	2	2	4	-	-	1	3	-	-	-	-	4	-	-	-	-	-	2	2	4	-	4	
	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	1%	-	-	-	-	-	1%	5%	1%	-	1%	
Assessment skills	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
	*	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	*	
Attention to detail / observation skills	14	9	6	11	3	-	2	9	2	1	-	-	8	6	-	-	6	-	14	-	13	2	14	
	3%	3%	2%	3%	2%	-	3%	3%	1%	4%	-	-	2%	4%	-	-	7%	-	3%	-	3%	1%	3%	
Attentive	10	6	4	7	3	-	2	5	3	-	-	-	7	3	-	1	2	-	9	1	8	2	10	
	2%	2%	2%	2%	2%	-	3%	2%	2%	-	-	-	2%	2%	-	7%	2%	-	2%	3%	2%	1%	2%	
Bold / courageous	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
	*	*	-	*	-	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	*	-	*	
Calm / easy-going	13	5	9	9	4	1	4	5	4	-	1	-	10	3	-	-	2	1	11	2	7	6	14	
	3%	2%	3%	2%	2%	14%	5%	2%	3%	-	33%	-	3%	2%	-	-	3%	2%	2%	6%	2%	4%	3%	
Caring / nurturing / comforting skills	61	30	31	48	12	-	7	41	10	3	-	-	44	17	2	2	9	4	57	4	37	24	63	
	11%	11%	12%	13%	8%	-	9%	15%	7%	10%	-	-	11%	12%	37%	16%	10%	12%	12%	10%	10%	14%	12%	
Certified / trained / qualified in the relevant field	23	9	14	14	9	-	1	12	8	1	-	-	12	10	-	-	2	8	19	3	14	9	21	
	4%	3%	5%	4%	6%	-	2%	4%	6%	4%	-	-	3%	7%	-	-	3%	25%	4%	9%	4%	5%	4%	
Child centered / understanding / good way with them	17	9	8	14	3	-	3	11	2	1	-	-	13	4	-	-	4	-	16	1	13	4	17	
	3%	3%	3%	4%	2%	-	4%	7%	2%	4%	-	-	3%	3%	-	-	5%	-	3%	2%	4%	2%	3%	
Child development skills	13	6	8	12	-	1	12	-	-	1	-	-	8	5	-	2	3	-	13	*	10	3	13	
	3%	2%	3%	3%	-	15%	4%	-	-	4%	-	-	2%	4%	-	15%	3%	-	3%	1%	3%	2%	2%	
Clean / hygienic	2	1	1	2	-	-	2	-	-	-	-	-	2	-	-	-	-	-	2	-	2	-	2	
	*	*	*	1%	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	*	-	1%	-	*	
Confidence	3	1	2	1	2	-	1	1	1	1	-	-	3	-	-	-	-	-	3	-	2	1	3	
	1%	*	1%	*	1%	-	*	1%	4%	-	-	-	1%	-	-	-	-	-	1%	-	1%	1%	1%	
Creative / different approaches for different children	17	8	9	9	8	-	1	8	8	-	-	-	10	7	-	-	3	4	15	2	13	4	15	
	3%	3%	3%	3%	5%	-	1%	3%	6%	-	-	-	3%	5%	-	-	3%	13%	3%	4%	4%	2%	3%	
Critical thinking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Diagnosis / swift diagnosis	5	2	2	2	2	-	2	2	2	-	-	-	5	-	-	-	-	-	5	-	5	-	4	
	1%	1%	1%	1%	2%	-	1%	2%	2%	-	-	-	1%	-	-	-	-	-	1%	-	1%	-	1%	
Disciplined	5	3	2	4	1	-	1	3	1	-	-	-	2	2	1	1	1	-	5	-	4	1	5	
	1%	1%	1%	1%	1%	-	1%	1%	1%	-	-	-	1%	1%	20%	-	-	-	1%	-	1%	1%	1%	
Emotional Intelligence	6	2	3	4	1	-	1	3	-	1	-	-	4	2	-	-	2	-	6	4	6	-	5	
	1%	1%	1%	1%	1%	-	1%	1%	-	4%	-	-	1%	1%	-	-	2%	-	1%	-	2%	-	1%	
Empathetic / sympathetic / sensitive	89	39	49	57	29	3	10	47	25	4	-	2	60	28	2	2	20	4	81	8	69	19	93	
	17%	15%	18%	16%	18%	34%	12%	17%	20%	13%	-	45%	16%	20%	42%	14%	22%	12%	17%	19%	19%	11%	18%	
Endurance	7	1	6	6	1	-	2	4	1	-	-	-	6	1	-	-	1	-	7	-	5	2	6	
	1%	*	2%	2%	1%	-	3%	1%	1%	-	-	-	2%	1%	-	-	1%	-	1%	-	1%	1%	1%	
Enthusiastic / hard-working / passionate	17	10	8	12	5	-	1	11	4	1														

Good manner / bedside manner	4 1%	2 1%	2 1%	4 1%	-	-	2 3%	2 1%	-	-	-	-	-	1 *	3 2%	1 19%	-	2 2%	-	4 1%	-	3 1%	1 1%	4 1%
Happy / positive attitude	14 3%	9 3%	5 2%	13 3%	1 1%	-	3 3%	10 4%	1 1%	-	-	-	-	7 2%	7 5%	1 18%	2 13%	2 2%	2 7%	13 3%	*	8 2%	6 4%	13 2%
Healthy / physically able	8 2%	4 1%	4 2%	7 2%	1 1%	-	-	7 2%	-	1 4%	-	-	-	6 2%	2 2%	-	1 6%	1 2%	-	7 2%	1 2%	2 2%	-	8 2%
Helpful	3 1%	1 *	2 1%	2 1%	1 1%	-	1 1%	2 1%	1 1%	-	-	-	-	1 1%	-	-	-	-	-	3 1%	-	2 *	2 1%	4 1%
Honesty / sincerity / truthful	18 3%	13 5%	5 2%	15 4%	2 2%	-	2 2%	13 5%	1 1%	1 4%	-	-	-	14 4%	4 3%	-	-	4 4%	-	17 3%	1 3%	16 4%	2 1%	16 3%
Humble / not arrogant / condescending / patronising	7 1%	4 1%	3 1%	6 2%	1 1%	-	-	6 2%	1 1%	-	-	-	-	6 2%	1 1%	-	-	1 1%	-	6 1%	1 1%	5 1%	2 1%	6 1%
Invested	1 *	1 1%	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 1%	3%	1 1%	1 1%	1 1%
Kind / considerate / gentle	38 7%	21 8%	17 6%	29 8%	8 5%	1 14%	5 6%	24 9%	8 6%	-	-	1 33%	-	21 5%	17 12%	1 19%	1 7%	12 14%	3 9%	35 7%	4 9%	29 8%	9 6%	41 8%
Knowledgeable / smart / expert in necessary field	67 13%	29 11%	38 14%	37 10%	29 18%	1 14%	5 6%	32 11%	22 17%	7 25%	-	1 100%	-	47 12%	20 14%	1 19%	1 9%	11 13%	7 21%	60 12%	7 18%	47 13%	20 12%	67 13%
Leadership / role model	4 1%	2 1%	2 1%	3 1%	1 1%	-	1 1%	2 1%	1 1%	-	-	-	-	3 1%	1 1%	-	-	1 1%	-	4 1%	-	3 1%	1 1%	4 1%
Love / loving	19 4%	10 4%	9 3%	16 4%	3 2%	-	1 2%	14 5%	3 3%	-	-	-	-	12 3%	7 5%	-	1 7%	6 7%	-	18 4%	1 3%	18 5%	1 1%	17 3%
Loyalty	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	1 *	-	1 *
Mentally stable	1 *	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	-	1 1%	-	-	1 1%	-	1 *	-	1 *	-	1 *
Monitoring	1 *	-	1 1%	1 *	-	-	1 2%	-	-	-	-	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	1 *
Neat / tidy / well presented	5 1%	5 2%	-	5 1%	-	-	1 2%	3 1%	-	-	-	-	-	2 1%	2 2%	2 39%	-	-	-	5 1%	-	3 1%	1 1%	4 1%
Non-judgemental / Open-minded	19 4%	8 3%	11 4%	3 1%	16 10%	-	-	3 1%	13 10%	3 12%	-	-	-	10 3%	9 6%	-	2 16%	-	7 21%	18 4%	1 2%	9 3%	10 6%	15 3%
Parenting experience	3 1%	3 1%	-	2 1%	1 1%	-	-	2 1%	1 1%	-	-	-	-	2 1%	1 1%	-	-	-	-	3 1%	-	3 1%	-	3 1%
Patient / patience	87 16%	40 15%	47 17%	66 18%	20 12%	1 14%	13 16%	53 19%	13 10%	6 23%	-	1 100%	-	55 14%	31 22%	3 49%	4 27%	21 23%	4 12%	81 16%	6 15%	70 20%	16 10%	88 17%
Perseverance / persistent	2 *	1 *	1 *	2 1%	-	-	-	2 1%	-	-	-	-	-	1 *	1 1%	-	-	1 1%	-	2 *	-	1 *	1 1%	2 *
Planning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Polite	* *	- *	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	- *	* *	- *	- *	- *	- *	- *	- *	- 1%	- *	- *	- *
Practical / realistic skills	10 2%	4 1%	6 2%	9 2%	* *	5 5%	-	9 3%	-	* 1%	-	* 12%	-	8 2%	2 1%	-	-	2 2%	-	6 1%	4 at	10 3%	-	11 2%
Proactive	5 1%	5 2%	-	3 1%	1 1%	-	-	3 1%	1 1%	-	-	-	-	4 1%	1 1%	-	-	1 1%	-	5 1%	-	5 1%	-	4 1%
Problem solving / solution skills	5 1%	2 1%	2 1%	5 1%	-	-	1 2%	3 1%	-	-	-	-	-	4 1%	1 1%	1 18%	-	-	-	5 1%	-	4 1%	1 1%	4 1%
Professional / respectful behaviour	27 5%	20 8%	7 3%	21 6%	6 4%	-	7 8%	14 5%	5 4%	2 6%	-	-	-	17 4%	10 7%	2 30%	-	8 9%	-	25 5%	2 4%	22 6%	5 3%	29 6%
Providing follow ups / keeping track	1 *	-	1 *	-	-	1 15%	-	-	-	-	1 35%	-	-	1 *	-	-	-	-	-	1 *	-	-	1 1%	1 *
Punctuality / time management	2 *	2 1%	-	2 1%	-	-	-	2 1%	-	-	-	-	-	1 *	1 1%	-	-	1 1%	-	2 *	-	2 1%	-	2 *
Quality	2 *	1 *	1 *	2 1%	-	* 3%	-	2 1%	-	-	* 7%	-	-	1 *	1 1%	-	1 7%	* *	-	1 *	1 3%	2 1%	* *	3 1%
Relationship / rapport building	10 2%	6 2%	4 1%	6 2%	4 3%	-	3 3%	3 1%	2 1%	2 9%	-	-	-	5 1%	5 4%	-	1 9%	2 2%	2 7%	9 2%	1 1%	7 2%	3 2%	
Reliable	11 2%	6 2%	4 2%	8 2%	2 2%	-	-	8 3%	2 2%	-	-	-	-	8 2%	3 2%	1 18%	-	-	2 6%	9 2%	2 5%	8 2%	2 1%	
Reputation / good reputation	2 *	2 1%	-	2 *	-	-	1 1%	1 *	-	-	-	-	-	1 *	1 1%	1 19%	-	-	-	2 *	-	1 *	1 1%	2 *
Responsible	4 1%	4 2%	-	4 1%	-	-	1 2%	3 1%	-	-	-	-	-	4 1%	* *	-	-	-	-	4 *	* *	4 *	* *	4 *
Safeguarding / protection skills	* *	- *	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	- *	* *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
Social / sociable / people skills	12 2%	6 2%	6 2%	11 3%	1 1%	-	2 2%	10 3%	1 1%	-	-	-	-	11 3%	1 1%	-	-	1 1%	-	12 3%	-	12 3%	-	11 2%
Supportive / emotionally supportive	23 4%	11 4%	12 5%	18 5%	4 3%	1 13%	-	18 6%	3 2%	1 4%	1 31%	-	-	19 5%	5 3%	1 18%	1 7%	3 3%	-	22 5%	1 3%	13 4%	10 6%	24 5%
Teamworker	4 1%	1 *	3 1%	3 1%	1 1%	-	-	3 1%	1 1%	-	-	-	-	4 1%	* *	-	-	* *	-	4 1%	-	3 1%	1 1%	4 1%
Thoughtful	* *	* *	-	* *	-	-	-	* *	-	-	-	-	-	* *	-	-	-	-	-	* *	-	* *	-	1 *
Tolerance	7 1%	2 1%	5 2%	5 1%	1 1%	-	-	5 2%	1 1%	-	-	-	-	7 2%	-	-	-	-	-	7 1%	-	4 1%	3 1%	6 1%
Transparent / clear	5 1%	3 1%	2 1%	1 *	4 3%	-	-	1 *	4 3%	-	-	-	-	3 1%	2 2%	-	-	-	2 8%	5 1%	-	3 1%	2 1%	4 1%
Trust / trustworthy	19 4%	8 3%	11 4%	16 4%	3 2%	-	1 1%	15 5%	2 2%	1 3%	-	-	-	15 4%	4 3%	-	1 7%	1 1%	2 6%	16 3%	4 9%	16 4%	4 2%	19 4%
Understanding	39 7%	13 5%	26 10%	26 7%	12 8%	1 18%	5 18%	22 8%	9 7%	3 12%	1 31%	* 12%	-	27 7%	12 9%	-	1 7%	8 9%	3 9%	33 7%	6 15%	24 7%	15 9%	41 8%
Wisdom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	15 3%	7 3%	7 3%	12 3%	2 1%	* 5%	3 4%	9 3%	2 2%	-	-	* 13%	-	9 2%	5 4%	-	-	5 5%	1 2%	14 3%	1 3%	11 3%	3 2%	16 3%
Don't know	7 1%	4 1%	3 3%	7 2%	-	-	1 2%	6 2%	-	-	-	-	-	6 2%	1 1%	-	-	1 1%	-	6 1%	1 2%	6 1%	1 1%	6 1%
No answer	8 2%	5 2%	3 1%	5 1%	2 1%	1 18%	1 1%	3 1%	2 1%	1 2%	1 43%	-	-	2 2%	-	-	-	-	-	8 2%	2 2%	5 1%	3 2%	9 2%
Job titles mentioned only	5 1%	2 1%	2 1%	2 1%	2 2%	-	2 3%	-	2 2%	-	-	-	-	2 1%	2 2%	-	-	2 2%	-	5 1%	-	4 1%	1 *	5 1%
Don't know	151 28%	74 29%	76 28%	97 27%	53 33%	1 12%	32 40%	65 23%	45 35%	8 27%	1 27%	-	-	119 31%	31 22%	-	5 30%	17 19%	10 31%	142 29%	9 21%	77 21%	73 43%	145 28%

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

QBAU2. The early years workforce includes lots of different practitioners, including midwives, health visitors, staff in nurseries, childminders and people who run groups and activities for children and families. Please list up to three specific qualities or skills you consider most important for these professionals to have when working with you and your child.

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	Greater London	England	Wales	Scotland	Northern Ireland	Urban	Rural	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective	Individual		
	(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)	(aa)	(ab)	
Unweighted total	522	57	57	30	29	23	27	25	51	125	376	57	33	432	72	55	142	154	155	503	17	432	88	396	123	343	163		
Weighted total	530	11**	68*	35**	38**	30**	32**	43*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	177		
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115		
Accessible / available / time	4	-	-	1	-	-	-	-	1	1	3	*	-	3	-	-	-	1	2	4	-	3	1	3	*	-	2	4	
1%	-	-	-	4%	-	-	-	-	2%	1%	1%	2%	-	1%	-	-	-	1%	1%	1%	-	1%	1%	3%	*	-	2%	1%	
Accountable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Accuracy / no faults / mistakes	2	-	-	-	-	-	-	-	1	-	1	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	1	2	
1%	-	-	-	-	-	-	-	-	2%	-	2%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	1%	1%	
Adaptable / flexible / responsive	10	-	4	1	1	-	1	-	1	-	8	*	1	9	*	-	1	5	4	10	-	10	-	10	-	9	1	10	
2%	-	5%	3%	3%	-	4%	-	2%	-	2%	2%	2%	3%	2%	1%	-	1%	3%	3%	2%	-	2%	-	3%	-	3%	1%	2%	
Admin / record keeping skills	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	1	-	2	
1%	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-	-	-	-	-	1%	-	2	
Advice / educative / informative	34	2	2	1	-	6	2	6	1	10	31	2	1	26	8	3	11	16	5	34	-	27	7	29	5	25	7	32	
7%	15%	4%	3%	-	20%	7%	20%	2%	7%	7%	7%	3%	5%	6%	12%	6%	7%	10%	3%	7%	-	6%	8%	7%	4%	7%	5%	6%	
Approachable	12	2	1	1	-	1	-	-	1	1	8	*	3	10	1	1	2	4	3	12	-	12	*	10	2	7	4	13	
2%	21%	2%	3%	-	4%	-	-	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	-	3%	*	2%	2%	2%	4%	2%	
Artistic skills	4	-	1	-	-	-	-	1	-	2	4	-	-	3	1	-	1	-	3	4	-	4	-	3	1	3	1	4	
1%	-	1%	-	-	-	-	4%	-	2%	1%	-	-	-	1%	2%	-	1%	-	2%	1%	-	1%	-	1%	1%	1%	1%	1%	
Assessment skills	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1	
1%	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	-	1%	-	-	1%	-	1%	-	1%	-	1%	-	1%	
Attention to detail / observation skills	14	1	-	1	-	1	-	2	-	7	12	-	2	14	-	-	3	3	8	14	-	13	1	14	-	11	3	14	
3%	9%	-	3%	-	4%	-	7%	-	5%	3%	-	4%	3%	3%	-	2%	2%	5%	3%	-	3%	1%	4%	-	3%	2%	3%		
Attentive	10	-	1	-	-	1	3	-	1	1	8	1	1	9	1	2	3	3	1	10	-	10	-	7	3	7	2	10	
2%	-	2%	-	-	4%	10%	-	2%	1%	2%	2%	2%	3%	2%	2%	4%	2%	2%	1%	2%	-	2%	-	2%	2%	2%	2%		
Bold / courageous	1	-	-	-	-	-	-	-	1	1	-	-	-	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1	
1%	-	-	-	-	-	-	-	-	1%	1%	-	-	-	1%	-	-	1%	-	-	1%	-	1%	-	1%	-	1%	-	1%	
Calm / easy-going	13	-	1	2	-	-	1	-	1	3	9	*	3	11	2	1	5	6	1	13	-	13	-	10	4	10	4	14	
3%	-	2%	7%	-	-	4%	-	2%	2%	2%	2%	7%	4%	3%	3%	2%	4%	1%	3%	-	3%	-	2%	3%	3%	3%	3%		
Caring / nurturing / comforting skills	61	1	5	6	8	3	-	5	15	47	5	7	1	54	6	5	15	21	21	61	*	53	8	53	8	44	14	63	
11%	9%	8%	17%	20%	9%	-	14%	8%	15%	11%	20%	17%	9%	12%	9%	9%	10%	13%	13%	12%	2%	12%	9%	13%	7%	13%	11%	12%	
Certified / trained / qualified in the relevant field	23	-	4	1	-	2	1	2	6	3	19	2	1	21	1	4	8	5	6	23	-	19	3	21	2	16	6	21	
4%	-	6%	3%	-	6%	3%	7%	9%	2%	4%	8%	-	9%	5%	2%	8%	5%	3%	4%	4%	-	4%	4%	5%	1%	5%	4%	4%	
Child centered / understanding / good way with them	17	-	4	2	2	-	1	3	2	1	15	1	-	16	1	3	4	6	4	17	-	15	2	12	5	11	6	17	
3%	-	5%	7%	6%	-	4%	8%	3%	1%	3%	5%	-	3%	4%	2%	5%	3%	4%	2%	3%	-	3%	3%	3%	4%	3%	4%	3%	
Child development skills	13	1	1	-	-	-	-	1	1	8	12	1	-	12	1	2	2	3	7	13	-	13	*	12	2	12	-	13	
3%	11%	2%	-	-	-	-	4%	2%	6%	3%	3%	-	3%	2%	3%	1%	2%	4%	3%	3%	-	3%	1%	3%	1%	3%	-	2%	
Clean / hygienic	2	-	-	1	-	-	-	-	1	2	-	-	-	2	-	-	-	-	2	2	-	2	-	2	-	2	-	2	
1%	-	-	3%	-	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	1%	-	1%	-	1%	
Confidence	3	-	1	-	-	-	-	1	-	2	-	1	-	2	1	-	1	2	-	3	-	3	-	2	1	2	1	3	
1%	-	2%	-	-	-	-	4%	-	-	1%	-	2%	-	1%	1%	-	1%	-	-	1%	-	1%	-	1%	1%	1%	1%		
Creative / different approaches for different children	17	2	4	1	1	2	-	-	5	15	-	1	1	12	5	2	3	7	6	16	1	17	-	15	2	14	3	15	
3%	15%	5%	3%	3%	8%	-	-	4%	3%	-	2%	6%	1%	3%	7%	3%	2%	4%	4%	3%	6%	4%	4%	1%	4%	2%	3%		
Critical thinking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Diagnosis / swift diagnosis	5	-	-	-	-	-	1	1	-	2	5	-	-	5	-	-	-	2	1	5	-	5	-	4	1	2	1	4	
1%	-	-	-	-	-	4%	4%	-	2%	1%	-	-	-	1%	-	-	2%	1%	1%	1%	-	1%	-	1%	1%	1%	1%		
Disciplined	5	-	1	-	1	-	-	2	-	4	-	1	-	3	1	2	1	1	1	5	-	5	-	3	2	4	1	5	
1%	-	2%	-	3%	-	-	6%	-	-	1%	-	2%	-	1%	2%	3%	*	1%	1%	1%	-	1%	-	1%	2%	1%	1%		
Emotional Intelligence	6	-	-	-	1	-	-	-	1	3	6	-	-	6	-	-	2	4	4	6	-	3	2	4	1	2	2	5	
1%	-	-	-	3%	-	-	2%	2%	2%	1%	-	-	-	1%	-	-	1%	-	1%	1%	-	1%	3%	1%	1%	1%	1%		
Empathetic / sympathetic / sensitive	89	2	13	7	5	1	10	4	11	18	71	5	8	71	15	5	21	32	28	89	-	78	10	78	10	75	10	93	
17%	20%	20%	19%	14%	4%	29%	12%	18%	13%	16%	20%	19%	28%	16%	23%	9%	15%	21%	17%	17%	-	18%	11%	19%	9%	21%	8%	18%	
Endurance	7	-	-	1	-	-	-	1	4	1	7	-	-	7	-	-	2	2	3	6	1	6	1	6	1	4	4	6	
1%	-	-	3%	-	-	-	4%	6%	1%	2%	-	-	-	2%	-	2%	2%	2%	1%	1%	7%	1%	1%	1%	1%	1%	3%	1%	
Enthusiastic / hard-working / passionate	17	1	5	-	-	-	-	-	1	6	12	1	3	16	1	-	6	3	8	17	-	15	2	14	4	10	5	19	
3%	9%	7%	-	-	-	-	-	2%	4%	3%	4%	8%	6%	4%	2%	4%	2%	5%	3%	-	3%	2%	3%	3%	3%	4%	4%		
Ethics / morals / good person	7	-	2	-	-	-	-	1	-	2	6	*	1	4	3	-	1	2	4	7	-	5	1	7	-	7	-	7	
1%	-	3%	-	-	-	-	3%	-	2%	1%	1%	2%	-																

Admin / record keeping skills	1	1	-	1	-	-	-	1	-	-	1	-	1	*	*	-	*	-	-	*	2
Advice / educative / informative	34	32	2	29	3	3	4	29	3	1	30	14	21	11	21	9	3	4	11	8	32
Approachable	12	8	4	10	-	2	2	9	2	2	8	1	11	4	6	4	-	4	3	-	13
Artistic skills	4	4	-	4	-	-	1	3	1	1	3	-	4	3	1	1	1	2	2	-	4
Assessment skills	1	1	-	1	-	-	-	1	-	-	1	-	1	1	-	1	-	-	-	-	1
Attention to detail / observation skills	14	14	-	14	-	-	-	14	1	1	13	-	14	7	7	4	6	2	2	-	14
Attentive	10	9	1	8	-	2	4	6	4	1	6	7	3	2	8	5	3	3	*	1	10
Bold / courageous	1	1	-	1	-	-	1	-	1	-	-	-	1	1	-	1	-	-	-	-	1
Calm / easy-going	13	12	1	11	1	1	3	11	2	2	10	1	12	5	8	4	3	4	2	1	14
Caring / nurturing / comforting skills	61	52	8	56	3	2	6	55	3	4	2	15	46	31	28	15	12	9	15	8	63
Certified / trained / qualified in the relevant field	23	20	2	17	4	1	1	21	1	-	22	10	12	9	8	10	3	1	2	7	21
Child centered / understanding / good way with them	17	16	1	14	1	2	-	17	-	-	16	2	14	9	6	6	5	2	-	-	17
Child development skills	13	13	-	12	-	2	1	12	-	-	13	4	9	6	7	6	2	-	3	2	13
Clean / hygienic	2	2	-	1	1	-	-	2	-	-	2	-	2	2	-	1	-	-	1	-	2
Confidence	3	3	-	3	-	-	-	3	-	-	3	-	3	1	2	-	1	1	1	-	3
Creative / different approaches for different children	17	17	-	17	-	-	2	15	4	1	13	2	15	13	4	4	2	2	8	2	15
Critical thinking	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diagnosis / swift diagnosis	5	5	-	5	-	-	1	4	-	-	5	-	5	2	2	1	3	-	-	1	4
Disciplined	5	5	-	4	-	1	1	4	1	1	4	2	2	1	1	1	1	-	1	1	5
Emotional Intelligence	6	4	1	6	-	-	1	5	-	-	6	1	4	4	1	2	1	-	-	1	5
Empathetic / sympathetic / sensitive	89	77	11	79	3	7	13	73	11	10	74	22	66	42	40	21	22	12	14	16	93
Endurance	7	7	-	7	-	-	3	5	3	3	3	1	6	3	4	1	1	1	3	1	6
Enthusiastic / hard...working / passionate	17	15	3	17	-	-	3	15	2	1	15	4	14	11	7	7	4	2	3	1	19
Ethics / morals / good person	7	5	1	7	-	-	-	7	-	-	7	-	7	2	5	2	-	2	2	*	7
Experienced	23	21	2	20	2	1	1	20	2	2	19	4	18	8	14	1	6	*	5	11	24
Factual	2	1	1	2	-	*	*	2	*	*	2	*	2	1	*	1	-	-	1	-	3
Focused / vigilant / Diligent	4	4	-	4	-	-	-	4	-	-	4	1	3	2	2	2	-	-	2	-	4
Friendly / playful / fun	30	27	3	28	-	2	1	28	2	1	27	5	24	13	14	3	12	2	7	3	30
Good / flexible communication / listening skills	97	91	6	90	3	5	11	86	10	7	85	13	82	57	37	24	26	20	17	11	91
Good manner / bedside manner	4	4	-	4	-	-	1	3	1	-	3	1	3	2	2	3	1	-	-	-	4
Happy / positive attitude	14	9	5	12	1	-	1	10	1	1	11	-	14	8	5	3	1	3	7	-	13
Healthy / physically able	8	8	-	8	-	-	1	7	-	-	8	-	7	5	3	1	2	1	2	2	8
Helpful	3	3	-	3	-	-	1	2	1	1	2	-	3	1	2	1	2	-	*	-	4
Honesty / sincerity / truthful	18	14	4	18	-	-	2	16	1	1	17	2	16	11	7	5	3	3	5	1	16
Humble / not arrogant / condescending / patronising	7	6	1	7	-	-	1	5	-	-	7	-	7	5	1	2	1	2	1	-	6
Invested	1	1	-	1	-	-	1	-	1	1	-	1	-	-	1	1	-	-	-	-	1
Kind / considerate / gentle	38	32	6	36	1	2	4	31	7	5	31	8	31	15	23	10	11	3	12	4	41
Knowledgeable / smart / expert in necessary field	67	59	8	62	2	3	8	57	9	7	55	12	55	30	30	10	13	14	13	17	67
Leadership / role model	4	4	-	4	-	-	-	4	1	-	3	-	4	2	2	2	1	-	-	1	4
Love / loving	19	19	-	18	1	-	-	19	-	-	19	2	17	15	4	2	7	4	4	1	17
Loyalty	1	1	-	1	-	-	1	-	-	-	1	-	1	1	-	-	1	-	-	-	1
Mentally stable	1	1	-	1	-	-	1	-	-	-	1	-	1	-	1	1	-	-	-	-	1
Monitoring	1	-	1	1	-	-	1	-	1	-	1	-	1	-	1	-	-	-	-	-	1
Neat / tidy / well presented	5	5	-	5	-	-	-	5	-	-	5	-	5	3	1	2	-	1	1	-	4
Non-judgemental / Open-minded	19	15	4	17	-	2	4	13	6	4	12	6	13	9	8	6	*	3	6	3	15
Parenting experience	3	3	-	3	-	-	-	3	-	-	3	-	3	2	-	1	-	-	1	1	3
Patient / patience	87	76	11	81	1	5	11	75	10	9	73	17	69	45	38	20	17	15	22	11	88
Perseverance / persistent	2	2	-	2	-	-	-	2	-	-	2	-	2	1	1	1	-	-	-	-	2
Planning	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Polite	*	*	-	-	-	*	*	-	*	*	-	*	-	-	-	*	-	-	-	-	1

Practical / realistic skills	10	9	*	10	-	-	-	-	10	-	8	6	3	-	-	-	-	11
Proactive	5	5	-	5	-	-	4	1	4	4	1	1	4	1	1	-	2	4
Problem solving / solution skills	5	5	-	5	-	-	5	-	5	-	5	-	1	1	-	2	-	4
Professional / respectful behaviour	27	24	3	23	3	2	4	22	5	3	20	4	23	16	9	5	7	29
Providing follow ups / keeping track	1	1	-	5%	14%	5%	6%	5%	8%	7%	5%	4%	6%	6%	4%	4%	6%	6%
Punctuality / time management	2	2	-	2	-	-	2	-	2	-	2	-	2	-	1	-	1	2
Quality	2	2	*	2	*	-	2	-	2	-	2	*	2	*	1	-	1	3
Relationship / rapport building	10	9	*	10	-	-	2	8	-	-	10	3	6	2	7	2	-	9
Reliable	11	11	-	11	-	-	2	8	4	2	7	1	9	8	2	4	3	9
Reputation / good reputation	2	2	-	2	-	-	3%	2%	6%	5%	2%	1%	2%	3%	1%	3%	2%	2%
Responsible	4	4	-	4	*	-	*	4	*	*	4	-	4	2	3	*	-	4
Safeguarding / protection skills	1	1	-	1	2%	-	*	1%	*	1%	1%	-	1%	1%	*	-	3%	1
Social / sociable / people skills	12	12	*	11	1	-	-	12	-	-	12	*	12	9	2	4	1	11
Supportive / emotionally supportive	23	20	3	20	-	3	4	19	2	1	21	8	14	10	10	3	4	24
Teamworker	4	4	-	4	-	-	4	1	-	3	-	4	3	1	4	*	-	4
Thoughtful	1	1	-	1	-	-	1	2%	-	1%	-	1%	1%	3%	*	-	-	1
Tolerance	7	7	-	7	-	-	3	4	3	3	4	3	4	7	-	5	-	6
Transparent / clear	5	5	-	5	-	-	1	4	1	1	4	1	4	3	2	*	1	4
Trust / trustworthy	19	17	2	19	-	-	2%	1%	2%	3%	1%	1%	1%	*	1%	1%	2%	1%
Understanding	39	34	5	35	-	4	5	34	9	8	30	8	31	20	16	12	6	41
Wisdom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	15	14	*	15	-	-	1	13	1	-	13	1	14	12	*	3	5	16
Don't know	7	7	-	6	1	-	1	5	2	1	5	1	6	4	2	1	2	6
No answer	8	8	*	6	1	1	2	5	*	*	5	2	4	3	4	2	2	9
Job titles mentioned only	5	5	-	5	-	-	3%	1%	1%	1%	5	-	5	-	2	1	-	5
Don't know	151	132	18	133	4	13	16	116	13	9	122	35	98	63	75	38	30	145
	28%	28%	33%	28%	19%	40%	23%	27%	21%	20%	28%	32%	25%	24%	33%	29%	27%	28%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 585
 A11. To what extent do you agree or disagree, if either, with each of the following statements? Summary

Base: All UK adults aged 16+ living with children aged 0-17

	I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up	I am concerned about how the changing world of work will impact my child(ren)'s future career opportunities	I am confident that today's education is preparing my child(ren) with the technical skills that will be needed for future jobs	In a world increasingly driven by technology and AI, social and emotional skills are more important than ever
Unweighted total	1407	1407	1407	1407
Weighted total	1446	1446	1446	1446
Effective base	1266	1266	1266	1266
Strongly agree	389	445	311	623
Tend to agree	552	594	457	531
Neither agree nor disagree	289	252	362	189
Tend to disagree	146	99	220	83
Strongly disagree	50	36	76	20
Don't know	19	20	20	19
Top 2: Agree	941	1039	768	1154
Bottom 2: Disagree	196	135	296	83
Net difference	745	905	472	1070
	52%	63%	33%	74%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 586

A11.1. To what extent do you agree or disagree, if either, with each of the following statements? I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up

Base: All UK adults aged 16+ living with children aged 0-17

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	1407	712	690	363	755	89	142	449	306	112	17	4	1113	294	25	61	132	46	1208	199	799	608	1407	
Weighted total	1446	742	703	574	781	92*	149	425	465	316	69*	18**	5**	1137	294	25**	64*	121	84*	1270	175	826	620	1407
Effective base	1266	643	622	516	672	79	128	388	400	271	60	15	4	1020	230	23	57	124	44	1096	172	723	543	1407
Strongly agree	389	193	196	128	239	22	27	101	146	93	17	4	1	316	68	8	12	28	21	337	52	206	184	388

	27%	26%	28%	22%	31%	24%	18%	24%	31%	30%	25%	21%	23%	28%	23%	31%	18%	23%	25%	27%	30%	25%	30%	28%
Tend to agree	552	267	284	199	315	37	52	147	186	130	27	10	-	437	109	5	33	41	31	493	59	331	221	539
Neither agree nor disagree	289	160	130	135	136	19	48	86	79	57	15	2	1	215	73	8	16	29	20	247	43	153	136	273
Tend to disagree	146	81	65	77	58	11	13	64	35	23	6	2	2	120	26	4	4	13	5	134	12	91	55	136
Strongly disagree	50	30	20	26	22	2	4	22	13	9	2	-	-	36	14	1	-	9	4	45	5	40	11	49
Don't know	19	11	8	8	10	*	4	4	6	4	*	-	-	12	5	-	-	1	4	14	5	6	13	22
Top 2: Agree	941	460	480	327	555	60	79	248	332	223	45	14	1	753	177	12	44	70	51	830	111	537	405	927
Bottom 2: Disagree	196	111	85	104	80	13	17	86	48	32	9	2	2	156	39	5	4	22	8	179	17	131	66	185
Net difference	745	349	396	224	475	46	62	162	283	192	36	12	-1	597	138	7	40	48	43	651	94	406	339	742

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 587

A11.1. To what extent do you agree or disagree, if either, with each of the following statements? I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	Greater London	England	Wales	Scotland	Northern Ireland	Urban	Rural	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective	Individual		
Unweighted total	1407	37	114	72	131	86	76	169	254	131	134	95	1130	201	158	433	389	310	1349	48	1184	263	974	423	323	405	1407		
Weighted total	1446	46*	172	106*	137	84*	96*	199	286	1047	57	105	42*	1186	182	197	450	401	335	1389	49*	1169	268	1008	433	847	420	1407	
Effective base	1266	36	141	90	107	64	91	76	164	1011	128	133	93	1029	171	172	387	352	289	1217	42	1025	233	876	382	750	363	1407	
Strongly agree	389	13	55	31	26	22	37	28	61	52	326	17	34	309	58	60	116	114	72	375	14	316	73	293	95	234	112	388	
Tend to agree	552	16	72	35	57	31	36	44	73	110	473	23	37	443	74	72	189	156	112	535	17	459	92	400	151	332	168	539	
Neither agree nor disagree	289	13	25	18	42	23	21	13	40	58	252	10	21	246	33	41	86	78	68	278	6	216	67	166	119	143	85	273	
Tend to disagree	146	4	14	13	9	7	16	6	19	43	130	3	11	129	10	11	43	37	51	134	11	122	24	91	55	99	34	136	
Strongly disagree	50	-	6	4	1	-	5	5	4	21	46	2	1	43	6	8	9	15	19	49	1	45	5	44	6	36	12	49	
Don't know	19	-	-	6	2	2	1	-	2	2	15	2	1	16	2	4	8	2	3	18	-	11	7	10	6	2	8	22	
Top 2: Agree	941	29	127	66	83	52	73	72	134	162	798	40	71	752	132	132	305	270	184	909	31	775	165	693	246	566	280	927	
Bottom 2: Disagree	196	4	20	16	11	7	20	11	23	64	176	5	12	171	15	19	52	51	69	183	13	167	29	135	61	135	47	185	
Net difference	745	25	107	50	72	45	53	61	111	98	622	35	59	581	116	113	253	219	115	727	18	608	136	558	185	431	233	742	

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 588

A11.1. To what extent do you agree or disagree, if either, with each of the following statements? I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes	No	Other	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	Known gable	Not known gable	1 - Most deprived	2	3	4	5 - Least deprived	
Unweighted total	1407	455	63	1164	74	164	255	1096	276	175	1078	365	359	597	672	259	211	225	225	225	225	1407
Weighted total	1446	473	57*	1202	70*	168	250	1138	278	182	1114	371	312	1027	613	290	258	277	277	277	277	1407
Effective base	1266	419	50	1053	64	144	224	992	247	160	972	322	249	543	603	270	256	230	242	202	202	1407
Strongly agree	389	123	20	326	18	44	86	295	96	68	285	138	243	163	188	89	77	68	75	57	57	388
Tend to agree	552	172	23	455	23	73	100	434	122	82	415	127	414	243	260	110	105	109	99	94	94	539
Neither agree nor disagree	289	97	7	243	14	32	33	241	32	14	239	62	207	110	147	63	62	58	44	44	44	273
Tend to disagree	146	59	1	117	12	15	20	116	22	15	117	27	112	62	70	35	32	22	31	18	18	136
Strongly disagree	50	19	2	48	*	2	9	39	7	2	43	9	41	31	12	10	12	5	12	10	49	
Don't know	19	4	3	14	2	2	2	12	1	1	16	6	10	4	9	4	2	4	2	6	22	
Top 2: Agree	941	294	43	781	41	117	185	729	217	151	700	265	657	406	448	200	182	177	174	152	152	927
Bottom 2: Disagree	196	78	3	165	13	18	3	155	37	16	160	37	153	93	81	46	44	26	43	28	28	185
Net difference	745	216	40	616	29	99	156	574	189	134	540	228	505	313	367	154	139	150	131	123	123	742

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 591

A11.2. To what extent do you agree or disagree, if either, with each of the following statements? I am concerned about how the changing world of work will impact my child(ren)'s future career opportunities

