

Q1EY1. 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+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Start of pregnancy to 5 years (early childhood)	860	353	278	442	620	233	41	89	130	127	105	132	50	218	9	16	110	863
	18% fk	29% acdefghijk op	19% fik	22% acfgijk	21% afghijk	14% k	14% k	16% k	16% k	18% fk	11% k	30% acdefghijk	39% abcdefghij	25% acefghijkp	15% p	15% p	31% acdefghijk nop	18%
5-11 years (primary school)	1079	310	368	448	689	378	59	155	214	187	191	90	25	186	11	13	64	1088
	23% kp	26% fklmq	25% klmpq	23% p	24% kqp	22% p	20% p	22% p	26% adefghlmnpq	26% klpq	20% klpq	20% p	20% p	22% p	19% p	12% p	18% p	23%
11-16 years (secondary school)	864	170	328	328	541	316	52	122	174	123	193	46	11	107	21	34	71	856
	18% blmn	14% abdeflmn	23% abdeflmn	17% lmn	18% blmn	19% blmn	18% lmn	23% abdejlmn	21% bdlmn	17% lmn	20% bdlmn	11% p	9% p	12% p	34% abdefghijkl mnpq	31% abdefghijkl mnpq	20% blmn	18%
16-18 years (further education)	213	38	81	87	132	79	16	45	61	13	67	9	4	27	3	10	10	204
	5% jl	3% bjlnq	6% bjlnq	4% jl	5% jl	5% jl	5% jl	8% abcdejlmnq	7% abdefjlnq	2% p	7% abdefjlnq	2% p	3% p	3% p	5% p	9% p	3% p	4%
18-24 years (young adulthood)	232	35	57	71	101	126	43	29	72	13	113	12	3	24	6	10	7	224
	5% bdejq	3% j	4% j	4% j	3% j	7% abcdejlmnq	14% abdefhilm nq	5% bejq	9% abdefhilm nq	2% p	12% abcdehilm nq	3% p	2% p	3% p	9% bdejlmnq	9% bcdejlmnq	2% h	5%
All equally important	1268	282	318	563	793	459	76	93	169	210	248	145	34	289	9	23	87	1275
	27% bchi	23% h	22% h	26% bchio	27% bchi	27% bchi	26% h	17% h	20% h	20% bchio	26% hi	27% abcefhikop q	27% h	34% abcefhikop q	15% p	21% p	25% h	27%
Don't know	135	12	13	34	44	91	7	5	11	52	39	4	-	11	*	1	1	138
	3% bdehilmq	1% p	1% p	2% p	2% p	5% abcdeghilmn pq	2% q	1% p	1% p	7% abcdeghikim npq	4% bcdehilmnq	1% p	-	1% p	-	1% p	-	3%
Prefer not to say	21	2	3	4	5	16	*	1	2	1	14	-	-	-	1	1	1	24
	* abcedn	* p	* p	* p	* p	1% abcden	* p	* p	* p	1% abcdehijln	* p	-	-	-	2% bcdeghijln	2% cdehln	* p	1%

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

Q1EY2. 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+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	3367	962	1054	1521	2226	1104	203	412	615	487	617	374	110	712	44	73	266	3365
	72% fjk	80% acefgijkp	73% fjk	77% acfgjkp	76% acfgjk	65% p	69% p	76% afgjk	74% fjk	67% p	64% p	85% abcefgghij kopq	87% acdefghijk opq	72% acdefghijk	72% p	68% p	75% fjk	72%
Fairly important	1060	209	335	377	590	458	83	109	193	170	289	53	16	126	15	32	69	1055
	23% bdeilmn	17% l	23% bdeilmn	19% ln	20% lmn	28% abcdehilmn q	23% abdehilmnq	20% lmn	23% bdilmn	20% bdilmn	30% abcdehilm nq	12% p	12% p	15% p	25% lm	30% bdehilmnq	19% l	23%
Not very important	125	24	45	51	73	52	6	15	21	21	31	8	1	14	2	2	16	123
	3% n	2% n	3% n	3% n	2% n	3% n	2% n	3% n	3% n	3% n	3% n	2% n	1% n	2% n	4% n	2% n	5% beln	3%
Not at all important	17	2	4	7	10	7	-	*	*	5	2	1	-	2	-	-	-	17
	* p	* p	* p	* p	* p	* p	-	* p	* p	1% p	* p	* p	-	* p	-	-	-	* p

Don't know	104 2%	5 *	8 1%	21 1%	27 1%	76 4%	2 1%	2 *	4 *	44 6%	32 3%	3 1%	-	6 1%	-	-	2 1%	112 2%
	bcdelhilq					abcdeghilmn pq				abcdeghiklm npq	bcdeghilmnq							
Top 2: Important	4426 95%	1171 97%	1389 96%	1898 96%	2815 96%	1563 92%	286 97%	522 97%	808 97%	657 90%	906 93%	427 97%	126 99%	838 97%	60 96%	105 98%	334 95%	4420 95%
	fj	adfjkq	fjk	afjk	afjk	fjk	fjk	fjk	afjk		j	afjk	afjkq	afjkq		fj	j	
Bot 2: Not important	142 3%	26 2%	49 3%	58 3%	83 3%	59 3%	6 2%	16 3%	22 3%	26 4%	33 2%	9 1%	1 2%	16 2%	2 4%	2 2%	16 5%	140 3%
			n			n				n						bn		
NET: Difference	4284 92%	1145 95%	1339 93%	1840 93%	2732 93%	1504 89%	280 95%	506 94%	786 94%	631 87%	873 90%	418 95%	125 99%	822 96%	57 93%	103 96%	318 90%	4280 92%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* 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 21%	1165 25%	1204 26%	691 15%	587 13%
I know a fair amount	1974 42%	1872 40%	1954 42%	1583 34%	1376 29%
I know just a little	1247 27%	1204 26%	1101 24%	1584 34%	1526 33%
I don't know anything at all	322 7%	282 6%	280 6%	551 12%	833 18%
Not sure / don't know	133 3%	149 3%	133 3%	262 6%	351 8%
Top 2: Great deal / fair amount	2969 64%	3037 65%	3157 68%	2275 49%	1963 42%
Bottom 2: Just a little / nothing	1570 34%	1486 32%	1381 30%	2135 46%	2359 50%
Top 3: Know something	4217 90%	4241 91%	4259 91%	3859 83%	3488 75%

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

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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+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	996 21%	468 39%	467 32%	503 25%	811 28%	180 11%	49 16%	233 43%	281 34%	50 7%	130 13%	114 26%	44 35%	212 25%	26 41%	40 37%	126 36%	1000 21%
	fjk	acdefgjkl n	adefgikln	afgjk	afgjk	j	fj	acdefgijkl nq	adefgikln		fj	afgjk	adfgjkn	afgjk	adefgikln	adefgikln	adefgikln	
I know a fair amount	1974 42%	515 43%	702 49%	981 50%	1444 49%	509 30%	135 46%	234 43%	369 44%	185 25%	324 33%	231 53%	67 52%	445 52%	26 43%	45 42%	157 45%	1958 42%
	fjk	fjk	abfjk	abfhijk	abfhijk	j	fjk	fjk	fjk	j	abfhijkq	abfjk	abfhijkq	abfjk	abfhijkq	fj	fj	
I know just a little	1247	198	247	401	564	665	90	65	156	287	378	77	13	165	7	17	58	1249

	27% bcdehilmno pq	16% h	17% hm	20% bchm	19% bhm	39% abcdeghilm nopq	31% bcdehilmno pq	12% 1%	19% hm	39% abcdeghilm nopq	39% abcdeghilm nopq	18% hm	10% 1%	19% hm	12% -	16% 3%	16% 2%	27% 7%
I don't know anything at all	322 7% bcdehilmnoq	10 1%	21 1%	52 3%	60 2%	259 15%	19 6%	4 1%	23 3%	164 10%	95 10%	7 2%	2 2%	20 2%	- -	3 3%	8 2%	332 7%
Not sure / don't know	133 3% bcceghi	11 1%	9 1%	41 2%	47 2%	85 5%	2 1%	3 1%	5 1%	41 6%	44 5%	9 2%	1 1%	18 2%	2 4%	2 2%	4 1%	133 3%
Top 2: Great deal / fair amount	2969 64% fjk	983 82% defgijkn	1169 81% defgijkn	1484 75% afgijk	2255 77% afgijk	689 41% j	183 87% fjk	467 32% abcdeffgijk lnq	650 78% afgijk	235 32% afgijk	454 79% fj	345 49% afgijk	111 87% defgijkn	657 76% afgijk	52 84% afgijk	85 79% afgijk	283 80% afgijk	2958 63%
Bottom 2: Just a little / nothing	1570 34% bcdehilmno pq	208 17% h	268 19% h	453 23% bchm	624 21% bchm	924 54% abcdeghikl mnopq	109 37% pq	70 13% 1%	179 21% bhm	450 62% lmnopq	473 49% nopq	84 19% h	15 12% 1%	185 22% bhm	7 12% 1%	20 18% 1%	66 19% h	1581 34%
Top 3: Know something	4217 90% fjk	1181 98% defgijkn p	1416 98% defgijkn	1885 95% afjk	2819 96% afgijk	1354 80% j	274 93% fjk	532 97% defgijkn p	806 97% afgijk	522 72% afgijk	832 86% fj	422 96% afjk	123 97% afjk	823 96% afjk	59 96% fjk	102 95% fjk	341 97% afjk	4207 90%

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

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Table 17

Q1EY3.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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	1165 25% fjk	478 40% acdefgijkn	515 36% defgijkn	556 28% afjk	883 30% afjk	275 16% j	77 26% fjk	246 46% abcdeffgijk lnpq	323 39% defgijkn	81 11% fj	194 20% fj	137 31% afjk	53 42% defgijkn	229 27% fjk	22 36% fjk	33 30% fjk	135 38% defgijkn	1160 25%
I know a fair amount	1872 40% fjk	513 43% fjk	621 43% fjk	871 44% afgijk	1289 44% afgijk	562 33% j	110 37% j	225 42% fj	335 40% fj	214 29% j	349 36% j	188 43% fjk	55 44% fj	382 44% afgijk	27 44% j	54 50% afgijk	153 43% fjk	1876 40%
I know just a little	1204 26% bcdehimpq	184 15% bh	275 19% bh	459 23% bchmq	637 22% bchmq	551 32% abcdehilmn opq	89 30% bcdehilmnp q	65 12% h	153 18% h	257 35% abcdehiklm nopq	295 30% bcdehilmn opq	96 22% bhm	17 13% bchmq	203 24% bchmq	11 17% h	16 15% h	56 16% h	1202 26%
I don't know anything at all	282 6% bcdehilmnq	14 1% h	21 1% h	48 2% bch	63 2% bh	215 13% abcdeghiklm nopq	15 5% bcdehilmq	2 *	16 2% h	131 18% abcdeghikl mnopq	84 9% bcdehilmnp q	9 2% h	- -	23 3% bch	2 3% h	2 2% h	7 2% h	284 6%
Not sure / don't know	149 3% bcdehiq	13 1%	15 1%	43 2%	55 2%	93 5%	4 1%	2 *	6 1%	44 6%	50 5%	9 2%	2 2%	23 3%	- -	2 2% h	2 1% h	150 3%
Top 2: Great deal / fair amount	3037 65% fjk	992 83% acdefgijkn	1135 79% defgijkn	1427 72% afgijk	2172 74% afgijk	838 49% j	187 63% fjk	471 79% abcdeffgijk lnq	658 74% defgijkn	295 41% afgijk	543 56% fj	325 74% afgijk	108 85% defgijkn	611 71% afgijk	49 87% afgijk	87 81% afgijk	288 82% defgijkn	3036 65%
Bottom 2: Just a little / nothing	1486 32% bcdehilmnp q	198 16% h	295 20% bh	507 20% bchmq	699 24% bchmq	767 45% abcdeghikl mnopq	104 35% bcdehilmno pq	66 12% bh	170 20% bh	388 53% abcdeghikl mnopq	378 39% bcdehilmn opq	105 24% bhm	17 13% bchmq	226 26% bchmq	13 20% h	19 17% h	63 18% h	1486 32%
Top 3: Know something	4241 91% fjk	1176 98% defgijkn	1410 98% defgijkn	1886 95% afjk	2808 96% afjk	1389 82% j	275 94% fjk	536 99% abcdeffgijk lnopq	811 97% adfgijkn	552 76% afgijk	838 86% fj	420 94% afjk	124 97% afjk	815 96% afjk	60 97% fjk	103 97% fjk	344 97% afgijkn	4238 91%

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

	12% bcdeghimpq	3%	4%	9% bchiq	7% bchiq	19% abcdeghiklm nopq	7% bchi	2%	4%	28% abcdeghik lmnopq	13% bcdeghimpq	11% bcehipq	6% bh	11% bcehiq	4%	5%	4%	12%
Not sure / don't know	262 6% bcghipq	22 2%	34 2%	109 6%	133 5%	125 7%	5	13 2%	17 2%	64 9%	61 6%	29 7%	6 4%	64 7%	1 1%	1 1%	3 1%	262 6%
Top 2: Great deal / fair amount	2275 49% fjk	866 72% acdefgikm n	982 68% adefgikn	1023 52% afjkn	1662 57% adfgikn	595 35% j	156 53% fjkn	442 82% abcdefgijk lmnq	598 72% adefgikm	183 25% j	412 42% fj	216 49% fjk	77 61% afjkn	q 45% fj	abceghipq 46 75% adefgikn	83 77% adefgikm	257 73% adefgikm	2259 48%
Bottom 2: Just a little / nothing	2135 46% bcdehimopq	314 26% h	430 30% h	846 43% bcehiopq	1131 39% bchiopq	977 58% abcdeghikl mnopq	133 45% bcehiopq	84 16% h	218 26% h	480 66% abcdeghik lmnopq	498 51% abcdehilm opq	194 44% bcehiopq	44 35% bh	405 47% bcdehimopq	15 23% h	24 22% h	93 26% h	2151 46%
Top 3: Know something	3859 83% fj	1150 96% acdefgikm n	1355 94% adefgikn	1697 86% afjkn	2578 88% adfgikn	1243 73% j	268 91% adfgikn	515 95% adefgikm	783 94% adefgikn	457 63% j	786 81% fj	360 82% fj	113 90% afjkn	702 82% fj	59 95% afjkn	102 95% adfgikn	335 95% adefgikm	3851 82%

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

	General population (a)	Relationship with Children															Unweighted Total		
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	522	881	59	105	334	4672	
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672	
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672	
I know a great deal	587 13% fjn	299 25% acdefgikm n	307 21% adefgikn	234 12% fj	442 15% adfgikn	140 8% j	43 15% fjn	188 35% abcdefgijk lmnq	231 28% acdefgikm	32 4% j	108 11% fj	42 10% j	21 16% fjn	82 9% j	17 27% adefgikn	29 27% adefgikn	89 25% adefgikm	579 12%	
I know a fair amount	1376 29% fjk	502 42% adefgikn	595 41% adefgikn	612 31% fjk	988 34% adfgikn	373 22% j	95 32% fjk	232 43% adefgikn	327 39% adefgikn	126 25% j	247 29% fj	129 38% fjkn	48 27% fj	236 46% adfgikn	29 41% adfgikn	44 26% adfgikn	150 43% adefgikn	1354 29%	
I know just a little	1526 33% bchiq	280 23% h	371 26% h	664 34% bchioq	904 31% bchiq	605 36% abccehiopq	106 36% bchiopq	82 15% h	188 23% h	239 33% bchiq	366 38% abcdehijop q	148 34% bchioq	37 29% h	300 35% bcehiopq	12 20% h	26 24% h	85 24% h	1546 33%	
I don't know anything at all	833 18% bcdehimopq	87 7% h	120 8% h	307 16% bchiopq	393 13% bchiq	432 25% abcdeghikl mnopq	42 14% bchiq	22 4% h	64 8% h	256 35% abcdeghikl mnopq	177 18% bcehimopq	75 17% bchiopq	13 10% h	155 18% bcehimopq	4 7% h	8 7% h	22 6% h	839 18%	
Not sure / don't know	351 8% bcghioq	34 3% bcghioq	54 4% bcghioq	160 8% bcghioq	198 7% bcghioq	148 9% bcceghioq	8 3% bcceghioq	15 3% bcceghioq	24 3% bcceghioq	75 10% bcceghioq	74 8% bcceghioq	44 10% bcceghioq	8 6% bpq	88 10% abcceghioq	-	1	6	354 8%	
Top 2: Great deal / fair amount	1963 42% fjkn	800 67% acdefgikm n	902 62% adefgikn	1430 43% afjkn	2334 49% adfgikn	513 30% j	138 47% fjkn	420 78% abcdefgijk lmnq	558 67% acdefgikm n	252 30% h	494 68% abcdeghik lmnopq	543 56% abcdehimop q	223 51% bcehimopq	51 40% bhi	455 53% bcehimopq	17 27% h	34 32% h	108 31% h	1933 41%
Bottom 2: Just a little / nothing	2359 50% bccehimopq	367 31% h	490 34% h	971 49% bcehiopq	1297 44% bchiopq	1037 61% abcdeghikl mnopq	148 50% bchiopq	104 19% h	252 30% h	494 68% abcdeghik lmnopq	543 56% abcdehimop q	223 51% bcehimopq	51 40% bhi	455 53% bcehimopq	17 27% h	34 32% h	108 31% h	2385 51%	
Top 3: Know something	3488 75% fj	1080 90% adefgikm n	1272 88% adefgikn	1510 76% afjkn	2334 80% adfgikn	1117 66% j	243 83% adfgikn	502 93% abcdeghik lmnq	745 89% acdefgikm n	396 55% fj	721 74% afjkn	320 73% fj	105 83% afjkn	617 72% fj	58 93% adefgikn	99 92% adefgikn	324 92% adefgikm	3479 74%	

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

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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%	934 20%	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%	2924 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%

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IPSON UK - CONFIDENTIAL - V9 (weighted)

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Table 38

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+

	Relationship with Children															Unweighted Total	
	General population	Parent of child aged 0-5	Parent of child aged 0-17 living at home	Parent of child aged 18+	Parent of any child	Non-parent	Likely to have first child	Likely to have another child	Likely to have a child	Non-parent aged 45+	Non-parent under 45+	Grandparent 0-5	Grandparent 0-5, caring	Grandparent any	Other caring responsibility 0-5		Other caring responsibility y any
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334
Weighted total	4672	1202	1446	1977	2916	1698	294	539	833	727	971	459	127	860	62*	108*	353
Effective base	4191	1007	1266	1757	2617	1529	248	479	727	670	860	409	120	799	53	93	301
Strongly agree	903 19%	408 34%	426 29%	379 19%	656 22%	241 14%	53 18%	224 43%	287 34%	88 12%	153 16%	72 17%	20 16%	142 16%	12 20%	29 27%	77 22%
	fjk	acdefgiklm noq	adefgiklmn q	fjk	adefjklm		j	abcdefgijk lmnopq	acdefgiklm noq		j	j			fjkimn	fjk	
Tend to agree	1306 28%	334 28%	448 31%	582 29%	869 30%	421 25%	91 31%	188 35%	279 34%	168 23%	253 26%	117 27%	37 29%	245 28%	19 31%	29 27%	102 29%
	fj	j	afjk	fj	fjk		fj	abdefjklm	abdefjklm								
Neither agree nor disagree	1077 23%	221 18%	274 19%	465 24%	652 22%	411 24%	60 20%	67 12%	127 15%	190 26%	221 23%	96 22%	22 18%	214 25%	8 12%	15 14%	61 17%
	bchipoq	h	hi	bchiopq	bchiopq	bchiopq	h	bchiopq	bchiopq	bchiopq	bchiopq	hi	bchiopq				
Tend to disagree	889 19%	168 14%	216 15%	378 19%	516 18%	365 21%	62 21%	98 7%	149 12%	216 21%	216 22%	99 27%	34 23%	177 21%	16 27%	29 27%	82 23%
	bchi	h	hi	bchi	bchi	abcehi	bchi	h	bchi	bchi	bcehi	bcehi	abcdehi	bcehi			
Strongly disagree	234 5%	40 3%	56 4%	101 5%	140 5%	93 5%	15 5%	9 2%	24 3%	45 6%	48 5%	32 7%	11 8%	43 5%	5 9%	5 5%	23 7%
	bhi	h	h	bhi	hi	bchi	h	h	bchi	hi	abcehi	bcehi	bcehi	hi	bhi	h	bchi
Don't know	264 6%	31 3%	26 2%	72 4%	93 3%	167 10%	8 4%	5 1%	18 2%	86 12%	81 8%	22 5%	3 2%	38 4%	1 1%	1 1%	7 2%
	bcdehiq	h	h	ch	ch	abcdeghilmn opq	ch	ch	abcdeghilmn opq	abcdeghilmn nopq	abcdeghilmn pq	bchiq					
Top 2: Agree	2208 47%	742 62%	874 60%	961 49%	1525 52%	662 39%	144 49%	422 78%	566 68%	256 35%	406 42%	189 43%	57 45%	387 45%	31 51%	58 54%	179 51%
	fjk	adefgiklmn q	adefgiklmn q	fjk	adefjklm		fjk	abcdefgijk lmnopq	abcdefgijk mnopq		j	j	j	fj		fjk	fjkl
Bottom 2: Disagree	1123 24%	208 17%	272 19%	479 24%	656 22%	458 27%	77 26%	122 8%	194 15%	264 27%	264 30%	131 30%	44 35%	221 26%	22 35%	34 32%	105 30%
	bchi	h	hi	bchi	bchi	abcehi	bchi	h	bcehi	bcehi	bcehi	abcdehi	abcdehi	bcehi	bcehi	bcehi	abcdehi
Net difference	1085	534	602	482	869	204	67	377	444	62	142	58	13	166	9	23	74

	23%	44%	42%	24%	30%	12%	23%	70%	53%	9%	15%	13%	10%	19%	15%	22%	21%	23%
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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/o/p/q
 * small base

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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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Strongly agree	1600 34% fjk	616 51% acdefgijkl mnpq	609 42% adefgkln	725 37% fjk	1134 39% afjk	455 27% afjk	96 33% j	270 50% acdefgijkl npq	366 44% adefgkln	175 24% afjk	280 29% j	173 39% afjk	52 41% fjk	306 36% fjk	25 40% fj	41 38% fj	147 42% afgik	1605 34%
Tend to agree	1912 41% b	394 33% b	559 39% b	807 41% b	1175 40% b	718 42% bch	140 48% abcdehi	196 36% b	336 41% b	296 43% b	422 43% bch	181 41% b	59 47% bh	364 42% bh	26 42% bh	46 43% bh	143 41% b	1894 41%
Neither agree nor disagree	701 15% bhilmq	142 12% b	195 13% b	278 14% m	403 14% m	286 17% bcdehilmnq	38 13% nq	58 11% nq	96 12% nq	135 19% abcdeghilmnq	151 16% bhilmq	47 11% nq	9 7% nq	115 13% nq	7 11% nq	13 12% nq	35 10% nq	710 15%
Tend to disagree	190 4% bgghi	31 3% hi	48 3% hi	80 4% bgghi	106 4% hi	82 5% bgghi	4 1% hi	8 1% hi	12 1% hi	45 6% abcdeghik	37 4% hi	22 5% bgghi	6 5% hi	40 5% hi	4 3% hi	4 3% hi	22 6% bcoghi	190 4%
Strongly disagree	66 1% i	9 1% i	14 1% i	29 1% i	36 1% i	29 2% bi	3 1% bi	4 1% bi	7 1% bchilmq	16 2% bchilmq	13 1% i	1 * i	- - i	7 1% i	* - i	3 2% i	1 * i	71 2%
Don't know	204 4% bcdehilmq	9 1% i	21 1% i	57 3% bch	71 2% bh	128 8% abcdeghilmnq	12 4% bchq	4 1% bchq	16 2% b	60 8% abcdeghilmnq	68 7% abcdehilmno	14 3% bchq	* * bchq	28 3% bchq	- - bchq	2 2% bchq	4 1% bchq	202 4%
Top 2: Agree	3512 75% fj	1010 84% acdefjkn	1168 81% adefj	1532 78% fjk	2310 79% afjk	1173 69% j	237 80% fjk	466 86% acdefgkln	702 84% adefjkn	471 65% j	702 81% afjk	354 78% adefjkn	111 88% fjk	670 78% fjk	51 80% fj	87 87% fj	290 82% afjk	3499 75%
Bottom 2: Disagree	255 5% bgghi	40 3% hi	62 4% hi	110 6% bgghi	142 5% bhi	111 7% bcoghi	7 3% bcoghi	19 2% bcoghi	60 8% abcdeghikn	50 5% bhi	24 5% hi	6 5% hi	47 5% hi	4 7% hi	6 6% hi	24 7% hi	261 6%	
Net difference	3257 70%	970 81%	1106 76%	1423 72%	2167 74%	1063 63%	229 78%	454 84%	683 82%	411 57%	652 67%	330 75%	105 83%	623 72%	47 76%	80 75%	266 76%	3238 69%

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Strongly agree	817 17% j	304 25% acdefjln	302 21% adefjn	332 17% j	519 18% j	289 17% j	68 23% adefjn	129 24% adefjn	196 24% adefjn	81 11% adefjn	209 21% adefjn	81 18% j	23 18% j	136 16% j	19 31% adefjn	34 32% acdefjkilmn	87 25% adefjn	824 18%
Tend to agree	1690 36% j	429 36% j	566 39% fj	721 37% j	1096 34% fj	578 34% j	126 43% abdfhjn	184 34% j	311 37% j	211 29% j	367 38% j	164 42% j	54 37% j	307 36% j	23 37% j	38 35% j	155 44% abdefhijn	1688 36%

Neither agree nor disagree	1054 23% q	268 22% q	304 21% q	476 24% fgkq	680 23% kq	360 21% q	52 18% q	123 23% q	175 21% q	166 23% q	194 20% q	92 21% q	27 21% q	213 25% gkq	11 18% q	19 17% q	52 15% q	1042 22%
Tend to disagree	574 12% k	127 11% k	173 12% k	262 13% bk	376 13% k	194 11% k	30 10% k	68 13% k	98 12% k	108 15% bfk	86 9% k	69 16% abfgk	16 13% k	126 15% bfk	8 12% k	14 13% k	43 12% k	567 12%
Strongly disagree	174 4% k	59 5% dgkln	71 5% dgkln	65 3% k	113 4% k	59 3% k	5 2% k	30 6% adfgkln	35 4% kl	40 5% adfgkln	20 2% k	9 2% k	5 4% k	22 3% k	1 2% k	3 3% k	11 3% k	177 4%
Don't know	363 8% bcdeghimopq	16 1% k	29 2% k	122 6% bchimpq	141 5% bchippq	218 13% abcdeghiklmnopq	13 4% bchppq	6 1% k	18 2% k	122 17% abcdeghiklmnopq	96 10% abcdeghilmnopq	25 6% bchppq	2 2% k	56 7% bchimpq	- -	- -	5 1% k	374 8%
Top 2: Agree	2507 54% j	733 61% adefjn	868 60% adefjn	1053 60% j	1615 53% fj	867 55% j	194 66% adefhijn	313 58% fjn	507 61% adefjn	291 40% k	576 59% adefjn	244 56% j	77 61% fj	443 51% j	42 68% adefjn	72 67% adefjn	242 69% abcdehijklm	2512 54%
Bottom 2: Disagree	747 16% k	185 15% k	244 17% gk	327 17% k	489 15% gk	253 12% k	35 12% k	98 18% gk	133 16% k	148 20% abdefgk	106 11% k	77 18% gk	21 17% k	148 17% gk	9 14% k	17 16% k	54 15% k	744 16%
Net difference	1760 38%	547 46%	623 43%	726 37%	1127 39%	613 36%	159 54%	215 40%	374 45%	144 20%	470 48%	167 38%	55 44%	294 34%	33 54%	55 51%	188 53%	1768 38%

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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	454	135	881	59	105	334	4672	
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	439	127	860	62*	108*	353	4672	
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	409	120	799	53	93	301	4672	
Strongly agree	338 7% jn	169 14% acdefgiklmn	163 11% adefjklm	136 7% jn	227 8% jln	109 6% n	27 9% jln	106 20% abcdefgiklmnpq	132 4% acdefgiklmnq	32 8% jln	77 5% jln	20 6% k	7 4% k	38 11% jn	7 11% jn	12 11% jln	38 11% adefjln	338 7%
Tend to agree	712 15% ln	225 19% adefjlmn	286 20% adefjlmn	280 14% ln	449 15% ln	254 15% ln	57 20% djlmn	126 23% abdefjklmn	183 22% adefjklmn	90 12% jlmn	164 17% jlmn	42 10% k	12 9% k	93 11% jlmn	14 23% jlmn	25 23% adefjlmn	61 17% jlmn	699 15%
Neither agree nor disagree	934 20% blmq	192 16% blmq	253 18% blmq	389 20% bmq	559 19% bq	363 21% bchilmq	55 19% q	90 17% abcdehiklmnpq	145 17% abcdehiklmnpq	179 25% q	183 19% q	69 16% k	15 12% q	165 19% q	12 19% q	16 15% q	48 14% q	940 20%
Tend to disagree	1377 29% bchio	230 19% h	312 22% h	629 32% bcehioq	833 28% bchi	530 31% bchioq	82 28% bchi	75 14% bchi	157 19% h	220 30% bchioq	310 32% bchioq	158 36% abcceghioq	53 42% abcdeghij	295 34% abccehioq	10 17% k	30 28% bhi	88 25% bhi	1388 30%
Strongly disagree	1128 24% fjk	373 31% adefghijk	412 28% adfgijk	495 25% fjk	795 27% afgijk	322 19% fjk	63 21% fjk	137 25% fk	200 24% fk	148 20% k	175 18% k	140 32% adefghijk	39 31% fjk	244 28% afgijk	19 31% fk	24 22% adefghijk	113 32% adefghijk	1119 24%
Don't know	184 4% bcdehiq	14 1% k	20 1% k	48 2% bc	62 2% k	119 7% abcdeghilmnopq	11 4% bch	5 1% k	16 2% k	57 8% abcdeghilmnopq	62 6% abcdehilmnopq	10 2% k	1 1% k	25 3% bch	- -	- -	5 1% k	188 4%
Top 2: Agree	1049 22% jln	394 33% adefjklmn	448 31% adefjklmn	416 21% jln	676 23% jlmn	363 21% jln	84 29% adefjlmn	232 43% abcdefgiklmnq	316 38% abcdefgiklmnq	122 17% k	241 25% djlmn	62 14% k	19 15% k	131 15% k	21 33% dfjlmn	37 34% adefjklmn	99 28% adefjlmn	1037 22%
Bottom 2: Disagree	2505 54% bcfhik	602 50% hi	724 50% hi	1125 57% abcfghijk	1628 50% bcfghijk	853 50% hi	144 49% h	212 39% h	357 43% hi	368 51% hi	485 68% hi	298 72% abcdeghijk	91 72% abcdeghijk	539 63% abcdeghijk	29 48% h	54 50% h	201 57% bcfhik	2507 54%
Net difference	-1456 -31%	-209 -17%	-276 -19%	-708 -36%	-953 -33%	-490 -29%	-60 -20%	19 4%	-41 -5%	-246 -34%	-244 -25%	-235 -54%	-72 -57%	-408 -47%	-9 -14%	-17 -16%	-102 -29%	-1470 -31%

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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Strongly agree	1118 24% fjk	487 41% acdefgijkl	482 33% adefgiklmn	519 26% fjk	838 29% afgikn	272 16% j	62 21% fj	221 41% acdefgijkl	283 34% adefgiklmn	92 13% j	180 18% j	111 25% fjk	30 23% fj	208 24% fjk	13 21% h	25 24% j	87 25% fjk	1126 24%
Tend to agree	1806 39% bc	593 49% bc	765 53% bc	1155 39% bc	629 39% c	131 37% c	211 45% c	342 39% c	255 41% c	374 39% bc	161 37% bc	52 41% c	337 39% bc	26 41% c	43 40% c	140 40% c	1788 38%	
Neither agree nor disagree	1075 23% bchi	176 15% bh	257 18% bh	444 22% bchi	615 21% bchi	451 27% abcdehliq	61 21% bh	69 13% npq	130 16% abcdeghikl	220 30% bchi	232 24% bhi	96 22% bh	28 22% bchi	204 24% h	14 23% h	21 20% h	74 21% bhi	1073 23%
Tend to disagree	374 8% bc	68 6% bc	77 5% bc	162 8% bc	210 7% c	158 9% bceh	26 9% c	31 6% c	57 7% bceh	69 9% bc	89 11% abc	48 10% c	13 8% bc	71 12% c	8 15% c	16 15% abcdehln	39 11% bcehi	373 8%
Strongly disagree	88 2% bcdehinq	16 1% bcdehinq	23 2% bcdehinq	39 2% bcdehinq	49 2% bcdehinq	38 2% bcdehinq	8 3% bcdehinq	6 1% bcdehinq	14 2% bcdehinq	14 2% bcdehinq	24 3% bcdehinq	2 2% bcdehinq	15 2% bcdehinq	1 1% bcdehinq	2 2% bcdehinq	9 3% bcdehinq	92 2%	
Don't know	211 5% bcdehinq	12 1% bcdehinq	15 1% bcdehinq	49 2% bcdehinq	58 2% bcdehinq	150 9% abcdeghilmn	6 2% h	1 * h	7 1% abcdeghikm	77 11% abcdeghikm	73 7% abcdeghilmn	12 3% bcdehinq	2 2% h	24 3% bcdehinq	1 2% bcdehinq	1 1% bcdehinq	4 1% bcdehinq	220 5%
Top 2: Agree	2924 63% fjk	930 77% adefgiklmn	1075 74% adefgiklmn	1284 65% fjk	1993 68% adefgikln	901 53% j	193 6% fjk	432 80% acdefgijkl	625 75% adefgiklmn	348 48% j	554 57% j	271 62% fj	82 65% fj	546 63% fjk	39 63% j	68 63% j	226 64% fjk	2914 62%
Bottom 2: Disagree	462 10% bch	84 7% bch	100 7% bch	201 10% bch	260 9% c	196 12% bcehi	34 11% bch	37 7% bcehi	71 9% abcdehi	83 11% bceh	113 12% bcehi	60 48% abcdehi	15 12% bc	86 10% bc	8 13% bc	17 16% abcdehi	48 14% abcdehi	465 10%
Net difference	2462 53%	846 70%	975 67%	1083 55%	1734 59%	705 42%	159 54%	395 73%	554 67%	265 36%	441 45%	212 48%	67 53%	460 53%	31 50%	51 47%	179 51%	2449 52%

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

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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	1163	301	350	486	723	427	69	144	213	187	240	100	25	205	12	23	94	1163
Weighted total	1172	311	369	489	738	419	70*	152	222	181	238	101*	26**	206	12**	23**	100*	1163
Effective base	1043	257	316	442	653	377	62	133	195	167	211	92	23	188	11	20	84	1163
Cost of living	632 54%	169 54%	218 59%	254 52%	398 54%	225 54%	43 61%	74 49%	117 53%	84 46%	141 59%	53 52%	15 57%	95 46%	8 68%	18 78%	62 62%	619 53%
Availability of affordable childcare	469	117	155	199	306	163	28	62	90	69	93	45	10	81	3	8	38	459
Balancing work and family life	40% 578 49%	38% 169 54%	42% 188 51%	41% 254 52%	41% 378 51%	39% 254 46%	40% 38 55%	41% 65 43%	41% 104 47%	38% 86 47%	39% 107 45%	44% 62 61%	39% 15 58%	40% 112 54%	23% 5 44%	34% 10 45%	38% 55 55%	39% 566 49%
Not knowing how to support child's development	224 19%	55 18%	61 17%	96 20%	136 18%	84 20%	14 20%	22 15%	37 17%	45 25%	39 16%	21 21%	8 32%	42 20%	3 26%	3 15%	15 15%	228 20%

Managing challenging behaviour	248 21%	70 22%	64 17%	102 21%	145 20%	99 24%	17 24%	35 23%	52 23%	50 27%	49 21%	22 21%	4 16%	43 21%	* 3%	3 11%	15 15%	248 21%	
Managing screen time and technology use	302 26%	75 24%	93 25%	127 26%	193 26%	104 25%	17 25%	43 28%	61 27%	37 21%	67 28%	32 32%	9 35%	70 34%	3 24%	8 35%	29 29%	304 26%	
Parents' mental health problems	175 15%	71 23%	74 20%	63 13%	112 15%	60 14%	12 18%	37 24%	50 22%	19 10%	42 18%	11 11%	5 19%	18 9%	3 22%	5 20%	21 21%	176 15%	
Lack of support from family, friends, community or professionals	150 13%	56 18%	61 17%	47 10%	92 12%	56 13%	14 21%	27 18%	42 19%	18 10%	38 16%	3 3%	1 5%	11 5%	3 21%	4 15%	14 14%	151 13%	
Keeping children safe at home, in childcare or education, or in the community	243 21%	61 20%	77 21%	115 24%	169 23%	73 17%	10 14%	38 25%	47 21%	31 17%	42 18%	18 17%	4 14%	55 27%	1 11%	4 16%	17 17%	244 21%	
Other	12 1%	2 1%	2 *	7 2%	9 1%	2 1%	- -	* *	* *	2 1%	1 *	2 2%	1 4%	5 3%	- -	- -	- -	12 1%	
No opinion	27 2%	2 1%	1 *	4 1%	5 1%	22 5%	1 2%	- -	1 1%	14 8%	8 3%	1 1%	- -	2 1%	- -	- -	- -	27 2%	
Don't know	40 3%	2 1%	3 1%	17 3%	21 3%	17 4%	- -	1 1%	1 1%	9 5%	8 3%	4 4%	- -	8 4%	- -	- -	- -	39 3%	

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

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Table 68

QI2Y_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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	1167	290	333	500	714	443	65	119	184	187	256	118	44	228	19	29	92	1167
Weighted total	1177	290	337	505	718	448	70*	124	194	183	265	110	39*	222	21**	32**	101*	1167
Effective base	1048	242	297	453	643	396	58	110	167	169	227	105	39	208	17	27	84	1167
Availability of affordable childcare	197	54	44	102	132	61	12	10	22	22	39	31	9	55	2	2	15	203
Availability of childcare / quality childcare / access to education	17% 68	19% 12	13% 9	20% 36	18% 43	14% 24	16% 4	8% 4	11% 8	12% 8	15% 16	28% 14	23% 4	25% 24	11% -	7% -	14% 3	17% 69
Cost of childcare	151 13%	50 17%	39 11%	79 16%	105 15%	43 10%	9 13%	10 8%	19 10%	15 8%	28 11%	21 19%	6 15%	39 18%	2 11%	2 7%	12 12%	157 13%
Childcare [unspecified]	27 2%	6 2%	10 3%	13 3%	17 2%	10 2%	5 2%	- -	5 2%	4 2%	6 2%	3 3%	1 2%	3 2%	- -	6 -	- -	27 2%
Broken homes / unstable home life	25 2%	3 1%	5 1%	14 3%	17 2%	9 2%	4 6%	2 2%	6 3%	4 2%	5 2%	1 1%	1 3%	7 3%	* 2%	* 1%	2 2%	23 2%
Children's physical / social / emotional development	25 2%	8 3%	9 3%	14 3%	20 3%	4 1%	- -	4 3%	4 2%	2 1%	2 1%	4 3%	1 3%	5 2%	- -	- -	3 3%	24 2%
Cost of living	246 21%	55 19%	74 22%	110 22%	160 22%	84 19%	8 12%	19 16%	28 14%	25 13%	60 23%	28 25%	11 29%	53 24%	3 14%	7 20%	25 25%	250 21%
Managing challenging behaviour	14 1%	5 2%	7 2%	7 1%	11 2%	3 1%	1 2%	6 5%	7 4%	1 1%	2 1%	* *	4 -	- 2%	- -	- -	- -	16 1%
Diet / nutrition	26	6	9	9	17	8	3	4	6	3	5	2	2	3	2	2	6	24

	2%	2%	3%	2%	2%	2%	4%	3%	3%	2%	2%	2%	5%	2%	10%	7%	6% adfn	2%
Health issues / healthcare / NHS	26 2% n	8 3% n	8 2% n	10 2% n	17 2% n	10 2% n	1 2%	1 1%	3 1%	4 2%	6 2%	* *	* 1%	* *	1 6%	2 7%	5 5% ln	25 2%
Housing issues / standard of housing	18 1%	- -	2 1%	11 2% b	12 2% b	5 1%	* 1%	- -	* *	2 1%	3 1%	1 1%	1 3% b	5 2% b	- -	- -	1 1%	18 2%
Judgement / influence of others / peer pressure	23 2%	10 3%	5 2%	12 2%	15 2%	8 2%	3 5%	2 2%	6 3%	4 2%	4 1%	3 2%	- -	4 2%	1 5%	1 3%	3 3%	21 2%
Keeping children safe at home, in childcare or education, or in the community	15 1%	2 1%	2 1%	8 2%	11 2%	4 1%	- -	1 1%	1 1%	3 2%	1 1%	2 2%	1 2%	4 2%	1 4%	1 3%	1 -	15 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 6%	32 11% adfkj	33 10% afjk	30 6%	54 8% f	19 4%	4 6%	9 7%	13 6%	7 4%	12 4%	8 7%	3 7%	17 7%	3 12%	3 8%	13 13% adfkj	73 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 3%	16 6% aden	14 4%	10 2%	20 3%	11 3%	1 2%	9 7% adefkln	11 5% d	5 3%	7 2%	2 1%	- -	4 2%	* 2%	2 5%	4 4%	33 3%
Not knowing how to support child's development	161 14%	30 11%	44 13%	74 15%	100 14%	59 13%	9 13%	19 15%	28 14%	27 15%	31 12%	18 17%	5 13%	34 15%	3 13%	3 9%	16 16%	155 13%
Balancing work and family life	256 22% fk	83 29% afgijk	86 26% fk	117 23% fk	185 26% fgik	70 16%	10 14%	25 20%	35 18%	36 20%	34 13%	32 29% fgik	9 24%	63 29% afgijk	2 11%	5 15%	22 22% k	245 21%
Politics / the government	10 1%	2 1%	2 *	5 1%	5 1%	5 1%	1 2%	- -	1 1%	3 2%	2 1%	* *	- -	3 1%	- -	- -	- -	11 1%
Society / societal changes / wokeism	9 1%	4 1%	2 1%	5 1%	7 1%	2 1%	- -	1 1%	1 1%	1 1%	2 1%	2 1%	- -	2 1%	- -	- -	1 1%	10 1%
Managing screen time and technology use	81 7% ch	13 4%	12 4%	37 7% ch	46 6% ch	34 8% ch	7 10% ch	2 2%	10 5%	9 5%	25 9% bch	13 11% bchi	7 19% abcdefhij	24 11% bcehij	4 18%	5 15%	15 15% abcdefhij	82 7%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	19 2%	20 7% acdefjkn	8 2%	7 1%	15 2%	4 1%	1 2%	4 3%	5 3%	1 1%	3 1%	2 2%	2 4%	2 1%	- -	- -	2 2%	18 2%
Other	70 6%	21 7% j	22 6% j	33 7% j	47 7% j	22 5%	4 5%	7 6%	11 6%	4 2%	18 7%	10 9%	4 10%	18 8%	- -	- -	6 6%	66 6%
None / no issue	6 1%	- -	1 *	2 *	3 *	3 1%	1 2%	- -	1 1%	- -	3 1%	- -	- -	- -	- -	- -	- -	6 1%
Don't know	315 27% elmn	60 21%	79 23% ln	118 23% ln	153 21% ln	160 36% abcdeilmn	17 25%	34 27% lmn	51 26% lmn	71 39% abcdeilmn	89 34% abcdeilmn	15 13%	4 11%	35 16% q	5 24%	9 29%	25 25% l	315 27%

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

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 Table 73

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

Relationship with Children

	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total
Unweighted total	2330	591	683	986	1437	870	134	263	397	374	496	218	69	433	31	52	186	2330
Weighted total	2349	601	707	994	1456	868	140	276	416	365	503	211	65*	428	33**	55*	200	2330
Effective base	2092	499	613	895	1297	773	120	243	362	336	438	197	61	396	28	47	168	2330
Childcare [unspecified]	27	6	10	13	17	10	5	-	5	4	6	3	1	3	-	-	-	27
	1%	1%	1%	1%	1%	1%	3%	-	1%	1%	1%	2%	1%	1%	-	-	-	1%
Broken homes / unstable home life	25	3	5	14	17	9	4	2	6	4	5	1	1	7	*	*	2	23
	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
Children's physical / social / emotional development	25	8	9	14	20	4	-	4	4	2	2	4	1	5	-	-	3	24
	1%	1%	1%	1%	1%	*	-	1%	1%	1%	*	2%	2%	1%	-	-	1%	1%
Cost of living	878	224	291	364	557	309	51	93	145	109	200	81	26	149	11	24	87	869
	37%	37%	41%	37%	38%	36%	36%	34%	35%	30%	40%	38%	40%	35%	34%	44%	43%	37%
Managing challenging behaviour	262	75	72	109	156	103	18	41	59	51	52	22	4	47	*	3	15	264
	11%	12%	10%	11%	11%	12%	13%	15%	14%	14%	10%	10%	6%	11%	1%	5%	8%	11%
Diet / nutrition	26	6	9	9	17	8	3	4	6	3	5	2	2	3	2	2	6	24
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	6%	4%	3%	1%
Health issues / healthcare / NHS	26	8	8	10	17	10	1	1	3	4	6	*	*	*	1	2	5	25
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	4%	4%	3%	1%
Housing issues / standard of housing	18	-	2	11	12	5	*	-	*	2	3	1	1	5	-	-	1	18
	1%	-	*	1%	1%	1%	*	-	*	1%	1%	*	2%	1%	-	-	1%	1%
Judgement / influence of others / peer pressure	23	10	5	12	15	8	3	2	6	4	4	3	-	4	1	1	3	21
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	3%	2%	2%	1%
Keeping children safe at home, in childcare or education, or in the community	257	63	79	123	180	77	10	39	48	34	43	19	4	60	2	5	17	259
	11%	11%	11%	12%	12%	9%	7%	14%	12%	9%	9%	9%	7%	14%	7%	8%	8%	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	88	94	77	146	75	19	36	54	25	50	11	4	28	5	6	27	224
	10%	15%	13%	8%	10%	9%	13%	13%	13%	7%	10%	5%	6%	6%	15%	11%	13%	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	87	89	73	132	72	14	46	60	24	48	12	5	22	3	6	25	209
	9%	14%	13%	7%	9%	8%	10%	17%	14%	6%	10%	6%	8%	5%	9%	11%	12%	9%
Not knowing how to support child's development	385	85	105	171	236	143	23	41	64	73	70	40	13	75	6	6	32	383
	16%	14%	15%	17%	16%	16%	16%	15%	15%	20%	14%	19%	21%	18%	18%	11%	16%	16%
Balancing work and family life	834	252	274	371	563	263	48	91	138	122	141	94	24	175	8	15	77	811
	36%	42%	39%	37%	39%	30%	34%	33%	33%	33%	28%	44%	37%	41%	23%	27%	38%	35%
Politics / the government	10	2	2	5	5	5	1	-	1	3	2	-	-	3	-	-	-	11
	*	*	*	1%	*	1%	1%	-	*	1%	*	-	-	1%	-	-	-	*
Society / societal changes / wokeism	9	4	2	5	7	2	-	1	1	1	2	2	-	2	-	-	1	10
	*	1%	*	*	*	*	-	*	*	*	*	1%	-	*	-	-	*	*
Managing screen time and technology use	383	88	105	164	239	138	24	46	70	47	92	45	17	94	7	13	44	386
	16%	15%	15%	16%	16%	16%	17%	17%	17%	13%	18%	21%	25%	22%	20%	24%	22%	17%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	19	20	8	7	15	4	1	4	5	1	3	2	2	2	-	-	2	18
	1%	3%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	3%	1%	-	-	1%	1%
Availability of affordable childcare	666	171	199	301	437	224	40	72	112	91	133	76	19	136	5	10	52	662

	28%	28%	28%	30%	30%	26%	28%	26%	27%	25%	26%	36%	30%	32%	15%	18%	26%	28%
Other	81 3%	23 4%	23 3%	41 4%	56 4%	24 3%	4 3%	8 3%	11 3%	6 2%	19 4%	12 6%	5 7%	23 5%	-	-	6 3%	78 3%
No opinion	27 1%	2 *	1 *	4 *	5 *	22 3%	1 1%	-	1 *	14 4%	8 2%	1 -	-	2 1%	-	-	-	27 1%
None / no issue	6 *	-	1 *	2 *	3 *	3 *	1 1%	-	1 *	-	3 1%	-	-	2 *	-	-	-	6 *
Don't know	355 15%	63 10%	82 12%	135 14%	174 12%	177 20%	17 12%	35 13%	52 12%	80 22%	97 19%	19 9%	4 6%	42 10%	5 16%	9 17%	25 13%	354 15%

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

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 Table 78

Q1EY8_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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	1169	305	356	511	742	413	61	126	187	186	227	114	33	234	17	32	62	1169
Weighted total	1157	307	366	503	739	404	67*	125	192	185	220	104	28**	220	16**	31**	61*	1169
Effective base	1051	259	322	463	670	368	57	113	170	167	201	101	29	211	15	28	56	1169
Not having enough time with parent(s)	451	137	171	216	335	112	17	56	73	55	57	32	10	95	9	11	20	447
	39%	45%	47%	43%	45%	28%	25%	45%	38%	30%	26%	31%	36%	43%	54%	36%	33%	38%
Family not having enough money for basics like food, clothes, outings	483	104	163	207	318	160	24	39	63	64	96	48	12	94	6	10	34	494
	42%	34%	44%	41%	43%	40%	36%	31%	33%	35%	44%	46%	43%	43%	37%	32%	56%	42%
Lack of access to good quality, affordable early years childcare and education	331	107	109	132	208	120	26	37	64	49	71	35	5	67	5	10	24	334
	29%	35%	30%	26%	28%	30%	40%	30%	33%	26%	32%	34%	20%	30%	31%	31%	39%	29%
Lack of access to good quality primary school education	145	43	46	62	91	53	12	28	40	20	34	14	3	26	1	7	4	147
	13%	14%	12%	12%	12%	13%	18%	22%	21%	11%	15%	14%	9%	12%	7%	23%	6%	13%
Not enough opportunity for stimulating play	185	45	56	82	119	64	13	19	32	25	39	17	7	38	3	5	6	189
	16%	15%	15%	16%	16%	16%	20%	15%	17%	14%	18%	17%	24%	17%	16%	16%	9%	16%
Not enough access to support services	162	50	59	64	106	54	9	22	31	18	36	22	7	32	5	8	9	162
	14%	16%	16%	13%	14%	13%	14%	17%	16%	10%	17%	22%	25%	15%	31%	27%	14%	14%
Not feeling or being safe at home, in childcare or school, or in local community	192	49	64	77	120	65	10	26	36	25	40	19	4	35	4	7	12	192
	17%	16%	18%	15%	16%	16%	15%	21%	19%	14%	18%	18%	16%	16%	23%	24%	19%	16%
Living with a short or long-term health condition	84	40	48	34	62	21	5	29	33	8	13	1	-	6	-	2	6	83
	7%	13%	13%	7%	8%	5%	7%	23%	17%	4%	6%	1%	-	3%	-	6%	9%	7%
Amount of time on screens/using digital technology	479	110	131	227	301	175	29	36	65	78	96	53	13	106	8	12	26	486
	41%	36%	36%	45%	41%	43%	43%	29%	34%	42%	44%	51%	47%	48%	49%	38%	43%	42%
Overall quality of family life	339	87	100	160	222	114	19	38	57	58	57	29	11	75	6	11	18	343
	29%	28%	27%	32%	28%	28%	30%	31%	30%	31%	26%	28%	42%	34%	35%	29%	29%	29%
Other	26	3	6	11	16	9	-	1	1	7	2	2	1	3	-	-	-	22
	2%	1%	2%	2%	2%	2%	-	1%	1%	4%	1%	2%	4%	2%	-	-	-	2%
No opinion	33	8	4	9	12	20	1	1	3	11	9	1	1	4	-	-	-	35
	3%	3%	1%	2%	2%	5%	2%	1%	1%	6%	4%	1%	4%	2%	-	-	-	3%

						cdein				acdehin			ce					
Don't know	56	5	7	17	22	31	3	-	3	19	12	6	1	9	-	1	1	58
	5%	1%	2%	3%	3%	8%	5%	-	2%	10%	6%	2%	4%	-	3%	1%	5%	
	bch			h		abcdehi	h			abcdehinq	bch	bch		h				

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	1173	306	368	475	721	441	80	133	213	186	255	122	33	214	11	21	86	1173
Weighted total	1167	294	373	480	730	426	87*	138	225	178	248	123	34*	213	12**	22**	91*	1173
Effective base	1049	250	331	429	651	388	72	123	195	167	222	111	30	193	10	19	77	1173
Adverse childhood experiences [abuse / violence / parental substance abuse / neglect]	34	14	14	7	18	17	4	6	10	3	13	2	-	3	-	-	-	38
	3%	5%	4%	1%	2%	4%	5%	4%	4%	2%	5%	1%	-	1%	-	-	-	3%
		dn	d			d	dq		d	denq								
Behavioural issues	16	5	8	7	15	1	-	4	4	-	1	1	-	5	-	-	-	16
	1%	2%	2%	1%	2%	*	-	3%	2%	-	*	1%	-	2%	-	-	-	1%
		f	f	fk	f			fjk	f					fjk				
Broken homes / unstable home life	52	4	12	25	35	16	4	4	7	6	10	6	3	11	1	1	2	53
	4%	1%	3%	5%	5%	4%	4%	3%	3%	4%	4%	5%	10%	5%	11%	6%	3%	5%
		b	b	b	b			b	b			b	b	b				
Bullying / peer pressure	20	11	15	7	18	3	-	10	10	1	1	2	1	3	-	-	-	21
	2%	4%	4%	1%	2%	1%	-	7%	5%	1%	1%	1%	4%	1%	-	-	-	2%
		adfk	adfk		f			adefgijklnkq	adfk									
Childcare / childcare costs	68	18	16	32	45	24	2	3	5	11	13	14	5	19	-	-	4	71
	6%	6%	4%	7%	6%	6%	2%	2%	2%	6%	5%	11%	14%	9%	-	-	5%	6%
		i	i	i	i							acfghi	cghi					
Family not having enough money for basics like food, clothes, outings	170	38	54	69	106	63	18	11	29	18	45	25	6	40	4	4	14	175
	15%	13%	14%	14%	15%	15%	20%	8%	13%	10%	18%	21%	19%	19%	31%	17%	15%	15%
		h	h	h	h		hj		h		h	h		h				
Development / growth [speech / language / personal hygiene etc.]	49	19	22	13	30	18	6	4	10	7	12	-	-	6	-	-	4	46
	4%	6%	6%	3%	4%	4%	7%	3%	5%	4%	5%	-	-	3%	-	-	5%	4%
		dl	dl	l	l		l		l									
Poor education / education system	27	8	8	12	17	11	1	1	2	2	8	1	1	4	*	2	1	28
	2%	3%	2%	2%	2%	2%	2%	*	1%	3%	1%	4%	2%	2%	3%	7%	1%	2%
Lack of access to good quality, affordable early years childcare and education	23	8	13	9	18	4	1	9	10	1	2	2	-	3	-	1	-	22
	2%	3%	3%	2%	2%	1%	1%	6%	4%	1%	1%	1%	-	1%	-	5%	-	2%
			f					adefjknq	afjk									
Lack of trained teachers	3	*	-	*	*	2	1	-	1	1	1	-	-	-	-	-	-	3
	*	*	-	*	*	1%	1%	-	1%	1%	1%	-	-	-	-	-	-	*
							cde											
Not feeling or being safe at home, in childcare or school, or in local community	18	8	3	8	10	7	4	*	5	1	6	3	-	7	-	-	1	18
	2%	3%	1%	2%	1%	2%	5%	*	2%	1%	3%	3%	-	3%	-	-	1%	2%
							acehj											
Living with a short or long-term health condition	20	8	13	7	14	7	2	6	8	1	6	*	-	*	-	-	3	21
	2%	3%	4%	1%	2%	2%	3%	4%	4%	1%	2%	*	-	*	-	-	3%	2%
		n	n	n	n		jn	n	n								n	
Housing issues / standard of housing	12	3	6	6	10	2	1	1	3	-	2	4	2	4	-	-	2	11
	1%	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	3%	7%	2%	-	-	3%	1%
												afj	abcdehijk				j	
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	1
	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	*

Not enough access to support services	64 5%	23 8% di	25 7%	19 4%	40 5%	23 6%	1 1%	5 4%	6 3%	7 4%	16 6%	8 6%	1 4%	8 4%	1 11%	4 16%	5 5%	67 6%	
Lack of socialisation / social skills	66 6%	23 8% f	26 7% f	32 7%	50 7% f	16 4%	5 6%	7 5%	12 5%	6 3%	10 4%	7 5%	-	13 6%	-	1 6%	12 13% afijkm	68 6%	
Not having enough time with parent(s)	140 12%	38 13%	48 13%	70 14% fik	103 14% fik	37 9%	8 10%	11 8%	20 9%	17 9%	21 8%	26 21% acdfghijk	10 31% abcdefgijk	40 19% afghijk	-	2 11%	21 23% abcefghijk	130 11%	
Mental health / anxiety / lack of confidence	20 2%	13 4% adfk	12 3% fk	7 1%	17 2%	3 1%	1 1%	5 3% fk	6 3%	2 1%	1 *	2 2%	1 4%	5 2%	-	-	1 1%	18 2%	
Obesity / poor diet / nutrition	83 7%	25 9%	31 8%	34 7%	56 8%	26 6%	6 7%	13 9%	19 8%	12 7%	14 6%	7 6%	1 3%	12 6%	-	-	5 5%	75 6%	
Overall quality of family life	235 20%	41 14% bk	60 16%	118 25% bcfik	163 22% bcfk	69 16%	14 16%	24 18%	38 17%	41 23%	28 11%	36 29% abcfghik	11 33% bcfik	57 27% abcfik	2 20%	6 26%	16 18%	233 20%	
Not enough opportunity for stimulating play	9 1%	1 *	3 1%	5 1%	8 1%	1 *	-	-	-	1 1%	-	1 1%	-	3 1%	-	1 5%	1 1%	8 1%	
Society / societal changes / wokeism	10 1%	1 *	6 2%	7 2%	9 1%	2 *	-	3 2%	3 1%	1 1%	1 *	-	-	3 1%	1 12%	1 7%	1 2%	9 1%	
Amount of time on screens/using digital technology	139 12%	35 12%	44 12%	56 12%	87 12%	50 12%	7 8%	9 7%	16 7%	16 9%	35 14% hi	17 14% i	5 16%	28 13% i	1 9%	2 10%	18 19% ghij	135 12%	
Climate change / the environment / pollution	7 1%	2 1%	2 *	-	2 *	6 1%	-	1 1%	1 1%	3 2%	3 1%	1 1%	-	-	-	-	-	1 1%	8 1%
Inequality / unequal opportunities	14 1%	4 1%	6 2%	5 1%	9 1%	5 1%	1 1%	1 1%	3 1%	1 1%	4 2%	1 1%	-	3 1%	-	-	-	13 1%	
Other	72 6%	19 6%	28 8%	29 6%	50 7%	19 5%	4 5%	7 5%	11 5%	7 4%	12 5%	7 6%	2 7%	10 5%	-	-	6 7%	69 6%	
None / no issues	9 1%	7 2% afkn	7 3% fk	5 1%	8 1%	1 *	-	5 3% aefkn	5 2% fkn	1 1%	-	-	-	-	-	-	1 1%	8 1%	
Don't know	332 28% bcehn	49 17%	82 22%	120 25% b	165 23% b	164 38% abcdehilmn	25 29% b	24 17% q	49 22% q	72 40% abcdehilmn	92 37% abcdehilmn	25 20%	5 15%	43 20%	2 14%	6 27%	18 20%	337 29%	

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

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

8 Dec 2025
Table 88

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)	Work with children under 17 (q)	
Unweighted total	2342	611	724	986	1463	854	141	259	400	372	482	236	66	448	28	53	148	2342
Weighted total	2323	601	739	983	1469	830	154	263	417	362	468	227	61*	432	28**	52*	152	2342
Effective base	2099	509	653	892	1321	756	129	236	365	334	423	212	59	403	25	47	133	2342
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	34 1%	14 2% dn	14 2% d	7 1%	18 1%	17 2% d	4 3% dn	6 2% d	10 2% dn	3 1%	13 3% denq	2 1%	-	3 1%	-	-	-	38 2%
Behavioural issues	16 1%	5 1% f	8 1% f	7 1% f	15 1% f	1 *	-	4 1% fjk	4 1% f	-	4 *	1 1%	-	5 1% fj	-	-	-	16 1%
Broken homes / unstable home life	52 2% b	4 1%	12 2%	25 3% b	35 2% b	16 2%	4 2%	4 1%	7 2%	6 2%	10 2%	6 3% b	3 5% bc	11 2% b	1 5%	1 3%	2 2%	53 2%
Bullying / peer pressure	20	11	15	7	18	3	-	10	10	1	1	2	1	3	-	-	-	21

	1%	2% dfk	2% adfjk	1%	1%	*	-	4% adefgklm	2% adfjkn	*	*	1%	2%	1%	-	-	-	1%
Childcare / childcare costs	68 3%	18 3%	16 2%	32 3%	45 3%	24 3%	2 1%	3 1%	5 1%	11 3%	13 3%	14 6%	5 8%	19 4%	-	-	4 3%	71 3%
Family not having enough money for basics like food, clothes, outings	653	142	216	276	424	223	42	50	92	82	141	73	18	134	10	14	48	669
	28% bhij	24%	29% bhij	28% hi	29% bhij	27% h	27%	19%	22%	23%	30% bhij	32% bhij	30%	31% bhij	34%	26%	32% hij	29%
Development / growth [speech / language / personal hygiene etc.]	49	19	22	13	30	18	6	4	10	7	12	-	-	6	-	-	4	46
	2% l	3% dl	3% dl	1%	2% l	2% l	4% dl	2% l	2% l	2% l	3% l	-	-	1%	-	-	3% l	2%
Poor education / education system	27	8	8	12	17	11	1	1	2	2	8	1	1	4	*	2	1	28
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	2%	1%	2%	1%	1%	3% h	1%	1%
Lack of access to good quality, affordable early years childcare and education	354	115	121	141	226	124	28	46	74	50	74	37	5	70	5	11	24	356
	15%	19% adfj	16%	14%	15%	15%	18%	18%	18%	14%	16%	16%	9%	16%	18%	20%	16%	15%
Lack of trained teachers	3 *	* *	-	*	*	2 *	1 1%	-	1 *	1 *	1 *	-	-	-	-	-	-	3 *
Not feeling or being safe at home, in childcare or school, or in local community	210	57	68	85	131	73	14	26	40	27	46	22	4	42	4	7	13	210
	9%	9%	9%	9%	9%	9%	9%	10%	10%	7%	10%	10%	7%	10%	13%	14%	8%	9%
Living with a short or long-term health condition	104	48	61	40	76	28	7	34	41	9	18	1	-	6	-	2	9	104
	4% ln	8% adefjklmn	8% adefjklmn	4% ln	5% jln	3% l	5% ln	13% abcdefgklm	10% adefjklmn	3%	4% ln	1%	-	1%	-	4%	6% ln	4%
Housing issues / standard of housing	12	3	6	6	10	2	1	1	3	-	2	4	2	4	-	-	2	11
	1%	*	1%	1%	1%	*	1%	*	1%	-	1%	2% afj	4% abcdefghijk	1%	-	-	2% fj	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	* *	-	-	-	-	* *	-	-	-	-	* *	-	-	-	-	-	-	1 *
Not enough access to support services	225	73	85	83	146	78	10	26	37	25	52	30	8	40	6	12	14	229
	10%	12% dj	11% dj	8%	10%	9%	7%	10%	9%	7%	11%	13% dj	14%	9%	22%	22% abcdefghijk	9%	10%
Lack of socialisation / social skills	66 3%	23 4%	26 4%	32 3%	50 3%	16 2%	5 3%	7 3%	12 3%	6 2%	10 2%	7 3%	-	13 3%	-	1 2%	12 8%	68 3%
Not having enough time with parent(s)	591	175	219	285	438	150	25	67	92	72	78	58	20	135	9	14	41	577
	25% fgjk	29% fgijk	30% afgijk	29% afgijk	30% afgijk	18%	16%	25% fgk	22%	20%	17%	25% fgk	33% fgik	31% afgijk	31%	26%	27% fgk	25%
Mental health / anxiety / lack of confidence	20	13	12	7	17	3	1	5	6	2	1	2	1	5	-	-	1	18
	1%	2% adfk	2% fk	1%	1%	*	1%	2% fk	1%	1%	*	1%	2%	1%	-	-	1%	1%
Obesity / poor diet / nutrition	83 4%	25 4%	31 4%	34 3%	56 3%	26 3%	6 4%	13 5%	19 4%	12 3%	14 3%	7 3%	1 2%	12 3%	-	-	5 3%	75 3%
Overall quality of family life	574 25% k	128 21%	160 22%	279 28%	386 26%	183 22%	32 21%	63 24%	95 23%	98 27%	84 18%	65 28%	23 37%	132 31%	8 29%	16 31%	34 22%	576 25%
Not enough opportunity for stimulating play	194	46	59	87	127	65	13	19	32	26	39	19	7	41	3	6	7	197
	8%	8%	8%	9%	9%	8%	9%	7%	8%	7%	8%	8%	11%	9%	9%	11%	4%	8%
Society / societal changes / wokeism	10	1	6	7	9	2	-	3	3	1	1	-	-	3	1	1	1	9
	*	*	1%	1%	1%	*	-	1%	1%	*	*	-	-	1%	5%	3% abfjkl	1%	*
Amount of time on screens/using digital technology	618	145	176	283	388	225	36	45	80	94	131	70	18	134	9	14	44	621
	27% hi	24% h	24% h	29% chi	26% hi	27% hi	23%	17%	19%	26% hi	28% hi	31% chi	30% h	31% bchi	32%	26%	29% hi	27%
Climate change / the environment / pollution	7	2	2	-	2	6	-	1	1	3	3	-	-	-	-	-	1	8
	*	*	*	-	*	1% de	-	*	*	1% de	1% d	-	-	-	-	-	1% d	*
Inequality /unequal opportunities	14	4	6	5	9	5	1	1	3	1	4	1	-	3	-	-	-	13
	1%	1%	1%	*	1%	1%	1%	1%	1%	*	1%	1%	-	1%	-	-	-	1%

Lack of access to good quality primary school education	145 6%	43 7% q	46 6%	62 6%	91 6%	53 6%	12 8%	28 11% q	40 10% acdefjnq	20 5%	34 7% q	14 6%	3 4%	26 6%	1 4%	7 14% acdejnq	4 2%	147 6%
Other	98 4%	22 4%	34 5%	40 4%	66 4%	28 3%	4 3%	8 3%	12 3%	14 4%	14 3%	9 4%	4 6%	13 3%	-	-	6 4%	91 4%
No opinion	33 1%	8 1%	4 1%	9 1%	12 1%	20 2% cde	1 1%	1 *	3 1%	11 3%	9 2% c	1 *	1 2%	4 1%	-	-	-	35 1%
None / no issues	9 *	7 1% afkn	7 1% fkn	5 1%	8 1%	1 *	-	5 2% aefkn	5 1% fkn	1 *	-	-	-	-	-	-	1 1%	8 *
Don't know	388 17% bcehin	54 9%	89 12%	137 14% bh	188 13% b	195 23% abcdehilmn q	28 18% bh	24 9%	52 12%	91 25% abcdehilmn q	105 22% abcdehilmn q	31 13%	6 9%	52 12%	2 6%	7 13%	19 12%	395 17%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)
 8 Dec 2025
 Table 93

QSED1. 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	4672	4672	4672
Weighted total	4672	4672	4672
Effective base	4191	4191	4191
I know a great deal	739 16%	625 13%	780 17%
I know a fair amount	1663 36%	1513 32%	1745 37%
I know just a little	1561 33%	1600 34%	1586 34%
I have heard of this phrase but know nothing	430 9%	582 12%	334 7%
I have never heard of this phrase	100 2%	162 3%	60 1%
Don't know	179 4%	190 4%	168 4%
Top 2: Great deal / fair amount	2402 51%	2139 46%	2524 54%
Bottom 2: Know a little / nothing	1991 43%	2182 47%	1919 41%
Top 4: At least heard of	4393 94%	4320 92%	4444 95%
Net: Not knowledgeable	2091 45%	2344 50%	1979 42%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 30th April - 15th May 2025
 IPSOS 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+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	739 16% fj	401 33% acdefgikm	381 26% adefgikln	319 16% fj	570 19% adfjkn	164 10% j	55 19% fjkn	206 38% acdefgijkl	261 31% acdefgiklmn	35 5% fj	130 17% fj	74 22% fjkn	28 13% fj	116 37% adefgikmn	23 33% adefgikln	35 32% acdefgikim	114 32% acdefgikim	724 15%

	n	mn																n
I know a fair amount	1663 36% fjk	469 39% afjk	623 43% afghijk	798 40% afgijk	1209 41% afgijk	441 26% j	96 38% fj	202 36% fjk	299 42% fjk	150 21% fjk	291 40% fj	182 42% afgjk	62 49% abfghijk	345 40% afgjk	22 35% j	39 36% fj	145 41% fgijk	1654 35%
I know just a little	1561 33% bcehimopq	268 22% h	350 24% h	643 33% bcehimopq	870 30% bchiq	671 40% abcdehilmo	101 34% bchimoq	96 18% pq	197 24% h	307 42% abcdeghilm	364 38% nopq	143 33% q	29 23% abcehimop	308 36% bchimoq	12 19% bc	25 23% b	72 20% b	1584 34%
I have heard of this phrase but know nothing	430 9% bcdehimnq	37 3% bc	66 5% bc	129 7% bc	173 6% b	250 15% abcdehilmn	34 12% bcdehilmnq	24 4% bc	58 7% bc	130 18% abcdeghikl	120 12% abcdehilmnq	22 5% b	5 4% b	53 6% b	5 9% b	8 7% b	17 5% b	433 9%
I have never heard of this phrase	100 2% c	15 1% bc	17 1% bc	46 2% bc	54 2% bc	46 3% bc	4 1% bc	10 2% bc	13 2% bc	31 4% abcdeghikln	15 2% q	8 2% q	3 3% q	15 2% q	- -	1 1% q	4 1% q	101 2%
Don't know	179 4% bcdeghimq	11 1% bchiq	9 1% bchiq	42 2% bchiq	50 2% chi	125 7% abcdeghilmn	4 1% h	* *	4 1% h	74 10% abcdeghikl	51 5% bcdeghilmnp	10 2% bchiq	- -	23 3% bchiq	- -	- -	2 * q	176 4%
Top 2: Great deal / fair amount	2402 51% fjk	871 72% adefgijkln	1004 69% adefgijkln	1117 56% afjk	1779 61% adfgijkn	1779 60% j	152 52% fjk	408 76% acdefgijkl	560 25% adefgijkn	185 25% fj	420 43% fj	256 58% afjk	89 71% adefgijkln	461 54% fjk	45 72% adfgijkn	74 69% adfgijkn	258 73% adefgijkln	2378 51%
Bottom 2: Know a little / nothing	1991 43% bcdehimopq	305 25% h	416 29% h	772 39% bcehimq	1043 36% bchimoq	922 54% abcdeghikl	105 46% bcdehilmo	110 22% q	255 31% bh	437 60% abcdeghikl	484 50% bcdehilmn	165 38% bchimoq	362 42% bcdehimopq	17 28% bc	33 30% bc	89 25% bc	2017 43%	
Top 4: At least heard of	4393 94% fj	1176 98% adefjkn	1420 98% adefjkn	1889 96% afjk	2822 96% afjk	1527 90% j	287 97% afjk	529 98% adfgkn	815 98% adfgkn	622 86% fj	905 93% fj	421 96% fj	123 97% fj	822 96% fjk	107 100% fjk	347 99% afjk	4395 94%	
Net: Not knowledgeable	2091 45% bcdehilmo	320 27% h	433 30% h	819 41% bcehimopq	1097 37% bchiq	968 47% abcdeghikl	138 47% bcdehimopq	130 24% mnopq	269 32% bh	468 64% abcdeghikl	499 51% bcdehilmn	173 39% bchimoq	37 29% bcdehimopq	376 44% bcdehimopq	17 28% bc	34 31% bc	93 26% bc	2118 45%

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

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Table 99

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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	625 13% fj	341 28% acdefgijkln	315 22% adefgijkln	260 13% fj	485 17% adfgjkn	138 8% j	41 14% fj	162 30% acdefgijkl	204 24% adefgijkln	4 4% fj	108 11% fj	68 16% fjk	26 20% adfgjkn	106 12% fj	20 32% adefgijkln	25 23% adfgjkn	107 30% acdefgijkl	618 13%
I know a fair amount	1513 32% fjk	470 39% afgijk	598 41% adefghijkln	717 36% afjk	1098 38% afjk	400 24% j	93 32% fj	194 34% fjk	287 19% fj	138 27% afjk	262 38% afjk	166 40% fjk	50 36% fjk	309 36% fjk	26 41% fjk	46 43% afjk	138 39% afjk	1499 32%
I know just a little	1600 34% bcehiopq	286 24% bq	401 28% bq	650 33% bchoq	913 31% bchq	669 39% abcdehilmn	115 39% bcdehilmo	133 25% bq	248 39% bcdehilmo	283 40% bcdehilmo	386 31% bcdehilmn	136 31% bhq	35 28% bcdehilmn	295 34% bcdehilmn	12 19% bcdehilmn	26 24% bcdehilmn	77 22% bcdehilmn	1606 34%
I have heard of this phrase but know nothing	582 12% bcehipq	67 6% bch	88 6% bch	228 12% bcdehiq	283 10% bch	294 17% abcdeghikl	32 11% bch	34 6% bcdeghikl	66 8% bcdeghikl	163 22% bcdeghikl	131 13% bcdeghikl	44 10% bch	11 9% bch	95 11% bcdehiq	3 5% bcdehiq	6 5% bcdehiq	25 7% bcdehiq	592 13%
I have never heard of this phrase	162 3% bcicq	22 2% bcicq	29 2% bcicq	68 3% bcicq	81 3% bcicq	75 4% bcicq	6 2% bcicq	11 2% bcicq	16 2% bcicq	44 6% abcdeghiknq	30 3% q	15 3% q	3 3% q	32 4% bcicq	1 2% bcicq	6 5% bcicq	4 1% bcicq	167 4%
Don't know	190 4% bcdehilmpq	17 1% bcdehilmpq	15 1% bcdehilmpq	55 3% bcdehilmpq	66 2% bcdehilmpq	122 7% abcdeghilmn	6 2% q	6 1% q	12 1% q	69 9% abcdeghikim	53 5% bcdeghilmnp	9 2% q	* *	23 3% bcicq	- -	- -	1 * q	190 4%
Top 2: Great deal / fair amount	2139	811	912	977	1583	538	135	356	491	167	371	235	76	415	46	71	246	2117

	46% fjk	67% acdefgijkl n	63% adefgijkl n	49% afjk	54% adfgjkn	32% j	46% fjk	66% adefgijkl n	59% adefgijkl n	23% j	38% fj	54% afjk	60% adfgjkn	48% fjk	74% adefgijkl n	66% adefgijkl n	70% acdefgijkl n	45% j
Bottom 2: Know a little / nothing	2182 47% bcehilmpqq	353 29% b	489 34% b	878 44% bcehiopq	1196 41% bchopq	963 57% abcdehilmn opq	147 50% bcehilmpqq	166 31% j	314 53% bhoq	446 61% abcdeghik lmnopq	517 53% abcdehilmn opq	180 41% bchopq	47 37% bcehiopq	390 45% bcehiopq	15 24% j	31 29% j	102 29% j	2198 47% j
Top 4: At least heard of	4320 92% fj	1164 97% adefgijkl n	1402 97% adefgijkl n	1855 94% fjk	2779 95% afjk	1502 88% j	282 96% afjk	522 97% adfgjkn	805 97% adfgjkn	614 84% fj	888 91% fj	415 95% fjk	123 97% fjk	805 95% fj	61 98% fj	102 95% j	348 99% adefgijkl n	4315 92% j
Net: Not knowledgeable	2344 50% bcehilmpqq	375 31% b	518 36% b	946 48% bcehiopq	1277 44% bchoq	1038 61% abcdeghik lmnopq	153 52% bcehilmpqq	330 33% j	491 40% bhq	548 67% abcdeghik lmnopq	195 56% abcdehilmn opq	44 44% bchoq	39 39% bcehiopq	17 26% j	33 34% j	99 30% j	2365 51% j	

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 104

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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	780 17% fjk	439 37% acdefgijkl n	415 29% adefgijkl n	345 17% fjk	628 21% adfgjkn	147 9% j	38 13% fj	213 40% acdefgijkl mnopq	252 30% adefgijkl n	34 5% j	113 12% fj	83 19% fgjk	36 29% adfgjkn	131 15% fjk	21 34% adefgijkl n	30 28% adfgjkn	108 31% adefgijkl n	771 17% adefgijkl n
I know a fair amount	1745 37% fjk	462 38% fjk	627 43% abfhijk	859 43% abfghijk	1278 44% abfghijk	452 27% j	108 36% fjk	196 37% fjk	304 43% j	167 23% j	285 29% j	203 46% abfghijk	54 43% fjk	400 39% abfghijk	24 41% j	45 28% fjk	145 41% fjk	1730 37% j
I know just a little	1586 34% bcehilopq	237 20% bh	336 23% bh	619 31% bcehiopq	822 28% bch	745 44% abcdehilmn opq	118 40% abcdehilmn opq	99 26% bh	216 46% abcdehilmn opq	333 42% abcdehilmn opq	412 29% bch	32 26% bcehiopq	32 32% bcehiopq	276 19% j	21 20% j	21 23% j	81 23% j	1596 34% j
I have heard of this phrase but know nothing	334 7% bcehilmn	42 4% c	42 3% bc	103 5% c	126 4% c	200 12% abcdeghilmn q	22 7% bcehilmn	17 3% c	39 5% c	105 14% abcdeghik lmnopq	95 10% abcdehilmn opq	15 3% j	3 2% j	30 3% j	5 9% chm	9 9% bcehilmn	17 5% j	349 7% j
I have never heard of this phrase	60 1% j	9 1% j	13 1% j	15 1% j	23 1% j	36 2% abcdelnq	3 1% j	10 2% bden	13 2% j	22 3% abcdeklmq	14 1% j	2 1% j	1 1% j	5 1% j	- - j	2 2% j	1 * j	61 1% j
Don't know	168 4% bcehilmnq	13 1% c	13 1% cq	36 2% cq	48 2% q	117 7% abcdeghilmn opq	6 2% q	3 1% j	9 1% j	66 9% abcdeghiklm nopq	52 5% abcdeghilmn opq	9 2% q	- - chq	19 2% j	- - j	- - j	* * j	165 4% j
Top 2: Great deal / fair amount	2524 54% fjk	901 75% adefgijkl n	1041 72% adefgijkl n	1204 61% afgjk	1906 65% adfgjkn	599 35% j	146 50% fjk	410 76% adefgijkl n	556 67% adfgjkn	201 28% j	398 41% afgjk	286 65% adfgjkn	90 71% adfgjkn	531 62% afgjk	45 73% afgjk	75 69% afgjk	253 72% adefgijkl n	2501 54% j
Bottom 2: Know a little / nothing	1919 41% bcehilmo pq	279 23% h	378 26% h	722 36% bcehiopq	949 32% bch	945 56% abcdeghilmn nopq	140 47% abcdehilmn opq	255 31% bch	438 60% abcdeghik lmnopq	507 52% abcdehilmn opq	141 32% bch	35 28% bcehiopq	305 36% bch	17 27% j	31 29% j	98 28% h	1945 42% j	
Top 4: At least heard of	4444 95% fjk	1180 98% afjk	1420 98% afjk	1926 97% afjk	2855 98% afjk	1544 91% j	286 97% fjk	526 97% afjk	812 97% afjk	639 88% j	905 93% j	427 97% afjk	125 99% afjk	837 97% afjk	62 100% fj	105 98% fj	351 100% adefgijkl n	4446 95% j
Net: Not knowledgeable	1979 42% bcehilmo pq	288 24% j	391 27% j	737 37% bcehiopq	972 33% bch	982 58% abcdeghilmn nopq	142 48% bcehilmo pq	126 23% j	268 32% bch	460 63% abcdeghik lmnopq	522 54% abcdehilmn opq	144 33% bch	36 29% j	310 36% bch	17 27% j	33 31% j	99 28% j	2006 43% j

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

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 *	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%

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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	459	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	1966 42% fj	585 49% adefjkin	681 47% adfkjn	838 42% fj	1300 44% fjk	652 38% fjk	135 46% fjk	313 58% abcdefgijkl mnq	448 54% abcdefgijkl nq	275 38% fjk	377 39% fjk	182 42% fjk	56 44% fjk	361 42% fjk	34 55% fjk	56 52% fjk	164 47% fjk	1956 42%
Fairly important	2173 47% bchliq	493 41% hi	617 43% hi	936 47% bchliq	1339 46% bhliq	808 48% bchliq	123 42% h	170 31% h	293 35% bcghipq	363 50% bhliq	446 46% bcghipq	222 51% bhliq	64 51% bcghipq	429 50% bcghipq	23 36% h	40 37% h	138 39% h	2176 47%
Not very important	340 7% n	90 8% n	108 7% n	124 6% n	188 6% deijn	147 9% deijmn	30 10% n	42 8% n	71 9% deijn	45 6% abcdeijlmn	102 11% abcdeijlmn	21 5% n	5 4% n	41 5% n	4 6% n	8 7% n	36 10% deijlmn	342 7%
Not at all important	45 1% ln	15 1% ln	23 2% afijn	22 1% ln	32 1% ln	13 2% n	3 2% n	10 2% fijn	13 1% ln	4 1% ln	9 1% ln	- - ln	- - ln	1 3% ln	2 4% abdefijklmn	4 2% aeijn	8 2% aeijn	46 1%
Don't know	148 3% bcehi	18 2% bcehi	16 1% bchi	58 3% bchi	67 2% chi	77 5% abcdeghipq	3 1% chi	5 1% abcdeghipq	8 6% abcdeghimnp q	36 4% bceghi	14 3% bchi	1 1% bchi	28 3% bchi	- - bchi	- - bchi	- - bchi	6 2% bchi	152 3%
Top 2: Important	4139 89% fk	1079 90% fk	1298 90% fkq	1774 90% fkq	2638 90% afkq	1460 86% fkq	259 88% fk	483 90% k	741 89% k	637 88% k	823 85% afjklq	404 92% afjklq	120 95% afjklq	790 92% afjklq	57 92% afjklq	96 89% afjklq	302 86% afjklq	4132 88%
Bot 2: Not important	385 8% ln	105 9% ln	132 9% ln	146 7% n	220 9% ln	160 9% deijlmn	33 10% deijmn	52 10% lmn	84 7% deijmn	49 5% abdeijlmn	112 5% abdeijlmn	21 4% n	5 5% n	42 5% n	5 8% n	12 11% ln	44 13% abdeijlmn	388 8%
NET: Difference	3754 80%	973 81%	1166 81%	1628 82%	2418 83%	1300 77%	226 77%	431 80%	657 79%	589 81%	823 73%	404 87%	120 91%	790 87%	57 84%	96 78%	302 73%	3744 80%

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

QSED2.2. 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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	3444	929	1110	1481	2240	1177	216	397	613	494	682	354	104	671	46	79	270	3448
	74%	77%	77%	75%	77%	69%	73%	74%	74%	68%	70%	81%	82%	78%	74%	74%	76%	74%
	fjk	afjk	afjk	fjk	afjk	afjk	j	fj			adefghijk	afjk	afjk	afjk			fjk	
Fairly important	992	219	271	396	561	413	67	101	168	187	226	72	20	162	14	23	58	984
	21%	18%	19%	20%	19%	24%	23%	19%	20%	26%	23%	16%	16%	19%	22%	21%	16%	21%
	belq			abcdehilmn	q	abcdehilmn	l	q	abcdehilmn	bcehinq								
Not very important	104	31	42	55	68	35	7	30	37	8	28	6	2	11	1	4	20	104
	2%	3%	3%	3%	2%	2%	2%	6%	4%	1%	3%	1%	2%	1%	2%	4%	6%	2%
		j	jn	jn	j		abcdehilmn	abdefjln									abcdehilmn	
Not at all important	24	9	7	10	13	10	4	5	9	6	5	-	-	3	-	-	3	27
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	*	-	-	*	-	-	1%	1%
Don't know	110	14	16	35	44	62	1	7	8	32	30	7	-	13	1	1	2	109
	2%	1%	1%	2%	1%	4%	*	1%	1%	4%	3%	2%	-	1%	2%	1%	1%	2%
	bcegi			abcdehilmn	q	abcdehilmn	l	q	abcdehilmn	bcehinq								
Top 2: Important	4435	1148	1381	1877	2801	1590	283	498	781	681	909	426	124	833	60	102	328	4432
	95%	96%	96%	95%	96%	94%	96%	92%	94%	94%	94%	97%	98%	97%	96%	95%	93%	95%
	h	fh	fhk	h	fhijkq		h					afhijkq	fhijkq	adhijkq				
Bot 2: Not important	127	40	49	65	81	46	10	35	45	14	32	6	2	15	1	4	23	131
	3%	3%	3%	3%	3%	3%	4%	6%	5%	2%	3%	1%	2%	2%	2%	4%	6%	3%
		ln	ln	ln			abcdehilmn	abcdehilmn			ln						abcdehilmn	
NET: Difference	4308	1108	1332	1811	2720	1544	273	463	736	667	876	420	122	818	59	98	305	4301
	92%	92%	92%	92%	93%	91%	93%	86%	88%	92%	90%	96%	96%	95%	95%	91%	86%	92%

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

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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	1854	612	694	826	1283	556	103	308	410	252	304	179	49	361	22	46	150	1835
	40%	51%	48%	42%	44%	33%	35%	57%	49%	35%	31%	41%	39%	42%	36%	43%	42%	39%
	fjk	adefghijklmn	adefghijkln	fgjk	afghjk		abcdehilmn	abcdehilmn	adefghijklmn	q	fjk			fgjk		k	fjk	
Fairly important	2150	461	580	919	1301	822	157	167	324	339	483	222	70	419	25	41	140	2165
	46%	38%	40%	40%	44%	53%	31%	39%	47%	50%	51%	55%	49%	40%	40%	38%	40%	46%
	bchij	h	h	bchij	bchi	bcehijpq	abcdehilmn	h	bchij	abcdehilmn	bcehijpq	abcdehilmn	bcehijpq	bcehijpq			h	
Not very important	463	93	134	158	249	212	29	46	75	79	133	23	7	53	14	20	52	466
	10%	8%	9%	8%	9%	12%	10%	9%	9%	11%	14%	5%	6%	6%	23%	18%	15%	10%
	bdln		ln	ln	ln	abcdehilmn	l	ln	bdln	abcdehilmn					abcdehilmn	abcdehilmn	abcdehilmn	
Not at all important	51	15	20	26	31	19	4	11	15	7	12	4	-	5	*	*	10	55
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	-	1%	1%	*	3%	1%
							n	n	n								aeijn	
Don't know	154	21	17	50	61	89	2	7	9	50	39	11	-	23	-	1	1	151
	3%	2%	1%	3%	2%	5%	1%	1%	1%	7%	4%	2%	-	3%	-	1%	*	3%
	bceghimq			ciq	cq	abcdehilmn				abcdehilmn	bceghimq	q		ciq				

	q																nopq																
Top 2: Important	4004 86% fjko	1073 89% afjkopq	1274 88% afjkopq	1745 88% afjkopq	2584 88% afjkopq	1378 81% afjkopq	259 88% fjkoq	475 88% fjkopq	734 88% fjkopq	591 81% fjkopq	787 81% fjkopq	401 91% afjkopq	119 94% acdefhjiko pq	780 91% afjkopq	47 76% afjkopq	86 80% afjkopq	290 82% afjkopq	4000 86%															
Bot 2: Not important	514 11% din	108 9% din	154 11% ln	183 9% ln	280 10% ln	231 14% abcdeilmn	33 11% ln	58 11% ln	90 11% ln	126 12% lmn	145 15% abcdehilmn	27 6% afjkopq	7 6% afjkopq	57 7% afjkopq	15 24% abcdeghij lmn	20 19% abcdehilmn	62 18% abcdeghij mn	521 11%															
NET: Difference	3490 75%	966 80%	1120 77%	1561 79%	2304 79%	1147 68%	227 77%	417 77%	644 77%	505 69%	642 66%	374 85%	112 89%	722 84%	32 52%	66 62%	228 65%	3479 74%															

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

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	2847 61% fjk	828 69% adfgjkpq	970 67% afjk	1262 64% afjk	1930 66% afjk	889 52% afjk	183 62% fjk	375 70% adfgjkpq	558 67% afjk	380 52% afjk	509 52% afjk	302 69% afjk	85 67% fjk	585 68% adfgjk	38 61% afjk	63 59% afjk	221 63% fjk	2854 61%
Fairly important	1491 32% bcehiln	306 25% h	387 27% h	586 30% bhi	826 28% h	648 38% abcdeghilm nq	90 30% h	118 22% h	208 25% h	281 39% abcdeghilm nq	368 38% abcdeghilm nq	115 26% n	36 28% n	234 27% h	20 32% h	35 33% h	103 29% h	1482 32%
Not very important	185 4% n	48 4% n	64 4% n	83 4% n	110 4% n	73 4% n	13 4% n	35 6% n	48 6% n	25 3% n	48 5% n	14 3% n	4 3% n	24 3% n	2 3% n	4 4% n	21 6% n	188 4%
Not at all important	31 1% n	8 1% n	12 1% n	10 1% n	15 1% n	16 1% n	3 1% n	8 1% deln	10 1% eln	6 1% eln	10 1% eln	- - n	- - n	1 * n	- - n	1 1% l	5 1% ln	29 1%
Don't know	119 3% bcehln	13 1% c	13 1% c	36 2% c	45 2% c	71 4% abcdehilm nq	6 2% c	4 1% c	9 2% c	35 5% abcdehilm nq	36 4% abcdehilm nq	8 2% c	2 1% c	16 2% c	2 3% c	3 3% c	3 1% c	119 3%
Top 2: Important	4338 93% fk	1134 94% fhijk	1357 94% fjk	1848 93% fjk	2756 94% afhijk	1724 91% afhijk	273 93% fjk	493 91% afhijk	766 92% afhijk	661 91% afhijk	876 90% afhijk	417 95% afhijk	121 95% afhijk	818 95% afhijk	58 93% afhijk	99 92% afhijk	323 92% afhijk	4336 93%
Bot 2: Not important	215 5% n	55 5% n	76 5% n	94 5% n	125 4% n	89 5% n	16 5% n	42 8% abcdehilm nq	58 7% abcdehilm nq	31 4% abcdehilm nq	58 6% abcdehilm nq	14 3% abcdehilm nq	4 3% abcdehilm nq	26 3% abcdehilm nq	2 3% abcdehilm nq	6 5% abcdehilm nq	26 7% abcdehilm nq	217 5%
NET: Difference	4122 88%	1079 90%	1281 89%	1754 89%	2630 90%	1448 85%	257 87%	451 84%	708 85%	630 87%	818 84%	403 92%	117 92%	793 92%	56 90%	93 87%	297 84%	4119 88%

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

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

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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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	3349	931	1096	1478	2218	1101	196	394	589	459	643	345	103	676	45	75	260	3354

	72% fjk	77% afgijk	76% afgijk	75% afgijk	76% afgijk	65% abcdehilmn q	66% bn	73% fjk	71% fj	63% 31% abcdehiklm nq	66% 26% bcdehilmnq	79% afgijk	81% afgijk	79% adefghijk	73% 15	70% 25	74% fjk	72% 1077
Fairly important	1081 23% bcden	208 17%	287 20%	407 21%	590 20%	476 28%	73 25%	107 20%	181 22%	223 31%	253 26%	84 19%	21 16%	160 19%	15 24%	25 23%	67 19%	1077 23%
Not very important	127 3% ln	43 4% jln	47 3% ln	58 3% ln	73 3% ln	53 3% ln	22 8% abcdeijklm	32 6% abcdeijklm	54 6% abcdeijklm	14 2% aeijn	40 4% aeijn	4 1%	3 2%	9 1%	2 3%	6 6% jln	21 6% acdeijklm	123 3%
Not at all important	21 * 1%	8 1%	9 1%	10 1%	13 *	8 *	1 *	5 n	6 1%	3 *	4 *	- -	- -	1 *	- -	1 ln	5 aeln	21 *
Don't know	95 2% bcdehiq	11 1%	7 *	25 1% chi	31 1%	60 4% abcdeghilmn q	2 1%	1 *	3 *	28 4% abcdeghilmn q	32 3% abcdeghilmnq	6 1% hq	- -	14 2% chiq	- -	- -	- -	97 2%
Top 2: Important	4430 95% fgik	1140 95% gik	1383 96% fghikq	1885 95% fghik	2808 96% afghikq	1577 93%	269 91%	501 93%	770 92%	682 94%	895 92%	429 98% abdfghijkp q	124 98% fgik	836 97% abdfghijkp q	60 97%	100 93%	327 93%	4431 95%
Bot 2: Not important	147 3% ln	51 4% jln	56 4% ln	68 3% ln	86 3% ln	61 4% ln	23 8% abcdeijklm	37 7% abcdeijklm	60 7% abcdeijklm	17 2% aeijn	44 3% aeijn	4 1%	3 2%	10 1%	2 3%	8 7% aeijn	26 7% abcdeijklm	144 3%
NET: Difference	4283 92%	1088 91%	1327 92%	1817 92%	2722 93%	1516 89%	246 83%	464 86%	710 85%	665 91%	851 88%	425 97%	121 95%	826 96%	58 94%	93 86%	301 85%	4287 92%

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

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IPSO UK - CONFIDENTIAL - v9 (weighted)

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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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very important	3081 66% fk	836 70% afjk	970 67% fjk	1326 67% fjk	1996 68% afjk	1056 62% fjk	190 65% fjk	364 68% f	554 66% f	452 62% f	605 62% f	325 74% acdefghijk	99 78% acdefghijk	613 71% adefghijkp	36 58% m	65 60% m	242 69% fjk	3082 66%
Fairly important	1331 28% lm	308 26% lm	402 28% lm	540 27% lm	789 27% lm	525 31% bdehilmnq	94 32% blmq	136 25% blmq	230 28% blmq	225 31% behilmnq	301 31% behilmnq	103 24% m	25 20% m	224 26% m	22 36% m	34 32% m	82 23% m	1335 29%
Not very important	127 3% jln	36 3% jln	53 4% jln	62 3% jln	83 3% jln	43 3% ln	9 3% ln	27 5% adeijln	36 4% aeijln	10 1% aeijln	34 3% jln	4 1% ln	3 2% ln	7 1% ln	3 4% ln	8 7% abdeijln	17 5% afjln	124 3%
Not at all important	30 1% n	13 1% kln	15 1% kln	19 1% kln	21 1% n	9 1% n	1 *	10 *	11 afkln	6 1% afkln	3 *	- -	- -	- -	1 2% ln	1 1% n	10 3% abcdeijklm	28 1%
Don't know	103 2% bceghiq	10 1%	5 *	30 2% chi	36 1% ci	64 4% abcdeghilmn q	1 *	2 *	2 *	34 5% abcdeghilmn pq	29 3% bcdeghiq	7 2% chi	- -	16 2% bchiq	- -	- -	1 *	103 2%
Top 2: Important	4412 94%	1143 95% fq	1372 95% fq	1866 94%	2786 95% fhjq	1582 93%	283 96% q	500 93%	784 94%	676 93%	905 93%	428 98% abcdehijk pq	124 98% q	836 97% abcdehijk pq	58 94%	99 92%	324 92%	4417 95%
Bot 2: Not important	157 3% ln	49 4% jln	68 5% afjln	81 4% ln	104 4% ln	52 3% ln	10 3% ln	38 7% abdeijklm	48 6% aeijln	16 2% n	36 4% ln	4 1% ln	3 2% ln	7 1% ln	4 6% ln	9 8% aeijklm	27 8% abcdeijklm n	152 3%
NET: Difference	4255 91%	1094 91%	1304 90%	1785 90%	2681 92%	1529 90%	273 93%	463 86%	736 88%	660 91%	869 89%	425 97%	121 95%	829 96%	55 88%	90 84%	297 84%	4265 91%

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

4-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 30th April - 15th May 2025
 IPSOS UK - CONFIDENTIAL - V9 (weighted)
 8 Dec 2025
 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	572
	30%	12%
Tend to agree	2084	1654
	45%	35%
Neither agree nor disagree	701	1404
	15%	30%
Tend to disagree	282	714
	6%	15%
Strongly disagree	86	114
	2%	2%
Don't know	106	214
	2%	5%
Top 2: Agree	3498	2225
	75%	48%
Bottom 2: Disagree	367	828
	8%	18%
Net difference	3131	1397
	67%	30%

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 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+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	459	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	243	479	727	670	860	409	120	799	53	93	301	4672
Strongly agree	1414	514	553	633	1002	400	88	265	352	173	227	138	40	274	20	34	117	1387
	30%	43%	38%	32%	34%	24%	30%	49%	42%	24%	23%	31%	32%	32%	31%	33%	30%	30%
	fjk	acdefgiklm	adefgikln	fjk	afjk		fk	abcdefgijk	adefgiklmn		fjk	fk	fjk				fjk	
Tend to agree	2084	460	613	912	1322	731	141	195	336	322	409	218	61	417	25	47	168	2081
	45%	38%	42%	46%	45%	43%	48%	36%	40%	44%	42%	50%	48%	49%	41%	44%	48%	45%
	bhl	bh	bh	bchi	bhi	bhi	bhi	h	h	h	h	bcfhik	bh	bcfhik			bhi	
Neither agree nor disagree	701	149	180	277	388	308	39	49	88	134	174	57	16	112	10	14	39	709
	15%	12%	12%	14%	13%	18%	13%	9%	11%	18%	18%	13%	13%	16%	16%	13%	11%	15%
	bcehi	h	hi	h	abcdehlnq				abcdehlnq	abcdehlnq		h						
Tend to disagree	282	48	71	91	131	149	18	19	38	54	95	14	5	31	4	8	24	296
	6%	4%	5%	5%	4%	9%	6%	4%	5%	7%	10%	3%	4%	4%	6%	8%	7%	6%
	bdehln			abcdehln		bcdehlin	abcdehilmn		bcdehlin	abcdehilmn							in	
Strongly disagree	86	15	23	36	47	38	3	10	13	14	24	5	2	12	3	3	5	89
	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	5%	3%	2%	2%
											b			bgf				
Don't know	106	16	7	29	34	70	5	2	6	29	41	7	1	14	-	2	-	110
	2%	1%	*	1%	1%	4%	2%	*	1%	4%	4%	2%	1%	2%	-	2%	-	2%
	cdehiq	cq	chq	chq	c	abcdeghlnq	q		abcdehlnq	abcdeghlnq	chq	chq	chq	chq		q		2%
Top 2: Agree	3498	975	1165	1545	2324	1132	229	460	689	495	637	356	102	691	45	80	285	3468
	75%	81%	81%	78%	79%	67%	85%	78%	83%	68%	66%	81%	80%	80%	73%	75%	81%	74%
	fjk	afjk	afjk	afjk	afjk		fjk	abcdefgikn	adfjk		afjk	afjk	fjk	afjk		afjk	afjk	
Bottom 2: Disagree	367	63	93	127	179	188	21	29	51	69	119	19	7	43	7	12	29	385
	8%	5%	6%	6%	7%	11%	9%	6%	9%	9%	12%	4%	5%	5%	11%	11%	8%	8%
	beln			abcdehln		bcdehlin	abcdeghilmn		bcdehlin	abcdeghilmn						bin	in	
Net difference	3131	912	1072	1418	2146	944	208	430	638	426	518	337	94	648	38	69	257	3083
	67%	76%	74%	72%	73%	56%	71%	80%	77%	59%	53%	77%	75%	75%	62%	64%	73%	66%