Base : All UK adults aged 16+ living with children aged 0-17

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	1407	712	690	563	755	89	142	421	449	306	68	17	4	1111	264	25	61	132	46	1208	199	799	608	1407
Weighted total	1446	742	703	574	781	92*	149	425	465	316	69*	18**	5**	1137	294	25**	64*	121	84**	1270	175	826	620	1407
Effective base	1266	643	622	516	672	79	128	388	400	271	60	15	4	1020	230	23	57	124	44	1096	172	723	543	1407
Strongly agree	445	225	220	181	244	21	43	138	153	91	13	6	1	350	90	6	20	43	22	395	50	279	166	443
	31%	30%	31%	32%	31%	22%	29%	32%	33%	29%	19%	36%	23%	31%	31%	23%	31%	35%	26%	31%	29%	34%	27%	31%
Tend to agree	594	301	294	213	340	41	48	166	196	144	29	10	3	455	134	11	31	52	40	523	71	335	260	577
	41%	41%	42%	37%	44%	45%	32%	39%	42%	42%	55%	53%	3	40%	46%	44%	49%	42%	48%	41%	41%	41%	42%	41%
Neither agree nor disagree	252	131	121	104	132	16	34	70	76	56	13	2	1	208	41	5	9	16	12	213	38	123	128	240
	17%	18%	17%	18%	17%	17%	23%	17%	16%	18%	19%	9%	24%	18%	14%	21%	14%	13%	14%	17%	22%	15%	21%	17%
Tend to disagree	99	52	47	44	48	7	16	28	30	18	7	-	-	81	18	3	4	7	4	91	8	56	43	94
	7%	7%	7%	8%	6%	8%	11%	7%	6%	6%	11%	-	-	7%	6%	12%	7%	6%	5%	7%	5%	7%	7%	7%
Strongly disagree	36	20	16	22	9	5	5	17	5	4	5	-	-	31	3	-	-	3	-	34	2	25	11	32
	2%	3%	2%	4%	1%	5%	3%	4%	1%	1%	7%	-	-	3%	1%	-	1%	3%	-	3%	1%	3%	2%	2%
Don't know	20	14	6	10	9	2	3	7	5	3	2	-	-	11	7	-	-	1	6	14	6	9	11	21
	1%	2%	1%	2%	1%	2%	2%	2%	1%	2%	-	-	-	1%	2%	-	-	1%	7%	1%	3%	1%	2%	1%
Top 2: Agree	1039	525	513	394	584	62	91	303	349	235	42	16	4	805	224	16	51	95	62	918	121	613	426	1020
	72%	71%	73%	69%	75%	68%	61%	71%	75%	74%	61%	91%	76%	71%	76%	67%	79%	78%	74%	72%	69%	74%	69%	72%
Bottom 2: Disagree	135	71	63	66	57	12	21	45	35	22	12	-	-	112	22	3	5	10	4	124	10	81	54	126
	9%	10%	9%	11%	7%	13%	14%	11%	7%	7%	18%	-	-	10%	7%	12%	7%	8%	5%	10%	6%	10%	9%	9%
Net difference	905	454	451	328	527	50	69	259	314	213	30	16	4	693	203	14	46	85	58	794	111	533	372	894
	63%	61%	64%	57%	68%	54%	47%	61%	68%	67%	43%	91%	76%	61%	69%	55%	72%	70%	69%	62%	63%	65%	60%	64%

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

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8 Dec 2025
 Table 592

A11.2. To what extent do you agree or disagree, if either, with each of the following statements? I am concerned about how the changing world of work will impact my child(ren)'s future career opportunities

Base : All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 and above (s)	Important (t)	Not important (u)	Known gable (v)	Not known gable (w)	Known gable (x)	Not known gable (y)	Collective (A)	Individual (B)		
Unweighted total	1407	37	144	92	111	66	96	78	169	254	1047	131	134	95	1130	201	198	433	389	110	1349	48	1134	263	974	423	823	405	1407
Weighted total	1446	46*	172	106*	137	84*	116*	96*	199	286	1241	57	105	42*	1186	182	197	450	401	325	1389	49*	1169	268	1004	433	847	420	1407
Effective base	1266	36	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	172	387	352	289	1217	42	1025	233	876	382	750	363	1407
Strongly agree	445	13	59	37	27	23	33	27	57	101	377	17	34	17	361	60	54	118	138	111	437	7	373	71	357	86	282	118	443
	31%	27%	34%	36%	19%	27%	29%	28%	29%	35%	30%	29%	33%	39%	30%	33%	28%	26%	34%	34%	31%	15%	32%	27%	37%	36%	33%	28%	31%
Tend to agree	594	22	76	34	60	37	40	40	94	103	508	26	42	19	488	74	93	201	153	118	574	20	497	96	411	182	357	179	577
	41%	48%	44%	33%	44%	45%	35%	42%	48%	36%	41%	45%	40%	44%	41%	40%	47%	45%	38%	36%	41%	40%	42%	36%	41%	42%	42%	43%	41%
Neither agree nor disagree	252	7	27	18	31	19	26	18	25	49	221	10	17	4	210	27	31	83	72	54	231	15	185	60	142	106	123	77	240
	17%	16%	16%	17%	23%	22%	22%	19%	13%	22%	17%	18%	17%	8%	18%	17%	16%	19%	18%	17%	21%	30%	16%	22%	14%	25%	14%	18%	17%
Tend to disagree	99	3	6	6	13	3	13	7	14	18	83	3	10	3	84	12	10	27	32	22	94	5	71	28	59	40	62	27	94
	7%	5%	3%	6%	10%	3%	11%	8%	7%	6%	7%	5%	10%	7%	7%	6%	5%	6%	8%	7%	7%	10%	6%	10%	6%	9%	7%	6%	7%
Strongly disagree	36	1	2	6	3	-	3	2	6	9	34	*	1	-	26	7	5	8	6	17	33	2	28	7	26	10	22	12	32
	2%	3%	1%	6%	2%	-	3%	3%	3%	3%	3%	1%	1%	-	2%	4%	2%	2%	1%	5%	2%	4%	2%	3%	3%	2%	3%	3%	2%
Don't know	20	-	1	3	3	2	-	1	2	5	18	2	-	*	16	3	4	12	1	2	20	-	15	5	8	9	1	7	21
	1%	-	1%	3%	2%	3%	-	1%	1%	2%	1%	3%	-	1%	1%	2%	2%	3%	*	1%	1%	-	1%	2%	1%	2%	*	2%	1%
Top 2: Agree	1039	35	135	72	87	60	73	67	152	204	885	43	77	35	849	134	147	319	292	230	1010	27	870	167	768	268	639	297	1020
	72%	76%	79%	68%	63%	72%	63%	70%	76%	71%	71%	74%	73%	83%	72%	74%	75%	71%	73%	71%	73%	55%	74%	62%	77%	62%	75%	71%	72%
Bottom 2: Disagree	135	4	8	12	17	3	17	10	20	28	117	3	11	3	111	18	15	35	37	39	127	7	99	35	85	50	84	39	126
	9%	8%	5%	11%	12%	3%	14%	10%	10%	10%	9%	5%	11%	7%	9%	10%	7%	8%	9%	12%	9%	15%	8%	13%	8%	12%	10%	9%	9%
Net difference	905	31	127	60	70	58	57	57	132	176	768	40	66	32	738	116	133	284	255	191	883	20	770	132	684	218	555	258	894
	63%	67%	74%	57%	51%	69%	49%	60%	66%	61%	62%	69%	63%	76%	62%	64%	67%	63%	63%	59%	64%	41%	66%	49%	68%	50%	66%	61%	64%

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

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 Table 593

A11.2. To what extent do you agree or disagree, if either, with each of the following statements? I am concerned about how the changing world of work will impact my child(ren)'s future career opportunities

Base : All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	1407	459	67	1164	74	164	255	1096	276	175	1078	365	989	597	672	299	281	255	271	225	1407	
Weighted total	1446	473	53*	1202	70*	168	250	1138	278	182	1114	371	1027	613	686	312	290	258	277	230	1407	
Effective base	1266	419	59	1053	61																	

Neither agree nor disagree	252 17%	84 18%	10 17%	207 17%	14 21%	29 17%	36 14%	201 18%	44 16%	21 12%	194 17%	56 15%	178 17%	93 15%	126 18%	58 19%	54 19%	42 16%	42 15%	q 17%	240 17%
Tend to disagree	99 7%	35 7%	* 1%	77 6%	3 4%	19 11%	17 7%	75 7%	12 4%	6 3%	82 7%	19 5%	75 7%	33 5%	56 8%	24 8%	17 6%	18 7%	26 9%	11 5%	94 7%
Strongly disagree	36 2%	17 4%	1 2%	33 3%	1 2%	1 1%	9 3%	27 2%	9 3%	8 4%	26 2%	4 1%	30 3%	18 3%	24 2%	6 2%	8 3%	2 1%	11 4%	6 3%	32 2%
Don't know	20 1%	7 1%	3 5%	17 1%	1 1%	1 1%	2 1%	11 1%	4 2%	3 1%	14 1%	5 1%	12 1%	7 1%	7 1%	5 2%	* 2%	5 1%	3 1%	6 3%	21 1%
Top 2: Agree	1039 72%	331 70%	43 76%	868 72%	51 73%	118 70%	186 74%	823 72%	209 75%	144 79%	799 72%	286 77%	732 71%	461 75%	483 70%	219 70%	211 73%	191 74%	194 70%	168 73%	1020 72%
Bottom 2: Disagree	135 9%	52 11%	2 3%	110 9%	4 6%	20 12%	25 10%	102 9%	20 7%	14 8%	108 10%	23 6%	105 10%	51 8%	70 10%	30 10%	25 9%	20 8%	37 13%	17 7%	126 9%
Net difference	905 63%	279 59%	41 73%	759 63%	47 67%	98 58%	161 64%	721 63%	189 68%	130 71%	691 62%	262 71%	627 61%	410 67%	413 60%	189 61%	186 64%	171 66%	157 57%	150 65%	894 64%

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

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 Table 596

A11.3. To what extent do you agree or disagree, if either, with each of the following statements? I am confident that today's education is preparing my child(ren) with the technical skills that will be needed for future jobs

Base: All UK adults aged 16+ living with children aged 0-17

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	1407	712	690	563	755	89	142	421	449	306	68	17	4	1111	264	25	61	132	46	1208	199	799	608	1407
Weighted total	1446	742	703	574	781	92*	149	425	465	316	69*	18**	5**	1137	294	25**	64*	121	84*	1270	175	826	620	1407
Effective base	1266	643	622	516	672	79	126	388	400	271	60	15	4	1020	230	23	57	124	44	1096	172	723	543	1407
Strongly agree	311 22%	183 25%	129 18%	198 aefgij k	103 13%	10 11%	36 efij	162 aefgij k	35 15%	10 11%	14% 14%	- -	- -	225 20%	84 ans	2 9%	11 18%	59 anoqs	11 13%	295 u	16 9%	247 aw	64 10%	302 21%
Tend to agree	457 32%	247 33%	209 30%	189 33%	234 30%	34 37%	53 36%	136 32%	135 29%	99 31%	22 32%	9 52%	3 54%	351 31%	100 34%	8 33%	24 37%	42 34%	27 32%	399 31%	58 33%	268 32%	188 30%	442 31%
Neither agree nor disagree	362 25%	175 24%	187 27%	112 20%	221 28%	28 31%	36 24%	76 18%	124 31%	97 27%	19 27%	7 42%	2 46%	294 26%	63 22%	10 40%	19 29%	13 11%	22 26%	316 25%	46 26%	163 20%	199 32%	349 25%
Tend to disagree	220 15%	95 13%	125 18%	56 10%	150 16%	14 16%	19 13%	37 9%	87 20%	63 19%	13 19%	1 6%	- -	183 16%	36 15%	4 12%	8 12%	5 4%	19 23%	183 14%	36 21%	99 12%	120 19%	220 16%
Strongly disagree	76 5%	34 5%	42 6%	12 2%	59 8%	5 2%	3 2%	9 8%	39 6%	21 7%	5 7%	- -	- -	71 6%	5 2%	1 3%	- -	2 2%	2 2%	63 5%	13 8%	34 4%	42 7%	74 5%
Don't know	20 1%	9 1%	11 1%	6 1%	13 2%	* 1%	1 1%	5 1%	11 2%	2 1%	1 1%	- -	- -	13 1%	6 2%	- -	3 4%	- -	4 5%	14 1%	6 3%	14 2%	6 1%	20 1%
Top 2: Agree	768 53%	429 58%	338 48%	387 aefgij k	337 43%	44 48%	90 60%	298 70%	203 44%	134 42%	32 46%	9 54%	3 54%	576 51%	184 63%	10 42%	35 55%	101 83%	38 45%	694 u	74 42%	515 aw	253 41%	744 53%
Bottom 2: Disagree	296 20%	129 17%	167 24%	68 adh	209 27%	19 21%	22 15%	46 11%	125 27%	84 adgh	18 adh	1 6%	- -	255 or	40 18%	4 24%	8 12%	7 6%	21 25%	246 r	50 28%	134 at	162 aw	294 21%
Net difference	472 33%	300 40%	171 24%	319 56%	128 16%	25 27%	68 46%	251 59%	78 17%	50 16%	14 20%	8 46%	3 54%	321 28%	144 49%	6 25%	28 43%	93 77%	17 20%	448 35%	24 14%	382 46%	90 15%	450 32%

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

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 Table 597

A11.3. To what extent do you agree or disagree, if either, with each of the following statements? I am confident that today's education is preparing my child(ren) with the technical skills that will be needed for future jobs

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Region											Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total		
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)		Collective (A)	Individual (B)
Unweighted total	1407	87	144	92	111	66	96	78	169	254	1047	131	134	95	1130	201	198	433	1349	310	1134	263	974	423	823	405	1407		
Weighted total	1446	46*	172	106*	137	84*	116*	96*	199	286	1241	57	105	42*	1186	182	197	450	325	1389	49*	1169	268	1004	433	847	420	1407	
Effective base	1266	36	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	172	387	352	1217	42	1025	233	876	382	750	363	1407	
Strongly agree	311 22%	13 28%	42 24%	21 20%	19 14%	14 16%	12 10%	14 14%	29 15%	109 38%	272 22%	9 16%	23 21%	7 18%	282 24%	24 13%	29 15%	61 14%	81 20%	138 42%	304 22%	5 11%	287 25%	24 9%	276 27%	36 8%	219 26%	70 17%	302 21%
Tend to agree	457 32%	17 37%	49 29%	34 32%	47 34%	29 34%	35 30%	30 32%	64 32%	93 33%	399 32%	16 32%	26 25%	15 36%	365 31%	64 35%	66 33%	146 36%	116 29%	106 33%	440 32%	16 33%	387 33%	70 26%	328 33%	126 29%	263 31%	144 34%	442 31%
Neither agree nor disagree	362 25%	9 20%	38 22%	19 18%	38 f	11 13%	40 34%	30 32%	62 31%	60 21%	307 25%	12 22%	32 30%	11 25%	293 25%	45 25%	50 25%	133 30%	117 29%	42 13%	348 25%	10 21%	262 22%	91 34%	203 20%	156 36%	189 22%	99 24%	349 25%
Tend to disagree	220 15%	6 13%	33 19%	25 24%	20 14%	19 23%	18 15%	14 15%	30 15%	14 5%	180 15%	16 28%	18 17%	6 13%	172 15%	34 18%	39 20%	79 18%	58 14%	28 9%	204 15%	15 31%	160 14%	60 22%	142 14%	77 18%	119 14%	81 19%	220 16%
Strongly disagree	76 5%	1 2%	9 5%	3 3%	8 6%	8 9%	10 8%	8 8%	13 6%	7 3%	66 5%	3 5%	5 5%	3 6%	56 5%	13 7%	10 5%	26 6%	20 5%	11 3%	74 5%	2 4%	63 5%	13 5%	48 5%	28 6%	47 6%	23 5%	74 5%
Don't know	20 1%	- -	1 1%	3 3%	5 4%	3 4%	1 1%	1 *	2 *	17 1%	1 1%	1 1%	1 1%	18 1%	2 1%	3 2%	4 1%	9 2%	* 1%	18 1%	- 1%	10 4%	10 4%	6 1%	11 2%	9 1%	3 1%	20 1%	
Top 2: Agree	768 53%	30 65%	91 53%	55 52%	67 49%	42 50%	47 41%	44 46%	93 47%	202 71%	671 54%	25 44%	49 47%	23 54%	648 55%	88 49%	95 48%	207 46%	197 49%	244 75%	745 54%	22 44%	674 58%	94 35%	604 60%	161 37%	482 57%	214 51%	744 53%
Bottom 2: Disagree	296 20%	7 15%	42 24%	29 27%	27 20%	27 32%	28 24%	22 23%	43 22%	22 8%	246 20%	18 32%	23 22%	8 19%	228 19%	47 26%	49 25%	105 23%	78 19%	39 12%	278 20%	17 35%	223 19%	73 27%	190 19%	105 24%	167 20%	104 25%	294 21%
Net difference	472 33%	23 50%	49 28%	27 25%	39 29%	15 18%	20 17%	22 23%	50 25%	180 63%	425 34%	7 12%	25 24%	15 35%	420 35%	42 23%	46 23%	102 23%	119 30%	205 63%	467 34%	5 9%	451 39%	21 8%	414 41%	57 13%	315 37%	110 26%	450 32%

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

* small base

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 598

A11.3. To what extent do you agree or disagree, if either, with each of the following statements? I am confident that today's education is preparing my child(ren) with the technical skills that will be needed for future jobs

Base : All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)		Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1407	459	63	1164	74	164	255	1078	216	183	1078	365	389	597	672	299	211	255	271	225	1407	
Weighted total	1446	473	57*	1202	70*	168	250	1138	278	182	1114	371	1027	613	686	312	290	258	277	230	1407	
Effective base	1266	419	50	1053	64	144	224	992	247	160	972	322	899	543	603	270	256	230	242	202	1407	
Strongly agree	311 22%	148 31%	7 12%	286 24%	11 16%	14 8%	39 16%	265 23%	42 15%	30 17%	267 24%	29 8%	279 27%	228 37%	77 11%	74 24%	86 30%	52 20%	57 21%	38 16%	302 21%	
Tend to agree	457 32%	149 31%	18 32%	382 32%	22 32%	49 29%	65 26%	374 33%	74 26%	44 24%	371 33%	113 30%	332 32%	201 33%	216 31%	120 38%	89 31%	72 28%	92 33%	56 25%	442 31%	
Neither agree nor disagree	362 25%	95 20%	12 21%	286 24%	19 27%	57 34%	61 24%	282 25%	64 23%	37 20%	275 25%	98 26%	242 24%	101 17%	211 31%	65 21%	60 21%	75 29%	66 24%	72 31%	349 25%	
Tend to disagree	220 15%	59 12%	14 24%	175 16%	11 20%	34 20%	52 21%	158 14%	66 24%	47 26%	144 13%	88 24%	124 12%	53 9%	138 20%	41 13%	38 13%	47 18%	39 14%	41 18%	220 16%	
Strongly disagree	76 5%	17 3%	4 7%	59 5%	6 9%	10 6%	28 11%	47 4%	31 11%	22 12%	44 4%	39 11%	35 3%	22 4%	38 5%	10 3%	12 4%	9 4%	19 7%	18 8%	74 5%	
Don't know	20 1%	7 1%	2 4%	14 1%	* *	5 3%	11 2%	11 1%	2 1%	1 1%	13 1%	3 1%	14 1%	8 1%	6 1%	3 1%	5 2%	4 1%	3 2%	5 2%	20 1%	
Top 2: Agree	768 53%	296 63%	25 45%	668 56%	33 48%	63 37%	104 42%	639 56%	116 42%	75 41%	638 57%	142 38%	611 60%	429 70%	293 43%	194 62%	175 60%	124 48%	149 54%	94 41%	744 53%	
Bottom 2: Disagree	296 20%	75 16%	17 31%	234 19%	18 25%	44 26%	80 32%	205 18%	97 35%	69 38%	188 17%	127 34%	159 16%	75 12%	176 26%	51 16%	50 17%	56 22%	59 21%	294 21%		
Net difference	472 33%	221 47%	8 14%	434 36%	16 22%	19 11%	24 10%	434 38%	18 7%	5 3%	450 40%	15 4%	452 44%	355 58%	117 17%	143 46%	125 43%	67 26%	91 33%	35 15%	450 32%	

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

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8 Dec 2025
Table 601

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)		16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic group s (p)	Asian (q)	Black (r)	Other ethnicit y (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	1407	712	690	563	755	89	142	421	449	306	68	17	4	1111	264	25	61	132	46	1208	199	799	608	1407
Weighted total	1446	742	703	574	781	92*	149	425	465	316	69*	18**	5**	1137	294	25**	64**	121	84**	1270	175	826	620	1407
Effective base	1266	623	623	516	672	79	125	385	400	271	50	15	4	1020	230	23	57	124	44	1096	172	723	543	1407
Strongly agree	623 43%	322 43%	300 43%	268 47%	322 41%	33 36%	59 39%	209 49%	200 43%	122 38%	25 36%	7 23%	1	487 43%	11 44%	11 46%	22 34%	70 57%	38 28%	567 45%	56 32%	394 48%	229 37%	601 43%
Tend to agree	531 37%	274 37%	257 37%	187 33%	308 39%	36 39%	50 34%	137 32%	179 39%	129 41%	26 38%	8 46%	1 30%	410 36%	115 39%	7 27%	30 46%	43 35%	36 42%	463 36%	68 39%	301 36%	230 37%	516 37%
Neither agree nor disagree	189 13%	93 13%	96 14%	72 13%	107 14%	11 12%	18 12%	54 13%	59 15%	47 15%	9 13%	1 6%	1 23%	155 14%	34 11%	4 18%	10 15%	9 7%	11 13%	160 13%	29 16%	87 11%	102 17%	181 13%
Tend to disagree	63 4%	31 4%	32 5%	33 6%	20 3%	9 10%	14 10%	19 4%	8 2%	12 11%	7 11%	1 5%	1 2%	57 5%	6 2%	2 8%	1 1%	- -	3 4%	48 4%	15 8%	27 3%	36 6%	63 4%
Strongly disagree	20 1%	12 2%	8 1%	7 1%	12 2%	1 1%	4 3%	3 1%	8 2%	4 1%	4 2%	- -	- -	14 1%	6 2%	- -	1 2%	- -	5 6%	18 1%	2 1%	9 1%	12 2%	22 2%
Don't know	19 1%	10 1%	9 1%	7 1%	11 1%	* 1%	4 3%	3 1%	10 2%	2 1%	* 1%	- -	- -	14 1%	3 1%	- -	1 2%	* *	2 2%	13 1%	6 3%	9 1%	10 2%	24 2%
Top 2: Agree	1154 80%	595 80%	558 79%	455 79%	630 81%	69 76%	109 73%	346 81%	380 82%	251 79%	51 74%	15 87%	3 53%	897 79%	245 83%	18 74%	51 80%	113 93%	63 76%	1030 81%	124 71%	695 84%	459 74%	1117 79%
Bottom 2: Disagree	83 6%	43 6%	40 6%	40 7%	33 4%	11 12%	18 5%	22 5%	16 5%	16 5%	9 12%	1 6%	1 24%	71 6%	12 4%	2 8%	2 3%	- -	8 10%	67 5%	17 10%	36 4%	48 8%	85 6%
Net difference	1070 74%	552 74%	517 74%	415 72%	597 77%	59 64%	90 61%	324 76%	363 78%	234 74%	43 62%	14 81%	1 30%	827 73%	233 79%	16 65%	50 77%	113 93%	55 66%	963 76%	107 61%	659 80%	411 66%	1032 73%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 602

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Region										Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total			
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 and above (s)	Important (t)	Not important (u)	Knowledgeable (v)	Not knowledgeable (w)	Knowledgeable (x)	Not knowledgeable (y)		Collective (z)	Individual (aa)	
Unweighted total	1407	37	144	92	131	86	98	78	169	254	1047	131	134	95	1130	201	198	433	389	1310	1349	48	1134	263	974	423	823	405	1407
Weighted total	1446	46*	172	106*	137	84*	116*	96*	199	286	1241	157	105	42*	1186	182	197	450	401	1389	49*	1169	268	1004	433	847	420	1407	
Effective base	1266	36	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	172	387	352	1217	42	1025	233	876	382	750	363	1407	
Strongly agree	623 43%	19 40%	91 53%	49 47%	43 31%	35 42%	41 36%	44 46%	79 40%	141 49%	541 44%	22 38%	43 41%	17 39%	523 44%	72 39%	65 33%	177 39%	186 46%	172 53%	608 44%	14 29%	534 46%	88 33%	499 50%	122 28%	417 aB	159 38%	601 43%
Tend to agree	531 37%	23 50%	133 36%	36 44%	60 44%	25 30%	43 38%	28 42%	83 40%	96 49%	458 37%	22 37%	35 33%	16 38%	432 36%	70 38%	85 43%	174 39%	141 35%	105 32%	516 37%	14 29%	427 46%	100 33%	355 40%	173 40%	298 35%	169 40%	516 37%
Neither agree nor disagree	189 13%	5 10%	14 8%	13 13%	28 21%	17 20%	22 19%	15 15%	19 10%	30 11%	164 13%	7 12%	14 13%	5 11%	149 13%	25 14%	26 13%	72 16%	50 12%	30 9%	175 13%	9 18%	139 12%	47 18%	95 9%	92 21%	85 10%	63 15%	181 13%

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	302	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
A - A society which emphasises the social and collective provision of welfare	2466	81	265	187	207	168	212	248	328	359	2054	115	231	65	1952	393	550	906	512	306	2397	50	1667	765	1416	1012	2466	-	2470
53% bvx z8		43%	51%	49%	50%	49%	48%	61%	51%	59%	52%	52%	60%	50%	54%	51%	48%	53%	56%	66%	54%	35%	56%	49%	59%	48%	100%	-	53%
B - A society where the individual is encouraged to look after themselves	1458	68	163	121	137	115	160	97	212	179	1252	67	95	44	1098	263	375	548	268	133	1372	61	938	494	731	694	-	1458	1439
31% hmA		37%	31%	32%	33%	34%	36%	24%	33%	29%	32%	31%	24%	34%	30%	34%	33%	32%	29%	29%	31%	43%	32%	31%	30%	33%	-	100%	31%
No opinion	446	26	50	44	41	36	40	34	57	47	376	21	37	12	334	70	145	163	74	15	401	23	240	177	171	237	-	-	449
10% twyA B		14%	10%	12%	10%	11%	9%	8%	9%	8%	10%	10%	9%	9%	9%	9%	13%	9%	8%	3%	9%	16%	8%	11%	7%	11%	-	-	10%
Don't know	302	12	40	30	25	22	27	27	46	23	252	16	25	9	222	43	84	98	58	8	256	8	124	134	84	148	-	-	314
6% jtwyA B		6%	8%	8%	6%	6%	6%	7%	7%	4%	6%	7%	7%	7%	6%	6%	7%	6%	6%	2%	6%	6%	4%	9%	4%	7%	-	-	7%

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

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8 Dec 2025
Table 608

QVAL1. People have different views about the ideal society. Please read the pair of statements and then select the one which comes closest to your ideal - statement A or statement B.

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57	1202	70	168	1104	3283	278	182	1078	1114	3384	1272	2697	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
A - A society which emphasises the social and collective provision of welfare	2466	318	33	728	38	79	667	1718	158	110	668	607	1804	773	1425	431	491	451	510	462	2470
53% a		67%	59%	61%	55%	47%	56%	52%	57%	61%	60%	54%	53%	61%	53%	53%	56%	52%	56%	51%	53%
B - A society where the individual is encouraged to look after themselves	1458	115	11	333	20	65	349	1067	93	56	313	325	1102	388	880	248	256	271	272	314	1439
31% bd		24%	20%	28%	29%	39%	29%	32%	33%	31%	28%	29%	33%	30%	33%	30%	29%	31%	30%	35%	31%
No opinion	446	28	9	93	6	16	95	314	17	9	96	116	295	85	242	81	83	96	69	73	449
10% bjn		6%	17%	8%	8%	9%	8%	10%	6%	5%	9%	10%	9%	7%	9%	10%	10%	11%	8%	8%	10%
Don't know	302	12	2	47	6	8	83	189	11	7	37	81	182	31	139	55	44	51	54	60	314
6% bdkno		3%	4%	4%	9%	5%	7%	6%	4%	4%	3%	m	5%	2%	5%	7%	5%	6%	6%	7%	7%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 611

QD1. Before we start, can you please say what your age was last birthday?

Base: All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	
Unweighted total	4672	2368	2390	1372	1470	1830	611	781	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
16-24	607	309	297	607	-	-	607	-	-	-	-	-	411	183	17	91	50	24	355	252	222	386	611
13% efhjk lmv		14%	12%	aefhjk lm	-	-	adehij klm	-	-	-	-	-	10%	28%	17%	38%	32%	13%	35%	25%	11%	38%	13%
25-34	766	375	389	766	-	-	766	-	-	-	-	-	557	202	20	53	93	36	689	77	560	206	761
16% efgjk lmnuw		16%	16%	aefgjk lm	-	-	adefgj klm	-	-	-	-	-	14%	31%	31%	22%	59%	20%	23%	4%	27%	8%	16%
35-44	751	366	384	-	751	-	-	751	-	-	-	-	627	114	8	45	13	48	641	110	348	402	733
16% dfghk lmru		16%	16%	-	50% adefghk lm	-	-	adeefghj klm	-	-	-	-	16%	18%	13%	19%	8%	26%	22%	6%	17%	15%	16%
45-54	736	363	372	-	736	-	-	-	736	-	-	-	652	78	6	25	2	45	595	141	298	438	737
16% dfghik lmoqr		16%	16%	-	50% adefghik lm	-	-	adeefghik lm	-	-	-	-	16%	12%	9%	11%	1%	24%	20%	8%	15%	17%	16%
55-64	736	363	373	-	-	736	-	-	-	736	-	-	689	41	6	16	*	18	439	297	256	480	745
16% deghij lmoqrv		16%	16%	-	-	41% adeghij lm	-	-	-	100% adeefghik lm	-	-	17%	6%	10%	7%	*	10%	15%	17%	13%	18%	16%
65+	1077	502	575	-	-	1077	-	-	-	-	727	349	1044	28	7	10	-	12	225	851	359	718	1085
23% deghij kopqrstv		22%	24%	-	-	59% adeghij k	-	-	-	-	100% adeefgh hijk	100% adeefgh ijk	26% aopqrst	4% oqr	11% oqr	4% r	-	6% r	8%	49%	18%	27%	23%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 612

QD1. Before we start, can you please say what your age was last birthday?

Base : All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	167	518	383	411	341	439	406	644	607	3935	219	367	131	3905	769	1153	1714	462	4426	142	2969	1574	2402	2091	2466	1438	4672	
Effective base	4191	153	432	328	335	257	313	324	545	523	3260	493	404	205	3210	725	1066	1515	410	3968	125	2653	1417	2128	1905	2223	1204	4572	
16-24	607	18	65	47	63	48	35	39	84	115	513	28	49	17	511	51	179	182	87	64	558	29	347	235	320	265	358	154	611
16-24	13%	10%	13%	12%	15%	14%	8%	10%	13%	19%	13%	13%	13%	13%	14%	7%	16%	11%	9%	14%	13%	20%	12%	15%	13%	13%	15%	11%	13%
25-34	766	22	96	49	64	44	54	35	90	199	653	33	59	21	651	72	91	222	211	195	722	32	531	216	484	262	491	195	761
25-34	16%	12%	19%	13%	14%	13%	12%	9%	14%	17%	17%	15%	15%	16%	18%	9%	8%	13%	23%	42%	16%	23%	18%	14%	20%	13%	20%	13%	16%
35-44	751	35	69	52	73	60	79	73	101	97	639	32	58	22	572	99	157	280	182	86	723	17	492	247	403	331	420	204	733
35-44	16%	19%	13%	14%	18%	18%	18%	16%	18%	16%	16%	14%	15%	17%	16%	13%	14%	16%	20%	19%	16%	12%	17%	16%	17%	16%	17%	14%	16%
45-54	736	24	88	67	69	53	75	64	110	71	621	33	61	21	573	117	163	277	176	64	683	31	446	267	362	336	342	252	737
45-54	16%	13%	17%	17%	17%	15%	17%	16%	17%	12%	16%	15%	16%	16%	16%	15%	14%	16%	19%	14%	15%	22%	15%	17%	15%	16%	14%	17%	16%
55-64	736	26	93	75	65	51	65	78	98	60	612	37	67	21	524	164	207	284	134	36	697	18	435	271	341	347	396	217	745
55-64	16%	14%	18%	20%	16%	15%	15%	19%	15%	10%	16%	17%	17%	16%	15%	21%	18%	17%	15%	8%	16%	13%	15%	17%	14%	17%	16%	15%	16%
65+	1077	60	108	93	77	85	131	117	161	65	897	57	93	29	774	267	356	469	123	17	1043	15	719	334	491	550	458	435	1085
65+	23%	32%	21%	24%	19%	25%	30%	29%	11%	23%	23%	24%	22%	22%	21%	35%	31%	27%	13%	4%	24%	11%	24%	21%	20%	26%	19%	30%	23%

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 613

QD1. Before we start, can you please say what your age was last birthday?

Base : All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
16-24	607	67	14	99	16	29	128	421	20	10	117	133	411	180	356	135	120	111	99	96	611	
16-24	13%	14%	24%	8%	23%	17%	11%	13%	7%	6%	11%	12%	12%	14%	13%	17%	14%	13%	11%	11%	13%	
25-34	766	261	21	397	12	16	127	596	48	40	359	164	563	348	344	159	178	142	132	112	761	
25-34	16%	55%	38%	33%	17%	9%	11%	18%	17%	22%	32%	15%	17%	27%	13%	19%	20%	16%	15%	12%	16%	
35-44	751	111	19	382	23	61	162	560	102	60	348	271	461	243	416	171	147	128	111	114	733	
35-44	16%	23%	34%	32%	32%	36%	14%	17%	37%	33%	31%	24%	14%	19%	16%	21%	17%	15%	12%	13%	16%	
45-54	736	27	2	254	16	45	201	510	87	58	223	254	465	163	441	116	142	149	153	130	737	
45-54	16%	6%	3%	21%	23%	26%	17%	16%	31%	32%	20%	22%	14%	13%	16%	14%	16%	17%	17%	14%	16%	
55-64	736	3	*	56	3	10	216	502	19	13	48	167	556	163	432	111	126	140	156	156	745	
55-64	16%	1%	*	5%	4%	6%	18%	15%	7%	7%	4%	15%	16%	13%	16%	14%	14%	16%	17%	17%	16%	
65+	1077	4	*	14	-	9	360	698	2	1	19	140	938	180	696	124	162	201	255	300	1085	
65+	23%	1%	1%	1%	-	5%	30%	21%	1%	1%	2%	12%	27%	14%	23%	15%	19%	23%	33%	33%	23%	

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 616

QD2. Which of the following describes how you think of yourself?

Base : All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Male	2278	100%	-	684	729	865	309	375	366	363	363	365	137	1921	329	34	104	97	94	1523	755	1005	1273	2268
Male	49%	-	-	50%	49%	48%	51%	49%	49%	49%	49%	50%	39%	48%	51%	52%	44%	61%	51%	52%	44%	49%	48%	49%
Female	2390	-	100%	688	756	947	297	389	384	373	373	363	212	2055	316	31	134	97	90	1418	972	1037	1353	2390
Female	51%	-	-	50%	51%	52%	49%	51%	51%	51%	51%	50%	61%	52%	49%	48%	56%	39%	49%	48%	56%	51%	51%	51%
Another gender	3	-	-	2	1	1	*	1	1	-	1	-	-	2	1	-	*	*	-	2	1	1	2	9
Prefer not to answer	1	-	-	1	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1	5

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 617

QD2. Which of the following describes how you think of yourself?

Base : All UK adults aged 16+

Region	Urbanity	Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	Unweighted Total
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Male	2278	94	247	181	199	159	225	189	282	331	1907	106	201	64	1779	364	512	858	497	259	2135	89	1340	866	1006	1175	1196	740	2268
Female	2390	93	271	201	211	182	213	216	362	275	2024	113	186	67	1822	405	641	854	416	202	2287	53	1627	702	1393	914	1267	718	2390
Another gender	3	-	-	1	*	-	1	*	-	1	3	-	-	-	3	-	*	2	1	*	3	-	1	2	2	1	3	-	9
Prefer not to answer	1	-	*	-	*	-	-	*	-	*	1	-	-	-	1	*	-	1	-	-	1	-	1	*	1	1	*	*	5

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 618

QD2. Which of the following describes how you think of yourself?

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	53	1184	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	852	903	911	4672	
Weighted total	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1272	2687	835	875	905	909	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
Male	2278	237	23	648	30	61	529	1662	124	76	593	518	1693	704	1280	431	469	414	420	410	2268	
Female	2390	236	34	554	40	107	663	1625	154	105	520	611	1689	572	1404	383	404	456	485	498	2390	
Another gender	3	*	*	*	*	*	2	1	*	*	1	2	1	1	1	1	1	1	1	1	9	
Prefer not to answer	1	-	-	1	-	-	1	1	-	-	*	*	1	*	*	*	-	-	-	-	5	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 621

QD3. Where do you live?

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age										Ethnicity					Working status		Education		Unweighted Total		
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)			
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	326	172	99	2765	1907	2014	2658	4672		
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672		
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672		
North East	187	94	93	40	60	87	18	22	35	24	26	42	18	171	15	-	5	4	5	100	86	75	111	155		
North West	518	247	271	161	157	201	65	96	69	88	93	78	30	443	71	12	16	19	24	330	189	252	267	445		
Yorkshire and Humber	383	181	201	96	118	168	47	49	52	67	75	64	29	342	38	1	16	11	10	222	160	137	246	337		
West Midlands	411	199	211	127	142	142	63	64	73	69	65	47	31	333	72	6	33	15	18	257	154	143	267	340		
East Midlands	341	159	182	92	113	136	48	44	60	53	51	56	29	291	46	6	20	7	13	208	132	123	218	275		
East of England	439	225	213	88	155	196	35	54	79	75	65	92	38	390	45	2	22	12	8	264	175	160	279	372		
South West	406	189	216	74	137	195	39	35	73	64	78	78	38	376	30	3	1	6	20	244	162	150	256	333		
South East	644	282	362	174	211	259	84	90	101	110	98	93	68	568	66	7	30	13	17	386	258	286	358	559		
Greater London	607	331	275	214	168	125	115	199	97	71	60	49	16	385	211	20	75	58	58	481	126	393	214	550		
Wales	219	106	113	61	65	94	28	33	32	33	37	37	21	201	17	3	5	6	3	131	89	94	126	504		
Scotland	387	201	186	109	119	160	49	59	58	61	67	68	25	358	27	5	11	8	4	234	153	171	217	502		
Northern Ireland	131	64	67	38	43	50	17	21	22	21	21	23	6	121	9	*	4	2	3	87	44	60	71	300		
Net: England	3935	1907	2024	1166	1260	1509	513	653	639	621	612	599	298	3300	593	57	219	143	174	2492	1443	1719	2216	3366		
	84%	84%	85%	85%	85%	83%	85%	85%	85%	85%	84%	83%	82%	85%	83%	92%	87%	92%	95%	85%	83%	84%	84%	84%	83%	84%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 622

QD3. Where do you live?

Base : All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
	Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	709	1153	1174	913	462	4426	142	2969	1570	2402	2091	2466	1438	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	193	404	295	3210	728	1066	1515	802	410	3668	125	2653	1417	2122	1925	2223	1204	4672
North East	187	187	-	-	-	-	-	-	-	-	187	-	-	-	153	27	67	65	22	16	179	5	125	59	93	88	81	68	155
4%	100%	-	-	-	-	-	-	-	-	-	5%	-	-	-	4%	3%	6%	4%	2%	3%	4%	4%	4%	4%	4%	4%	3%	5%	3%
cde fghij lmns	acdef ghijklmn	-	-	-	-	-	-	-	-	-	cdefg hijklmn	-	-	-	ars	-	ars	-	-	-	4%	4%	4%	4%	4%	4%	3%	5%	A
North West	518	-	518	-	-	-	-	-	-	-	518	-	-	-	436	51	133	174	96	64	487	18	345	155	282	206	265	163	445
11%	100%	-	-	-	-	-	-	-	-	-	13%	-	-	-	12%	7%	12%	10%	10%	14%	11%	12%	10%	12%	10%	11%	11%	10%	
bcdefg hijklmn	bcdefg hijklmn	-	abcde fghijklmn	-	-	-	-	-	-	-	bcdefg hijklmn	-	-	-	p	-	12%	10%	10%	5%	11%	12%	10%	12%	10%	11%	11%	10%	
Yorkshire and Humberside	383	-	-	383	-	-	-	-	-	-	383	-	-	-	290	65	107	143	68	28	359	11	264	108	189	182	187	121	337
8%	100%	-	-	-	-	-	-	-	-	-	10%	-	-	-	8%	8%	9%	8%	7%	6%	8%	8%	9%	8%	9%	8%	8%	7%	7%
bcefg hijklmn	bcdefg hijklmn	-	-	ghijklmn	-	-	-	-	-	-	bcdefg hijklmn	-	-	-	t	-	t	8%	7%	6%	8%	8%	9%	8%	9%	8%	8%	7%	7%
West Midlands	411	-	-	-	411	-	-	-	-	-	411	-	-	-	334	49	127	153	72	23	389	15	260	138	208	186	207	137	340
9%	100%	-	-	-	100%	-	-	-	-	-	10%	-	-	-	9%	6%	11%	9%	8%	5%	9%	10%	9%	9%	9%	8%	8%	7%	7%
bcdefg hijklmn	bcdefg hijklmn	-	-	-	abcdf ghijklmn	-	-	-	-	-	bcdf ghijklmn	-	-	-	p	-	ast	t	t	5%	9%	10%	9%	9%	9%	8%	9%	7%	
East Midlands	341	-	-	-	-	341	-	-	-	-	341	-	-	-	243	82	73	159	61	18	315	16	205	120	171	153	168	115	275
7%	100%	-	-	-	100%	-	-	-	-	-	9%	-	-	-	7%	11%	6%	9%	7%	4%	7%	11%	7%	7%	7%	7%	7%	8%	6%
bcdeg hijklmn	bcdeg hijklmn	-	-	-	abcde fghijklmn	-	-	-	-	-	bcde fghijklmn	-	-	-	ao	-	aqst	-	-	18%	7%	7%	8%	7%	7%	7%	7%	7%	8%
East of England	439	-	-	-	-	-	439	-	-	-	439	-	-	-	299	112	104	176	84	30	411	14	261	169	204	213	212	160	372
9%	100%	-	-	-	-	-	100%	-	-	-	11%	-	-	-	8%	15%	9%	10%	9%	6%	9%	10%	9%	11%	9%	10%	9%	11%	8%
bcdef hijklmn	bcdef hijklmn	-	-	-	-	-	bcdef fghijklmn	-	-	-	bcde fghijklmn	-	-	-	ao	-	t	t	9%	6%	9%	10%	9%	11%	9%	10%	9%	11%	A
South West	406	-	-	-	-	-	-	406	-	-	406	-	-	-	266	110	120	173	74	16	387	9	235	160	194	194	248	97	333
9%	100%	-	-	-	-	-	100%	-	-	-	10%	-	-	-	7%	14%	10%	10%	8%	3%	9%	7%	8%	10%	8%	9%	10%	7%	7%
bcdef ghijklmn	bcdef ghijklmn	-	-	-	-	-	bcde fghijklmn	-	-	-	bcde fghijklmn	-	-	-	ao	-	t	t	8%	3%	9%	7%	8%	10%	8%	9%	10%	7%	7%
South East	644	-	-	-	-	-	-	-	644	-	644	-	-	-	502	88	134	226	145	67	618	18	407	218	324	296	328	212	559
14%	100%	-	-	-	-	-	-	-	100%	-	16%	-	-	-	14%	11%	12%	13%	16%	15%	14%	13%	14%	14%	13%	14%	13%	15%	12%
bcdef ghijklmn	bcdef ghijklmn	-	-	-	-	-	-	-	bcde fghijklmn	-	bcde fghijklmn	-	-	-	ao	-	q	-	-	15%	14%	13%	14%	14%	13%	14%	13%	15%	12%
Greater London	607	-	-	-	-	-	-	-	-	607	-	-	-	-	569	-	87	179	135	147	581	17	420	172	377	217	359	179	550
13%	100%	-	-	-	-	-	-	-	-	100%	-	-	-	-	16%	-	8%	10%	15%	32%	13%	12%	14%	11%	16%	10%	15%	12%	12%
bcdef ghijklmn	bcdef ghijklmn	-	-	-	-	-	-	-	-	abcde fghijklmn	-	-	-	-	ap	-	q	qr	15%	32%	13%	12%	14%	11%	16%	10%	15%	12%	12%
Wales	219	-	-	-	-	-	-	-	-	-	219	-	-	-	140	68	60	81	46	14	207	8	138	78	106	107	115	67	504
5%	100%	-	-	-	-	-	-	-	-	-	100%	-	-	-	4%	9%	5%	5%	5%	3%	5%	5%	5%	5%	4%	5%	5%	5%	11%
bcdef ghijklmn	bcdef ghijklmn	-	-	-	-	-	-	-	-	-	abcde fghijklmn	-	-	-	ao	-	ao	-	-	3%	5%	5%	5%	5%	4%	5%	5%	5%	11%
Scotland	387	-	-	-	-	-	-	-	-	-	-	-	387	-	287	81	106	139	84	29	370	8	224	148	184	188	231	95	502
8%	100%	-	-	-	-	-	-	-	-	-	-	-	100%	-	8%	10%	9%	8%	6%	29	8%	6%	8%	9%	8%	9%	9%	6%	11%
bcdef ghijklmn	bcdef ghijklmn	-	-	-	-	-	-	-	-	-	-	-	abcde fghijklmn	-	o	-	o	9%	8%	6%	29	6%	8%	9%	8%	9%	9%	6%	11%
Northern Ireland	131	-	-	-	-	-	-	-	-	-	-	-	-	131	-	87	36	37	46	26	124	4	85	43	69	59	65	44	300
3%	100%	-	-	-	-	-	-	-	-	-	-	-	100%	-	2%	5%	3%	3%	2%	10	3%	3%	3%	3%	3%	3%	3%	3%	6%
bcdef ghijklmn	bcdef ghijklmn	-	-	-	-	-	-	-	-	-	-	-	abcde fghijklmn	-	ao	-	ao	-	-	2%	3%	3%	3%	3%	3%	3%	3%	3%	6%
Net: England	3935	187	518	383	411	341	439	406	644	607	3935	-	-	-	3091	585	951	1448	758	409	3726	122	2522	1300	2043	1736	2054	1252	3366
84%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	-	-	86%	76%	82%	84%	83%	89%	84%	86%	85%	83%	85%	83%	86%	86%	72%
lmn p	alm n	alm n	alm n	alm n	alm n	alm n	alm n	alm n	alm n	alm n	almn	-	-	-	p	-	82%	84%	83%	89%	84%	86%	85%	83%	85%	83%	86%	86%	72%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025
Table 623

Q03: Where do you live?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)						Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledge (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)				
	Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672		
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672			
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1176	2429	719	788	788	812	820	4672			
North East	187	10	1	35	4	8	63	115	9	5	35	44	137	56	104	60	34	29	28	29	155			
4%	2%	2%	3%	5%	5%	5%	5%	4%	3%	3%	3%	4%	4%	4%	4%	7%	4%	3%	3%	3%	3%			
North West	518	59	9	134	10	28	134	365	32	25	133	139	361	155	262	142	110	72	92	71	445			
11%	12%	16%	11%	14%	17%	17%	11%	11%	11%	14%	12%	12%	11%	12%	10%	17%	13%	8%	10%	8				

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

I25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 626

Q04. What is your ethnic group?

Base : All UK adults aged 16+

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2659	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1475	1801	2391	4672	
English / Welsh / Scottish / Northern Irish / British	3752	1823	1926	895	1178	1679	381	514	567	611	662	333	3752	-	-	-	-	-	2278	1475	1483	2270	3766	
	80%	80%	81%	65%	79%	93%	63%	67%	75%	83%	90%	94%	94%	-	-	-	-	-	77%	85%	73%	86%	81%	
	dghiopqrstv	dgh	adeghi	jk	adeghi	jk	adeghi	jk	adeghi	jk	adeghi	jk	aopqrs	-	-	-	-	-	at	-	av	-	-	
Irish	70	35	35	22	22	27	9	13	11	12	12	2	70	-	-	-	-	-	46	24	44	26	90	
	1%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	2%	-	-	-	-	-	2%	1%	2%	1%	2%	
	o	-	-	-	-	-	-	-	-	-	-	-	o	-	-	-	-	-	-	-	w	-	-	
Gypsy or Irish Traveller	3	2	1	3	-	-	2	1	-	-	-	-	3	-	-	-	-	-	2	1	2	1	3	
	*	*	*	*	-	-	*	*	-	-	-	-	*	-	-	-	-	-	*	*	*	*	*	
	f	-	-	-	-	-	ae	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Any other White background	153	60	93	48	79	27	19	29	49	30	15	8	153	-	-	-	-	-	116	37	86	67	149	
	3%	3%	4%	3%	5%	1%	3%	4%	7%	4%	2%	1%	4%	-	-	-	-	-	4%	2%	4%	3%	3%	
	flmnoqr	b	b	flm	adfgklm	-	fl	flm	adfgklm	flm	-	-	oqrs	-	-	-	-	-	u	-	w	-	-	
White and Black Caribbean	10	6	5	6	3	1	3	3	2	1	-	1	-	10	10	-	-	-	6	5	5	5	11	
	*	*	*	*	*	*	*	*	*	*	-	*	-	2%	16%	-	-	-	*	*	*	*	*	
	n	-	-	f	-	-	f	-	-	-	-	-	-	an	anogrs	-	-	-	-	-	-	-	-	
White and Black African	14	10	4	10	3	1	3	7	2	1	-	1	-	14	14	-	-	-	11	3	7	7	14	
	*	*	*	1%	*	*	*	1%	*	*	-	*	-	2%	21%	-	-	-	*	*	*	*	*	
	n	-	-	ae	-	-	f	-	-	-	-	-	-	anq	anogrs	-	-	-	-	-	-	-	-	
White and Asian	23	8	15	13	2	8	8	13	-	3	5	-	-	23	23	-	-	-	16	7	9	14	23	
	*	*	1%	1%	*	*	1%	1%	-	*	1%	-	-	4%	36%	-	-	-	1%	*	*	1%	*	
	n	-	-	ei	-	-	ae	-	-	-	-	-	-	anqr	anogrs	-	-	-	-	-	-	-	-	
Any other Mixed / multiple ethnic background	17	10	7	9	6	3	4	5	4	2	3	-	-	17	17	-	-	-	14	4	5	12	20	
	*	*	*	1%	*	*	1%	1%	*	*	-	-	-	3%	27%	-	-	-	*	*	*	*	*	
	n	-	-	fl	-	-	l	fl	-	-	-	-	-	anqr	anogrs	-	-	-	-	-	-	-	-	
Indian	95	40	55	61	19	14	35	27	11	8	7	5	3	-	-	-	95	-	62	33	60	35	87	
	2%	2%	2%	4%	1%	1%	6%	3%	1%	1%	1%	1%	1%	-	15%	-	40%	-	2%	2%	3%	1%	2%	
	flnw	-	-	ae	-	-	ae	-	-	-	-	-	-	anprs	-	anogrs	-	-	-	-	aw	-	-	
Pakistani	48	25	22	28	16	4	16	12	11	4	3	1	-	48	-	48	-	-	31	16	21	26	42	
	1%	1%	1%	2%	1%	*	2%	2%	2%	1%	*	*	-	7%	-	20%	-	-	1%	1%	1%	1%	1%	
	fln	-	-	ae	-	-	ae	-	-	-	-	-	-	anprs	-	anogrs	-	-	-	-	-	-	-	
Bangladeshi	18	9	10	16	3	-	11	3	3	-	-	-	-	18	-	18	-	-	16	2	9	9	16	
	*	*	*	1%	*	-	2%	1%	1%	-	-	-	-	3%	-	8%	-	-	1%	*	*	*	*	
	fn	-	-	ae	-	-	ae	-	-	-	-	-	-	anr	-	anogrs	-	-	u	-	-	-	-	
Chinese	32	16	16	9	18	5	6	3	13	5	5	-	-	32	-	32	-	-	24	8	21	11	33	
	1%	1%	1%	1%	1%	*	1%	*	2%	1%	1%	-	-	5%	-	13%	-	-	1%	*	1%	*	1%	
	fln	-	-	l	flm	-	fl	-	ad	flm	l	l	-	anrs	-	anogrs	-	-	-	-	w	-	-	
Any other Asian background	46	14	31	29	14	3	23	6	7	8	2	-	1	46	-	46	-	-	21	25	23	23	48	
	1%	1%	1%	2%	1%	*	2%	1%	1%	1%	*	*	-	7%	-	19%	-	-	1%	1%	1%	1%	1%	
	fln	-	-	ae	-	-	ae	-	-	-	-	-	-	anprs	-	anogrs	-	-	-	1	-	-	-	
African	119	78	40	108	11	-	40	67	9	2	-	-	-	119	-	-	119	-	105	14	95	24	129	
	3%	3%	2%	8%	1%	-	7%	9%	1%	*	-	-	-	18%	-	-	75%	-	4%	1%	5%	1%	3%	
	ce	ac	ae	ae	-	-	ae	ae	-	-	-	-	-	anpqs	-	-	anogrs	-	au	-	aw	-	-	
Caribbean	23	6	17	21	2	-	7	2	2	-	-	-	-	23	-	-	23	-	21	3	16	7	25	
	1%	*	1%	2%	*	-	1%	2%	*	-	-	-	-	4%	-	-	15%	-	1%	*	1%	*	1%	
	fn	-	b	ae	-	-	ae	ae	-	-	-	-	-	anq	-	-	anogrs	-	u	-	w	-	-	
Any other Black / African / Caribbean background	16	12	4	14	2	*	2	12	2	-	*	-	-	16	-	-	16	-	15	1	15	1	18	
	*	1%	*	1%	*	*	*	2%	*	-	*	-	-	2%	-	-	10%	-	1%	*	1%	*	*	
	fnw	c	-	ae	-	-	ae	ae	-	-	-	-	-	anq	-	-	anogrs	-	u	-	aw	-	-	
Arab	85	51	34	43	37	4	19	24	19	18	-	4	-	85	-	-	-	85	59	26	56	29	47	
	2%	2%	1%	3%	3%	*	3%	3%	3%	-	1%	-	-	13%	-	-	-	46%	2%	2%	3%	1%	1%	
	flmnoqr	c	-	af	flm	-	af	flm	flm	flm	k	-	-	anpqr	-	-	-	-	-	-	aw	-	-	
Any other ethnic group, please write in	99	42	56	18	56	25	6	12	29	27	18	3	4	99	-	-	-	99	69	30	65	34	52	
	2%	2%	2%	1%	4%	1%	1%	2%	4%	4%	2%	*	1%	-	15%	-	-	-	2%	2%	3%	1%	1%	
	lnq	-	-	ad	-	-	l	-	ad	ad	g	-	-	anpqr	-	-	-	-	-	-	aw	-	-	
Prefer not to answer	38	22	15	15	14	8	9	6	9	5	5	2	1	-	-	-	-	-	25	13	18	20	76	
	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	*	*	-	-	-	-	-	-	1%	1%	1%	1%	2%	
	no	-	-	f	-	-	fl	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Consent not granted	10	6	4	5	2	3	4	1	1	1	2	1	*	-	-	-	-	-	7	3	4	6	23	
	*	*	*	*	*	*	1%	*	*	*	*	*	-	-	-	-	-	-	*	*	*	*	*	
	n	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
White	3979	1921	2055	968	1278	1733	411	557	627	652	689	704	340	3979	-	-	-	-	2442	1538	1615	2364	4008	
	85%	84%	86%	71%	80%	90%	68%	73%	83%	89%	94%	97%	97%	100%	-	-	-	-	83%	89%	79%	90%	86%	
	dghopq	dgh	adeghi	jk	adeghi	jk	adeghi	jk	dgh	adg	adeghi	adeghi	adeghi	adeghi	aopqrs	-	-	-	-	-	at	-	-	
Mixed / multiple ethnic groups	65	34	31	38	14	13	17	20	8	6	6	7	-	65	65	-	-	-	47	18	27	38	68	
	1%	1%	1%	3%	1%	1%	3%	3%	1%	1%	1%	-	-	10%	100%	-	-	-						

	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	Unweighted Total	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1176	2429	719	788	788	812	820	4672	
English / Welsh / Scottish / Northern Irish / British	3752	325	33	896	50	120	1032	2583	226	156	799	864	2782	971	2199	609	683	708	759	774	3766	
80% bcdfklpq	69%	59%	75%	72%	71%	86%	79%	81%	86%	72%	76%	82%	76%	82%	75%	78%	81%	84%	85%	85%	81%	
Irish	70	10	1	16	2	2	14	55	2	2	17	18	49	24	38	9	19	13	13	12	90	
1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	
Gypsy or Irish Traveller	3	2	-	1	-	-	-	2	-	-	1	-	2	3	-	1	1	-	-	1	3	
*	*	-	*	-	-	-	-	*	-	-	*	-	*	*	-	*	*	-	-	*	*	
Any other White background	153	10	5	33	2	11	28	121	6	4	38	44	103	34	93	29	30	26	19	37	149	
3%	2%	10%	3%	3%	7%	2%	2%	4%	2%	2%	3%	4%	3%	3%	3%	3%	3%	2%	4%	4%	3%	
White and Black Caribbean	10	-	-	4	-	1	2	8	2	2	2	6	4	3	7	-	-	5	4	1	11	
*	-	-	*	-	1%	*	*	1%	1%	1%	*	1%	*	*	*	-	-	1%	*	*	*	
White and Black African	14	3	-	9	-	1	-	11	-	-	10	4	10	7	7	5	2	4	2	1	14	
*	1%	-	1%	-	1%	-	-	1%	-	-	1%	*	*	1%	*	1%	*	*	*	*	*	
White and Asian	23	1	-	3	1	-	7	16	*	-	4	5	17	4	16	5	5	3	5	5	23	
*	*	-	*	1%	-	-	1%	*	*	-	*	*	1%	*	1%	1%	1%	*	1%	1%	*	
Any other Mixed / multiple ethnic background	17	1	-	4	1	-	8	7	1	1	5	8	7	4	8	2	6	4	2	2	20	
*	*	-	*	2%	-	-	1%	*	*	-	*	1%	*	*	*	*	1%	*	*	*	*	
Indian	95	5	1	18	4	3	15	76	3	-	22	24	63	29	55	17	18	18	17	17	87	
2%	1%	1%	1%	5%	2%	1%	2%	1%	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Pakistani	48	3	-	11	-	3	6	36	3	2	11	14	29	15	25	21	8	9	4	5	42	
1%	1%	-	1%	-	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	*	1%	1%	
Bangladeshi	18	1	-	3	1	-	6	8	1	-	2	6	12	8	11	9	2	-	3	-	16	
*	*	-	*	2%	-	-	1%	*	*	-	*	1%	*	1%	*	1%	*	-	*	-	*	
Chinese	32	1	1	12	-	-	4	27	3	3	10	6	25	8	19	5	4	2	8	8	33	
1%	*	1%	1%	-	-	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	
Any other Asian background	46	1	1	8	1	-	9	34	2	1	7	15	25	12	26	9	12	10	6	5	48	
1%	*	2%	1%	2%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
African	119	62	4	85	1	5	12	104	9	4	82	11	105	62	51	40	38	25	16	8	129	
3%	13%	6%	7%	1%	3%	1%	3%	3%	2%	7%	1%	3%	3%	5%	2%	5%	3%	3%	2%	1%	3%	
Caribbean	23	10	1	13	1	1	5	17	3	1	13	5	18	14	8	6	7	5	4	-	25	
1%	2%	2%	1%	2%	1%	*	1%	1%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	*	-	1%	
Any other Black / African / Caribbean background	16	12	*	13	*	-	2	14	-	-	13	1	15	8	8	2	6	*	6	1	18	
*	3%	*	1%	*	-	-	*	*	-	-	1%	*	*	1%	*	*	1%	*	1%	*	*	
Arab	85	14	2	35	4	11	20	59	7	-	41	34	48	34	42	26	21	7	17	4	47	
2%	3%	4%	3%	6%	6%	2%	2%	2%	2%	-	4%	3%	1%	3%	2%	3%	2%	1%	2%	*	1%	
Any other ethnic group, please write in	99	8	6	27	-	7	17	79	9	6	26	55	44	25	48	14	16	22	15	21	52	
2%	2%	11%	2%	-	4%	1%	2%	3%	3%	2%	5%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	
Prefer not to answer	38	1	-	11	1	2	4	26	1	1	10	8	20	10	19	5	4	4	6	4	76	
1%	*	-	1%	2%	1%	*	*	1%	*	*	1%	1%	1%	1%	1%	1%	*	*	1%	*	2%	
Consent not granted	10	-	1	*	*	1	2	6	-	-	1	1	5	1	6	2	2	2	2	1	23	
*	-	1%	*	*	*	*	*	*	-	-	*	*	*	*	*	*	*	*	*	*	*	
White	3979	348	40	946	54	133	1074	2761	234	161	855	926	2937	1033	2330	648	734	748	792	824	4008	
85%	73%	71%	79%	77%	79%	80%	84%	89%	84%	89%	77%	82%	87%	81%	87%	79%	84%	86%	87%	91%	86%	
bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq	bcdfklpq
Mixed / multiple ethnic groups	65	6	-	20	2	2	17	42	4	3	21	24	38	18	38	11	13	16	13	10	68	
1%	1%	-	2%	3%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	
Asian / Asian British	239	12	3	51	6	6	40	181	12	6	52	65	154	72	136	62	45	40	36	35	226	
5%	3%	5%	4%	9%	4%	3%	3%	4%	4%	3%	5%	6%	5%	6%	5%	8%	5%	5%	4%	4%	5%	
Black / African / Caribbean / Black British	158	84	5	112	3	6	19	136	12	5	108	17	138	85	67	48	41	30	26	10	172	
3%	18%	9%	9%	4%	4%	2%	4%	4%	3%	10%	2%	4%	7%	3%	6%	5%	5%	3%	3%	1%	4%	
Other ethnic group	184	23	8	62	4	18	37	138	15	6	67	89	92	59	90	40	37	30	32	25	99	
4%	5%	14%	5%	6%	11%	3%	4%	6%	3%	6%	8%	3%	3%	3%	5%	4%	4%	3%	4%	3%	2%	
Ethnic minority	646	125	16	245	15	32	114	496	43	20	248	194	422	233	331	161	135	115	106	80	565	
14%	26%	28%	20%	21%	19%	10%	15%	15%	11%	22%	17%	12%	18%	12%	20%	15%	13%	12%	9%	12%	12%	
g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	g	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSON UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 631

QDS: At present, are you...?

Base: All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	722	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Working - Full-time (30+ hours per week)	2047	1163	882	807	908	331	243	564	492	416	242	80	9	1702	323	33	103	103	84	2047	-	1131	916	1927
44% cfilmu w	51%	37%	59%	61%	18%	40%	74%	66%	57%	33%	11%	3%	43%	50%	51%	43%	65%	46%	70%	-	55%	35%	41%	
Working - Part-time (8-29 hours per week)	571	194	376	160	215	196	83	77	97	118	123	56	17	473	93	7	39	28	19	571	-	230	341	541
12% blmu	9%	16%	12%	14%	11%	14%	10%	13%	16%	17%	8%	5%	12%	14%	11%	16%	18%	10%	19%	-	11%	13%	12%	
Working - Part-time (under 8 hours per week)	65	22	43	25	12	28	17	8	4	10	15	3	50	13	1	6	3	3	65	-	30	35	58</	

Unemployed but looking for work	141 3%	72 3%	69 3%	57 4%	58 4%	k 27 1%	28 5%	29 4%	29 4%	29 4%	23 3%	ijk 3 *	ijk - -	102 3%	37 6%	5 8%	16 7%	5 3%	12 6%	- -	141 8%	60 3%	81 3%	162 3%
Permanently sick/disabled	162 3%	77 3%	85 4%	17 1%	74 4%	lm 71 4%	8 1%	9 1%	31 4%	43 6%	65 9%	6 1%	- -	151 4%	10 2%	1 1%	2 1%	- -	7 4%	- -	162 9%	28 1%	134 5%	191 4%
On a training scheme	2 *	1 *	1 *	- *	1 *	1 *	- *	- *	- *	1 *	1 *	- *	- *	2 *	- *	- *	- *	- *	- *	- *	2 *	- *	2 *	2 *
Voluntary work	12 *	5 *	7 *	2 *	6 *	4 *	1 *	1 *	2 *	4 1%	1 *	2 *	1 *	11 *	* 1%	- *	* *	- *	- *	- *	12 1%	4 *	8 *	14 *
Student	235 5%	104 5%	130 5%	229 17%	6 *	- *	208 17%	21 3%	3 *	2 *	- *	- *	- *	140 4%	90 14%	7 11%	49 21%	12 7%	21 12%	- -	235 14%	56 3%	179 7%	265 6%
Full-time carer	35 1%	9 *	25 1%	1 *	24 2%	9 *	- *	1 *	8 1%	17 2%	5 1%	4 1%	- -	30 1%	5 1%	* 1%	1 *	- *	3 2%	- -	35 2%	7 *	28 1%	39 1%
Other	22 *	6 *	16 1%	6 *	6 *	10 1%	2 *	4 *	4 1%	2 *	7 1%	3 *	- -	18 *	4 1%	- *	1 *	1 1%	2 1%	- -	22 1%	7 *	16 1%	25 1%
NET: Working	2943 63%	1523 67%	1418 59%	1043 76%	1236 83%	664 37%	355 58%	689 90%	641 85%	595 75%	439 60%	183 25%	43 12%	2442 61%	470 73%	42 7%	155 65%	141 89%	128 69%	2943 100%	- -	1518 74%	1426 54%	2765 59%
NET: Not in work	1729 37%	755 33%	972 41%	329 24%	251 17%	1148 63%	252 42%	77 10%	110 15%	141 19%	297 40%	545 75%	306 88%	1538 39%	175 27%	18 28%	83 35%	18 11%	56 31%	- -	1729 100%	525 26%	1203 46%	1907 41%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 632

QDS: At present, are you...?

Base: All UK adults aged 16+

	TOTAL	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	England	Wales	Scotland	Northern Ireland	Urban	Rural	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Known gable	Not known gable	Known gable	Not known gable	Collective	Individual		
Unweighted total	4672	155	145	337	340	275	372	333	569	850	3166	504	502	300	3541	830	1136	1686	895	442	4420	140	2938	1561	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	341	411	341	439	607	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
Working - Full-time (30+ hours per week)	2047	75	240	153	173	143	186	153	254	367	1743	88	159	57	1635	276	229	712	613	374	1925	78	1314	679	1102	872	1139	618	1927	
	44%	40%	46%	40%	42%	42%	42%	38%	39%	60%	44%	40%	41%	44%	45%	36%	20%	42%	67%	81%	43%	55%	44%	43%	46%	42%	46%	42%	41%	
Working - Part-time (8-29 hours per week)	571	19	58	41	54	43	45	51	93	72	474	27	49	21	446	81	174	223	87	24	548	13	381	174	322	229	297	174	541	
	12%	10%	11%	11%	13%	13%	10%	12%	14%	12%	12%	12%	13%	16%	12%	10%	15%	13%	10%	5%	12%	9%	13%	11%	13%	11%	12%	12%	12%	
Working - Part-time (under 8 hours per week)	65	3	5	5	4	-	9	7	15	7	54	2	6	2	47	15	25	29	4	2	61	1	40	20	40	21	34	22	58	
	1%	1%	1%	1%	1%	-	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	*	*	1%	1%	1%	1%	2%	1%	1%	2%	1%	
Self-employed	261	4	26	24	26	23	24	33	25	35	220	14	21	7	181	62	57	111	48	23	253	6	162	92	135	118	143	76	239	
	6%	2%	5%	6%	6%	7%	5%	8%	4%	6%	6%	6%	5%	5%	5%	8%	5%	6%	5%	5%	6%	6%	4%	5%	6%	6%	6%	5%	5%	
Looking after the home	130	4	8	15	13	12	15	10	27	9	113	3	11	3	90	23	35	55	11	3	124	2	91	33	79	42	63	39	145	
	3%	2%	2%	4%	3%	3%	4%	3%	4%	1%	3%	3%	3%	2%	2%	23%	3%	3%	1%	1%	3%	3%	1%	3%	2%	3%	3%	3%	3%	
Retired	990	47	110	100	80	79	116	106	140	42	819	55	90	25	715	240	334	431	108	11	963	12	657	312	445	511	445	383	1064	
	21%	25%	21%	26%	19%	23%	27%	26%	22%	7%	21%	2%	23%	19%	20%	31%	29%	25%	12%	2%	22%	8%	22%	20%	19%	24%	18%	26%	23%	
Unemployed but looking for work	141	7	18	12	12	6	14	10	26	17	122	6	10	3	114	15	68	37	7	5	122	10	68	66	53	76	70	42	162	
	3%	4%	4%	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%	2%	3%	2%	6%	2%	1%	1%	3%	7%	2%	4%	2%	4%	3%	3%	3%	
Permanently sick/disabled	162	16	20	17	16	12	10	9	21	10	130	8	20	4	134	19	110	32	3	1	151	5	94	62	80	72	90	34	191	
	3%	8%	4%	4%	4%	4%	2%	2%	3%	2%	3%	4%	5%	3%	4%	3%	10%	2%	*	*	3%	4%	3%	4%	3%	3%	4%	2%	4%	
On a training scheme	2 *	- *	- *	- *	- *	- *	- *	- *	2 *	- *	2 *	- *	- *	- *	2 *	- *	- *	2 *	- *	- *	- *	1 *	1 *	1 *	1 *	- *	1 *	- *	1 *	2 *
Voluntary work	12 *	- *	1 *	- *	- *	1 *	2 *	4 1%	2 *	- *	10 *	1 *	1 *	- *	8 *	2 *	7 1%	2 *	- *	1 *	10 *	1 *	6 *	5 *	6 *	4 *	7 *	2 *	14 *	
Student	235 5%	5 3%	23 4%	13 3%	30 7%	19 5%	11 3%	18 5%	34 7%	43 7%	197 5%	12 6%	19 5%	7 5%	185 5%	30 4%	85 7%	64 4%	29 3%	16 3%	213 5%	12 9%	119 5%	106 7%	110 5%	118 6%	148 6%	49 3%	265 6%	
Full-time carer	35 1%	8 4%	6 1%	1 *	2 *	2 1%	4 1%	2 1%	5 1%	5 1%	30 1%	2 1%	3 1%	1 1%	29 1%	5 1%	20 1%	9 1%	2 *	- *	35 1%	- *	19 1%	15 1%	18 1%	17 1%	16 1%	30 1%	39 1%	
Other	22 *	- *	3 *	3 1%	1 *	2 *	1 *	2 *	2 *	5 1%	20 1%	2 *	1 *	- *	20 1%	2 *	9 1%	6 *	2 *	3 *	21 *	1 *	17 *	4 *	11 *	10 *	12 *	5 *	25 *	
NET: Working	2943 63%	1500 54%	1330 64%	222 58%	257 63%	208 61%	264 60%	244 60%	386 60%	481 79%	2492 63%	131 60%	234 60%	87 67%	2309 64%	433 56%	485 42%	1075 63%	752 82%	422 92%	2787 63%	98 69%	1897 64%	965 61%	1599 67%	1240 59%	1613 65%	890 61%	2765 59%	
NET: Not in work	1729 37%	86 46%	189 36%	160 42%	154 37%	132 39%	175 40%	162 40%	258 40%	126 21%	1443 37%	89 40%	153 40%	44 33%	1296 36%	336 44%	668 58%	639 37%	161 18%	39 8%	1639 37%	44 31%	1072 36%	605 39%	803 33%	851 41%	852 35%	568 39%	1907 41%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 633

QDS: At present, are you...?

Base: All UK adults aged 16+

	Children at school or childcare (0-5)						Household composition			Disability			Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledge (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)					
																					Unweighted Total				
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672				
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672				
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672				
Working - Full-time (30+ hours per week)	2047	357	37	866	34	74	330	1637	147	98	798	456	1531	734	1084	383	400	384	395	348	1927				
	44%	75%	65%	72%	49%	44%	28%	50%	53%	54%	72%	40%	45%	57%	40%	47%	46%	44%	44%	38%	41%				
	got	a	aef	a	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au				
Working - Part-time (8-29 hours per week)	571	61	10	153	14	44	141	409	49	37	153	165	391	154	335	102	106	114	105	99	541				
	12%	13%	18%	13%	20%	26%	12%	12%	18%	20%	14%	15%	12%	12%	12%	12%	12%	13%	12%	11%	12%				
	a	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au				
Working - Part-time (under 8 hours per week)	65	3	1	11	-	2	10	45	5	2	8	16	45	24	33	6	13	19	10	15	58				
	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%				
	a	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au				
Self-employed	261	20	1	58	3	10	70	183	21	15	47	97	157	69	146	42	36	55	49	62	239				
	6%	4%	2%	5%	5%	6%	6%	6%	7%	8%	4%	9%	5%	5%	5%	5%	4%	6%	5%	7%	5%				
	a	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au				
Looking after the home	130	12	5	52	3	6	39	82	17	11	42	40	81	16	86	26	26	18	24	19	145				
	3%	3%	10%	4%	4%	4%	3%	3%	6%	6%	4%	4%	2%	1%	3%	3%	3%	2%	3%	2%	3%				
	a	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au				
Retired	990	4	*	11	-	7	330	641	3	2	13	114	864	162	634	108	155	185	222	285	1064				
	21%	1%	1%	1%	-	4%	28%	19%	1%	1%	1%	10%	26%	13%	24%	13%	18%	21%	24%	31%	23%				
	bcdefijkl	npq		d		d	ah					al		an		p	p	apq	apqr						
Unemployed but looking for work	141	3	*	11	3	6	36	90	4	2	15	79	46	34	80	38	32	20	23	16	162				
	3%	1%	*	1%	4%	4%	3%	3%	2%	1%	1%	7%	1%	3%	3%	5%	4%	2%	3%	2%	3%				
	bdkmt			d		d	ah					am		an		ar	t								
Permanently sick/disabled	162	4	1	11	4	5	157	1	14	5	5	77	80	27	99	60	38	23	22	10	191				
	3%	1%	2%	1%	6%	3%	13%	*	5%	3%	*	7%	2%	2%	4%	7%	4%	3%	2%	1%	4%				
	bdhkmt			d		d	ah		k	k		am		n		agrst	st	t	t						
On a training scheme	2	-	-	1	-	-	1	1	1	-	-	2	-	-	1	-	2	-	-	-	2				
	*	-	-	*	-	-	*	*	*	-	-	*	-	-	*	-	*	-	-	-	*				
	a			d			h					m													
Voluntary work	12	-	-	3	-	1	6	5	1	-	3	4	6	1	8	2	2	-	2	3	14				
	*	-	-	*	-	1%	1%	*	*	-	*	*	*	*	*	*	*	-	*	*	*				
	a			d			h					m													
Student	235	3	-	7	8	9	50	164	3	1	23	54	152	46	151	35	48	45	42	46	265				
	5%	1%	-	1%	12%	5%	4%	5%	1%	*	2%	5%	4%	4%	6%	4%	6%	5%	5%	5%	6%				
	bdijkn			ad		d						n		n											
Full-time carer	35	2	-	12	1	4	16	*	13	9	2	20	15	6	16	10	10	5	7	2	39				
	1%	*	-	1%	2%	2%	1%	*	5%	5%	*	2%	*	*	1%	1%	1%	1%	1%	*	1%				
	k			ah		ak	ah		ak	ak		am			t										
Other	22	5	*	6	-	1	6	15	1	-	6	5	16	6	14	4	6	2	5	4	25				
	*	1%	1%	1%	-	1%	1%	*	*	-	1%	*	*	1%	1%	1%	1%	*	1%	*	1%				
	a			d			h					m													
NET: Working	2943	441	49	1087	51	131	552	2274	221	152	1006	735	2123	980	1597	533	555	571	559	524	2765				
	63%	93%	87%	90%	73%	78%	46%	69%	79%	84%	90%	65%	63%	77%	59%	65%	63%	66%	62%	58%	59%				
	got	a	aef	a	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	t	t	t	t	t	agqr				
NET: Not in work	1729	33	7	115	19	38	642	1014	57	30	108	395	1261	298	1089	282	320	299	347	385	1907				
	37%	7%	13%	10%	27%	22%	54%	31%	21%	16%	10%	35%	37%	23%	41%	35%	37%	34%	38%	42%	41%				
	bcdfhijkn			d	d	d	ah		k	k		am		an		ap	ap	ap	ap	ap	agqr				

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

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Table 636

Q06. How many children aged 17 or under do you live with, if any, for whom you have parental responsibility? Please include any children who live with you on either a permanent or temporary basis.

Base: All UK adults aged 16+

	TOTAL (a)	Gender		Age										Ethnicity						Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minoritie s) (n)	Ethnic minoritie s (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2368	2390	1372	1470	1830	611	761	733	737	745	722	553	4608	565	65	216	197	172	99	2165	1507	3014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	99	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	667	664	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
1 child	672	340	333	266	338	68	91	176	178	160	53	10	5	542	119	11	31	43	35	584	89	343	330	659	
	14%	15%	14%	19%	23%	4%	15%	23%	24%	22%	7%	1%	1%	14%	18%	16%	13%	27%	19%	20%	5%	17%	13%	14%	
	fklmuw			afgklm	adfgklm	lm	fklm	afgklm	adfgklm	afgklm	flm			an	an		anoq		au	au		aw			
2 children	626	342	284	258	347	21	46	212	216	131	15	6	-	483	140	12	28	67	34	575	52	403	223	604	
	13%	15%	12%	19%	23%	1%	8%	28%	29%	18%	2%	1%	-	12%	22%	18%	12%	42%	18%	20%	3%	20%	8%	13%	
	fgklmuw		c	afgklm	adfgklm	m	fklm	adfgklm	adfgklm	afgklm	m			anq	anq		anopqs		anopqs	au		aw			
3 children	126	50	76	45	79	1	11	35	58	21	-	1	-	96	29	2	5	11	11	100	26	72	54	123	
	3%	2%	3%	3%	5%	*	2%	5%	8%	3%	-	*	-	2%	5%	3%	2%	7%	6%	3%	1%	4%	2%	3%	
	fklmu			fklm	adfgklm		fklm	afgklm	adfgklm	fklm				an	an		anq	anq	anq	au		uw			
4 children or more	21	10	11	4	16	1	1	3	13	4	1	-	-	15	6	-	1	1	4	12	9	8	13	21	
	*	*	*	*	1%	*	*	2%	2%	1%	*	-	-	*	1%	-	*	1%	1%	2%	1%	*	1%	*	
	f			adfgklm	adfgklm		adfgklm	adfgklm	adfgklm	f				an	an			an	an	at		at			
Any children (1 or more)	1446	742	703	574	781	92	149	425	465	316	69	18	5	1137	294	25	64	121	84	1270	175	826	620	1407	

QD7. And which of the following age brackets do these children belong to? Please select as many as apply.

Base : All UK adults aged 16+ living with children aged 0-17

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	1407	37	144	92	111	66	96	78	169	254	1047	131	134	95	1130	201	198	433	389	310	1349	48	1134	263	974	423	823	405	1407
Weighted total	1407	46*	172	106*	137	81*	115*	96*	199	265	1241	57	105	42*	1186	182	197	450	401	335	1389	49*	1169	268	1004	433	847	420	1407
Effective base	1266	36	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	172	387	352	289	1217	42	1035	233	976	382	750	363	1407
0 - 1 years old	105	1	12	8	9	8	8	4	14	19	83	6	9	7	88	14	12	36	34	18	104	-	82	23	81	23	73	19	108
	7%	3%	7%	7%	6%	9%	7%	5%	7%	7%	7%	10%	8%	16%	7%	8%	6%	8%	8%	6%	8%	-	7%	9%	8%	5%	9%	5%	8%
2 - 3 years old	229	9	24	15	14	15	17	16	20	59	189	12	24	5	174	42	18	59	71	73	220	8	193	36	171	56	153	57	228
	16%	19%	14%	14%	10%	18%	15%	16%	10%	21%	15%	20%	23%	11%	15%	23%	9%	13%	18%	22%	16%	16%	17%	13%	17%	13%	18%	13%	16%
4 - 5 years old	304	5	41	18	22	12	16	18	39	88	260	12	23	9	272	26	29	82	85	102	292	12	257	44	237	64	203	73	298
	21%	10%	24%	17%	16%	14%	16%	18%	19%	31%	21%	22%	22%	21%	23%	14%	14%	18%	21%	31%	21%	24%	22%	17%	24%	24%	17%	21%	
6 - 10 years old	603	21	72	44	60	36	50	40	79	129	530	18	43	12	502	67	70	171	162	171	583	17	494	106	435	165	376	160	573
	42%	46%	42%	41%	43%	42%	43%	42%	40%	45%	43%	31%	41%	28%	42%	37%	35%	38%	40%	40%	42%	34%	42%	40%	43%	43%	44%	38%	41%
11 - 15 years old	605	23	74	55	57	36	53	42	90	100	530	21	37	17	486	78	88	203	153	122	583	20	490	110	418	181	321	207	582
	42%	50%	43%	52%	41%	43%	46%	44%	46%	35%	43%	37%	35%	41%	41%	43%	45%	45%	38%	38%	42%	41%	42%	41%	42%	38%	49%	41%	
16 - 17 years old	277	15	29	22	22	15	28	20	34	45	231	13	22	11	215	42	40	98	76	41	271	5	232	43	186	87	152	85	277
	19%	33%	17%	21%	16%	18%	24%	21%	17%	16%	19%	23%	21%	27%	18%	23%	21%	22%	19%	12%	20%	9%	20%	16%	19%	20%	18%	20%	
Don't know	5	-	-	1	-	-	1	-	1	-	3	-	1	1	3	1	2	*	1	-	5	*	4	1	3	2	2	2	6
	*	-	-	1%	-	-	1%	-	1%	-	*	-	1%	2%	*	1%	1%	*	*	-	*	1%	*	*	*	*	*	*	*
NET: 0 - 5 years old	530	11	68	35	38	30	32	32	63	137	446	26	42	16	446	66	53	144	155	162	511	17	439	89	407	120	351	127	522
	37%	25%	39%	33%	27%	36%	28%	33%	32%	48%	36%	45%	41%	37%	38%	36%	27%	32%	39%	50%	37%	35%	38%	33%	41%	28%	42%	30%	37%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e/f/g/h/i/j/k/l/m/n - a/o/p - a/q/r/s/t - a/u/v - a/w/x - a/y/z - a/A/B
 * small base

QD7. And which of the following age brackets do these children belong to? Please select as many as apply.