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

Q5ED3.2. 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Strongly agree	572	339	318	233	429	138	46	204	249	44	94	37	13	64	15	24	55	571
	12%	28%	22%	12%	15%	8%	16%	38%	30%	6%	10%	8%	11%	7%	24%	22%	15%	12%
	fjkin	acdefgiklm	adefgiklmn	fjn	adfjkin		fjkin	abcdefgijk lmnopq	acdefgiklmn		j				adefgiklmn	adefgiklmn	fjkin	
Tend to agree	1654	409	556	708	1076	554	117	187	304	216	338	146	39	317	19	37	112	1637
	35%	34%	38%	36%	37%	33%	40%	35%	36%	30%	35%	33%	31%	37%	31%	34%	32%	35%
	j	abfjq	j	fj	fj		fjq	j						fj				
Neither agree nor disagree	1404	282	331	640	865	528	64	86	150	261	267	158	47	292	14	20	94	1413
	30%	23%	23%	32%	30%	31%	22%	16%	18%	36%	27%	36%	37%	34%	22%	19%	27%	30%
	bcghip	hi	hi	bcceghikp	bcghip	bcghip				abcceghiko	bchi	abcceghikop	bcceghikpq	abcceghikpq			hi	
Tend to disagree	714	122	180	286	404	306	53	47	100	125	182	74	20	136	11	22	83	713
	15%	10%	12%	14%	14%	18%	18%	9%	12%	19%	17%	17%	16%	16%	18%	21%	24%	15%
	bchi	h	h	bh	bh	abcdehi	bchi			bcehi	abcdehi	bchi	h	bchi	h	bchi	abcdehijl n	
Strongly disagree	114	31	39	43	66	46	5	12	17	19	27	8	3	21	3	4	6	115
	2%	3%	3%	2%	2%	3%	2%	2%	2%	3%	3%	2%	2%	2%	4%	4%	2%	2%
Don't know	214	20	22	66	86	125	9	5	13	61	64	15	4	30	-	1	3	223
	5%	2%	2%	3%	3%	7%	3%	1%	2%	8%	7%	4%	3%	3%	-	1%	1%	5%
	bcdehiq			bchiq	bchiq	abcdeghilno	h			abcdeghilmn	abcdeghilnp	bchiq		bchiq				
										opq	q							
Top 2: Agree	2225	748	874	942	1505	692	163	390	554	260	432	183	52	381	34	60	166	2208
	48%	62%	60%	48%	51%	41%	56%	72%	66%	36%	44%	42%	41%	44%	55%	56%	47%	47%
	fjl	adefjklmnq	adefjklmnq	fjl	adfjklmn	j	adefjklmnq	abcdeghijk lmnopq	acdefgiklm nopq		j			j	fj	fjklmn	fj	
Bottom 2: Disagree	828	153	219	329	470	352	59	117	144	208	82	23	157	14	26	89	828	
	18%	13%	15%	17%	16%	21%	20%	11%	14%	20%	21%	19%	18%	18%	22%	25%	18%	18%
	bchi	h	h	bh	bh	abcdehi	bhi			bcehi	abcdehi	bhi	h	bhi	bh	bcdehi	abcdehiln	
Net difference	1397	595	655	612	1036	340	105	332	437	116	224	101	29	224	20	34	77	1380
	30%	50%	45%	31%	35%	20%	36%	62%	52%	16%	23%	23%	23%	26%	33%	31%	22%	30%

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

Q5ED4. 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Being able to be left with other people / not fearful of strangers / comfortable with other people	34	12	7	13	18	16	5	1	7	6	10	3	1	7	1	1	2	34
	1%	1%	*	1%	1%	1%		2%	*	1%	1%	1%	1%	1%	2%	1%	*	1%
							cdeh											
Being friendly	7	2	2	3	4	4	-	1	1	3	1	-	-	1	-	-	1	6
	*	*	*	*	*	*	-	*	*	*	*	-	-	*	-	-	*	*
Being kind / caring / helping others / showing empathy	8	5	4	3	7	1	-	3	3	*	1	1	1	2	-	-	1	10
	*	*	*	*	*	*	-	*	*	*	*	*	1%	*	-	-	*	*

Control of emotions / not have tantrums / self soothing	7	-	1	5	6	1	1	1	2	-	1	-	-	1	1	1	1	7
	*	-	*	*	*	*	*	*	*	-	*	-	-	*	2% abcdefhijkl n	1% abcfejkln	*	*
Crying / communicating distress / discomfort / sadness	67	27	34	16	44	22	7	20	27	4	17	6	3	6	-	2	9	65
	1% d	2% djn	2% adfn	1% d	2% d	1% d	3% djn	4% adefjkn	3% adefjkn	1% d	2% djn	1% jn	2% jn	1% d	-	1% d	3% djn	1% d
Emotional expression / being able to express emotions	46	17	15	13	25	21	4	7	11	4	16	5	1	6	1	1	3	43
	1% d	1% d	1% d	1% d	1% d	1% d	1% d	1% d	1% d	1% d	2% de	1% d	1% d	1% d	2% d	1% d	1% d	1% d
Facial expressions to express themselves	20	1	7	8	13	7	1	2	3	3	4	1	-	3	-	-	1	17
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Looking for reassurance / support from parents / caregivers	4	2	2	-	2	2	*	1	1	-	2	-	-	-	-	-	-	4
	*	*	*	-	*	*	*	*	*	-	*	-	-	-	-	-	-	*
Misbehaving / being annoying / pushing boundaries	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*
Recognising / understanding emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respond to being calmed / comforted / to not cry	28	11	14	9	21	7	-	5	5	3	4	6	4	9	-	-	4	27
	1% f	1% f	1% f	*	1% f	*	-	1% f	1% f	*	*	1% f	3% abcdeghijkl n	1% f	-	-	1% f	1% f
Showing affection / love / tactile	16	6	4	10	12	2	-	-	-	1	1	4	-	5	-	1	4	15
	*	1% f	*	*	*	*	-	-	-	*	*	1% fhik	-	1% fi	-	1% fhik	1% fhik	*
Showing confidence / not shy	4	*	-	2	2	2	-	-	-	2	-	-	-	2	-	-	-	4
	*	*	-	*	*	*	-	-	-	*	-	-	-	*	-	-	-	*
Smiling / laughter / being happy	390	116	130	185	282	105	27	34	61	38	67	47	12	87	3	6	35	392
	8% fj	10% fhjk	9% fj	9% fhjk	10% fhjk	6% fj	9% j	6% fj	7% fj	5% fj	7% fj	11% fhijk	10% fhjk	10% fhjk	5% fj	6% fj	10% fj	8% fj
Temper tantrums / signs of frustration	7	4	4	2	5	1	-	2	2	-	1	-	-	1	-	-	-	6
	*	*	*	*	*	*	-	*	*	-	*	-	-	*	-	-	-	*
Trusting	7	3	3	2	4	3	-	2	2	2	1	-	-	1	-	-	-	7
	*	*	*	*	*	*	-	*	*	*	*	-	-	*	-	-	-	*
Wariness of strangers	6	2	4	1	4	2	-	2	2	-	2	-	-	-	-	-	2	5
	*	*	*	*	*	*	-	*	*	-	*	-	-	-	-	-	1% adejn	*
Other emotional skills	8	3	5	5	8	-	-	2	2	-	-	1	-	1	1	1	1	8
	*	*	*	*	*	-	-	*	*	-	-	*	-	*	2% abdefgjkln	1% afjk	1% f	*
Ability to do things independently	3	1	1	2	3	-	-	-	-	-	-	*	*	2	-	-	-	4
	*	*	*	*	*	-	-	-	-	-	-	*	*	*	-	-	-	*
Artistic skills / painting / singing / dancing	2	1	-	-	-	2	-	-	-	1	1	-	-	-	-	-	-	2
	*	*	-	-	-	*	-	-	-	*	*	-	-	-	-	-	-	*
Cognitive skills (thinking / understanding / learning)	27	8	9	13	20	7	-	4	4	2	5	3	*	6	-	1	2	27
	1% e	1% e	1% e	1% e	1% e	*	-	1% e	1% e	*	1% e	1% e	*	1% e	-	1% e	1% e	1% e
Being energetic / active	5	-	4	3	5	-	-	2	2	-	-	-	-	1	-	-	-	5
	*	-	*	*	*	-	-	*	*	-	-	-	-	*	-	-	-	*
Exploring / showing signs of curiosity / inquisitive	71	5	12	27	36	34	4	1	5	16	18	9	3	16	-	-	6	70
	2% bhi	*	1% bhi	1% bhi	1% bhi	2% bcehi	1% bhi	*	1% bhi	2% bcehi	2% bcehi	2% bcehi	2% bcehi	2% bcehi	-	-	2% bcehi	1% bhi
Feeding / eating / drinking well	45	10	20	22	36	8	1	9	11	4	6	4	10	-	-	-	5	46
	1% f	1% f	1% fk	1% f	1% fk	*	*	2% fk	1% fk	1% fk	*	1% fk	3% bfjgk	1% f	-	-	1% f	1% f
Hand co-ordination / being able to hold / grip things / clap	27	5	6	13	18	9	-	4	4	5	4	3	-	6	-	-	2	26
	1% f	*	*	1% f	1% f	1% f	-	1% f	*	1% f	*	1% f	-	1% f	-	-	*	1% f
Health / well nourished / putting on weight / growth	36	7	17	18	26	9	2	7	9	5	5	3	-	8	-	-	2	34
	1% f	1% f	1% f	1% f	1% f	1% f	1% f	1% f	1% f	1% f	*	1% f	-	1% f	-	-	*	1% f
Mobility (moving / crawling / sitting up / walking)	106	41	38	43	74	30	7	7	14	10	21	9	4	25	-	1	6	108
	2% j	3% adfhij	3% j	2% j	3% j	2% j	2% j	1% j	2% j	1% j	2% j	2% j	3% j	3% j	-	1% j	2% j	2% j
Reaching key development milestones	22	7	9	10	17	5	-	2	2	5	-	2	*	5	-	-	4	24
	*	1% j	1% j	1% j	1% j	*	-	*	*	1% j	-	1% j	*	1% j	-	-	1% j	1% j

Reading / writing / counting skills	k	k	k	k	k					k								fk	
	*	-	*	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	1
	*	-	*	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	*
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	4	2	1	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	5
	*	*	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Sleeping well	39	6	8	17	24	12	1	4	5	4	8	10	3	14	1	1	1	6	37
	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	2%	3%	2%	2%	1%	1%	2%	1%
												abcdefijk	abcefij	abcefj				bc	
Toilet training	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*
Touching / feeling items	10	1	2	5	6	4	-	1	1	4	-	1	-	2	-	-	-	9	
	*	*	*	*	*	*	-	*	*	1%	-	*	-	*	-	-	-	*	
										k									
Other general developments	27	7	8	11	17	10	2	4	5	5	1	1	6	-	-	-	2	26	
	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	-	-	-	1%	1%	
None	8	3	4	4	6	1	1	1	2	-	1	1	2	-	-	-	1	8	
	*	*	*	*	*	*	*	*	*	-	*	*	*	-	-	-	*	*	
Don't know	6	2	2	1	2	4	-	1	1	3	1	-	-	-	-	-	-	5	
	*	*	*	*	*	*	-	*	*	de	*	-	-	-	-	-	-	*	
No answer	40	19	25	26	33	6	1	18	20	6	5	3	5	-	-	2	4	39	
	1%	2%	2%	1%	1%	*	*	3%	2%	1%	5	3	5	-	-	2%	1%	1%	
	j	afj	afjkn	fj	fj			abcdefgijkn	aefgijkn		j	fj	fj			fj	j	j	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 30th April - 15th May 2025
IPSO 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Being able to be left with other people / not fearful of strangers / comfortable with other people	16	5	4	10	13	3	1	-	1	2	1	2	1	3	1	1	4	15
	*	*	*	1%	*	*	*	-	*	*	*	*	1%	*	2%	1%	1%	*
Being friendly	15	1	3	5	8	5	3	3	6	2	3	3	1	4	-	-	1	14
	*	*	*	*	*	*	1%	1%	1%	*	*	1%	1%	*	-	-	*	*
Being kind / caring / helping others / showing empathy	91	33	30	43	63	27	6	12	18	12	16	16	8	21	3	3	11	93
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	4%	6%	2%	5%	3%	3%	2%
		f									afjk	abdefghijk	n					
Being patient	2	3	1	1	2	-	-	1	1	-	-	-	-	-	-	-	-	2
	*	*	*	*	*	-	-	*	*	-	-	-	-	-	-	-	-	*
Being respectful	15	6	7	9	11	4	-	4	4	3	1	1	1	1	1	1	1	17
	*	*	*	*	*	*	-	1%	*	*	*	*	1%	*	2%	1%	*	*
														afgkn	k			
Good behaviour / manners / polite / know right from wrong	95	20	23	44	58	37	7	6	13	19	18	14	3	20	2	2	8	99
	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	3%	2%	3%	1%	2%	2%
Interacting with parents / family / attachments to parents / caregivers	53	18	19	20	34	19	4	4	8	6	13	5	1	10	-	-	7	58
Interacting / social interaction / developing relationships with others (outside of family)	221	59	62	109	154	65	13	16	29	32	33	30	12	55	3	5	15	217
	5%	5%	4%	5%	5%	4%	4%	3%	4%	4%	3%	7%	9%	6%	6%	5%	4%	5%
				fhk	fhk							cfhk	abcefghijk	acfhk				
Interacting / social interaction / developing relationships with other babies / children / peers	234	55	66	110	159	71	11	13	23	39	32	39	11	61	6	6	21	240

Looking for reassurance / support from parents / caregivers	14	7	6	6	9	5	1	5	6	1	4	1	-	1	1	1	2	15
	*	1%	*	*	*	*	*	1% n	1%	*	*	*	-	*	2% aejn	1% n	1%	*
Misbehaving / being annoying / pushing boundaries	16	10	8	4	11	6	1	3	4	4	1	2	2	3	-	-	3	16
	*	1% adk	1%	*	*	*	*	1%	*	1%	*	*	1% dk	*	-	-	1%	*
Recognising / understanding emotions / feelings	32	18	11	5	15	17	5	4	8	5	13	2	-	2	-	-	7	30
	1% d	1% aden	1% d	*	*	1% den	2% den	1%	1% d	1%	1% den	*	-	*	-	-	2% acden	1%
Respond to being calmed / comforted / to not cry	8	3	3	2	4	4	2	1	3	*	3	-	-	-	-	-	3	9
	*	*	*	*	*	*	1% n	*	*	*	*	-	-	-	-	-	1% aden	*
Showing affection / love / tactile	48	21	16	18	30	17	3	8	11	9	9	9	9	11	-	-	7	47
	1% 2%	2% 1%	1% 1%	1% 1%	1% 1%	1% 1%	1% 1%	1% 1%	1% 1%	1% 1%	1% 2%	1% 2%	1% 2%	1% 2%	1% -	1% -	2% 2%	1% 1%
Showing confidence / not shy	45	10	14	19	29	16	2	6	8	8	9	4	-	5	1	3	1	42
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	2%	*	1%
Smiling / laughter / being happy	159	42	46	80	108	50	15	15	30	15	34	23	3	35	4	4	20	158
	3%	3%	3%	4% 4%	4% 4%	3% 3%	5% 3%	3% 3%	4% 4%	2% 2%	4% 4%	5% 2%	2% 2%	4% 4%	6% 4%	4% 4%	6% 6%	3% 3%
Temper tantrums / signs of frustration	25	11	9	7	15	9	1	4	6	5	5	1	1	2	2	2	4	28
	1%	1%	1%	*	1%	1%	*	1%	1%	1%	*	*	1%	1%	3% acdefijkin	2% d	1% d	1%
Trusting	6	1	2	2	3	3	*	1	2	-	3	1	1	1	1	-	-	6
	*	*	*	*	*	*	*	*	*	-	*	*	1% abdej	*	*	-	-	*
Wariness of strangers	3	1	-	2	2	1	-	-	-	1	-	*	*	*	-	-	1	3
	*	*	-	*	*	*	-	-	-	*	-	*	*	*	-	-	*	*
Other emotional skills	18	6	5	4	6	12	2	2	4	4	8	-	-	1	2	2	3	18
	*	1%	*	*	1% de	1% de	1% de	*	*	1%	1% den	-	-	*	3% acdenl	1% deln	1% 1%	*
Ability to do things independently	34	7	9	14	21	13	2	2	4	7	6	4	*	4	2	2	5	35
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	*	*	3% hn	2% 2%	1% 1%	1%
Artistic skills / painting / singing / dancing	1	3	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	2
	*	e	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*
Cognitive skills (thinking / understanding / learning)	85	20	25	39	54	31	4	11	15	16	15	9	4	22	*	*	10	84
	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	3%	1%	*	3%	2%
Being energetic / active	15	2	3	7	10	5	2	3	6	-	5	5	3	5	-	-	1	15
	*	*	*	*	*	*	1% j	1% j	1% j	-	1% abcde	1% abcde	2% j	1% j	-	-	*	*
Exploring / showing signs of curiosity / inquisitive	112	13	21	53	65	46	7	2	10	23	24	12	12	27	1	1	7	108
	2% bchi	1%	1%	3% bchi	2% bh	3% bchi	3% h	*	1%	3% bchi	2% bh	3% bchi	*	3% bchi	2% 2%	1% 1%	2% h	2%
Feeding / eating / drinking well	14	4	3	11	12	1	-	2	2	1	-	6	1	7	-	-	-	15
	*	*	*	1% fk	f	*	-	*	*	*	-	1% abccefjkq	1% fk	1% acfk	-	-	-	*
Hand co-ordination / being able to hold / grip things / clap	3	2	-	1	1	1	1	-	1	1	-	-	-	-	-	-	-	2
	*	*	-	*	*	*	1% acek	-	*	*	-	-	-	-	-	-	-	*
Health / well nourished / putting on weight / growth	19	4	7	9	14	5	1	3	4	3	2	4	-	4	-	-	1	18
	*	*	*	*	*	*	*	1%	*	*	*	1% f	-	1%	-	-	*	*
Mobility (moving / crawling / sitting up / walking)	48	14	18	22	35	13	5	5	9	5	8	4	1	10	1	1	5	48
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
Reaching key development milestones	4	1	1	4	4	-	-	-	-	-	-	-	-	1	-	-	-	3
	*	*	*	*	*	-	-	-	-	-	-	-	-	*	-	-	*	
Reading / writing / counting skills	9	-	4	6	8	1	-	1	1	-	1	1	*	3	-	-	1	8
	*	-	*	*	*	*	-	*	*	-	*	*	*	*	-	-	*	*
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	8	2	*	5	5	3	*	-	*	2	*	1	-	2	-	-	*	12
	*	*	*	*	*	*	*	-	*	*	*	*	-	*	-	-	*	*
Sleeping well	5	-	2	3	4	-	-	2	2	-	-	1	-	1	-	-	-	5
	*	-	*	*	*	-	-	f	*	-	-	*	-	*	-	-	*	*
Toilet training	24	4	4	14	19	6	-	2	2	5	1	4	2	7	1	1	2	26
	1%	*	*	1% k	1% k	*	-	*	*	1%	*	1% k	1% ik	1% k	2% gk	1% 1%	1% 1%	1% 1%

Touching / feeling items	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
Other general developments	53	14	24	25	38	15	6	18	24	5	10	7	3	9	3	3	5	50	
	1%	1%	2%	1%	1%	1%	2%	3%	3%	1%	1%	2%	2%	1%	5%	3%	1%	1%	
								abcdefjkn	abdefjkn						abdefjkn	fj			
None	2	1	2	1	2	-	-	1	1	-	-	-	-	-	-	-	-	2	
Don't know	19	4	10	6	11	7	-	4	4	7	-	-	-	*	-	-	2		
	*	*	1%	*	*	*	-	1%	*	1%	-	-	-	*	-	-	1%		
			kn					kn	k	adkn							k		
No answer	25	11	10	8	13	11	5	7	12	3	8	2	1	5	1	2	1		
	1%	1%	1%	*	*	1%	2%	1%	1%	*	1%	*	1%	1%	1%	2%	*		
							ade	de	ade							d			

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

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 Table 161

QSE4. 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	8	2	7	8	4	1	-	1	*	3	1	1	2	1	2	1	13
	*	1%	*	*	*	*	*	-	*	*	*	*	1%	*	1%	2%	*	*
Being friendly	19	8	5	10	13	6	1	2	3	3	3	1	-	5	-	-	2	20
	*	1%	*	1%	*	*	*	*	*	*	*	*	-	1%	-	-	1%	*
Being kind / caring / helping others / showing empathy	166	36	49	74	106	59	12	21	32	22	37	24	12	36	2	4	18	165
	4%	3%	3%	4%	4%	3%	4%	4%	4%	3%	4%	5%	9%	4%	4%	4%	5%	4%
												bj	abcdehijkl					
Being patient	3	1	*	1	1	1	-	-	-	-	1	-	-	1	-	-	*	3
	*	*	*	*	*	*	-	-	-	-	*	-	-	*	-	-	*	*
Being respectful	43	16	16	20	33	8	-	6	6	4	4	3	-	12	-	-	3	42
	1%	1%	1%	1%	1%	*	-	1%	1%	1%	*	1%	-	1%	-	-	1%	1%
		fk	f	f	f	*		1%	1%	1%	*	1%		1%			1%	
Good behaviour / manners / polite / know right from wrong	112	18	24	55	71	40	8	8	16	17	23	11	4	24	2	2	5	116
	2%	1%	2%	3%	2%	2%	3%	2%	2%	2%	3%	3%	3%	3%	4%	2%	1%	2%
				bc										fk				
Interacting with parents / family / attachments to parents / caregivers	34	2	7	19	24	9	-	*	*	4	5	4	1	8	-	-	3	34
	1%	*	1%	1%	1%	1%	-	*	*	1%	1%	1%	1%	1%	-	-	1%	1%
		i		bhi	bi							i	i	bi			i	
Interacting / social interaction / developing relationships with others (outside of family)	206	51	67	103	149	57	14	21	35	20	38	21	9	46	5	7	23	207
	4%	4%	5%	5%	5%	3%	5%	4%	4%	3%	4%	5%	7%	5%	8%	6%	7%	4%
			j	fj	fj								fj	fj	i		fj	
Interacting / social interaction / developing relationships with other babies / children / peers	241	45	72	118	171	68	7	20	27	33	35	30	10	67	2	5	26	236
	5%	4%	5%	6%	6%	4%	2%	4%	3%	5%	4%	7%	8%	8%	4%	4%	7%	5%
		gi		bfgik	bfgik							bghik	bghik	abcehghik			bghik	
Imitations / mirroring behaviour	2	4	-	1	1	1	-	-	-	-	1	-	-	1	-	-	-	2
	*	*	-	*	*	*	-	-	-	-	*	-	-	*	-	-	-	*
		ae																
Making eye contact / visual tracking	12	4	3	4	6	6	-	-	-	3	3	-	-	-	-	-	1	11
	*	*	*	*	*	*	-	-	-	*	*	-	-	-	-	-	*	*
Making friendships	152	37	55	62	97	54	9	15	23	25	29	12	5	27	2	3	13	150
	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%	4%	3%
Obedience / following instructions / rules	53	8	12	31	39	13	2	6	8	6	7	5	2	16	1	1	6	52
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%

Showing affection / love / tactile	14 *	5 *	9 1%	4 *	11 *	3 *	-	3 1%	3 *	1 *	2 *	1 *	-	2 *	-	-	2 1%	13 *
Showing confidence / not shy	44 1%	13 1%	16 1%	20 1%	31 1%	12 1%	1 *	3 1%	4 1%	4 1%	8 1%	5 1%	1 1%	10 1%	-	-	-	46 1%
Smiling / laughter / being happy	108 2%	27 2%	45 3%	51 3%	79 3%	29 2%	4 1%	18 3%	21 3%	15 2%	14 1%	14 3%	6 5%	24 3%	-	2 2%	4 1%	111 2%
Temper tantrums / signs of frustration	3 *	4 *	2 *	1 *	2 *	1 *	-	-	-	-	1 *	-	-	-	-	-	1 *	4 *
Trusting	3 *	1 *	2 *	* *	3 *	-	-	-	-	-	-	-	-	-	-	-	1 *	4 *
Wariness of strangers	4 *	1 *	1 *	2 *	2 *	1 *	-	-	-	-	1 *	-	-	1 *	-	-	* *	4 *
Other emotional skills	21 *	12 1%	6 *	15 1%	20 1%	2 *	-	3 *	3 *	-	2 *	4 1%	2 2%	9 1%	-	-	3 1%	22 *
Ability to do things independently	23 *	3 *	6 *	14 1%	19 1%	4 *	-	3 1%	3 *	3 *	1 *	4 1%	4 3%	8 1%	1 2%	1 1%	4 1%	21 *
Artistic skills / painting / singing / dancing	8 *	2 *	3 *	1 *	3 *	3 *	-	1 *	1 *	1 *	3 *	1 *	abdefghijk	bfk	1 2%	-	1 1%	7 *
Cognitive skills (thinking / understanding / learning)	94 2%	31 3%	27 2%	41 2%	61 2%	31 2%	6 2%	11 2%	17 2%	10 1%	21 2%	15 3%	2 1%	26 3%	1 2%	1 1%	1 *	95 2%
Being energetic / active	14 *	8 1%	5 *	6 *	8 *	5 *	-	3 1%	3 *	2 *	4 *	1 *	-	1 *	-	2 2%	-	15 *
Exploring / showing signs of curiosity / inquisitive	72 2%	17 1%	19 1%	28 1%	42 1%	29 2%	5 2%	7 1%	12 1%	12 2%	17 2%	5 1%	-	13 2%	1 2%	2 1%	9 2%	76 2%
Feeding / eating / drinking well	9 *	5 *	2 *	6 *	7 *	2 *	-	* *	* *	* *	2 *	1 *	-	5 1%	-	-	2 1%	10 *
Hand co-ordination / being able to hold / grip things / clap	3 *	1 *	-	2 *	2 *	1 *	-	-	-	1 *	-	-	-	1 *	-	-	-	3 *
Health / well nourished / putting on weight / growth	10 *	7 1%	5 *	6 f	10 f	-	-	5 afjk	5 fk	-	-	2 fk	-	2 f	-	-	-	10 *
Mobility (moving / crawling / sitting up / walking)	10 *	5 *	1 *	6 f	7 f	3 *	-	-	-	* *	2 *	* *	-	2 *	-	-	1 *	10 *
Reaching key development milestones	3 *	1 *	* *	* *	* *	2 *	-	-	-	2 ade	-	-	-	-	-	-	-	3 *
Reading / writing / counting skills	26 1%	6 *	4 *	13 1%	14 *	11 1%	2 1%	2 *	4 1%	6 1%	4 *	6 aceq	-	10 1%	-	-	-	27 1%
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	23 *	3 *	7 1%	16 fjk	22 fjk	-	-	1 *	1 *	-	-	1 abfhijkq	1 fjk	10 abfijk	-	-	-	21 *
Sleeping well	4 *	-	* *	1 *	2 *	2 *	-	-	-	2 *	-	-	-	1 *	-	-	1 b	4 *
Toilet training	22 *	-	3 *	16 1%	18 1%	3 *	-	-	-	2 *	1 *	9 2%	2 2%	10 1%	-	1 1%	1 *	23 *
Touching / feeling items	1 *	2 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Other general developments	39 1%	15 1%	16 1%	17 1%	28 1%	10 1%	1 *	6 1%	8 1%	4 1%	6 1%	7 f	4 defgijkl	12 f	-	-	3 1%	39 1%
None	4 *	-	* *	* *	* *	3 *	1 de	* *	2 *	1 *	2 *	-	-	-	-	-	* *	4 *
Don't know	5 *	3 *	4 *	3 *	4 *	1 *	-	3 1%	3 *	1 *	-	-	-	-	-	-	1 *	5 *
No answer	33 1%	13 1%	14 1%	15 1%	24 1%	9 1%	2 1%	7 1%	10 1%	1 *	8 1%	-	-	3 *	2 4%	4 4%	3 1%	34 1%

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

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 Table 166

QSEDS.. 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 supporting my 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 44%	111 21%	254 48%	121 23%	89 17%
Tend to agree	202 38%	110 21%	180 34%	124 23%	136 26%
Neither agree nor disagree	53 10%	102 19%	70 13%	99 19%	88 17%
Tend to disagree	21 4%	123 23%	19 4%	107 20%	120 23%
Strongly disagree	16 3%	76 14%	2 *	74 14%	93 17%
Don't know	5 1%	7 1%	5 1%	5 1%	4 1%
Top 2: Agree	434 82%	222 42%	434 82%	245 46%	225 42%
Bottom 2: Disagree	38 7%	199 38%	21 4%	180 34%	213 40%
Net difference	396 75%	22 4%	413 78%	65 12%	12 2%

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 Table 167

QSEDS.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

	Relationship with Children															Unweighted Total		
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)		Other caring responsibility any (p)	Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	277	277	-	-	23	20	26	-	-	-	70	522
Weighted total	530	1202	530	126	530	**	282	282	**	**	22**	20**	24**	**	**	-	70*	522
Effective base	468	1007	468	113	468	-	254	254	-	-	21	19	23	-	-	-	63	522
Strongly agree	232 44%	534 44%	232 44%	48 38%	232 44%	-	140 50%	140 50%	-	-	9 40%	7 38%	9 37%	-	-	-	22 32%	229 44%
Tend to agree	202 38%	465 39%	202 38%	38 30%	202 38%	-	99 35%	99 35%	-	-	6 30%	6 32%	8 32%	-	-	-	24 34%	199 38%
Neither agree nor disagree	53 10%	133 11%	53 10%	14 11%	53 10%	-	24 8%	24 8%	-	-	3 13%	3 14%	3 12%	-	-	-	4 6%	52 10%
Tend to disagree	21 4%	41 3%	21 4%	14 11%	21 4%	-	9 3%	9 3%	-	-	1 7%	1 5%	1 6%	-	-	-	10 14%	22 4%
Strongly disagree	16 3%	16 1%	16 3%	10 8%	16 3%	-	7 2%	7 2%	-	-	2 10%	2 11%	3 13%	-	-	-	8 12%	15 3%
Don't know	5 1%	12 1%	5 1%	2 2%	5 1%	-	2 1%	2 1%	-	-	-	-	-	-	-	-	1 2%	5 1%
Top 2: Agree	434 82%	999 83%	434 82%	86 68%	434 82%	-	240 85%	240 85%	-	-	15 70%	14 69%	17 69%	-	-	-	46 66%	428 82%

Tend to disagree	19 4%	32 3%	19 4%	10 8%	19 4%	-	-	12 4%	12 4%	-	-	1 5%	1 5%	1 4%	-	-	4 6%	18 3%
Strongly disagree	2 *	9 1%	2 *	1 1%	2 *	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	4 1%
Don't know	5 1%	8 1%	5 1%	2 2%	5 1%	-	-	1 *	1 *	-	-	-	-	1 4%	-	-	1 1%	4 1%
Top 2: Agree	434 82%	1001 83%	434 82%	87 69%	434 82%	-	-	235 83%	235 83%	-	-	17 80%	15 78%	18 73%	-	-	48 69%	427 82%
Bottom 2: Disagree	21 4%	41 3%	21 4%	11 9%	21 4%	-	-	14 5%	14 5%	-	-	1 5%	1 5%	1 4%	-	-	4 6%	22 4%
Net difference	413 78%	960 80%	413 78%	76 61%	413 78%	0 0%	0 0%	221 79%	221 79%	0 0%	0 0%	16 76%	14 73%	17 69%	0 0%	0 0%	44 63%	405 78%

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

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8 Dec 2025
Table 182

QSED5.4. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Strongly agree	121 23%	271 23%	121 23%	32 25%	121 23%	-	-	83 b	83 b	-	-	2 11%	2 12%	2 9%	-	-	16 22%	112 21%
Tend to agree	124 23%	279 23%	124 23%	34 27%	124 23%	-	-	69 25%	69 25%	-	-	9 43%	8 40%	11 43%	-	-	15 21%	125 24%
Neither agree nor disagree	99 19%	230 19%	99 19%	22 18%	99 19%	-	-	49 18%	49 18%	-	-	6 29%	6 29%	6 25%	-	-	10 15%	102 20%
Tend to disagree	107 20%	240 20%	107 20%	23 18%	107 20%	-	-	38 b	38 b	-	-	3 12%	3 13%	3 12%	-	-	20 29%	102 20%
Strongly disagree	74 14%	170 14%	74 14%	12 9%	74 14%	-	-	41 14%	41 14%	-	-	1 6%	1 6%	2 9%	-	-	9 13%	76 15%
Don't know	5 1%	12 1%	5 1%	3 2%	5 1%	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	5 1%
Top 2: Agree	245 46%	550 46%	245 46%	66 52%	245 46%	-	-	152 b	152 b	-	-	12 54%	10 51%	13 53%	-	-	31 44%	237 45%
Bottom 2: Disagree	180 34%	410 34%	180 34%	35 28%	180 34%	-	-	79 28%	79 28%	-	-	4 18%	4 19%	5 22%	-	-	29 42%	178 34%
Net difference	65 12%	140 12%	65 12%	31 25%	65 12%	0 0%	0 0%	73 26%	73 26%	0 0%	0 0%	8 36%	6 32%	8 31%	0 0%	0 0%	1 2%	59 11%

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

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 187

QSED5.5. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522

Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Strongly agree	89	206	89	33	89	-	-	61	61	-	-	6	4	6	-	-	13	91
	17%	17%	17%	26%	17%	-	-	22%	22%	-	-	26%	21%	23%	-	-	19%	17%
				abc														
Tend to agree	136	293	136	42	136	-	-	80	80	-	-	6	6	7	-	-	22	132
	26%	24%	26%	33%	26%	-	-	28%	28%	-	-	28%	30%	30%	-	-	31%	25%
				b														
Neither agree nor disagree	88	201	88	17	88	-	-	42	42	-	-	3	3	3	-	-	5	88
	17%	17%	17%	14%	17%	-	-	15%	15%	-	-	14%	15%	12%	-	-	7%	17%
				q														
Tend to disagree	120	268	120	28	120	-	-	52	52	-	-	4	3	4	-	-	21	114
	23%	22%	23%	23%	23%	-	-	19%	19%	-	-	17%	17%	17%	-	-	30%	22%
				hi														
Strongly disagree	93	224	93	6	93	-	-	45	45	-	-	3	3	3	-	-	8	92
	17%	19%	17%	5%	17%	-	-	16%	16%	-	-	16%	17%	14%	-	-	12%	18%
				d														
Don't know	4	11	4	-	4	-	-	2	2	-	-	-	-	1	-	-	1	5
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	-	-	4%	-	-	1%	1%
				-														
Top 2: Agree	225	499	225	74	225	-	-	141	141	-	-	11	10	13	-	-	35	223
	42%	42%	42%	59%	42%	-	-	50%	50%	-	-	53%	51%	52%	-	-	50%	43%
				abc														
Bottom 2: Disagree	213	491	213	34	213	-	-	98	98	-	-	7	7	8	-	-	29	206
	40%	41%	40%	27%	40%	-	-	35%	35%	-	-	33%	34%	31%	-	-	41%	39%
				d														
Net difference	12	8	12	40	12	0	0	43	43	0	0	4	3	5	0	0	6	17
	2%	1%	2%	32%	2%	0%	0%	15%	15%	0%	0%	20%	17%	21%	0%	0%	9%	3%

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

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8 Dec 2025
 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	445
	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

Relationship with Children

	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Very important	313	737	313	56	313	-	-	180	180	-	-	15	14	16	-	-	28	315
	59%	61%	59%	45%	59%	-	-	64%	64%	-	-	70%	71%	64%	-	-	40%	60%
	dq	dq	dq	dq	dq	-	-	dq	dq	-	-	-	-	-	-	-	-	-
Fairly important	172	379	172	53	172	-	-	81	81	-	-	6	6	8	-	-	28	167
	32%	32%	32%	42%	32%	-	-	29%	29%	-	-	30%	29%	31%	-	-	40%	32%
				bhi														
Not very important	35	65	35	13	35	-	-	18	18	-	-	-	-	-	-	-	12	30
	7%	5%	7%	10%	7%	-	-	6%	6%	-	-	-	-	-	-	-	17%	6%
				b													abcehi	
Not important at all	4	8	4	*	4	-	-	2	2	-	-	-	-	-	-	-	*	4
	1%	1%	1%	*	1%	-	-	1%	1%	-	-	-	-	-	-	-	1%	1%
Don't know	6	14	6	4	6	-	-	1	1	-	-	-	-	1	-	-	1	6
	1%	1%	1%	3%	1%	-	-	*	*	-	-	-	-	4%	-	-	1%	1%
				hi														
Top 2: Important	485	1115	485	109	485	-	-	261	261	-	-	22	20	23	-	-	57	482
	92%	93%	92%	87%	92%	-	-	92%	92%	-	-	100%	100%	96%	-	-	81%	92%
	dq	dq	dq	q	dq	-	-	q	q	-	-	-	-	-	-	-	-	-
Bot 2: Not important	39	73	39	13	39	-	-	20	20	-	-	-	-	-	-	-	12	34
	7%	6%	7%	11%	7%	-	-	7%	7%	-	-	-	-	-	-	-	18%	7%
																	abcehi	
NET: Difference	446	1043	446	96	446	0	0	241	241	0	0	22	20	23	0	0	44	448
	84%	87%	84%	76%	84%	0%	0%	85%	85%	0%	0%	100%	100%	96%	0%	0%	63%	86%

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

	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Relationship with Children														Unweighted Total
				Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Very important	317	708	317	56	317	-	-	186	186	-	-	10	9	12	-	-	33	316
	60%	59%	60%	45%	60%	-	-	66%	66%	-	-	47%	45%	48%	-	-	46%	61%
	dq	d	dq	dq	dq	-	-	bdq	bdq	-	-	-	-	-	-	-	-	-
Fairly important	154	381	154	43	154	-	-	68	68	-	-	11	11	11	-	-	19	151
	29%	32%	29%	34%	29%	-	-	24%	24%	-	-	53%	55%	47%	-	-	28%	29%
				hi														
Not very important	45	87	45	21	45	-	-	21	21	-	-	-	-	-	-	-	13	43
	8%	7%	8%	17%	8%	-	-	7%	7%	-	-	-	-	-	-	-	19%	8%
				abcehi													abcehi	
Not important at all	6	11	6	5	6	-	-	3	3	-	-	-	-	-	-	-	4	5
	1%	1%	1%	4%	1%	-	-	1%	1%	-	-	-	-	-	-	-	5%	1%
				abce													abcehi	
Don't know	8	15	8	1	8	-	-	5	5	-	-	-	-	1	-	-	1	7
	2%	1%	2%	1%	2%	-	-	2%	2%	-	-	-	-	4%	-	-	1%	1%
Top 2: Important	471	1090	471	99	471	-	-	254	254	-	-	22	20	23	-	-	52	467
	89%	91%	89%	78%	89%	-	-	90%	90%	-	-	100%	100%	96%	-	-	74%	89%
	dq	dq	dq	dq	dq	-	-	dq	dq	-	-	-	-	-	-	-	-	-
Bot 2: Not important	51	98	51	26	51	-	-	24	24	-	-	-	-	-	-	-	17	48
	10%	8%	10%	21%	10%	-	-	8%	8%	-	-	-	-	-	-	-	25%	9%
				abcehi													abcehi	
NET: Difference	420	992	420	73	420	0	0	230	230	0	0	22	20	23	0	0	35	419
	79%	83%	79%	58%	79%	0%	0%	81%	81%	0%	0%	100%	100%	96%	0%	0%	49%	80%

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

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QSE6.3. 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

	General population (a)	Relationship with Children															Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	
Unweighted total	522	1202	522	125	522	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	254	254	-	-	21	19	23	-	-	63	522
Very important	299	708	299	53	299	-	173	173	-	-	14	13	16	-	-	27	300
57%		59%	57%	42%	57%	-	61%	61%	-	-	66%	64%	65%	-	-	38%	57%
dq		dq	dq	dq	dq		dq	dq									
Fairly important	192	391	192	53	192	-	92	92	-	-	7	7	7	-	-	29	185
36%		33%	36%	42%	36%	-	33%	33%	-	-	34%	36%	30%	-	-	42%	35%
Not very important	28	76	28	12	28	-	12	12	-	-	-	-	-	-	-	13	26
5%		6%	5%	10%	5%	-	4%	4%	-	-	-	-	-	-	-	18%	5%
Not important at all	5	12	5	4	5	-	4	4	-	-	-	-	-	-	-	-	5
1%		1%	1%	3%	1%	-	1%	1%	-	-	-	-	-	-	-	-	1%
Don't know	6	15	6	4	6	-	*	*	-	-	-	-	1	-	-	1	6
1%		1%	1%	3%	1%	-	*	*	-	-	-	-	4%	-	-	1%	1%
Top 2: Important	492	1099	492	106	492	-	266	266	-	-	22	20	23	-	-	56	485
93%		91%	93%	84%	93%	-	94%	94%	-	-	100%	100%	96%	-	-	80%	93%
dq		dq	dq	dq	dq		dq	dq									
Bot 2: Not important	32	88	32	16	32	-	16	16	-	-	-	-	-	-	-	13	31
6%		7%	6%	13%	6%	-	6%	6%	-	-	-	-	-	-	-	18%	6%
NET: Difference	459	1011	459	90	459	0	250	250	0	0	22	20	23	0	0	43	454
87%		84%	87%	71%	87%	0%	89%	89%	0%	0%	100%	100%	96%	0%	0%	62%	87%

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

QSE6.4. 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

	General population (a)	Relationship with Children															Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	
Unweighted total	522	1202	522	125	522	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	254	254	-	-	21	19	23	-	-	63	522
Very important	373	835	373	66	373	-	207	207	-	-	13	11	14	-	-	32	369
70%		69%	70%	52%	70%	-	73%	73%	-	-	60%	57%	60%	-	-	45%	71%
dq		dq	dq	dq	dq		dq	dq									
Fairly important	110	285	110	35	110	-	55	55	-	-	8	8	8	-	-	19	110
21%		24%	21%	28%	21%	-	19%	19%	-	-	39%	43%	35%	-	-	27%	21%
Not very important	37	63	37	22	37	-	14	14	-	-	*	-	*	-	-	17	33
7%		5%	7%	18%	7%	-	5%	5%	-	-	1%	-	1%	-	-	25%	6%
Not important at all	4	5	4	1	4	-	4	4	-	-	-	-	-	-	-	-	3
1%		*	1%	1%	1%	-	1%	1%	-	-	-	-	-	-	-	2%	1%
Don't know	7	14	7	1	7	-	2	2	-	-	-	-	1	-	-	1	7
1%		1%	1%	1%	1%	-	1%	1%	-	-	-	-	4%	-	-	1%	1%
Top 2: Important	483	1120	483	101	483	-	262	262	-	-	21	20	23	-	-	51	479
91%		93%	91%	80%	91%	-	93%	93%	-	-	99%	100%	95%	-	-	72%	92%
dq		dq	dq	dq	dq		dq	dq									
Bot 2: Not important	41	68	41	24	41	-	18	18	-	-	*	-	*	-	-	18	36
8%		6%	8%	19%	8%	-	6%	6%	-	-	1%	-	1%	-	-	26%	7%
NET: Difference	442	1052	442	77	442	0	244	244	0	0	21	20	23	0	0	32	443
83%		88%	83%	61%	83%	0%	87%	87%	0%	0%	98%	100%	94%	0%	0%	46%	85%

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	277	277	-	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	282	282	**	**	22**	20**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	254	254	-	-	21	19	23	-	-	-	63	522
Very important	362	826	362	64	362	-	189	189	-	-	13	12	14	-	-	-	36	358
68%	69%	69%	68%	50%	68%	-	67%	67%	-	-	59%	63%	59%	-	-	-	52%	69%
dq	dq	dq	dq	dq	dq	-	dq	dq	-	-	-	-	-	-	-	-	-	-
Fairly important	130	317	130	38	130	-	77	77	-	-	7	6	7	-	-	-	18	127
24%	26%	24%	30%	24%	-	-	27%	27%	-	-	34%	30%	30%	-	-	-	25%	24%
Not very important	22	33	22	17	22	-	9	9	-	-	-	-	-	-	-	-	15	22
4%	3%	4%	13%	4%	-	-	3%	3%	-	-	-	-	-	-	-	-	21%	4%
Not important at all	7	9	7	4	7	-	4	4	-	-	-	-	-	1	-	-	1	7
1%	1%	1%	3%	1%	-	-	1%	1%	-	-	-	-	4%	-	-	-	1%	1%
Don't know	9	17	9	3	9	-	3	3	-	-	1	1	1	-	-	-	-	8
2%	1%	2%	2%	2%	-	-	1%	1%	-	-	7%	7%	6%	-	-	-	-	2%
Top 2: Important	491	1143	491	102	491	-	267	267	-	-	20	18	22	-	-	-	54	485
93%	95%	93%	81%	93%	-	-	95%	95%	-	-	93%	93%	90%	-	-	-	77%	93%
dq	dq	dq	dq	dq	dq	-	dq	dq	-	-	-	-	-	-	-	-	-	-
Bot 2: Not important	30	42	30	21	30	-	12	12	-	-	-	-	1	-	-	-	16	29
6%	3%	6%	17%	6%	-	-	4%	4%	-	-	-	-	4%	-	-	-	23%	6%
NET: Difference	462	1101	462	81	462	0	254	254	0	0	20	18	21	0	0	0	38	456
87%	92%	87%	64%	87%	0%	0%	90%	90%	0%	0%	93%	93%	86%	0%	0%	0%	54%	87%

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	277	277	-	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	282	282	**	**	22**	20**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	254	254	-	-	21	19	23	-	-	-	63	522
Very important	345	830	345	61	345	-	187	187	-	-	16	14	17	-	-	-	35	342
65%	69%	65%	48%	65%	-	-	66%	66%	-	-	73%	71%	72%	-	-	-	50%	66%
dq	dq	dq	dq	dq	dq	-	dq	dq	-	-	-	-	-	-	-	-	-	-
Fairly important	138	301	138	34	138	-	77	77	-	-	4	4	4	-	-	-	16	137
26%	25%	26%	27%	26%	-	-	27%	27%	-	-	20%	22%	18%	-	-	-	23%	26%
Not very important	31	47	31	21	31	-	9	9	-	-	-	-	-	-	-	-	15	29
6%	4%	6%	17%	6%	-	-	3%	3%	-	-	-	-	-	-	-	-	22%	6%
Not important at all	6	7	6	6	6	-	3	3	-	-	1	1	1	-	-	-	2	5
1%	1%	1%	5%	1%	-	-	1%	1%	-	-	7%	7%	6%	-	-	-	3%	1%
Don't know	11	18	11	4	11	-	6	6	-	-	-	-	1	-	-	-	1	9
2%	1%	2%	3%	2%	-	-	2%	2%	-	-	-	-	4%	-	-	-	1%	2%
Top 2: Important	482	1130	482	95	482	-	264	264	-	-	20	18	22	-	-	-	51	479
91%	94%	91%	76%	91%	-	-	94%	94%	-	-	93%	93%	90%	-	-	-	73%	92%
dq	dq	dq	dq	dq	dq	-	dq	dq	-	-	-	-	-	-	-	-	-	-
Bot 2: Not important	37	54	37	27	37	-	12	12	-	-	1	1	1	-	-	-	18	34

	7%	4%	7%	21%	7%	-	-	4%	4%	-	-	7%	7%	6%	-	-	25%	7%
	b		b	abcehi	b												abcehi	
NET: Difference	445	1076	445	68	445	0	0	251	251	0	0	19	17	20	0	0	34	445
	84%	90%	84%	54%	84%	0%	0%	89%	89%	0%	0%	87%	85%	84%	0%	0%	48%	85%

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

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Table 223

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%
Top 2: Confident	489	498	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%

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

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Table 224

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	277	277	-	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	282	282	**	**	-	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	254	254	-	-	-	21	19	23	-	-	63	522
Very confident	284	659	284	54	284	-	174	174	-	-	-	13	11	13	-	-	28	279
	54%	55%	54%	43%	54%	-	62%	62%	-	-	-	58%	58%	52%	-	-	40%	53%
	dq	dq	dq	dq	dq	-	acdeq	acdeq	-	-	-	-	-	-	-	-	-	-
Fairly confident	205	472	205	47	205	-	95	95	-	-	-	9	8	12	-	-	23	208
	39%	39%	39%	38%	39%	-	34%	34%	-	-	-	42%	42%	48%	-	-	32%	40%
Not very confident	26	44	26	12	26	-	10	10	-	-	-	-	-	-	-	-	12	23
	5%	4%	5%	10%	5%	-	4%	4%	-	-	-	-	-	-	-	-	17%	4%
				abcehi													abcehi	
Not confident at all	1	8	1	1	1	-	-	-	-	-	-	-	-	-	-	-	1	1
	*	1%	*	1%	*	-	-	-	-	-	-	-	-	-	-	-	2%	*
Don't know	14	20	14	11	14	-	3	3	-	-	-	-	-	-	-	-	6	11
	3%	2%	3%	9%	3%	-	1%	1%	-	-	-	-	-	-	-	-	8%	2%
				abcehi													abcehi	
Top 2: Confident	489	1130	489	101	489	-	268	268	-	-	-	22	20	24	-	-	51	487
	92%	94%	92%	81%	92%	-	95%	95%	-	-	-	100%	100%	100%	-	-	72%	93%
	dq	dq	dq	dq	dq	-	dq	dq	-	-	-	-	-	-	-	-	-	-
Bot 2: Not confident	27	51	27	14	27	-	10	10	-	-	-	-	-	-	-	-	13	24
	5%	4%	5%	11%	5%	-	4%	4%	-	-	-	-	-	-	-	-	19%	5%

	abcehi																	
NET: Difference	462	1079	462	88	462	0	0	258	258	0	0	22	20	24	0	0	37	463
	87%	90%	87%	70%	87%	0%	0%	92%	92%	0%	0%	100%	100%	100%	0%	0%	53%	89%