Base : All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1407	459	63	1164	74	164	255	1096	276	175	1078	365	989	597	672	299	281	255	271	225	1407
Weighted total	1446	473	57*	1202	70*	168	250	1138	278	182	1114	371	1027	613	686	312	290	258	277	230	1407
Effective base	1266	413	50	1053	64	144	224	992	247	160	972	322	899	543	603	270	256	230	242	202	1407
0 - 1 years old	105	62	42	95	4	5	13	85	12	7	90	38	64	45	50	33	23	17	17	13	108
	7%	13%	75%	8%	5%	3%	5%	7%	4%	4%	8%	10%	6%	7%	7%	10%	8%	7%	6%	6%	8%
2 - 3 years old	229	210	20	206	4	19	32	191	21	11	199	43	180	106	109	51	45	44	43	34	228
	16%	44%	35%	17%	6%	11%	13%	17%	8%	6%	18%	12%	17%	17%	16%	16%	15%	17%	16%	15%	16%
4 - 5 years old	304	301	3	278	13	12	42	244	45	35	240	59	227	174	117	77	71	61	59	31	298
	21%	64%	5%	23%	18%	7%	17%	21%	16%	22%	22%	16%	22%	28%	17%	25%	24%	23%	21%	13%	21%
6 - 10 years old	603	189	8	523	25	51	91	494	129	97	458	146	444	285	259	126	125	105	128	84	573
	42%	40%	14%	44%	36%	30%	36%	43%	46%	53%	41%	39%	43%	46%	38%	40%	43%	41%	46%	37%	41%
11 - 15 years old	605	46	5	475	36	92	112	472	147	90	438	178	410	239	293	110	125	98	120	110	582
	42%	10%	9%	40%	51%	54%	45%	41%	53%	49%	39%	48%	40%	39%	43%	35%	43%	38%	43%	48%	41%
16 - 17 years old	277	12	2	221	11	43	59	209	71	43	197	74	195	96	155	52	47	51	54	53	277
	19%	2%	3%	18%	16%	25%	24%	18%	26%	23%	18%	20%	19%	16%	23%	17%	16%	20%	20%	23%	20%
Don't know	5	-	-	2	-	2	*	3	*	*	3	*	2	2	3	*	1	1	1	-	6
	*	-	-	1%	-	1%	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
NET: 0 - 5 years old	530	473	57	478	19	32	69	432	64	44	438	111	396	266	229	131	113	100	102	66	522
	37%	100%	100%	40%	27%	19%	28%	38%	23%	24%	39%	30%	39%	43%	33%	42%	39%	39%	37%	29%	37%

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

QD8. Do any of those children aged 5 or under currently attend nursery/pre-school or primary school?

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age											Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	522	255	266	359	153	10	76	283	26	5	4	1	385	134	17	6	14	97	17	473	49	353	169	522	
Weighted total	520	260	260	368	158	8**	81*	283	130	21**	3**	1**	388	141	15**	14	14	109	19	490	40*	360	170	522	
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	351	116	6	6	14	91	16	428	41	321	148	522	
Yes - nursery/pre-school	366	183	183	252	108	6	51	202	89	19	3	3	266	99	4	10	66	18	346	20	263	103	352		
	69%	71%	68%	69%	68%	81%	62%	71%	68%	66%	80%	76%	69%	70%	75%	64%	74%	60%	71%	51%	73%	60%	67%		
Yes - primary school	204	105	99	151	50	3	30	121	42	8	3	-	152	52	1	4	41	6	190	14	146	58	200		
	38%	41%	36%	42%	31%	43%	37%	43%	32%	27%	13%	8%	39%	37%	25%	24%	46%	20%	39%	35%	41%	34%	38%		
No	57	23	34	35	21	1	14	19	2	*	*	-	40	16	-	3	5	8	49	7	25	32	63		
	11%	9%	12%	10%	13%	8%	17%	8%	15%	6%	7%	13%	10%	11%	-	20%	5%	27%	10%	18%	7%	19%	12%		
NET: Yes	473	237	236	329	138	7	67	261	11																

	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	Unweighted Total
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Yes	489	19	49	44	49	28	39	33	60	111	431	16	31	11	405	47	87	159	109	118	458	30	371	112	318	169	289	135	468
10%	10%	10%	9%	11%	12%	8%	9%	8%	9%	18%	11%	7%	8%	9%	11%	6%	8%	9%	12%	26%	10%	21%	12%	7%	13%	8%	12%	9%	10%
No	4164	168	468	337	359	312	399	370	581	494	3488	203	355	119	3191	716	1058	1553	801	342	3954	111	2587	1452	2074	1914	2168	1316	4182
89%	90%	90%	88%	87%	91%	91%	91%	91%	91%	81%	89%	92%	92%	91%	89%	93%	92%	91%	88%	74%	89%	78%	87%	92%	86%	92%	88%	90%	90%
Prefer not to say	19	-	1	2	3	1	-	3	3	3	16	1	1	1	9	7	8	3	3	1	14	1	12	6	10	8	9	7	22
*	*	*	*	1%	1%	*	*	1%	*	*	*	1%	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*	*	*

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 653

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	53	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	809	870	882	903	911	4672	
Weighted total	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1272	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
Yes	489	114	6	345	22	39	112	341	89	61	296	137	329	227	214	121	115	73	74	69	468	
10%	24%	11%	29%	31%	23%	9%	10%	32%	33%	27%	12%	10%	18%	8%	15%	13%	8%	8%	8%	10%		
No	4164	358	50	854	48	129	1076	2938	187	120	817	987	3047	1045	2463	691	757	792	829	838	4182	
89%	76%	89%	71%	69%	77%	90%	89%	67%	66%	73%	87%	90%	82%	92%	85%	87%	91%	92%	92%	90%		
Prefer not to say	19	2	-	4	-	-	5	9	3	1	1	6	8	5	10	4	3	4	3	2	22	
*	*	*	*	*	*	*	*	*	1%	1%	*	1%	*	*	*	*	1%	3	2	*		

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 656

QD10. And do you have any children aged 18 or over? Please include any children who live with you or who live elsewhere.

Base: All UK adults aged 16+

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	326	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Yes, they live with me	791	371	420	203	314	275	87	116	128	186	175	82	17	670	114	11	41	27	34	583	209	337	455	768
17%	16%	18%	15%	21%	15%	14%	15%	17%	25%	24%	11%	5%	17%	17%	18%	17%	17%	19%	20%	12%	16%	17%	16%	
Yes, they live elsewhere	1339	623	716	45	188	1105	24	21	40	148	347	479	278	1268	66	7	26	12	21	520	819	436	903	1355
29%	27%	30%	3%	13%	61%	4%	3%	5%	20%	47%	66%	80%	32%	10%	10%	11%	7%	12%	18%	47%	21%	34%	29%	
No	2663	1334	1326	1116	1009	538	491	625	581	428	271	204	64	2166	464	47	167	118	131	1895	768	1302	1362	2668
57%	59%	55%	81%	68%	30%	81%	82%	77%	58%	37%	28%	18%	54%	72%	73%	70%	75%	72%	64%	44%	64%	52%	57%	
Prefer not to say	31	12	19	14	13	5	11	3	7	5	3	1	*	20	10	-	7	1	2	25	6	15	17	32
1%	1%	1%	1%	1%	*	2%	*	1%	1%	1%	*	*	*	1%	2%	-	3%	1%	1%	1%	*	1%	1%	
NET: Yes	1977	932	1045	243	465	1270	106	137	162	303	462	522	285	1793	172	18	65	39	50	1023	954	727	1251	1972
42%	41%	44%	18%	31%	20%	17%	18%	22%	22%	41%	45%	27%	27%	27%	27%	27%	25%	27%	35%	55%	36%	48%	42%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 657

QD10. And do you have any children aged 18 or over? Please include any children who live with you or who live elsewhere.

Base: All UK adults aged 16+

	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
															Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Imported (u)	Not imported (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Yes, they live with me	791	39	97	72	72	51	85	45	91	138	691	34	45	22	642	103	138	282	197	117	743	39	606	174	495	286	422	254	768
17%	21%	19%	19%	17%	15%	19%	11%	14%	23%	18%	15%	7%	17%	18%	13%	12%	16%	22%	25%	17%	27%	20%	11%	21%	14%	17%	17%	16%	
Yes, they live elsewhere	1339	68	150	136	111	112	144	135	188	74	1118	70	113	38	961	312	387	588	190	51	1299	26	999	306	715	591	617	491	1355
29%	36%	29%	36%	27%	33%	32%	33%	29%	33%	12%	28%	32%	29%	27%	41%	31%	34%	24%	21%	11%	29%	18%	34%	20%	30%	28%	25%	34%	29%
Prefer not to say	31	12	19	14	13	5	11	3	7	5	3	1	*	20	10	-	7	1	2	25	6	15	17	32					
1%	1%	1%	1%	1%	1%	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: Yes	1977	932	1045	243	465	1270	106	137	162	303	462	522	285	1793	172	18	65	39	50	1023	954	727	1251	1972					
42%	41%	44%	18%	31%	20%	17%	18%	22%	22%	41%	45%	27%	27%	27%	27%	27%	25%	27%	35%	55%	36%	48%	42%						

	bdor wyB		d	d	bd	bd	abcd efghik l	bd	bcdf kl	bd	p		aqr	aqr		aw	ay	aB											
Prefer not to say	31 1% z	- - -	4 1% z	7 2% afgk	8 2% afgk	- - -	- - -	2 1% *	3 * *	4 1% fg	27 1% *	1 * *	2 * *	2 1% fg	23 1% 1%	6 1% 1%	10 1% 1%	6 * 1%	5 1% 1%	3 1% 1%	26 1% 1%	2 2% z	21 1% z	4 * z	22 1% z	6 * z	14 1% z	8 1% z	32 1% z
NET: Yes	1977 42% jstx zA	98 52% aeih zA	234 45% jm	191 50% aeih jkmn	171 42% j	146 43% j	200 46% jm	171 42% j	270 42% j	198 33% j	1678 43% j	98 45% jm	148 38% jm	53 41% j	1494 41% ao	381 50% ao	502 44% it	808 47% ast	343 38% ast	156 34% ast	1898 43% ax	58 41% ax	1484 50% ax	453 29% ax	1117 47% az	819 39% az	965 39% aa	693 48% aa	1972 42% aa

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 658

QD10. And do you have any children aged 18 or over? Please include any children who live with you or who live elsewhere.

Base : All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	183	1164	774	164	1233	3240	276	175	1078	1182	3370	1259	2762	892	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
Yes, they live with me	791 17% t	101 21% ac	5 8% -	356 30% a	18 26% a	42 25% a	207 17% a	547 17% a	103 37% ak	66 36% ak	291 26% a	219 19% m	547 16% m	272 21% ao	418 16% ao	157 19% t	162 18% t	151 17% t	152 17% t	123 14% t	768 16% t	
Yes, they live elsewhere	1339 29% bcdijkn rn	22 5% bcdijkn rn	2 4% -	95 8% d	13 19% d	18 11% d	425 36% ah	882 27% ah	43 16% k	27 15% k	76 7% k	226 20% al	1097 32% al	289 23% n	827 31% n	194 24% p	214 24% p	249 29% p	282 31% pq	333 37% apqrs	1355 29% p	
No	2663 57% gimt	352 74% a	49 87% a	764 64% a	40 57% a	110 65% a	607 51% a	1943 59% a	138 50% aj	91 50% am	758 68% am	705 62% am	1849 55% am	734 57% t	1525 57% t	479 59% t	516 59% t	500 57% t	503 57% t	473 52% t	2668 57% t	
Prefer not to say	31 1% -	1 * -	2 4% -	7 1% -	- - -	- - -	5 * -	17 1% -	- - -	- - -	- - -	8 1% -	14 * -	11 1% -	16 1% -	8 1% -	9 1% -	4 1% -	2 * -	6 1% -	32 1% -	
NET: Yes	1977 42% bcdkl	121 25% c	5 9% -	432 36% d	30 43% d	58 35% d	582 49% ah	1329 40% ah	140 50% ak	91 50% k	351 32% k	416 37% al	1520 45% al	532 42% n	1145 43% n	329 40% p	350 40% p	366 42% p	400 44% p	430 47% apqr	1972 42% p	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 661

QD11. Do you currently live with a partner?

Base : All UK adults aged 16+

	TOTAL (a)	Gender		Age										Ethnicity					Working status		Education		Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Yes - partner lives in household	2855 61% w	1419 62% w	1434 60% w	727 53% g	979 66% adgm	1148 63% dgm	168 28% jkm	559 68% adfgi	471 64% adfgm	469 64% dgm	187 54% g	2483 62% opq	353 55% q	32 49% q	102 43% q	117 74% anopqs	103 56% q	1947 66% au	908 53% au	1372 67% aw	1483 56% aw	2810 60% aw		
No - has a partner but does not live in household	356 8% fkimu	167 7% fkimu	188 8% lm	170 12% aefhijk lm	111 7% flm	74 4% klm	108 18% adefhij klm	62 8% flm	62 7% flm	49 5% klm	40 3% klm	25 7% an	10 11% an	282 7% an	70 11% an	7 11% an	31 13% an	14 9% an	18 10% an	253 9% u	103 6% u	157 8% u	199 8% u	360 8% u
No - does not have a partner	1435 31% ehirtv	677 30% ehirtv	757 32% ehirtv	462 34% ehij	387 26% h	587 32% ehi	141 18% adefhij klm	178 24% h	209 28% hi	226 31% ehi	210 29% hi	152 43% adefhij klm	1201 30% r	216 33% r	25 38% r	101 42% anor	27 17% r	63 34% r	731 25% r	704 41% at	507 25% at	928 35% av	1467 31% at	
Prefer not to say	26 1% f	15 1% f	11 * -	14 1% fk	9 1% f	3 * -	11 2% aefhaki m	2 * -	2 1% fk	7 * -	1 * -	2 * -	13 * -	7 1% n	1 2% an	5 5% an	1 1% an	- - -	12 * -	14 1% -	8 * -	18 1% -	35 1% -	
NET: No	1791 38% ehirtv	844 37% v	945 40% v	632 46% ki	498 34% h	661 36% hi	204 27% adefhij klm	240 32% h	259 35% h	266 36% h	234 32% h	161 46% aefhij klm	1483 37% r	285 44% anr	32 49% r	132 55% anor	41 26% r	81 44% r	984 33% r	807 47% at	664 32% at	1128 43% av	1827 39% at	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 662

QD11. Do you currently live with a partner?

Base : All UK adults aged 16+

	TOTAL (a)	Region										Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total			
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £49,999 (r)	£50,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)		Not known gable (z)	Collective (A)	Individual (B)
Unweighted total	4672	155	445	337	340	275	372	333	359	550	3366	504	308	3541	830	1188	1686	876	442	4420	140	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	439	406	644	607	3935	219	387	131	3605	769	1153	1714	462	442	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	328	267	363	324	545	3260	493	294	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
Yes - partner lives in household	2855 61% qz	114 61% qz	309 60% qz	239 62% qz	249 61% qz	218 64% qz	269 61% qz	249 60% qz	389 64% m	249 62% m	2425 60% m	132 57% m	221 59% m	77 59% m	2162 60% ao	535 70% ao	371 32% aq	1126 66% aq	732 80% aq	409 89% aqrs	2737 62% ax	79 56% ax	2008 68% ax	794 51% ax	1604 67% az	1170 56% az	1538 62% az	901 62% az	2810 60% az
No - has a partner but does not live in household	356 8% t	17 9% t	41 8% t	33 9% t	29 7% t	33 10% t	24 5% t	26 8% t	54 6% t	39 8% t	295 8% t	21 9% t	29 8% t	11 8% t	292 8% p	44 6% ast	110 10% ast	133 8% ast	58 6% ast	17 4% ast	335 8% ast	13 9% ast	214 7% ast	131 8% ast	175 7% ast	170 8% ast	192 8% ast	100 7% ast	360 8% ast
No - does not have a partner	1435 31% t	54 29% t	167 32% t	107 28% t	130 32% t	89 26% t	145 33% t	130 32% t	196 30% t	174 29% t	1193 30% t	64 29% t	136 35% t	43 33% t	1135 31% p	188 24% ast	663 57% ast	451 26% ast	123 13% ast	35 8% ast	1331 30% ast	49 34% ast	735 25% ast	634 40% ast	610 25% ast	744 36% ast	728 30% ast	451 31% ast	1467 31% ast

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

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8 Dec 2025
 Table 668

QD12. Thinking now about your child(ren) aged 5 and under for which you have parental responsibility. Do you, or does your partner spend the most time caring for them? This would include, for example, preparing their meals, changing their nappies or taking them to the toilet.

Base: All UK adults aged 16+ who are parents of children aged 0-5 and have a partner

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgab e (n)	Not knowledgab e (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	486	428	58	466	20	-	64	402	63	42	403	95	373	245	212	120	106	95	93	61	486
Weighted total	497	444	53*	478	19**	-**	62*	412	61*	42*	415	95*	383	254	211	122	108*	95*	98*	64*	486
Effective base	437	391	46	420	17	-	57	361	55	37	362	81	339	224	188	108	98	85	83	53	486
I personally spend the most time caring	229	205	24	221	8	-	29	197	31	21	193	41	184	126	87	52	51	46	47	27	224
My partner spends the most time caring	73	60	13	69	4	-	7	58	8	6	59	19	49	35	33	23	11	21	15	4	69
Me and my partner equally	189	176	13	182	7	-	26	153	21	15	159	33	148	91	91	46	44	27	37	30	187
Prefer not to say	4	2	2	4	1	-	4	1	1	-	4	2	2	2	*	1	-	-	-	3	5
Don't know	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	1

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 671

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base: All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1467	1813	607	756	751	735	735	727	349	3978	646	65*	239	158	184*	2943	1729	2043	2639	4672
Effective base	4191	2032	2152	1227	1312	1652	541	685	652	659	662	323	3651	492	64	112	162	94	2492	1726	1801	2391	4672	
Grandparent	860	384	476	29	85	746	14	14	22	195	378	173	832	27	3	12	8	5	291	569	267	593	881	
Uncle / Aunt	1344	634	710	355	594	395	109	246	335	260	191	149	55	1119	215	22	67	62	64	968	377	655	689	1350
Brother / sister	429	231	197	308	79	42	194	114	46	33	23	14	6	295	129	11	54	43	22	286	143	190	239	423
Step parent	114	59	55	39	47	28	12	27	30	17	13	11	4	102	12	-	2	7	3	92	23	58	57	113
Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	144	39	104	77	44	23	36	42	29	15	15	7	-	120	23	1	9	13	-	127	17	68	76	140
Work with children aged 6-17 as a core part of my job	278	100	179	100	127	51	42	58	65	62	34	14	3	226	50	4	13	15	18	253	26	165	113	262
Another type of relationship	420	173	248	168	107	146	65	103	61	46	60	58	28	348	66	7	21	17	20	271	150	219	202	428
None of the above	1865	971	892	524	644	697	235	289	296	348	329	242	126	1602	239	24	98	41	76	1186	679	787	1078	1858
NET: Some kind of relationship	2807	1307	1498	849	842	1115	372	477	454	388	407	485	224	2377	407	41	141	117	108	1757	1050	1256	1551	2814
NET: Family relationship or work with children	2504	1170	1332	720	767	1017	322	398	410	357	364	452	201	2131	355	34	124	106	91	1557	947	1098	1406	2512

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

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8 Dec 2025
 Table 672

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Knowledgab le (w)	Not knowledgab le (x)	Knowledgab le (y)	Not knowledgab le (z)	Collective (A)	
Unweighted total	4672	355	445	337	340	375	372	333	559	550	3366	504	300	3541	830	1198	1686	895	442	4420	140	2958	1581	3378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672

	22%	20%	23%	23%	18%	23%	20%	26%	17%	19%	27%	24%	14%	22%	21%	19%	22%	25%	15%	23%	19%	21%	22%	22%
4-5 years old	662	249	413	206	206	250	67	139	130	77	93	128	29	567	92	4	32	39	17	435	227	311	351	678
	26%	21%	31%	29%	27%	25%	21%	35%	32%	21%	26%	28%	14%	27%	26%	12%	26%	37%	18%	28%	24%	28%	25%	27%
6-10 years old	1161	504	657	303	379	479	113	190	220	159	161	238	81	989	164	12	56	42	53	715	446	514	647	1166
	46%	43%	49%	42%	49%	47%	35%	54%	54%	45%	44%	53%	40%	46%	46%	36%	45%	40%	58%	46%	47%	47%	46%	46%
11-15 years old	1196	544	651	276	406	514	132	143	202	204	157	242	114	1028	160	15	54	41	49	706	489	508	688	1196
	48%	46%	49%	38%	53%	51%	41%	36%	49%	57%	43%	54%	57%	48%	45%	45%	44%	39%	54%	45%	52%	46%	49%	48%
16-17 years old	726	351	375	200	234	292	105	95	114	120	97	119	76	619	101	10	31	33	27	448	278	331	395	734
	29%	30%	28%	28%	31%	29%	33%	24%	28%	34%	27%	26%	38%	29%	28%	28%	25%	31%	30%	29%	29%	30%	28%	29%
Don't know	71	44	27	15	20	36	9	6	7	13	15	11	9	64	6	-	5	*	-	36	35	17	54	75
	3%	4%	2%	2%	3%	4%	3%	2%	2%	4%	4%	3%	5%	3%	2%	-	4%	*	-	2%	4%	2%	4%	3%
NET: 0-5 years old	1093	460	632	327	318	449	121	206	186	132	183	209	57	952	137	9	53	51	25	707	386	477	617	1114
	44%	39%	47%	45%	41%	44%	37%	45%	45%	37%	50%	46%	28%	45%	39%	26%	42%	48%	27%	45%	41%	43%	44%	44%

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

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 Table 677

QD14. And which of the following age brackets do these children belong to?

Base: All UK adults aged 16+ who have some kind of family relationship or work with children

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	2512	80	237	184	184	161	194	181	297	274	1792	273	263	1892	481	608	924	508	257	2403	75	1767	691	1441	1004	1407	753	2512	
Weighted total	2504	97*	200	205	210	200	233	210	383	305	2101	110	103	1923	442	590	929	508	269	2398	75*	1770	681	1449	986	1401	762	2512	
Effective base	2252	79	230	181	178	156	189	176	292	262	1740	269	260	1714	415	544	828	451	239	2156	67	1587	616	1288	903	1263	678	2512	
0-1 years old	329	12	35	28	28	21	34	33	53	30	275	20	23	251	63	79	128	75	19	318	8	248	75	200	120	190	91	337	
	13%	13%	13%	14%	13%	10%	15%	15%	16%	10%	13%	16%	11%	13%	14%	13%	14%	15%	7%	13%	11%	14%	11%	14%	12%	14%	12%	13%	
2-3 years old	542	21	60	38	33	40	56	44	81	72	444	28	46	415	103	130	187	114	71	515	19	391	138	332	197	304	165	552	
	22%	21%	21%	19%	15%	20%	24%	20%	24%	21%	24%	24%	23%	22%	23%	22%	20%	23%	20%	26%	20%	22%	20%	23%	20%	22%	22%	22%	
4-5 years old	662	24	72	46	38	50	61	63	102	88	544	35	58	516	112	139	256	129	88	635	24	502	151	421	230	408	178	678	
	26%	25%	26%	22%	17%	25%	26%	29%	30%	29%	26%	29%	28%	27%	25%	24%	28%	25%	33%	26%	33%	28%	22%	29%	23%	29%	23%	27%	
6-10 years old	1161	57	124	91	95	83	103	105	155	155	969	54	97	895	202	256	444	242	124	1129	25	865	274	700	436	674	336	1166	
	46%	59%	44%	44%	44%	42%	44%	48%	45%	51%	46%	45%	51%	47%	46%	43%	48%	48%	46%	47%	33%	49%	40%	48%	44%	48%	44%	46%	
11-15 years old	1196	51	132	108	106	96	121	113	161	121	1009	59	90	909	231	286	460	238	109	1158	26	860	320	693	477	664	361	1196	
	48%	53%	47%	53%	49%	48%	52%	52%	47%	40%	48%	50%	44%	47%	52%	48%	50%	47%	41%	48%	35%	49%	47%	48%	48%	47%	47%	48%	
16-17 years old	726	23	77	53	76	57	72	64	96	87	607	41	56	544	136	172	263	147	82	699	18	527	182	444	261	413	219	734	
	29%	24%	27%	26%	35%	29%	31%	29%	29%	29%	29%	34%	28%	28%	31%	29%	28%	29%	31%	29%	24%	29%	27%	31%	27%	29%	29%	29%	
Don't know	71	1	13	10	7	2	4	7	9	4	57	4	8	55	12	31	18	9	2	59	7	34	32	22	38	32	21	75	
	3%	1%	4%	5%	3%	1%	2%	3%	2%	1%	3%	4%	4%	3%	3%	5%	2%	2%	1%	2%	9%	2%	5%	1%	4%	2%	3%	3%	
NET: 0-5 years old	1093	37	127	86	74	81	110	101	152	135	903	58	91	848	196	243	415	217	134	1045	38	803	269	672	396	631	322	1114	
	44%	39%	45%	42%	34%	41%	47%	46%	44%	44%	43%	48%	45%	44%	44%	41%	45%	43%	50%	44%	51%	45%	40%	46%	40%	45%	42%	44%	

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

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8 Dec 2025
 Table 678

QD14. And which of the following age brackets do these children belong to?

Base: All UK adults aged 16+ who have some kind of family relationship or work with children

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	2512	287	44	701	48	91	664	1750	182	118	627	623	1813	723	1458	445	473	488	479	488	488	2512
Weighted total	2504	288	37*	714	44*	94*	645	1763	187	122	634	626	1808	730	1446	458	477	471	475	483	483	2512
Effective base	2252	258	35	633	40	80	595	1571	164	108	561	551	1636	644	1311	399	429	437	426	438	438	2512
0-1 years old	329	26	8	63	2	5	92	224	11	7	59	88	236	88	205	55	57	66	62	74	74	337
	13%	9%	22%	9%	5%	6%	14%	13%	6%	6%	9%	14%	13%	12%	14%	12%	14%	13%	15%	15%	13%	13%
2-3 years old	542	95	11	158	6	19	146	377	39	19	136	148	379	151	318	99	96	104	96	123	123	552
	22%	33%	29%	22%	13%	20%	23%	21%	21%	16%	21%	24%	21%	21%	22%	22%	20%	22%	20%	25%	25%	22%
4-5 years old	662	116	11	218	4	29	161	472	56	34	183	170	467	196	394	118	120	129	124	136	136	678
	26%	40%	30%	31%	10%	31%	25%	27%	30%	28%	29%	27%	26%	27%	27%	26%	25%	27%	26%	28%	28%	27%
6-10 years old	1161	140	16	356	22	46	279	850	92	63	321	277	856	335	674	207	228	216	220	227	227	1166
	46%	49%	43%	50%	50%	49%	43%	48%	49%	52%	51%	44%	47%	46%	47%	45%	48%	46%	46%	47%	47%	46%
11-15 years old	1196	93	14	321	20	49	304	862	96	60	282	304	867	335	695	203	247	232	227	231	231	1196
	48%	32%	38%	45%	46%	52%	47%	49%	51%	49%	45%	49%	48%	46%	48%	44%	52%	49%	48%	48%	48%	48%
16-17 years old	726	64	6	204	12	29	185	514	55	35	184	184	523	220	407	132	141	138	138	130	130	734
	29%	22%	16%	29%	26%	31%	29%	29%	30%	28%	29%	29%	29%	30%	28%	29%	29%	29%	29%	27%	27%	29%
Don't know	71	2	-	5	*	-	25	37	3	3	3	21	45	21	31	18	13	13	13	13	13	75
	3%	1%	-	1%	1%	-	4%	2%	1%	2%												

QD15. Generally, how often, if at all, do you have responsibility for caring for any of these children?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	2512	1107	1337	714	764	1034	317	397	406	355	308	455	211	2104	310	33	113	1040	113	49	1472	1040	1091	1421	2512
Weighted total	2504	1170	1332	720	767	1017	322	398	410	357	364	452	201	2131	106	34*	124	106	91*	1557	947	1098	1406	2512	
Effective base	2252	1045	1203	643	677	933	285	358	358	319	329	414	190	1961	274	32	108	109	47	1324	941	974	1278	2512	
Every day	341	165	175	152	145	44	51	101	84	61	28	14	2	272	64	6	17	36	6	304	37	201	140	331	
14%	14%	14%	13%	afkm	afkm	m	fklm	aefgjk	afklm	fklm	flm	flm	flm	13%	18%	18%	13%	34%	6%	20%	4%	18%	10%	13%	
A couple of times a week	390	185	206	164	84	142	68	96	51	33	58	67	17	312	77	4	24	28	20	266	124	199	191	396	
16%	16%	15%	aefgjk	aefgjk	lm	aefgjk	lm	aefgjk	lm	lm	lm	lm	lm	15%	22%	11%	20%	27%	22%	17%	13%	18%	14%	16%	
Once a week	169	69	100	39	40	90	24	15	20	20	31	50	9	150	17	-	8	4	5	90	79	53	116	171	
7%	6%	7%	5%	5%	9%	7%	4%	5%	5%	6%	9%	11%	4%	7%	5%	-	6%	4%	5%	6%	8%	5%	8%	7%	
A couple of times a month	266	117	149	81	76	109	32	49	38	38	44	54	10	227	38	5	14	14	4	184	82	108	158	271	
11%	10%	11%	11%	10%	11%	10%	12%	9%	11%	12%	12%	5%	11%	11%	16%	11%	13%	5%	12%	9%	10%	11%	11%		
Once a month	102	47	55	28	31	43	12	16	19	12	11	22	10	89	12	1	4	1	6	58	44	47	55	101	
4%	4%	4%	4%	4%	4%	4%	4%	4%	5%	3%	3%	5%	5%	4%	3%	4%	3%	1%	7%	4%	5%	4%	4%	4%	
Less often than once a month	335	155	180	74	107	154	37	37	56	51	39	88	27	295	37	7	9	13	8	178	157	139	196	341	
13%	13%	13%	10%	14%	15%	11%	9%	14%	14%	11%	20%	13%	14%	11%	21%	7%	12%	9%	11%	17%	13%	14%	14%		
None of the above, I do not have responsibility for caring for these children	888	428	459	174	280	434	93	81	141	139	151	156	126	777	106	11	45	10	42	472	416	347	540	888	
35%	37%	34%	24%	36%	43%	29%	20%	34%	39%	42%	35%	63%	36%	30%	31%	36%	9%	46%	30%	44%	32%	38%	35%		
Don't know	13	5	8	9	3	1	6	3	2	1	1	-	-	9	3	-	3	-	-	6	7	3	10	13	
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: At least weekly	901	419	481	355	269	276	143	212	154	115	117	131	28	734	158	10	49	69	31	660	240	453	448	898	
36%	36%	36%	aefgjk	flm	m	aefgjk	m	aefgjk	flm	m	m	m	14%	34%	45%	29%	39%	65%	34%	42%	25%	41%	32%	36%	
NET: At least monthly	1268	582	685	464	377	428	186	277	212	165	173	208	48	1050	208	16	67	83	41	902	366	608	660	1270	
51%	50%	51%	aefgjk	fm	m	aefgjk	m	aefgjk	fm	m	m	m	24%	49%	59%	48%	54%	79%	45%	58%	39%	55%	47%	51%	

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

QD15. Generally, how often, if at all, do you have responsibility for caring for any of these children?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	2512	80	237	184	184	161	194	181	297	274	1792	273	263	184	1892	481	608	257	508	1757	691	1770	691	753	1441	1004	1407	753	2512
Weighted total	2504	97*	200	206	210	200	233	219	343	305	2101	119	203	81	1923	442	590	229	508	1770	75*	1770	691	906	1401	1449	906	762	2512
Effective base	2252	79	230	181	178	156	189	176	292	262	1740	269	260	181	1714	415	544	229	451	1339	67	1587	616	1288	903	1263	678	1512	
Every day	341	13	31	24	36	20	33	24	42	68	292	12	30	7	275	49	51	98	85	306	7	306	33	264	74	216	96	331	
14%	13%	11%	12%	16%	10%	14%	11%	12%	22%	14%	10%	15%	8%	14%	11%	9%	11%	17%	33%	14%	10%	17%	5%	18%	8%	15%	13%		
A couple of times a week	390	13	50	37	36	24	20	22	44	75	321	24	33	13	310	60	90	136	79	60	376	13	318	70	273	117	237	124	396
16%	14%	18%	18%	16%	12%	8%	10%	13%	25%	15%	20%	16%	16%	16%	14%	15%	15%	16%	22%	16%	18%	10%	19%	12%	17%	16%			
Once a week	169	9	22	15	13	18	23	5	22	13	140	6	16	7	135	24	46	72	32	8	165	2	126	39	110	58	91	57	171
7%	9%	8%	7%	6%	9%	10%	2%	6%	4%	7%	5%	8%	9%	7%	5%	8%	8%	6%	3%	7%	3%	7%	6%	8%	7%	8%	8%	7%	
A couple of times a month	266	8	31	22	23	17	18	30	37	32	219	12	23	11	215	44	56	117	50	28	251	14	204	61	166	98	156	79	271
11%	9%	11%	11%	11%	9%	8%	14%	11%	11%	10%	10%	12%	14%	11%	10%	9%	13%	10%	11%	10%	10%	18%	9%	11%	11%	10%	11%	10%	
Once a month	102	6	9	9	10	7	8	9	18	9	85	5	7	5	78	19	24	42	16	8	98	3	83	18	65	33	56	35	101
4%	6%	3%	4%	5%	4%	3%	4%	5%	3%	3%	4%	4%	3%	4%	4%	4%	4%	3%	3%	4%	4%	5%	3%	5%	4%	4%	5%		
Less often than once a month	335	14	49	26	18	33	39	26	48	30	284	17	23	10	250	73	77	148	67	22	320	12	214	114	165	160	191	91	341
13%	14%	18%	13%	8%	17%	17%	12%	14%	10%	10%	14%	11%	13%	13%	16%	13%	16%	13%	8%	13%	16%	12%	17%	11%	14%	14%	12%	14%	
None of the above, I do not have responsibility for caring for these children	888	34	87	70	84	77	90	100	129	77	748	42	71	27	650	172	241	314	177	54	847	21	514	341	397	443	450	276	888
35%	35%	31%	34%	38%	39%	39%	46%	38%	25%	36%	35%	35%	33%	34%	39%	41%	34%	35%	20%	35%	28%	29%	50%	27%	45%	32%	36%	35%	
Don't know	13	-	1	1	-	2	1	2	3	1	12	-	1	-	10	1	5	3	1	1	8	2	6	5	9	3	5	2	13
1%	-	1%	1%	1%	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: At least weekly	901	35	103	77	84	63	76	51	108	156	753	43	78	27	720	133	188	306	196	155	873	22	751	142	647	249	544	278	898
36%	36%	37%	38%	39%	31%	33%	23%	31%	31%	51%	36%	38%	33%	37%	30%	32%	33%	39%	58%	36%	30%	42%	21%	45%	25%	39%	36%	36%	
NET: At least monthly	1268	49	143	108	118	87	102	90	163	197	1057	60	109	43	1014	196	267	465	262	192	1223	40	1037	221	878	380	756	392	1270
51%	51%	51%	53%	54%	44%	44%	41%	47%	47%	65%	50%	50%	53%	53%	44%	45%	50%	52%	71%	51%	53%	59%	32%	61%	39%	54%	51%	51%	

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

QD15. Generally, how often, if at all, do you have responsibility for caring for any of these children?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	2512	287	44	701	48	91	664	1750	182	118	627	623	1813	723	1458	445	473	488	479	488	2512
Weighted total	2504	288	37*	714	44*	94*	645	1763	187	122	634	626	1808	730	1446	458	477	471	475	483	2512
Effective base	2252	253	35	633	40	70	535	1571	164	103	561	551	1638	644	1311	399	420	437	426	438	2312
Every day	341	84	10	234	9	23	65	269	52	38	207	92	246	163	153	85	63	66	60	50	331
gp	14%	29%	27%	33%	20%	24%	10%	15%	28%	31%	33%	15%	14%	22%	11%	19%	13%	14%	13%	10%	13%
A couple of times a week	390	81	4	148	11	15	103	267	41	23	120	100	273	143	217	78	89	67	71	66	396
16%	28%	12%	21%	26%	15%	16%	15%	22%	19%	19%	16%	15%	20%	15%	17%	19%	14%	15%	14%	16%	16%
Once a week	169	12	1	30	3	8	47	115	12	5	26	34	130	49	96	35	29	30	30	36	171
7%	4%	3%	4%	7%	9%	7%	7%	12	5	4%	5%	7%	7%	7%	8%	6%	6%	6%	6%	7%	7%
A couple of times a month	266	31	1	74	9	5	56	204	17	13	69	62	195	83	152	53	59	53	48	45	271
11%	11%	2%	10%	21%	5%	9%	12%	9%	11%	11%	10%	11%	11%	11%	12%	12%	11%	11%	10%	9%	11%
Once a month	102	15	3	27	1	5	27	73	10	5	24	24	75	32	58	23	12	27	23	12	101
4%	5%	8%	4%	3%	6%	4%	4%	6%	4%	4%	4%	4%	4%	4%	5%	3%	6%	5%	3%	4%	4%
Less often than once a month	335	19	3	60	3	17	93	233	14	10	64	72	256	82	212	44	69	57	74	79	341
13%	7%	7%	8%	7%	18%	14%	13%	8%	8%	10%	11%	14%	11%	15%	10%	14%	12%	12%	16%	16%	14%
bdikp	13%	7%	7%	8%	7%	18%	14%	13%	8%	8%	10%	11%	14%	11%	15%	10%	14%	12%	16%	16%	14%
None of the above, I do not have responsibility for caring for these children	888	46	15	138	8	21	252	595	40	28	123	239	628	172	554	137	154	171	164	196	888
35%	16%	41%	19%	18%	22%	39%	34%	21%	23%	19%	38%	35%	24%	38%	30%	32%	36%	35%	41%	35%	35%
bdertjkn	35%	16%	41%	19%	18%	22%	39%	34%	21%	23%	19%	38%	35%	24%	38%	30%	32%	36%	35%	41%	35%
Don't know	13	1	-	2	-	-	2	7	-	-	2	3	4	4	4	3	3	-	4	-	13
1%	*	-	*	-	-	*	*	-	-	*	*	*	*	1%	*	1%	1%	-	1%	-	1%
NET: At least weekly	901	177	16	412	23	46	215	651	105	66	353	226	650	356	466	198	180	163	161	151	898
36%	61%	42%	58%	52%	49%	33%	37%	56%	54%	56%	36%	49%	32%	43%	38%	35%	34%	34%	31%	36%	36%
o	61%	42%	58%	52%	49%	33%	37%	56%	54%	56%	36%	49%	32%	43%	38%	35%	34%	34%	31%	36%	36%
NET: At least monthly	1268	222	19	513	33	56	298	928	513	303	84	312	920	471	676	273	252	244	233	208	1270
51%	77%	52%	72%	75%	59%	46%	53%	71%	69%	70%	50%	50%	51%	65%	47%	60%	53%	52%	49%	43%	51%
ot	77%	52%	72%	75%	59%	46%	53%	71%	69%	70%	50%	50%	51%	65%	47%	60%	53%	52%	49%	43%	51%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSONS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 686

QD16. Within the next five years, how likely or unlikely are you to do each of the following?

Base : All UK adults aged 16+

	Buy a home for the first time	Move home	Buy a car	Start a new job	Move to a different part of the country	Have a child	Have another child	Adopt or foster a child	Retire	Become a grandparent
Unweighted total	4672	4672	4672	4672	4672	1715	2900	4672	3608	3933
Weighted total	4672	4672	4672	4672	4672	1721	2926	4672	3682	3812
Effective base	4191	4191	4191	4191	4191	1551	2617	4191	3226	3393
Very likely	383	760	1365	698	349	117	294	117	387	151
8%	16%	29%	15%	7%	7%	10%	3%	11%	4%	4%
Fairly likely	439	1063	1418	990	659	177	245	229	353	301
9%	23%	30%	21%	14%	10%	8%	5%	10%	8%	8%
Fairly unlikely	404	904	627	761	985	197	208	530	428	440
9%	19%	13%	16%	21%	11%	7%	11%	12%	11%	12%
Very unlikely	1821	1486	843	1544	929	1661	3094	2014	2118	2118
39%	32%	18%	33%	47%	54%	57%	66%	55%	56%	56%
Not applicable	1506	165	163	425	194	230	469	542	376	597
32%	4%	3%	9%	4%	13%	16%	12%	10%	16%	16%
Don't know	118	293	256	255	281	70	49	160	124	204
3%	6%	5%	5%	6%	4%	2%	3%	3%	5%	5%
Top 2: Likely	822	1823	2783	1688	1007	294	346	740	452	452
18%	39%	60%	36%	22%	17%	18%	7%	20%	12%	12%
Bottom 2: Unlikely	2225	2391	1469	2304	3190	1127	1869	3624	2442	2558
48%	51%	31%	49%	68%	65%	64%	78%	66%	67%	67%
NET Difference	-1403	-568	1314	-616	-2182	-833	-1330	-3278	-1702	-2106
-30%	-12%	28%	-13%	-47%	-48%	-45%	-70%	-46%	-55%	-55%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSONS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 687

QD16A. Within the next five years, how likely or unlikely are you to do each of the following? Buy a home for the first time

Base : All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1736	1801	2391	4672		
Very likely	383	208	175	273	97	12	111	162	79	19	8	2	2	257	122	9	33	58	23	340	43	233	150	361	
8%	9%	7%	20%	7%	1%	18%	21%	11%	3%	1%	*	1%	6%	19%	13%	14%	37%	12%	12%	3%	11%	6%	8%		
fjkmnu	8%	9%	7%	20%	7%	1%	18%	21%	11%	3%	1%	*	1%	6%	19%	13%	14%	37%	12%	12%	3%	11%	6%	8%	
uw	fjkmnu	uw	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm
Fairly likely	439	236	203	307	119	13	162	145	83	36	6	6	1	318	116	10	44	31	31	348	91	233	206	424	
9%	10%	8%	22%	8%	1%	27%	19%	11%	5%	1%	1%	*	8%	18%	15%	18%	20%	17%	12%	5%	11%	8%	9%		
fjkmnu	9%	10%	8%	22%	8%	1%	27%	19%	11%	5%	1%	1%	*	8%	18%	15%	18%	20%	17%	12%	5%	11%	8%	9%	
uw	fjkmnu	uw	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm
Fairly unlikely	404	208	196	234	134	37	126	108	74	60	23	9	4	291	104	14	39	18	34	290	114	184	220	398	
9%	9%	8%	17%	9%	2%	17%	14%	10%	8%	3%	1%	1%	7%	16%	22%	16%	11%	18%	10%	7%	9%	9%	8%	9%	
fjkmnu	9%	9%	8%	17%	9%	2%	17%	14%	10%	8%	3%	1%	7%	16%	22%	16%	11%	18%	10%	7%	9%	9%	8%	9%	
uw	fjkmnu	uw	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm	aeefjklm
Very unlikely	1821	861	959	291	610	921	144	147	265	345	364	373	184	1658	146	20	52	26	48	1013	809	642	1179	1852	
39%	38%	40%	21%	41%	2																				

Bottom 2: Unlikely	2225 48% dhqrt v	1069 47%	1154 48%	524 38% h	744 50% adghi	957 53% adghi	269 44% dh	255 33%	339 45% dh	405 55% adeghi	387 53% adghi	382 54% adghi	189 45% adghi	1949 49% oqr	251 39% r	34 52% oqr	91 38% r	43 27% r	82 45% r	1303 44%	922 53% at	826 40%	1399 53% av	2250 48%
NET Difference	-1403 -30%	-625 -27%	-777 -33%	56 4%	-527 -35%	-932 -51%	3 1%	53 7%	-176 -24%	-351 -48%	-372 -51%	-375 -52%	-185 -53%	-1373 -35%	-12 -2%	-16 -24%	-14 -6%	46 29%	-29 -16%	-616 -21%	-787 -46%	-360 -18%	-1043 -40%	-1465 -31%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 688

QD16A. Within the next five years, how likely or unlikely are you to do each of the following? Buy a home for the first time

Base : All UK adults aged 16+

	TOTAL (a)	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweigh ted Total
		North East (b)	North West (c)	Yorkshi re and the Humber (d)	West Midland s (e)	East Midland s (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotlan d (m)	Norther n Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,00 0 and above (t)	Importa nt (u)	Not importa nt (v)	Knowned gable (w)	Not knowned gable (x)	Knowned gable (y)	Not knowned gable (z)	Collect ive (A)	Individ ual (B)		
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	442	140	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	2969	1570	2402	2091	2466	1458	4672	4672		
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
Very likely	383 8% lpqz B	9 5%	40 8%	27 7%	44 11%	22 6%	30 7%	23 6%	46 7%	96 16%	336 9%	9 4%	28 7%	10 7%	318 9%	39 5%	63 5%	139 8%	95 10%	71 15%	370 8%	10 7%	282 10%	95 6%	251 10%	128 6%	252 10%	93 6%	361 8%	
Fairly likely	439 9% npx	16 9%	46 9%	26 7%	39 9%	31 9%	36 8%	30 7%	58 9%	94 16%	377 10%	22 10%	33 9%	7 6%	362 10%	41 5%	102 9%	155 9%	95 10%	54 12%	407 9%	27 19%	317 11%	117 7%	265 11%	167 8%	258 10%	132 9%	424 9%	
Fairly unlikely	404 9%	16 9%	33 6%	33 9%	35 8%	23 7%	34 8%	36 9%	47 7%	86 14%	343 9%	15 7%	35 9%	10 8%	315 9%	54 7%	109 9%	141 8%	62 7%	49 11%	368 8%	25 18%	242 8%	156 10%	200 8%	197 9%	226 9%	113 8%	398 9%	
Very unlikely	1821 39% jst	71 38%	222 43%	161 42%	160 39%	125 37%	176 40%	181 45%	261 41%	161 26%	1518 39%	90 41%	158 41%	55 42%	1377 38%	338 44%	524 45%	672 39%	313 34%	119 26%	1734 39%	46 32%	1103 37%	662 42%	859 36%	879 42%	928 38%	591 41%	1852 40%	
Not applicable	1506 32% jst	70 37%	166 32%	125 33%	119 29%	129 38%	156 36%	126 31%	216 34%	146 24%	1254 32%	81 37%	128 33%	43 33%	1140 32%	288 37%	316 27%	574 33%	330 36%	158 34%	1447 33%	27 19%	971 33%	493 31%	768 32%	677 32%	761 31%	497 34%	1517 32%	
Don't know	118 3% pA	5 2%	11 2%	9 2%	13 3%	12 3%	7 2%	10 3%	15 2%	25 4%	106 3%	2 1%	4 1%	5 1%	92 3%	9 1%	38 2%	34 2%	18 2%	9 2%	101 2%	6 4%	55 2%	46 3%	59 2%	43 2%	40 2%	32 2%	120 3%	
Top 2: Likely	822 18% hnp qz	25 13%	86 17%	53 14%	83 20%	53 15%	66 15%	53 13%	104 16%	190 31%	714 18%	31 14%	61 16%	17 13%	681 19%	80 10%	166 14%	294 17%	190 21%	126 27%	777 18%	38 27%	599 20%	212 14%	516 21%	295 14%	511 21%	225 15%	785 17%	
Bottom 2: Unlikely	2225 48% jst	87 47%	255 49%	195 51%	195 43%	147 43%	210 48%	217 53%	308 48%	247 41%	1861 47%	105 47%	194 50%	65 50%	1693 47%	392 51%	633 55%	813 47%	375 41%	169 36%	2101 47%	71 50%	1345 45%	818 51%	1060 44%	1076 51%	1155 47%	704 48%	2250 48%	
NET Difference	-1403 -30%	-62 -33%	-169 -33%	-141 -37%	-111 -27%	-95 -28%	-144 -33%	-164 -40%	-204 -32%	-57 -9%	-1148 -29%	-75 -34%	-132 -34%	-48 -37%	-1012 -28%	-312 -41%	-468 -41%	-519 -30%	-185 -20%	-43 -9%	-1325 -30%	-33 -24%	-745 -25%	-605 -39%	-544 -23%	-781 -37%	-644 -26%	-478 -33%	-1465 -31%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 689

QD16A. Within the next five years, how likely or unlikely are you to do each of the following? Buy a home for the first time

Base : All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweigh ted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knownedgabl e (n)	Not knownedgabl e (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	61	144	1104	2915	247	150	1004	1104	3044	1212	2429	710	763	763	812	820	4672	
Very likely	383 8% ot	92 19%	9 17%	173 14%	9 13%	23 14%	77 6%	288 9%	41 15%	30 16%	160 14%	160 8%	279 8%	169 15%	169 6%	98 12%	77 9%	77 8%	69 7%	50 6%	351 8%	
Fairly likely	439 9% gst	90 19%	5 9%	166 14%	13 18%	19 11%	85 7%	328 10%	38 14%	23 13%	152 14%	130 12%	287 8%	169 13%	226 8%	96 12%	97 11%	85 10%	60 7%	65 7%	424 9%	
Fairly unlikely	404 9% js	45 9%	7 12%	119 10%	9 13%	18 11%	83 7%	294 9%	17 6%	8 4%	123 11%	133 12%	251 7%	123 10%	242 9%	93 11%	85 10%	74 9%	55 6%	62 7%	398 9%	
Very unlikely	1821 39% bdkn	120 25%	17 30%	372 31%	24 34%	72 43%	533 45%	1237 38%	100 36%	69 38%	356 32%	467 41%	1313 39%	413 32%	1099 41%	306 38%	336 38%	338 39%	354 39%	381 42%	1852 40%	
Not applicable	1506 32% bdehkn q	121 26%	17 30%	347 29%	14 20%	32 19%	385 32%	1070 33%	76 27%	48 26%	302 27%	272 24%	1201 36%	355 28%	896 33%	199 24%	250 29%	283 33%	360 40%	335 37%	1517 32%	
Don't know	118 3% m	6 1%	1 2%	25 2%	1 2%	5 3%	32 3%	71 2%	7 3%	3 2%	21 2%	42 4%	52 2%	22 2%	55 2%	22 3%	30 3%	20 2%	14 2%	15 2%	120 3%	
Top 2: Likely	822 18% got	182 38%	15 26%	339 28%	22 31%	42 25%	162 14%	616 29%	79 28%	53 29%	312 28%	215 19%	566 17%	365 29%	395 15%	194 24%	175 20%	155 18%	122 13%	115 13%	785 17%	
Bottom 2: Unlikely	2225 48% bdkn	164 35%	24 42%	491 41%	33 47%	90 53%	615 52%	1530 47%	116 42%	77 42%	479 43%	600 53%	1564 46%	536 42%	1341 50%	400 49%	430 48%	413 47%	409 45%	444 49%	2250 48%	
NET Difference	-1403 -30%	18 4%	-9 -16%	-151 -13%	-11 -16%	-48 -28%	-453 -38%	-914 -28%	-37 -13%	-24 -13%	-167 -15%	-385 -34%	-998 -30%	-170 -13%	-946 -35%	-206 -25%	-245 -28%	-258 -30%	-286 -32%	-329 -36%	-1465 -31%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 692

QD16B. Within the next five years, how likely or unlikely are you to do each of the following? Move home

Base : All UK adults aged 16+

	Gender			Age							Ethnicity						Working status		Education		Unweighted Total			
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)		Not working (u)	Graduates (v)	Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	740	349	3979	646	65*	239	158	184*	2943	1929	2043	2659	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	623	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very likely	760	380	378	403	217	141	182	220	132	85	79	45	17	579	175	15	52	55	53	555	205	403	357	743
16%	17%	17%	16%	29%	15%	8%	30%	29%	18%	12%	11%	6%	5%	15%	27%	22%	22%	35%	29%	19%	12%	20%	14%	16%
Fairly likely	1063	504	558	462	338	263	217	245	183	155	132	105	26	846	205	24	67	54	61	756	306	524	539	1031
23%	22%	23%	34%	23%	15%	8%	32%	24%	21%	18%	14%	8%	8%	21%	32%	37%	28%	34%	33%	26%	18%	26%	21%	22%
Fairly unlikely	904	465	439	213	314	378	93	119	157	157	162	140	75	804	93	7	53	18	15	575	329	394	510	904
19%	20%	18%	15%	21%	21%	15%	16%	21%	21%	22%	19%	22%	22%	20%	14%	11%	22%	12%	8%	20%	19%	19%	19%	19%
Very unlikely	1486	734	752	187	477	822	66	121	208	269	291	344	187	1366	109	8	38	26	37	804	683	539	947	1525
32%	32%	31%	14%	32%	45%	11%	16%	28%	37%	40%	47%	53%	34%	34%	17%	13%	16%	16%	20%	27%	27%	26%	36%	33%
Not applicable	165	81	84	50	40	76	22	27	26	14	20	39	17	138	26	3	13	3	6	98	67	69	97	166
4%	4%	4%	4%	3%	4%	4%	4%	4%	3%	2%	3%	5%	5%	3%	4%	5%	5%	2%	3%	3%	4%	3%	4%	4%
Don't know	293	114	179	59	101	134	26	33	45	56	52	55	27	247	38	7	17	2	12	155	138	114	179	303
6%	5%	7%	4%	7%	7%	7%	4%	4%	6%	8%	7%	8%	8%	6%	11%	7%	1%	1%	6%	5%	138	8%	7%	6%
Top 2: Likely	1823	885	936	865	555	404	399	466	315	240	211	150	43	1425	380	38	110	109	114	1311	512	927	896	1774
39%	39%	39%	63%	37%	22%	66%	61%	42%	33%	29%	21%	12%	12%	36%	59%	50%	69%	62%	62%	45%	30%	45%	34%	38%
Bottom 2: Unlikely	2391	1199	1191	400	791	1200	160	240	365	426	453	484	262	2170	202	16	90	44	52	1379	1012	933	1458	2429
51%	53%	50%	29%	53%	66%	26%	31%	43%	58%	62%	75%	62%	62%	55%	31%	24%	38%	28%	28%	47%	59%	46%	55%	52%
NET Difference	-568	-314	-255	465	-236	-796	239	226	-50	-243	-243	-335	-219	-745	178	23	29	65	62	-68	-500	-6	-562	-655
-12%	-14%	-11%	34%	-16%	-44%	39%	29%	-7%	-25%	-33%	-46%	-63%	-19%	28%	35%	12%	41%	34%	-2%	-29%	*	-21%	-14%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 693

QD168. Within the next five years, how likely or unlikely are you to do each of the following? Move home

Base: All UK adults aged 16+

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)		Individual (B)
Unweighted total	4672	155	187	337	380	275	333	359	550	3166	504	302	300	3541	830	1196	1686	895	482	4420	140	2958	1511	2378	2118	2470	1459	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	3111	3605	1774	913	1426	462	4426	142	2959	1570	2466	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	338	267	363	324	545	573	3260	493	494	2955	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1794	4672
Very likely	760	19	79	52	73	46	59	63	109	152	652	33	57	19	616	99	171	275	159	112	728	24	516	236	446	298	474	210	743
16%	10%	15%	14%	18%	14%	13%	15%	17%	25%	17%	15%	15%	14%	17%	13%	15%	16%	17%	24%	16%	17%	17%	15%	19%	14%	19%	14%	16%	
Fairly likely	1063	40	117	84	97	71	90	88	145	178	910	45	88	19	832	162	233	379	221	134	1014	25	726	311	609	425	594	325	1031
23%	21%	22%	22%	24%	21%	21%	22%	23%	29%	23%	21%	23%	15%	23%	21%	20%	22%	24%	29%	23%	18%	24%	20%	25%	20%	24%	22%	22%	
Fairly unlikely	904	42	106	69	87	74	88	79	116	100	761	38	76	30	672	169	202	353	187	88	854	36	561	322	448	434	472	311	904
19%	23%	20%	18%	21%	22%	20%	19%	18%	18%	16%	19%	17%	20%	19%	22%	18%	21%	21%	19%	19%	19%	25%	19%	32%	19%	21%	19%	21%	19%
Very unlikely	1486	63	167	127	110	121	156	139	216	120	1219	82	138	48	1139	270	401	551	289	100	1408	40	912	528	679	733	732	482	1525
32%	33%	32%	33%	32%	36%	34%	34%	34%	36%	30%	31%	36%	36%	32%	35%	35%	32%	32%	22%	32%	28%	31%	34%	28%	34%	30%	33%	33%	33%
Not applicable	165	10	20	16	18	6	12	10	22	26	139	6	13	7	130	22	54	62	12	18	149	9	96	62	84	70	74	50	166
4%	5%	4%	4%	4%	2%	3%	2%	3%	4%	4%	3%	3%	3%	4%	3%	5%	4%	1%	4%	3%	3%	6%	3%	4%	3%	3%	3%	3%	4%
Don't know	293	13	31	35	25	22	33	28	35	32	254	16	15	8	216	47	92	93	45	11	273	8	158	99	137	130	119	80	303
6%	7%	6%	9%	6%	6%	8%	7%	5%	5%	5%	6%	7%	4%	6%	6%	6%	8%	5%	2%	6%	6%	6%	6%	6%	6%	6%	6%	5%	6%
Top 2: Likely	1823	59	195	136	171	118	149	151	254	330	1562	78	145	38	1447	261	404	654	380	246	1742	50	1242	557	1055	723	1068	535	1774
39%	31%	38%	36%	42%	35%	34%	37%	39%	54%	40%	36%	37%	29%	40%	34%	35%	38%	42%	53%	39%	35%	42%	36%	44%	35%	43%	37%	38%	
Bottom 2: Unlikely	2391	105	272	196	197	195	245	218	333	220	1980	120	214	77	1811	439	603	904	476	188	2262	75	1473	851	1127	1167	1204	793	2429
51%	56%	53%	51%	48%	57%	56%	54%	52%	52%	36%	50%	54%	55%	59%	50%	57%	52%	53%	41%	41%	51%	53%	50%	47%	47%	49%	54%	54%	52%
NET Difference	-568	-46	-77	-60	-26	-77	-95	-67	-78	110	-418	-41	-69	-39	-364	-178	-199	-250	-96	58	-519	-25	-231	-293	-72	-444	-135	-258	
-12%	-25%	-15%	-16%	-6%	-23%	-22%	-16%	-12%	-12%	18%	-11%	-19%	-18%	-30%	-10%	-23%	-17%	-15%	-10%	13%	-12%	-18%	-8%	-19%	-3%	-21%	-5%	-18%	-14%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 694

QD168. Within the next five years, how likely or unlikely are you to do each of the following? Move home

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability		Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	Difficult (k)	Coping / comfortable (l)	Known gable (m)	Not known gable (n)	1 - Most deprived (o)	2 (p)	3 (q)	4 (r)	5 - Least deprived (s)	
Unweighted total	4672	459	63	1164	74	164	1333	3240	276	135	1078	1122	3370	1259	2702	805	870	993	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	905	909	4672
Effective base	4191	419	50	1053																

		g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
Very unlikely	1486 32%	104 22%	13 23%	307 26%	15 22%	46 27%	428 36%	1016 31%	65 23%	41 23%	293 26%	311 28%	1142 34%	318 25%	878 33%	240 29%	268 31%	255 29%	323 36%	324 36%	1525 33%
Not applicable	165 4%	18 4%	1 3%	43 4%	2 3%	2 1%	42 3%	117 4%	7 2%	5 3%	40 4%	43 4%	117 3%	35 3%	106 4%	27 3%	41 5%	36 4%	25 3%	24 3%	166 4%
Don't know	293 6%	16 3%	2 4%	58 5%	3 5%	6 3%	72 6%	189 6%	11 4%	8 4%	51 5%	69 6%	193 6%	54 4%	161 6%	58 7%	61 7%	54 6%	44 5%	47 5%	303 6%
Top 2: Likely	1823 39%	258 55%	28 50%	544 45%	36 51%	89 53%	444 37%	1299 39%	139 50%	91 50%	503 45%	515 46%	1297 37%	633 50%	989 37%	352 43%	353 40%	349 40%	331 37%	323 36%	1774 38%
Bottom 2: Unlikely	2391 51%	181 38%	24 43%	558 46%	29 41%	71 42%	637 53%	1684 51%	122 44%	78 43%	521 47%	503 44%	1837 54%	556 44%	1430 53%	379 46%	420 48%	431 49%	506 56%	515 57%	2429 52%
NET Difference	-568 -12%	77 16%	4 7%	-14 -1%	7 10%	18 11%	-193 -16%	-385 -12%	17 6%	13 7%	-18 -2%	13 1%	-600 -18%	77 6%	-441 -16%	-27 -3%	-67 -8%	-81 -9%	-176 -19%	-191 -21%	-655 -14%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 697

QD16C. Within the next five years, how likely or unlikely are you to do each of the following? Buy a car

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1736	1801	2391	4672	
Very likely	1365 29%	781 34%	584 24%	542 40%	415 28%	407 22%	200 33%	343 45%	234 31%	181 25%	183 25%	173 24%	52 15%	1102 28%	253 39%	20 30%	76 32%	103 65%	54 29%	1029 au	336 19%	758 37%	607 23%	1346 29%	
Fairly likely	1418 30%	670 29%	746 31%	427 31%	464 31%	528 29%	207 34%	220 30%	212 34%	252 32%	234 30%	217 30%	77 22%	1182 30%	222 34%	23 35%	83 35%	40 25%	76 41%	911 31%	507 29%	683 33%	736 28%	1414 30%	
Fairly unlikely	627 13%	297 13%	330 14%	197 14%	188 13%	242 13%	97 16%	100 13%	105 14%	82 11%	93 13%	90 12%	59 17%	547 14%	72 11%	10 15%	32 13%	6 4%	24 13%	390 f	237 14%	246 12%	380 14%	626 13%	
Very unlikely	843 18%	356 16%	485 20%	134 10%	285 19%	424 23%	71 12%	63 8%	135 20%	150 20%	140 19%	170 23%	114 33%	783 20%	52 8%	10 15%	19 8%	5 3%	17 10%	402 14%	441 25%	235 12%	608 23%	861 18%	
Not applicable	163 3%	69 3%	94 4%	29 2%	52 4%	82 5%	15 2%	24 3%	26 4%	27 4%	34 5%	33 5%	15 4%	137 3%	24 4%	-	12 5%	1 1%	11 6%	72 2%	91 5%	41 2%	122 5%	167 4%	
Don't know	256 5%	105 5%	151 6%	44 3%	82 6%	130 7%	18 3%	26 4%	38 6%	44 7%	44 6%	44 9%	22 9%	227 6%	23 4%	3 4%	16 7%	3 2%	2 1%	139 5%	117 7%	79 4%	177 7%	258 6%	
Top 2: Likely	2783 60%	1451 64%	1330 56%	969 71%	879 59%	935 52%	407 67%	563 73%	447 60%	433 59%	417 57%	389 54%	129 37%	2285 57%	475 74%	42 65%	159 67%	143 91%	130 71%	1941 66%	843 49%	1441 71%	1342 51%	2760 59%	
Bottom 2: Unlikely	1469 31%	653 29%	815 34%	331 24%	473 32%	666 37%	168 28%	163 21%	240 32%	332 37%	232 32%	260 36%	174 50%	1330 33%	124 19%	20 30%	51 22%	11 7%	42 23%	792 27%	678 39%	482 24%	988 38%	1487 32%	
NET Difference	1314 28%	798 35%	515 22%	639 47%	406 27%	269 15%	239 39%	400 27%	206 27%	200 27%	184 25%	129 18%	-45 -13%	955 24%	351 54%	23 35%	108 45%	132 83%	88 48%	1149 39%	165 10%	959 47%	355 13%	1273 27%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 698

QD16C. Within the next five years, how likely or unlikely are you to do each of the following? Buy a car

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	300	3541	830	1198	1688	895	442	4420	160	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
Very likely	1365 29%	40 21%	163 31%	98 26%	110 27%	97 29%	104 24%	106 26%	175 27%	253 42%	1145 29%	55 25%	122 31%	44 34%	1091 30%	217 28%	195 17%	492 29%	325 36%	285 62%	1316 30%	33 23%	998 34%	345 22%	856 36%	482 23%	783 32%	428 29%	1346 29%
Fairly likely	1418 30%	57 31%	182 35%	126 33%	133 32%	100 29%	141 32%	122 30%	188 25%	149 25%	1198 30%	76 30%	107 28%	37 29%	1060 29%	265 34%	281 24%	565 33%	325 29%	108 23%	1367 31%	36 26%	938 32%	457 29%	763 32%	632 30%	788 32%	448 31%	1414 30%
Fairly unlikely	627 13%	26 14%	51 10%	43 11%	56 14%	58 17%	64 15%	73 13%	85 12%	72 12%	528 13%	32 15%	48 12%	18 14%	456 13%	123 16%	161 14%	240 14%	113 12%	32 7%	587 13%	31 22%	351 12%	260 17%	276 11%	328 16%	311 13%	207 14%	626 13%
Very unlikely	843 18%	36 19%	78 15%	74 19%	73 18%	58 17%	92 21%	81 20%	135 21%	82 13%	709 18%	40 18%	73 19%	20 15%	670 19%	116 15%	351 30%	272 16%	102 11%	27 6%	782 18%	26 18%	454 15%	353 22%	332 14%	450 22%	434 18%	240 16%	861 18%
Not applicable	163 3%	11 6%	22 4%	16 4%	12 3%	7 2%	10 2%	9 2%	22 3%	26 4%	134 3%	6 3%	18 5%	5 4%	142 4%	10 1%	85 7%	51 3%	11 1%	2 *	141 3%	8 6%	97 3%	54 3%	70 3%	80 4%	56 2%	55 4%	167 4%
Don't know	256 5%	17 9%	22 4%	25 6%	27 7%	21 6%	28 6%	16 4%	39 6%	25 4%	221 6%	10 4%	19 5%	7 5%	185 5%	37 5%	81 7%	95 6%	37 4%	7 2%	233 5%	8 6%	131 4%	101 6%	105 4%	119 6%	93 4%	79 5%	258 6%
Top 2: Likely	2783 60%	97 52%	345 67%	224 59%	243 59%	197 58%	244 56%	227 56%	363 56%	402 60%	2343 60%	131 60%	229 59%	81 62%	2151 60%	482 63%	475 41%	1057 62%	650 71%	394 85%	2683 61%	69 49%	1936 65%	802 51%	1619 67%	1114 53%	1571 64%	876 60%	2760 59%
Bottom 2: Unlikely	1469 31%	62 33%	128 25%	117 31%	129 31%	116 34%	156 36%	154 38%	220 34%	154 31%	1237 31%	72 31%	122 31%	38 29%	1126 31%	240 31%	512 44%	512 30%	215 24%	59 13%	1369 31%	57 40%	805 27%	612 39%	608 25%	778 37%	746 30%	448 31%	1487 32%
NET Difference	1314 28%	35 19%	217 42%	107 28%	114 28%	82 24%	88 20%	73 18%	143 22%	248 41%	1106 28%	58 27%	107 28%	43 33%	1025 28%	243 32%	-37 -3%	545 32%	434 48%	335 73%	1314 30%	12 8%	1131 38%	190 12%	1012 42%	336 16%	825 33%	428 29%	1273 27%

Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	338	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very likely	698	16	74	38	57	39	51	66	99	150	589	29	60	20	571	73	179	232	138	93	669	18	451	234	402	276	438	178	707
15%	bdpB	9%	14%	10%	14%	12%	12%	16%	15%	25%	15%	13%	15%	16%	16%	10%	16%	14%	15%	20%	15%	13%	15%	15%	17%	13%	18%	12%	15%
Fairly likely	990	31	109	71	95	74	84	68	135	179	846	45	73	25	787	134	194	337	223	134	939	35	665	305	569	397	604	273	965
21%	pq	17%	21%	19%	23%	22%	19%	17%	21%	29%	22%	20%	19%	19%	22%	17%	17%	20%	24%	29%	21%	24%	22%	19%	24%	19%	25%	19%	21%
Fairly unlikely	761	36	84	69	77	56	59	54	106	89	631	36	73	21	598	114	140	286	184	103	719	32	467	282	377	368	409	230	747
16%	q	19%	16%	18%	19%	17%	13%	13%	16%	15%	16%	16%	19%	16%	17%	15%	12%	17%	20%	22%	16%	23%	16%	18%	16%	18%	17%	16%	16%
Very unlikely	1544	71	176	149	124	111	180	155	199	128	1294	79	127	43	1153	316	436	596	270	99	1461	44	972	521	735	736	711	557	1558
33%	jtYA	38%	34%	39%	33%	41%	41%	38%	30%	21%	33%	31%	33%	33%	32%	41%	38%	35%	30%	21%	33%	31%	33%	31%	31%	35%	29%	38%	33%
Not applicable	425	23	42	39	46	37	41	34	62	29	354	23	36	12	308	100	140	181	48	15	410	3	284	130	212	193	190	155	444
9%	stv	12%	8%	10%	11%	11%	9%	8%	10%	5%	9%	10%	9%	9%	9%	13%	12%	11%	5%	3%	9%	2%	10%	8%	9%	9%	8%	11%	10%
Don't know	255	9	32	17	12	23	24	29	43	33	221	7	18	9	188	33	64	82	51	19	228	10	130	97	107	121	114	65	251
5%	el	5%	6%	4%	3%	7%	5%	7%	7%	5%	6%	3%	5%	7%	5%	4%	6%	5%	6%	4%	5%	7%	4%	6%	6%	4%	5%	4%	5%
Top 2: Likely	1688	47	183	109	152	113	135	134	234	329	1435	74	133	46	1358	207	373	569	361	227	1607	53	1116	539	971	673	1042	451	1672
36%	bdgp	25%	35%	28%	37%	33%	31%	33%	36%	54%	36%	34%	34%	35%	38%	27%	32%	33%	39%	49%	36%	37%	38%	34%	40%	32%	42%	31%	36%
Bottom 2: Unlikely	2304	107	261	218	201	167	239	209	305	217	1925	115	200	64	1751	430	576	882	453	201	2180	77	1439	803	1112	1104	1119	787	2305
49%	jtYA	57%	50%	57%	49%	49%	55%	52%	47%	36%	49%	53%	52%	49%	49%	56%	50%	51%	50%	44%	49%	54%	48%	51%	46%	53%	45%	54%	49%
NET Difference	-616	-60	-78	-109	-49	-54	-104	-76	-71	112	-490	-41	-67	-18	-393	-223	-203	-313	-93	25	-573	-24	-324	-264	-140	-431	-77	-336	-633
	-13%	-32%	-15%	-29%	-12%	-16%	-24%	-19%	-11%	18%	-12%	-19%	-17%	-14%	-11%	-29%	-18%	-18%	-10%	5%	-13%	-17%	-11%	-17%	-6%	-21%	-3%	-23%	-14%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 704

QD16D. Within the next five years, how likely or unlikely are you to do each of the following? Start a new job

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
Very likely	698	95	17	199	20	39	157	481	62	41	188	244	415	252	376	129	152	134	114	116	707	
15%	m	20%	31%	17%	29%	23%	13%	15%	22%	23%	17%	22%	12%	14%	16%	16%	17%	15%	13%	13%	15%	
Fairly likely	990	147	16	395	15	44	211	738	85	53	357	309	642	324	559	202	190	171	198	161	965	
21%	gmt	31%	28%	33%	22%	26%	18%	22%	30%	29%	32%	27%	19%	25%	21%	25%	22%	20%	22%	18%	21%	
Fairly unlikely	761	101	13	268	9	35	150	588	59	41	243	187	553	217	439	126	143	127	160	157	747	
16%	a	21%	23%	22%	13%	21%	13%	18%	21%	22%	22%	17%	16%	17%	16%	15%	16%	15%	18%	17%	16%	
Very unlikely	1544	96	6	245	15	31	454	1052	52	32	232	259	1260	357	908	246	280	303	307	333	1558	
33%	bcdefijk	20%	11%	20%	21%	18%	38%	32%	19%	18%	21%	23%	17%	28%	34%	30%	32%	35%	34%	37%	33%	
Not applicable	425	14	2	41	1	7	160	253	9	5	39	65	350	79	273	60	68	92	91	97	444	
9%	bdefhijkl	3%	3%	3%	2%	4%	13%	8%	3%	3%	3%	6%	10%	6%	10%	7%	8%	11%	10%	11%	10%	
Don't know	255	21	2	54	9	12	61	177	13	9	55	65	164	48	132	53	41	44	36	45	251	
5%	n	4%	4%	4%	13%	7%	5%	5%	5%	5%	5%	6%	5%	4%	5%	7%	5%	5%	4%	5%	5%	
Top 2: Likely	1688	242	33	594	36	84	368	1218	146	94	545	554	1057	577	935	330	342	304	312	277	1672	
36%	gmt	51%	59%	49%	51%	50%	31%	37%	53%	52%	49%	49%	31%	45%	35%	41%	39%	35%	34%	30%	36%	
Bottom 2: Unlikely	2304	197	19	514	24	66	604	1640	110	73	475	445	1813	574	1347	372	424	429	467	490	2305	
49%	bcdefijk	42%	34%	43%	34%	39%	51%	50%	40%	40%	43%	39%	54%	45%	50%	46%	48%	49%	52%	54%	49%	
NET Difference	-616	45	14	80	12	18	-235	-422	36	21	70	109	-757	3	-412	-41	-82	-125	-155	-213	-633	
	-13%	9%	25%	7%	17%	11%	-20%	-13%	13%	12%	6%	10%	-22%	*	-15%	-5%	-9%	-14%	-17%	-23%	-14%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 707

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base: All UK adults aged 16+

	TOTAL (a)	Gender			Age										Ethnicity					Working status		Education		Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-44 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minoritie s) (n)	Ethnic minorities (excl. White minoritie s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	663	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very likely	349	200	148	212	75	61	109	105	42	33	28	24	9	247	97	7	33	35	21	245	104	184	165	345
7%	efjklmn	9%	6%	16%	5%	3%	18%	14%	6%	4%	4%	3%	2%	6%	15%	11%	14%	22%	12%	8%	6%	9%	6%	7%
Fairly likely	659	347	312	355	169	135	175	180	97	72	73	53	10	483	168	14	55	45	54	482	177	344	314	633
14%	efjklm	15%	13%	16%	11%	7%	29%	23%	13%	10%	10%	7%	3%	12%	26%	21%	23%	29%	29%	16%	17%	17%	12%	14%
Fairly unlikely	985	491	493	322	367	295	132	190	197	170	158	97	41	848	129	14	47	34	33	679	306	490	495	978
21%	flnuw	22%	21%	23%	25%	16%	22%	25%	26%	23%	21%	13%	12%	21%	20%	21%	20%	22%	18%	23%	18%	24%	19%	21%
Very unlikely	2205	1040	1163	357	723	1124	132	225	339	384	398	470	256	1999	189	23	74	34	58	1288	917	843	1361	2237
47%	dghoqr	46%	49%	26%	49%	62%	22%	29%	52%	54%	54%	65%	73%	50%	29%	35%	31%	32%	32%	44%	53%	41%	53%	48%
Not applicable	194	89	105	48	56	91	25	23	37	19	27	39	25	170	22	2	8	3	9	96	98	65	130	194
4%	st	4%	4%	3%	4%	5%	4%	3%	5%															

Don't know	261 6% m	111 5%	170 7%	77 6%	97 7%	107 6%	35 6%	43 6%	39 5%	58 8%	52 7%	45 6%	10 3%	232 6%	42 6%	6 9%	21 9%	7 4%	8 4%	155 5%	126 7%	116 6%	165 6%	285 6%
Top 2: Likely	1007 22% cefjkl mno	547 24%	459 19%	568 41%	244 16%	196 11%	284 47%	285 37%	139 18%	105 14%	100 14%	77 11%	18 5%	730 18%	264 41%	21 32%	88 37%	80 51%	75 41%	726 25%	281 16%	529 26%	479 18%	978 21%
Bottom 2: Unlikely	3190 68% dghopq rst	1531 67%	1656 69%	679 49%	1090 73%	1420 78%	264 44%	415 54%	535 71%	555 75%	556 76%	567 78%	296 85%	2847 72%	318 49%	37 56%	121 51%	69 43%	91 50%	1966 67%	1223 71%	1333 65%	1856 71%	3215 69%
NET Difference	-2182 -47%	-985 -43%	-1196 -50%	-111 -8%	-847 -57%	-1224 -68%	20 3%	-131 -17%	-397 -53%	-450 -61%	-456 -62%	-490 -67%	-278 -80%	-2117 -53%	-53 -8%	-16 -24%	-33 -14%	12 7%	-16 -9%	-1240 -42%	-942 -54%	-805 -39%	-1378 -52%	-2237 -48%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 708

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base: All UK adults aged 16+

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	193	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very likely	349 7%	17 9%	38 7%	26 7%	32 8%	17 5%	25 6%	25 6%	54 8%	69 11%	302 6%	11 6%	24 6%	8 8%	276 6%	46 6%	94 8%	107 6%	74 8%	49 11%	334 8%	10 7%	250 8%	93 6%	204 9%	138 7%	216 9%	99 7%	345 7%
Fairly likely	659 14% p	19 10%	85 16%	44 11%	52 13%	41 12%	66 15%	44 11%	88 14%	128 21%	566 14%	27 12%	52 13%	14 11%	546 15%	77 10%	152 13%	237 14%	129 14%	97 21%	626 14%	22 16%	444 15%	201 13%	381 16%	264 13%	391 16%	197 14%	633 14%
Fairly unlikely	985 21% q	35 19%	104 20%	74 19%	93 23%	80 23%	92 21%	103 25%	113 18%	143 24%	838 21%	42 19%	75 23%	30 23%	727 20%	187 24%	197 17%	369 22%	200 22%	123 27%	941 21%	33 23%	615 21%	352 22%	516 21%	445 21%	554 22%	315 22%	978 21%
Very unlikely	2205 47% jty	100 54%	231 45%	196 51%	188 46%	173 51%	220 50%	194 48%	317 49%	196 32%	1814 46%	120 55%	207 48%	63 48%	1689 47%	396 51%	552 48%	847 49%	440 48%	162 35%	2092 47%	63 45%	1385 47%	761 49%	1070 45%	1045 50%	1101 45%	709 49%	2237 48%
Not applicable	194 4% sa	10 5%	27 5%	19 5%	19 5%	13 4%	11 3%	14 4%	31 5%	24 4%	169 4%	8 3%	12 3%	6 4%	153 4%	23 3%	73 6%	72 4%	22 2%	14 3%	177 4%	6 4%	126 4%	62 4%	100 4%	81 4%	74 3%	63 4%	194 4%
Don't know	281 6% t	5 3%	34 7%	24 6%	27 7%	17 5%	25 6%	25 6%	42 6%	46 8%	246 6%	10 5%	18 5%	7 6%	214 6%	40 5%	85 7%	82 5%	48 5%	16 4%	255 6%	8 5%	149 5%	101 6%	131 5%	118 6%	130 5%	74 5%	285 6%
Top 2: Likely	1007 22% pxz	36 19%	123 24%	69 18%	83 20%	58 17%	90 21%	70 17%	142 22%	197 32%	868 22%	39 18%	76 20%	24 19%	822 23%	123 16%	246 21%	343 20%	203 22%	146 32%	961 22%	32 23%	695 23%	294 19%	585 23%	402 19%	607 25%	296 20%	978 21%
Bottom 2: Unlikely	3190 68% jqt	135 72%	335 65%	270 71%	281 74%	252 74%	312 71%	297 73%	429 69%	339 56%	2652 67%	163 74%	282 71%	93 71%	2416 67%	583 76%	750 65%	1216 71%	640 70%	285 62%	3033 69%	97 68%	2000 71%	1114 71%	1586 66%	1490 71%	1655 67%	1024 70%	3215 69%
NET Difference	-2182 -47%	-99 -53%	-212 -41%	-200 -52%	-198 -48%	-194 -57%	-222 -51%	-227 -56%	-288 -45%	-142 -23%	-1784 -45%	-123 -56%	-206 -53%	-69 -53%	-1594 -44%	-460 -60%	-504 -44%	-873 -51%	-437 -48%	-139 -30%	-2072 -47%	-65 -45%	-1305 -44%	-810 -52%	-1001 -42%	-1088 -52%	-1048 -42%	-728 -50%	-2237 -48%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 709