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

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 Table 229

Q5ED7.2. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Very confident	258	581	258	51	258	-	-	169	169	-	-	10	9	10	-	-	23	252
	49%	48%	49%	41%	49%	-	-	60%	60%	-	-	48%	47%	43%	-	-	33%	48%
	q	q	q	q	q	-	-	abcdeq	abcdeq	-	-	48%	47%	43%	-	-	33%	48%
Fairly confident	240	538	240	64	240	-	-	102	102	-	-	11	10	13	-	-	39	236
	45%	45%	45%	51%	45%	-	-	36%	36%	-	-	52%	53%	53%	-	-	56%	45%
	hi	hi	hi	hi	hi	-	-	36%	36%	-	-	52%	53%	53%	-	-	56%	45%
Not very confident	25	59	25	7	25	-	-	9	9	-	-	-	-	1	-	-	7	26
	5%	5%	5%	6%	5%	-	-	3%	3%	-	-	-	-	4%	-	-	9%	5%
	hi	hi	hi	hi	hi	-	-	3%	3%	-	-	-	-	4%	-	-	9%	5%
Not confident at all	2	8	2	1	2	-	-	1	1	-	-	-	-	-	-	-	1	2
	*	1%	*	1%	*	-	-	*	*	-	-	-	-	-	-	-	2%	*
Don't know	5	16	5	2	5	-	-	*	*	-	-	-	-	-	-	-	-	6
	1%	1%	1%	2%	1%	-	-	*	*	-	-	-	-	-	-	-	-	1%
Top 2: Confident	498	1118	498	115	498	-	-	272	272	-	-	22	20	23	-	-	62	488
	94%	93%	94%	91%	94%	-	-	96%	96%	-	-	100%	100%	96%	-	-	89%	93%
	dq	dq	dq	dq	dq	-	-	96%	96%	-	-	100%	100%	96%	-	-	89%	93%
Bot 2: Not confident	27	67	27	8	27	-	-	10	10	-	-	-	-	1	-	-	8	28
	5%	6%	5%	7%	5%	-	-	3%	3%	-	-	-	-	4%	-	-	11%	5%
	hi	hi	hi	hi	hi	-	-	3%	3%	-	-	-	-	4%	-	-	11%	5%
NET: Difference	471	1051	471	107	471	0	0	262	262	0	0	22	20	22	0	0	54	460
	89%	87%	89%	85%	89%	0%	0%	93%	93%	0%	0%	100%	100%	91%	0%	0%	78%	88%

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

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 Table 234

Q5ED7.3. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Very confident	243	581	243	51	243	-	-	152	152	-	-	10	10	11	-	-	26	242
	46%	48%	46%	40%	46%	-	-	54%	54%	-	-	48%	52%	44%	-	-	37%	46%
	acdeq	acdeq	acdeq	acdeq	acdeq	-	-	54%	54%	-	-	48%	52%	44%	-	-	37%	46%
Fairly confident	228	504	228	53	228	-	-	104	104	-	-	10	8	11	-	-	26	224
	43%	42%	43%	42%	43%	-	-	37%	37%	-	-	47%	42%	47%	-	-	37%	43%
	acdeq	acdeq	acdeq	acdeq	acdeq	-	-	37%	37%	-	-	47%	42%	47%	-	-	37%	43%
Not very confident	41	91	41	12	41	-	-	19	19	-	-	-	-	1	-	-	11	40
	8%	8%	8%	10%	8%	-	-	7%	7%	-	-	-	-	4%	-	-	16%	8%
	abcehi	abcehi	abcehi	abcehi	abcehi	-	-	7%	7%	-	-	-	-	4%	-	-	16%	8%
Not confident at all	10	12	10	7	10	-	-	2	2	-	-	-	-	-	-	-	7	9
	2%	1%	2%	5%	2%	-	-	1%	1%	-	-	-	-	-	-	-	10%	2%
	abcehi	abcehi	abcehi	abcehi	abcehi	-	-	1%	1%	-	-	-	-	-	-	-	10%	2%
Don't know	7	15	7	4	7	-	-	3	3	-	-	1	1	1	-	-	-	7

	1%	1%	1%	3%	1%	-	-	1%	1%	-	-	5%	6%	5%	-	-	-	1%
Top 2: Confident	472	1085	472	103	472	-	-	257	257	-	-	20	19	22	-	-	-	466
	89%	90%	89%	82%	89%	-	-	91%	91%	-	-	95%	94%	91%	-	-	-	89%
	dq	dq	dq	dq	dq			dq	dq									
Bot 2: Not confident	51	102	51	19	51	-	-	22	22	-	-	-	-	1	-	-	-	49
	10%	9%	10%	15%	10%	-	-	8%	8%	-	-	-	-	4%	-	-	-	9%
				bhi														abcehi
NET: Difference	421	982	421	84	421	0	0	235	235	0	0	20	19	21	0	0	0	417
	79%	82%	79%	67%	79%	0%	0%	83%	83%	0%	0%	95%	94%	87%	0%	0%	0%	80%

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

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IPSON UK - CONFIDENTIAL - V9 (weighted)

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Table 239

QSED7.4. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	-	70
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	**	70*
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	-	63
Very confident	294	672	294	61	294	-	-	181	181	-	-	13	12	14	-	-	-	33
	55%	56%	55%	48%	55%	-	-	64%	64%	-	-	61%	61%	56%	-	-	-	56%
				abcdeq				abcdeq										
Fairly confident	194	455	194	44	194	-	-	86	86	-	-	8	8	10	-	-	-	18
	37%	38%	37%	35%	37%	-	-	30%	30%	-	-	39%	39%	40%	-	-	-	26%
				hi														
Not very confident	35	60	35	17	35	-	-	12	12	-	-	-	-	1	-	-	-	16
	7%	5%	7%	13%	7%	-	-	4%	4%	-	-	-	-	4%	-	-	-	23%
				abcehi														abcehi
Not confident at all	5	8	5	3	5	-	-	4	4	-	-	-	-	-	-	-	-	3
	1%	1%	1%	3%	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	5%
				b														abce
Don't know	1	8	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	1%	*	1%	*	-	-	-	-	-	-	-	-	-	-	-	-	*
Top 2: Confident	488	1127	488	105	488	-	-	266	266	-	-	22	20	23	-	-	-	51
	92%	94%	92%	83%	92%	-	-	94%	94%	-	-	100%	100%	96%	-	-	-	93%
	dq	dq	dq	dq	dq			dq	dq									
Bot 2: Not confident	41	67	41	20	41	-	-	16	16	-	-	-	-	1	-	-	-	19
	8%	6%	8%	16%	8%	-	-	6%	6%	-	-	-	-	4%	-	-	-	27%
				abcehi														abcehi
NET: Difference	447	1060	447	85	447	0	0	250	250	0	0	22	20	22	0	0	0	445
	84%	88%	84%	67%	84%	0%	0%	89%	89%	0%	0%	100%	100%	91%	0%	0%	0%	85%

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

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Table 244

QSED7.5. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	-	70
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	**	70*
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	-	63
Very confident	285	636	285	56	285	-	-	176	176	-	-	12	11	12	-	-	-	34
	54%	53%	54%	44%	54%	-	-	62%	62%	-	-	56%	54%	50%	-	-	-	49%
				abcdeq				abcdeq										
Fairly confident	207	492	207	49	207	-	-	92	92	-	-	10	9	11	-	-	-	18
	39%	41%	39%	39%	39%	-	-	32%	32%	-	-	44%	46%	46%	-	-	-	40%

	q	hiq	q	q														
Not very confident	34 6%	60 5%	34 6%	19 15%	34 6%	-	-	13 5%	13 5%	-	-	-	-	1 4%	-	-	18 26%	33 6%
				abcehi													abcehi	
Not confident at all	1 *	4 *	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *
Don't know	2 *	9 1%	2 *	1 1%	2 *	-	-	1 *	1 *	-	-	-	-	-	-	-	-	2 *
Top 2: Confident	492 93%	1129 94%	492 93%	105 84%	492 93%	-	-	267 95%	267 95%	-	-	22 100%	20 100%	23 96%	-	-	52 74%	486 93%
	dq	dq	dq	dq	dq			dq	dq									
Bot 2: Not confident	36 7%	64 5%	36 7%	19 15%	36 7%	-	-	13 5%	13 5%	-	-	-	-	1 4%	-	-	18 26%	34 7%
				abcehi													abcehi	
NET: Difference	456 86%	1064 89%	456 86%	86 68%	456 86%	0 0%	0 0%	254 90%	254 90%	0 0%	0 0%	22 100%	20 100%	22 91%	0 0%	0 0%	34 49%	452 87%

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

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Table 249

QSED7.6. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Very confident	284 54%	659 55%	284 54%	47 38%	284 54%	-	-	172 61%	172 61%	-	-	13 63%	13 69%	14 57%	-	-	30 43%	281 54%
	d	d	d	d	d			acdeq	acdeq									
Fairly confident	198 37%	461 38%	198 37%	47 37%	198 37%	-	-	90 32%	90 32%	-	-	8 37%	6 31%	9 38%	-	-	18 26%	196 38%
	q	q	q	q	q													
Not very confident	40 8%	61 5%	40 8%	26 20%	40 8%	-	-	16 6%	16 6%	-	-	-	-	1 4%	-	-	20 29%	37 7%
				abcehi													abcehi	
Not confident at all	4 1%	7 1%	4 1%	1 1%	4 1%	-	-	2 1%	2 1%	-	-	-	-	-	-	-	-	4 1%
Don't know	5 1%	14 1%	5 1%	5 4%	5 1%	-	-	1 *	1 *	-	-	-	-	-	-	-	1 2%	4 1%
				abcehi														
Top 2: Confident	481 91%	1120 93%	481 91%	94 75%	481 91%	-	-	263 93%	263 93%	-	-	22 100%	20 100%	23 96%	-	-	48 69%	477 91%
	dq	dq	dq	dq	dq			dq	dq									
Bot 2: Not confident	44 8%	68 6%	44 8%	27 21%	44 8%	-	-	18 6%	18 6%	-	-	-	-	1 4%	-	-	20 29%	41 8%
				abcehi													abcehi	
NET: Difference	438 83%	1053 88%	438 83%	67 53%	438 83%	0 0%	0 0%	245 87%	245 87%	0 0%	0 0%	22 100%	20 100%	22 91%	0 0%	0 0%	28 40%	436 84%

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

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Table 254

QPSE1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	2326	621	687	980	1444	853	136	255	391	377	476	232	70	445	27	54	178	2326

Weighted total	2316	632	698	980	1448	838	144	268	413	365	473	224	65*	433	29**	55*	187	2326
Effective base	2091	519	616	889	1303	760	126	235	361	338	422	208	62	403	25	48	161	2326
Don't know	1506	298	386	618	867	619	103	124	227	265	353	145	40	278	18	30	90	1516
	65%	47%	55%	63%	60%	74%	71%	46%	55%	73%	75%	64%	61%	64%	62%	55%	48%	65%
	bcehiq	bh	bh	bchiq	bhq	abcdehilmn	bcehipq		bh	abcdehilnp	abcdehilmn	bchiq	bh	bchiq				
NS	810	334	312	362	580	219	41	144	186	99	120	80	26	155	11	25	98	810
	35%	53%	45%	37%	40%	26%	29%	54%	45%	27%	25%	36%	39%	36%	38%	45%	52%	35%
	fjk	acdefgijkl	adfgikln	fjk	afgik			acdefgijkl	adfgikln			fjk	fk	fjk		fgjk	adfgikln	

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

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

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Table 259

QPSE1B. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	2346	581	720	992	1456	871	139	267	406	369	502	222	65	436	32	51	156	2346
Weighted total	2356	570	748	997	1478	860	150	271	421	362	498	214	61*	427	33**	52*	165	2346
Effective base	2101	488	650	898	1314	769	123	244	366	332	438	201	58	396	28	46	140	2346
The Royal Foundation Centre for Early Childhood	251	124	127	116	194	56	16	74	89	24	32	22	10	49	1	3	25	244
	11%	22%	17%	12%	13%	6%	10%	27%	21%	7%	6%	10%	17%	11%	4%	5%	15%	10%
	fjk	acdefgikln	adefjklnp	fjk	afjk			acdefgikln	adefjklnp				fjk	fjk			fjk	
Early Years Alliance	435	134	142	233	325	106	18	62	80	56	50	61	16	111	9	15	41	431
	18%	23%	19%	23%	22%	12%	12%	19%	15%	10%	10%	26%	26%	28%	28%	29%	25%	18%
	fk	afgjk	fk	acfgjk	afgjk			fgjk	fk	k		acfgijk	fgjk	acfgijk		fgjk	fgjk	
NSPCC (National Society for the Prevention of Cruelty to Children)	1487	274	389	687	959	517	64	99	163	267	249	175	51	341	17	27	107	1488
	63%	48%	52%	69%	65%	60%	43%	37%	39%	74%	50%	82%	83%	80%	53%	52%	65%	63%
	bcghik	hi	hi	abcfghikp	bcfghik	bcghik			abcdfghikp	hi		abcdfghij	abcdfghik	abcdfghij		h	bcghik	
Save the Children UK	1473	329	419	663	958	505	81	143	224	237	268	161	46	317	16	26	102	1486
	63%	58%	56%	66%	65%	59%	54%	53%	53%	65%	54%	75%	76%	74%	48%	50%	62%	63%
	chik	acdefghikp	bcfghikp	abcdfghikp	bcfghikp			bcfghikp	bcfghikp	bcfghikp		abcdfghij	abcdfghikp	abcdfghij			bcfghikp	
Action for Children	663	180	248	272	446	213	46	90	136	88	125	70	23	120	13	20	61	668
	28%	31%	33%	27%	30%	25%	31%	33%	32%	24%	25%	33%	37%	28%	39%	38%	37%	28%
	fjk	adfjk	adfjk	fjk	fjk			fjk	fjk			fjk	fj				adfjkn	
Barnardo's	1417	216	338	665	896	508	64	72	137	260	248	178	52	338	16	25	101	1416
	60%	38%	45%	67%	61%	59%	43%	27%	32%	72%	50%	83%	85%	79%	49%	47%	61%	60%
	bcghik	h	bhi	abcdfghikp	bcghik	bcghik	hi		abcdfghikp	bhi		abcdfghij	abcdfghij	abcdfghij		hi	bcghik	
Family Action	258	97	144	116	207	48	15	74	89	24	24	27	7	45	5	6	23	254
	11%	17%	19%	12%	14%	6%	10%	27%	21%	7%	5%	12%	10%	14%	14%	11%	14%	11%
	fjk	adfgjkn	adefgikln	fjk	afjk		k	abcdefgikl	adefgikln			fjk	fk	fk			fjk	
National Children's Bureau	226	108	120	85	171	51	10	64	74	27	25	23	8	34	4	7	24	221
	10%	19%	16%	8%	12%	6%	7%	24%	18%	7%	5%	11%	14%	8%	11%	13%	14%	9%
	fk	adefgikln	adefgikln	k	dfjkn			acdefgikln	adefgikln			fk	fk			k	dfgikn	
Coram Family and Childcare	105	56	51	39	76	29	6	36	42	15	14	7	1	12	1	3	11	99
	4%	10%	7%	4%	5%	3%	4%	13%	10%	4%	3%	3%	2%	3%	3%	6%	6%	4%
		adefgijklmn	adfn		k			acdefgiklm	adefgiklmn								k	
Home-Start UK	604	152	212	320	462	136	19	67	85	83	53	86	29	159	7	12	60	609
	26%	27%	28%	32%	31%	16%	12%	25%	20%	23%	11%	40%	47%	37%	22%	23%	37%	26%
	fgik	fgik	fgik	abfghijk	afghijk	k		fgk	gk	fgk		abcdfghij	abcdfghij	abcdfghijk		k	abfghijk	
UNICEF	1533	349	473	657	990	534	88	173	260	235	298	153	42	296	21	33	109	1518
	65%	61%	63%	66%	67%	62%	58%	64%	62%	65%	60%	71%	69%	65%	65%	63%	66%	65%
	k		k	bfk								bcfgik		bcfgik			k	
World Health Organisation	1302	309	368	581	849	442	69	142	211	216	226	151	43	287	19	25	94	1301
	55%	54%	49%	58%	57%	51%	46%	52%	50%	60%	45%	71%	70%	67%	58%	47%	57%	55%
	cgk	k		cfgik	cfik	k		cfik	cfik	cfik		abcdfghij	abcdfghikp	abcdfghij			k	
Harvard Centre on the Developing Child	103	62	60	40	81	21	2	37	40	5	16	4	-	13	1	1	12	100

	4% fj	11% adefgjkimn	8% adefgjkimn	4% j	5% fijn	2% f	2% f	14% acdefgjkimn pq	9% adefgjkimn	1% f	3% f	2% fk	- fjk	3% fjk	4% fjk	2% acdefgjk	7% fgjkimn acdefghijk n	4% n
National Literacy Trust	387 16%	130 23% acdefjk	128 17%	167 17%	262 18% f	121 14%	24 16%	51 19%	75 18%	52 14%	69 14%	45 21% fk	15 25% fjk	86 20% fjk	12 37%	16 30% acdefgjk	50 30% acdefghijk n	370 16%
National Childbirth Trust (NCT)	644 27% fgk	181 32% fgjk	215 29% fgk	362 36% acfgijk	506 34% acfgijk	134 16% k	24 16%	81 30% fgk	104 25% fgk	85 23% fk	50 10%	91 43% abcdefghijk p	28 46% abcfgijkp	180 42% abcdefghij kp	7 20%	12 23% k	62 37% acfgijk	625 27%
Parent Infant Foundation	177 8% fjn	84 15% adefgjkimn q	108 14% adefgjkimnq	70 7% fn	135 9% fjkin	40 5%	11 7%	63 23% abcdefgjk mnpq	74 18% adefgjkimnq	16 4%	24 5%	8 4%	3 5%	17 4%	3 10%	5 10%	13 8%	176 8%
Other	12 *	2 *	2 *	6 1%	8 1%	4 *	2 1%	-	2 *	2 *	2 *	2 1%	-	3 1%	-	-	2 1%	13 1%
No opinion	96 4% chq	24 4% hq	17 2% hq	38 4% h	44 3% h	51 6% acdehinq	9 6% chq	3 1%	12 3%	22 6% cehinq	30 7%	7 3%	1 2%	13 3%	1 1%	1 1%	96 4%	
Don't know	174 7% himq	34 6% hi	42 6% hi	61 6% hi	83 6% hi	87 10% abcdeghilmn q	6 4%	2 1%	8 2%	34 9% cdehimq	52 11% abcdeghilmn q	12 5%	-	25 6% hi	4 12%	5 10% himq	4 2%	176 8%

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

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 Table 264

QPSE1a/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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
NS	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62	108	353	4672
	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/o/p/q
 * small base

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 Table 269

QPSE2. 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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	2198	1202	1407	1247	2150	-	2	482	484	-	-	454	135	881	-	-	190	2198
Weighted total	2216	1202	1446	1243	2168	-*	3**	500	502	-**	-**	439	127	860	**	**	200	2198
Effective base	1982	1007	1266	1129	1937	-	2	443	445	-	-	409	120	799	-	-	172	2198
Child's health	530 24% dln	496 41% acdelmnq	496 34% adelmn	176 14% ln	526 24% dlmn	-	1 52%	230 46% acdelmnq	232 46% acdelmnq	-	-	42 10%	21 16% ln	64 7% ln	-	-	62 31% adelmn	519 24%
Child's education and learning	529 24% dlmn	448 37% adelmn	488 34% adelmn	171 14% n	526 24% dlmn	-	1 52%	210 42% acdelmnq	211 42% acdelmnq	-	-	45 10%	15 12% n	65 8% n	-	-	62 31% adelmn	516 23%
Child's nutrition	521 24% dlmn	510 42% acdelmnq	484 33% adelmnq	167 13% ln	515 24% dlmn	-	1 52%	246 49% abcdelmnq	247 49% abcdelmnq	-	-	36 8%	18 14% n	62 7% n	-	-	49 25% dlmn	514 23%
Child's mental health	495	360	456	190	490	-	-	189	189	-	-	29	9	59	-	-	62	490

	22%	30%	32%	15%	23%	-	-	38%	38%	-	-	7%	7%	7%	-	-	31%	22%
	dimn	adelmn	adelmn	lmn	dimn	-	-	abcdelmn	abcdelmn	-	-	7%	7%	7%	-	-	adelmn	adelmn
Child's behaviour	482	432	439	172	475	-	1	193	194	-	-	40	13	58	-	-	54	464
	22%	36%	30%	14%	22%	-	52%	39%	39%	-	-	9%	10%	7%	-	-	27%	21%
	dimn	acdelmnq	adelmn	ln	dimn	-	-	acdelmnq	acdelmnq	-	-	-	-	-	-	-	dimn	dimn
Child's vaccinations	450	450	412	175	449	-	-	205	205	-	-	42	18	59	-	-	53	434
	20%	37%	29%	14%	21%	-	-	41%	41%	-	-	10%	15%	7%	-	-	26%	20%
	dln	acdelmnq	adelmn	ln	dln	-	-	acdelmnq	acdelmnq	-	-	n	n	n	-	-	dimn	dimn
Child's emotional development	406	376	383	146	402	-	1	171	172	-	-	24	9	37	-	-	34	395
	18%	31%	27%	12%	19%	-	52%	34%	34%	-	-	6%	7%	4%	-	-	23%	18%
	dimn	acdelmnq	adelmn	ln	dimn	-	-	acdelmnq	acdelmnq	-	-	-	-	-	-	-	dimn	dimn
Child's physical development	404	401	380	135	400	-	1	201	202	-	-	30	15	42	-	-	50	395
	18%	33%	26%	11%	18%	-	52%	40%	40%	-	-	7%	12%	5%	-	-	25%	18%
	dln	acdelmnq	adelmn	ln	dln	-	-	abcdelmnq	abcdelmnq	-	-	n	n	n	-	-	adelmn	adelmn
Child's sleep	397	416	370	146	394	-	-	166	166	-	-	40	19	49	-	-	34	391
	18%	35%	26%	12%	18%	-	-	33%	33%	-	-	9%	15%	6%	-	-	17%	18%
	dln	acdelmnq	adelmnq	n	dln	-	-	acdelmnq	acdelmnq	-	-	n	n	n	-	-	dln	dln
Child's social development	374	355	353	132	371	-	1	179	180	-	-	27	8	39	-	-	40	369
	17%	30%	24%	11%	17%	-	52%	36%	36%	-	-	6%	7%	5%	-	-	20%	17%
	dimn	acdelmnq	adelmn	ln	dimn	-	-	abcdelmnq	abcdelmnq	-	-	-	-	-	-	-	dimn	dimn
Child's brain development	330	319	314	115	326	-	1	169	170	-	-	19	7	32	-	-	50	322
	15%	27%	23%	9%	15%	-	52%	34%	34%	-	-	4%	5%	4%	-	-	25%	15%
	dimn	acdelmn	adelmn	ln	dimn	-	-	abcdelmnq	abcdelmnq	-	-	-	-	-	-	-	adelmn	adelmn
Potty/toilet training or staying dry through the night	284	338	250	120	281	-	-	115	115	-	-	38	15	48	-	-	38	280
	13%	28%	17%	10%	13%	-	-	23%	23%	-	-	9%	12%	6%	-	-	19%	13%
	dln	acdelhlmq	adeln	n	dln	-	-	acdelmn	acdelmn	-	-	n	n	n	-	-	adeln	adeln
Breastfeeding/feeding	244	262	225	92	243	-	-	132	132	-	-	18	7	28	-	-	32	237
	11%	22%	16%	7%	11%	-	-	26%	26%	-	-	4%	6%	3%	-	-	16%	11%
	dln	acdelmn	adelmn	ln	dln	-	-	acdelmnq	acdelmnq	-	-	-	-	-	-	-	adlmn	adlmn
Other	9	4	3	6	9	-	-	-	-	-	-	3	*	6	-	-	1	10
	+	+	+	+	+	-	-	-	-	-	-	1%	*	1%	-	-	1%	*
I have not looked for information	950	124	319	731	916	-	-	28	28	-	-	310	76	664	-	-	52	951
	43%	10%	22%	59%	42%	-	-	6%	5%	-	-	71%	60%	77%	-	-	26%	43%
	bchliq	hi	bhi	abcehiq	bchliq	-	-	-	-	-	-	abcdelhiq	bcdehiq	abcdelhiq	-	-	bhi	bhi
Don't know	38	25	30	19	35	-	1	2	3	-	-	4	2	8	-	-	1	38
	2%	2%	2%	2%	2%	-	48%	*	1%	-	-	1%	2%	1%	-	-	1%	2%
	h	h	hn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Social + emotional	559	518	525	207	554	-	1	246	247	-	-	40	13	58	-	-	63	545
	25%	43%	36%	17%	26%	-	52%	49%	49%	-	-	9%	10%	7%	-	-	32%	25%
	dimn	acdelmnq	adelmn	ln	dimn	-	-	abcdelmnq	abcdelmnq	-	-	-	-	-	-	-	dimn	dimn
NET: Seeking any form of advice	1229	1053	1097	492	1217	-	1	470	471	-	-	125	48	188	-	-	146	1209
	55%	88%	76%	40%	56%	-	52%	94%	94%	-	-	28%	38%	22%	-	-	73%	55%
	dimn	acdelmnq	adelmn	ln	dimn	-	-	abcdelmnq	abcdelmnq	-	-	n	ln	n	-	-	adelmn	adelmn

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

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Table 274

QP5E3. 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	545	511	511	201	541	-	1	238	239	-	-	42	14	62	-	-	61	545
Weighted total	559	518	525	207	554	**	1**	246	247	**	**	40*	13**	58*	**	**	63*	545
Effective base	488	446	456	184	484	-	1	218	219	-	-	38	13	55	-	-	55	488
NET: Online	456	443	432	166	454	-	1	213	215	-	-	28	10	43	-	-	49	443
	82%	85%	82%	80%	82%	-	100%	87%	87%	-	-	69%	77%	73%	-	-	77%	81%
	ln	l	l	ln	ln	-	-	ln	ln	-	-	-	-	-	-	-	-	-
NHS website or other official health websites	255	241	242	78	254	-	-	114	114	-	-	19	7	26	-	-	28	245
	46%	46%	46%	38%	46%	-	-	47%	46%	-	-	47%	59%	45%	-	-	43%	45%
	d	d	d	d	d	-	-	d	d	-	-	d	d	d	-	-	d	d
Friends	186	172	179	63	185	-	-	88	88	-	-	12	3	13	-	-	20	178
	33%	33%	34%	30%	33%	-	-	36%	35%	-	-	29%	25%	23%	-	-	32%	33%
GP's or other healthcare professionals	176	154	168	61	174	-	1	71	73	-	-	14	7	19	-	-	25	176
	31%	30%	32%	30%	31%	-	100%	29%	29%	-	-	34%	54%	32%	-	-	39%	32%
Child's school	173	160	167	59	173	-	-	72	72	-	-	12	4	16	-	-	23	163
	31%	31%	32%	28%	31%	-	-	29%	29%	-	-	30%	31%	27%	-	-	36%	30%

My parents / my partner's parents	163 29% n	197 38% acdeln	159 30% n	49 24%	161 29% n	-	-	88 36% dln	88 36% dln	-	-	6 16%	3 26%	9 16%	-	-	18 28%	162 30%
Online articles or blogs about parenting	157 28% n	157 30% dn	153 29% n	45 22%	156 28% n	-	100%	73 30% n	74 30% n	-	-	6 16%	3 26%	8 14%	-	-	25 40% dln	150 28%
Parenting forums or discussion groups	155 28% l	163 31% dln	150 29% dl	42 20%	155 28% dl	-	-	84 34% dln	84 34% dln	-	-	4 10%	-	10 17%	-	-	17 27% l	149 27%
Social media from healthcare organisations	141 25%	147 28%	137 26%	54 26%	141 26%	-	-	76 31% n	76 31% n	-	-	7 16%	2 19%	10 16%	-	-	18 28%	137 25%
Specialist medical professional or therapist	141 25%	124 24%	134 25%	49 24%	141 25%	-	-	67 27%	67 27%	-	-	10 26%	3 24%	14 24%	-	-	21 33%	140 26%
Parenting books	138 25%	158 30% a	134 26%	57 27%	138 25%	-	-	86 35% acen	86 35% acen	-	-	10 25%	6 47%	11 20%	-	-	16 25%	134 25%
Nursery or childcare professionals	137 24%	191 37% acdenq	131 25%	42 20%	137 25%	-	-	81 33% acde	81 33% acde	-	-	9 23%	1 11%	12 20%	-	-	14 22%	137 25%
Parenting support group	135 24% n	141 27% ln	133 25% ln	47 23%	135 24% ln	-	-	75 30% ln	75 30% ln	-	-	4 10%	3 20%	6 10%	-	-	13 20%	133 24%
Family members	130 23%	115 22%	119 23%	45 22%	127 23%	-	-	57 23%	57 23%	-	-	11 28%	3 20%	16 27%	-	-	16 25%	126 23%
Social media content from friends and family	129 23% l	120 23% l	127 24% ln	41 20%	129 23% l	-	-	77 31% abdeln	77 31% abdeln	-	-	4 9%	1 8%	7 12%	-	-	13 21%	122 22%
Family Hub / Sure start / Children's Centres	117 21%	129 25% ln	115 22%	47 23%	117 21%	-	-	64 26% ln	64 26% ln	-	-	4 11%	2 17%	7 12%	-	-	14 23%	109 20%
Parenting apps	116 21%	122 24%	112 21%	48 23%	116 21%	-	-	69 28% aen	69 28% aen	-	-	5 13%	2 15%	8 14%	-	-	14 22%	110 20%
Health visitor	97 17%	144 28% acdehln	95 18%	26 13%	97 17%	-	-	49 20% d	49 20% d	-	-	3 7%	2 17%	6 11%	-	-	13 21%	104 19%
Podcasts	95 17%	89 17%	91 17%	40 19%	95 17%	-	-	50 20%	50 20%	-	-	3 9%	1 8%	6 10%	-	-	15 23%	90 17%
Charity organisation	87 16%	80 16%	84 16%	41 20%	87 16%	-	-	51 21%	51 21%	-	-	8 20%	3 24%	8 13%	-	-	16 26%	81 15%
Local Authority staff / Family Information Service	84 15%	78 15%	84 16%	34 17%	84 15%	-	-	43 17%	43 17%	-	-	5 12%	3 26%	5 9%	-	-	15 23%	80 15%
Child's red book	78 14%	109 21% ace	75 14%	32 15%	78 14%	-	-	41 17%	41 17%	-	-	4 10%	3 21%	9 15%	-	-	13 21%	74 14%
From elsewhere	5 1%	4 1%	4 1%	2 1%	5 1%	-	-	* *	* *	-	-	1 2%	-	1 2%	-	-	1 2%	5 1%
None of these	14 2% hi	9 2% hi	11 2% hi	5 3% hi	14 2% hi	-	-	- -	- -	-	-	3 7% bchi	-	3 5% hi	-	-	2 3% hi	12 2%
Don't know	3 *	1 *	3 *	1 1%	3 *	-	-	- -	- -	-	-	- -	- -	- -	-	-	- *	2 *
NET: Informal	459 82% ln	439 85% dln	435 83% ln	161 78%	455 82% ln	-	100%	218 89% adeln	219 89% adeln	-	-	25 64%	8 61%	40 69%	-	-	50 79%	446 82%
NET: Formal	507 91%	483 93% n	481 92%	190 92%	505 91%	-	100%	238 97% abcdehnq	240 97% abcdehnq	-	-	34 85%	13 100%	49 84%	-	-	57 90%	494 91%
NET: Friends and Family	313 56%	310 60% d	298 57%	104 50%	311 56%	-	-	148 60%	148 60%	-	-	20 51%	6 50%	27 47%	-	-	35 55%	304 56%
NET: Public service / health professional	489 87% n	472 91% n	465 89% n	180 87%	487 88%	-	100%	228 93% adeln	229 93% adeln	-	-	33 82%	11 90%	46 79%	-	-	54 85%	478 88%
Other personalities and influencers on social media	57 10% n	53 10% n	57 11% n	28 14%	57 10% n	-	-	35 14% ln	35 14% ln	-	-	1 3%	-	1 2%	-	-	11 17% ln	53 10%
Mean number of mentions	5.44 n	6 adeln	5.57 n	5.14	5.47 n	-	2	6.14 adeln	6.12 adeln	-	-	4.38	4.97	4.12	-	-	6.2 ln	5.38

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

* small base; ** very small base (under 30) ineligible for sig testing

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 Table 279

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	70	80	67	13	69	-	31	31	-	-	3	1	5	-	-	5	70	
Weighted total	66*	72*	63*	11**	64*	**	32**	32**	**	**	2**	1**	3**	**	**	4**	70*	
Effective base	60	61	58	11	59	-	28	28	-	-	3	1	4	-	-	4	70	
Very reliable	38	43	38	5	38	-	25	25	-	-	-	-	-	-	-	-	37	
58%	59%	60%	60%	42%	59%	-	76%	76%	-	-	-	-	10%	-	-	58%	53%	
Fairly reliable	24	25	22	5	23	-	7	7	-	-	1	1	3	-	-	2	29	
37%	35%	34%	44%	36%	-	-	20%	20%	-	-	-	-	77%	100%	78%	-	42%	41%
Not very reliable	2	4	2	*	2	-	-	-	-	-	*	*	*	-	-	3	3	
3%	5%	3%	4%	3%	-	-	-	-	-	-	-	-	23%	-	12%	-	4%	4%
Not at all reliable	1	-	1	1	1	-	1	1	-	-	-	-	-	-	-	-	-	1
2%	-	2%	11%	2%	-	-	4%	4%	-	-	-	-	-	-	-	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	62	68	59	10	61	-	31	31	-	-	1	1	3	-	-	4	66	
95%	95%	95%	86%	95%	-	-	96%	96%	-	-	77%	100%	88%	-	-	100%	94%	
Bottom 2: Not reliable	3	4	3	2	3	-	1	1	-	-	*	*	*	-	-	-	4	
5%	5%	5%	14%	5%	-	-	4%	4%	-	-	23%	-	12%	-	-	-	6%	
Net difference	59	64	56	8	57	0	30	30	0	0	1	1	3	0	0	4	62	
90%	90%	89%	71%	89%	0%	0%	93%	93%	0%	0%	53%	100%	76%	0%	0%	100%	89%	

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

* small base; ** very small base (under 30) ineligible for sig testing

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 Table 284

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

	Relationship with Children																Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	
Unweighted total	64	58	55	22	62	-	24	24	-	-	7	1	12	-	-	3	64
Weighted total	64*	48*	57*	19**	62*	**	23**	23**	**	**	5**	1**	10**	**	**	3**	64*
Effective base	56	45	49	19	54	-	22	22	-	-	6	1	10	-	-	3	64
Very reliable	19	22	19	5	19	-	17	17	-	-	1	-	1	-	-	1	20
30%	30%	46%	33%	27%	32%	-	76%	76%	-	-	13%	-	7%	-	-	38%	31%
Fairly reliable	36	21	30	12	34	-	3	3	-	-	5	*	9	-	-	2	37
57%	57%	44%	53%	65%	55%	-	15%	15%	-	-	87%	100%	89%	-	-	62%	58%
Not very reliable	7	5	7	-	7	-	2	2	-	-	-	-	-	-	-	-	5
10%	10%	10%	12%	-	11%	-	9%	9%	-	-	-	-	-	-	-	-	8%
Not at all reliable	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	1
2%	2%	-	2%	6%	2%	-	-	-	-	-	-	-	-	-	-	-	2%
Don't know	*	-	-	*	*	-	-	-	-	-	-	-	*	-	-	-	1
1%	1%	-	2%	1%	1%	-	1%	1%	-	-	-	-	4%	-	-	-	2%
Top 2: Reliable	56	44	49	17	54	-	21	21	-	-	5	*	10	-	-	3	57
87%	87%	90%	86%	91%	87%	-	91%	91%	-	-	100%	100%	96%	-	-	100%	89%
Bottom 2: Not reliable	8	5	8	1	8	-	2	2	-	-	-	-	-	-	-	-	6
12%	12%	10%	14%	6%	13%	-	9%	9%	-	-	-	-	-	-	-	-	9%
Net difference	48	39	41	16	46	0	18	18	0	0	5	*	10	0	0	3	51
75%	80%	73%	85%	74%	0%	0%	82%	82%	0%	0%	100%	100%	96%	0%	0%	100%	80%

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

* 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? Friends

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	71	70	67	23	70	-	33	33	-	-	-	6	1	8	-	-	3	71
Weighted total	74*	64*	69*	23**	72*	**	34*	34*	**	**	**	6**	1**	7**	**	**	2**	71*
Effective base	64	59	60	21	63	-	31	31	-	-	-	6	1	7	-	-	3	71
Very reliable	17	20	16	6	17	-	11	11	-	-	-	2	1	2	-	-	1	17
	23%	30%	23%	28%	23%	-	33%	33%	-	-	-	31%	100%	23%	-	-	51%	24%
Fairly reliable	48	40	45	11	47	-	19	19	-	-	-	3	-	5	-	-	1	46
	66%	62%	65%	48%	65%	-	57%	57%	-	-	-	62%	-	71%	-	-	49%	65%
Not very reliable	9	4	9	5	9	-	3	3	-	-	-	-	-	-	-	-	-	8
	12%	7%	13%	24%	12%	-	10%	10%	-	-	-	8%	-	6%	-	-	-	11%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	65	59	61	18	64	-	31	31	-	-	-	5	1	7	-	-	2	63
	88%	92%	87%	76%	88%	-	90%	90%	-	-	-	92%	100%	94%	-	-	100%	89%
Bottom 2: Not reliable	9	4	9	5	9	-	3	3	-	-	-	*	-	*	-	-	8	
	12%	7%	13%	24%	12%	-	10%	10%	-	-	-	8%	-	6%	-	-	-	11%
Net difference	56	55	52	12	55	0	27	27	0	0	0	5	1	6	0	0	2	55
	76%	85%	75%	52%	76%	0%	80%	80%	0%	0%	0%	85%	100%	88%	0%	0%	100%	77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
 * 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? GPs or other healthcare professionals

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	31	59	74	31	79	-	1	25	26	-	-	9	4	15	-	-	5	81
Weighted total	78*	52*	71*	31**	76*	**	1**	24**	26**	**	**	8**	4**	12**	**	**	6**	81*
Effective base	71	48	65	29	70	-	1	22	23	-	-	5	4	13	-	-	5	81
Very reliable	33	23	28	14	32	-	1	15	16	-	-	4	1	7	-	-	2	35
	43%	45%	40%	44%	42%	-	100%	60%	62%	-	-	48%	36%	54%	-	-	38%	43%
Fairly reliable	34	24	34	13	34	-	-	7	7	-	-	2	*	4	-	-	4	35
	44%	45%	47%	42%	44%	-	-	28%	27%	-	-	29%	13%	31%	-	-	62%	43%
Not very reliable	8	5	8	2	8	-	-	3	3	-	-	-	-	-	-	-	-	9
	11%	10%	12%	8%	11%	-	-	12%	11%	-	-	-	-	-	-	-	-	11%
Not at all reliable	2	-	1	2	2	-	-	-	-	-	-	2	2	2	-	-	-	2
	2%	-	1%	6%	2%	-	-	-	-	-	-	23%	51%	15%	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	68	47	62	27	66	-	1	22	23	-	-	6	2	10	-	-	6	70
	87%	90%	87%	86%	86%	-	100%	88%	89%	-	-	77%	49%	85%	-	-	100%	86%
Bottom 2: Not reliable	10	5	9	4	10	-	-	3	3	-	-	2	2	2	-	-	-	11
	13%	10%	13%	14%	14%	-	-	12%	11%	-	-	23%	51%	15%	-	-	-	14%
Net difference	57	42	52	22	55	0	1	19	20	0	0	5	*	9	0	0	6	59
	73%	80%	74%	72%	73%	0%	100%	76%	77%	0%	0%	54%	-2%	69%	0%	0%	100%	73%

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

QPSE4A. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	59	56	55	16	59	-	24	24	-	-	-	4	8	-	-	-	8	59
Weighted total	58*	56*	53*	18**	58*	**	23**	23**	**	**	-	5**	1**	8**	**	**	8**	59*
Effective base	52	48	48	15	52	-	22	22	-	-	-	4	1	7	-	-	7	59
Very reliable	33	39	31	9	33	-	14	14	-	-	-	2	1	4	-	-	7	31
	57%	69%	58%	49%	57%	-	61%	61%	-	-	-	49%	100%	50%	-	-	82%	53%
Fairly reliable	24	16	22	9	24	-	9	9	-	-	-	3	-	4	-	-	1	26
	42%	29%	41%	51%	42%	-	39%	39%	-	-	-	51%	-	50%	-	-	18%	44%
Not very reliable	1	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2
	1%	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	55	52	18	57	-	23	23	-	-	-	5	1	8	-	-	8	57
	99%	99%	99%	100%	99%	-	100%	100%	-	-	-	100%	100%	100%	-	-	100%	97%
Bottom 2: Not reliable	1	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	2
	1%	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	3%
Net difference	57	55	52	18	57	0	23	23	0	0	0	5	1	8	0	0	8	55
	97%	97%	97%	100%	97%	0%	100%	100%	0%	0%	0%	100%	100%	100%	0%	0%	100%	93%

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

* small base; ** very small base (under 30) ineligible for sig testing

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

QPSE4A. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	52	69	48	19	52	-	30	30	-	-	-	5	1	6	-	-	5	52
Weighted total	50*	66*	46*	18**	50*	**	30**	30**	**	**	-	4**	**	5**	**	**	5**	52*
Effective base	47	57	43	17	47	-	28	28	-	-	-	4	1	5	-	-	5	52
Very reliable	31	35	30	13	31	-	21	21	-	-	-	1	-	3	-	-	5	32
	62%	53%	64%	75%	62%	-	72%	72%	-	-	-	34%	-	47%	-	-	100%	62%
Fairly reliable	17	27	15	4	17	-	7	7	-	-	-	3	*	3	-	-	-	18
	34%	42%	32%	25%	34%	-	23%	23%	-	-	-	66%	100%	53%	-	-	-	35%
Not very reliable	2	3	2	-	2	-	2	2	-	-	-	-	-	-	-	-	-	2
	3%	5%	4%	-	3%	-	6%	6%	-	-	-	-	-	-	-	-	-	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	48	62	44	18	48	-	28	28	-	-	-	4	*	5	-	-	5	50
	97%	94%	96%	100%	97%	-	94%	94%	-	-	-	100%	100%	100%	-	-	100%	96%
Bottom 2: Not reliable	2	3	2	-	2	-	2	2	-	-	-	-	-	-	-	-	-	2
	3%	5%	4%	-	3%	-	6%	6%	-	-	-	-	-	-	-	-	-	4%
Net difference	46	59	43	18	46	0	27	27	0	0	0	4	*	5	0	0	5	48
	93%	90%	93%	100%	93%	0%	89%	89%	0%	0%	0%	100%	100%	100%	0%	0%	100%	92%

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

* small base; ** very small base (under 30) ineligible for sig testing

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

QPSE4A. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	59	60	57	21	59	-	31	31	-	59	-	2	3	-	-	-	2	59
Weighted total	56*	52*	55*	23**	56*	**	27**	27**	**	56*	**	2**	**	2**	**	**	1**	59*
Effective base	53	46	51	20	53	-	27	27	-	53	-	2	3	-	-	-	2	59
Very reliable	37	31	36	16	37	-	21	21	-	37	-	1	2	-	-	-	1	37
	65%	59%	65%	71%	65%	-	76%	76%	-	65%	-	70%	77%	-	-	-	100%	63%
Fairly reliable	18	19	18	5	18	-	6	6	-	18	-	-	-	-	-	-	-	20
	32%	35%	33%	22%	32%	-	24%	24%	-	32%	-	-	-	-	-	-	-	34%
Not very reliable	1	2	1	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1
	2%	3%	2%	5%	2%	-	-	-	-	2%	-	-	-	-	-	-	-	2%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	2	-	2	1	-	-	-	-	-	-	30%	23%	-	-	-	-	1
	1%	3%	-	2%	1%	-	-	-	-	-	-	30%	23%	-	-	-	-	2%
Top 2: Reliable	55	49	54	21	55	-	27	27	-	55	-	1	2	-	-	-	1	57
	97%	94%	98%	93%	97%	-	100%	100%	-	97%	-	70%	77%	-	-	-	100%	97%
Bottom 2: Not reliable	1	2	1	1	1	-	-	-	-	1	-	-	-	-	-	-	-	1
	2%	3%	2%	5%	2%	-	-	-	-	2%	-	-	-	-	-	-	-	2%
Net difference	54	48	52	20	54	0	27	27	0	0	1	0	2	0	0	0	1	56
	95%	91%	96%	88%	95%	0%	100%	100%	0%	0%	70%	0%	77%	0%	0%	0%	100%	95%

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

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Table 314

QP5E4A. 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	66	67	62	28	66	-	36	36	-	66	-	8	5	10	-	-	8	66
Weighted total	67*	58*	64*	29**	67*	**	38*	38*	**	67*	**	8**	5**	9**	**	**	8**	66*
Effective base	59	52	55	26	59	-	32	32	-	59	-	7	4	8	-	-	7	66
Very reliable	31	32	31	12	31	-	26	26	-	31	-	1	2	2	-	-	4	30
	46%	55%	49%	42%	46%	-	69%	69%	-	46%	-	13%	20%	24%	-	-	47%	45%
Fairly reliable	29	22	27	15	29	-	10	10	-	29	-	5	3	5	-	-	3	29
	44%	38%	42%	49%	44%	-	26%	26%	-	44%	-	70%	53%	61%	-	-	32%	44%
Not very reliable	5	3	5	3	5	-	1	1	-	5	-	1	1	1	-	-	2	6
	8%	5%	7%	9%	8%	-	1%	1%	-	8%	-	17%	27%	15%	-	-	21%	9%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	1	1	1	-	1	1	-	1	-	-	-	-	-	-	-	1
	2%	2%	2%	2%	2%	-	3%	3%	-	2%	-	-	-	-	-	-	-	2%
Top 2: Reliable	61	54	58	27	61	-	36	36	-	61	-	6	3	7	-	-	6	59
	90%	93%	91%	91%	90%	-	95%	95%	-	90%	-	83%	73%	85%	-	-	79%	89%
Bottom 2: Not reliable	5	3	5	3	5	-	1	1	-	5	-	1	1	1	-	-	2	6
	8%	5%	7%	9%	8%	-	1%	1%	-	8%	-	17%	27%	15%	-	-	21%	9%
Net difference	55	51	53	24	55	0	36	36	0	0	5	2	6	0	0	0	5	53
	82%	88%	84%	83%	82%	0%	94%	94%	0%	0%	66%	45%	70%	0%	0%	0%	58%	80%

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

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Table 319

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

Relationship with Children

	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total
Unweighted total	50	51	47	26	50	-	-	23	23	-	-	3	1	4	-	-	10	50
Weighted total	49*	51*	46*	25**	49*	**	**	24**	24**	**	**	3**	1**	5**	**	**	10**	50*
Effective base	46	42	43	24	46	-	-	22	22	-	-	3	1	4	-	-	9	50
Very reliable	15	21	14	5	15	-	-	7	7	-	-	2	1	2	-	-	4	15
	31%	41%	31%	18%	31%	-	-	30%	30%	-	-	60%	100%	45%	-	-	44%	30%
Fairly reliable	29	27	27	16	29	-	-	14	14	-	-	1	-	1	-	-	5	30
	58%	53%	60%	65%	58%	-	-	60%	60%	-	-	40%	-	30%	-	-	56%	60%
Not very reliable	3	3	2	2	3	-	-	1	1	-	-	-	-	1	-	-	-	3
	7%	6%	5%	8%	7%	-	-	4%	4%	-	-	-	-	24%	-	-	-	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	2	2	2	-	-	1	1	-	-	-	-	-	-	-	-	2
	4%	-	5%	8%	4%	-	-	5%	5%	-	-	-	-	-	-	-	-	4%
Top 2: Reliable	44	48	41	21	44	-	-	22	22	-	-	3	1	3	-	-	10	45
	89%	94%	90%	83%	89%	-	-	90%	90%	-	-	100%	100%	76%	-	-	100%	90%
Bottom 2: Not reliable	3	3	2	2	3	-	-	1	1	-	-	-	-	1	-	-	-	3
	7%	6%	5%	8%	7%	-	-	4%	4%	-	-	-	-	24%	-	-	-	6%
Net difference	40	45	39	19	40	0	0	20	20	0	0	3	1	2	0	0	10	42
	82%	88%	86%	75%	82%	0%	0%	86%	86%	0%	0%	100%	100%	51%	0%	0%	100%	84%

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

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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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total
Unweighted total	103	119	101	39	103	-	-	54	54	-	-	4	2	7	-	-	12	103
Weighted total	110*	121*	107*	45*	110*	**	**	58*	58*	**	**	4**	2**	7**	**	**	13**	103
Effective base	96	99	94	37	96	-	-	51	51	-	-	4	2	7	-	-	11	103
Very reliable	63	71	63	28	63	-	-	36	36	-	-	1	1	1	-	-	5	59
	57%	59%	58%	64%	57%	-	-	62%	62%	-	-	28%	55%	17%	-	-	34%	57%
Fairly reliable	46	49	43	15	46	-	-	21	21	-	-	3	1	6	-	-	9	43
	42%	40%	40%	34%	42%	-	-	36%	36%	-	-	72%	45%	83%	-	-	66%	42%
Not very reliable	1	1	1	1	1	-	-	1	1	-	-	-	-	-	-	-	-	1
	1%	1%	1%	3%	1%	-	-	2%	2%	-	-	-	-	-	-	-	-	1%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	108	120	106	43	108	-	-	57	57	-	-	4	2	7	-	-	13	102
	99%	99%	99%	97%	99%	-	-	98%	98%	-	-	100%	100%	100%	-	-	100%	99%
Bottom 2: Not reliable	1	1	1	1	1	-	-	1	1	-	-	-	-	-	-	-	-	1
	1%	1%	1%	3%	1%	-	-	2%	2%	-	-	-	-	-	-	-	-	1%
Net difference	107	119	105	42	107	0	0	56	56	0	0	4	2	7	0	0	13	101
	98%	98%	98%	94%	98%	0%	0%	96%	96%	0%	0%	100%	100%	100%	0%	0%	100%	98%

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

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Table 329

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total

Unweighted total	75	60	73	26	75	-	-	35	35	-	-	3	-	5	-	-	5	75
Weighted total	83*	60*	80*	27**	83*	36*	36*	3**	..	5**	6**	75*
Effective base	67	50	65	24	67	-	-	32	32	-	-	3	-	4	-	-	5	75
Very reliable	31	27	31	10	31	-	-	18	18	-	-	2	-	2	-	-	1	30
	38%	44%	39%	39%	38%	-	-	50%	50%	-	-	60%	-	48%	-	-	20%	40%
Fairly reliable	40	30	39	11	40	-	-	18	18	-	-	-	-	1	-	-	4	36
	48%	51%	48%	40%	48%	-	-	49%	49%	-	-	-	-	25%	-	-	58%	48%
Not very reliable	12	3	10	6	12	-	-	*	*	-	-	1	-	1	-	-	1	9
	14%	5%	13%	21%	14%	-	-	1%	1%	-	-	40%	-	27%	-	-	23%	12%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	71	57	70	21	71	-	-	36	36	-	-	2	-	4	-	-	5	66
	86%	95%	87%	79%	86%	-	-	99%	99%	-	-	60%	-	73%	-	-	77%	88%
Bottom 2: Not reliable	12	3	10	6	12	-	-	*	*	-	-	1	-	1	-	-	1	9
	14%	5%	13%	21%	14%	-	-	1%	1%	-	-	40%	-	27%	-	-	23%	12%
Net difference	60	54	60	15	60	0	0	35	35	0	0	1	0	2	0	0	3	57
	72%	90%	75%	57%	72%	0%	0%	98%	98%	0%	0%	19%	0%	47%	0%	0%	55%	76%

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

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QP5E4A. 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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	50	69	50	13	50	-	-	19	19	-	-	2	2	4	-	-	5	50
Weighted total	48*	70*	48*	12**	48*	17**	17**	2**	2**	3**	4**	50*
Effective base	43	59	43	12	43	-	-	17	17	-	-	2	2	3	-	-	5	50
Very reliable	25	41	25	5	25	-	-	14	14	-	-	1	1	1	-	-	3	25
	52%	58%	52%	38%	52%	-	-	80%	80%	-	-	56%	56%	36%	-	-	71%	50%
Fairly reliable	16	19	16	6	16	-	-	2	2	-	-	-	-	-	-	-	-	17
	33%	27%	33%	46%	33%	-	-	11%	11%	-	-	-	-	-	-	-	-	34%
Not very reliable	7	10	7	2	7	-	-	2	2	-	-	1	1	2	-	-	1	7
	14%	14%	14%	17%	14%	-	-	9%	9%	-	-	44%	44%	64%	-	-	29%	14%
Not at all reliable	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
Don't know	1%	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	2%
Top 2: Reliable	41	60	41	10	41	-	-	16	16	-	-	1	1	1	-	-	3	42
	85%	85%	85%	83%	85%	-	-	91%	91%	-	-	56%	56%	36%	-	-	71%	84%
Bottom 2: Not reliable	7	10	7	2	7	-	-	2	2	-	-	1	1	2	-	-	1	8
	15%	14%	15%	17%	15%	-	-	9%	9%	-	-	44%	44%	64%	-	-	29%	16%
Net difference	34	50	34	8	34	0	0	14	14	0	0	*	*	-1	0	0	2	34
	71%	71%	71%	67%	71%	0%	0%	81%	81%	0%	0%	12%	12%	-28%	0%	0%	42%	68%

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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	74	105	72	29	74	-	-	38	38	-	-	4	3	8	-	-	14	74

Weighted total	78*	109*	75*	32**	78*	**	**	41*	41*	**	**	4**	3**	9**	**	**	13**	74*
Effective base	65	89	64	26	65	-	-	34	34	-	-	4	3	7	-	-	13	74
Very reliable	37	60	36	15	37	-	-	20	20	-	-	3	1	6	-	-	8	37
	48%	55%	48%	46%	48%	-	-	50%	50%	-	-	70%	54%	72%	-	-	62%	50%
Fairly reliable	34	44	33	12	34	-	-	18	18	-	-	-	-	1	-	-	2	30
	43%	40%	43%	38%	43%	-	-	43%	43%	-	-	-	-	14%	-	-	19%	41%
Not very reliable	5	3	5	4	5	-	-	2	2	-	-	-	-	-	-	-	1	5
	7%	3%	7%	12%	7%	-	-	6%	6%	-	-	-	-	-	-	-	9%	7%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	2	1	2	-	-	*	*	-	-	1	1	1	-	-	1	2
	2%	1%	2%	4%	2%	-	-	1%	1%	-	-	30%	46%	14%	-	-	9%	3%
Top 2: Reliable	71	104	69	27	71	-	-	38	38	-	-	3	1	7	-	-	11	67
	91%	96%	91%	85%	91%	-	-	93%	93%	-	-	70%	54%	86%	-	-	81%	91%
Bottom 2: Not reliable	5	3	5	4	5	-	-	2	2	-	-	-	-	-	-	-	1	5
	7%	3%	7%	12%	7%	-	-	6%	6%	-	-	-	-	-	-	-	9%	7%
Net difference	66	101	63	23	66	0	0	36	36	0	0	3	1	7	0	0	9	62
	85%	93%	84%	73%	85%	0%	0%	87%	87%	0%	0%	70%	54%	86%	0%	0%	72%	84%

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

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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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	80	87	80	35	80	-	-	39	39	-	-	6	4	7	-	-	13	80
Weighted total	84*	78*	84*	34*	84*	**	**	43*	43*	**	**	5**	3**	5**	**	**	15**	80*
Effective base	71	70	71	31	71	-	-	36	36	-	-	5	4	6	-	-	11	80
Very reliable	33	40	33	15	33	-	-	19	19	-	-	2	2	3	-	-	9	32
	39%	51%	39%	44%	39%	-	-	45%	45%	-	-	43%	65%	48%	-	-	58%	40%
Fairly reliable	41	35	41	15	41	-	-	20	20	-	-	2	1	2	-	-	6	38
	49%	45%	49%	44%	49%	-	-	46%	46%	-	-	48%	35%	44%	-	-	42%	48%
Not very reliable	7	3	7	2	7	-	-	2	2	-	-	*	-	*	-	-	-	8
	8%	4%	8%	5%	8%	-	-	6%	6%	-	-	9%	-	8%	-	-	-	10%
Not at all reliable	2	-	2	2	2	-	-	1	1	-	-	-	-	-	-	-	-	2
	3%	-	3%	7%	3%	-	-	3%	3%	-	-	-	-	-	-	-	-	3%
Don't know	-	-	-	b	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	74	75	74	30	74	-	-	39	39	-	-	5	3	5	-	-	15	70
	89%	96%	89%	88%	89%	-	-	91%	91%	-	-	91%	100%	92%	-	-	100%	88%
Bottom 2: Not reliable	9	3	9	4	9	-	-	4	4	-	-	*	-	*	-	-	-	10
	11%	4%	11%	12%	11%	-	-	9%	9%	-	-	9%	-	8%	-	-	-	13%
Net difference	65	72	65	26	65	0	0	35	35	0	0	4	3	5	0	0	15	60
	78%	93%	78%	77%	78%	0%	0%	83%	83%	0%	0%	83%	100%	84%	0%	0%	100%	75%

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	81	93	78	37	81	-	-	47	47	-	-	7	3	7	-	-	15	81
Weighted total	87*	80*	84*	41*	87*	**	**	51*	51*	**	**	8**	3**	8**	**	**	16**	81*
Effective base	75	74	72	35	75	-	-	44	44	-	-	7	3	7	-	-	14	81
Very reliable	51	48	49	21	51	-	-	32	32	-	-	4	2	4	-	-	7	47

	58%	60%	59%	52%	58%	-	-	64%	64%	-	-	46%	69%	46%	-	-	44%	58%
Fairly reliable	36	29	34	19	36	-	-	18	18	-	-	4	1	4	-	-	9	33
	41%	36%	40%	48%	41%	-	-	36%	36%	-	-	54%	31%	54%	-	-	56%	41%
Not very reliable	*	4	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	5%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	87	77	83	41	87	-	-	51	51	-	-	8	3	8	-	-	16	80
	99%	95%	99%	100%	99%	-	-	100%	100%	-	-	100%	100%	100%	-	-	100%	99%
Bottom 2: Not reliable	*	4	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	5%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%
Net difference	86	73	83	41	86	0	0	51	51	0	0	8	3	8	0	0	16	79
	99%	91%	99%	100%	99%	0%	0%	100%	100%	0%	0%	100%	100%	100%	0%	0%	100%	98%

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

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 Table 354

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	89	68	78	30	88	-	-	30	30	-	-	9	3	15	-	-	8	89
Weighted total	92*	72*	82*	30**	91*	**	**	31**	31**	**	**	8**	2**	14**	**	**	7**	89*
Effective base	80	59	70	27	79	-	-	27	27	-	-	8	3	14	-	-	7	89
Very reliable	44	40	41	12	44	-	-	17	17	-	-	2	1	4	-	-	2	41
	47%	55%	50%	41%	48%	-	-	54%	54%	-	-	23%	32%	31%	-	-	24%	46%
Fairly reliable	44	30	37	17	44	-	-	13	13	-	-	5	2	9	-	-	5	44
	48%	42%	45%	59%	48%	-	-	42%	42%	-	-	65%	68%	62%	-	-	76%	49%
Not very reliable	3	1	2	-	2	-	-	-	-	-	-	1	-	1	-	-	-	3
	4%	2%	3%	-	3%	-	-	-	-	-	-	11%	-	7%	-	-	-	3%
Not at all reliable	1	2	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1
	1%	2%	2%	-	1%	-	-	4%	4%	-	-	-	-	-	-	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	87	70	78	30	87	-	-	30	30	-	-	7	2	13	-	-	7	85
	95%	96%	95%	100%	96%	-	-	96%	96%	-	-	89%	100%	93%	-	-	100%	96%
Bottom 2: Not reliable	5	3	4	-	4	-	-	1	1	-	-	1	-	1	-	-	-	4
	5%	4%	5%	-	4%	-	-	4%	4%	-	-	11%	-	7%	-	-	-	4%
Net difference	83	67	74	30	84	0	0	28	28	0	0	6	2	12	0	0	7	81
	90%	93%	91%	100%	92%	0%	0%	92%	92%	0%	0%	77%	100%	87%	0%	0%	100%	91%

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

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 Table 359

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

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	53	58	49	23	53	-	-	29	29	-	-	2	-	5	-	-	5	53
Weighted total	55*	54*	51*	24**	55*	**	**	30**	30**	**	**	2**	**	4**	**	**	4**	53*
Effective base	49	50	45	22	49	-	-	26	26	-	-	2	-	4	-	-	5	53
Very reliable	20	24	20	5	20	-	-	14	14	-	-	-	-	-	-	-	2	20
	37%	45%	40%	19%	37%	-	-	47%	47%	-	-	-	-	-	-	-	61%	38%
Fairly reliable	26	24	25	13	26	-	-	12	12	-	-	-	-	-	-	-	1	25
	47%	45%	48%	55%	47%	-	-	39%	39%	-	-	-	-	29%	-	-	13%	47%
Not very reliable	4	3	3	4	4	-	-	1	1	-	-	1	-	2	-	-	1	5

	27%	48%	34%	-	27%	-	-	-	-	-	-	-	-	-	-	-	-	20%
Net difference	1	*	1	1	1	0	0	*	*	0	0	0	0	0	0	0	1	2
	26%	4%	33%	54%	26%	0%	0%	100%	100%	0%	0%	0%	0%	0%	0%	0%	100%	40%

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	70	80	67	13	69	-	31	31	3	1	-	3	1	3	-	-	5	70
Weighted total	66*	72*	63*	11**	64*	**	32**	32**	**	**	**	2**	1**	3**	**	**	4**	70*
Effective base	60	61	58	11	59	-	28	28	-	-	-	3	1	4	-	-	4	70
All of the advice	10	20	10	4	10	-	6	6	-	-	-	-	-	-	-	-	-	11
	15%	28%	16%	32%	15%	-	18%	18%	-	-	-	-	-	-	-	-	-	16%
Most of the advice	28	25	27	4	28	-	17	17	-	-	-	*	-	1	-	-	3	28
	42%	36%	43%	31%	43%	-	51%	51%	-	-	-	25%	-	23%	-	-	70%	40%
Some of the advice	25	23	22	3	23	-	9	9	-	-	-	1	1	3	-	-	1	27
	38%	32%	36%	23%	36%	-	27%	27%	-	-	-	75%	100%	77%	-	-	30%	39%
Very little of the advice	3	2	3	2	3	-	1	1	-	-	-	-	-	-	-	-	-	4
	5%	2%	5%	14%	5%	-	4%	4%	-	-	-	-	-	-	-	-	-	6%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	37	46	37	7	37	-	22	22	-	-	*	-	-	1	-	-	3	39
	57%	64%	59%	63%	58%	-	69%	69%	-	-	25%	-	-	23%	-	-	70%	56%
Bottom 3: Some/very little/none	28	25	26	4	27	-	10	10	-	-	-	1	1	3	-	-	1	31
	43%	34%	41%	37%	42%	-	31%	31%	-	-	75%	100%	77%	-	-	-	30%	44%
Net difference	9	21	11	3	11	0	12	12	0	0	-1	-1	-2	0	0	0	2	8
	14%	30%	18%	26%	17%	0%	38%	38%	0%	0%	-51%	-100%	-54%	0%	0%	40%	11%	

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

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 Table 399

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? Other family members

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	64	58	55	22	62	-	24	24	7	1	-	7	12	12	-	-	3	64
Weighted total	64*	48*	57*	19**	62*	**	23**	23**	**	**	**	5**	**	10**	**	**	3**	64*
Effective base	56	45	49	19	54	-	22	22	-	-	-	6	1	10	-	-	3	64
All of the advice	8	6	8	3	8	-	7	7	-	-	*	*	*	-	-	-	1	8
	12%	13%	13%	16%	12%	-	32%	32%	-	-	7%	100%	4%	-	-	-	52%	13%
Most of the advice	19	15	16	8	19	-	4	4	-	-	4	-	4	-	-	-	-	19
	29%	31%	28%	43%	30%	-	19%	19%	-	-	73%	-	38%	-	-	-	-	30%
Some of the advice	33	22	29	8	31	-	10	10	-	-	1	-	6	-	-	-	1	34
	52%	45%	50%	42%	50%	-	44%	44%	-	-	20%	-	58%	-	-	-	48%	53%
Very little of the advice	3	5	3	-	3	-	1	1	-	-	-	-	-	-	-	-	-	2
	5%	11%	6%	-	5%	-	5%	5%	-	-	-	-	-	-	-	-	-	3%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	2%	-	2%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	2%
Top 2: All/most of the advice	26	21	24	11	26	-	12	12	-	-	4	*	4	-	-	-	1	27
	41%	44%	42%	58%	43%	-	51%	51%	-	-	80%	100%	42%	-	-	-	52%	42%
Bottom 3: Some/very little/none	37	27	32	8	34	-	11	11	-	-	1	-	6	-	-	-	1	36

	57%	56%	56%	42%	56%	-	-	49%	49%	-	-	20%	-	58%	-	-	48%	56%
Net difference	-10	-6	-8	3	-8	0	0	*	*	0	0	3	*	-2	0	0	*	-9
	-16%	-12%	-14%	17%	-13%	0%	0%	2%	2%	0%	0%	61%	100%	-17%	0%	0%	4%	-14%

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	71	70	67	23	70	-	33	33	6	1	-	6	1	8	-	-	3	71
Weighted total	74*	64*	69*	23**	72*	**	34*	34*	6**	1**	-	6**	1**	7**	**	**	2**	71*
Effective base	64	59	60	21	63	-	31	31	6	1	-	6	1	7	-	-	3	71
All of the advice	6	7	6	2	6	-	4	4	-	-	-	-	-	-	-	-	-	6
	8%	12%	8%	8%	8%	-	12%	12%	-	-	-	-	-	-	-	-	-	8%
Most of the advice	27	22	27	11	27	-	13	13	3	1	-	3	1	3	-	-	2	28
	37%	34%	38%	49%	38%	-	37%	37%	60%	100%	-	46%	-	-	-	-	100%	39%
Some of the advice	34	31	31	8	33	-	16	16	2	-	-	2	-	4	-	-	-	32
	47%	48%	45%	33%	46%	-	48%	48%	40%	-	-	49%	-	49%	-	-	-	45%
Very little of the advice	5	3	5	2	5	-	1	1	-	-	-	-	-	*	-	-	-	4
	7%	5%	7%	10%	7%	-	3%	3%	-	-	-	-	-	6%	-	-	-	6%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	2%	1%	2%	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	1%
Top 2: All/most of the advice	33	30	32	13	33	-	17	17	3	1	-	3	1	3	-	-	2	34
	45%	46%	47%	57%	46%	-	49%	49%	60%	100%	-	46%	-	-	-	-	100%	48%
Bottom 3: Some/very little/none	39	34	36	10	38	-	17	17	2	-	-	2	-	4	-	-	-	36
	53%	53%	52%	43%	53%	-	51%	51%	40%	-	-	54%	-	54%	-	-	-	51%
Net difference	-6	-5	-3	3	-5	0	0	-1	1	0	0	1	1	-1	0	0	2	-2
	-8%	-7%	-5%	14%	-7%	0%	0%	-2%	2%	0%	0%	20%	100%	-8%	0%	0%	100%	-3%

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

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Table 409

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	81	59	74	31	79	-	1	25	26	-	-	9	4	15	-	-	5	81
Weighted total	78*	52*	71*	31**	76*	**	1**	24**	26**	**	**	8**	4**	12**	**	**	6**	81*
Effective base	71	48	65	29	70	-	1	22	23	-	-	8	4	13	-	-	5	81
All of the advice	14	11	13	3	14	-	-	8	8	-	-	2	1	3	-	-	1	15
	18%	21%	18%	9%	18%	-	-	31%	29%	-	-	25%	26%	22%	-	-	15%	19%
Most of the advice	40	26	36	18	38	-	1	13	14	-	-	3	1	5	-	-	4	39
	51%	49%	50%	58%	51%	-	100%	52%	54%	-	-	35%	36%	40%	-	-	66%	48%
Some of the advice	22	13	21	9	21	-	-	4	4	-	-	2	*	4	-	-	1	24
	28%	25%	30%	30%	28%	-	-	17%	16%	-	-	29%	13%	31%	-	-	19%	30%
Very little of the advice	*	1	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	1%	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%
None of the advice	2	1	1	1	2	-	-	-	-	-	-	1	1	1	-	-	-	2
	3%	2%	2%	3%	3%	-	-	-	-	-	-	11%	25%	8%	-	-	-	2%
Don't know	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	54	36	48	21	52	-	1	20	22	-	-	5	2	8	-	-	5	54
	69%	70%	68%	67%	69%	-	100%	83%	84%	-	-	60%	62%	61%	-	-	81%	67%
Bottom 3: Some/very little/none	25	15	23	10	24	-	-	4	4	-	-	3	1	5	-	-	1	27

	31%	28%	32%	33%	31%	-	-	17%	16%	-	-	40%	38%	39%	-	-	19%	33%
Net difference	29	22	26	10	29	0	1	16	17	0	0	2	1	3	0	0	4	27
	37%	42%	36%	34%	38%	0%	100%	65%	67%	0%	0%	19%	24%	22%	0%	0%	62%	33%

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

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 Table 414

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? Specialist medical professional or therapist

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	59	56	55	16	59	-	24	24	24	-	-	4	1	8	-	-	3	59
Weighted total	58*	56*	53*	18**	58*	**	23**	23**	23**	**	**	5**	1**	8**	**	**	8**	59*
Effective base	52	48	48	15	52	-	22	22	22	-	-	4	1	7	-	-	7	59
All of the advice	14	18	14	4	14	-	7	7	7	-	-	1	1	1	-	-	3	16
	24%	33%	27%	23%	24%	-	-	31%	31%	-	-	19%	100%	18%	-	-	34%	27%
Most of the advice	30	23	25	10	30	-	-	10	10	-	-	4	-	5	-	-	5	27
	51%	42%	47%	58%	51%	-	-	43%	43%	-	-	81%	-	64%	-	-	66%	46%
Some of the advice	11	12	11	3	11	-	-	4	4	-	-	-	-	1	-	-	-	12
	19%	21%	21%	20%	19%	-	-	16%	16%	-	-	-	-	14%	-	-	-	20%
Very little of the advice	2	1	2	-	2	-	-	1	1	-	-	-	-	*	-	-	-	3
	3%	2%	3%	-	3%	-	-	5%	5%	-	-	-	-	4%	-	-	-	5%
None of the advice	1	1	1	-	1	-	-	1	1	-	-	-	-	-	-	-	-	1
	2%	2%	2%	-	2%	-	-	5%	5%	-	-	-	-	-	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	44	42	39	14	44	-	-	17	17	-	-	5	1	7	-	-	8	43
	76%	75%	74%	80%	76%	-	-	74%	74%	-	-	100%	100%	82%	-	-	100%	73%
Bottom 3: Some/very little/none	14	14	14	3	14	-	-	6	6	-	-	-	-	1	-	-	-	16
	24%	25%	26%	20%	24%	-	-	26%	26%	-	-	-	-	18%	-	-	-	27%
Net difference	30	28	25	11	30	0	0	11	11	0	0	5	1	5	0	0	8	27
	52%	49%	47%	61%	52%	0%	0%	48%	48%	0%	0%	100%	100%	64%	0%	0%	100%	46%

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

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 Table 419

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	52	69	48	19	52	-	30	30	30	-	-	5	6	6	-	-	5	52
Weighted total	50*	66*	46*	18**	50*	**	30**	30**	30**	**	**	4**	**	5**	**	**	5**	52*
Effective base	47	57	43	17	47	-	28	28	28	-	-	4	1	5	-	-	5	52
All of the advice	17	20	17	5	17	-	-	14	14	-	-	-	-	-	-	-	2	19
	35%	31%	38%	30%	35%	-	-	47%	47%	-	-	-	-	-	-	-	34%	37%
Most of the advice	20	30	17	11	20	-	-	6	6	-	-	4	*	4	-	-	3	20
	41%	45%	37%	62%	41%	-	-	22%	22%	-	-	91%	100%	74%	-	-	66%	38%
Some of the advice	12	15	12	1	12	-	-	9	9	-	-	*	-	1	-	-	-	13
	24%	22%	25%	8%	24%	-	-	31%	31%	-	-	9%	-	26%	-	-	-	25%
Very little of the advice	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	38	50	34	16	38	-	-	21	21	-	-	4	*	4	-	-	5	39
	76%	76%	75%	92%	76%	-	-	69%	69%	-	-	91%	100%	74%	-	-	100%	75%
Bottom 3: Some/very little/none	12	16	12	1	12	-	-	9	9	-	-	*	-	1	-	-	-	13

	24%	24%	25%	8%	24%	-	-	31%	31%	-	-	9%	-	26%	-	-	-	25%
Net difference	26	34	23	15	26	0	0	11	11	0	0	4	*	3	0	0	5	26
	52%	52%	49%	84%	52%	0%	0%	38%	38%	0%	0%	83%	100%	47%	0%	0%	100%	50%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 424

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? Parenting support group

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	59	60	57	21	59	-	31	31	-	-	-	2	3	-	-	-	2	59
Weighted total	56*	52*	55*	23**	56*	**	27**	27**	**	**	**	2**	2**	**	**	**	1**	59*
Effective base	53	46	51	20	53	-	27	27	-	-	-	2	3	-	-	-	2	59
All of the advice	13	16	12	11	13	-	8	8	-	-	-	1	2	-	-	-	-	13
	23%	31%	21%	46%	23%	-	30%	30%	-	-	-	70%	77%	-	-	-	-	22%
Most of the advice	25	19	25	7	25	-	9	9	-	-	-	-	-	-	-	-	1	26
	44%	36%	45%	31%	44%	-	34%	34%	-	-	-	-	-	-	-	-	100%	44%
Some of the advice	14	14	14	2	14	-	7	7	-	-	-	-	-	-	-	-	-	14
	25%	26%	26%	11%	25%	-	26%	26%	-	-	-	-	-	-	-	-	-	24%
Very little of the advice	4	4	4	2	4	-	2	2	-	-	-	-	-	-	-	-	-	4
	7%	7%	7%	10%	7%	-	8%	8%	-	-	-	-	-	-	-	-	-	7%
None of the advice	1	*	1	-	1	-	1	1	-	-	-	-	-	-	-	-	-	1
	1%	*	1%	-	1%	-	3%	3%	-	-	-	-	-	-	-	-	-	2%
Don't know	*	-	-	*	*	-	-	-	-	-	-	*	*	-	-	-	-	1
	1%	-	-	2%	1%	-	-	-	-	-	-	30%	23%	-	-	-	-	2%
Top 2: All/most of the advice	37	35	36	18	37	-	17	17	-	-	-	1	2	-	-	-	1	39
	66%	66%	66%	77%	66%	-	64%	64%	-	-	-	70%	77%	-	-	-	100%	66%
Bottom 3: Some/very little/none	19	18	19	5	19	-	10	10	-	-	-	-	-	-	-	-	-	19
	33%	34%	34%	21%	33%	-	36%	36%	-	-	-	-	-	-	-	-	-	32%
Net difference	19	17	18	13	19	0	7	7	0	0	1	0	2	0	0	1	1	20
	33%	33%	32%	57%	33%	0%	0%	27%	27%	0%	0%	70%	0%	77%	0%	0%	100%	34%

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

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8 Dec 2025
 Table 429

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? Parenting books

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	66	67	62	28	66	-	36	36	-	-	-	8	5	10	-	-	8	66
Weighted total	67*	58*	64*	29**	67*	**	38*	38*	**	**	**	8**	5**	9**	**	**	8**	66*
Effective base	59	52	55	26	59	-	32	32	-	-	-	7	4	8	-	-	7	66
All of the advice	7	10	7	1	7	-	6	6	-	-	-	1	1	1	-	-	1	7
	10%	17%	11%	4%	10%	-	15%	15%	-	-	-	13%	20%	13%	-	-	12%	11%
Most of the advice	30	21	30	18	30	-	18	18	-	-	-	2	*	2	-	-	3	30
	45%	36%	47%	62%	45%	-	48%	48%	-	-	-	27%	8%	23%	-	-	39%	45%
Some of the advice	27	26	25	9	27	-	13	13	-	-	-	4	3	5	-	-	4	26
	41%	44%	39%	31%	41%	-	35%	35%	-	-	-	48%	53%	53%	-	-	48%	39%
Very little of the advice	1	-	-	1	1	-	-	-	-	-	-	1	1	1	-	-	-	1
	1%	-	-	3%	1%	-	-	-	-	-	-	12%	20%	11%	-	-	-	2%
None of the advice	2	2	2	-	2	-	*	*	-	-	-	-	-	-	-	-	-	2
	2%	3%	3%	-	2%	-	1%	1%	-	-	-	-	-	-	-	-	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	37	31	37	19	37	-	24	24	-	-	-	3	1	3	-	-	4	37
	56%	53%	58%	66%	56%	-	63%	63%	-	-	-	40%	28%	36%	-	-	52%	56%
Bottom 3: Some/very little/none	30	27	27	10	30	-	14	14	-	-	-	5	3	6	-	-	4	29

	44%	47%	42%	34%	44%	-	-	37%	37%	-	-	60%	72%	64%	-	-	48%	44%
Net difference	7	4	10	9	7	0	0	10	10	0	0	-2	-2	-2	0	0	*	8
	11%	6%	16%	32%	11%	0%	0%	27%	27%	0%	0%	-21%	-45%	-28%	0%	0%	3%	12%

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

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Table 434

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? Podcasts

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	50	51	47	26	50	-	23	23	3	1	4	-	-	10	-	-	10	50
Weighted total	49*	51*	46*	25**	49*	**	24**	24**	**	3**	1*	5**	**	10**	**	**	10**	50*
Effective base	46	42	43	24	46	-	22	22	-	-	3	1	4	9	-	-	9	50
All of the advice	6	8	6	6	6	-	5	5	-	-	2	-	-	2	-	-	2	5
	12%	15%	13%	23%	12%	-	19%	19%	-	-	1	1	1	25%	-	-	25%	10%
Most of the advice	16	24	16	4	16	-	8	8	-	-	1	1	1	3	-	-	3	16
	32%	47%	35%	17%	32%	-	35%	35%	-	-	28%	100%	21%	34%	-	-	34%	32%
Some of the advice	24	18	21	13	24	-	10	10	-	-	2	-	2	4	-	-	4	25
	49%	35%	47%	50%	49%	-	41%	41%	-	-	72%	-	55%	40%	-	-	40%	50%
Very little of the advice	3	1	2	2	3	-	1	1	-	-	-	-	1	-	-	-	-	3
	6%	3%	4%	6%	6%	-	5%	5%	-	-	-	-	24%	-	-	-	-	6%
None of the advice	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	2%	-	2%	3%	2%	-	-	-	-	-	-	-	-	-	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	22	32	22	10	22	-	13	13	-	-	1	1	1	6	-	-	6	21
	44%	62%	48%	40%	44%	-	54%	54%	-	-	28%	100%	21%	60%	-	-	60%	42%
Bottom 3: Some/very little/none	28	19	24	15	28	-	11	11	-	-	2	-	4	4	-	-	4	29
	56%	38%	52%	60%	56%	-	46%	46%	-	-	72%	-	79%	40%	-	-	40%	58%
Net difference	-6	12	-2	-5	-6	0	2	2	0	0	-2	1	-3	2	0	0	2	-8
	-12%	24%	-5%	-20%	-12%	0%	8%	8%	0%	0%	-44%	100%	-58%	0%	0%	19%	-16%	

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

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Table 439

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? 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	103	119	101	39	103	-	54	54	4	2	7	-	-	12	-	-	12	103
Weighted total	110*	121*	107*	45*	110*	**	58*	58*	**	**	4**	2**	7**	13**	**	**	13**	103
Effective base	96	99	94	37	96	-	51	51	4	2	7	-	-	11	-	-	11	103
All of the advice	31	29	31	14	31	-	22	22	-	-	2	2	3	6	-	-	6	31
	29%	24%	29%	32%	29%	-	37%	37%	-	-	50%	100%	48%	44%	-	-	44%	30%
Most of the advice	55	63	52	20	55	-	26	26	-	-	1	-	3	6	-	-	6	50
	50%	52%	49%	46%	50%	-	45%	45%	-	-	26%	-	37%	45%	-	-	45%	49%
Some of the advice	24	29	24	10	24	-	11	11	-	-	1	-	1	2	-	-	2	22
	22%	24%	22%	22%	22%	-	18%	18%	-	-	24%	-	15%	11%	-	-	11%	21%
Very little of the advice	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	86	91	84	35	86	-	47	47	-	-	3	2	6	12	-	-	12	81
	78%	75%	78%	78%	78%	-	82%	82%	-	-	76%	100%	85%	79%	-	-	79%	79%
Bottom 3: Some/very little/none	24	30	24	10	24	-	11	11	-	-	1	-	1	1	-	-	1	22

	22%	25%	22%	22%	22%	-	-	18%	18%	-	-	24%	-	15%	-	-	11%	21%
Net difference	62	61	60	25	62	0	0	37	37	0	0	2	2	5	0	0	10	59
	57%	50%	56%	56%	57%	0%	0%	63%	63%	0%	0%	52%	100%	71%	0%	0%	78%	57%

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

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 Table 444

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? Child's school

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	75	60	73	26	73	-	35	35	3	-	-	3	-	3	-	-	5	75
Weighted total	83*	60*	80*	27**	83*	**	36*	36*	3**	**	**	3**	**	5**	**	**	6**	75*
Effective base	67	50	65	24	67	-	32	32	-	-	-	3	-	4	-	-	5	75
All of the advice	9	17	9	4	9	-	7	7	-	-	-	-	-	-	-	-	1	8
	11%	28%	11%	17%	11%	-	19%	19%	-	-	-	-	-	-	-	-	19%	11%
Most of the advice	46	33	46	13	46	-	18	18	-	-	2	-	2	-	-	-	5	42
	55%	54%	57%	51%	55%	-	49%	49%	-	-	60%	-	48%	-	-	-	81%	56%
Some of the advice	27	11	24	9	27	-	12	12	-	-	1	-	3	-	-	-	24	24
	32%	18%	30%	33%	32%	-	33%	33%	-	-	40%	-	52%	-	-	-	32%	32%
Very little of the advice	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	2%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	55	49	55	18	55	-	24	24	-	-	2	-	2	-	-	-	6	50
	66%	82%	68%	67%	66%	-	67%	67%	-	-	60%	-	48%	-	-	-	100%	67%
Bottom 3: Some/very little/none	28	11	25	9	28	-	12	12	-	-	1	-	3	-	-	-	-	25
	34%	18%	32%	33%	34%	-	33%	33%	-	-	40%	-	52%	-	-	-	-	33%
Net difference	27	38	29	9	27	0	12	12	0	0	1	0	*	0	0	0	6	25
	33%	64%	37%	34%	33%	0%	34%	34%	0%	0%	19%	0%	-4%	0%	0%	0%	100%	33%

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

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 Table 449

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? Health visitor

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	50	69	50	13	50	-	19	19	2	-	-	2	2	4	-	-	5	50
Weighted total	48*	70*	48*	12**	48*	**	17**	17**	2**	**	**	2**	2**	3**	**	**	4**	50*
Effective base	43	59	43	12	43	-	17	17	-	-	2	2	3	-	-	-	5	50
All of the advice	8	20	8	2	8	-	4	4	-	-	1	1	1	-	-	-	1	12
	18%	28%	18%	14%	18%	-	25%	25%	-	-	56%	56%	36%	-	-	-	22%	24%
Most of the advice	29	37	29	7	29	-	12	12	-	-	-	-	-	-	-	-	2	28
	60%	52%	60%	61%	60%	-	69%	69%	-	-	-	-	-	-	-	-	49%	56%
Some of the advice	9	10	9	2	9	-	1	1	-	-	-	-	1	-	-	-	*	8
	18%	14%	18%	19%	18%	-	6%	6%	-	-	-	-	40%	-	-	-	11%	16%
Very little of the advice	2	5	2	1	2	-	-	-	-	-	1	1	1	-	-	-	1	2
	4%	7%	4%	6%	4%	-	-	-	-	-	44%	44%	24%	-	-	-	18%	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	37	56	37	9	37	-	16	16	-	-	1	1	1	-	-	-	3	40
	78%	80%	78%	75%	78%	-	94%	94%	-	-	56%	56%	36%	-	-	-	71%	80%

Bottom 3: Some/very little/none	11	14	11	3	11	-	-	1	1	-	-	1	1	2	-	-	1	10
	22%	20%	22%	25%	22%	-	-	6%	6%	-	-	44%	44%	64%	-	-	29%	20%
Net difference	27	42	27	6	27	0	0	15	15	0	0	*	*	-1	0	0	2	30
	55%	59%	55%	50%	55%	0%	0%	88%	88%	0%	0%	12%	12%	-28%	0%	0%	42%	60%

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

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8 Dec 2025
Table 454

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? Child's red book

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	74	105	72	29	74	-	-	38	38	-	-	4	3	8	-	-	14	74
Weighted total	78*	109*	75*	32**	78*	**	**	41*	41*	**	**	4**	3**	9**	**	**	13**	74*
Effective base	65	89	64	26	65	-	-	34	34	-	-	4	3	7	-	-	13	74
All of the advice	20	27	20	4	20	-	-	12	12	-	-	1	1	2	-	-	6	19
	26%	24%	27%	14%	26%	-	-	29%	29%	-	-	23%	36%	25%	-	-	43%	26%
Most of the advice	34	43	33	15	34	-	-	18	18	-	-	3	2	5	-	-	4	32
	44%	39%	43%	47%	44%	-	-	44%	44%	-	-	77%	60%	60%	-	-	29%	43%
Some of the advice	19	35	17	8	19	-	-	9	9	-	-	-	-	1	-	-	2	17
	24%	32%	23%	25%	24%	-	-	23%	23%	-	-	-	-	14%	-	-	19%	23%
Very little of the advice	4	4	4	3	4	-	-	1	1	-	-	-	-	-	-	-	1	4
	5%	3%	5%	10%	5%	-	-	3%	3%	-	-	-	-	-	-	-	9%	5%
None of the advice	1	1	1	1	1	-	-	*	*	-	-	-	-	-	-	-	-	2
	2%	1%	2%	3%	2%	-	-	1%	1%	-	-	-	-	-	-	-	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	54	69	53	19	54	-	-	30	30	-	-	4	3	7	-	-	9	51
	70%	64%	70%	61%	70%	-	-	73%	73%	-	-	100%	100%	86%	-	-	72%	69%
Bottom 3: Some/very little/none	24	39	22	12	24	-	-	11	11	-	-	-	-	1	-	-	4	23
	30%	36%	30%	39%	30%	-	-	27%	27%	-	-	-	-	14%	-	-	28%	31%
Net difference	31	30	30	7	31	0	0	19	19	0	0	4	3	6	0	0	6	28
	39%	28%	40%	23%	39%	0%	0%	46%	46%	0%	0%	100%	100%	71%	0%	0%	44%	38%

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

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Table 459

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? 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	80	87	80	35	80	-	-	39	39	-	-	6	4	7	-	-	13	80
Weighted total	84*	78*	84*	34*	84*	**	**	43*	43*	**	**	5**	3**	5**	**	**	15**	80*
Effective base	71	70	71	31	71	-	-	36	36	-	-	5	4	6	-	-	11	80
All of the advice	12	21	12	6	12	-	-	10	10	-	-	1	1	1	-	-	2	11
	14%	26%	14%	17%	14%	-	-	24%	24%	-	-	19%	29%	18%	-	-	14%	14%
Most of the advice	44	30	44	14	44	-	-	17	17	-	-	3	1	3	-	-	11	41
	52%	39%	52%	41%	52%	-	-	40%	40%	-	-	57%	36%	60%	-	-	78%	51%
Some of the advice	21	22	21	9	21	-	-	12	12	-	-	1	1	1	-	-	1	21
	25%	28%	25%	28%	25%	-	-	29%	29%	-	-	24%	35%	22%	-	-	8%	26%
Very little of the advice	7	6	7	4	7	-	-	2	2	-	-	-	-	-	-	-	-	6
	8%	7%	8%	13%	8%	-	-	6%	6%	-	-	-	-	-	-	-	-	8%
None of the advice	*	-	*	*	*	-	-	*	*	-	-	-	-	-	-	-	-	1
	*	-	*	1%	*	-	-	1%	1%	-	-	-	-	-	-	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	55	51	55	20	55	-	-	27	27	-	-	4	2	4	-	-	14	52
	66%	65%	66%	58%	66%	-	-	64%	64%	-	-	76%	65%	78%	-	-	92%	65%

Bottom 3: Some/very little/none	28	27	28	14	28	-	-	15	15	-	-	1	1	1	-	-	1	28
	34%	35%	34%	42%	34%	-	-	36%	36%	-	-	24%	35%	22%	-	-	8%	35%
Net difference	27	24	27	6	27	0	0	12	12	0	0	3	1	3	0	0	12	24
	33%	30%	33%	17%	33%	0%	0%	29%	29%	0%	0%	53%	29%	57%	0%	0%	84%	30%

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

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Table 464

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? Charity organisation

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	81	93	78	37	81	-	-	47	47	-	-	7	3	7	-	-	15	81
Weighted total	87*	80*	84*	41*	87*	**	**	51*	51*	**	**	8**	3**	8**	**	**	16**	81*
Effective base	75	74	72	35	75	-	-	44	44	-	-	7	3	7	-	-	14	81
All of the advice	26	20	26	13	26	-	-	21	21	-	-	3	3	3	-	-	5	24
	30%	25%	32%	31%	30%	-	-	41%	41%	-	-	40%	100%	40%	-	-	33%	30%
Most of the advice	35	38	32	14	35	-	-	19	19	-	-	4	-	4	-	-	8	32
	40%	48%	38%	34%	40%	-	-	36%	36%	-	-	46%	-	46%	-	-	49%	40%
Some of the advice	21	18	20	10	21	-	-	9	9	-	-	1	-	1	-	-	2	20
	24%	22%	24%	23%	24%	-	-	18%	18%	-	-	14%	-	14%	-	-	12%	25%
Very little of the advice	4	4	4	3	4	-	-	2	2	-	-	-	-	-	-	-	1	4
	5%	5%	5%	8%	5%	-	-	5%	5%	-	-	-	-	-	-	-	6%	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	1%	-	1%	3%	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%
Top 2: All/most of the advice	61	59	58	27	61	-	-	39	39	-	-	7	3	7	-	-	13	56
	70%	73%	70%	66%	70%	-	-	77%	77%	-	-	86%	100%	86%	-	-	82%	69%
Bottom 3: Some/very little/none	25	22	24	13	25	-	-	12	12	-	-	1	-	1	-	-	3	24
	29%	27%	29%	31%	29%	-	-	23%	23%	-	-	14%	-	14%	-	-	18%	30%
Net difference	36	37	34	14	36	0	0	28	28	0	0	6	3	6	0	0	10	32
	41%	46%	41%	34%	41%	0%	0%	54%	54%	0%	0%	72%	100%	72%	0%	0%	63%	40%

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

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Table 469

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? 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	89	68	78	30	88	-	-	30	30	-	-	9	3	15	-	-	8	89
Weighted total	92*	72*	82*	30**	91*	**	**	31**	31**	**	**	8**	2**	14**	**	**	7**	89*
Effective base	80	59	70	27	79	-	-	27	27	-	-	8	3	14	-	-	7	89
All of the advice	17	19	17	5	17	-	-	5	5	-	-	-	-	-	-	-	-	16
	18%	27%	21%	16%	19%	-	-	16%	16%	-	-	-	-	-	-	-	-	18%
Most of the advice	50	38	43	18	50	-	-	17	17	-	-	7	1	10	-	-	5	50
	55%	53%	53%	59%	54%	-	-	56%	56%	-	-	85%	51%	71%	-	-	66%	56%
Some of the advice	19	12	16	6	19	-	-	6	6	-	-	1	1	4	-	-	2	18
	21%	17%	20%	21%	21%	-	-	20%	20%	-	-	15%	49%	29%	-	-	34%	20%
Very little of the advice	5	3	5	1	5	-	-	2	2	-	-	-	-	-	-	-	-	4
	5%	4%	6%	4%	5%	-	-	8%	8%	-	-	-	-	-	-	-	-	4%
None of the advice	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	67	57	60	22	66	-	-	22	22	-	-	7	1	10	-	-	5	66
	73%	79%	73%	75%	73%	-	-	72%	72%	-	-	85%	51%	71%	-	-	66%	74%

Bottom 3: Some/very little/none	25	15	22	7	25	-	-	9	9	-	-	1	1	4	-	-	2	23
	27%	21%	27%	25%	27%	-	-	28%	28%	-	-	15%	49%	29%	-	-	34%	26%
Net difference	43	43	38	15	42	0	0	13	13	0	0	6	*	6	0	0	2	43
	47%	59%	47%	51%	46%	0%	0%	44%	44%	0%	0%	70%	1%	42%	0%	0%	32%	48%

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

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Table 474

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 apps

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	53	58	49	23	53	-	-	29	29	-	-	2	2	5	-	-	5	53
Weighted total	55*	54*	51*	24**	55*	**	**	30**	30**	**	**	2*	**	4**	**	**	4**	53*
Effective base	49	50	45	22	49	-	-	26	26	-	-	2	2	4	-	-	5	53
All of the advice	10	13	10	2	10	-	-	8	8	-	-	-	-	-	-	-	-	10
	19%	25%	20%	9%	19%	-	-	27%	27%	-	-	-	-	-	-	-	-	19%
Most of the advice	20	15	19	11	20	-	-	10	10	-	-	-	-	1	-	-	2	20
	37%	28%	37%	45%	37%	-	-	34%	34%	-	-	-	-	29%	-	-	55%	38%
Some of the advice	17	23	16	6	17	-	-	8	8	-	-	1	-	1	-	-	1	17
	31%	43%	31%	25%	31%	-	-	25%	25%	-	-	48%	-	34%	-	-	19%	32%
Very little of the advice	6	1	5	4	6	-	-	4	4	-	-	-	-	*	-	-	1	5
	11%	1%	11%	16%	11%	-	-	14%	14%	-	-	-	-	11%	-	-	26%	9%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	1
	2%	3%	-	5%	2%	-	-	-	-	-	-	52%	-	26%	-	-	-	2%
Top 2: All/most of the advice	31	29	29	13	31	-	-	18	18	-	-	-	-	1	-	-	2	30
	56%	54%	58%	54%	56%	-	-	61%	61%	-	-	-	-	29%	-	-	55%	57%
Bottom 3: Some/very little/none	23	23	21	10	23	-	-	12	12	-	-	1	-	2	-	-	2	22
	42%	44%	42%	41%	42%	-	-	39%	39%	-	-	48%	-	45%	-	-	45%	42%
Net difference	8	5	8	3	8	0	0	7	7	0	0	-1	0	-1	0	0	*	8
	14%	10%	16%	14%	14%	0%	0%	22%	22%	0%	0%	-48%	0%	-16%	0%	0%	10%	15%

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

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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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	58	59	54	13	58	-	-	30	30	-	-	3	3	6	-	-	1	58
Weighted total	57*	52*	52*	15**	57*	**	**	28**	28**	**	**	4**	**	8**	**	**	1**	58*
Effective base	50	46	46	12	50	-	-	26	26	-	-	3	3	6	-	-	1	58
All of the advice	5	3	5	2	5	-	-	3	3	-	-	-	-	-	-	-	-	4
	8%	6%	9%	15%	8%	-	-	12%	12%	-	-	-	-	-	-	-	-	7%
Most of the advice	26	25	23	7	26	-	-	18	18	-	-	3	-	4	-	-	1	27
	46%	49%	45%	49%	46%	-	-	63%	63%	-	-	68%	-	52%	-	-	100%	47%
Some of the advice	22	19	19	4	22	-	-	6	6	-	-	-	-	2	-	-	-	23
	38%	37%	37%	28%	38%	-	-	22%	22%	-	-	-	-	32%	-	-	-	40%
Very little of the advice	5	3	5	1	5	-	-	1	1	-	-	1	-	1	-	-	-	4
	8%	6%	9%	9%	8%	-	-	3%	3%	-	-	32%	-	17%	-	-	-	7%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	29	28	9	31	-	-	21	21	-	-	3	-	4	-	-	1	31

	45%	40%	45%	42%	45%	-	-	48%	48%	-	-	-	-	-	-	-	60%	44%
Bottom 3: Some/very little/none	21	23	21	11	21	-	-	13	13	-	-	1	-	1	-	-	4	21
	48%	58%	48%	50%	48%	-	-	47%	47%	-	-	100%	-	100%	-	-	40%	51%
Net difference	-1	-7	-1	-2	-1	0	0	*	*	0	0	-1	0	-1	0	0	2	-3
	-3%	-17%	-3%	-8%	-3%	0%	0%	1%	1%	0%	0%	-100%	0%	-100%	0%	0%	19%	-7%

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

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 Table 494

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? 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	55	56	53	16	55	-	26	26	26	-	-	4	-	4	-	-	3	55
Weighted total	58*	52*	56*	16**	58*	**	29**	29**	29**	**	**	***	**	4**	**	**	3**	55*
Effective base	50	47	48	14	50	-	25	25	25	-	-	1	-	4	-	-	3	55
All of the advice	5	5	5	1	5	-	4	4	4	-	-	-	-	-	-	-	-	4
	8%	9%	8%	8%	8%	-	-	12%	12%	-	-	-	-	-	-	-	-	7%
Most of the advice	23	15	22	8	23	-	12	12	12	-	-	*	-	3	-	-	3	22
	40%	29%	40%	49%	40%	-	-	42%	42%	-	-	100%	-	72%	-	-	100%	40%
Some of the advice	23	23	22	6	23	-	11	11	11	-	-	-	-	1	-	-	-	24
	40%	43%	39%	36%	40%	-	-	37%	37%	-	-	-	-	28%	-	-	-	44%
Very little of the advice	7	10	7	1	7	-	2	2	2	-	-	-	-	-	-	-	-	5
	12%	19%	12%	7%	12%	-	-	9%	9%	-	-	-	-	-	-	-	-	9%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	28	20	27	9	28	-	16	16	16	-	-	*	-	3	-	-	3	26
	48%	38%	49%	57%	48%	-	-	55%	55%	-	-	100%	-	72%	-	-	100%	47%
Bottom 3: Some/very little/none	30	33	29	7	30	-	13	13	13	-	-	-	-	1	-	-	-	29
	52%	62%	51%	43%	52%	-	-	45%	45%	-	-	-	-	28%	-	-	-	53%
Net difference	-2	-13	-2	2	-2	0	0	3	3	0	0	*	0	2	0	0	3	-3
	-4%	-25%	-3%	14%	-4%	0%	0%	10%	10%	0%	0%	100%	0%	43%	0%	0%	100%	-5%