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57	1202	70	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	59	1053	64	144	1104	2935	247	150	972	993	3044	1316	2429	719	788	788	812	820	4672	
Very likely	349 7% s	51 11%	7 12%	102 8%	9 14%	11 6%	233 8%	27 7%	27 10%	18 10%	108 8%	109 10%	229 7%	148 12%	74 7%	9 7%	9 9%	9 8%	5 5%	7 7%	345 7%	
Fairly likely	659 14% ac	113 24%	4 7%	208 17%	14 20%	30 18%	162 14%	462 14%	56 20%	38 17%	186 17%	186 16%	438 13%	236 18%	354 13%	133 16%	146 17%	109 13%	128 14%	107 12%	633 14%	
Fairly unlikely	985 21% ac	103 22%	18 31%	300 25%	11 15%	37 22%	220 18%	724 22%	63 16%	30 16%	274 25%	234 21%	730 22%	284 22%	576 21%	158 19%	186 21%	197 23%	188 21%	186 20%	978 21%	
Very unlikely	2205 47% bdknq	171 36%	27 48%	500 42%	32 46%	73 43%	582 49%	1563 48%	114 41%	81 45%	473 42%	478 42%	1671 49%	509 40%	1312 49%	366 45%	368 42%	403 46%	467 52%	480 53%	2237 48%	
Not applicable	194 4% bdkn	19 4%	-	47 4%	1 2%	7 4%	62 5%	123 4%	11 4%	9 5%	44 4%	49 4%	138 4%	48 4%	117 4%	34 4%	41 5%	44 5%	28 3%	29 3%	194 4%	
Don't know	281 6% bdkn	16 3%	1 2%	45 4%	3 4%	11 7%	72 6%	182 6%	8 3%	6 4%	44 4%	73 7%	179 5%	53 4%	152 6%	50 6%	59 7%	48 5%	50 6%	48 5%	285 6%	
Top 2: Likely	1007 22% t	165 35%	11 19%	310 26%	24 34%	40 24%	258 22%	695 21%	83 30%	56 31%	279 25%	295 26%	667 20%	384 30%	530 20%	207 25%	221 25%	178 21%	172 19%	167 18%	978 21%	
Bottom 2: Unlikely	3190 68% bjlnpq	274 58%	45 79%	800 67%	43 61%	109 65%	802 67%	2288 70%	177 64%	111 61%	748 67%	712 63%	2400 71%	1888 63%	524 70%	555 64%	600 69%	655 72%	665 73%	665 69%	3215 69%	
NET Difference	-2182 -47%	-109 -23%	-34 -60%	-489 -41%	-19 -27%	-69 -41%	-544 -46%	-1593 -48%	-95 -34%	-55 -30%	-468 -42%	-417 -37%	-1733 -51%	-409 -32%	-1358 -51%	-317 -39%	-334 -38%	-422 -48%	-482 -53%	-499 -55%	-2237 -48%	

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

QD16F. Within the next five years, how likely or unlikely are you to do each of the following? Have a child

Base : All UK adults aged 16+ without any children or grandchildren

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	1745	851	885	717	512	516	398	319	248	264	255	200	61	1479	223	31	121	32	39	998	747	740	1005	1745
Weighted total	1721	843	876	712	504	505	392	320	250	255	248	196	61*	1443	257	28**	125	28*	75**	1059	663	745	976	1745
Effective base	1551	758	788	631	455	465	352	279	219	236	231	181	54	1329	192	29	112	31	889	676	655	897	1745	
Very likely	117	52	65	100	16	1	32	68	14	2	-	-	1	86	30	*	11	9	10	93	23	68	49	108
	7%	6%	7%	14%	3%	*	8%	21%	6%	1%	-	-	2%	6%	12%	2%	9%	30%	13%	9%	4%	9%	5%	6%
	efjkl			aefgijk			efjkl	adeefgij					k	an				anoq		u		w		
Fairly likely	177	69	109	144	28	5	71	73	22	6	1	3	120	56	5	33	5	13	141	36	104	73	167	
	10%	8%	12%	20%	6%	1%	18%	23%	9%	2%	1%	4%	8%	22%	16%	27%	18%	22%	13%	5%	14%	7%	10%	
	efjkluw		b	aefgijk			aefgijk	aefgijk				k	an					n	au		aw			
Fairly unlikely	197	111	86	137	57	4	86	51	39	18	2	1	163	31	4	17	2	8	136	62	84	114	197	
	11%	13%	10%	19%	11%	1%	22%	16%	16%	7%	1%	2%	11%	12%	15%	14%	8%	10%	13%	9%	11%	12%	11%	
	fjkm	c		aefgijk		flkm	aefgijk	afjklm						11%	12%	15%	14%	8%	10%	13%	9%	11%	12%	11%
Very unlikely	929	483	444	257	326	347	161	139	188	167	140	39	824	96	14	38	9	36	538	391	368	561	956	
	54%	57%	51%	36%	65%	69%	41%	30%	74%	67%	71%	64%	57%	37%	49%	30%	32%	47%	51%	59%	49%	58%	55%	
	dghoqr			36%	adghi	adghi	h	30%	dgh	adeghi	adghi	dgh	oqr	57%	37%	49%	30%	32%	47%	51%	59%	49%	58%	55%
Not applicable	230	97	132	28	57	145	21	7	21	36	75	54	202	25	1	15	1	9	106	124	91	139	242	
	13%	12%	15%	4%	11%	29%	5%	2%	8%	14%	30%	27%	14%	10%	4%	12%	3%	12%	10%	19%	12%	14%	14%	
	dghit		b	dgh	adeghij		h		dh	dgh	adeghi	adeghi	adeghi	14%	10%	4%	12%	3%	12%	10%	19%	12%	14%	14%
Don't know	70	30	40	46	21	3	19	27	14	6	2	1	48	19	4	12	3	-	44	27	30	40	75	
	4%	4%	5%	7%	4%	1%	5%	7%	8%	3%	1%	-	3%	7%	15%	9%	9%	-	4%	4%	4%	4%	4%	
	fkj			afgjk			fkj	aefgijk					an	an	15%	9%	9%	-	4%	4%	4%	4%	4%	
Top 2: Likely	294	121	173	244	44	7	104	140	36	7	1	4	206	86	5	44	13	23	235	59	173	122	275	
	17%	14%	20%	34%	9%	1%	26%	44%	15%	3%	1%	6%	14%	33%	18%	35%	48%	31%	22%	9%	23%	12%	16%	
	efjklm		b	aefgijk			aefgijk	adeefgij				fkj	an	an	18%	35%	48%	31%	22%	9%	23%	12%	16%	
Bottom 2: Unlikely	1127	594	530	393	383	350	247	146	178	205	169	141	987	128	18	55	11	44	674	453	452	675	1153	
	65%	71%	61%	55%	76%	69%	63%	46%	71%	81%	68%	72%	68%	50%	64%	44%	40%	58%	64%	67%	61%	69%	66%	
	cdhoqr			h	adghik	adghik	dh	adghik	dh	adghik	dh	h	oqr	68%	50%	64%	44%	40%	58%	64%	67%	61%	69%	66%
NET Difference	-833	-473	-357	-149	-39	-344	-143	-6	-141	-198	-167	-140	-36	-781	-42	-13	-11	2	-21	-439	-393	-279	-554	-878
	-48%	-56%	-41%	-21%	-67%	-68%	-37%	-2%	-57%	-78%	-68%	-71%	-60%	-54%	-16%	-46%	-8%	8%	-27%	-41%	-59%	-37%	-57%	-50%

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

QD16F. Within the next five years, how likely or unlikely are you to do each of the following? Have a child

Base : All UK adults aged 16+ without any children or grandchildren

	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known well (w)	Not known well (x)	Known well (y)	Not known well (z)	Collective (AA)		Individual (BB)
Unweighted total	1745	63	140	106	128	108	141	140	207	202	1225	193	218	109	1312	286	557	606	281	81	1613	58	707	959	606	1018	927	503	1745
Weighted total	1721	63*	163	117	153	136	166	172	237	216	1423	84	167	47	1319	259	519	623	289	85*	1593	56*	699	941	606	988	917	504	1745
Effective base	1551	52	133	102	123	104	139	134	201	191	1176	189	214	108	1180	242	491	541	251	75	1432	51	622	856	531	908	825	448	1745
Very likely	117	3	16	10	13	11	8	4	16	21	102	3	10	2	98	11	23	39	33	14	111	3	83	32	70	45	72	27	108
	7%	6%	10%	9%	8%	8%	5%	2%	7%	10%	7%	3%	6%	5%	7%	4%	4%	6%	11%	17%	7%	6%	12%	3%	12%	5%	8%	5%	6%
	haz			h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	ax	az	az	az	az	az	az
Fairly likely	177	8	18	14	15	13	14	13	28	29	152	6	14	5	142	16	38	65	41	15	175	3	100	77	81	94	97	58	167
	10%	8%	11%	12%	10%	9%	8%	7%	12%	13%	11%	7%	8%	11%	11%	6%	7%	10%	14%	17%	11%	5%	14%	8%	13%	9%	11%	11%	10%
	p			q	q	q	q	q	q	q	q	q	q	q	p	q	q	q	q	q	q	q	ax	az	az	az	az	az	az
Fairly unlikely	197	7	19	8	14	13	27	20	22	40	170	9	12	6	152	25	49	86	33	10	185	6	97	97	85	110	118	55	197
	11%	11%	12%	7%	9%	10%	16%	12%	9%	18%	12%	11%	7%	13%	12%	10%	9%	14%	11%	11%	12%	12%	14%	10%	14%	11%	13%	11%	11%
	ikm			dim			dim		ikm		ikm				ikm		q	q	q	q	12%	12%	x	ax	ax	ax	ax	ax	ax
Very unlikely	929	34	80	61	80	80	93	110	125	91	755	49	100	25	696	164	296	336	149	38	848	35	314	565	278	566	486	272	956
	54%	54%	49%	53%	52%	58%	56%	64%	53%	42%	53%	58%	60%	54%	53%	63%	57%	54%	51%	44%	53%	62%	45%	60%	57%	53%	54%	55%	
	jwy			j	j	j	j	acij	j	j	j	j	j	j	ao	ao	t	t	t	t	53%	62%	aw	y	y	y	y	y	y
Not applicable	230	10	21	19	25	16	18	20	30	24	183	15	26	6	173	40	91	77	27	6	212	5	91	123	77	129	110	78	242
	13%	15%	13%	17%	16%	12%	11%	11%	13%	11%	13%	18%	15%	14%	13%	16%	18%	12%	9%	7%	13%	9%	13%	13%	13%	13%	12%	15%	14%
	arst			arst			arst		arst		arst				arst		arst	arst	arst	arst	13%	9%	13%	13%	13%	13%	12%	15%	14%
Don't know	70	-	5	4	6	3	7	6	16	12	61	3	5	1	58	3	22	21	7	3	62	3	14	46	15	44	35	15	75
	4%	-	5%	3%	4%	2%	4%	3%	7%	6%	4%	3%	3%	3%	4%	1%	4%	3%	2%	4%	4%	2%	4%	4%	4%	4%	4%	3%	4%
	pw			pw			pw		pw		pw				p		p	p	p	p	6%	6%	y	y	y	y	y	y	y
Top 2: Likely	294	12	34	24	28	24	21	16	45	49	254	9	24	7	240	27	61	103	74	29	286	6	183	109	152	138	169	85	

Fairly likely	177 10%	-	-	-	-	32 7%	138 12%	-	-	-	59 13%	110 9%	54 16%	98 9%	32 12%	34 10%	39 12%	25 8%	27 8%	167 10%
Fairly unlikely	197 11%	-	-	-	-	36 8%	147 13%	-	-	-	55 12%	135 12%	39 11%	138 13%	35 12%	40 12%	36 11%	30 10%	37 11%	197 11%
Very unlikely	929 54%	-	-	-	-	284 61%	609 52%	-	-	-	260 55%	634 54%	163 48%	592 55%	146 53%	178 52%	167 51%	178 51%	190 59%	956 55%
Not applicable	230 13%	-	-	-	-	77 17%	143 12%	-	-	-	51 11%	174 15%	38 11%	133 12%	35 13%	40 12%	51 16%	45 14%	42 13%	242 14%
Don't know	70 4%	-	-	-	-	13 3%	47 4%	-	-	-	20 4%	31 3%	10 3%	40 4%	14 5%	22 6%	8 3%	10 3%	7 2%	75 4%
Top 2: Likely	294 17%	-	-	-	-	55 12%	226 19%	-	-	-	86 18%	195 17%	92 27%	166 16%	47 17%	63 18%	64 19%	47 15%	46 14%	275 16%
Bottom 2: Unlikely	1127 65%	-	-	-	-	320 69%	756 65%	-	-	-	315 67%	769 66%	202 59%	731 68%	181 65%	219 64%	203 62%	208 67%	227 71%	1153 66%
NET Difference	-833 -48%	0 0%	0 0%	0 0%	0 0%	-266 -57%	-530 -45%	0 0%	0 0%	0 0%	-228 -48%	-574 -49%	-110 -32%	-565 -53%	-133 -48%	-155 -45%	-140 -43%	-160 -52%	-181 -56%	-878 -50%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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8 Dec 2025
 Table 717

Q016G. Within the next five years, how likely or unlikely are you to do each of the following? Have another child

Base: All UK adults aged 16+ with any children

	TOTAL (a)	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
		Male (b)	Female (c)		16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	2900	1402	1498		628	952	1310	138	440	482	470	488	531	291	2516	324	37	1750	140	59	1750	1150	1265	1635	2900
Weighted total	2926	1422	1502		647	975	1304	203	443	497	478	486	530	288	2522	380	37*	106*	130	107*	1866	1060	1289	1637	2900
Effective base	2617	1263	1353		582	851	1185	178	405	431	421	434	483	268	2300	293	35	93	132	56	1587	1043	1138	1479	2900
Very likely	294 10%	182 13%	113 8%		225 35%	60 6%	9 1%	52 25%	173 39%	47 9%	14 3%	1 *	6 1%	2 1%	202 8%	91 24%	7 18%	13 12%	64 49%	8 7%	275 15%	19 2%	218 17%	77 5%	283 10%
Fairly likely	245 8%	137 10%	107 7%		160 25%	82 8%	3 *	41 20%	119 27%	41 14%	41 3%	3 1%	-	-	164 7%	76 20%	6 17%	18 17%	37 28%	14 13%	217 12%	28 3%	162 13%	83 5%	239 8%
Fairly unlikely	208 7%	123 9%	85 6%		86 13%	116 12%	7 1%	27 13%	87 17%	29 6%	3 1%	3 *	1 *	-	168 7%	38 10%	4 12%	11 11%	9 7%	13 12%	190 10%	18 2%	114 9%	94 6%	200 7%
Very unlikely	1661 57%	790 56%	870 58%		120 63%	618 71%	922 71%	58 28%	63 49%	243 78%	375 79%	383 79%	367 60%	173 36%	1513 45%	136 36%	17 45%	42 40%	18 14%	59 55%	975 52%	686 65%	620 48%	1041 64%	1658 57%
Not applicable	469 16%	169 12%	300 20%		38 6%	74 8%	358 27%	23 11%	15 3%	35 7%	39 8%	95 20%	151 29%	112 39%	438 17%	30 8%	2 5%	16 16%	2 2%	9 9%	168 9%	301 28%	153 12%	316 19%	472 16%
Don't know	49 2%	22 2%	27 2%		19 3%	25 3%	5 *	4 2%	14 3%	18 4%	7 4%	2 *	3 1%	-	36 1%	10 3%	1 2%	5 4%	1 4%	4 4%	41 2%	7 1%	21 2%	27 2%	48 2%
Top 2: Likely	539 18%	319 22%	220 15%		385 59%	142 15%	12 1%	92 45%	292 66%	115 23%	28 6%	4 1%	6 1%	2 1%	367 15%	167 44%	13 35%	31 29%	101 77%	22 21%	492 26%	47 4%	380 29%	159 10%	522 18%
Bottom 2: Unlikely	1869 64%	913 64%	955 64%		206 32%	734 71%	929 71%	122 41%	330 79%	404 85%	386 79%	370 60%	174 46%	1681 67%	173 46%	21 57%	54 51%	27 20%	72 67%	1165 62%	704 65%	734 57%	1135 69%	1858 64%	
NET Difference	-1330 -45%	-594 -42%	-735 -49%		179 28%	-592 -61%	-916 -70%	8 4%	170 38%	-215 -43%	-377 -79%	-382 -79%	-363 -60%	-171 -60%	-1314 -2%	-7 -2%	-8 -22%	-23 -22%	74 57%	-50 -46%	-673 -36%	-657 -62%	-354 -27%	-976 -60%	-1336 -46%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 718

Q016G. Within the next five years, how likely or unlikely are you to do each of the following? Have another child

Base: All UK adults aged 16+ with any children

	TOTAL (a)	Region											Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total			
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)		Collective (A)	Individual (B)	
Unweighted total	2900	102	302	228	208	350	343	212	191	350	282	319	189	2211	540	631	1074	612	358	2789	79	2234	1533	616	1756	1092	1533	928	2900	
Weighted total	2926	124	351	263	252	204	272	231	406	387	2490	133	219	83	2268	505	623	1085	622	375	2815	83*	2255	624	1779	1097	1539	946	2900	
Effective base	2617	100	297	225	202	162	224	188	342	328	2066	302	278	185	2015	473	566	969	550	334	2520	71	2018	1582	556	1582	991	1389	839	2900
Very likely	294 10%	9 7%	40 11%	23 9%	30 12%	9 4%	16 6%	14 6%	28 7%	96 25%	264 11%	10 7%	14 6%	7 9%	256 11%	33 7%	34 5%	57 5%	75 12%	123 33%	286 10%	7 9%	257 11%	35 6%	240 13%	54 5%	212 14%	68 7%	283 10%	
Fairly likely	245 8%	6 4%	27 8%	14 5%	27 11%	13 6%	15 4%	10 4%	25 6%	76 20%	214 9%	8 6%	16 7%	7 8%	214 9%	20 4%	40 6%	73 7%	62 10%	66 18%	235 8%	8 10%	209 9%	34 5%	168 9%	76 7%	157 10%	64 7%	239 8%	
Fairly unlikely	208 7%	11 9%	18 5%	14 5%	26 10%	10 5%	17 6%	18 8%	23 6%	38 10%	177 7%	10 7%	17 8%	5 6%	167 7%	30 6%	34 5%	70 6%	56 9%	40 11%	193 7%	12 14%	153 7%	53 8%	129 7%	78 7%	125 8%	53 6%	200 7%	
Very unlikely	1661 57%	72 58%	210 60%	158 60%	125 50%	124 61%	174 64%	144 62%	252 62%	128 33%	1388 56%	78 59%	145 66%	50 60%	1256 55%	312 62%	362 58%	659 61%	364 58%	129 34%	1610 57%	39 48%	1255 53%	380 62%	950 53%	680 62%	808 52%	586 62%	1658 57%	
Not applicable	469 16%	24 19%	48 14%	51 20%	38 15%	43 21%	44 16%	44 19%	71 18%	41 11%	405 16%	27 20%	25 12%	12 14%	339 15%	104 21%	142 23%	200 18%	61 10%	16 4%	447 16%	13 16%	348 15%	110 18%	265 15%	189 17%	223 15%	159 17%	472 16%	
Don't know	49 2%	3 2%	4 2%	3 1%	5 2%	4 2%	4 2%	3 1%	5 1%	7 2%	42 2%	3 1%	2 1%	2 3%	36 2%	5 1%	11 2%	5 2%	1 1%	44 2%	2 3%	32 1%	11 2%	19 2%	27 2%	15 1%	16 2%	48 2%		
Top 2: Likely	539 18%	14 11%	67 19%	36 14%	57 23%	22 11%	32 12%	24 11%	53 13%	172 45%	478 19%	18 13%	29 13%	15 17%	470 21%	54 11%	74 12%	131 12%	136 22%	189 50%	522 19%	16 19%	467 19%	70 11%	408 23%	130 12%	368 24%	132 14%	522 18%	
Bottom 2: Unlikely	1869 64%	83	228	172	152	135	192	161	276	166	1565	88	161	55	1422	342	396	729	420	169	1803	51	1408	433	1079	758	932	639	1858	

	64%	67%	65%	65%	60%	66%	70%	70%	68%	43%	63%	66%	74%	66%	63%	68%	64%	67%	67%	45%	64%	62%	62%	69%	61%	69%	61%	67%	64%
	jyA	j	j	j	j	j	ejk	ej	j	j	j	j	acde jkl	j	j	o	t	t	t	t	aw	aw	aw	aw	aw	aw	aw	A	A
NET Difference	-130	-69	-162	-136	-94	-113	-160	-137	-223	6	-1087	-70	-132	-41	-952	-288	-322	-598	-283	21	-1281	-36	-942	-363	-670	-628	-564	-506	-1336
	-45%	-56%	-46%	-52%	-37%	-55%	-59%	-59%	-55%	2%	-44%	-52%	-60%	-49%	-42%	-57%	-52%	-55%	-46%	6%	-46%	-43%	-42%	-58%	-38%	-57%	-37%	-54%	-46%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
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 Table 719

QD16G. Within the next five years, how likely or unlikely are you to do each of the following? Have another child

Base: All UK adults aged 16+ with any children

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	2900	459	63	1164	74	164	744	2059	276	175	1078	643	2181	917	1597	520	518	541	586	586	2900
Weighted total	2926	473	57*	1202	70*	168	723	2104	278	182	1114	649	2207	929	1601	530	525	538	595	585	2900
Effective base	2617	419	50	1053	64	144	670	1861	247	160	972	571	1982	828	1441	471	474	487	527	528	2900
Very likely	294	142	19	256	8	5	55	230	45	32	218	47	241	200	81	88	68	55	52	27	283
10%	10%	30%	33%	21%	11%	3%	8%	11%	16%	18%	20%	7%	11%	21%	5%	17%	13%	10%	9%	5%	10%
Fairly likely	245	106	15	202	12	8	37	197	30	17	185	51	186	126	107	50	66	49	45	25	239
8%	8%	22%	27%	17%	17%	5%	5%	9%	11%	10%	17%	8%	8%	14%	7%	9%	13%	9%	8%	4%	8%
Fairly unlikely	208	72	8	152	10	24	33	165	29	15	148	56	145	86	111	44	49	31	38	33	200
7%	7%	15%	14%	13%	14%	14%	5%	8%	11%	9%	13%	9%	7%	9%	7%	9%	9%	6%	6%	6%	7%
Very unlikely	1661	112	12	506	34	106	447	1173	155	104	474	390	1240	405	988	265	266	292	347	397	1658
57%	57%	24%	22%	42%	48%	63%	62%	56%	56%	57%	43%	60%	56%	44%	62%	50%	51%	54%	58%	68%	57%
Not applicable	469	26	1	64	4	16	137	311	16	12	63	85	371	94	295	65	71	104	105	98	472
16%	16%	5%	2%	5%	6%	9%	19%	15%	6%	6%	6%	13%	17%	10%	18%	12%	13%	19%	18%	17%	16%
Don't know	49	15	1	21	2	10	14	28	3	1	26	20	25	20	19	18	6	7	7	4	48
2%	2%	3%	2%	2%	4%	6%	2%	1%	1%	2%	3%	3%	1%	2%	1%	3%	1%	1%	1%	1%	2%
Top 2: Likely	539	248	34	458	20	13	92	427	75	49	403	98	427	325	188	137	134	104	97	52	522
18%	18%	52%	60%	38%	28%	8%	13%	20%	27%	27%	36%	15%	19%	35%	12%	26%	25%	19%	16%	9%	18%
Bottom 2: Unlikely	1869	185	21	659	44	130	480	1338	185	119	623	446	1384	491	1099	310	315	324	386	430	1858
64%	64%	39%	36%	55%	62%	77%	66%	64%	66%	67%	56%	69%	63%	53%	69%	58%	60%	60%	65%	74%	64%
NET Difference	-130	63	13	-200	-24	-17	-388	-910	-110	-70	-220	-348	-957	-165	-911	-172	-181	-220	-288	-378	-1336
-45%	-45%	13%	23%	-17%	-34%	-69%	-54%	-43%	-39%	-39%	-20%	-54%	-43%	-18%	-57%	-33%	-34%	-41%	-48%	-65%	-46%

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

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 Table 722

QD16H. Within the next five years, how likely or unlikely are you to do each of the following? Adopt or foster a child

Base: All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2368	2304	1372	1470	1830	511	751	783	237	716	732	353	4008	555	63	226	172	99	2765	1507	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	756	751	236	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2639	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Very likely	117	69	48	77	27	13	32	45	20	7	4	4	5	74	42	5	7	20	10	95	22	58	59	109
3%	3%	3%	2%	6%	2%	1%	5%	6%	3%	1%	1%	1%	2%	2%	7%	8%	3%	12%	6%	3%	1%	3%	2%	2%
Fairly likely	229	131	97	148	74	6	45	103	49	25	3	3	-	161	64	6	19	22	16	192	37	152	77	219
5%	5%	6%	4%	11%	5%	*	7%	13%	7%	3%	*	*	-	4%	10%	10%	8%	14%	9%	7%	2%	7%	3%	5%
Fairly unlikely	530	260	270	255	197	78	101	154	122	75	42	25	10	413	113	6	37	37	32	404	126	289	241	512
11%	11%	11%	19%	13%	4%	17%	20%	16%	10%	6%	3%	3%	10%	17%	9%	16%	24%	18%	14%	14%	7%	14%	9%	11%
Very unlikely	3094	1512	1578	700	995	1400	337	700	452	543	581	558	261	2760	306	36	133	61	85	1872	1222	1243	1851	3125
66%	66%	66%	51%	67%	77%	55%	47%	60%	74%	79%	77%	75%	69%	47%	56%	52%	39%	39%	46%	64%	71%	61%	78%	67%
Not applicable	542	244	298	123	126	294	60	63	67	59	89	133	71	460	79	7	30	13	28	270	272	215	327	547
12%	12%	11%	9%	8%	16%	10%	8%	9%	8%	12%	18%	20%	11%	12%	12%	11%	13%	9%	15%	9%	16%	11%	12%	12%
Don't know	160	61	99	71	67	33	33	37	40	27	17	5	1	113	43	4	22	4	12	110	50	86	75	160
3%	3%	3%	4%	5%	5%	1%	5%	5%	5%	4%	2%	1%	*	3%	7%	7%	9%	3%	7%	4%	3%	4%	3%	3%
Top 2: Likely	346	200	145	225	101	19	77	148	70	32	7	7	5	234	106	11	26	42	26	287	58	210	135	328
7%	7%	9%	6%	16%	7%	1%	13%	19%	9%	4%	1%	1%	2%	6%	16%	18%	11%	26%	14%	10%	3%	10%	5%	7%
Bottom 2: Unlikely	3624	1772	1848	955	1192	1477	437	863	574	617	623	583	271	3172	418	42	161	98	117	2276	1348	1532	2092	3637
78%	78%	78%	70%	80%	81%	72%	68%	77%	84%	80%	80%	78%	78%	80%	65%	65%	67%	62%	64%	77%	78%	75%	80%	78%
NET Difference	-3278	-1572	-1703	-730	-1091	-1458	-361	-369	-505	-586	-616	-576	-266	-2938	-312	-31	-134	-57	-91	-1988	-1290	-1321	-1957	-3309
-70%	-69%	-71%	-53%	-73%	-80%	-59%	-48%	-67%	-80%	-80%	-76%	-79%	-76%	-74%	-48%	-47%	-56%	-36%	-49%	-68%	-75%	-65%	-74%	-71%

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

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8 Dec 2025
 Table 723

QD16H. Within the next five years, how likely or unlikely are you to do each of the following? Adopt or foster a child

Base: All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	(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)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Very likely	117	4	16	6	11	12	10	4	15	27	105	3	7	2	99	14	25	37	22	30	112	4	94	21	86	31	75	38	109
Fairly likely	229	12	28	21	33	8	16	9	15	60	203	6	13	7	194	24	42	72	50	61	211	15	184	45	160	68	144	65	219
Fairly unlikely	530	23	57	45	46	38	37	47	57	113	462	20	32	15	412	78	109	181	115	85	506	17	372	153	309	212	335	135	512
Very unlikely	3094	118	342	256	255	230	309	286	463	304	2563	152	291	88	2357	548	745	1182	613	242	2951	81	1879	1128	1488	1481	1596	990	3125
Not applicable	542	24	60	40	46	36	51	50	75	77	460	31	38	14	419	89	186	186	85	31	499	20	347	173	275	236	246	185	547
Don't know	160	6	15	13	19	17	16	11	19	26	142	7	7	4	124	17	46	55	29	14	146	5	93	51	85	62	69	45	160
Top 2: Likely	346	16	44	28	44	20	26	12	30	87	307	9	20	9	293	38	67	109	72	91	323	19	277	66	245	100	219	103	328
Bottom 2: Unlikely	3624	141	399	301	301	268	345	333	520	417	3025	172	323	104	2769	626	854	1364	727	327	3458	99	2251	1280	1796	1693	1932	1125	3637
NET Difference	-3278	-125	-355	-273	-256	-148	-319	-321	-490	-330	-2717	-163	-303	-95	-2476	-589	-787	-1254	-656	-236	-3135	-80	-1974	-1214	-1551	-1594	-1713	-1022	-3309
	-70%	-67%	-69%	-71%	-62%	-73%	-73%	-79%	-76%	-54%	-69%	-74%	-78%	-73%	-69%	-77%	-68%	-73%	-72%	-51%	-71%	-56%	-66%	-77%	-65%	-76%	-69%	-70%	-71%

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

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 Table 724

QD16H. Within the next five years, how likely or unlikely are you to do each of the following? Adopt or foster a child

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how experts offer support		IMD QUINTILE					Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	59	1053	61	144	1104	2915	247	150	972	993	3044	1116	2429	715	788	788	812	830	4191
Very likely	117	38	3	69	4	5	32	80	22	15	63	22	91	45	32	23	28	21	9	109	2%
Fairly likely	229	55	3	118	9	8	58	163	22	14	110	79	144	123	87	67	48	35	33	34	219
Fairly unlikely	530	104	13	220	8	25	105	384	45	25	195	128	382	197	278	112	100	105	91	81	512
Very unlikely	3094	214	30	656	42	107	803	2204	162	109	619	712	2293	713	1882	473	564	566	629	673	3125
Not applicable	542	46	2	97	5	16	167	346	18	12	96	140	385	135	315	102	107	105	94	547	
Don't know	160	15	5	42	2	7	29	112	9	6	39	49	90	46	79	28	33	30	18	160	
Top 2: Likely	346	93	6	187	13	13	90	243	44	29	165	101	234	186	132	99	71	63	55	43	328
Bottom 2: Unlikely	3624	319	44	876	50	132	908	2588	207	134	814	840	2674	910	2160	586	664	671	720	754	3637
NET Difference	-3278	-126	-37	-689	-37	-119	-818	-2345	-164	-105	-649	-739	-2440	-723	-2028	-486	-593	-609	-666	-711	-3309
	-70%	-48%	-66%	-57%	-54%	-71%	-68%	-71%	-59%	-58%	-58%	-65%	-72%	-57%	-75%	-60%	-68%	-70%	-73%	-78%	-71%

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

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 Table 727

QD16I. Within the next five years, how likely or unlikely are you to do each of the following? Retire

Base: All UK adults aged 16+ who are not retired

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total					
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		(t)	(u)	(v)	(w)	
Unweighted total	3608	1769	1826	1368	1456	784	608	760	732	724	567	178	39	2963	554	64	320	172	98	2765	843	1666	1942	3608	
Weighted total	3682	1815	1863	1370	1477	835	605	765	750	727	584	206	46*	3006	633	61*	232	158	182*	2943	739	1721	1961	3608	
Effective base	3226	1581	1639	1224	1300	703	539	685	652	649	510	161	35	2697	482	60	206	162	93	2492	751	1488	1739	3608	
Very likely	387	209	178	67	44	276	24	45	16	27	155	106	15	351	32	5	13	8	5	322	65	161	226	367	
Fairly likely	353	177	177	81	70	203	37	44	25	45	141	55	6	286	65	5	20	17	23	299	55	156	197	328	
Fairly unlikely	428	239	189	132	187	109	34	98	68	119	96	8	5	354	68	5	19	21	23	385	43	226	202	403	
Very unlikely	2014	991	1021	891	989	134	410	482	532	457	109	19	6	1641	353	38	127	94	93	1656	358	966	1049	1990	
	55%	55%	55%	afkjm	afkjm	l	afkjm	afkjm	afkjm	afkjm	afkjm	l	l	55%	56%	63%	55%	59%	51%	u	56%	48%	56%	53%	55%

Not applicable	376 10%	146 8%	229 12%	168 12%	144 10%	63 8%	88 15%	80 10%	90 12%	54 7%	42 7%	10 5%	11 24%	282 9%	90 14%	7 11%	38 17%	15 9%	30 17%	203 7%	172 23%	169 10%	207 11%	391 11%
Don't know	124 3%	54 3%	70 4%	31 2%	43 3%	50 6%	12 2%	19 2%	18 2%	25 3%	41 7%	7 3%	3 6%	93 3%	26 4%	2 4%	13 6%	4 2%	7 4%	78 3%	46 6%	43 3%	80 4%	129 4%
Top 2: Likely	740 20%	386 21%	354 19%	148 11%	113 8%	479 57%	61 10%	87 11%	42 6%	72 10%	296 51%	162 79%	21 46%	636 21%	97 15%	9 15%	34 15%	26 16%	26 16%	621 21%	120 16%	317 18%	423 22%	695 19%
Bottom 2: Unlikely	2442 66%	1229 68%	1210 65%	1023 75%	1176 80%	243 29%	444 73%	579 76%	600 80%	576 79%	204 35%	27 13%	11 25%	1995 66%	420 66%	43 70%	147 63%	115 72%	116 64%	2042 69%	401 54%	1191 69%	1251 64%	2393 66%
NET Difference	-1702 -46%	-843 -46%	-856 -46%	-875 -64%	-1063 -72%	236 28%	-383 -63%	-492 -64%	-558 -74%	-505 -69%	92 16%	135 66%	10 22%	-1358 -45%	-323 -51%	-33 -55%	-113 -49%	-89 -56%	-88 -48%	-1421 -48%	-281 -38%	-874 -51%	-828 -42%	-1698 -47%

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

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 Table 728

QD16i. Within the next five years, how likely or unlikely are you to do each of the following? Retire

Base: All UK adults aged 16+ who are not retired

	TOTAL (a)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)	Not known gable (z)	Collective (A)	Individual (B)	
Unweighted total	3608	114	143	243	259	207	240	480	507	2520	369	373	240	2778	555	843	1223	776	430	3355	122	2248	1250	1835	1575	1988	1030	3608	
Weighted total	3682	140	408	282	331	262	322	300	504	565	3115	164	297	2890	530	820	1284	806	451	3463	130	2312	1257	1957	1580	2021	1075	3608	
Effective base	3226	112	332	236	259	200	260	417	482	2525	360	372	236	2515	481	741	1098	696	400	3030	114	2012	1115	1693	1409	1785	924	3608	
Very likely	387 11%	26 18%	48 12%	28 10%	28 9%	30 12%	31 10%	43 9%	45 10%	43 8%	324 10%	16 10%	34 11%	12 12%	279 10%	90 17%	94 11%	148 12%	76 9%	43 10%	363 10%	20 15%	256 11%	120 10%	208 11%	167 11%	188 9%	150 14%	367 10%
Fairly likely	353 10%	8 6%	37 9%	25 9%	28 9%	32 12%	36 11%	50 10%	57 10%	304 10%	15 9%	24 8%	10 10%	264 9%	67 13%	76 9%	135 11%	73 9%	41 9%	342 10%	5 4%	237 10%	110 9%	166 8%	170 11%	188 9%	117 11%	328 9%	
Fairly unlikely	428 12%	13 9%	58 14%	34 12%	51 15%	15 6%	31 10%	32 11%	47 9%	91 16%	370 12%	13 8%	36 12%	9 8%	340 12%	61 12%	83 10%	140 11%	94 12%	82 18%	392 11%	23 18%	293 13%	126 10%	238 12%	177 11%	246 12%	120 11%	403 11%
Very unlikely	2014 55%	68 49%	207 51%	154 54%	177 53%	152 58%	189 59%	167 56%	284 56%	296 52%	1695 54%	92 56%	169 57%	57 54%	1612 56%	256 48%	391 48%	705 55%	499 62%	241 53%	1911 55%	68 52%	743 53%	1090 59%	856 54%	1168 58%	544 51%	1990 55%	
Not applicable	376 10%	20 15%	49 12%	28 10%	31 9%	22 9%	26 8%	21 7%	58 12%	57 10%	313 10%	22 13%	31 10%	10 10%	304 11%	41 8%	130 16%	116 9%	54 7%	34 8%	348 10%	11 8%	244 11%	111 9%	148 9%	193 10%	110 10%	391 11%	
Don't know	124 3%	5 4%	10 2%	13 5%	16 5%	11 4%	9 3%	7 2%	19 4%	20 4%	109 3%	5 3%	3 1%	7 6%	91 3%	14 3%	45 5%	39 3%	12 1%	9 2%	107 3%	4 3%	58 3%	46 4%	41 2%	61 4%	37 2%	34 3%	129 4%
Top 2: Likely	740 20%	34 24%	85 21%	54 19%	57 17%	62 24%	67 21%	73 24%	96 19%	100 18%	629 20%	31 19%	58 19%	23 22%	543 19%	156 30%	171 21%	283 22%	148 18%	84 19%	705 20%	25 19%	493 21%	231 19%	373 19%	337 21%	376 19%	266 25%	695 19%
Bottom 2: Unlikely	2442 66%	81 58%	265 65%	187 66%	227 64%	167 68%	220 68%	199 66%	331 66%	387 69%	2065 68%	106 69%	205 62%	66 62%	1952 68%	318 60%	474 60%	846 66%	592 73%	323 72%	2304 67%	91 70%	1517 66%	868 69%	1328 68%	1034 65%	1415 70%	664 62%	2393 66%
NET Difference	-1702 -46%	-47 -34%	-179 -44%	-134 -47%	-171 -52%	-104 -40%	-153 -47%	-126 -42%	-235 -47%	-287 -51%	-1436 -46%	-75 -46%	-148 -50%	-43 -41%	-1409 -49%	-161 -30%	-304 -37%	-563 -44%	-444 -55%	-238 -53%	-1599 -46%	-66 -51%	-1025 -44%	-638 -51%	-955 -49%	-696 -44%	-1039 -51%	-398 -37%	-1698 -47%

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

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 Table 729

QD16i. Within the next five years, how likely or unlikely are you to do each of the following? Retire

Base: All UK adults aged 16+ who are not retired

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known gable (n)	Not known gable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)		
Unweighted total	3608	455	62	1151	74	158	878	2554	272	173	1064	1002	2439	1081	2017	689	706	675	664	609	3608	
Weighted total	3682	470	56*	1191	70*	162	884	2648	275	180	1101	1015	2520	1116	2053	707	720	685	684	623	3608	
Effective base	3225	415	49	1042	64	138	781	2283	244	153	959	884	2200	977	1910	635	638	604	595	543	3608	
Very likely	387 11%	22 5%	2 3%	68 6%	2 3%	12 8%	112 13%	268 10%	19 7%	16 9%	61 6%	71 7%	308 12%	124 11%	210 10%	60 8%	70 10%	85 12%	75 11%	79 13%	367 10%	
Fairly likely	353 10%	25 5%	3 5%	70 6%	6 8%	4 2%	91 11%	248 9%	18 7%	8 4%	56 5%	82 8%	264 10%	113 10%	202 10%	53 7%	61 9%	77 11%	80 12%	59 10%	328 9%	
Fairly unlikely	428 12%	71 15%	3 6%	180 15%	5 7%	19 12%	77 9%	334 10%	27 10%	18 10%	172 16%	101 10%	318 13%	157 14%	227 11%	82 12%	87 12%	82 12%	87 13%	63 10%	403 11%	
Very unlikely	2014 55%	292 62%	42 75%	746 63%	46 67%	103 64%	438 51%	1492 56%	177 64%	116 65%	697 63%	604 60%	1335 53%	599 54%	1153 56%	393 56%	404 56%	357 52%	364 53%	350 56%	1990 55%	
Not applicable	376 10%	54 12%	3 5%	101 8%	8 11%	20 12%	113 13%	232 9%	26 9%	20 11%	93 8%	115 11%	232 9%	105 9%	200 10%	88 12%	66 9%	71 10%	63 9%	56 9%	391 11%	
Don't know	124 3%	4 1%	4 3%	26 2%	3 5%	4 3%	33 4%	75 3%	7 3%	2 1%	23 2%	41 4%	63 2%	18 2%	60 3%	33 5%	30 4%	11 2%	15 2%	16 3%	129 4%	
Top 2: Likely	740 20%	47 10%	5 8%	139 12%	7 10%	16 10%	203 23%	516 19%	37 13%	24 13%	117 11%	154 15%	572 23%	238 21%	412 20%	166 16%	132 18%	163 24%	155 23%	138 22%	695 19%	
Bottom 2: Unlikely	2442 66%	364 77%	45 81%	927 78%	51 74%	122 75%	515 60%	1826 74%	204 74%	134 75%	868 79%	705 69%	1654 66%	755 68%	1381 67%	475 67%	492 68%	439 64%	450 66%	413 66%	2393 66%	
NET Difference	-1702 -46%	-317 -67%	-41 -72%	-788 -66%	-44 -63%	-105 -65%	-312 -36%	-1310 -49%	-167 -61%	-110 -61%	-751 -68%	-551 -54%	-1082 -43%	-517 -46%	-969 -47%	-363 -51%	-360 -50%	-277 -40%	-295 -43%	-275 -44%	-1698 -47%	

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

QD16j. Within the next five years, how likely or unlikely are you to do each of the following? Become a grandparent

Base : All UK adults aged 16+ who are not grandparents

	Gender			Age										Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minority) (n)	Ethnic minorities (excl. White minority) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	3791	1869	1910	1341	1385	1065	596	745	711	674	542	350	173	3155	570	65	216	161	96	2498	1293	1740	2051	3791
Weighted total	3812	1894	1914	1344	1401	1067	593	751	728	673	540	350	177	3147	619	62*	227	151	179*	2653	1159	1776	2036	3791
Effective base	3393	1675	1714	1199	1235	959	528	671	633	602	485	315	159	2876	470	61	202	154	92	2250	1164	1554	1840	3791
Very likely	151	94	57	70	40	41	30	41	19	21	23	16	2	116	33	3	13	12	4	126	26	77	74	143
	4%	5%	3%	5%	3%	4%	5%	5%	3%	3%	4%	4%	1%	4%	5%	6%	6%	8%	2%	5%	2%	4%	4%	4%
Fairly likely	301	158	143	89	92	120	25	65	33	59	72	35	12	240	58	3	20	12	23	209	92	132	170	288
	8%	8%	7%	7%	7%	11%	4%	9%	4%	9%	13%	10%	7%	8%	9%	4%	9%	8%	13%	8%	8%	7%	8%	8%
Fairly unlikely	440	242	198	114	178	147	34	80	93	85	85	41	22	387	49	5	24	11	8	312	128	204	236	440
	12%	13%	10%	9%	13%	14%	6%	11%	13%	13%	16%	12%	12%	12%	8%	9%	11%	7%	5%	12%	11%	12%	12%	12%
Very unlikely	2118	1034	1081	851	792	476	401	450	427	365	210	165	101	1730	365	39	123	99	105	1505	613	1027	1091	2103
	56%	55%	56%	63%	57%	45%	60%	59%	54%	39%	47%	57%	57%	55%	59%	63%	54%	65%	58%	57%	53%	58%	54%	55%
Not applicable	597	268	328	186	223	188	85	101	134	90	98	62	29	501	90	9	35	16	29	371	226	273	324	614
	16%	14%	17%	14%	16%	18%	14%	13%	18%	13%	18%	18%	16%	16%	14%	15%	15%	10%	16%	14%	19%	15%	16%	16%
Don't know	204	98	106	33	77	94	19	14	23	54	53	31	11	174	25	2	12	1	10	130	74	62	142	203
	5%	5%	6%	3%	5%	9%	3%	2%	3%	8%	10%	9%	6%	6%	4%	3%	5%	1%	5%	5%	6%	3%	7%	5%
Top 2: Likely	452	252	201	160	151	161	54	106	52	80	95	51	15	356	90	6	33	24	27	335	118	209	243	431
	12%	13%	10%	12%	9%	15%	9%	14%	7%	12%	18%	15%	8%	11%	10%	15%	16%	16%	15%	13%	10%	12%	12%	11%
Bottom 2: Unlikely	2558	1277	1279	965	970	623	434	531	520	450	295	206	122	2116	414	45	147	110	113	1817	741	1232	1327	2543
	67%	67%	67%	72%	69%	58%	73%	71%	71%	67%	55%	69%	69%	67%	67%	72%	65%	73%	63%	68%	64%	69%	65%	67%
NET Difference	-2106	-1025	-1078	-805	-839	-462	-380	-425	-469	-371	-200	-155	-107	-1760	-324	-38	-114	-86	-86	-1482	-624	-1023	-1083	-2112
	-55%	-54%	-56%	-60%	-60%	-43%	-64%	-57%	-64%	-55%	-37%	-44%	-61%	-56%	-52%	-62%	-50%	-57%	-48%	-56%	-54%	-58%	-53%	-56%

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

QD16j. Within the next five years, how likely or unlikely are you to do each of the following? Become a grandparent

Base : All UK adults aged 16+ who are not grandparents

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South East (h)	Greater London (i)	England (j)	Wales (k)	Scotland (l)	Northern Ireland (m)	Urban (n)	Rural (o)	Up to £24,999 (p)	£25,000 up to £54,999 (q)	£55,000 up to £99,999 (r)	£100,000 and above (s)	Important (t)	Not important (u)	Known (v)	Not known (w)	Known (x)	Not known (y)	Collective (A)	Individual (B)		
Unweighted total	3791	125	352	254	283	214	292	254	454	509	2747	400	409	235	2916	605	945	1284	776	413	3561	125	2287	1390	1910	1730	2065	1127	3791
Weighted total	3812	151	411	344	344	267	345	324	504	563	2219	174	316	2991	505	1013	799	1310	799	432	3588	126	2312	1385	1944	1714	1944	1146	3791
Effective base	3393	123	340	246	273	207	282	256	441	483	2650	390	402	231	2641	515	834	1150	688	384	3191	110	2045	1246	1704	1554	1838	1010	3791
Very likely	151	8	18	7	12	14	10	17	13	32	132	5	12	3	127	15	35	52	32	30	143	3	128	21	102	49	96	44	143
	4%	6%	4%	3%	4%	5%	3%	5%	3%	6%	4%	3%	4%	3%	4%	3%	4%	4%	7%	4%	4%	6%	1%	5%	3%	5%	4%	4%	4%
Fairly likely	301	14	33	29	37	23	21	14	44	47	262	13	20	7	235	50	68	109	66	42	281	17	227	69	179	116	171	100	288
	8%	9%	10%	11%	11%	8%	4%	8%	8%	8%	7%	6%	7%	8%	9%	7%	8%	8%	10%	8%	8%	10%	5%	9%	7%	8%	9%	8%	8%
Fairly unlikely	440	30	56	24	41	34	39	35	62	62	372	20	36	12	351	69	88	138	117	63	424	11	340	98	263	173	228	155	440
	12%	20%	14%	8%	12%	9%	11%	11%	12%	11%	12%	12%	12%	12%	12%	12%	10%	10%	15%	15%	12%	9%	15%	7%	14%	10%	11%	14%	12%
Very unlikely	2118	71	225	159	193	148	206	293	318	1791	98	170	59	1660	307	489	750	440	232	2013	64	1221	851	1051	982	1212	597	2103	
	56%	47%	55%	55%	56%	55%	60%	55%	57%	56%	57%	57%	57%	56%	55%	54%	57%	55%	54%	54%	51%	53%	61%	54%	57%	58%	52%	55%	55%
Not applicable	597	18	57	53	51	38	45	54	87	79	483	31	68	16	467	88	177	194	108	48	540	19	266	221	245	308	294	181	614
	16%	12%	14%	18%	15%	14%	13%	17%	17%	14%	15%	18%	15%	16%	16%	20%	15%	14%	11%	15%	15%	11%	11%	13%	18%	14%	16%	16%	
Don't know	204	9	23	17	10	21	24	27	25	23	179	8	11	7	151	28	49	76	34	17	186	11	130	56	102	86	78	69	203
	5%	6%	6%	6%	3%	8%	7%	8%	5%	4%	6%	4%	3%	4%	5%	5%	5%	6%	4%	4%	5%	9%	6%	4%	5%	4%	6%	5%	5%
Top 2: Likely	452	22	50	37	49	27	31	31	62	62	372	20	36	12	351	69	88	138	117	63	424	11	340	98	263	173	228	155	440
	12%	15%	12%	13%	14%	14%	10%	10%	11%	14%	12%	10%	10%	9%	12%	12%	11%	12%	12%	17%	12%	9%	15%	6%	14%	10%	13%	13%	11%
Bottom 2: Unlikely	2558	101	281	183	235	171	245	212	355	380	2163	119	206	71	2011	376	576	888	558	295	2438	75	1561	948	1314	1155	1440	752	2543
	67%	67%	68%	63%	68%	64%	71%	66%	68%	68%	67%	68%	65%	69%	67%	67%	64%	67%	70%	68%	68%	60%	68%	68%	68%	67%	69%	66%	67%
NET Difference	-2106	-79	-230	-146	-185	-135	-213	-181	-298	-301	-1769	-102	-174	-61	-1649	-310	-473	-727	-459	-223	-2014	-54	-1205	-859	-1033	-990	-1174	-607	-2112
	-55%	-52%	-56%	-51%	-54%	-50%	-62%	-56%	-57%	-54%	-55%	-58%	-55%	-60%	-55%	-52%	-55%	-58%	-52%	-56%	-43%	-52%	-62%	-53%	-58%	-56%	-53%	-56%	

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

QD16j. Within the next five years, how likely or unlikely are you to do each of the following? Become a grandparent

Base : All UK adults aged 16+ who are not grandparents

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	3791	437	59	1096	69	148	954	2650	247	160	1020	962	2663	1081	2146	672	725	701	721	702	3791
Weighted total	3812	452	53*	1135	66*	151	924														

Fairly unlikely	440 12%	58 13%	7 13%	179 16%	8 12%	15 10%	100 11%	322 12%	41 16%	28 17%	155 15%	99 10%	333 12%	159 14%	235 11%	81 12%	75 10%	77 11%	102 14%	85 12%	440 12%
Very unlikely	2118 56%	278 61%	36 67%	651 57%	39 59%	97 64%	483 52%	1553 57%	127 51%	82 49%	638 60%	564 58%	1481 55%	573 52%	1246 58%	353 52%	437 60%	365 52%	419 57%	393 56%	2103 55%
Not applicable	597 16%	43 10%	6 12%	86 8%	5 8%	14 9%	177 19%	394 15%	15 6%	9 5%	90 9%	143 15%	426 16%	137 12%	332 15%	108 16%	110 15%	124 18%	109 15%	103 15%	614 16%
Don't know	204 5%	10 2%	* 1%	45 4%	5 7%	11 7%	57 6%	127 5%	16 6%	10 6%	40 4%	45 5%	140 5%	40 4%	110 5%	33 5%	33 4%	41 6%	29 4%	43 6%	203 5%
Top 2: Likely	452 12%	63 14%	4 7%	174 15%	9 13%	15 10%	107 12%	314 12%	51 20%	38 23%	133 13%	120 12%	314 12%	195 18%	222 10%	108 16%	76 10%	90 13%	71 10%	82 12%	431 11%
Bottom 2: Unlikely	2558 67%	336 74%	43 80%	830 73%	47 72%	112 74%	583 63%	1876 69%	169 67%	110 66%	793 75%	663 68%	1814 67%	733 66%	1481 69%	434 63%	513 70%	442 63%	521 71%	478 68%	2543 67%
NET Difference	-2106 -55%	-273 -60%	-39 -73%	-656 -58%	-38 -58%	-97 -64%	-475 -51%	-1562 -58%	-118 -47%	-72 -43%	-660 -63%	-543 -56%	-1500 -56%	-538 -49%	-1259 -59%	-325 -48%	-436 -60%	-352 -51%	-450 -62%	-396 -56%	-2112 -56%

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

1 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)
8 Dec 2025
Table 737

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? Summary

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Other parents of children aged 0-5	Children other than your own aged 0-5 years
Unweighted total	522	522
Weighted total	530	530
Effective base	468	468
Every day	102	69
	19%	13%
A couple of times a week	193	205
	36%	30%
Once a week	113	105
	21%	20%
Less often than once a week	88	100
	17%	19%
None - I don't have any contact	29	42
	6%	8%
Don't know	5	8
	1%	2%
Top 3: Once a week or more	407	379
	77%	71%
Bottom 2: Less than once a week	118	143
	22%	27%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 738

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? Other parents of children aged 0-5

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excluding White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	522	255	266	358	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81**	283	130	28**	3**	3**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	8	70	260	109	23	4	3	1	351	116	6	14	91	16	428	41	321	148	522
Every day	102	45	57	82	19	*	13	68	12	7	-	*	-	69	32	3	3	24	2	95	7	83	19	103
	19%	17%	21%	22%	12%	5%	17%	24%	9%	26%	-	13%	-	18%	23%	58%	19%	27%	7%	19%	17%	23%	11%	20%
A couple of times a week	193	98	94	135	54	3	32	103	47	7	2	1	-	152	41	1	2	33	4	185	8	137	56	186
	36%	38%	35%	37%	34%	42%	40%	36%	36%	25%	66%	33%	-	39%	29%	18%	16%	37%	14%	38%	20%	38%	33%	36%
Once a week	113	57	56	69	41	3	11	58	36	6	1	2	-	75	37	1	6	20	9	103	9	68	44	113
	21%	22%	21%	19%	26%	32%	13%	21%	27%	21%	21%	55%	-	19%	26%	25%	42%	23%	28%	21%	23%	19%	26%	22%
Less often than once a week	88	38	50	56	31	2	15	40	29	2	*	-	1	67	21	-	3	9	8	78	10	54	34	85
	17%	15%	19%	15%	20%	20%	19%	14%	22%	8%	13%	-	100%	17%	15%	-	23%	11%	26%	16%	26%	15%	20%	16%
None - I don't have any contact	29	17	12	17	13	-	5	12	7	6	-	-	-	22	7	-	-	2	5	25	5	14	16	30
	6%	7%	4%	5%	8%	-	6%	4%	5%	21%	-	-	-	6%	5%	-	-	2%	16%	5%	12%	4%	9%	6%
Don't know	5	4	1	5	-	-	4	1	-	-	-	-	-	3	3	-	-	-	3	5	1	4	1	5
	1%	2%	*	1%	-	-	5%	*	-	-	-	-	-	1%	2%	-	-	-	9%	1%	2%	1%	1%	1%
Top 3: Once a week or more	407	200	207	286	115	6	56	323	156	29	3	3	-	296	110	6	12	77	15	383	24	288	119	402
	77%	77%	77%	79%	72%	80%	70%	81%	72%	72%	87%	100%	-	76%	78%	100%	77%	87%	49%	78%	60%	80%	70%	77%
Bottom 2: Less than once a week	118	56	62	72	44	2	20	52	36	8	*	-	1	89	28	-	3	11	13	102	15	68	50	115
	22%	21%	23%	20%	28%	20%	25%	18%	28%	28%	13%	-	100%	23%	20%	-	23%	13%	42%	21%	38%	19%	29%	22%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 739

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? Other parents of children aged 0-5

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Region										Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total		
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known gable (w)	Not known gable (x)	Known gable (y)		Not known gable (z)	Collective (A)
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	35	432	72	155	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68**	35**	38**	30**	32**	32**	63*	137	446	26*	42*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Every day	102	-	17	7	7	1	6	4	10	36	87	5	7	93	7	5	22	27	45	97	4	93	9	86	14	71	27	103
	19%	-	24%	19%	19%	4%	17%	12%	16%	19%	18%	17%	19%	21%	11%	9%	15%	17%	28%	19%	22%	21%	10%	21%	12%	20%	21%	20%
A couple of times a week	193	4	29	11	17	12	8	10	21	54	167	8	13	159	26	15	42	61	71	185	8	160	32	155	37	135	41	186

	36%	31%	43%	32%	45%	41%	23%	33%	34%	39%	37%	30%	32%	31%	36%	40%	29%	29%	39%	44%	36%	44%	36%	36%	38%	31%	38%	33%	36%
Once a week	113	1	12	7	6	4	12	7	15	28	92	6	13	3	94	12	14	35	35	25	107	4	90	23	75	38	73	26	113
	21%	12%	18%	19%	16%	12%	38%	21%	23%	21%	23%	21%	23%	16%	21%	19%	27%	24%	22%	15%	21%	24%	21%	25%	18%	31%	21%	21%	22%
Less often than once a week	88	4	9	7	4	10	7	11	10	14	75	4	5	3	73	14	12	34	20	19	87	2	66	22	65	22	59	23	85
	17%	37%	13%	19%	11%	34%	22%	34%	15%	10%	17%	17%	13%	20%	16%	22%	23%	24%	13%	12%	17%	10%	25%	16%	16%	17%	18%	16%	
None - I don't have any contact	29	2	1	3	4	2	-	-	8	2	22	2	3	2	22	6	6	9	11	1	29	-	27	3	22	6	12	9	30
	6%	20%	1%	10%	10%	8%	-	-	12%	1%	5%	9%	7%	10%	5%	8%	11%	6%	7%	1%	6%	-	6%	3%	5%	5%	3%	7%	6%
Don't know	5	-	-	-	-	-	-	-	3	3	*	1	1	1	5	-	1	2	1	1	5	-	3	1	3	2	2	-	5
	1%	-	-	-	-	-	-	-	2%	1%	2%	2%	4%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	*	-	1%
Top 3: Once a week or more	407	5	58	25	30	17	25	21	46	118	345	18	33	10	347	46	34	99	123	141	390	16	343	64	317	89	279	94	402
	77%	44%	86%	71%	79%	58%	78%	66%	73%	86%	77%	71%	78%	66%	78%	70%	65%	69%	79%	87%	76%	90%	78%	72%	78%	75%	79%	75%	77%
Bottom 2: Less than once a week	118	6	10	10	8	13	7	11	17	16	98	7	8	5	95	20	18	43	31	21	116	2	93	25	87	29	71	32	115
	22%	56%	14%	29%	21%	42%	22%	34%	17%	12%	22%	27%	20%	30%	21%	30%	34%	30%	20%	13%	23%	10%	21%	28%	21%	20%	25%	22%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 740

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? Other parents of children aged 0-5

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	466	20	35	72	425	67	45	429	111	388	257	232	131	112	100	97	64	522
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	44*	438	111*	396	266	229	131	113	100*	102*	66*	522
Effective base	468	419	50	420	17	31	64	381	59	39	385	95	352	234	206	117	103	90	87	56	522
Every day	102	95	7	96	4	1	12	86	13	12	86	14	86	69	31	29	22	12	20	18	103
	19%	20%	12%	20%	19%	3%	18%	20%	20%	28%	20%	13%	22%	26%	13%	22%	19%	12%	19%	27%	20%
A couple of times a week	193	180	13	179	2	12	22	159	25	15	154	31	151	100	81	39	44	42	47	14	186
	36%	38%	23%	37%	9%	37%	32%	37%	40%	34%	35%	28%	38%	38%	35%	30%	39%	42%	46%	21%	36%
Once a week	113	98	15	100	5	8	19	87	14	8	94	32	75	50	55	26	25	21	18	17	113
	21%	21%	27%	21%	26%	24%	27%	20%	22%	17%	21%	29%	19%	19%	24%	20%	22%	21%	18%	26%	22%
Less often than once a week	88	74	14	75	6	7	10	76	6	4	78	29	57	37	47	28	17	18	13	11	85
	17%	16%	25%	16%	30%	23%	14%	18%	10%	8%	18%	26%	14%	14%	20%	22%	15%	18%	13%	17%	16%
None - I don't have any contact	29	22	7	23	2	3	4	22	5	5	23	5	23	7	16	9	4	4	4	6	30
	6%	5%	12%	5%	13%	11%	6%	5%	8%	11%	5%	5%	6%	3%	7%	7%	4%	4%	4%	8%	6%
Don't know	5	5	*	4	*	1	2	2	1	1	3	-	4	3	1	-	2	3	1	-	5
	1%	1%	1%	1%	3%	2%	3%	*	1%	2%	1%	-	1%	1%	*	-	2%	3%	1%	-	1%
Top 3: Once a week or more	407	372	35	375	10	21	53	333	52	35	334	77	312	219	167	94	91	75	84	49	402
	77%	79%	62%	78%	55%	64%	77%	77%	81%	79%	76%	69%	79%	82%	73%	71%	80%	75%	83%	75%	77%
Bottom 2: Less than once a week	118	97	21	99	8	11	14	98	11	8	101	34	80	44	62	37	21	22	17	17	115
	22%	20%	37%	21%	43%	34%	20%	23%	18%	19%	23%	31%	20%	16%	27%	29%	18%	22%	17%	25%	22%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/s/t
 * small base; ** very small base (under 30) ineligible for sig testing

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 Table 743

QD17.2. In a typical week, how often, if at all, do you spend time with each of the following? Children other than your own aged 0-5 years

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age											Ethnicity					Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)	
Unweighted total	522	255	266	359	153	10	76	283	127	26	5	4	1	385	134	6	14	97	17	473	49	353	169	522
Weighted total	530	260	270	364	158	8**	81*	283	130	26**	3**	1**	1**	388	141	6**	15**	89*	31**	490	40*	360	170	522
Effective base	468	227	241	330	132	0	70	250	109	23	4	2	1	351	116	0	14	91	16	423	41	322	160	522
Every day	69	32	37	57	11	1	9	48	8	2	-	1	-	42	27	1	2	19	5	62	7	58	11	69
	13%	12%	14%	16%	7%	18%	11%	17%	6%	8%	-	43%	-	11%	19%	20%	13%	21%	16%	13%	18%	16%	7%	13%
A couple of times a week	205	102	103	149	54	2	28	121	42	12	2	-	-	159	46	1	5	35	5	197	8	144	61	200
	39%	39%	38%	41%	34%	28%	34%	43%	32%	43%	66%	-	-	41%	33%	18%	32%	40%	16%	40%	21%	40%	36%	38%
Once a week	105	57	48	72	32	2	16	55	28	3	1	1	-	76	28	2	3	18	6	99	6	67	38	102
	20%	22%	18%	20%	20%	20%	20%	22%	12%	21%	24%	-	-	20%	20%	31%	17%	20%	20%	20%	15%	19%	22%	20%
Less often than once a week	100	41	60	57	42	2	15	41	38	4	*	1	1	77	23	1	4	13	6	87	14	69	31	103
	19%	16%	22%	16%	27%	20%	19%	15%	29%	14%	13%	-	100%	20%	17%	13%	25%	15%	18%	18%	34%	19%	18%	20%
None - I don't have any contact	42	23	19	23	18	1	8	15	12	6	-	1	-	27	15	1	2	3	9	38	5	18	25	39
	8%	9%	7%	6%	12%	14%	10%	9%	22%	-	33%	-	-	7%	11%	19%	13%	4%	30%	8%	12%	5%	14%	7%
Don't know	8	5	3	7	2	-	4	3	2	-	-	-	-	7	1	-	-	1	-	8	-	4	4	9
	2%	2%	1%	2%	1%	-	5%	1%	1%	-	-	-	-	2%	1%	-	-	1%	-	2%	-	1%	3%	2%
Top 3: Once a week or more	379	190	188	278	96	5	53	224	78	18	3	2	-	277	101	4	9	72	16	357	21	269	110	371
	71%	73%	70%	76%	61%	66%	66%	79%	60%	64%	87%	67%	-	72%	72%	69%	62%	81%	52%	73%	54%	75%	65%	71%
Bottom 2: Less than once a week	143	64	79	80	61	3	24	56	50	10	*	1	1	103	39	2	6	16	15	124	19	87	56	142
	27%	25%	29%	22%	38%	34%	29%	20%	39%	36%	13%	33%	100%	27%	27%	31%	38%	18%	48%	25%	46%	24%	33%	27%

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

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 Table 744

QD17.2. In a typical week, how often, if at all, do you spend time with each of the following? Children other than your own aged 0-5 years

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	522	9	57	30	29	23	27	25	51	125	376	57	54	35	432	72	55	142	154	155	503	17	432	88	396	123	343	128	522
Weighted total	530	11**	68*	35**	38**	30**	32**	32**	63*	137	446	26*	42*	16*	446	66*	53*	144	155	162	511	17**	439	89*	407	120	351	127	522
Effective base	468	9	56	29	28	22	26	24	49	123	364	56	54	34	392	60	48	124	136	146	451	16	389	77	357	109	312	115	522
Every day	69	3	12	6	3	1	6	3	2	6	3	4	6	1	61	7	5	11	21	31	68	1	60	8	55	12	47	15	69
	13%	22%	17%	16%	9%	4%	17%	8%	4%	16%	13%	15%	15%	6%	14%	11%	9%	7%	13%	19%	13%	7%	14%	8%	14%	10%	13%	12%	13%
A couple of times a week	205	1	24	10	16	10	11	10	24	72	178	8	13	6	173	24	17	46	59	80	193	12	169	35	168	37	148	43	200
	39%	11%	36%	28%	43%	34%	35%	30%	38%	53% ackm	40%	31%	30%	37%	39%	36%	32%	32%	38%	49% aqr	38%	67%	39%	40%	41%	31%	42%	34%	38%
Once a week	105	1	18	6	9	6	6	12	10	20	88	6	9	2	84	19	9	35	36	22	102	2	85	19	72	33	67	23	102
	20%	11%	27%	17%	24%	20%	19%	37%	15%	14%	20%	23%	22%	11%	19%	29%	16%	24%	23%	13%	20%	12%	19%	22%	18%	27%	19%	18%	20%
Less often than once a week	100	4	12	7	4	8	7	4	19	16	81	5	9	5	86	12	13	34	24	25	99	1	83	18	76	24	65	29	103
	19%	37%	18%	20%	10%	25%	22%	14%	30%	12%	18%	19%	22%	34%	19%	18%	25%	23%	16%	15%	19%	7%	19%	20%	19%	20%	18%	23%	20%
None - I don't have any contact	42	2	1	6	5	4	2	2	8	4	35	2	4	1	36	3	9	15	12	4	41	1	36	6	30	11	22	15	39
	8%	20%	2%	16%	13%	12%	7%	7%	13%	3%	8%	7%	9%	9%	8%	5%	17%	10%	8%	3%	8%	6%	8%	7%	3%	7%	6%	12%	7%
Don't know	8	-	-	1	-	1	-	1	-	2	6	1	1	*	7	1	-	4	3	1	8	-	5	2	6	2	4	2	9
	2%	-	-	3%	-	5%	-	4%	-	2%	1%	4%	2%	3%	2%	1%	-	3%	2%	1%	2%	-	1%	2%	1%	2%	1%	2%	2%
Top 3: Once a week or more	379	5	54	21	29	17	23	24	36	114	324	18	28	9	318	50	31	92	116	132	363	15	315	63	295	82	261	80	371
	71%	43%	80%	61%	77%	58%	71%	76%	57%	83%	73%	70%	67%	54%	71%	76%	58%	64%	75%	82%	71%	87%	71%	63%	73%	69%	74%	63%	71%
Bottom 2: Less than once a week	143	7	13	13	9	11	9	7	27	21	116	7	13	7	121	15	22	48	36	29	140	2	119	24	105	35	86	44	142
	27%	57%	20%	36%	23%	37%	29%	21%	43%	15%	26%	27%	31%	43%	27%	23%	42%	34%	23%	18%	27%	13%	27%	27%	26%	29%	25%	35%	27%

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

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 Table 745

QD17.2. In a typical week, how often, if at all, do you spend time with each of the following? Children other than your own aged 0-5 years

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	522	459	63	406	20	35	72	425	67	45	111	388	257	232	131	132	110	97	66	522	
Weighted total	530	473	57*	478	19**	32*	69*	432	64*	43*	111*	396	266	229	131	113	100*	102*	66*	522	
Effective base	468	419	50	420	17	31	64	381	59	39	95	385	234	206	117	103	90	87	56	522	
Every day	69	62	7	67	-	*	8	59	9	8	58	9	58	49	17	21	15	12	8	69	
	13%	13%	13%	14%	-	1%	12%	14%	14%	17%	13%	8%	15%	18%	7%	16%	13%	12%	11%	13%	
A couple of times a week	205	197	8	186	6	13	28	162	29	20	163	39	152	110	85	40	43	44	25	200	
	39%	42%	14%	39%	30%	41%	41%	37%	45%	45%	37%	35%	38%	41%	37%	31%	38%	45%	43%	38%	
Once a week	105	86	19	97	3	6	11	88	8	4	91	21	81	54	45	29	26	19	8	102	
	20%	18%	33%	20%	14%	18%	15%	20%	13%	8%	21%	18%	20%	20%	20%	22%	23%	19%	12%	20%	
Less often than once a week	100	84	17	87	5	8	15	85	11	7	84	28	70	40	56	27	17	20	13	103	
	19%	18%	30%	18%	26%	26%	21%	20%	17%	17%	19%	26%	18%	15%	24%	21%	15%	20%	20%	20%	
None - I don't have any contact	42	37	5	33	5	4	6	33	5	5	37	12	31	9	24	12	8	3	3	39	
	8%	8%	9%	7%	28%	14%	9%	8%	8%	11%	8%	11%	8%	3%	10%	9%	7%	3%	3%	7%	
Don't know	8	8	*	8	*	-	1	6	2	1	5	3	4	4	3	1	4	1	1	9	
	2%	2%	1%	2%	3%	-	2%	1%	3%	2%	1%	2%	1%	2%	1%	1%	4%	1%	-	2%	
Top 3: Once a week or more	379	345	34	350	8	19	47	309	46	31	312	68	291	213	147	90	84	75	77	371	
	71%	73%	60%	73%	44%	60%	68%	71%	72%	71%	71%	61%	73%	80%	64%	69%	75%	76%	61%	71%	
Bottom 2: Less than once a week	143	121	22	120	10	13	21	118	16	12	121	40	101	80	39	39	24	24	25	142	
	27%	26%	39%	25%	54%	40%	30%	27%	25%	28%	28%	36%	26%	18%	35%	30%	22%	24%	39%	27%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j/k - a/l/m - a/n/o - a/p/q/r/h/t
 * small base; ** very small base (under 30) ineligible for sig testing

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 Table 748

QD18. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household? Please include all your income sources: salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Base: All UK adults aged 16+

	Gender			Age											Ethnicity						Working status		Education		Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)	Non graduates (w)		
Unweighted total	4672	2368	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	158	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	727	349	3979	646	65*	64	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672		
Under £5,000	109	53	56	59	27	23	42	17	17	10	17	4	2	77	30	4	9	5	12	37	72	30	79	116	
	2%	2%	2%	4%	2%	1%	7%	2%	2%	1%	2%	1%	*	2%	5%	7%	4%	3%	7%	1%	4%	1%	3%	2%	
£5,000 - £9,999	107	48	59	34	41	32	25	9	17	24	18	5	9	85	20	1	9	4	6	50	57	26	81	112	
	2%	2%	2%	2%	3%	2%	4%	1%	2%	3%	2%	1%	2%	2%	3%	1%	4%	3%	3%	2%	3%	1%	3%	2%	
£10,000 - £14,999	278	119	159	53	71	154	32	21	37	35	56	63	34	234	41	*	19	6	15	97	181	57	221	292	
	6%	5%	7%	4%	5%	8%	5%	3%	5%	5%	8%	9%	10%	6%	6%	1%	8%	4%	8%	3%	10%	3%	8%	6%	
£15,000 - £19,999	270	114	155	48	79	143	28	20	31	48	42	64	37	246	21	1	7	2	11	110	159	66	204	279	
	6%	5%	6%	3%	5%	8%	5%	3%	4%	4%	6%	9%	11%	6%	3%	2%	3%	1%	6%	4%	4%	3%	8%	6%	
£20,000 - £24,999	390	177	213	77	101	212	52	25																	

E35,000 - £44,999	571 12% dghr	287 13%	283 12%	111 8%	203 14%	256 14%	52 9%	59 8%	97 13%	106 14%	90 12%	107 15%	59 17%	494 12%	73 11%	6 9%	33 14%	11 7%	24 13%	362 12%	208 12%	236 12%	335 13%	569 12%
E45,000 - £54,999	505 11% u	257 11%	247 10%	152 11%	166 11%	187 10%	68 11%	84 11%	98 13%	68 9%	73 12%	26 7%	416 10%	87 13%	9 13%	34 14%	19 12%	25 14%	359 12%	146 8%	228 11%	277 11%	486 10%	
E55,000 - £99,999	913 20% cflgmz uw	497 22%	416 17%	298 22%	358 24%	258 14%	87 14%	211 28%	182 24%	176 24%	134 18%	96 13%	28 8%	775 19%	133 21%	18 28%	32 13%	43 27%	40 22%	752 26%	161 9%	551 27%	362 14%	895 19%
E100,000 or more	462 10% fklmuw	259 11%	202 8%	259 19%	149 10%	53 3%	64 11%	195 25%	86 11%	64 9%	36 5%	13 2%	4 1%	371 9%	86 13%	7 10%	16 7%	53 33%	10 6%	422 14%	39 2%	353 17%	108 4%	442 9%
Prefer not to answer	430 9% behrtv	152 7%	277 12%	141 10%	103 7%	186 10%	95 16%	46 6%	46 6%	56 8%	75 10%	79 11%	32 9%	362 9%	52 8%	4 7%	35 15%	5 3%	8 5%	208 7%	221 13%	151 7%	279 11%	451 10%
NET: Up to £24,999	1153 25% v dehrt	512 22%	641 27%	271 22%	320 22%	563 31%	179 29%	91 12%	157 21%	163 22%	207 27%	227 31%	130 37%	991 25%	150 20%	14 21%	64 27%	20 13%	52 28%	485 16%	668 39%	300 15%	853 32%	1198 26%
NET: £25,000 up to £54,999	1714 37% dghrv	858 38%	854 36%	404 29%	557 37%	753 42%	182 30%	222 29%	280 37%	277 38%	284 39%	313 43%	156 45%	1481 37%	225 35%	22 34%	92 39%	37 24%	73 40%	1075 37%	639 37%	688 34%	1026 39%	1686 36%
NET: £55,000 up to £99,999	913 20% cflgmz uw	497 22%	416 17%	298 22%	358 24%	258 14%	87 14%	211 28%	182 24%	176 24%	134 18%	96 13%	28 8%	775 19%	133 21%	18 28%	32 13%	43 27%	40 22%	752 26%	161 9%	551 27%	362 14%	895 19%
NET: £100,000 and above	462 10% fklmuw	259 11%	202 8%	259 19%	149 10%	53 3%	64 11%	195 25%	86 11%	64 9%	36 5%	13 2%	4 1%	371 9%	86 13%	7 10%	16 7%	53 33%	10 6%	422 14%	39 2%	353 17%	108 4%	442 9%

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

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 Table 749

QD18. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household? Please include all your income sources : salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Base : All UK adults aged 16+

	TOTAL (n)	Region													Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	East of England	South East	Greater London	England	Wales	Scotland	Northern Ireland	Urban (n)	Rural (n)	Up to £24,999	£25,000 up to £54,999	£55,000 up to £100,000 and above	Important	Not important	Known	Not known	Known	Not known	Collective	Individual			
		(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)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	442	4420	140	2958	1581	2378	2118	2470	1439	4672		
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Under £5,000	109 2%	2 1%	14 3%	8 2%	10 2%	8 2%	10 2%	13 3%	13 2%	13 2%	91 2%	6 2%	7 2%	4 3%	85 2%	11 1%	109 9%	-	-	-	97 2%	5 4%	56 2%	46 3%	42 3%	60 2%	57 2%	30 2%	116 2%
E5,000 - £9,999	107 2%	4 2%	14 2%	6 2%	18 4%	5 1%	2 1%	14 3%	12 2%	11 2%	87 2%	5 2%	12 3%	2 2%	86 2%	16 2%	107 9%	-	-	-	95 2%	7 5%	51 2%	51 3%	37 2%	57 3%	50 2%	26 2%	112 2%
E10,000 - £14,999	278 6%	25 13%	22 4%	29 7%	30 7%	12 3%	28 6%	34 7%	27 4%	21 3%	228 6%	15 7%	27 7%	7 6%	220 6%	35 5%	278 24%	-	-	-	256 6%	10 7%	157 5%	106 7%	118 5%	149 7%	124 5%	91 6%	292 6%
E15,000 - £19,999	270 6%	18 9%	31 6%	30 8%	33 8%	17 5%	23 5%	27 7%	28 4%	14 2%	222 6%	14 6%	26 7%	8 6%	210 6%	48 6%	270 23%	-	-	-	250 6%	9 7%	168 6%	94 6%	120 5%	135 6%	130 5%	92 6%	279 6%
E20,000 - £24,999	390 8%	18 10%	52 10%	33 9%	36 9%	31 9%	40 9%	31 8%	54 8%	27 5%	323 8%	19 9%	33 9%	14 11%	289 8%	68 9%	390 34%	-	-	-	369 9%	13 9%	259 9%	117 7%	191 8%	176 8%	188 8%	136 9%	399 9%
E25,000 - £34,999	639 14%	33 18%	73 14%	47 12%	58 14%	55 16%	60 14%	75 18%	90 14%	56 9%	547 14%	34 15%	44 11%	13 10%	485 13%	116 15%	-	639 37%	-	-	611 14%	17 12%	386 13%	232 15%	314 13%	296 14%	328 13%	205 14%	631 14%
E35,000 - £44,999	571 12%	23 12%	44 9%	51 13%	57 14%	62 18%	58 13%	48 12%	76 12%	56 9%	476 12%	30 14%	46 12%	19 14%	437 12%	110 14%	-	571 33%	-	-	546 12%	16 11%	369 12%	192 12%	295 12%	261 13%	302 12%	179 12%	569 12%
E45,000 - £54,999	505 11%	9 5%	57 11%	45 12%	39 9%	42 12%	57 13%	49 12%	60 9%	67 11%	425 11%	17 8%	49 13%	14 11%	401 11%	87 11%	-	505 29%	-	-	480 11%	13 9%	323 11%	169 11%	271 11%	220 11%	276 11%	164 11%	486 10%
E55,000 - £99,999	913 20%	22 12%	96 18%	68 18%	72 18%	61 18%	84 19%	74 18%	145 23%	135 22%	758 19%	46 21%	84 22%	26 20%	719 20%	152 20%	-	-	913 100%	-	876 20%	34 24%	616 21%	282 18%	501 21%	390 19%	512 21%	268 18%	895 19%
E100,000 or more	462 10%	16 9%	64 12%	28 7%	23 6%	18 5%	30 7%	16 4%	67 10%	147 24%	409 10%	14 6%	29 7%	10 8%	382 11%	70 9%	-	-	462 100%	445 10%	11 8%	349 12%	111 7%	315 13%	144 7%	306 12%	133 9%	442 9%	
Prefer not to answer	430 9%	17 9%	51 10%	37 10%	35 9%	29 8%	46 10%	24 6%	72 11%	59 10%	369 9%	18 8%	30 8%	12 9%	290 8%	55 7%	-	-	-	400 9%	7 5%	235 8%	169 11%	198 8%	203 10%	192 8%	133 9%	451 10%	
NET: Up to £24,999	1153 25%	67 36%	133 26%	107 28%	127 31%	73 22%	104 24%	120 30%	134 21%	87 14%	951 24%	60 7%	106 27%	37 28%	890 25%	179 23%	1153 100%	-	-	-	1068 24%	44 31%	691 23%	413 26%	508 21%	576 28%	550 22%	375 26%	1198 26%
NET: £25,000 up to £54,999	1714 37%	65 35%	174 34%	143 37%	153 37%	159 47%	176 43%	173 43%	226 35%	179 30%	1448 37%	81 3%	139 36%	46 35%	1324 37%	313 41%	-	1714 100%	-	-	1638 37%	46 32%	1078 36%	593 38%	881 37%	778 37%	906 37%	548 38%	1686 36%
NET: £55,000 up to £99,999	913 20%	22 12%	96 18%	68 18%	72 18%	61 18%	84 19%	74 18%	145 23%	135 22%	758 19%	46 21%	84 22%	26 20%	719 20%	152 20%	-	-	913 100%	-	876 20%	34 24%	616 21%	282 18%	501 21%	390 19%	512 21%	268 18%	895 19%
NET: £100,000 and above	462 10%	16 9%	64 12%	28 7%	23 6%	18 5%	30 7%	16 4%	67 10%	147 24%	409 10%	14 6%	29 7%	10 8%	382 11%	70 9%	-	-	462 100%	445 10%	11 8%	349 12%	111 7%	315 13%	144 7%	306 12%	133 9%	442 9%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 750

QD18. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household? Please include all your income sources : salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Base : All UK adults aged 16+

	Children at school or childcare (0-5)						Household composition			Disability			Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledge (n)	Not knowledge (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)					
																					Unweighted total	Weighted total	Effective base	Under £5,000	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672				
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672				
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672				
Under £5,000	109	6	-	5	3	4	39	66	5	2	8	56	46	30	63	24	27	20	16	9	116				
£5,000 - £9,999	107	7	1	10	2	12	37	61	11	5	13	67	33	23	28	36	30	14	11	12	112				
£10,000 - £14,999	278	13	3	25	7	15	110	147	12	7	32	118	158	45	177	89	57	45	31	33	292				
£15,000 - £19,999	270	7	4	22	5	16	124	135	9	6	32	98	169	57	151	69	70	44	33	43	279				
£20,000 - £24,999	390	10	3	39	4	27	127	247	22	16	45	130	253	91	226	77	72	70	73	66	399				
£25,000 - £34,999	639	25	7	94	14	26	194	425	44	24	87	168	456	137	395	121	118	133	116	114	631				
£35,000 - £44,999	571	48	4	137	9	15	144	414	35	27	121	124	437	156	325	94	109	123	107	114	569				
£45,000 - £54,999	505	50	10	138	5	10	111	376	27	18	122	107	388	138	312	69	75	110	106	128	486				
£55,000 - £99,999	913	140	16	366	9	26	154	730	63	40	324	144	753	296	524	104	171	178	218	201	895				
£100,000 or more	462	155	8	317	6	1	57	395	32	23	284	34	412	243	183	73	82	80	115	101	442				
Prefer not to answer	430	13	2	49	5	16	97	293	18	14	47	85	279	62	272	59	65	52	81	88	451				
NET: Up to £24,999	1153	42	11	101	21	74	437	656	59	36	130	469	659	246	676	295	254	193	164	163	1198				
NET: £25,000 up to £54,999	1714	123	21	369	28	51	449	1215	105	69	330	398	1281	431	1032	284	302	367	328	356	1686				
NET: £55,000 up to £99,999	913	140	16	366	9	26	154	730	63	40	324	144	753	296	524	104	171	178	218	201	895				
NET: £100,000 and above	462	155	8	317	6	1	57	395	32	23	284	34	412	243	183	73	82	80	115	101	442				

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 753

QD19. What is the highest level of education you have attained?