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

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8 Dec 2025
 Table 499

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? 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	69	64	66	19	68	-	1	24	25	-	-	4	2	4	-	-	11	69
Weighted total	73*	57*	70*	19**	72*	**	1**	26**	27**	**	**	5**	2**	5**	**	**	13**	69*
Effective base	62	52	59	17	61	-	22	23	23	-	-	4	2	4	-	-	11	69
All of the advice	10	11	10	6	10	-	4	4	4	-	-	-	-	-	-	-	5	9
	13%	19%	14%	32%	14%	-	-	15%	15%	-	-	-	-	-	-	-	35%	13%
Most of the advice	18	15	17	5	17	-	1	7	8	-	-	1	1	1	-	-	6	17
	24%	26%	24%	27%	23%	-	100%	26%	29%	-	-	29%	58%	29%	-	-	47%	25%
Some of the advice	37	26	35	5	37	-	13	13	13	-	-	2	-	2	-	-	2	33
	51%	46%	50%	25%	52%	-	-	51%	49%	-	-	50%	-	50%	-	-	19%	48%
Very little of the advice	5	4	5	3	5	-	1	1	1	-	-	1	1	1	-	-	-	6
	7%	6%	7%	14%	7%	-	-	4%	4%	-	-	21%	42%	21%	-	-	-	9%
None of the advice	1	*	1	*	1	-	1	1	1	-	-	-	-	-	-	-	-	2
	2%	*	2%	2%	2%	-	-	4%	4%	-	-	-	-	-	-	-	-	3%
Don't know	2	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	2
	3%	3%	3%	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	3%
Top 2: All/most of the advice	28	25	26	11	26	-	1	11	12	-	-	1	1	1	-	-	11	26

	38%	45%	38%	59%	37%	-	100%	41%	44%	-	-	29%	58%	29%	-	-	81%	38%
Bottom 3: Some/very little/none	44	30	42	8	44	-	-	15	15	-	-	3	1	3	-	-	2	41
	60%	53%	60%	41%	61%	-	-	59%	56%	-	-	71%	42%	71%	-	-	19%	59%
Net difference	-16	-5	-15	4	-17	0	1	-5	-3	0	0	-2	*	-2	0	0	8	-15
	-22%	-8%	-22%	18%	-24%	0%	100%	-18%	-12%	0%	0%	-41%	17%	-41%	0%	0%	63%	-22%

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

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

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Table 504

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? From elsewhere

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	5	3	4	2	5	-	1	1	1	-	-	1	1	1	-	-	1	5
Weighted total	5**	4**	4**	2**	5**	**	**	**	**	**	**	1**	**	1**	**	**	1**	5*
Effective base	5	3	4	2	5	-	1	1	1	-	-	1	1	1	-	-	1	5
All of the advice	*	1	*	-	*	-	-	*	*	-	-	-	-	-	-	-	-	1
	10%	16%	13%	-	10%	-	-	100%	100%	-	-	-	-	-	-	-	-	20%
Most of the advice	1	1	-	1	1	-	-	-	-	-	-	1	-	1	-	-	-	1
	20%	35%	-	46%	20%	-	-	-	-	-	-	100%	-	100%	-	-	-	20%
Some of the advice	2	-	2	1	2	-	-	2	-	-	-	-	-	-	-	-	-	2
	43%	-	54%	54%	43%	-	-	-	-	-	-	-	-	-	-	-	-	40%
Very little of the advice	1	2	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	27%	48%	34%	-	27%	-	-	-	-	-	-	-	-	-	-	-	-	20%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	1	2	*	1	1	-	-	*	*	-	-	1	-	1	-	-	-	2
	30%	52%	13%	46%	30%	-	-	100%	100%	-	-	100%	-	100%	-	-	-	40%
Bottom 3: Some/very little/none	3	2	3	1	3	-	-	-	-	-	-	-	-	-	-	-	-	3
	70%	48%	87%	54%	70%	-	-	-	-	-	-	-	-	-	-	-	-	60%
Net difference	-2	*	-3	-9%	-2	0	0	*	*	0	0	1	0	1	0	0	-1	-1
	-40%	4%	-75%	-9%	-40%	0%	0%	100%	100%	0%	0%	100%	0%	100%	0%	0%	-100%	-20%

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

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Table 509

QPSE5. 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	1407	1202	1407	506	1407	-	474	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Very consistent	277	284	277	97	277	-	-	178	178	-	-	6	5	12	-	-	27	269
	19%	24%	19%	19%	19%	-	-	36%	36%	-	-	11%	14%	13%	-	-	16%	19%
Fairly consistent	583	491	583	215	583	-	-	210	210	-	-	24	15	38	-	-	89	571
	40%	41%	40%	41%	40%	-	-	43%	43%	-	-	43%	45%	42%	-	-	51%	41%
Neither consistent nor inconsistent	296	218	296	104	296	-	-	60	60	-	-	7	4	15	-	-	23	281
	20%	18%	20%	20%	20%	-	-	12%	12%	-	-	13%	11%	17%	-	-	13%	20%
Fairly inconsistent	208	126	208	79	208	-	-	31	31	-	-	12	7	18	-	-	30	197
	14%	10%	14%	15%	14%	-	-	6%	6%	-	-	22%	21%	20%	-	-	17%	14%
	bhi	hi	bhi	bhi	bhi	-	-	bhi	bhi	-	-	bhi	hi	bhi	-	-	bhi	14%

Very inconsistent	31 2%	26 2%	31 2%	15 3%	31 2%	-	-	11 2%	11 2%	-	-	3 5%	-	4 4%	-	-	2 1%	35 2%
Don't know	51 4%	57 5%	51 4%	13 2%	51 4%	-	-	2 *	2 *	-	-	3 5%	3 9%	3 3%	-	-	5 3%	54 4%
Top 2: Consistent	859 59%	775 64%	859 59%	312 60%	859 59%	-	-	387 79%	387 79%	-	-	30 54%	20 59%	49 55%	-	-	117 66%	840 60%
Bottom 2: Inconsistent	240 17%	152 13%	240 17%	94 18%	240 17%	-	-	42 9%	42 9%	-	-	15 27%	7 21%	22 24%	-	-	31 18%	232 16%
Net difference	620 43%	624 52%	620 43%	217 42%	620 43%	0 0%	0 0%	345 70%	345 70%	0 0%	0 0%	15 27%	13 38%	28 31%	0 0%	0 0%	85 48%	608 43%

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

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 Table 514

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Very confident	451 31%	434 36%	451 31%	149 29%	451 31%	-	-	251 51%	251 51%	-	-	14 26%	12 35%	23 25%	-	-	63 36%	440 31%
Fairly confident	814 56%	627 52%	814 56%	294 56%	814 56%	-	-	195 40%	195 40%	-	-	34 61%	19 56%	52 58%	-	-	83 47%	788 56%
Not very confident	123 8%	96 8%	123 8%	48 9%	123 8%	-	-	39 8%	39 8%	-	-	5 9%	2 6%	9 10%	-	-	23 13%	119 8%
Not at all confident	17 1%	7 1%	17 1%	14 3%	17 1%	-	-	4 1%	4 1%	-	-	2 4%	1 4%	3 4%	-	-	6 3%	18 1%
Don't know	42 3%	39 3%	42 3%	17 3%	42 3%	-	-	2 *	2 *	-	-	-	-	2 3%	-	-	1 1%	42 3%
Top 2: Confident	1265 87%	1061 88%	1265 87%	443 85%	1265 87%	-	-	446 91%	446 91%	-	-	48 87%	31 91%	75 84%	-	-	146 83%	1228 87%
Bottom 2: Not confident	139 10%	103 9%	139 10%	62 12%	139 10%	-	-	43 9%	43 9%	-	-	7 13%	3 9%	12 14%	-	-	29 16%	137 10%
Net difference	1125 78%	958 80%	1125 78%	381 73%	1125 78%	0 0%	0 0%	403 82%	403 82%	0 0%	0 0%	41 74%	28 82%	62 70%	0 0%	0 0%	118 67%	1091 78%

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

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 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522

Guidance from healthcare professionals	215	459	215	42	215	-	-	112	112	-	-	8	7	8	-	-	25	215
	41%	38%	41%	34%	41%	-	-	40%	40%	-	-	36%	37%	34%	-	-	36%	41%
Activities to use at home	214	460	214	39	214	-	-	114	114	-	-	13	13	13	-	-	19	211
	40%	38%	40%	31%	40%	-	-	41%	41%	-	-	60%	66%	55%	-	-	27%	40%
Better access to early education / childcare	199	427	199	33	199	-	-	109	109	-	-	6	6	6	-	-	19	193
	38%	36%	38%	26%	38%	-	-	39%	39%	-	-	26%	28%	25%	-	-	28%	37%
Advice from nursery staff / teachers	194	409	194	39	194	-	-	101	101	-	-	7	7	8	-	-	20	190
	37%	34%	37%	31%	37%	-	-	36%	36%	-	-	35%	38%	33%	-	-	29%	36%
Regular health service check-ins	189	415	189	35	189	-	-	97	97	-	-	10	9	10	-	-	15	194
	36%	35%	36%	27%	36%	-	-	34%	34%	-	-	46%	47%	43%	-	-	21%	37%
Clear developmental milestones for social and emotional development	167	355	167	35	167	-	-	81	81	-	-	5	4	5	-	-	14	169
	31%	29%	31%	28%	31%	-	-	29%	29%	-	-	21%	21%	21%	-	-	20%	32%
Support from other family members	163	376	163	30	163	-	-	84	84	-	-	7	7	8	-	-	16	167
	31%	31%	31%	24%	31%	-	-	30%	30%	-	-	33%	34%	34%	-	-	22%	32%
Support from friends	153	338	153	34	153	-	-	94	94	-	-	9	9	9	-	-	18	153
	29%	28%	29%	27%	29%	-	-	33%	33%	-	-	43%	47%	38%	-	-	25%	29%
Support from own / partner's parents	152	325	152	33	152	-	-	91	91	-	-	6	6	6	-	-	17	155
	29%	27%	29%	26%	29%	-	-	32%	32%	-	-	26%	29%	23%	-	-	25%	30%
Employer support for working parents	146	334	146	29	146	-	-	67	67	-	-	5	3	5	-	-	16	146
	28%	28%	28%	23%	28%	-	-	24%	24%	-	-	22%	18%	21%	-	-	23%	28%
Online expert resources	134	277	134	25	134	-	-	78	78	-	-	8	6	8	-	-	14	131
	25%	23%	25%	20%	25%	-	-	28%	28%	-	-	38%	33%	33%	-	-	19%	25%
Parenting workshops or classes	127	273	127	27	127	-	-	77	77	-	-	7	7	7	-	-	11	128
	24%	23%	24%	21%	24%	-	-	27%	27%	-	-	30%	33%	29%	-	-	16%	25%
Peer support groups	118	254	118	32	118	-	-	74	74	-	-	3	3	3	-	-	12	119
	22%	21%	22%	26%	22%	-	-	26%	26%	-	-	12%	13%	12%	-	-	17%	23%
Informal peer support	91	190	91	21	91	-	-	53	53	-	-	2	2	2	-	-	12	92
	17%	16%	17%	16%	17%	-	-	19%	19%	-	-	11%	12%	10%	-	-	17%	18%
No additional support needed	10	28	10	2	10	-	-	4	4	-	-	-	-	-	-	-	2	9
	2%	2%	2%	1%	2%	-	-	1%	1%	-	-	-	-	-	-	-	3%	2%
Other	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	16	53	16	5	16	-	-	5	5	-	-	1	1	3	-	-	1	12
	3%	4%	3%	4%	3%	-	-	2%	2%	-	-	7%	7%	11%	-	-	2%	2%

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

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 Table 524

QP5E. 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Face-to-face conversation with a professional	727	570	727	232	727	-	-	226	226	-	-	35	24	54	-	-	74	712
	50%	47%	50%	44%	50%	-	-	46%	46%	-	-	63%	70%	60%	-	-	42%	51%
Links to trusted websites, online articles, or blogs	471	377	471	148	471	-	-	130	130	-	-	19	11	30	-	-	62	449
	33%	31%	33%	28%	33%	-	-	27%	27%	-	-	35%	33%	34%	-	-	35%	32%
	hi	hi	hi	hi	hi	-	-	hi	hi	-	-	bdhiq	abcdehiq	bdhiq	-	-	hi	hi
Parent group discussions facilitated by professionals	416	332	416	134	416	-	-	181	181	-	-	11	7	21	-	-	56	409
	29%	28%	29%	26%	29%	-	-	37%	37%	-	-	21%	19%	23%	-	-	32%	29%
	abcdeilmn	abcdeilmn	abcdeilmn	abcdeilmn	abcdeilmn	-	-	135	135	-	-	4	3	10	-	-	40	256

	18% l	21% dln	18% l	15% 91	18% l	-	-	27% abcdelmn	27% abcdelmn	-	-	7% 3	9% 3	11% 12	-	-	23% dln	18% 257
Interactive digital tools (apps, quizzes, assessments)	265	255	265	265	265	-	-	124	124	-	-	3	3	12	-	-	30	257
	18% l	21% l	18% l	17% l	18% l	-	-	25% acdlemnq	25% acdlemnq	-	-	6% 70	8% 70	14% 13	-	-	17% 27	18% 250
Short written materials (leaflets, handouts)	258	211	258	102	258	-	-	70	70	-	-	8	5	13	-	-	27	250
	18% hi	18% ace	18% ace	20% hi	18% ace	-	-	14% b	14% b	-	-	14% b	14% b	15% b	-	-	15% b	18% b
Short videos or films	257	233	257	92	257	-	-	120	120	-	-	10	9	16	-	-	33	248
	18% abcde	19% abcde	18% abcde	18% abcde	18% abcde	-	-	25% abcde	25% abcde	-	-	19% abcde	25% abcde	18% abcde	-	-	19% abcde	18% abcde
Books or magazines	214	163	214	90	214	-	-	91	91	-	-	13	9	14	-	-	21	210
	15% b	14% b	15% b	17% b	15% b	-	-	18% b	18% b	-	-	23% b	25% b	15% b	-	-	12% b	15% b
Written social media posts with practical tips	184	188	184	62	184	-	-	72	72	-	-	3	3	7	-	-	23	187
	13% ace	16% ace	13% ace	12% ace	13% ace	-	-	15% ace	15% ace	-	-	6% ace	9% ace	8% ace	-	-	13% ace	13% ace
Audio content (like podcasts or recorded guidance)	184	175	184	70	184	-	-	90	90	-	-	4	2	7	-	-	26	173
	13% acden	15% acden	13% acden	13% acden	13% acden	-	-	18% acden	18% acden	-	-	7% acden	7% acden	7% acden	-	-	15% acden	12% acden
Other	6	2	6	2	6	-	-	-	-	-	-	1	-	1	-	-	*	6
	*	*	*	*	*	-	-	-	-	-	-	2% bhi	-	1% hi	-	-	*	*
None of the above	54	39	54	19	54	-	-	5	5	-	-	1	-	6	-	-	4	52
	4% hi	3% hi	4% hi	4% hi	4% hi	-	-	1% hi	1% hi	-	-	2% hi	-	7% hi	-	-	2% hi	4% hi
Don't know	58	50	58	25	58	-	-	6	6	-	-	5	2	6	-	-	3	59
	4% hi	4% hi	4% hi	5% hi	4% hi	-	-	1% hiq	1% hiq	-	-	8% hiq	7% hiq	6% hiq	-	-	2% hiq	4% hiq

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

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

8 Dec 2025
Table 529

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	1586	2617	2552	2687	2727	2110
	53%	51%	45%	34%	56%	55%	58%	58%	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%

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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	521 11% fjk	298 25% acdefgjkim	279 19% adefgjkln	239 12% fjk	413 14% afjkn	103 6% j	38 13% fjk	147 27% acdefgijkl	186 22% adefgjkimnq	26 4% j	77 8% j	42 10% fj	15 12% fj	89 10% fj	12 19% fjkn	20 19% afjkn	56 16% afjkn	511 11%
I know a fair amount	1369 29% fjk	459 38% adfgjklm	561 39% adefgjkln	648 33% afgjk	1026 35% afgjkln	329 19% j	71 24% adfgjklm	208 39% adfgjklm	279 34% afgjk	125 17% j	204 21% adfgjklm	138 32% fgjk	47 37% fgjk	265 31% fgjk	18 28% j	34 31% fjk	122 34% fgjk	1373 29%
I know just a little	1995 43% bcehi	348 29% h	470 33% h	837 42% bchi	1159 40% bchi	816 48% abcdehiq	132 45% bchi	137 25% h	269 32% abcdehiq	359 47% abcdehiq	457 48% abcdehiq	212 61 bchi	61 47% abcdehiq	405 42% bh	26 45 bh	45 42% bh	137 39% bchi	1988 43%
I have heard of them but know nothing about their role	488 10% bcdehlmn	62 5% m	84 6% m	149 8% bm	191 7% m	291 17% abcdehilmn	40 14% bcdehilmn	34 6% m	74 9% bcelmn	138 19% abcdehilmn	153 16% abcdehilmnp	24 6% m	1 1% m	48 10% m	6 8% m	9 9% bcm	31 9% bcm	498 11%
I have never heard of them	37 1% bcdehlmn	9 1% m	10 1% m	17 1% bm	23 1% m	14 1% abcdehilmn	3 1% bcdehilmn	7 1% m	10 1% bcelmn	3 * abcdehilmn	11 1% abcdehilmnp	3 1% m	1 1% m	7 10% m	- 8% m	- 9% bcm	4 1% bcm	37 1%
Don't know	262 6% bcehimnpq	26 2% hq	42 3% hq	87 4% bchiq	114 4% bhq	145 9% abcdehilmn	9 3% hq	6 1% nopq	15 2% abcdeghikim	76 10% bcdeghimopq	69 7% bchiq	19 4% bhq	1 1% bchimpq	45 5% bchimpq	- * -	- * -	3 1% bchimpq	265 6%
Top 2: Great deal / fair amount	1890 40% fjk	757 63% acdefgijkl	840 58% adefgjklnq	887 45% afgjk	1440 49% adfgjklm	432 25% j	110 37% fjk	356 66% acdefgijkl	465 56% adefgjkln	151 21% j	281 28% j	181 41% fjk	62 49% fgjk	354 41% fjk	30 48% fjk	54 50% fgjk	178 50% afgjkln	1884 40%
Bottom 2: Know a little / nothing	2483 53% bcdehi	410 34% bh	554 38% bh	986 50% bcehi	1350 46% bchi	1107 65% abcdeghilm	173 59% bcdehiq	343 32% bh	497 68% abcdeghikim	610 41% abcdehilmnp	610 49% abcdehilmnp	236 53% bcehi	62 49% bch	454 53% bcehi	32 52% bch	53 50% bch	168 48% bch	2486 53%
Top 4: At least heard of	4373 94% fjk	1167 97% adefjkn	1394 96% adefjkn	1873 95% fjk	2789 95% afjk	1539 91% fjk	282 96% fjk	526 97% adefjkn	808 89% adefjkn	648 89% adefjkn	891 92% adefjkn	417 95% fjk	125 98% afjkn	808 94% fj	62 100% fjk	107 100% adefjkn	346 98% adefjkn	4370 94%

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

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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	555 12% fjk	334 28% acdefgjkim	312 22% adefgjkln	251 13% fjk	455 16% adfgjklm	97 6% j	29 10% fj	173 32% acdefgijkl	201 24% adefgjkimnp	27 4% j	70 7% j	48 11% fjk	19 15% fjk	89 10% fjk	9 14% fj	15 14% fjk	61 17% adfgjklm	553 12%
I know a fair amount	1398 30% fgjk	493 41% adefgjkino	597 41% adefgjkino	687 34% afgjk	1096 37% afgjk	292 17% j	69 24% fjk	218 40% adefgijkl	287 34% afgjk	123 17% j	169 17% adefgjkimnp	156 36% afgjk	58 46% adefgjkino	293 34% afgjk	17 27% fjk	35 33% fjk	127 36% afgjk	1400 30%
I know just a little	1837 39% bcehi	298 25% h	427 30% bh	807 41% bcehi	1075 37% bchi	738 43% abcdehiq	129 28% bcehiq	107 20% h	236 28% abcdehilmnq	339 45% bcehi	399 41% bcehi	196 44% abcdehiq	44 35% bh	385 45% abcdehimq	29 46% bchi	44 41% bchi	125 35% bchi	1834 39%
I have heard of them but know nothing about their role	558 12% bcdehlmn	56 5% m	79 6% m	158 8% bm	207 7% m	343 17% abcdehilmn	44 14% bcdehiq	79 6% m	151 9% bcelmn	151 19% abcdehilmn	192 16% abcdehilmnp	23 6% m	5 1% m	58 10% m	4 8% m	8 9% bcm	29 9% bcm	559 12%

	12%	5%	5%	8%	7%	20%	15%	7%	9%	21%	20%	5%	4%	7%	7%	7%	8%	12%
	bcdelmn			bc	b	abcdeghilm nopq	bcdelilmnq		bceln	abcdeghilm nopq	abcdeghilmno pq						b	
I have never heard of them	96 2% bcdeln	9 1%	7 *	14 1%	19 1%	77 5%	13 4%	6 1%	19 2%	13 2%	64 7%	1 *	-	4 *	2 4%	4 4%	5 1%	99 2%
Don't know	227 5% bcdehlmq	13 1%	24 3% h	61 3% bchi	74 3% bh	151 9% abcdeghilm nopq	11 3% bchim	1 *	12 10% h	75 10% abcdeghilm nopq	77 8% abcdeghilm nopq	15 3% bchim	-	32 4% bchim	1 2%	2 2%	5 1% h	227 5%
Top 2: Great deal / fair amount	1953 42% fgjk	827 69% acdefgijkl nopq	910 63% adefgijkno pq	938 47% afgjk	1552 53% adfgjkin	389 23% pq	98 3% fjk	390 72% acdefgijkl mnopq	488 59% adefgijkno p	150 21% mnopq	239 25% pq	204 46% fgjk	77 61% adfgjkinop	382 44% fgjk	25 41% fjk	50 47% fgjk	189 53% afgjkn	1953 42%
Bottom 2: Know a little / nothing	2396 51% bcehimq	354 29% nopq	506 35% bh	965 49% bcehim	1281 44% bchi	1081 64% abcdeghilm nopq	172 59% abcdeghilm nopq	142 26% mnopq	315 38% bh	490 67% abcdeghikl mnopq	591 61% abcdeghilm nopq	219 50% bcehim	49 39% bh	443 51% bcehimq	33 53% bchi	52 48% bch	154 44% bch	2393 51%
Top 4: At least heard of	4349 93% fjk	1181 98% adefgijkn op	1415 98% adfgjkinp	1902 96% afgjk	2833 97% afgjk	1469 87% pq	270 92% q	533 99% mnopq	803 96% bh	639 88% mnopq	830 86% pq	423 96% afgjk	127 100% adefgijkn op	825 96% afgjk	58 94% fgjk	102 95% fk	343 97% afgjk	4346 93%

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

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

8 Dec 2025
Table 540

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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	749 16% fjk	403 34% acdefgikm n	398 28% adefgikln	313 16% fjk	586 20% adfgjkin	159 9% j	48 16% fj	218 41% abcdeghijk lmnopq	266 6% acdefgikimn	43 6% fj	117 12% fj	68 15% fj	26 20% fjk	122 14% fj	20 33% adefgikln	30 28% adfgjkin	108 31% adefgikimn	731 16%
I know a fair amount	1602 34% fjk	480 40% adefgikm n	610 42% adefgikln	755 38% fjk	1154 39% adfgjkin	432 25% j	107 37% fj	193 36% fjk	300 19% fj	138 30% fj	294 43% adefghijk	187 49% adefghijk	62 40% adefghijk	345 40% adefghijk	22 35% j	41 38% fj	141 40% adfgjkin	1619 35%
I know just a little	1654 35% bcehimq	243 20% nopq	333 23% h	693 35% bcehipq	910 31% bchiq	225 43% abcdeghilm nopq	94 32% bchiq	91 17% h	184 22% h	341 47% abcdeghikl mnopq	385 40% abcdeghilm nopq	144 33% bchiq	33 26% h	304 35% bcehipq	15 24% h	26 24% h	82 23% h	1651 35%
I have heard of them but know nothing about their role	425 9% bcdelilmnq	57 5%	74 5%	134 7%	175 6%	242 14% abcdeghilm nopq	35 12% bcdelilmnq	30 6%	66 8%	131 18% abcdeghikl mnopq	111 11% abcdeghilm nopq	22 5%	4 3%	48 6%	5 9%	10 9%	18 5%	430 9%
I have never heard of them	41 1%	5 *	7 *	16 1%	21 1%	19 1%	3 1%	6 1%	9 1%	9 1%	10 1%	5 1%	1 1%	8 1%	-	1 1%	* 1%	40 1%
Don't know	201 4% bcehimq	14 1%	24 2% h	66 3% bchmq	79 3% bchiq	120 7% abcdeghilm nopq	7 2% h	1 * h	8 1% h	66 9% abcdeghikim nopq	55 6% bcdeghilmppq	13 3% bhq	-	33 4% bchmq	-	-	3 1%	201 4%
Top 2: Great deal / fair amount	2351 50% fjk	883 73% acdefgijkl n	1008 70% adefgikln	1068 54% afjk	1740 59% adfgjkin	591 35% j	155 53% fjk	411 76% acdefgijkl np	566 68% adefgikln	181 25% nopq	410 58% fj	255 88% afjk	88 70% adefgikln	467 54% afjk	42 68% adfgjk	71 66% adfgikn	249 71% adefgikln	2350 50%
Bottom 2: Know a little / nothing	2079 45% bcehimq	300 25% nopq	406 28% h	827 42% bcehimq	1085 37% bchiq	967 57% abcdeghikl mnopq	129 44% bcehimq	121 22% h	250 bh	471 65% abcdeghikl mnopq	496 51% abcdeghilm nopq	166 38% bchiq	37 29% bchmq	351 41% bchmq	20 32% h	35 33% h	100 28% h	2081 45%
Top 4: At least heard of	4430 95% fj	1183 98% adefjkin	1414 98% adefjkin	1895 96% fjk	2826 97% afjk	1558 92% pq	284 97% fj	532 99% adefjkin	816 98% adfgjkin	652 90% adfgjkin	906 93% j	421 96% fj	125 99% afjkn	818 95% fj	62 100% fj	106 99% fjk	349 99% adefgikln	4431 95%

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

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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	1010	423	456	444	754	250	68	231	299	63	187	95	43	178	27	42	131	1002
22%	35%	32%	22%	26%	15%	23%	23%	43%	36%	9%	19%	22%	34%	21%	44%	39%	37%	21%
fj	adefgjkln	adefgjkln	fj	adefjkn	j	fj	abcdefgijk	acdefgikln	ln	fj	adefgjkln	fj	adefgjkln	fj	adefgjkln	adefgjkln	adefgjkln	adefgjkln
I know a fair amount	1869	477	649	856	1289	567	110	188	298	221	346	198	56	374	21	42	147	1883
40%	40%	45%	43%	44%	33%	38%	35%	36%	45%	36%	45%	45%	43%	35%	39%	42%	40%	40%
fhijk	fj	abfghijkl	afhijk	abfghijk	j	j	j	j	afhijk	fhj	fhijk	fhj	fhijk	fhj	fhijk	fhj	fhijk	fhj
I know just a little	1363	232	265	526	702	639	93	93	186	311	328	121	24	250	12	18	47	1351
29%	19%	18%	27%	24%	38%	31%	17%	22%	43%	34%	28%	19%	29%	19%	16%	13%	29%	29%
bcdhimpq	q	q	bcehimpq	bchq	abcdehilmn	opq	bcehimpq	chq	abcdehilmn	opq	bcdehilmn	opq	bchpqq	bcehimpq				
I have heard of them but know nothing about their role	224	44	47	78	96	123	14	23	37	72	52	9	3	24	1	5	24	226
5%	4%	3%	4%	3%	7%	5%	4%	4%	10%	5%	2%	3%	3%	2%	4%	7%	5%	5%
celn					abcdehilmn				l	abcdehilmn	celn					bcdeln		
I have never heard of them	21	6	9	12	13	8	2	1	3	2	5	1	-	3	-	-	2	23
*	1%	1%	1%	*	*	1%	*	*	*	*	1%	*	*	*	*	*	1%	*
Don't know	186	19	19	62	73	111	8	3	11	58	53	14	-	31	-	1	2	187
4%	2%	3%	3%	7%	3%	7%	3%	*	1%	8%	5%	3%	-	4%	-	1%	4%	4%
bcehimq			bchiq	chq	abcdehilmn	pq	h		abcdeghiklm	nopq	abcdehimq	bchmq		bchmq				
Top 2: Great deal / fair amount	2879	900	1105	1299	2043	817	178	419	597	284	533	293	99	552	49	84	278	2885
62%	75%	67%	66%	70%	48%	61%	78%	72%	72%	39%	55%	67%	79%	64%	79%	78%	79%	62%
fjk	adefgjkln	adefgjkln	afjk	adefgjkln	j	fj	adefgjkln	adefgjkln	adefgjkln	fj	afjk	adefgjkln	fjk	adefgjkln	adefgjkln	adefgjkln	adefgjkln	adefgjkln
Bottom 2: Know a little / nothing	1586	276	312	604	797	762	106	223	223	383	379	130	27	274	13	22	70	1577
34%	23%	22%	31%	27%	45%	36%	22%	27%	27%	53%	39%	30%	21%	32%	21%	21%	20%	34%
bcdhimpopq			bcehimpq	bchq	abcdeghiklm	mnopq	bcehimpopq	chq	abcdeghiklm	mnopq	abcdehilmn	opq	bchq	bcehimpq				
Top 4: At least heard of	4466	1176	1417	1904	2840	1579	285	535	820	667	913	423	127	826	62	106	348	4462
96%	98%	98%	96%	97%	93%	97%	97%	99%	98%	92%	94%	96%	100%	96%	100%	99%	99%	96%
fjk	adefjkn	adefjkn	fjk	adefjkn	afjk	fj	abdefgjkln	adefjkn	adefjkn	adefjkn	adefjkn	fj	adefjkn	adefjkn	fj	adefjkn	adefjkn	adefjkn

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

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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	439	282	261	178	346	89	26	140	166	23	66	32	13	60	10	15	73	427
9%	23%	18%	9%	12%	5%	9%	9%	26%	20%	3%	7%	7%	10%	7%	16%	14%	21%	9%
fjkn	acdefgjkilmn	adefgjkilmn	fj	adefjkn	j	fj	acdefgjkilmn	adefgjkilmn	adefgjkilmn	fj	fj	fj	fj	fj	fj	fj	fj	adefgjkilmn
I know a fair amount	1211	440	536	538	890	310	78	211	289	84	226	114	45	203	20	35	122	1198
26%	37%	37%	27%	30%	18%	26%	26%	39%	35%	12%	23%	26%	35%	24%	32%	32%	35%	26%
fj	adefgjkln	adefgjkln	fjk	adefjkn	j	fj	adefgjkln	adefgjkln	adefgjkln	fj	fj	fj	adefjkn	fj	fj	fj	adefjkn	adefgjkln
I know just a little	1806	346	456	790	1104	684	133	128	261	290	394	188	45	373	24	40	112	1814

	39%	29%	32%	40%	38%	40%	45%	24%	31%	40%	41%	43%	36%	43%	40%	37%	32%	39%
	bchiq	h	h	bchiq	bchiq	bchiq	abcehiq		h	bchiq	bchiq	bcehiq	h	abcehiq	h	h	h	
I have heard of them but know nothing about their role	810	97	133	324	404	394	41	45	86	204	191	73	20	157	7	14	35	818
	17%	8%	9%	16%	14%	23%	14%	8%	10%	28%	20%	17%	16%	18%	11%	13%	10%	18%
	bcehiq			bcehiq	bchi	abcdeghikl nopq	bch			abcdeghik lmnopq	bdeghiq	bchiq	bch	bcehiq				
I have never heard of them	127	17	24	52	65	61	5	8	13	38	23	13	3	25	1	2	5	135
	3%	1%	2%	3%	2%	4%	2%	2%	2%	5%	2%	3%	3%	3%	2%	2%	1%	3%
	bc			b		bcehi				abcdeghiknq		b		b				
Don't know	279	20	36	97	116	160	12	6	18	88	71	18	1	42	-	1	6	280
	6%	2%	2%	5%	4%	9%	4%	1%	2%	12%	7%	4%	1%	5%	-	1%	2%	6%
	bcehimpq			bchimq	bchiq	abcdeghilmn opq	bh			abcdeghikim nopq	bcehilmnop q	bh		bchimq				
Top 2: Great deal / fair amount	1650	722	797	715	1236	399	103	352	455	107	292	146	58	263	30	50	195	1625
	35%	60%	55%	42%	36%	24%	35%	65%	55%	30%	33%	33%	46%	31%	48%	48%	55%	35%
	fjkn	acdefgijkl mnp	adefgiklmn	fjkn	adfgjkin	j	fj	acdefgijkl mnopq	adefgikln	fj	fj	adfgjkin	adfgjkin	fj	fjkin	adfgjkin	adefgikln	
Bottom 2: Know a little / nothing	2617	444	589	1114	1509	1078	174	173	347	494	584	262	65	530	31	54	147	2632
	56%	37%	41%	56%	52%	63%	59%	32%	42%	68%	60%	60%	51%	62%	51%	50%	42%	56%
	bcehiq	h	h	bcehiq	bchiq	abcdehimpq	bcehiq		bh	abcdeghik lmnopq	abcehiq	bcehiq	bch	abcdehimpq	bh	bh	h	
Top 4: At least heard of	4267	1165	1386	1829	2745	1477	277	525	802	600	877	408	122	794	61	104	341	4257
	91%	97%	96%	92%	94%	87%	94%	97%	96%	83%	90%	93%	97%	92%	98%	97%	97%	91%
	fj	adefgikln	adefjkin	fj	afjk	j	fj	adefgikln	adefjkin	fj	fj	fj	fj	afjk	fj	fjk	adefjkin	

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

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 555

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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	474	299	277	201	389	82	28	161	189	19	63	37	14	74	10	21	74	466
	10%	25%	19%	10%	13%	5%	10%	30%	30%	3%	6%	9%	11%	9%	16%	19%	21%	10%
	fjk	acdefgiklm n	adefgiklmn	fjk	adfgjkin	j	fj	abcdeghik lmnopq	adefgiklmn		j	fj	fj	fj	fjk	adfgjkin	adefgiklmn	
I know a fair amount	1256	425	519	593	935	310	70	200	270	104	205	148	51	257	16	31	113	1246
	27%	35%	36%	30%	32%	18%	24%	37%	32%	14%	21%	34%	30%	30%	27%	29%	32%	27%
	fjk	adfgjkn	adefajkn	afgik	afgik	j	fj	adefgikn	afgik	j	afgik	adfgjkn	fjk	fj	fj	afgik	afgik	
I know just a little	1844	359	490	794	1112	713	137	131	268	308	405	172	50	347	22	35	123	1845
	39%	30%	34%	40%	38%	42%	47%	24%	32%	42%	42%	39%	40%	40%	36%	32%	35%	39%
	bchi	h	bh	bchi	bchi	bcehiq	abcdehimpq		h	bcehiq	bcehiq	bchi	bh	bchi			h	
I have heard of them but know nothing about their role	708	87	108	259	328	370	40	33	74	185	185	60	10	126	12	19	35	723
	15%	7%	7%	13%	11%	22%	14%	6%	9%	25%	19%	14%	8%	15%	20%	17%	10%	15%
	bcehimpq			bchi	bch	abcdeghilm nq	bchi			abcdeghikl mnopq	abcdehilmn q	bchi		bcehiq	bcehimpq	bchim		
I have never heard of them	137	13	22	50	65	72	9	12	20	31	41	8	1	17	1	2	4	137
	3%	1%	2%	3%	2%	4%	3%	2%	2%	4%	4%	2%	1%	2%	2%	2%	1%	3%
	bc			b	b	abcdehinq	b		b	bcehinq	bcehinq							
Don't know	252	18	30	81	96	152	10	2	12	80	72	13	-	39	-	-	4	255
	5%	2%	2%	4%	3%	9%	3%	*	1%	11%	7%	3%	-	5%	-	-	1%	5%
	bcehimpq		h	bchimq	bchimq	abcdeghilmn opq	hm			abcdeghikim nopq	abcdeghilmn opq	h		bchimq				
Top 2: Great deal / fair amount	1730	724	796	794	1325	391	98	361	459	123	268	186	65	331	26	52	187	1712
	37%	60%	55%	40%	36%	23%	33%	67%	55%	17%	28%	42%	39%	42%	42%	48%	53%	37%
	fjk	acdefgijkl nopq	adefgikln	afgik	adfgjkn	j	fj	abcdeghik lmnopq	adefgikln	fj	fj	afgik	adfgjkn	fjk	fjk	afgik	adefgikln	
Bottom 2: Know a little / nothing	2552	447	598	1052	1440	1083	178	164	342	493	590	233	60	473	35	54	158	2568
	55%	37%	41%	53%	64%	68%	50%	30%	41%	68%	61%	41%	48%	55%	50%	50%	45%	55%
	bcehiq	h	bh	bcehiq	bchi	abcdehilmn pq	bcehimpq		h	abcdeghikl mnopq	abcdehilmn pq	bcehiq	bh	bcehiq	bchi	bh	bh	
Top 4: At least heard of	4282	1171	1394	1846	2764	1474	275	526	801	616	858	418	125	804	61	105	345	4280
	92%	97%	96%	93%	94%	87%	94%	97%	96%	85%	93%	95%	99%	98%	98%	97%	98%	92%
	fjk	adefgikln	adefajkn	afjk	afjk	j	fjk	adefgikln	adefjkn	fj	fj	afjk	adefgikln	fjk	fjk	afjk	adefgikln	

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	348	232	215	132	273	73	30	145	174	16	56	21	8	33	8	13	41	340
	7%	19%	15%	7%	9%	4%	10%	27%	21%	2%	6%	5%	6%	4%	14%	12%	12%	7%
	fjkn	acdefgiklmnq	adefgiklmn	fjkn	adefgiklmn	j	dfjkn	abcdefgijklmnopq	acdefgiklmn		j	j	j		fjkn	fjkn	adefgiklmn	
I know a fair amount	930	329	398	401	657	265	62	181	243	95	169	68	21	140	18	30	94	919
	20%	27%	28%	20%	22%	16%	21%	33%	29%	13%	17%	16%	17%	16%	29%	28%	27%	20%
	fjkn	adefgiklmn	adefgiklmn	fjkn	afjkn		fj	abcdefgijklmnopq	adefgiklmn		j				fjkn	fjkn	adefgiklmn	
I know just a little	1846	418	519	777	1126	696	116	150	266	283	413	200	62	365	21	42	135	1856
	40%	35%	36%	39%	38%	41%	40%	28%	39%	42%	39%	46%	49%	42%	34%	39%	38%	40%
	bchi	h	h	bhi	bhi	bchi	hi	h	bcehi	abcdehijq	abcdehijq	bcdehiq	bcdehiq	bcdehiq	h	h	h	
I have heard of them but know nothing about their role	841	123	167	368	476	357	50	38	88	165	192	84	21	177	11	17	46	846
	18%	10%	12%	19%	16%	21%	17%	7%	11%	23%	20%	19%	16%	21%	18%	16%	13%	18%
	bchiq	h	h	bcehiq	bchi	abcdehiq	bchi	h	abcdehiq	bcehiq	bchiq	bcdehiq	bcdehiq	bcdehiq	h	h	h	
I have never heard of them	147	33	57	61	97	49	9	20	28	26	23	11	1	20	*	1	10	146
	3%	3%	4%	3%	3%	3%	3%	4%	3%	4%	2%	3%	1%	2%	1%	1%	3%	3%
			kn															
Don't know	561	67	90	238	298	259	28	6	34	141	118	55	14	124	3	5	28	565
	12%	6%	6%	12%	10%	15%	9%	1%	4%	19%	12%	13%	11%	14%	4%	5%	8%	12%
	bcehiq	h	hi	bchippq	bchi	abcdeghikopq	bhi	h	abcdeghiklmnopq	bchippq	bchippq	bchippq	bchi	bcdeghioq	h	h	hi	
Top 2: Great deal / fair amount	1278	561	613	532	929	338	92	325	417	112	226	89	29	173	27	43	134	1259
	27%	47%	42%	27%	32%	20%	31%	60%	50%	15%	23%	20%	23%	20%	43%	39%	27%	27%
	fjkn	acdefgiklmnq	adefgiklmn	fjkn	adefgiklmn	j	fjkn	abcdefgijklmnopq	acdefgiklmn		j	j	j	j	adefgiklmn	adefgiklmn	adefgiklmn	
Bottom 2: Know a little / nothing	2687	541	686	1145	1601	1052	166	188	354	447	605	283	83	543	32	59	180	2702
	58%	45%	47%	58%	55%	62%	56%	35%	42%	65%	62%	65%	63%	52%	55%	55%	51%	58%
	bcehiq	h	hi	bcehiq	bchi	abcdehiq	bchi	h	abcdehiq	abcdehiq	abcdehiq	bcdehiq	bcdehiq	abcdehiq	h	hi	hi	
Top 4: At least heard of	3964	1102	1299	1678	2531	1390	258	513	771	559	831	373	112	716	59	101	315	3961
	85%	92%	90%	85%	86%	82%	88%	95%	93%	77%	86%	85%	88%	83%	95%	94%	89%	85%
	fj	adefgiklmn	adefgiklmn	fj	fjkn	j	fj	abcdefgijklmnopq	acdefgiklmn		fj	j	j	j	adefgiklmn	adefgiklmn	adefgiklmn	

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

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 Table 565

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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
I know a great deal	456	277	280	183	369	85	23	178	201	23	62	23	10	56	11	17	65	449
	10%	23%	19%	9%	13%	5%	8%	33%	24%	3%	6%	5%	7%	17%	16%	19%	10%	10%
	fjkn	acdefgiklmn	adefgiklmn	fjkn	adefgiklmn	j	j	abcdefgijklmnopq	acdefgiklmn		j	j	j		fjkn	adefgiklmn	adefgiklmn	
I know a fair amount	1121	427	491	499	817	294	80	198	279	90	204	108	38	204	18	32	103	1117

	24%	35%	34%	25%	28%	17%	27%	37%	33%	12%	21%	25%	30%	24%	29%	30%	29%	24%
	fj	adefgiklnq	adefgikln	fjk	adefjkn	j	fjk	adefgiklnq	adefjkn		fj	fj	fj	fj	fj	fj	fj	
I know just a little	2076	337	510	921	1249	808	142	258	42	350	458	220	61	416	26	42	145	2085
	44%	28%	35%	47%	43%	48%	48%	22%	31%	48%	47%	50%	48%	48%	42%	39%	41%	45%
	bchi	h	bh	bcehi	bchi	abcehiq	bchi	h	bcehiq	bcehi	abcehiq	bchi	abcehiq	bh	bh	bh	bhi	
I have heard of them but know nothing about their role	651	118	109	248	325	313	31	41	71	165	148	64	15	122	5	11	28	656
	14%	10%	8%	13%	11%	18%	10%	8%	9%	23%	15%	15%	12%	14%	8%	11%	8%	14%
	bcehiq			bchiq	chi	abcdeghikn				lmnopq	bcehiq	bcehiq		bcehiq				
I have never heard of them	69	12	16	23	34	34	7	1	8	17	17	2	-	9	1	3	4	69
	1%	1%	1%	1%	1%	2%	2%	*	1%	2%	2%	*	-	1%	2%	2%	1%	1%
	h					beh	hl			bcehil	h			h	h	h	h	
Don't know	299	32	39	104	131	164	11	5	16	83	81	22	2	53	1	3	8	296
	6%	3%	3%	5%	4%	10%	4%	1%	2%	11%	8%	5%	2%	6%	2%	2%	2%	6%
	bcehimq	h	h	bchiq	bchi	abcdeghilmn	h			abcdeghikim	abcdeghilm	bchi		bchiq				
Top 2: Great deal / fair amount	1577	703	772	682	1186	379	103	376	479	112	267	131	48	260	28	49	168	1566
	34%	53%	53%	34%	41%	22%	35%	70%	35%	15%	27%	30%	38%	30%	46%	46%	48%	34%
	fjk	adefgiklm	adefgiklm	fjkn	adefjkn	j	fjk	abcdeghikm	adefgiklm	adefgiklm	fj	fj	fj	fjkn	adefjkn	adefgiklm	adefgiklm	
Bottom 2: Know a little / nothing	2727	455	619	1169	1574	1122	173	157	330	515	607	284	76	537	31	53	173	2741
	58%	38%	43%	59%	54%	66%	59%	29%	40%	71%	62%	65%	60%	62%	50%	49%	49%	59%
	bcehiq	h	bh	bcehiq	bchi	abcdeghio	bchiq	h	abcdeghik	abcdeghio	abcdeghio	abcdeghio	bchiq	abcdeghio	h	bh	bhi	
Top 4: At least heard of	4304	1158	1391	1850	2760	1500	276	533	809	627	873	415	124	798	59	102	341	4307
	92%	96%	96%	94%	94%	88%	94%	99%	97%	86%	90%	95%	98%	93%	96%	95%	97%	92%
	fjk	adefjkn	adefjkn	fjk	afjk		fj	abcdeghik	adefjkn	adefjkn	j	fjk	adefjkn	fjk	j	fj	adefjkn	

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

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Table 570

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	459	127	860	62*	108*	353	4672
I know a great deal	633	308	316	279	498	131	35	156	191	43	88	55	19	111	15	24	77	627
	14%	26%	22%	14%	17%	8%	12%	29%	23%	6%	9%	13%	15%	13%	24%	24%	22%	13%
	fjk	adefgiklm	adefgiklm	fjk	adefgiklm		fj	adefgiklm	adefgiklm		j	fjk	fjk	fjk	adefgiklm	adefgiklm	adefgiklm	adefgiklm
I know a fair amount	1681	525	651	801	1226	437	98	230	328	174	263	178	57	332	21	36	135	1690
	36%	44%	45%	41%	42%	26%	33%	43%	39%	24%	27%	41%	45%	39%	34%	33%	38%	36%
	fjk	afgiklm	adefgiklm	afgiklm	afgiklm		fj	afgiklm	fjk		fjk	afgiklm	afgiklm	fjk	afgiklm	fjk	fjk	fjk
I know just a little	1721	286	376	681	930	773	120	109	229	325	448	164	46	328	23	37	104	1718
	37%	24%	26%	34%	32%	46%	41%	20%	27%	45%	46%	37%	36%	38%	37%	34%	29%	37%
	bcehiq	h	bh	bchi	bchi	abcdeghilmn	bcehiq	h	abcdeghilmn	abcdeghilmn	bcehiq	bch	bcehiq	bh	bh	bh	h	
I have heard of them but know nothing about their role	389	59	73	140	177	207	28	32	60	104	103	23	2	53	3	9	31	389
	8%	5%	5%	7%	6%	12%	9%	6%	7%	14%	11%	5%	2%	6%	5%	8%	9%	8%
	bceilmn			bcm		abcdeghilmn	bceilmn		bcm	abcdeghiklm	abcdeghilmn			m		m	bcm	
I have never heard of them	24	5	3	11	14	11	4	7	11	2	8	2	1	5	-	1	3	24
	1%	*	*	1%	*	1%	1%	1%	1%	*	1%	1%	1%	1%	-	1%	1%	1%
	h						c	ace	abcde		c							
Don't know	224	19	27	66	82	140	10	5	15	78	62	15	1	31	-	1	2	224
	5%	2%	2%	3%	3%	8%	3%	1%	2%	11%	6%	4%	1%	4%	-	1%	1%	5%
	bcehimq			bchiq	bhq	abcdeghilmn	hq		abcdeghiklm	bcdeghilmnpq	bchiq			bchiq				
Top 2: Great deal / fair amount	2314	832	967	1080	1724	568	133	386	519	218	351	233	77	443	36	59	212	2317
	50%	69%	67%	55%	59%	33%	45%	72%	62%	30%	36%	53%	60%	52%	58%	55%	60%	50%
	fjk	adefgiklm	adefgiklm	afgiklm	adefgiklm		fjk	adefgiklm	adefgiklm		j	afgiklm	afgiklm	fjk	fjk	fjk	afgiklm	afgiklm
Bottom 2: Know a little / nothing	2110	346	449	821	1106	979	147	289	429	551	188	48	382	26	46	135	2107	
	45%	29%	31%	42%	38%	58%	50%	26%	35%	59%	57%	43%	38%	44%	42%	42%	38%	45%
	bcehiq	h	h	bcehi	bch	abcdeghilmn	bcehimq	h	abcdeghilmn	abcdeghilmn	bchi	bh	bcehi	bh	bh	bch	bch	
Top 4: At least heard of	4424	1178	1416	1901	2830	1548	280	528	808	646	901	421	124	825	62	105	347	4424
	95%	98%	98%	96%	97%	91%	95%	98%	97%	89%	93%	96%	98%	96%	100%	97%	98%	95%

	fjk	afefgjkln	afefgjkln	afjk	afjk		fj	afjk	afjk		j	fjk	fjk	fjk	fjk	fj	afgkln	
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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/o/p/q
 * small base

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 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+

	Relationship with Children																		Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)		
Unweighted total	4672	1202	1407	1972	2800	1724	275	522	737	746	978	454	135	881	59	103	334	4672	
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672	
Effective base	4191	1007	1286	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672	
... will help children develop social skills and friendships	1343	270	366	617	863	464	77	130	207	225	239	157	46	302	20	37	105	1343	
	29%	22%	25%	31%	30%	27%	26%	24%	25%	31%	25%	36%	36%	35%	33%	34%	30%	29%	
	bchik			bcbfjk	bchik	b				bchik		abcbefghik	bcbfjk	abcbefghik		bhik	b		
... will lead to more children having healthy and happy childhoods	1101	301	343	495	735	358	78	100	178	134	224	131	40	239	13	24	89	1133	
	24%	25%	24%	25%	25%	21%	27%	19%	21%	18%	23%	30%	32%	28%	21%	22%	25%	24%	
	fhj	fhj	hj	fhj	fhj		hj				j	acdfhj	acfhjk	acfhjk			hj		
... will help children learn to talk and communicate with others	917	198	241	399	573	329	46	95	141	169	161	84	17	193	15	23	53	915	
	20%	16%	17%	20%	20%	19%	16%	18%	17%	23%	17%	19%	13%	22%	24%	21%	15%	20%	
	bckq			bckq	bck					abcbefghikm				bcghikmq					
... will support children to be mentally healthy	879	266	335	334	563	309	73	119	193	109	200	75	21	131	11	17	79	858	
	19%	22%	23%	17%	19%	18%	25%	22%	23%	15%	21%	17%	17%	15%	19%	16%	22%	18%	
	jn	adffjn	adefjn	djn	djn		adefjn	djn	adefjn		djn						djn		
... will create a happier society in the future	762	221	247	292	469	289	48	103	151	113	176	67	26	125	13	19	63	764	
	16%	18%	17%	15%	16%	17%	16%	19%	18%	16%	18%	15%	21%	15%	20%	18%	18%	16%	
	dn			d			dn	d			dn								
... will mean fewer people have mental health problems in the future	671	153	201	301	424	241	36	57	93	96	145	72	18	128	6	9	50	671	
	14%	13%	14%	15%	15%	14%	12%	11%	11%	13%	15%	16%	14%	15%	10%	9%	14%	14%	
	hi			hi	hi	hi				hi	hi	hi	hi	hi			hi		
... will mean more children are ready for school	491	123	136	230	324	159	25	48	73	99	60	52	19	107	6	15	31	487	
	11%	10%	9%	12%	11%	9%	9%	9%	9%	6%	14%	12%	15%	12%	10%	14%	9%	10%	
	k	k	k	cfk	k	k			k	abcbefghikq		k	cfhik	cfhik		k			
... will lead to lower levels of social inequality in the future	424	97	122	174	242	180	29	44	73	57	123	32	10	62	11	18	59	422	
	9%	8%	8%	9%	8%	11%	10%	8%	9%	8%	13%	7%	8%	7%	17%	17%	17%	9%	
	bejn					abcbdehijln				abcbdehijln					abcbdehijln	abcbdehijlm	abcbdehijlm	abcbdehijlm	
... will create a loving society in the future	419	152	165	170	272	144	27	84	111	38	106	28	9	60	6	8	35	406	
	9%	13%	11%	9%	9%	8%	9%	16%	13%	5%	11%	6%	7%	7%	9%	7%	10%	9%	
	j	adefjln	adefjln	j	jln	j	j	acdefgiklm	adefjln		jln						j		
... will support children to be physically healthy	414	147	185	159	286	126	22	81	103	49	77	35	14	69	5	8	33	414	
	9%	12%	13%	8%	10%	7%	8%	15%	12%	7%	8%	8%	11%	8%	8%	8%	9%	9%	
	afefgjkln	afefgjkln	afefgjkln	dfl	dfl			adefgjklnq	adefgjkln										
... will lead to higher levels of academic achievement in the future	334	118	131	141	226	100	20	63	82	38	63	26	7	52	9	13	24	335	
	7%	10%	9%	7%	8%	6%	7%	12%	10%	5%	6%	6%	6%	6%	14%	12%	7%	7%	
	afefjkln	afefjkln	afjkln	fj	fj			adefgjklnq	adefjkln						afjkln	fjkln			
... will mean fewer people have physical health problems in the future	277	69	90	120	173	103	28	45	73	48	55	21	2	47	2	8	12	277	
	6%	6%	6%	6%	6%	6%	9%	8%	9%	7%	6%	5%	2%	5%	4%	8%	3%	6%	
	m	m	m	m	m	m	abdeklmnq	aelmnq	abcbdeklmnq	mq						m			
... will lead to people living longer in the future	132	60	62	59	91	41	13	40	53	12	29	4	2	11	*	2	15	125	
	3%	5%	4%	3%	3%	2%	4%	7%	6%	2%	3%	1%	1%	1%	1%	2%	4%	3%	
	ln	afefjkln	afjln	ln	jln		jln	acdefjklnmp	acdefjklnm		ln						jln		

	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	-	-	1%	1%
Creative / different approaches for different children	17	28	17	1	17	-	-	11	11	-	-	-	-	-	-	6	15
	3%	2%	3%	1%	3%	-	-	4%	4%	-	-	-	-	-	-	8%	3%
Critical thinking	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Diagnosis / swift diagnosis	5	11	5	1	5	-	-	1	1	-	-	-	-	-	-	-	4
	1%	1%	1%	1%	1%	-	-	*	*	-	-	-	-	-	-	-	1%
Disciplined	5	13	5	-	5	-	-	4	4	-	-	-	-	-	-	-	5
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	1%
Emotional Intelligence	6	13	6	1	6	-	-	4	4	-	-	1	1	1	-	2	5
	1%	1%	1%	1%	1%	-	-	2%	2%	-	-	6%	6%	5%	-	3%	1%
Empathetic / sympathetic / sensitive	89	198	89	11	89	-	-	44	44	-	-	4	3	4	-	9	93
	17%	16%	17%	8%	17%	-	-	16%	16%	-	-	17%	16%	17%	-	13%	18%
Endurance	7	10	7	2	7	-	-	4	4	-	-	-	-	-	-	1	6
	1%	1%	1%	2%	1%	-	-	1%	1%	-	-	-	-	-	-	2%	1%
Enthusiastic / hard...working / passionate	17	33	17	3	17	-	-	11	11	-	-	-	-	-	-	*	19
	3%	3%	3%	3%	3%	-	-	4%	4%	-	-	-	-	-	-	1%	4%
Ethics / morals / good person	7	11	7	1	7	-	-	6	6	-	-	-	-	-	-	-	7
	1%	1%	1%	1%	1%	-	-	2%	2%	-	-	*	*	*	-	-	1%
Experienced	23	50	23	2	23	-	-	6	6	-	-	-	-	-	-	4	24
	4%	4%	4%	2%	4%	-	-	2%	2%	-	-	2%	-	2%	-	6%	5%
Factual	2	7	2	-	2	-	-	2	2	-	-	-	-	-	-	-	3
	*	1%	*	-	*	-	-	1%	1%	-	-	-	-	-	-	-	1%
Focused / vigilant / Diligent	4	13	4	-	4	-	-	2	2	-	-	-	-	-	-	1	4
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	-	-	-	-	1%	1%
Friendly / playful / fun	30	79	30	4	30	-	-	22	22	-	-	-	-	-	-	1	30
	6%	7%	6%	3%	6%	-	-	8%	8%	-	-	-	-	-	-	2%	6%
Good / flexible communication / listening skills	97	259	97	10	97	-	-	62	62	-	-	2	2	2	-	7	91
	18%	22%	18%	8%	18%	-	-	22%	22%	-	-	9%	10%	8%	-	10%	17%
Good manner / bedside manner	4	4	4	-	4	-	-	1	1	-	-	-	-	-	-	-	4
	1%	*	1%	-	1%	-	-	*	*	-	-	-	-	-	-	-	1%
Happy / positive attitude	14	20	14	2	14	-	-	11	11	-	-	-	-	-	-	-	13
	3%	2%	3%	2%	3%	-	-	4%	4%	-	-	-	-	-	-	-	2%
Healthy / physically able	8	15	8	1	8	-	-	7	7	-	-	-	-	-	-	1	8
	2%	1%	2%	1%	2%	-	-	2%	2%	-	-	-	-	-	-	1%	2%
Helpful	3	15	3	-	3	-	-	2	2	-	-	-	-	-	-	-	4
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	1%
Honesty / sincerity / truthful	18	46	18	1	18	-	-	14	14	-	-	-	-	-	-	1	16
	3%	4%	3%	1%	3%	-	-	5%	5%	-	-	-	-	-	-	2%	3%
Humble / not arrogant / condescending / patronising	7	11	7	-	7	-	-	6	6	-	-	-	-	-	-	-	6
	1%	1%	1%	-	1%	-	-	2%	2%	-	-	-	-	-	-	-	1%
Invested	1	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1
	*	*	*	-	*	-	-	*	*	-	-	-	-	-	-	-	*
Kind / considerate / gentle	38	87	38	9	38	-	-	29	29	-	-	1	1	2	-	3	41
	7%	7%	7%	7%	7%	-	-	10%	10%	-	-	5%	6%	6%	-	4%	8%
Knowledgeable / smart / expert in necessary field	67	163	67	10	67	-	-	29	29	-	-	2	2	2	-	12	67
	13%	14%	13%	8%	13%	-	-	10%	10%	-	-	10%	11%	9%	-	17%	13%
Leadership / role model	4	7	4	-	4	-	-	3	3	-	-	1	1	1	-	2	4
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	4%	5%	4%	-	3%	1%
Love / loving	19	37	19	3	19	-	-	13	13	-	-	1	1	1	-	1	17
	4%	3%	4%	3%	4%	-	-	5%	5%	-	-	5%	5%	4%	-	2%	3%
Loyalty	1	4	1	1	1	-	-	-	-	-	-	-	-	-	-	-	1
	*	*	*	1%	*	-	-	-	-	-	-	-	-	-	-	-	*
Mentally stable	1	3	1	-	1	-	-	1	1	-	-	-	-	-	-	1	1
	*	*	*	-	*	-	-	*	*	-	-	-	-	-	-	1%	*
Monitoring	1	6	1	-	1	-	-	1	1	-	-	-	-	-	-	-	1
	*	*	*	-	*	-	-	1%	1%	-	-	-	-	-	-	-	*
Neat / tidy / well presented	5	7	5	1	5	-	-	2	2	-	-	-	-	-	-	-	4
	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	-	-	-	1%
Non-judgemental / Open-minded	19	55	19	4	19	-	-	7	7	-	-	1	1	1	-	3	15
	4%	5%	4%	3%	4%	-	-	3%	3%	-	-	5%	6%	5%	-	4%	3%
Parenting experience	3	8	3	1	3	-	-	3	3	-	-	-	-	-	-	-	3
	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	-	-	-	-	-	1%
Patient / patience	87	187	87	13	87	-	-	48	48	-	-	3	3	3	-	5	88
	16%	16%	16%	11%	16%	-	-	17%	17%	-	-	16%	17%	14%	-	7%	17%
Perseverance / persistent	2	3	2	-	2	-	-	1	1	-	-	-	-	-	-	-	2
	*	*	*	-	*	-	-	*	*	-	-	-	-	-	-	-	*
Planning	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Polite	*	6	*	-	*	-	-	-	-	-	-	-	-	-	-	-	1
	*	*	*	-	*	-	-	*	*	-	-	-	-	-	-	-	*
Practical / realistic skills	10	14	10	3	10	-	-	7	7	-	-	*	*	*	-	-	11

	2%	1%	2%	3%	2%	-	-	3%	3%	-	-	2%	2%	2%	-	-	-	2%
Proactive	5	6	5	-	5	-	-	2	2	-	-	-	-	-	-	-	-	4
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	1%
Problem solving / solution skills	5	12	5	-	5	-	-	5	5	-	-	-	-	-	-	-	-	4
	1%	1%	1%	-	1%	-	-	2%	2%	-	-	-	-	-	-	-	-	1%
Professional / respectful behaviour	27	49	27	8	27	-	-	16	16	-	-	1	1	1	-	-	2	29
	5%	4%	5%	6%	5%	-	-	6%	6%	-	-	4%	5%	4%	-	-	3%	6%
Providing follow ups / keeping track	1	4	1	1	1	-	-	-	-	-	-	1	1	1	-	-	-	1
	*	*	*	1%	*	-	-	-	-	-	-	5%	6%	5%	-	-	-	*
Punctuality / time management	2	4	2	-	2	-	-	2	2	-	-	-	-	-	-	-	-	2
	*	*	*	-	*	-	-	1%	1%	-	-	-	-	-	-	-	-	*
Quality	2	9	2	1	2	-	-	2	2	-	-	*	-	*	-	-	-	3
	*	1%	*	1%	*	-	-	1%	1%	-	-	1%	-	1%	-	-	-	1%
Relationship / rapport building	10	16	10	1	10	-	-	4	4	-	-	-	-	-	-	-	1	9
	2%	1%	2%	1%	2%	-	-	1%	1%	-	-	-	-	-	-	-	1%	2%
Reliable	11	35	11	1	11	-	-	9	9	-	-	-	-	-	-	-	2	9
	2%	3%	2%	1%	2%	-	-	3%	3%	-	-	-	-	-	-	-	3%	2%
Reputation / good reputation	2	3	2	1	2	-	-	-	-	-	-	-	-	-	-	-	-	2
	*	*	*	*	*	-	-	*	*	-	-	*	*	*	-	-	*	*
Responsible	4	6	4	3	4	-	-	1	1	-	-	-	-	-	-	-	*	4
	1%	*	1%	2%	1%	-	-	*	*	-	-	-	-	-	-	-	*	1%
				b														
Safeguarding / protection skills	*	5	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	*	*	-	*	-	-	*	*	-	-	*	*	*	-	-	*	*
Social / sociable / people skills	12	25	12	1	12	-	-	10	10	-	-	-	-	-	-	-	-	11
	2%	2%	2%	1%	2%	-	-	3%	3%	-	-	-	-	-	-	-	-	2%
Supportive / emotionally supportive	23	39	23	7	23	-	-	12	12	-	-	1	1	1	-	-	5	24
	4%	3%	4%	5%	4%	-	-	4%	4%	-	-	5%	5%	4%	-	-	7%	5%
Teamworker	4	5	4	2	4	-	-	1	1	-	-	*	*	*	-	-	*	4
	1%	*	1%	1%	1%	-	-	*	*	-	-	2%	2%	2%	-	-	1%	1%
Thoughtful	*	2	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	1
	*	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*
Tolerance	7	22	7	3	7	-	-	5	5	-	-	-	-	-	-	-	-	6
	1%	2%	1%	2%	1%	-	-	2%	2%	-	-	-	-	-	-	-	-	1%
Transparent / clear	5	12	5	-	5	-	-	2	2	-	-	-	-	-	-	-	-	4
	1%	1%	1%	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	1%
Trust / trustworthy	19	50	19	1	19	-	-	14	14	-	-	-	-	-	-	-	1	19
	4%	4%	4%	1%	4%	-	-	5%	5%	-	-	-	-	-	-	-	1%	4%
				d				d										
Understanding	39	87	39	12	39	-	-	25	25	-	-	4	4	4	-	-	7	41
	7%	7%	7%	10%	7%	-	-	9%	9%	-	-	20%	22%	18%	-	-	10%	8%
Wisdom	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	15	26	15	7	15	-	-	10	10	-	-	3	2	3	-	-	4	16
	3%	2%	3%	4%	3%	-	-	4%	4%	-	-	13%	12%	11%	-	-	6%	3%
				b														
Don't know	7	11	7	2	7	-	-	5	5	-	-	-	-	-	-	-	1	6
	1%	1%	1%	2%	1%	-	-	2%	2%	-	-	-	-	-	-	-	1%	1%
No answer	8	13	8	7	8	-	-	3	3	-	-	1	1	1	-	-	*	9
	2%	1%	2%	7%	2%	-	-	1%	1%	-	-	7%	7%	6%	-	-	1%	2%
				abcehi														
Job titles mentioned only	5	14	5	1	5	-	-	2	2	-	-	-	-	-	-	-	-	1
	1%	1%	1%	*	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	1%
Don't know	151	362	151	52	151	-	-	64	64	-	-	7	6	9	-	-	34	145
	28%	30%	28%	41%	28%	-	-	23%	23%	-	-	32%	29%	38%	-	-	49%	28%
		hi		abcehi													abcehi	

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

* small base; ** very small base (under 30) ineligible for sig testing

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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
	27%	31%	22%	43%
Tend to agree	552	594	457	531
	38%	41%	32%	37%
Neither agree nor disagree	289	252	362	189
	20%	17%	25%	13%
Tend to disagree	146	99	220	63
	10%	7%	15%	4%
Strongly disagree	50	36	76	20
	3%	2%	5%	1%
Don't know	19	20	20	19
	1%	1%	1%	1%
Top 2: Agree	941	1039	768	1154
	65%	72%	53%	80%
Bottom 2: Disagree	196	135	296	83
	14%	9%	20%	6%
Net difference	745	905	472	1070
	52%	63%	33%	74%

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 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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Strongly agree	389	339	389	151	389	-	-	115	115	-	-	16	13	25	-	-	48	388
	27%	28%	27%	29%	27%	-	-	23%	23%	-	-	29%	38%	27%	-	-	28%	28%
Tend to agree	552	461	552	191	552	-	-	184	184	-	-	23	14	35	-	-	64	539
	38%	38%	38%	37%	38%	-	-	38%	38%	-	-	42%	39%	40%	-	-	36%	38%
Neither agree nor disagree	289	229	289	106	289	-	-	100	100	-	-	7	5	16	-	-	33	273
	20%	19%	20%	20%	20%	-	-	20%	20%	-	-	13%	16%	18%	-	-	19%	19%
Tend to disagree	146	100	146	54	146	-	-	62	62	-	-	4	-	6	-	-	24	136
	10%	8%	10%	10%	10%	-	-	13%	13%	-	-	7%	-	7%	-	-	14%	10%
Strongly disagree	50	55	50	14	50	-	-	26	26	-	-	4	3	4	-	-	4	49
	3%	5%	3%	3%	3%	-	-	5%	5%	-	-	6%	7%	5%	-	-	2%	3%
Don't know	19	18	19	7	19	-	-	2	2	-	-	1	-	2	-	-	2	22
	1%	1%	1%	1%	1%	-	-	1%	1%	-	-	2%	-	3%	-	-	1%	2%
Top 2: Agree	941	800	941	342	941	-	-	300	300	-	-	40	27	60	-	-	113	927
	65%	67%	65%	65%	65%	-	-	61%	61%	-	-	71%	77%	67%	-	-	64%	66%
Bottom 2: Disagree	196	155	196	68	196	-	-	89	89	-	-	7	3	11	-	-	28	185
	14%	13%	14%	13%	14%	-	-	18%	18%	-	-	13%	7%	12%	-	-	16%	13%
Net difference	745	646	745	274	745	0	0	211	211	0	0	32	24	49	0	0	85	742
	52%	54%	52%	52%	52%	0%	0%	43%	43%	0%	0%	58%	69%	55%	0%	0%	48%	53%

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

Relationship with Children																
----------------------------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total
Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Strongly agree	445	389	445	159	445	-	-	169	169	-	-	16	14	28	-	-	48	443
	31%	32%	31%	30%	31%	-	-	34%	34%	-	-	30%	41%	31%	-	-	27%	31%
Tend to agree	594	461	594	214	594	-	-	201	201	-	-	24	15	41	-	-	67	577
	41%	38%	41%	41%	41%	-	-	41%	41%	-	-	44%	43%	46%	-	-	38%	41%
Neither agree nor disagree	252	225	252	94	252	-	-	70	70	-	-	8	3	10	-	-	38	240
	17%	19%	17%	18%	17%	-	-	14%	14%	-	-	14%	9%	12%	-	-	22%	17%
Tend to disagree	99	73	99	36	99	-	-	27	27	-	-	3	*	4	-	-	22	94
	7%	6%	7%	7%	7%	-	-	6%	6%	-	-	5%	1%	4%	-	-	12%	7%
Strongly disagree	36	37	36	11	36	-	-	18	18	-	-	4	2	4	-	-	1	32
	2%	3%	2%	2%	2%	-	-	4%	4%	-	-	4%	5%	5%	-	-	*	2%
Don't know	20	16	20	9	20	-	-	6	6	-	-	acdeq	q	q	-	-	1	21
	1%	1%	1%	2%	1%	-	-	1%	1%	-	-	-	-	2	-	-	1%	1%
Top 2: Agree	1039	851	1039	373	1039	-	-	370	370	-	-	41	29	69	-	-	115	1020
	72%	71%	72%	71%	72%	-	-	75%	75%	-	-	73%	84%	77%	-	-	65%	72%
Bottom 2: Disagree	135	110	135	47	135	-	-	45	45	-	-	7	2	8	-	-	22	126
	9%	9%	9%	9%	9%	-	-	9%	9%	-	-	13%	7%	9%	-	-	13%	9%
Net difference	905	740	905	326	905	0	0	325	325	0	0	34	27	60	0	0	92	894
	63%	62%	63%	62%	63%	0%	0%	66%	66%	0%	0%	61%	77%	68%	0%	0%	52%	64%

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

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IPSO UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025
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

	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Relationship with Children											Unweighted Total
							Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Strongly agree	311	328	311	110	311	-	-	200	200	-	-	8	6	14	-	-	34	302
	22%	27%	22%	21%	22%	-	-	41%	41%	-	-	14%	16%	16%	-	-	19%	21%
Tend to agree	457	388	457	184	457	-	-	152	152	-	-	16	11	26	-	-	55	442
	32%	32%	32%	35%	32%	-	-	31%	31%	-	-	28%	32%	29%	-	-	31%	31%
Neither agree nor disagree	362	265	362	116	362	-	-	77	77	-	-	15	9	23	-	-	40	349
	25%	22%	25%	22%	25%	-	-	16%	16%	-	-	27%	25%	26%	-	-	23%	25%
Tend to disagree	220	142	220	81	220	-	-	40	40	-	-	13	7	18	-	-	34	220
	15%	12%	15%	15%	15%	-	-	8%	8%	-	-	24%	19%	21%	-	-	19%	19%
Strongly disagree	76	54	76	27	76	-	-	13	13	-	-	4	3	7	-	-	11	74
	5%	4%	5%	5%	5%	-	-	3%	3%	-	-	7%	8%	7%	-	-	6%	5%
Don't know	20	25	20	5	20	-	-	9	9	-	-	-	-	1	-	-	2	20
	1%	2%	1%	1%	1%	-	-	2%	2%	-	-	-	-	1%	-	-	1%	1%
Top 2: Agree	768	716	768	294	768	-	-	353	353	-	-	23	17	40	-	-	89	744
	53%	60%	53%	56%	53%	-	-	72%	72%	-	-	42%	48%	45%	-	-	51%	53%
Bottom 2: Disagree	296	196	296	107	296	-	-	53	53	-	-	17	9	25	-	-	45	294
	20%	16%	20%	21%	20%	-	-	11%	11%	-	-	31%	27%	28%	-	-	26%	21%
Net difference	472	520	472	186	472	0	0	300	300	0	0	6	7	16	0	0	44	450
	33%	43%	33%	36%	33%	0%	0%	61%	61%	0%	0%	11%	21%	17%	0%	0%	25%	32%

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

AI1.4. 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

	Relationship with Children																Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)	
Unweighted total	1407	1202	1407	506	1407	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	436	436	-	-	51	32	81	-	-	153	1407
Strongly agree	623	526	623	188	623	-	241	241	-	-	21	11	31	-	-	63	601
	43%	44%	43%	36%	43%	-	49%	49%	-	-	38%	33%	35%	-	-	36%	43%
Tend to agree	531	434	531	216	531	-	170	170	-	-	24	15	39	-	-	69	516
	37%	36%	37%	41%	37%	-	35%	35%	-	-	43%	45%	43%	-	-	39%	37%
Neither agree nor disagree	189	163	189	70	189	-	52	52	-	-	3	3	9	-	-	26	181
	13%	14%	13%	13%	13%	-	11%	11%	-	-	6%	8%	10%	-	-	15%	13%
Tend to disagree	63	43	63	32	63	-	19	19	-	-	5	2	6	-	-	12	63
	4%	4%	4%	6%	4%	-	4%	4%	-	-	8%	7%	7%	-	-	7%	4%
Strongly disagree	20	15	20	8	20	-	4	4	-	-	3	3	3	-	-	3	22
	1%	1%	1%	2%	1%	-	1%	1%	-	-	5%	8%	4%	-	-	2%	2%
Don't know	19	20	19	8	19	-	5	5	-	-	-	-	1	-	-	4	24
	1%	2%	1%	2%	1%	-	1%	1%	-	-	-	-	1%	-	-	2%	2%
Top 2: Agree	1154	960	1154	405	1154	-	411	411	-	-	45	27	70	-	-	132	1117
	80%	80%	80%	77%	80%	-	84%	84%	-	-	81%	77%	78%	-	-	75%	79%
Bottom 2: Disagree	83	58	83	40	83	-	23	23	-	-	7	5	9	-	-	15	85
	6%	5%	6%	8%	6%	-	5%	5%	-	-	13%	15%	11%	-	-	9%	9%
Net difference	1070	902	1070	365	1070	0	388	388	0	0	37	22	60	0	0	117	1032
	74%	75%	74%	70%	74%	0%	79%	79%	0%	0%	67%	63%	67%	0%	0%	66%	73%

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

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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	850	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
A - A society which emphasises the social and collective provision of welfare	2466	756	847	965	1539	903	169	368	537	340	563	203	66	387	32	58	235	2470
	53%	63%	59%	49%	53%	53%	57%	68%	64%	47%	58%	46%	53%	45%	51%	53%	67%	53%
	djln	acdefjklmn	adefjln	abcdfhikq	djln	djln	djln	bcdefgijklmnp	acdefgijklmnp	adejln	bcfhikq	bcfhikq	bcfhikq	abcefgghikq	bcfhikq	bhikq	acdefgijklmnp	53%
B - A society where the individual is encouraged to look after themselves	1458	313	420	693	946	500	85	132	217	254	246	157	40	312	26	42	92	1439
	31%	26%	29%	35%	32%	29%	29%	25%	26%	35%	25%	36%	32%	36%	42%	39%	26%	31%
	bhik	q	hoq	abcfhikq	bchikq	hk	oq	bcfhikq	bcfhikq	bcfhikq	bcfhikq	bcfhikq	bcfhikq	abcefgghikq	bcfhikq	bhikq	acdefgghikq	31%
No opinion	446	81	117	207	286	153	21	27	48	67	86	53	15	108	6	3	11	449
	10%	7%	8%	10%	9%	9%	7%	5%	6%	9%	9%	12%	12%	13%	-	3%	3%	10%
	bhioqpq	q	hoq	bchioqpq	bhioqpq	bhioqpq	oq	bcfhikq	bcfhikq	bcfhikq	bcfhikq	bcfhikq	bcfhikq	abcefgghikq	bcfhikq	bhikq	acdefgghikq	
Don't know	302	52	61	112	154	143	19	11	30	66	77	26	4	52	4	6	14	314
	6%	4%	4%	6%	5%	8%	7%	2%	4%	9%	8%	6%	3%	6%	7%	5%	4%	7%
	bcehi	h	h	hi	h	abcdehinq	h	bcdehinq	bcdehinq	bcdehinq	bcdehinq	h	h	hi	h	h	h	7%

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

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 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
16-24	607	72	149	106	203	400	104	92	196	-	400	6	4	14	23	47	59	611
13%	bcdejlmn	jln	bdejlmn	jln	djln	abcdehijlmnq	abcdehijlmnq	abcdehijlmnq	abcdehijlmnq	-	abcdehijlmnq	j	j	j	abcdehijlmnq	abcdehijlmnq	bcdejlmn	13%
25-34	766	522	425	137	443	321	140	292	433	-	321	10	9	14	12	19	86	761
16%	djlmn	acdefjklmnpq	acdefjklmnpq	jln	djlmn	acdefjklmnpq	acdefjklmnpq	acdefjklmnpq	acdefjklmnpq	-	acdefjklmnpq	j	jln	j	djlmn	djlmn	acdefjklmnpq	16%
35-44	751	516	465	162	497	250	36	115	151	-	250	9	5	22	11	13	77	733
16%	djlmn	acdefghijklmnpq	acdefghijklmnpq	jln	djlmn	djlmn	djlmn	acdefghijklmnpq	dfghijklmnpq	-	acdefghijklmnpq	j	j	j	djlmn	jlmn	acdefghijklmnpq	16%
45-54	736	75	316	303	478	252	7	28	35	252	-	50	16	63	4	11	67	737
16%	bghikln	gk	abdefghiklmnopq	bghikln	bghikln	bghikln	k	k	k	35%	-	11%	13%	7%	6%	10%	19%	16%
55-64	736	6	69	462	486	244	1	4	5	244	-	125	42	195	9	13	41	745
16%	bcghik	k	bghik	abcdeghikp	bcghikq	bcghikq	k	k	k	34%	-	29%	33%	23%	14%	14%	12%	16%
65+	1077	10	22	807	818	231	5	9	14	231	-	238	51	551	3	5	22	1085
23%	bcfghikopq	k	k	abcdeghijkopq	abcdeghikopq	bcfghikppq	k	k	k	32%	-	54%	40%	64%	5%	5%	6%	23%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 30th April - 15th May 2025
 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Male	2278	598	742	932	1422	834	121	319	440	378	456	193	46	384	20	39	119	2268
49%	gmnpq	gimnpq	dgkimnpq	mopq	gmnpq	gmnpq	q	abcdeghijk	adegkimnopq	dgkimnpq	moq	q	q	q	q	q	q	49%
Female	2390	603	703	1045	1502	861	173	220	393	348	513	246	81	476	42	68	234	2390
51%	hi	h	h	chij	hi	h	abcfehij	41%	h	h	hi	bchij	abcdehijk	abcfehij	abcdehijk	abcdehijk	abcdehijk	51%
Another gender	3	1	1	*	1	2	-	-	-	*	2	*	-	*	-	-	-	9
*	*	*	*	*	*	*	-	-	-	*	*	*	-	*	-	-	-	*
Prefer not to answer	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/o/p/q
 * small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	757	746	978	454	135	381	59	110	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4101	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4372
North East	187	31	46	98	124	60	12	14	26	27	33	13	4	36	8	10	15	155
	4%	3%	3%	5%	4%	4%	4%	3%	3%	4%	3%	3%	3%	4%	13%	10%	4%	3%
	b			bcfhi	b										abcdeghij klmnq	abcdeghijk lmnq		
North West	518	173	172	234	351	163	34	67	101	63	100	60	19	107	7	12	35	445
	11%	14%	12%	12%	12%	10%	12%	12%	12%	9%	10%	14%	15%	12%	11%	11%	10%	10%
		afjk	j	fi	fi		j	j	j			fi	fi	fi				
Yorkshire and Humberside	383	73	106	191	263	115	24	36	61	53	62	47	17	93	6	6	19	337
	8%	6%	7%	10%	9%	7%	8%	7%	7%	7%	6%	11%	14%	11%	9%	5%	5%	7%
	b			bcfkq	bfkq							bcfkq	abcfhijkpq	abcfhijkq				
West Midlands	411	130	137	171	252	154	28	57	85	59	95	28	8	66	7	12	45	340
	9%	11%	10%	9%	9%	9%	10%	11%	10%	8%	10%	6%	6%	8%	11%	12%	13%	7%
		aeln	l				l	l	l		l						adejln	
East Midlands	341	74	84	146	204	131	24	22	46	50	81	40	5	74	4	7	27	275
	7%	6%	6%	7%	7%	8%	8%	4%	6%	7%	8%	9%	4%	9%	6%	6%	8%	6%
	h			h	h	ch	h	h	h	chi	bchi	bchi		bchi			h	
East of England	439	103	116	200	272	160	21	32	53	85	75	50	15	93	6	8	29	372
	9%	9%	8%	10%	9%	9%	7%	6%	6%	8%	8%	11%	12%	11%	10%	8%	8%	8%
	hi			chik	hi	hi			bcghik			chik	hi	chik				
South West	406	70	96	171	231	170	16	24	41	84	86	47	8	82	2	6	22	333
	9%	6%	7%	9%	10%	10%	6%	5%	5%	12%	9%	11%	6%	10%	4%	5%	6%	7%
	bchi			bchi	bhi	bceghiq			abcdeghiq	bhi	bceghiq	bchi		bchi				
South East	644	130	199	270	406	230	45	53	98	99	131	53	15	120	10	16	58	559
	14%	11%	14%	14%	14%	14%	15%	10%	12%	14%	14%	12%	12%	14%	16%	15%	16%	12%
	bh		bh	bh	bh	bh	h		h	h	h	h		bh			bhi	
Greater London	607	247	286	198	387	218	49	172	222	68	150	25	9	45	5	17	52	550
	13%	21%	20%	10%	13%	13%	17%	32%	27%	9%	15%	6%	7%	5%	9%	16%	15%	7%
	djln	adejkimno	adejkimno	ln	djln	djln	djlmn	abcdejkim	abcdejkim	ln	djlmn			lmn			djlmn	
Wales	219	52	57	98	133	84	9	18	26	37	47	23	10	45	3	5	15	504
	5%	4%	3%	5%	5%	5%	3%	3%	3%	5%	5%	5%	8%	5%	5%	5%	4%	11%
				i									ghi	i				
Scotland	387	87	105	148	219	165	24	29	53	81	84	37	13	71	2	6	25	502
	8%	7%	7%	7%	7%	10%	8%	5%	6%	11%	9%	8%	10%	8%	4%	5%	7%	11%
	h					bcdehi				abcdehiq	h							
Northern Ireland	131	33	42	53	83	46	7	15	22	19	27	17	3	28	1	3	10	300
	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	3%	6%
Net: England	3935	1030	1241	1678	2490	1403	254	478	732	590	813	362	101	716	55	94	302	3366
	84%	86%	86%	85%	85%	83%	86%	89%	88%	81%	84%	83%	80%	83%	89%	87%	86%	72%
	j	fi	fj	j	fi			adejkimn	afjkimn									

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

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 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025
 Table 626

QD4. What is your ethnic group?

Base : All UK adults aged 16+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	

Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
English / Welsh / Scottish / Northern Irish / British	3752	878	1068	1722	2406	1301	185	347	532	641	660	402	112	800	51	73	271	3766
	80% bcfghikp	73% ghik	74% ghik	87% abcefghikp q	82% abcfghikpq	77% bghikp	63%	64%	64%	88% abcefghikp q	68%	92% abdefghik opq	88% bcfghikpq	93% abcdefghij kopq	82% ghik	68%	77% ghik	81%
Irish	70	21	19	25	39	30	4	7	11	16	13	7	-	14	-	1	7	90
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	-	2%	-	1%	2%	2%
Gypsy or Irish Traveller	3	2	2	-	2	1	-	1	1	-	1	-	-	1	-	-	1	3
	*	*	*	-	*	*	-	*	*	-	*	-	-	*	-	-	*	*
Any other White background	153	51	47	46	75	77	17	11	29	19	58	10	2	17	*	2	10	149
	3%	4%	3%	2%	3%	5%	6%	5%	6%	3%	6%	2%	2%	2%	1%	2%	3%	3%
	d	dehn			adehjn	adehjn			acdehijnq									
White and Black Caribbean	10	16	5	1	6	5	1	2	3	-	5	-	-	-	-	1	1	11
	*	1%	*	*	*	*	*	*	*	-	*	-	-	-	-	1%	*	*
		acdefijn									d					djn		
White and Black African	14	23	10	3	11	3	*	3	4	1	2	-	-	-	-	-	2	14
	*	2%	1%	*	*	*	*	1%	*	*	*	-	-	-	-	-	1%	*
		acdefgijkln	adfn			n											n	
White and Asian	23	11	7	4	10	11	12	1	7	9	5	6	2	-	2	-	4	23
	*	1%	*	1%	*	1%	*	*	1%	1%	1%	1%	1%	-	*	-	3%	*
						acden			ce								abcdefgijkln q	
Any other Mixed / multiple ethnic background	17	10	5	3	8	9	3	-	3	1	8	-	-	1	-	-	-	20
	*	1%	*	*	*	1%	1%	-	*	*	1%	-	-	*	-	-	-	*
		adehn			d	dh					dehn							
Indian	95	48	25	24	38	56	20	12	31	9	47	1	-	1	2	6	6	87
	2%	4%	2%	1%	3%	3%	7%	2%	4%	1%	5%	*	7%	4%	3%	6%	2%	2%
	dein	acdeijlmn	ln	n	n	acdeijlmn	acdefhijlmnq	ln	acdeijlmn	n	acdehijlmnq			ln	acdeijlmnq	ln	ln	
Pakistani	48	30	14	13	22	25	11	9	20	23	2	2	1	5	4	6	1	42
	1%	2%	1%	1%	1%	1%	4%	2%	2%	*	2%	*	1%	1%	6%	5%	*	1%
		acdeijnq			dejn	acdeijnq	dejn	acdeijnq	dejn	acdeijnq	acdeijnq			acdehijnq	acdehijnq			
Bangladeshi	18	5	4	6	9	10	2	4	6	-	10	1	1	1	-	3	3	16
	*	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	*
						j	j	j	acdejn			j				abcdeijnq	j	
Chinese	32	13	12	7	18	14	2	2	4	1	12	-	-	-	-	1	3	33
	1%	1%	1%	*	1%	1%	1%	*	*	*	1%	-	-	-	-	1%	1%	1%
	n	djin	n	n	n	n	n	n	djin							n	n	
Any other Asian background	46	11	9	14	18	27	9	4	13	2	25	2	1	4	1	1	5	48
	1%	1%	1%	1%	1%	2%	3%	1%	2%	*	3%	*	1%	1%	2%	1%	2%	1%
					cdejn	abcdehijn			cejn		abcdehijn						j	
African	119	35	92	31	99	20	10	77	87	-	20	5	5	6	2	3	16	129
	3%	3%	6%	2%	3%	1%	3%	14%	10%	-	2%	1%	4%	1%	3%	3%	5%	3%
	dfjn	dfjn	abdefjkin	j	adfjkin	j	j	abcdeijk lmnopq	abcdeijk lmnopq		jn	j	dfjn	dfjn	j	j	adfjkin	
Caribbean	23	6	16	8	18	6	3	13	16	-	6	1	1	1	-	1	2	25
	1%	*	1%	*	1%	*	1%	2%	2%	-	1%	*	1%	*	-	1%	1%	1%
		adfn	adfn		j	j	acdeijk lmnopq	abdefjkin	abdefjkin							j		
Any other Black / African / Caribbean background	16	7	13	*	13	3	1	11	12	-	3	*	-	*	-	-	1	18
	*	1%	1%	*	*	*	*	2%	1%	-	*	*	-	*	-	-	*	*
	d	d	adfn	d				abdefjkinq	adeijk lmnopq		d							
Arab	85	13	50	23	58	26	15	18	33	-	26	-	-	-	2	4	8	47
	2%	1%	3%	1%	2%	2%	5%	3%	4%	-	3%	-	-	-	3%	4%	2%	1%
	jln	jln	abdefijlmn	jln	djln	jln	abdefijlmn	abdefijlmn	abdefijlmn		bdfjln			jln	bdijlmn	jln	jln	
Any other ethnic group, please write in	99	10	34	27	49	50	9	4	12	21	29	3	2	5	-	2	10	52
	2%	1%	2%	1%	2%	3%	3%	1%	1%	3%	3%	1%	2%	1%	-	2%	3%	1%
	bdhln		bdhln	n	n	bdehln	bhln		bdhln		bdehln						bhln	
Prefer not to answer	38	7	14	10	20	17	3	6	9	6	12	1	-	1	-	2	4	76
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	*	-	2%	1%	2%
	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n	n
Consent not granted	10	4	1	2	4	6	-	-	-	2	4	*	*	*	-	-	-	23
	*	*	*	*	*	*	-	-	-	*	*	*	*	*	-	-	-	*
White	3979	952	1137	1793	2522	1410	206	367	572	677	733	419	114	832	51	75	290	4008
	85%	79%	79%	91%	86%	83%	70%	68%	69%	93%	75%	96%	90%	97%	83%	70%	82%	86%
	bcfghikp	ghip	ghip	abcefghiko pq	bcfghikp	bcfghikp				abcefghiko pq	hi	abcefghik mopq	bcfghikpq	abcdefghij kmpq	hi	ghikp		
Mixed / multiple ethnic groups	65	60	25	18	37	28	5	13	18	7	21	2	-	3	-	4	4	68
	1%	5%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	-	*	-	4%	1%	1%
	n	acdefghijkl mnq	dn	n	n	dn	n	dn	dln		dein					adeijlmn		
Asian / Asian British	239	107	64	65	106	132	44	31	75	15	117	7	4	12	7	16	18	226
	5%	9%	4%	3%	4%	8%	15%	6%	9%	2%	12%	2%	3%	1%	11%	15%	5%	5%
	dejn	acdehijlmnq	jln	n	jln	acdeijlmn	abcdehijlm nq	dejn	acdehijlmnq		abcdehijlm nq				cdeijlmn	abcdehijlmn q	jln	
Black / African / Caribbean / Black British	158	48	121	39	130	28	13	101	114	-	28	7	6	8	2	4	19	172
	3%	4%	8%	2%	4%	2%	5%	19%	14%	-	3%	1%	5%	1%	3%	4%	5%	4%
	dfjln	dfjln	abdefgijkln	jn	adfjkin	j	dfjln	abcdeijk lmnopq	abcdeijk lmnopq		fjn	j	dfjln	j	j	jn	dfjkin	

		lmnopq nopq																
Other ethnic group	184 4% bdln	24 2% n	84 6% abdejlmm	50 3% ln	107 4% bdln	76 4% bdln	23 8% abdefhjlmn	22 5% bln	45 6% bdejljn	21 3% ln	56 6% abdejljn	3 1% n	2 2% ln	5 1% ln	2 3% ln	6 5% bln	18 5% bdln	99 2%
Ethnic minority	646 14% djln	238 20% adejljmm	84 20% adejljmm	50 9% jln	107 13% djln	76 16% dejljn	23 29% abcdefjklm nq	22 31% abcdefjklm noq	45 30% abcdefjklm oq	21 6% n	56 23% adejljmmq	3 4% n	2 9% ln	5 3% ln	2 17% djln	6 29% abdefjlmmq	18 17% djlmm	99 12%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 631

QD5. At present, are you...?

Base : All UK adults aged 16+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Working - Full-time (30+ hours per week)	2047	830	975	649	1293	745	194	412	606	228	517	99	39	153	27	42	197	1927
	44% djlmn	69% adejljmmno pq	67% adejljmmno pq	33% ln	44% djlmn	44% djlmn	66% adejljmmno pq	76% abcdefgkl mnopq	73% acdefjklm nopq	31% ln	53% adejljmm p	23% n	30% n	18% n	43% ln	39% ln	56% adejljmm p	41%
Working - Part-time (8-29 hours per week)	571	156	211	239	387	180	22	57	80	84	96	46	15	83	11	22	92	541
	12% gin	13% gikn	15% adfgihkin	12% g	13% fgikn	11% g	8% g	11% g	10% g	12% g	10% g	10% g	12% g	10% g	18% gin	21% abdefghijk ln	26% abcdefghij klmn	12%
Working - Part-time (under 8 hours per week)	65	9	12	29	38	27	2	4	6	9	19	7	-	13	3	3	13	58
	1% n	1% n	1% n	1% n	1% n	2% n	1% n	1% n	1% n	1% n	2% bci	2% n	-	2% n	4% bcghim n	2% n	4% abcdeghijm n	1%
Self-employed	261	66	72	106	148	110	16	19	35	64	45	22	5	42	4	7	16	239
	6% n	5% n	5% n	5% n	5% n	6% hi	6% n	4% n	4% n	9% n	5% n	5% n	4% n	5% n	7% n	7% n	5% n	5%
Looking after the home	130	65	61	59	99	29	2	13	14	21	7	15	7	25	*	*	4	145
	3% fgk	5% adefghijknp q	4% afgikq	3% fgkq	3% fgikq	2% n	1% n	2% k	2% n	3% gk	1% n	3% fgkq	6% fgikpp	3% gk	1% n	*	*	1% n
Retired	990	8	19	737	745	218	3	5	8	218	-	215	52	492	2	4	7	1064
	21% bcfghikopq	1% k	1% k	37% abcdefghijk opq	25% abcfghikop q	13% bcghikopq	1% k	1% k	1% k	30% abcdefghikop q	-	49% abcdefghijk kopq	41% abcdefghijk opq	57% abcdehijklm opq	3% bk	3% bk	2% bk	23%
Unemployed but looking for work	141	15	19	27	40	100	17	5	22	35	65	3	-	6	6	8	5	162
	3% bcdehln	1% n	1% n	1% n	1% n	6% abcdehilmnq	6% abcdehilmnq	1% n	3% bcdehln	5% abcdehilmnq	7% abcdehilmnq	1% n	-	1% n	9% abcdehilmnq	8% abcdehilmnq	2% n	3%
Permanently sick/disabled	162	19	20	69	79	82	-	2	2	51	31	20	4	30	1	3	2	191
	3% bcghiq	2% gi	1% i	3% bcghiq	3% bcghiq	5% abcceghiq	-	*	*	7% abcdeghikn q	3% bcghiq	5% bcceghiq	3% ghi	4% bcghiq	2% g	3% ghi	1% n	4%
On a training scheme	2	1	1	1	1	1	-	-	-	1	-	1	1	1	-	-	-	2
	*	*	*	*	*	*	-	-	-	*	-	*	*	*	-	-	-	*
Voluntary work	12	1	4	3	6	6	-	-	-	4	2	2	1	2	-	-	-	14
	*	*	*	*	*	*	-	-	-	1% i	*	*	1% i	*	-	-	-	*
Student	235	7	27	25	49	185	37	13	50	1	184	1	1	3	7	17	13	265
	5% bcdehjlmn	1% bjln	2% bjln	2% jln	1% bjln	12% abcdehjilmn nq	1% abcdehjilmn nq	2% bjln	6% bcdehjilmn	*	19% abcdehjilj mmnq	*	1% n	*	11% bcdehjilmnq	15% abcdehjilmn	4% bdejljn	6%
Full-time carer	35	9	17	24	29	6	*	6	6	4	2	3	*	7	-	-	3	39
	1% fk	1% fk	1% fk	1% fk	1% fk	*	*	1% n	1% n	1% n	*	1% n	*	1% n	-	-	1% n	1%
Other	22	15	7	9	13	10	-	3	3	6	3	3	2	3	1	1	1	25
	*	1% adek	1% n	*	*	1% n	-	1% n	*	1% n	*	1% n	2% g	3% g	2% g	1% n	*	1%
NET: Working	2943	1061	1270	1023	1866	1062	235	492	727	385	677	175	58	291	45	75	318	2765

	63% djlmn	88% adefgklm op	88% adefgklm op	52% ln	64% djlmn	63% djlmn	80% adefgklm np	91% adefgijkl mnop	87% adefgklm op	53% ln	70% adefjlmn	40% n	46% n	34%	72% djlmn	69% djlmn	90% adefgklm op	59%
NET: Not in work	1729 37% bcghikq	141 12%	175 12% h	954 48% abcdfghiko pq	1060 36% bcghikq	636 37% bcghikq	59 20% bchiq	47 9%	106 13% h	342 47% abcdfghiko pq	294 30% bcghiq	264 60% abcdfghij kopq	68 54% abcdfghiko pq	569 66% abcdfghij klmnopq	17 28% bchiq	33 31% bcghiq	35 10%	1907 41%

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

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8 Dec 2025
 Table 636

QD6. 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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
1 child	672 14%	405 34%	672 47%	322 16%	672 23%	-	-	222 41%	222 27%	-	-	33 8%	19 15%	55 6%	-	-	92 26%	659 14%
2 children	626 13%	574 48%	626 43%	156 8%	626 21%	-	-	222 41%	222 27%	-	-	19 4%	13 10%	27 3%	-	-	69 20%	604 13%
3 children	126 3%	182 15%	126 9%	38 2%	126 4%	-	-	40 7%	40 5%	-	-	1 *	1 1%	4 f	-	-	11 fgjkin	123 3%
4 children or more	21 *	41 3%	21 1%	6 *	21 1%	-	-	7 1%	7 1%	-	-	2 *	2 fjk	4 fk	-	-	4 dfjk	21 *
Any children (1 or more)	1446 31%	1202 100%	1446 100%	523 26%	1446 49%	-	-	491 91%	491 59%	-	-	56 13%	35 27%	89 10%	-	-	176 50%	1407 30%
I do not have parental responsibility for any children aged 17 or under	3226 69% bcehiq	-	-	1455 74% abcdehiq	1480 51% bchi	1698 100% abcdehilmnq	294 100% abcdehilmnq	48 9% bc	342 41% bch	727 100% abcdehilmnq	971 100% abcdehilmnq	383 87% abcdehimq	92 73% bcehiq	771 90% abcdehimq	62 100% abcdehilmnq	108 100% abcdehilmnq	177 50% bchi	3265 70%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
 Table 641

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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
0 - 1 years old	105 7% d	263 22% acdehilnq	105 7% d	9 2% d	105 7% d	-	-	55 11% acde	55 11% acde	-	-	5 d	5 d	6 d	-	-	15 d	108 8%

2 - 3 years old	229 16% d	540 45% acdehilmnq	229 16% d	53 10% d	229 16% d	-	-	118 24% acden	118 24% acden	-	-	9 16%	7 20%	11 13%	-	-	33 19% d	228 16%
4 - 5 years old	304 21% dn	665 55% acdehilmnq	304 21% dn	82 16% dn	304 21% dn	-	-	161 33% acdelnq	161 33% acdelnq	-	-	10 17%	9 27%	11 12%	-	-	37 21%	298 21%
6 - 10 years old	603 42% din	476 40% din	603 42% din	176 34% l	603 42% din	-	-	234 48% abcdelmnn	234 48% abcdelmnn	-	-	11 20%	9 25%	23 26%	-	-	72 41% in	573 41%
11 - 15 years old	605 42% bhi	191 16% bhi	605 42% bhi	234 45% bhi	605 42% bhi	-	-	129 26% b	129 26% b	-	-	26 46% bhi	12 35% b	42 47% bhi	-	-	67 38% bhi	582 41%
16 - 17 years old	277 19% bhi	32 3% bhi	277 19% bhi	144 27% abcehiq	277 19% bhi	-	-	44 9% b	44 9% b	-	-	14 26% bhi	8 23% bhi	27 30% abcehiq	-	-	33 19% bhi	277 20%
Don't know	5 *	-	5 *	1 *	5 *	-	-	* *	* *	-	-	1 2% bhi	-	1 1% b	-	-	* *	6 *
NET: 0 - 5 years old	530 37% d	1202 100% acdehilmnq	530 37% d	126 24% d	530 37% d	-	-	282 57% acdelnq	282 57% acdelnq	-	-	39% d	20 57% acden	24 27%	-	-	70 40% d	522 37%

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 646

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

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Yes - nursery/pre-school	366 69%	805 67%	366 69%	99 abcehi	366 69%	-	-	192 68%	192 68%	-	-	19 89%	18 92%	20 81%	-	-	57 82% abcehi	352 67%
Yes - primary school	204 38%	461 38%	204 38%	41 33%	204 38%	-	-	114 41%	114 41%	-	-	8 38%	8 41%	9 38%	-	-	21 30%	200 38%
No	57 11% d	141 12% d	57 11% d	5 4%	57 11% d	-	-	34 12% d	34 12% d	-	-	2 9%	1 6%	3 13%	-	-	6 9%	63 12%
NET: Yes	473 89%	1061 88%	473 89%	121 abcehi	473 89%	-	-	248 88%	248 88%	-	-	20 91%	18 94%	21 87%	-	-	64 91%	459 88%

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 651

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base : All UK adults aged 16+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Yes	489 fgjkin	243 20% adefgikmnp	405 28% abdefgijklmnoq	311 16% afgjkilmn	489 17% afgkilmnp	-	-	171 32% abdefgijklmnoq	171 20% adefgikilmnp	-	-	19 4%	7 5% fgjk	48 6% fgjk	6 10% fgjk	9 9% fgjk	75 21% adefgikilmnp	468 10%

No	4164 89% bcdehiq	954 79% ch	1035 72% ch	1660 84% bchiq	2429 83% bchiq	1686 99% abcdehilm nopq	294 100% abcdehilmn opq	366 68% ch	660 79% ch	724 100% abcdehilmn opq	962 99% abcdehilmn opq	419 95% abcdehilmn opq	120 95% bcdehiq	809 94% bcdehiq	55 90% chq	98 91% bcehiq	272 77% h	4182 90%
Prefer not to say	19 *	5 *	5 *	6 *	7 *	12 1% e	- -	3 1%	3 *	3 *	9 1% de	1 *	- -	3 *	- -	- -	5 1% abcdei	22 *

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 656

QD10. 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+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Yes, they live with me	791 17% fgjk	236 20% afgikn	419 29% abfgijkln	791 40% abcdfghijk lmnopq	1339 27% abfgijkln	- -	- -	165 31% abfgijklnp	165 20% fgjkn	- -	- -	75 17% fgjk	32 25% afgikn	131 15% fgjk	12 19% fgjk	22 20% fgjk	114 32% abfgijklnp	768 16%
Yes, they live elsewhere	1339 29% bcfghjkpq	42 3% fgjk	127 9% bfijk	1339 68% abcdfghijk opq	1339 46% abcdfghijk opq	- -	- -	39 5% bfijk	39 5% fgjk	- -	- -	374 85% abcdfghijk kmopq	98 78% abcdfghijk kopq	724 84% abcdfghijk kopq	11 18% bcfghijk	20 18% bcfghijk	67 19% bcfghijk	1355 29%
No	2663 57% delmn	927 77% acdehilmn opq	915 63% adehilmn opq	- -	940 32% delmn	1677 99% abcdehilm nopq	294 100% abcdehilm nopq	334 62% adehilmn opq	629 75% acdehilmn opq	722 99% abcdehilmn opq	955 98% abcdehilmn opq	36 8% d	17 13% d	71 8% d	40 64% delmn	68 63% delmn	187 53% delmn	2668 57%
Prefer not to say	31 1% de	3 * d	8 1% d	- -	9 * d	20 1% abdei	- -	2 * d	2 * d	5 1% d	16 * abcdegilm	1 * d	- -	3 * d	2 3% abcdeghijln	2 bdegi	5 bdei	32 1%
NET: Yes	1977 42% bcfghijk	271 23% fgjk	523 36% bfijk	1977 72% abcdfghijk lmnopq	1977 75% abfgijkop q	- -	- -	203 38% bfijk	203 24% fgjk	- -	- -	402 92% abcdfghijk opq	110 87% abcfghijk opq	786 91% abcfghijk opq	20 32% fgjk	37 35% bfijk	161 46% bcfghijk	1972 42%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 661

QD11. Do you currently live with a partner?