Base: All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. g White minority s) (n)	Ethnic minorities (excl. White minority s) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	326	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	736	736	727	349	3979	646	65*	239	158	184*	246	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	664	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672
Primary school or Secondary school (age under 15 years old)	115	60	54	16	22	78	10	6	10	12	14	40	24	108	5	1	3	1	-	35	80	-	115	126
GCSEs	629	297	332	100	174	355	81	19	79	95	139	148	68	589	34	3	15	2	14	285	345	-	629	634
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / SCE standard	189	98	91	24	61	104	14	10	26	35	36	41	27	176	12	2	3	4	4	96	93	-	189	184
NVQ Level 1, NVQ Level 2	198	79	119	23	105	70	12	11	46	59	42	17	11	182	13	-	6	1	6	117	81	-	198	195
A-levels or AS levels	540	279	260	202	136	202	155	48	60	77	91	83	28	471	64	12	35	9	8	301	239	-	540	535
NVQ Level 3	268	120	147	61	131	76	31	30	61	70	41	27	8	238	27	5	11	3	8	186	82	-	268	263
SCE Higher Grade (Level 2) / Scottish Certificate of Sixth Year Studies	51	23	28	14	14	23	12	2	7	7	10	11	2	37	13	2	8	1	2	26	25	-	51	59
General National Vocational Qualification (GNVQ) Advanced Level	88	44	44	7	30	51	5	2	16	14	20	17	13	83	3	1	1	-	1	42	46	-	88	95
NVQ Level 4	136	60	75	49	45	42	21	28	33	11	16	18	8	120	15	-	9	2	4	100	36	-	136	128
Higher National Certificate (HNC) / Higher National Diploma (HND)	315	177	137	76	95	144	38	37	47	48	55	63	27	279	32	7	12	6	8	184	131	-	315	334
Diploma in HE (including nurses training)	50	11	40	4	14	32	2	2	8	6	8	19	5	40	10	1	2	2	6	19	32	-	50	53
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	1237	609	627	455	392	389	158	298	198	194	149	154	86	999	227	15	86	58	69	885	352	-	1237	1214
NVQ Level 5	50	25	25	15	14	21	5	10	10	4	9	9	3	40	10	4	1	2	3	35	15	-	50	52

Master's degree (MSc, MA, MBA, etc.)	530	264	265	215	177	138	53	162	107	70	63	51	25	405	119	37	47	26	435	95	530	av	530
	11%	12%	11%	16%	12%	8%	9%	21%	14%	10%	9%	7%	7%	10%	18%	15%	30%	14%	15%	6%	26%	-	11%
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	276	131	145	111	77	88	11	100	44	33	45	28	15	210	61	3	11	20	198	78	276	-	270
	6%	6%	6%	8%	5%	5%	2%	13%	6%	5%	6%	4%	4%	5%	9%	4%	5%	13%	7%	5%	14%	-	6%
NET: Graduates	2043	1005	1037	781	646	615	222	560	348	298	256	233	126	1615	407	27	134	126	1518	525	2043	-	2014
	44%	44%	43%	57%	43%	34%	36%	73%	46%	40%	35%	32%	36%	41%	63%	42%	56%	79%	52%	30%	100%	-	43%
NET: Non graduates	2629	1273	1353	591	840	1197	386	206	402	438	480	494	224	2364	239	38	105	33	1426	1203	-	2629	2658
	56%	56%	57%	43%	57%	66%	64%	27%	54%	60%	65%	68%	64%	59%	37%	58%	44%	21%	48%	70%	-	100%	57%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 754

QD19. What is the highest level of education you have attained?

Base: All UK adults aged 16+

	TOTAL (a)	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £100,000 and above (s)	Important (t)	Not important (u)	Known gable (v)	Not known gable (w)	Known gable (x)	Not known gable (y)	Collective (z)	Individual (aa)			
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	302	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672	
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672	
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672	
Primary school or Secondary school (age under 15 years old)	115	8	8	10	9	6	10	11	17	11	91	6	13	5	86	23	48	40	14	3	102	8	68	40	35	70	48	43	126	
	2%	4%	2%	3%	2%	2%	2%	3%	3%	2%	2%	3%	3%	4%	2%	3%	4%	2%	2%	1%	2%	6%	2%	3%	1%	3%	2%	3%	3%	
GCSEs	629	22	60	66	63	50	81	71	82	45	540	30	42	17	477	115	243	257	55	15	577	28	361	239	244	254	248	233	634	
	13%	12%	12%	17%	15%	18%	18%	13%	7%	14%	14%	11%	13%	13%	13%	15%	15%	6%	3%	13%	20%	12%	15%	10%	17%	10%	16%	14%		
	jsty A	i	j	cjm	j	j	acj km	acjm	j	j	j	j	j	j	arst	st	st	t	t	au	arst	au	w	ay	ay	ay	ay	ay	aA	
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVD) / SCE standard	189	9	24	21	17	11	22	23	25	17	168	8	8	5	142	31	75	78	12	6	174	8	120	64	78	99	84	67	184	
	4%	5%	5%	5%	4%	3%	5%	6%	4%	3%	4%	4%	2%	4%	4%	4%	6%	5%	1%	1%	4%	6%	4%	4%	3%	5%	3%	5%	4%	
	mst		m	m	m	m	m	jm	jm	jm	jm	jm	jm	jm	arst	st	st	st	st	st	arst	st	st	st	st	st	st	st	st	
NVQ Level 1, NVQ Level 2	198	14	26	27	14	20	24	20	20	13	177	9	9	3	151	29	83	69	18	5	176	8	120	58	97	81	85	54	195	
	4%	7%	5%	7%	3%	6%	5%	5%	3%	2%	4%	4%	2%	2%	4%	4%	7%	4%	2%	1%	4%	5%	4%	4%	4%	4%	3%	4%	4%	
	jst	ejmm	jm	aeijk	jm	jm	jm	jm	jm	jm	jm	jm	jm	jm	arst	st	st	st	st	st	arst	st	st	st	st	st	st	st	st	st
A-levels or AS levels	540	14	60	49	65	41	56	52	91	51	479	21	24	16	434	74	154	226	79	23	512	18	299	227	231	285	267	187	535	
	12%	8%	12%	13%	16%	12%	13%	13%	14%	8%	12%	10%	6%	12%	12%	10%	12%	13%	9%	5%	12%	13%	10%	14%	10%	14%	11%	13%	11%	
	jmsty	m	jm	abj m	m	jm	jm	jm	bjlm	jm	jm	m	jm	m	st	st	st	st	t	st	st	st	aw	st	st	st	st	st	st	
NVQ Level 3	268	11	32	20	30	29	31	25	38	21	238	15	10	6	209	39	77	90	49	7	255	7	179	76	146	108	126	84	263	
	6%	6%	5%	5%	7%	6%	7%	6%	9%	3%	6%	7%	3%	4%	6%	5%	7%	5%	5%	1%	6%	5%	6%	5%	6%	5%	5%	6%	6%	
	jmt	jm	jm	m	jm	jm	jm	m	m	jm	jm	jm	jm	jm	t	t	t	t	t	t	st	st	st	st	st	st	st	st	st	
SCE Higher Grade (Level 2) / Scottish Certificate of Sixth Year Studies	51	1	1	3	1	1	6	1	5	5	26	2	23	*	38	9	21	13	9	1	49	1	37	13	23	26	31	12	59	
	1%	1%	*	1%	*	*	1%	*	1%	1%	1%	1%	6%	1%	1%	2%	1%	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	1%	
	k												abcde fghijkl n			rt														
General National Vocational Qualification (GNVQ) Advanced Level	88	2	5	9	7	8	6	12	14	5	68	6	11	2	63	19	24	37	17	-	86	1	53	33	39	48	42	29	95	
	2%	1%	1%	2%	2%	1%	3%	2%	1%	2%	3%	3%	3%	2%	2%	2%	2%	2%	2%	-	2%	1%	2%	2%	2%	2%	2%	2%	2%	
	t			cj											t	t	t	t	t		t		t	t	t	t	t	t	t	
NVQ Level 4	136	9	15	10	14	16	15	9	20	11	119	6	8	3	106	21	21	60	23	19	125	8	80	53	70	63	68	45	128	
	3%	5%	3%	2%	3%	5%	3%	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%	3%	4%	3%	5%	3%	3%	3%	3%	3%	3%	3%	
	q	j	j	j	j	j	j	j	j	j	j	j	j	j	q	q	q	q	q	q	q	q	q	q	q	q	q	q	q	q
Higher National Certificate (HNC) / Higher National Diploma (HND)	315	16	29	26	35	29	19	20	36	21	231	17	57	9	237	61	79	121	67	22	296	12	207	100	165	140	159	105	334	
	7%	8%	6%	7%	8%	9%	4%	5%	6%	3%	6%	8%	15%	7%	7%	8%	7%	7%	7%	5%	7%	8%	7%	6%	7%	7%	6%	7%	7%	
	j	j	j	j	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij	ij
Diploma in HE (including nurses training)	50	1	1	5	10	1	6	5	5	3	39	3	6	3	32	15	21	15	9	1	50	-	39	10	27	22	22	21	53	
	1%	1%	*	1%	2%	*	1%	1%	1%	*	1%	1%	2%	2%	1%	2%	1%	1%	1%	*	1%	-	1%	1%	1%	1%	1%	1%	1%	
	o	art	cj	cj	cj	cj	cj	cj	cj	cj	cj	cj	cj	cj	o	art	art	art	art	art	art	art	art	art	art	art	art	art	art	art
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	1237	53	154	77	90	83	100	100	180	205	1042	52	104	39	960	192	203	458	322	152	1192	31	792	423	691	514	730	360	1214	
	26%	28%	30%	20%	22%	24%	23%	25%	28%	34%	26%	24%	27%	30%	27%	25%	18%	27%	35%	33%	27%	22%	27%	27%	29%	25%	30%	25%	26%	
	dq	d	degj						d	ade fghikm	d	d	d	deg	d	d	q	aqr	aqr	aqr	aqr	z	z	z	z	z	z	z	z	
NVQ Level 5	50	4	6	-	2	5	2	5	5	12	40	3	4	2	42	6	9	20	9	8	47	1	37	12	32	17	27	18	52	
	1%	2%	1%	-	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
	d	d			d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	
Master's degree (MSc, MA, MBA, etc.)	530	9	59	42	36	23	41	33	70	128	441	27	46	16	407	90	53	164	173	110	518	6	371	155	334	181	345	136	530	
	11%	5%	11%	11%	9%	7%	9%	8%	11%	21%	11%	12%	12%	1																

QD19. What is the highest level of education you have attained?

Table 755

Base : All UK adults aged 16+

	Children at school or childcare (0-5)		Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total	
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	Knowledgeable	Not knowledgeable	1 - Most deprived	2	3	4		5 - Least deprived
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)		(t)
Unweighted total	4672	469	43	1164	74	164	223	3240	236	195	1078	112	3370	1253	2702	895	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	218	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
Primary school or Secondary school (age under 15 years old)	115	4	1	10	3	5	42	67	8	4	10	31	77	15	67	36	17	30	12	15	126
	2%	1%	1%	1%	4%	3%	4%	2%	3%	2%	1%	3%	2%	1%	2%	4%	2%	3%	1%	2%	3%
GCSEs	629	17	4	70	8	31	201	393	28	16	75	175	436	110	393	141	123	105	112	110	634
	13%	4%	7%	6%	11%	18%	17%	12%	10%	9%	7%	15%	13%	9%	15%	17%	14%	12%	12%	12%	14%
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVC) / SCE standard	189	10	1	32	1	8	49	129	8	4	31	64	120	43	103	36	37	37	30	32	184
	4%	2%	2%	3%	1%	4%	4%	4%	3%	2%	3%	6%	4%	3%	4%	4%	4%	4%	3%	4%	4%
NVQ Level 1, NVQ Level 2	198	9	4	46	4	13	73	111	19	10	42	70	117	45	110	45	40	38	35	21	195
	4%	2%	6%	4%	6%	8%	6%	3%	7%	8%	4%	6%	3%	4%	4%	6%	5%	4%	4%	2%	4%
A-levels or AS levels	540	28	6	93	6	15	121	394	28	16	85	125	383	116	337	95	98	102	103	110	535
	12%	6%	11%	8%	9%	9%	10%	12%	10%	9%	8%	11%	11%	9%	13%	12%	11%	12%	11%	12%	11%
NVQ Level 3	268	11	6	68	5	12	89	168	27	22	57	81	178	63	148	54	53	57	47	36	263
	6%	2%	10%	6%	7%	7%	7%	5%	10%	12%	5%	7%	5%	5%	6%	7%	6%	7%	5%	4%	6%
SCE Higher Grade (Level 2) / Scottish Certificate of Sixth Year Studies	51	4	1	8	-	2	14	35	1	-	9	17	33	13	36	10	9	9	6	13	59
	1%	1%	2%	1%	-	1%	1%	1%	*	-	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
General National Vocational Qualification (GNVQ) Advanced Level	88	2	*	16	*	5	28	56	3	3	17	17	69	18	54	12	16	14	21	19	95
	2%	*	1%	1%	1%	3%	2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%
NVQ Level 4	136	27	4	50	3	5	31	100	9	8	46	32	101	44	77	30	27	28	20	22	128
	3%	6%	8%	4%	5%	3%	3%	3%	3%	4%	4%	3%	3%	3%	3%	4%	3%	3%	2%	2%	3%
Higher National Certificate (HNC) / Higher National Diploma (HND)	315	20	4	61	4	9	97	207	18	13	53	90	217	90	169	65	53	49	65	66	334
	7%	4%	8%	5%	5%	5%	8%	6%	6%	7%	5%	8%	6%	7%	6%	8%	6%	6%	7%	7%	7%
Diploma in HE (including nurses training)	50	1	-	4	1	1	22	28	-	-	6	14	34	4	37	10	7	8	7	14	53
	1%	*	-	*	1%	1%	2%	1%	-	-	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	1237	169	14	390	25	43	260	939	73	52	363	235	965	367	730	182	233	210	251	275	1214
	26%	36%	25%	32%	36%	26%	22%	29%	26%	29%	33%	21%	29%	29%	27%	22%	27%	24%	28%	30%	26%
NVQ Level 5	50	5	1	13	3	3	13	34	6	5	13	8	41	25	23	5	13	12	8	10	52
	1%	1%	2%	1%	4%	2%	1%	1%	2%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Master's degree (MSc, MA, MBA, etc.)	530	101	6	208	3	13	97	413	22	11	195	104	411	207	271	65	97	115	114	107	530
	11%	21%	11%	17%	5%	8%	8%	13%	8%	6%	18%	9%	12%	16%	10%	8%	11%	13%	13%	12%	11%
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	276	65	5	134	5	4	57	215	28	19	113	68	202	117	132	29	49	55	74	59	270
	6%	14%	8%	11%	7%	2%	5%	7%	10%	10%	10%	6%	6%	9%	5%	4%	6%	6%	8%	6%	6%
NET: Graduates	2043	335	25	732	33	60	414	1567	123	82	671	406	1578	690	1133	275	380	380	439	441	2014
	44%	71%	44%	61%	47%	35%	35%	48%	44%	45%	60%	36%	47%	54%	42%	34%	43%	44%	48%	48%	43%
NET: Non graduates	2629	139	32	471	37	109	780	1721	156	99	443	723	1805	587	1554	540	495	489	466	468	2658
	56%	29%	56%	39%	53%	65%	65%	52%	56%	55%	40%	64%	53%	46%	58%	66%	57%	56%	52%	52%	57%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025
Table 758

QD20. Do you have any long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to trouble you over a period of at least 12 months.

Base : All UK adults aged 16+

	Gender			Age							Ethnicity					Working status		Education		Unweighted Total				
	TOTAL	Male	Female	16-34	35-54	55+	16-24	25-34	35-44	45-54	55-64	65-74	75+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity		Working (t)	Not working (u)	Graduates (v)	Non graduates (w)
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	
Unweighted total	4672	2268	2390	1372	1470	1830	611	761	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672
Weighted total	4672	2278	2390	1373	1487	1813	607	766	751	746	736	727	349	3979	646	65*	293	158	184*	2943	1729	2043	2629	4672
Effective base	4191	2033	2152	1227	1312	1623	541	655	653	659	654	623	315	3651	601	61	212	152	94	2402	1725	1901	2391	4672
Yes	1194	529	663	255	363	576	128	127	162	201	216	232	128	1074	114	17	40	19	37	552	642	414	780	1233
	26%	23%	28%	19%	24%	32%	21%	17%	22%	27%	29%	32%	37%	27%	18%	26%	17%	12%	20%	19%	37%	20%	30%	26%
No	3288	1662	1625	1018	1070	1200	421	596	560	510	502	484	214	2761	496	42	181	136	138	2274	1014	1567	1721	3240
	70%	73%	68%	74%	72%	66%	69%	78%	75%	69%	68%	67%	61%	69%	77%	64%	76%	86%	75%	77%	59%	77%	65%	69%
Don't know	74	44	30	46	23	5	32	13	12	11	3	1	*	52	18	2	11	2	3	49	25	20	54	80
	2%	2%	1%	3%	2%	*	5%	2%	2%	2%	*	*	*	1%	3%	3%	5%	1%	2%	2%	1%	1%	2%	2%
Prefer not to say	116	43	73	54	30	31	25	29	17	13	15	10	6	92	18	4	7	1	6	69	47	42	74	119
	2%	2%	3%	4%	2%	2%	4%	2%	2%	2%	2%	1%	2%	2%	3%	6%	3%	1%	3%	2%	3%	2%	3%	3%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
IPSO UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025
Table 759

QD20. Do you have any long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to trouble you over a period of at least 12 months.

Base : All UK adults aged 16+

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	4672	155	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Yes	1194	63	134	106	96	110	123	106	156	96	991	62	109	31	957	190	437	449	154	57	1136	28	774	383	620	520	667	349	1233
26%	33%	26%	28%	23%	32%	28%	26%	24%	16%	25%	28%	28%	24%	27%	25%	38%	26%	17%	12%	26%	20%	26%	24%	26%	25%	26%	24%	27%	26%
No	3288	115	365	253	309	218	307	282	459	475	2782	148	263	95	2513	560	656	1215	730	395	3136	98	2092	1120	1707	1475	1718	1067	3240
70%	62%	70%	66%	75%	64%	70%	69%	71%	78%	78%	71%	68%	68%	73%	70%	57%	71%	80%	86%	71%	71%	71%	71%	71%	71%	71%	70%	73%	69%
Don't know	74	1	10	2	5	7	4	7	7	15	59	5	8	2	54	8	31	20	12	4	58	8	46	23	27	40	23	19	80
2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	3%	1%	2%	2%	2%	2%	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%
Prefer not to say	116	8	9	21	1	6	5	12	23	20	103	4	7	2	80	11	30	30	17	6	97	7	57	43	48	55	57	23	119
2%	4%	2%	5%	*	2%	1%	3%	4%	3%	3%	3%	2%	2%	2%	1%	3%	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 760

QD20. Do you have any long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to trouble you over a period of at least 12 months.

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Known (n)	Not known (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672
Yes	1194	65	4	191	16	41	1194	-	146	78	96	430	736	290	690	267	254	204	213	210	1233
26%	14%	7%	16%	23%	25%	100%	100%	-	53%	43%	9%	38%	22%	23%	26%	33%	29%	23%	24%	23%	26%
No	3288	384	49	973	49	113	3288	126	99	997	655	2560	951	1892	514	595	630	661	673	3240	
70%	81%	86%	81%	70%	67%	-	100%	45%	55%	89%	58%	76%	68%	74%	70%	63%	68%	72%	73%	74%	69%
Don't know	74	4	2	13	3	8	-	-	5	3	12	20	35	16	41	18	13	18	7	6	80
2%	1%	3%	1%	4%	5%	-	-	2%	1%	1%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	
Prefer not to say	116	20	2	25	2	6	-	-	1	1	10	25	53	20	65	16	13	19	25	20	119
2%	4%	4%	2%	3%	3%	-	-	*	1%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 763

QD21. And does your child/do any of your children have any Special Educational Needs or Disabilities (SEND) or a long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled them over a period of at least 12 months or that is likely to trouble them over a period of at least 12 months.

Base: All UK adults aged 16+ living with children aged 0-17

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (incl. White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	1407	712	690	963	755	89	142	421	448	306	68	17	4	1111	264	25	61	132	46	1208	199	199	608	1407
Weighted total	1446	742	703	574	781	92*	149	425	465	316	69*	18**	5**	1137	294	25**	64*	121	84*	1270	175	826	620	1407
Effective base	1266	643	622	516	672	79	128	388	400	271	60	15	4	1020	230	23	57	124	44	1096	172	723	543	1407
Yes - Special Educational Needs or Disabilities	182	76	105	50	118	14	10	40	60	58	13	1	-	161	20	3	6	5	6	152	30	82	99	175
13%	10%	15%	9%	15%	15%	7%	9%	13%	18%	18%	6%	-	14%	7%	11%	9%	4%	7%	12%	17%	10%	16%	12%	
Yes - other long-standing physical or mental impairment, illness or disability	97	48	49	19	71	7	10	9	42	29	6	1	-	73	23	1	6	7	10	69	27	40	56	101
7%	6%	7%	3%	9%	8%	7%	2%	9%	9%	9%	6%	-	6%	8%	3%	9%	6%	12%	5%	16%	5%	9%	7%	
No	1114	593	520	476	571	68	117	359	348	223	48	16	4	855	248	21	52	108	67	1006	108	671	443	1078
77%	80%	74%	83%	73%	74%	79%	84%	75%	71%	70%	88%	77%	75%	84%	85%	81%	89%	80%	79%	62%	81%	72%	77%	
Don't know	22	10	13	11	12	-	4	10	1	-	-	-	-	21	1	-	1	1	-	20	2	11	11	20
2%	1%	2%	2%	1%	-	3%	2%	2%	*	-	-	-	-	2%	*	-	-	1%	-	2%	1%	1%	2%	1%
Prefer not to say	31	15	15	19	9	3	8	11	5	4	2	-	1	26	2	-	-	*	2	23	8	21	10	33
2%	2%	2%	3%	1%	3%	5%	3%	1%	1%	2%	-	23%	2%	1%	-	-	*	2%	2%	4%	3%	2%	2%	
NET: Yes	278	124	154	68	189	21	20	88	102	87	19	2	-	234	43	4	12	12	15	221	57	123	156	276
19%	17%	22%	12%	24%	23%	13%	11%	11%	22%	28%	12%	-	21%	15%	15%	19%	10%	18%	17%	33%	15%	33%	25%	20%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 764

QD21. And does your child/do any of your children have any Special Educational Needs or Disabilities (SEND) or a long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled them over a period of at least 12 months or that is likely to trouble them over a period of at least 12 months.

Base: All UK adults aged 16+ living with children aged 0-17

	Region														Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)	Individual (B)	
Unweighted total	1407	37	144	32	111	66	96	78	169	254	1047	131	184	95	1150	201	138	433	359	310	1349	43	1194	263	974	423	323	405	1407
Weighted total	1446	46*	172	106*	137	84*	110*	96*	199	286	1241	57	105	42*	1186	182	137	450	401	315	1389	49*	1169	268	1004	433	847	430	1407
Effective base	1266	36	141	90	107	64	91	76	164	244	1011	128	133	93	1029	171	172	387	352	289	1217	42	1025	233	876	382	750	363	1407

Yes - Special Educational Needs or Disabilities	182	5	25	15	17	10	13	18	33	27	162	6	8	5	152	18	36	69	40	23	176	6	148	34	138	44	110	56	175
	13%	10%	15%	14%	13%	11%	11%	19%	16%	9%	13%	10%	8%	12%	13%	10%	18%	15%	10%	7%	13%	11%	13%	13%	14%	10%	13%	13%	12%
Yes - other long-standing physical or mental impairment, illness or disability	97	4	7	9	10	9	12	5	6	14	76	7	10	4	80	13	23	36	24	10	92	5	79	16	69	27	47	38	101
	7%	10%	4%	8%	7%	11%	11%	5%	3%	5%	6%	13%	9%	8%	7%	7%	12%	8%	6%	3%	7%	9%	7%	6%	7%	6%	6%	9%	7%
No	1114	35	133	75	107	62	87	72	149	234	954	43	85	32	911	146	130	330	324	284	1074	35	910	201	771	339	668	313	1078
	77%	76%	78%	71%	78%	74%	76%	75%	82%	77%	77%	82%	81%	76%	77%	80%	66%	73%	81%	87%	77%	70%	78%	75%	77%	78%	79%	75%	77%
Don't know	22	-	5	4	3	1	2	1	4	2	21	*	-	*	19	2	4	10	5	1	21	-	14	8	10	12	6	8	20
	2%	-	3%	3%	2%	1%	2%	1%	2%	1%	2%	1%	-	1%	2%	1%	2%	2%	1%	*	2%	-	1%	3%	1%	3%	1%	2%	1%
Prefer not to say	31	2	2	4	1	2	1	-	7	9	27	1	1	1	25	2	4	5	9	7	25	5	18	9	16	11	16	6	33
	2%	4%	1%	4%	1%	3%	1%	-	3%	3%	2%	2%	1%	2%	2%	1%	2%	1%	2%	2%	2%	10%	2%	3%	2%	3%	2%	1%	2%
NET: Yes	278	9	32	23	27	19	25	23	39	41	239	13	18	9	232	31	59	105	63	32	268	10	227	50	207	71	158	93	276
	19%	20%	19%	22%	20%	22%	22%	24%	20%	14%	19%	17%	20%	20%	20%	17%	30%	23%	16%	10%	19%	20%	19%	19%	21%	16%	19%	22%	20%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 765

QD21. And does your child/do any of your children have any Special Educational Needs or Disabilities (SEND) or a long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled them over a period of at least 12 months or that is likely to trouble them over a period of at least 12 months.

Base: All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Yes (g)	No (h)	Yes (i)	SEND (j)	No (k)	Difficult (l)	Coping / comfortable (m)	Knowledgeable (n)	Not knowledgeable (o)	1 - Most deprived (p)	2 (q)	3 (r)	4 (s)	5 - Least deprived (t)	
Unweighted total	1407	459	63	1164	74	164	255	1096	276	175	1076	365	989	597	672	299	281	255	271	225	1407
Weighted total	1446	473	57*	1202	70*	168	250	1138	278	182	1114	371	1027	613	686	312	290	258	277	230	1407
Effective base	1266	419	50	1053	64	144	224	992	247	160	972	322	899	543	603	270	256	230	242	202	1407
Yes - Special Educational Needs or Disabilities	182	43	2	152	10	20	78	99	182	182	-	85	92	57	93	36	36	36	32	30	175
	13%	9%	3%	13%	14%	12%	31%	9%	65%	100%	-	23%	9%	9%	14%	11%	13%	14%	12%	13%	12%
Yes - other long-standing physical or mental impairment, illness or disability	97	18	2	76	9	12	68	26	97	-	-	44	51	38	42	31	19	14	15	15	101
	7%	4%	4%	6%	12%	7%	27%	2%	35%	-	-	12%	5%	6%	6%	10%	7%	5%	5%	6%	7%
No	1114	389	49	939	48	124	96	997	-	-	1114	234	862	504	521	237	223	199	218	180	1078
	77%	82%	87%	78%	69%	74%	38%	88%	-	-	100%	63%	84%	82%	76%	76%	77%	77%	79%	78%	77%
Don't know	22	8	3	12	3	7	3	7	-	-	-	4	14	5	12	6	5	5	5	1	20
	2%	2%	5%	1%	4%	4%	1%	1%	-	-	-	1%	1%	1%	2%	2%	2%	2%	2%	*	1%
Prefer not to say	31	16	1	23	1	5	5	4	-	-	-	4	8	8	17	3	6	5	7	5	33
	2%	3%	1%	2%	1%	3%	2%	*	-	-	-	1%	1%	1%	2%	1%	2%	2%	3%	2%	2%
NET: Yes	278	60	4	228	18	32	146	126	278	182	-	129	143	95	136	66	56	50	47	44	276
	19%	13%	7%	19%	26%	19%	59%	11%	100%	100%	-	35%	14%	16%	20%	21%	19%	19%	17%	19%	20%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - General Population - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 768

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

	Gender			Age										Ethnicity					Working status		Education		Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-54 (e)	55+ (f)	16-24 (g)	25-34 (h)	35-44 (i)	45-54 (j)	55-64 (k)	65-74 (l)	75+ (m)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (o)	Mixed / multiple ethnic groups (p)	Asian (q)	Black (r)	Other ethnicity (s)	Working (t)	Not working (u)	Graduates (v)		Non graduates (w)
Unweighted total	4672	2268	2390	1372	1470	1830	611	733	737	745	732	353	4008	565	68	226	172	99	2765	1907	2014	2658	4672	
Weighted total	4672	2278	2390	1373	1487	1830	607	766	751	736	727	349	3979	646	65*	239	158	184*	2943	1729	2043	2629	4672	
Effective base	4191	2033	2152	1227	1312	1653	541	685	653	659	667	323	3651	492	64	212	162	94	2492	1726	1801	2391	4672	
Finding it very difficult on present income	367	171	195	97	183	86	42	55	102	81	56	28	2	304	57	7	17	6	27	231	136	124	242	374
	8%	8%	8%	7%	12%	5%	7%	7%	14%	11%	8%	4%	1%	8%	9%	11%	7%	4%	15%	8%	8%	6%	9%	8%
Finding it difficult on present income	763	346	415	200	342	220	91	109	169	173	112	69	40	622	138	17	47	11	62	504	259	282	481	748
	16%	15%	17%	15%	23%	12%	15%	14%	23%	24%	15%	10%	11%	16%	21%	25%	20%	7%	34%	17%	15%	14%	18%	16%
Coping on present income	1963	908	1052	523	581	859	241	281	280	300	354	151	1702	243	20	96	67	60	1233	729	768	1194	1963	
	42%	40%	44%	38%	39%	47%	40%	37%	37%	41%	48%	43%	43%	43%	38%	31%	40%	42%	32%	42%	42%	38%	45%	42%
Living comfortably on present income	1421	784	636	452	345	624	170	282	180	165	201	267	156	1235	178	18	58	71	32	890	531	810	611	1407
	30%	34%	27%	33%	23%	34%	28%	37%	24%	27%	37%	45%	37%	31%	28%	27%	24%	45%	17%	30%	31%	40%	23%	30%
Don't know	66	32	33	41	18	7	30	11	13	5	6	1	-	53	11	1	9	1	1	33	32	22	44	73
	1%	1%	1%	3%	1%	*	5%	1%	2%	1%	1%	*	-	1%	2%	1%	4%	1%	*	1%	2%	1%	2%	2%
Prefer not to say	93	35	57	60	18	15	33	27	6	12	7	7	1	63	18	2	11	3	2	52	41	37	56	107
	2%	2%	2%	4%	1%	1%	5%	4%	1%	2%	1%	1%	*	2%	3%	3%	5%	2%	1%	2%	2%	2%	2%	2%
NET: Difficult	1130	518	611	297	525	307	133	164	271	254	167	98	42	926	194	24	65	17	89	735	395	406	723	1122
	24%	23%	26%	22%	35%	17%	22%	21%	36%	35%	23%	13%	12%	23%	30%	37%	27%	11%	48%	25%	23%	20%	28%	24%

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

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

	TOTAL (a)	Region												Urbanity		Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
		North East (b)	North West (c)	Yorkshire and the Humber (d)	West Midlands (e)	East Midlands (f)	East of England (g)	South West (h)	South East (i)	Greater London (j)	England (k)	Wales (l)	Scotland (m)	Northern Ireland (n)	Urban (o)	Rural (p)	Up to £24,999 (q)	£25,000 up to £54,999 (r)	£55,000 up to £99,999 (s)	£100,000 and above (t)	Important (u)	Not important (v)	Known (w)	Not known (x)	Known (y)	Not known (z)	Collective (A)		Individual (B)
Unweighted total	4672	185	445	337	340	275	372	333	559	550	3366	504	502	300	3541	830	1198	1686	895	442	4420	140	2958	1581	2378	2118	2470	1439	4672
Weighted total	4672	187	518	383	411	341	439	406	644	607	3935	219	387	131	3605	769	1153	1714	913	462	4426	142	2969	1570	2402	2091	2466	1458	4672
Effective base	4191	153	432	328	328	267	363	324	545	523	3260	493	494	295	3210	718	1066	1515	802	410	3968	125	2653	1417	2128	1905	2223	1294	4672
Finding it very difficult on present income	367	14	45	33	35	27	29	35	47	37	301	18	38	10	299	48	180	120	36	8	338	17	230	125	185	160	198	106	374
8% st		7%	9%	9%	8%	8%	7%	9%	7%	6%	8%	8%	10%	8%	8%	6%	16%	7%	4%	2%	8%	12%	8%	8%	8%	8%	8%	7%	8%
Finding it difficult on present income	763	30	94	56	67	57	72	73	102	91	642	33	65	22	584	118	289	278	109	26	725	23	485	258	398	333	408	220	748
16% st		16%	18%	15%	16%	17%	16%	18%	16%	15%	16%	15%	17%	17%	16%	15%	25%	16%	12%	6%	16%	16%	16%	16%	17%	16%	17%	15%	16%
Coping on present income	1963	82	198	173	173	155	206	177	263	231	1659	93	148	62	1501	350	522	777	360	114	1860	68	1232	684	962	937	1027	644	1963
42% st		44%	38%	45%	42%	46%	47%	44%	41%	38%	42%	42%	38%	47%	42%	46%	45%	45%	39%	25%	42%	48%	42%	44%	40%	45%	42%	44%	42%
Living comfortably on present income	1421	55	163	113	125	94	123	110	200	216	1199	66	123	33	1108	238	137	504	392	298	1377	25	943	449	796	591	777	458	1407
30% qv		30%	32%	30%	30%	28%	28%	27%	31%	36%	30%	30%	32%	25%	31%	31%	12%	29%	43%	64%	31%	17%	32%	29%	33%	28%	32%	31%	30%
Don't know	66	1	11	2	5	3	2	4	14	10	53	5	6	2	47	10	14	17	7	10	52	2	38	17	26	29	21	14	73
1% st		1%	2%	1%	1%	1%	*	1%	2%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	2%
Prefer not to say	93	4	6	6	6	4	7	7	19	21	80	4	7	1	65	5	12	18	9	7	75	7	40	36	35	41	34	16	107
2% pqrs w		2%	1%	1%	1%	1%	2%	2%	3%	3%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	5%	1%	2%	1%	2%	1%	1%	2%
NET: Difficult	1130	44	139	89	102	84	101	108	148	128	944	51	103	32	883	166	469	398	144	34	1063	40	716	383	583	493	607	325	1122
24% st		24%	27%	23%	25%	25%	23%	27%	23%	21%	24%	23%	27%	24%	24%	22%	41%	23%	16%	7%	24%	28%	24%	24%	24%	24%	25%	22%	24%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Disability		Child disability			Household income		Knowledge of how employers offer support		IMD QUINTILE					Unweighted Total
		Yes (b)	No (c)	Weighted (d)	Has a child and lives with partner (e)	Has child / doesn't live with partner (f)	Has child / no partner (g)	Yes (h)	No (i)	Yes (j)	SEND (k)	No (l)	Difficult (m)	Coping / comfortable (n)	Known (o)	Not known (p)	1 - Most deprived (q)	2 (r)	3 (s)	4 (t)	5 - Least deprived (u)	
Unweighted total	4672	459	63	1164	74	164	1233	3240	276	175	1078	1122	3370	1259	2702	805	870	882	903	911	4672	
Weighted total	4672	473	57*	1202	70*	168	1194	3288	278	182	1114	1130	3384	1278	2687	815	875	870	905	909	4672	
Effective base	4191	419	50	1053	64	144	1104	2915	247	160	972	993	3044	1126	2429	719	788	788	812	820	4672	
Finding it very difficult on present income	367	29	3	79	16	30	178	174	54	40	69	367	-	82	221	106	81	70	47	42	374	
8% hmst		6%	5%	7%	22%	18%	15%	5%	19%	22%	6%	32%	-	6%	8%	13%	9%	8%	5%	5%	8%	
Finding it difficult on present income	763	60	20	188	16	40	251	481	75	45	165	763	-	192	446	152	154	140	123	134	748	
16% bms		13%	35%	16%	23%	24%	21%	15%	27%	25%	15%	68%	-	15%	17%	19%	18%	16%	14%	15%	16%	
Coping on present income	1963	177	20	467	24	64	473	1425	89	58	456	-	1963	467	1203	350	365	392	382	363	1963	
42% ijn		37%	35%	39%	34%	38%	40%	43%	32%	32%	41%	-	58%	37%	45%	43%	42%	45%	42%	40%	42%	
Living comfortably on present income	1421	186	13	435	12	23	263	1135	54	34	406	-	1421	510	740	185	244	243	327	347	1407	
30% efglop		39%	23%	36%	18%	14%	22%	35%	19%	18%	36%	-	42%	40%	28%	23%	28%	28%	36%	38%	30%	
Don't know	66	6	*	14	2	6	14	34	5	3	10	-	-	16	32	12	15	9	11	9	73	
1% lm		1%	1%	1%	2%	3%	1%	1%	2%	2%	1%	-	-	1%	1%	1%	2%	1%	1%	1%	2%	
Prefer not to say	93	17	*	19	1	5	15	40	2	1	9	-	-	11	45	11	16	16	15	13	107	
2% hkimm a		4%	1%	2%	1%	3%	1%	1%	1%	1%	1%	-	-	1%	2%	1%	2%	2%	2%	1%	2%	
NET: Difficult	1130	89	23	267	32	70	430	655	129	85	234	1130	-	273	667	258	235	210	170	176	1122	
19% bhkmst		19%	40%	22%	45%	42%	36%	20%	46%	47%	21%	100%	-	21%	25%	32%	27%	24%	19%	19%	24%	

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