Base : All UK adults aged 16+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Yes - partner lives in household	2855 61% fgjkop	1095 91% acdefgijkl mnopq	1202 83% adehilmn nopq	1425 72% afgjkop	2202 75% adfgjkopq	625 37% fgjk	147 50% fjk	485 90% acdefgijkl mnopq	632 76% adfgjkopq	304 42% fk	321 33% afgjkop	334 76% afgjkop	96 67% afgjkop	619 72% afgjkop	29 46% afgjkop	41 38% afgjkop	246 70% afgjkop	2810 60%
No - has a partner but does not live in household	356 8% bcdehilmn	31 3% bl	70 5% bl	103 5% bl	149 5% bl	204 12% abcdehilmn	61 21% abcdehilmn q	26 5% b	87 10% abcdehilmn	48 7% bln	156 16% abcdehilmn	11 2% n	3 3% n	31 4% n	14 23% abcdehilmn q	20 19% abcdehilmn	39 11% abcdehilmn	360 8%
No - does not have a partner	1435	71	168	445	568	853	84	28	113	369	483	92	28	204	19	46	67	1467

	31% bcdehilmnq	6%	12% bh	23% bcehi	19% bchi	50% abcdeghilm noq	29% bcdehiliq	5%	14% bh	51% abcdeghilm noq	50% abcdeghilm noq	21% bchi	22% bchi	24% bcehi	31% bcehi	43% abcdeghilm nq	19% bchi	31%
Prefer not to say	26 1%	4 *	5 *	4 *	7 *	17 1% dehi	2 1%	-	2 *	5 1%	11 1% abcdehi	2 *	-	5 1%	-	* *	1 *	35 1%
NET: No	1791 38%	102 9%	238 16%	549 28%	717 25%	1057 62%	145 49%	54 10%	199 24%	418 57%	639 66%	103 23%	31 24%	236 27%	33 54%	66 61%	106 30%	1827 39%

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

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8 Dec 2025
Table 666

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	486	1127	486	115	486	-	271	271	-	-	-	20	17	22	-	-	68	486
Weighted total	497	1127	497	118	497	**	276	276	**	**	-	18**	16**	20**	**	**	69*	486
Effective base	437	943	437	105	437	-	249	249	-	-	-	18	16	19	-	-	61	486
I personally spend the most time caring	229	544	229	60	229	-	132	132	-	-	-	9	8	10	-	-	43	224
	46%	48%	46%	51%	46%	-	48%	48%	-	-	-	50%	49%	48%	-	-	62%	46%
My partner spends the most time caring	73	147	73	16	73	-	32	32	-	-	-	2	2	3	-	-	7	69
	15%	13%	15%	13%	15%	-	11%	11%	-	-	-	11%	11%	16%	-	-	10%	14%
Me and my partner equally	189	428	189	39	189	-	113	113	-	-	-	4	4	4	-	-	18	187
	38%	38%	38%	33%	38%	-	41%	41%	-	-	-	22%	24%	20%	-	-	26%	38%
Prefer not to say	4 1%	5 *	4 1%	3 3%	4 1%	-	-	*	-	-	-	3	3	3	-	-	1	5
Don't know	1 *	2 *	1 *	1 1%	1 *	-	-	-	-	-	-	-	-	-	-	-	-	1 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q
* 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 671

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base : All UK adults aged 16+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	797	746	978	1724	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Grandparent	860	65	89	786	812	-	3	23	26	-	-	439	127	860	-	-	43	881
	18%	5%	6%	40%	28%	-	1%	4%	3%	-	-	100%	100%	100%	-	-	12%	19%
	bcfghijkopq	fgijkp	fgijkp	abcdfghijk	abcdfghijkop		fjk	fgjqp	fjk			abcdfghijklkopq	abcdfghijklkopq	abcdfghijklkopq			bcfghijkop	
Uncle / Aunt	1344	530	568	486	891	438	83	185	268	188	250	131	46	226	32	49	127	1350
	29%	44%	39%	25%	30%	26%	28%	34%	32%	26%	26%	30%	36%	26%	52%	46%	36%	29%
	df	acdefghijklnq	ade fgijkln	acdefghijkln	acdefghijkln	dfjkn	dfjkn	adfjkn	dfjkn			d	dfjkn	dfjkn	ade fgijkln	ade fgijkln	ade fgijkln	
Brother / sister	429	152	177	122	239	185	58	113	172	20	164	19	10	49	19	49	40	423
	9%	13%	12%	6%	8%	11%	20%	21%	17%	3%	17%	4%	8%	6%	30%	45%	11%	9%
	djln	adejln	adejln	j	djln	dejln	abcdefjlmnq	abcdefjlmnq	abcdefjlmnq		abcdefjlmnq		j	j	abcdefjlmnq	abcdefjlmnq	djln	

		q	q	q	q	q	q	q	q	q	q	q	q	q	q	q	q	q	q	q
Step parent	114 2% fgjk	40 3% fgjk	77 5% abdefgjk	67 3% afgjk	99 3% afgjk	11 1% -	- 7% -	38 5% abdefgjklnq	38 5% afgjk	6 1% -	6 1% -	16 4% fgjk	6 5% fgjk	30 4% fgjk	3 4% fgjk	4 3% fgjk	12 3% fgjk	113 2% -		
Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	144 3% fj	90 7% adefgjkln	86 6% adefjkln	72 4% fjn	115 4% fjkn	27 2% j	11 4% fj	37 7% adefjkln	48 6% adefjkln	4 1% -	23 2% j	13 3% j	9 7% adefjkln	16 2% j	30 49% abdefghijk klmn	31 29% abdefghijk klmn	144 41% abdefghijk lmnop	140 3% -		
Work with children aged 6-17 as a core part of my job	278 6% j	94 8% adfn	127 9% adefjn	113 6% j	188 6% jn	89 5% j	24 8% jn	44 8% fjn	68 8% adfn	19 3% -	69 7% jn	28 6% j	20 16% abdefghijk ln	38 4% -	30 48% abdefghijk klmn	35 32% abdefghijk klmn	278 79% abdefghijk lmnop	262 6% -		
Another type of relationship	420 9% lmn	112 10% lmn	144 10% dlmnq	151 8% n	240 8% mn	178 10% delmnq	42 14% abcdejlmnq	71 13% abdelmnq	113 14% abcdejlmnq	70 10% lmn	108 11% delmnq	26 6% -	4 3% -	37 4% -	5 8% -	7 7% -	21 6% -	428 9% -		
None of the above	1865 40% bcdehilmno	386 32% lmnopq	488 31% hilmnopq	621 31% lmnopq	951 33% lmnopq	914 54% abcdeghijkl	121 41% bcdehilmno	151 28% lmnopq	272 33% lmnopq	455 63% abdefghijk	459 47% bcdehilmno	- -	- -	- -	- -	- -	- -	1858 40% -		
NET: Some kind of relationship	2807 60% fjk	816 68% afgjk	958 66% afgjk	1357 69% afgjk	1974 67% afgjk	784 46% j	173 59% fj	388 72% acfgjk	561 67% afgjk	272 37% -	512 fj	439 abdefgghi	127 abdefgghi	860 abdefgghi	62 100% jk	108 100% jk	353 100% jk	2814 60% k		
NET: Family relationship or work with children	2504 54% fjk	743 62% afgjk	854 59% afgjk	1256 64% acfgijk	1810 62% afgijk	645 38% j	143 49% fj	337 62% afgjk	480 58% afgjk	218 30% -	427 44% fj	439 100% abdefgghi	127 100% abdefgghi	860 100% abdefgghi	62 100% jk	108 100% jk	353 100% jk	2512 54% k		

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

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Table 676

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 6-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	2512	758	842	1265	1818	646	137	329	466	221	425	454	135	381	59	109	334	2512
Weighted total	2504	743	854	1256	1810	645	143	337	480	218	427	439	127	860	62*	108*	353	2512
Effective base	2252	633	754	1142	1634	574	123	301	424	199	375	409	120	799	53	93	301	2512
0-1 years old	329 13% chi	115 15% chij	71 8% chi	177 14% chi	227 13% chi	93 14% chi	25 17% chij	18 5% -	42 9% -	21 10% -	71 17% cehij	168 38% abdefghijk knopq	47 17% abdefghijk knopq	168 20% abdefghijq	13 22% chijq	13 12% h	40 11% h	337 13% -
2-3 years old	542 22% -	233 31% acdefhijkn	183 21% -	299 24% fj	404 22% -	125 19% -	45 31% acefjk	75 22% -	119 25% fj	36 16% -	89 21% -	221 50% abdefghijk knopq	65 51% abdefghijk knopq	221 26% afj	29 47% abdefghijk knopq	29 27% j	98 28% acefjk	552 22% -
4-5 years old	662 26% j	300 40% acdefhijkn	252 29% j	326 26% j	490 27% j	159 25% j	47 33% j	103 31% j	150 31% adfn	38 17% -	121 28% j	231 53% abdefghijk knopq	70 56% abdefghijk knopq	231 27% j	43 69% abdefghijk knopq	43 40% acdefjkn	151 43% acdefhijkn	678 27% -
6-10 years old	1161 46% fj	365 49% fj	425 50% fjk	589 47% fj	872 48% fj	267 41% -	59 41% -	156 46% -	214 45% -	84 38% -	183 43% -	218 50% fj	64 50% j	422 55% fjk	34 55% j	54 50% -	206 46% abdefghijk kl	1166 46% -
11-15 years old	1196 48% bhilm	267 36% blm	390 46% blm	621 49% bhiklm	881 46% bhilm	295 46% blm	58 41% blm	138 41% blm	196 41% blm	110 51% bhilm	185 43% b	168 38% b	43 34% bcghiklm	438 51% bcghiklm	24 47% b	50 43% b	189 53% bcfghiklm	1196 48% -
16-17 years old	726 29% blm	160 22% blm	245 29% blm	345 27% blm	515 28% blm	196 30% blm	51 36% blmno	95 28% blm	146 30% blm	70 32% blmo	126 30% blm	73 17% -	20 15% -	224 26% blm	11 18% -	24 23% l	107 30% l	734 29% -
Don't know	71 3% bcehi	4 1% -	6 1% -	26 2% bcl	28 2% l	37 6% abcehilmnq	6 4% bcehim	2 * -	8 2% l	21 10% abcehiklmn opq	16 4% bcehimn	- -	- -	15 2% bl	- -	2 1% l	5 1% l	75 3% -
NET: 0-5 years old	1093	479	375	577	807	264	79	155	234	66	198	439	127	439	62	62	202	1114

	44%	65%	44%	46%	45%	41%	55%	46%	49%	30%	46%	100%	100%	51%	100%	57%	57%	44%
	j	acdefhijk q	j	fj	j	j	acdefj	j	afj		j	abcdefghi jknpq	abcdefghij knpq	acdefj	abcdefghij knpq	acdefj	acdefhijk	

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

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 Table 681

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	2512	758	842	1265	1818	646	137	329	466	221	425	454	135	881	59	105	334	2512
Weighted total	2504	743	854	1256	1810	645	143	337	480	218	427	439	127	860	62*	108*	353	2512
Effective base	2252	633	754	1142	1634	574	123	301	424	199	375	409	120	799	53	93	301	2512
Every day	341	233	265	149	305	96	12	117	129	3	34	31	31	59	22	34	120	331
	14%	31%	31%	12%	17%	6%	9%	35%	27%	1%	8%	7%	24%	7%	35%	32%	34%	13%
	fjkn	adefgjkn	adefgjkn	fjkn	adefgjkn	j	j	adefgijklm n	adefgjkn		j	j	adefgjkn	j	adefgjkn	adefgjkn	adefgjkn	
A couple of times a week	390	143	175	239	328	57	23	98	121	9	48	96	96	146	40	73	107	396
	16%	19%	20%	19%	18%	9%	16%	29%	25%	4%	11%	22%	76%	17%	65%	68%	30%	16%
	fjk	afjk	afjk	afjk	afjk	j	fj	abcdefgijkl n	adefgjkn		j	afjkn	abcdefghij klmn	fjk	abcdefghij klmn	abcdefghij klmn	abcdefgijkl n	
Once a week	169	29	41	109	131	37	10	14	24	9	28	57	-	88	-	-	20	171
	7%	4%	5%	9%	7%	6%	7%	4%	5%	4%	7%	13%	-	10%	-	-	6%	7%
	bmp	m	mp	abcfhjnop	bchmop	mp	mop	mp	mp	mp	mp	abcdefghijklm opq		abcfhijkmop pq			mp	
A couple of times a month	266	69	88	142	207	53	14	45	59	9	44	67	-	115	-	-	20	271
	11%	9%	10%	11%	11%	8%	10%	13%	12%	4%	10%	15%	-	13%	-	-	6%	11%
	jmopq	jmop	jmopq	fjmopq	fjmopq	mop	mop	fjmopq	fjmopq	mp	jmopq	abcdefghijklmop q		abfjmopq			mp	
Once a month	102	37	34	50	75	25	15	13	27	5	20	14	-	35	-	-	12	101
	4%	5%	4%	4%	4%	4%	10%	4%	6%	2%	5%	3%	-	4%	-	-	3%	4%
	mp	mp	m	m	mp	m	abcdehijklm nopq	m	mp	mp	mp	m		mp			m	
Less often than once a month	335	66	80	165	229	99	20	20	39	36	63	61	-	139	-	-	12	341
	13%	9%	9%	13%	13%	15%	14%	6%	8%	17%	14%	14%	-	16%	-	-	3%	14%
	bchmopq	mopq	mopq	bchmopq	bchmopq	bchmopq	hmopq	mp	mopq	bchmopq	bchmopq	bchmopq		abcfhijmopq			m	
None of the above, I do not have responsibility for caring for these children	888	163	169	401	531	331	48	28	76	146	185	112	-	276	-	-	58	888
	35%	22%	20%	32%	29%	51%	33%	8%	16%	67%	43%	25%	-	32%	-	-	16%	35%
	bcdhilmop q	himopq	hmop	bchilmopq	bchilmopq	abcdhijkl mnopq	bchilmopq	mop	hmop	abcdhijkl mnopq	abcdhghilm nopq	chilmopq		bchilmopq			hmop	
Don't know	13	4	2	2	5	7	2	2	4	1	6	1	-	1	-	-	4	13
	1%	*	*	*	*	1%	2%	1%	1%	*	1%	*	-	*	-	-	1%	1%
						den	den	d	d		cden						dn	
NET: At least weekly	901	405	481	496	763	130	45	229	274	20	110	184	127	293	62	108	247	898
	36%	55%	56%	40%	42%	20%	32%	68%	57%	9%	26%	42%	100%	34%	100%	100%	70%	36%
	fjk	adefgjkn	adefgjkn	afjkn	afgjkn	j	fj	abcdefgijk ln	adefgjkn		fj	afgjkn	abcdefghij klmn	fjk	abcdefghij klmn	abcdefghij klmn	abcdefgijk ln	
NET: At least monthly	1268	511	603	688	1046	208	73	287	360	35	173	265	127	443	62	108	279	1270
	51%	69%	71%	55%	58%	32%	51%	85%	75%	16%	41%	60%	100%	52%	100%	100%	79%	51%
	fjk	adefgjkn	adefgjkn	afjk	afjkn	j	fjk	abcdefgijk ln	adefgjkn		fj	afjkn	abcdefghij klmn	fjk	abcdefghij klmn	abcdefghij klmn	abcdefgijk ln	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 30th April - 15th May 2025
 IPSOS 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	1745	2900	4672	3608	3791
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
Fairly likely	439	1063	1418	990	659	177	245	229	353	301
Fairly unlikely	404	904	627	761	985	197	208	530	428	440
Very unlikely	1821	1486	843	1544	2205	929	1661	3094	2014	2118
Not applicable	1506	165	163	425	194	230	469	542	376	597
Don't know	118	293	256	255	281	70	49	160	124	204
Top 2: Likely	822	1823	2783	1688	1007	294	539	346	740	452
Bottom 2: Unlikely	2225	2391	1469	2304	3190	1127	1869	3624	2442	2558
NET Difference	-1403	-568	1314	-616	-2182	-833	-1330	-3278	-1702	-2106
	-30%	-12%	28%	-13%	-47%	-48%	-45%	-70%	-46%	-53%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Key Audience - 30th April - 15th May 2025
 IPSOS 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+

	General population (a)	Relationship with Children															Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	799	53	93	301	4672
Very likely	383	203	207	106	240	142	71	161	232	5	138	3	2	15	20	46	361
Fairly likely	439	166	200	119	232	207	87	121	208	17	190	15	7	8	19	50	424
Fairly unlikely	404	98	146	102	195	207	35	51	85	35	172	12	4	9	17	46	398
Very unlikely	1821	327	467	878	1194	605	38	96	134	365	240	49	423	14	33	96	1852
Not applicable	1506	388	394	742	1013	471	55	105	159	290	181	191	61	367	18	112	1517
Don't know	118	20	32	30	52	66	9	6	15	15	52	8	3	1	1	3	120
Top 2: Likely	822	369	406	225	471	349	158	282	440	22	327	18	9	23	39	95	785
Bottom 2: Unlikely	2225	425	613	980	1389	811	73	147	219	400	411	53	448	23	50	142	2250
NET Difference	-1403	-55	-207	-755	-918	-462	86	135	221	-378	-84	-204	-44	-414	-11	-47	-1465
	-30%	-5%	-14%	-38%	-31%	-27%	29%	25%	27%	-52%	-9%	-47%	-35%	-48%	-10%	-13%	-31%

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

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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very likely	760	301	297	245	433	322	104	186	290	73	249	39	13	70	18	29	73	743
16%		25%	21%	12%	15%	19%	35%	34%	35%	10%	26%	9%	10%	8%	29%	27%	21%	16%
	djln	acdefjlmn	adejlmn	n	djln	adejlmn	abcdefjklm	abcdefjklm	abcdefjklm		acdefjlmn				adejlmn	adejlmn	adejlmn	
Fairly likely	1063	316	373	363	618	437	117	172	289	126	311	80	22	136	19	33	81	1031
23%		26%	26%	18%	21%	26%	40%	32%	35%	17%	32%	18%	17%	16%	31%	31%	23%	22%
	djln	adejlmn	adejlmn	djln	adejlmn	abcdefhkl	abcdefjlmn	abcdefjlmn	abcdefjlmn		abcdefjlmn				djlmn	dejlmn	jn	
Fairly unlikely	904	209	291	422	611	286	38	84	121	135	152	92	31	177	8	14	76	904
19%		17%	20%	21%	21%	17%	13%	16%	15%	19%	16%	21%	25%	21%	14%	13%	22%	19%
	fgfhk	fgfhk	fgfhk	bfghikp	bfghik				gi			ghik	fgfhk	fgfhk			fgfhk	
Very unlikely	1486	265	368	740	985	481	23	68	92	319	162	177	47	376	11	22	91	1525
32%		22%	25%	37%	34%	28%	8%	13%	11%	44%	17%	40%	37%	44%	17%	21%	26%	33%
	bcfghikopq	ghik	ghik	abcdfghiko	bcfghikopq	bcfghik				abcdfghik	ghi	abcdfghiko	bcfghikopq	abcdfghik	g	ghi	ghik	
Not applicable	165	58	48	80	105	53	8	19	27	17	36	15	4	42	1	3	11	166
4%		5%	3%	4%	4%	3%			3%	2%	4%	3%	3%	5%	2%	3%	3%	4%
	afj			j										fj				
Don't know	293	52	69	126	173	118	4	10	15	58	61	35	10	60	4	6	20	303
6%		4%	5%	6%	6%	7%	1%	2%	2%	8%	6%	8%	8%	7%	7%	6%	6%	6%
	bghi	ghi	ghi	bghi	ghi	bcghi				bcghi	ghi	bcghi	ghi	bcghi	ghi	ghi	ghi	
Top 2: Likely	1823	618	670	608	1052	759	221	358	579	199	560	119	35	205	37	62	154	1774
39%		51%	46%	31%	36%	45%	75%	66%	69%	27%	58%	27%	27%	60%	58%	44%	38%	
	dejlmn	acdefjlmnq	adejlmn	n	djln	adejlmn	abcdefhkl	abcdefjklm	abcdefjklm		abcdefjlmn				acdefjlmnq	acdefjlmnq	dejlmn	
Bottom 2: Unlikely	2391	474	658	1162	1596	767	61	152	213	453	314	269	78	553	19	36	167	2429
51%		39%	46%	59%	55%	45%	21%	28%	26%	62%	32%	61%	61%	64%	31%	34%	47%	52%
	bcfghikop	ghik	bghikop	abcdfghiko	abcdfghikop	bghikop	q	g		abcdfghiko	gi	abcdfghiko	bcfghikop	abcdfghik	q	g	bghikop	
NET Difference	-568	144	12	-554	-544	-8	160	206	366	-254	246	-150	-43	-348	18	26	-13	-655
	-12%	12%	1%	-28%	-19%	*	55%	38%	44%	-35%	25%	-34%	-34%	-40%	30%	24%	-4%	-14%

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

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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Very likely	1365	550	631	538	958	396	117	335	451	146	250	122	43	202	17	34	107	1346
29%		46%	44%	27%	33%	23%	40%	62%	54%	20%	26%	28%	34%	23%	27%	32%	30%	29%
	fjkn	adejklmno	adejklmno	fjn	adjkn		adejklmno	abcdefgijk	abcdefgijk		j	j	fjn			j	fjn	
Fairly likely	1418	362	426	646	910	497	117	137	253	179	318	150	47	279	30	47	138	1414
30%		30%	29%	33%	31%	29%	40%	25%	30%	25%	33%	34%	37%	32%	49%	43%	39%	30%
	hj	j	j	fhj	hj	j	abcdfghijk	j	j		hj	hj	hj	hj	abcdfghijk	abcdfghijk	abcdfghijk	
Fairly unlikely	627	128	148	222	334	283	37	37	74	108	175	50	11	103	7	13	54	626
13%		11%	10%	11%	11%	17%	13%	7%	9%	15%	18%	11%	8%	12%	11%	12%	15%	13%

	bcdehi	h	h	h	h	abcdehilmn	h			bcdehi	abcdeghilmn	h	h		bcdehi			
Very unlikely	843 18% bcdehlpq	114 10% ghi	153 11% ghi	363 18% bcdehlpq	463 16% bcghiq	370 22% abcdeghikmp q	15 5% q	17 3% q	32 4% q	213 29% abcdeghikm nopq	157 16% bcghiq	78 18% bcghiq	16 13% ghi	184 21% abcdeghikmp q	7 11% hi	11 10% hi	38 11% ghi	861 18%
Not applicable	163 3% bchliq	13 1% b	34 2% b	87 4% bcghliq	104 4% bcghliq	57 3% biq	5 2% q	9 2% q	14 2% q	30 4% bchliq	28 3% b	8 2% q	2 1% q	32 4% bhliq	1 2% q	2 2% q	4 1% q	167 4%
Don't know	256 5% bcghi	35 3% hi	53 4% ghi	122 6% bcghlpq	157 5% bcghi	95 6% bcghi	3 1% q	5 1% q	8 1% q	51 7% bcghikpq	44 5% ghi	31 7% bcghlpq	8 6% bghi	61 33% bcghikpq	*	1 1% q	12 3% hi	258 6%
Top 2: Likely	2783 60% fjn	911 76% adehiklnq	1057 73% adehikln	1184 60% fj	1868 64% adfjkn	892 53% j	233 79% acdehiklnq	472 87% abcdehikl mnopq	705 85% abcdehikl mnopq	325 45% q	567 58% fj	272 21% fjn	90 71% adfjkn	480 56% j	47 76% adfjkn	81 75% adehikln	244 69% adehikln	2760 59%
Bottom 2: Unlikely	1469 31% bcdehimp	243 20% hi	302 21% hi	584 30% bcghi	797 27% bcghi	653 38% abcdehikl mnopq	53 18% hi	54 10% q	106 13% q	321 44% abcdehikl mnopq	332 34% bcdehimpq	128 29% bcghi	27 21% hi	287 33% bcdehimpq	13 22% h	23 22% hi	92 26% bcghi	1487 32%
NET Difference	1314 28%	669 56%	755 52%	599 30%	1071 37%	239 14%	181 61%	418 77%	598 72%	4 1%	235 24%	144 33%	63 50%	193 22%	33 54%	58 53%	152 43%	1273 27%

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

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

8 Dec 2025
Table 702

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+

	Relationship with Children																Unweighted Total		
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	2900	1724	2900	746	797	746	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	29%	439	127	860	62*	108*	353	4672	
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672	
Very likely	698 15% dehilmn	256 21% acdehilmn	260 18% adehilmn	174 9% ijn	343 12% dijn	353 21% adehilmn	102 35% abcdehilmn	143 26% abcdehilmn	244 29% abcdehilmnq	45 6% n	308 32% abcdehilmn	17 4% q	10 8% n	28 3% q	23 37% abcdehilmn	36 34% abcdehilmn	79 22% adehilmn	707 15%	
Fairly likely	990 21% dijlmn	336 28% adehilmn	457 32% adehilmn	264 13% ijn	579 20% dijlmn	406 24% adehilmn	102 35% abcdehilmn	187 35% abcdehilmn	289 35% abcdehilmnq	98 13% ln	308 32% adehilmn	37 8% q	12 10% q	51 6% q	19 30% dijlmn	29 27% dijlmn	99 28% adehilmn	965 21%	
Fairly unlikely	761 16% din	265 22% adehikln	314 22% adehikln	272 14% n	478 16% din	278 17% din	49 18% n	97 17% din	145 17% din	118 16% ln	160 11% ln	160 11% n	23 18% n	82 10% q	10 16% n	19 18% n	76 21% adehikln	747 16%	
Very unlikely	1544 33% bcfghikopq	232 19% ghik	291 20% ghik	900 45% abcdehikop	1078 37% abcdehikop	443 26% bcghikq	26 9% q	78 14% g	104 12% g	335 46% abcdehikop	108 11% ppq	237 54% abcdehikop	60 47% abcdehikop	483 56% abcdehikop	9 15% q	20 19% gk	70 20% gk	1558 33%	
Not applicable	425 9% bcfghikopq	44 4% k	50 3% k	292 15% abcdehijk opq	320 11% abcdehijk opq	92 5% bcgik	6 2% q	20 4% k	25 3% k	76 10% bcfghikopq	16 2% q	81 18% abcdehijk opq	16 13% bcfghikopq	190 22% abcdehijk mopq	- - -	2 2% -	11 3% q	444 10%	
Don't know	255 5% dehilmn	69 6% dihin	75 5% hin	76 4% q	128 4% acdehilmn	126 7% acdehilmn	10 3% q	15 3% q	25 3% q	56 8% acdehilmn	70 7% adehilmn	18 4% q	6 5% q	25 3% q	1 2% q	1 1% q	19 5% q	251 5%	
Top 2: Likely	1688 36% dehilmn	592 49% adehilmn	716 50% adehilmn	438 22% ln	922 32% dijlmn	759 45% adehilmn	204 69% abcdehilmn	330 61% abcdehilmn	534 64% abcdehilmnq	143 20% ln	616 28% abcdehilmn	53 12% q	22 n	79 9% q	41 67% abcdehilmn	65 60% abcdehilmn	178 51% adehilmn	1672 36%	
Bottom 2: Unlikely	2304 49% bcfghikopq	497 41% ghik	604 42% ghik	1172 53% abcdehikop	1555 42% abcdehikop	721 42% ghik	75 25% q	175 30% g	249 30% g	453 62% abcdehikop	268 28% ppq	287 65% abcdehikop	82 65% abcdehikop	566 31% abcdehikop	19 31% q	39 41% g	145 41% ghik	2305 49%	
NET Difference	-616 -13%	95 8%	112 8%	-734 -37%	-633 -22%	38 2%	129 44%	155 29%	284 34%	-310 -43%	348 36%	-233 -53%	-60 -47%	-487 -57%	22 36%	26 24%	33 9%	-633 -14%	

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

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+

	Relationship with Children																	Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)		
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672	
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672	
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672	
Very likely	349 7% jln	113 9% adejlmn	124 9% dejmnn	125 6% ln	198 7% jln	150 9% dejmnn	55 19% abcdejkim	104 19% abcdejkim	159 19% abcdejkim	31 4% acdejkim	119 2% acdejkim	11 2% acdejkim	4 3% acdejkim	31 4% acdejkim	13 21% acdejkim	21 20% acdejkim	37 10% dejmnn	10% 7%	345
Fairly likely	659 14% djin	211 18% adejln	253 18% adejln	237 12% jn	385 13% jn	271 16% dejmnn	75 25% abcdejkim	150 28% abcdejkim	225 27% abcdejkim	59 8% acdejkim	212 22% acdejkim	43 10% acdejkim	14 11% acdejkim	66 8% acdejkim	13 22% dejmnn	25 23% adejmnn	67 19% adejmnn	14%	633
Fairly unlikely	985 21% dln	284 24% delmnn	348 24% adelmnn	339 17% n	574 20% dln	401 24% adelmnn	66 23% dln	192 23% delmnn	152 21% dln	249 26% adejmnn	64 14% adejmnn	18 14% adejmnn	117 14% adejmnn	18 29% delmnn	22 20% delmnn	89 25% delmnn	21% 48%	978	
Very unlikely	2205 47% bcfghikopq	497 41% ghikop	605 42% ghikop	1070 54% abcdejkim	1485 41% abcdejkim	694 41% ghikop	74 25% q	126 23% q	199 24% q	404 56% abcdejkim	290 30% hi	278 63% abcdejkim	80 63% abcdejkim	549 64% abcdejkim	12 20% q	29 27% q	136 39% ghikop	48%	2237
Not applicable	194 4% fg	55 5% fg	56 4% fg	103 5% fgijk	138 5% fgijk	50 3% q	5 2% q	23 4% q	27 3% q	20 3% q	30 3% q	20 5% q	5 4% q	55 6% q	2 2% q	5 4% q	9 2% q	194	
Don't know	281 6% bchi	41 3% h	60 4% h	103 5% bh	146 5% bh	132 8% abcdehinq	19 7% bh	12 2% bh	31 4% q	60 7% abcdehinq	72 5% bcdehinq	23 5% h	6 5% h	42 6% h	4 5% h	6 5% h	16 5% h	285	
Top 2: Likely	1007 22% djmnn	324 27% adejmnn	377 27% adejmnn	362 18% jln	583 20% jln	421 25% adejmnn	130 44% abcdejkim	254 47% abcdejkim	384 46% abcdejkim	91 12% acdejkim	330 34% acdejkim	54 12% acdejkim	17 14% acdejkim	97 11% acdejkim	26 42% acdejkim	46 43% acdejkim	103 29% adejmnn	21%	978
Bottom 2: Unlikely	3190 68% bcfghikop	781 65% ghikop	953 66% ghikop	1409 71% abcdejkim	2059 70% bcfghikop	1095 65% ghikop	140 48% q	251 47% q	391 47% q	556 77% abcdejkim	539 78% ghi	341 78% abcdejkim	98 78% abcdejkim	666 77% abcdejkim	31 48% q	51 48% q	225 64% ghikop	48%	3215
NET Difference	-2182 -47%	-457 -38%	-576 -40%	-1048 -53%	-1476 -50%	-674 -40%	-10 -3%	3 1%	-7 -1%	-466 -64%	-209 -21%	-287 -66%	-81 -64%	-569 -66%	-4 -7%	-5 -5%	-121 -34%	-2237 -48%	

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	1745	-	-	-	-	1699	275	-	275	741	958	21	4	46	36	65	90	1745
Weighted total	1721	**	**	**	**	1675	294	**	294	722	953	22**	5**	46*	36*	65*	95*	1745
Effective base	1551	-	-	-	-	1508	248	-	248	665	844	19	4	43	31	56	79	1745
Very likely	117 7% j	- - -	- - -	- - -	- - -	115 7% j	117 40% afjknopq	- - -	117 40% afjknopq	3 * afj	113 12% afj	1 6% afj	1 27% afj	1 3% afj	4 12% afj	8 12% afj	6 6% afj	108
Fairly likely	177 10% j	- - -	- - -	- - -	- - -	176 11% j	177 60% afjknopq	- - -	177 60% afjknopq	11 2% afjn	165 17% afjn	1 6% afjn	1 25% afjn	1 3% afjn	11 31% afjn	16 24% afjn	21 22% afjn	167
Fairly unlikely	197 11% gj	- - -	- - -	- - -	- - -	194 12% gj	- - -	- - -	20 3% gj	174 18% afgj	1 6% afgj	- - -	3 8% afgj	10 29% afgj	13 21% afgj	21 22% afgj	197	
Very unlikely	929 54% gikopq	- - -	- - -	- - -	- - -	901 54% gikopq	- - -	- - -	510 71% afgikopq	391 41% gi	14 64% gikopq	2 47% gikopq	28 61% gikopq	9 25% gi	34 24% gi	30 31% gi	956	

Not applicable	230 13%	-	-	-	-	219 13%	-	-	-	170 24%	49 5%	4 18%	-	11 24%	-	2 4%	12 13%	242 14%
	gikop					gikop				afgikopq	gi			afgikop		gi	giko	
Don't know	70 4%	-	-	-	-	69 4%	-	-	-	9 1%	61 6%	-	-	1 2%	1 3%	1 2%	5 5%	75 4%
	gij					gij				afgij				gi	gi	gi	gij	
Top 2: Likely	294 17%	-	-	-	-	292 17%	294 100%	-	294 100%	14 2%	278 29%	3 12%	3 53%	3 6%	16 44%	24 37%	27 29%	275 16%
	jn					jn	afjknopq		afjknopq		afjn			afjn	afjn	afjn	afjn	
Bottom 2: Unlikely	1127 65%	-	-	-	-	1095 65%	-	-	-	530 73%	565 59%	15 70%	2 47%	32 68%	20 54%	38 58%	51 54%	1153 66%
	gikq					gikq				afgikopq	gi			gi	gi	gi	gi	
NET Difference	-833 -48%	0 0%	0 0%	0 0%	0 0%	-804 -48%	294 100%	0 0%	294 100%	-516 -72%	-287 -30%	-13 -58%	* 5%	-29 -63%	-4 -10%	-14 -22%	-24 -25%	-878 -50%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025
Table 717

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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	2900	1202	1407	1972	2900	-	522	522	-	-	-	432	131	833	21	38	241	2900
Weighted total	2926	1202	1446	1977	2926	**	539	539	**	**	**	416	122	812	23**	41*	254	2900
Effective base	2617	1007	1266	1787	2617	-	479	479	-	-	-	389	116	754	20	35	219	2900
Very likely	294 10%	297 25%	270 19%	108 5%	294 10%	-	294 55%	294 55%	-	-	-	8 2%	6 5%	14 2%	3 12%	6 14%	34 13%	283 10%
	dln	acdelmng	adelmn	ln	dln		abcdelmnpg	abcdelmnpg				n	n	n	dln	dimn	dimn	
Fairly likely	245 8%	268 22%	222 15%	95 5%	245 8%	-	245 45%	245 45%	-	-	-	7 2%	6 5%	10 1%	2 8%	5 13%	32 13%	239 8%
	dln	acdelmng	adelmn	ln	dln		abcdelmnpg	abcdelmnpg				n	n	n	dln	adelmn	adelmn	
Fairly unlikely	208 7%	188 16%	188 13%	77 4%	208 7%	-	-	-	-	-	-	4 1%	2 2%	8 1%	-	2 6%	23 9%	200 7%
	dhilmn	adehilmg	adehilmn	hiln	dhilmn							hi	hi	hi	hiln	dhilmn	dhilmn	
Very unlikely	1661 57%	349 29%	648 45%	1249 63%	1661 57%	-	-	-	-	-	-	274 66%	75 62%	538 66%	10 43%	18 44%	132 52%	1658 57%
	bchi	hi	bhi	abcehiq	bchi							abcehiq	bchi	abcehiq	bhi	bhi	bhi	
Not applicable	469 16%	45 4%	85 6%	425 22%	469 16%	-	-	-	-	-	-	120 29%	32 27%	237 29%	6 26%	7 16%	26 10%	472 16%
	bchiq	hi	bhi	abcehiq	bchiq							abcehiq	abcehiq	abcehiq	bchi	bchi	bchi	
Don't know	49 2%	56 5%	33 2%	23 1%	49 2%	-	-	-	-	-	-	3 1%	-	5 1%	3 11%	3 6%	7 3%	48 2%
	hin	acdehilmn	dhlin	hi	hin							1%	-	1%	adehilmn	dhlin	dhlin	
Top 2: Likely	539 18%	565 47%	491 34%	203 10%	539 18%	-	539 100%	539 100%	-	-	-	14 3%	12 10%	23 3%	5 20%	11 27%	66 26%	522 18%
	dimn	acdelmng	adelmnq	ln	dimn		abcdelmnq	abcdelmnq				ln	ln	ln	dimn	adelmn	adelmn	
Bottom 2: Unlikely	1869 64%	536 45%	836 58%	1327 67%	1869 64%	-	-	-	-	-	-	279 67%	77 64%	546 67%	10 43%	20 50%	155 61%	1858 64%
	bchi	hi	bhi	abcehiq	bchi							bchiq	bhi	bchiq	hi	bhi	bhi	
NET Difference	-1330 -45%	28 2%	-345 -24%	-1124 -57%	-1330 -45%	0 0%	0 0%	539 100%	539 100%	0 0%	0 0%	-264 -64%	-66 -54%	-522 -64%	-5 -23%	-9 -23%	-88 -35%	-1336 -46%

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

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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+

Relationship with Children															
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	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	Unweighted Total
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	1978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	1971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	1860	409	120	799	53	93	301	4672
Very likely	117 3% fj	83 7% adefgjkln	78 5% adefjkl	60 3% fjkn	100 3% afjkn	16 1% j	9 3% fj	78 14% abcdefgjk lmnopq	87 10% abcdefgjk lmnopq	1 * j	15 2% j	7 2% j	5 4% fj	13 2% j	2 3% j	5 5% fjkn	16 2% afjkl	109 2%
Fairly likely	229 5% jln	129 11% adefjkimn	135 9% adefjkimn	83 4% jln	163 6% dfjln	64 4% jln	44 15% acdefjkimn q	102 19% abcdefjkim nq	146 22% abcdefjkimn q	9 1% fjln	55 6% fjln	6 1% j	5 4% j	12 1% nq	13 21% abcdefjkim nq	19 18% abcdefjkimn q	31 9% adefjln	219 5%
Fairly unlikely	530 11% djln	216 18% adefjlmn	255 18% adefjlmn	163 8% jn	332 11% djln	196 12% djln	64 22% adefjkimn	122 23% abcdefjkim np	186 22% abcdefjkimn p	41 6% adefjlmn	156 16% adefjlmn	25 6% adefjlmn	11 9% adefjlmn	46 5% adefjlmn	8 14% jln	14 13% jln	79 22% adefjkimn	512 11%
Very unlikely	3094 66% bcghikopq	615 51% hi	807 56% bgli	1374 69% abcghikop q	1914 65% bcghikopq	1147 68% bcghikopq	131 45% h	184 34% abcdefghik opq	315 38% abcdefghik opq	550 76% abcdefghik opq	597 61% bcghiq	336 76% abcdefghik opq	88 69% bcghiopq	638 74% abcdefghik opq	31 50% h	57 53% hi	187 53% hi	3125
Not applicable	542 12% cgkioq	117 10% gl	119 8% bcghikopq	257 13% bcghikopq	337 12% cgkioq	194 11% cgkioq	16 5% cgkioq	37 7% bcghikopq	53 6% abcdefghik opq	111 15% abcdefghik opq	84 9% bcghikopq	59 14% bcghikopq	14 11% bcghikopq	141 16% abcdefghiko pq	2 3% h	6 5% hi	25 7% hi	547 12%
Don't know	160 3% dln	42 4% dln	51 4% dln	40 2% n	79 3% n	80 5% adejln	30 10% abcdehijlm nq	17 3% n	46 6% abcdehijln	16 2% abcdehijln	64 7% abcdehijln	6 1% abcdehijln	4 3% abcdehijln	10 1% abcdehijln	6 9% abcdehijln	7 6% dejln	15 4% dln	160 3%
Top 2: Likely	346 7% fjln	213 18% adefjkimn	213 15% adefjkimn	143 7% fjln	264 9% adfjln	81 5% jn	53 18% adefjkimn	180 33% abcdefgjk lmnopq	233 28% abcdefjkim nq	10 1% fjln	71 7% fjln	13 3% jln	10 8% jln	25 3% j	15 24% adefjkimnq	24 22% adefjkimnq	47 13% adefjkl	328 7%
Bottom 2: Unlikely	3624 78% bcghiop	830 69% hi	1062 73% bgli	1537 78% bcghiop	2246 77% bcghiop	1343 79% bcghiop	195 66% h	306 57% bcghikopq	501 60% bcghikopq	591 81% bcghikopq	752 77% bcghiop	360 82% abcghiopq	99 79% bcghio	684 79% bcghiop	39 64% bcghio	71 66% bcghio	265 75% bcghio	3637 78%
NET Difference	-3278 -70%	-618 -51%	-849 -59%	-1394 -70%	-1982 -68%	-1262 -74%	-142 -48%	-126 -23%	-268 -32%	-581 -80%	-682 -70%	-347 -79%	-89 -70%	-658 -77%	-24 -39%	-47 -44%	-218 -62%	-3309 -71%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

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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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	3608	1194	1387	1187	2106	1482	272	517	789	504	978	218	76	356	57	101	326	3608
Weighted total	3682	1194	1427	1240	2181	1480	291	534	825	509	971	224	74*	368	60*	104*	346	3608
Effective base	3226	1000	1248	1073	1896	1311	245	475	720	451	860	196	67	321	51	90	294	3608
Very likely	387 11% bcfgik	50 4% k	82 6% k	232 19% abcdfghikq	274 13% abcfgjik	111 8% bk	14 5% k	52 10% bcgk	66 8% bk	94 18% abcdfghikq	17 2% k	60 27% abcdfghij kopq	17 22% abcdfghij kopq	105 29% abcdfghij kopq	9 14% bcgk	13 13% bcgk	39 11% bcfgk	367 10%
Fairly likely	353 10% bck	54 4% k	80 6% k	199 16% abcdfghikq	233 11% bcfk	117 8% bck	20 7% k	57 13% bck	76 13% bck	88 17% abcdfghikq	29 3% k	42 19% abcdfghikq	19 25% abcdfghik opq	69 19% abcdfghikq	5 9% k	11 11% bck	30 9% bck	328 9%
Fairly unlikely	428 12% fgkp	133 11% fk	204 14% abfgkp	199 16% abfgkp	304 14% abfgkp	122 8% k	21 7% k	88 16% abfgkp	109 13% fgkp	67 13% fgkp	55 6% fgkp	28 13% fkp	7 9% fkp	45 12% fkp	5 8% k	5 5% k	58 17% abfgkp	403 11%
Very unlikely	2014 55% dehjmn	789 66% adefhjlmn pq	899 63% adefhjlmnq	446 36% n	1100 50% dijlmn	904 61% adefhjlmnq	202 69% adefhjlmn pq	276 52% djlmn	478 58% dehjlmn	191 38% n	713 73% abcdehijl mnopq	66 30% n	23 31% n	95 26% n	36 60% djlmn	56 54% djlmn	188 54% djlmn	1990 55%
Not applicable	376 10% acdehijlq	150 13% acdehijlq	129 9% acdehijlq	113 9% acdehijlq	200 9% acdehijlq	175 12% cdejlq	31 10% cdejlq	47 9% cdejlq	77 9% cdejlq	40 8% acdehijlnq	134 7% acdehijlnq	15 7% acdehijlnq	5 7% acdehijlnq	33 9% acdehijlnq	5 9% acdehijlnq	17 16% cdehijlnq	25 7% cdehijlnq	391 11%
Don't know	124 3%	18 1%	33 2%	52 4%	70 3%	52 3%	4 1%	15 3%	19 2%	29 6%	23 2%	13 6%	4 6%	21 6%	-	1 1%	5 1%	129 4%

	b	bcgikq	b	b	abcefhgikq	bceghikq	bq	abceghikq										
Top 2: Likely	740 20% bcfgk	103 9% k	162 11% bk	431 35% abcefhgikp	507 23% abcfjk	228 15% bck	34 12% k	109 17% bcfgk	143 36% bcgk	46 5% abcefhgikppq	101 45% abcdfghij	35 48% abcdfghik	174 47% abcdfghij	14 23% bcgk	25 24% bcfgk	70 20% bcfgk	695 19%	
Bottom 2: Unlikely	2442 66% djlmn	922 77% adehijlmn	1103 77% adehijlmn	645 52% ln	1404 64% djlmn	1026 69% dejlmp	222 76% adehijlmnp	364 71% djlmn	587 79% adehijlmnp	258 51% ln	767 42% adehijlmnp	94 40% kopq	29 40% opq	140 38% kopq	41 68% djlmn	61 59% lmn	246 71% dejlmp	2393 66%
NET Difference	-1702 -46%	-819 -69%	-941 -66%	-214 -17%	-896 -41%	-798 -54%	-189 -65%	-255 -48%	-444 -54%	-77 -15%	-721 -74%	7 3%	6 8%	34 9%	-27 -44%	-37 -35%	-177 -51%	-1698 -47%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

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Table 732

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

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	3791	1137	1317	1166	2067	1724	273	499	772	746	978	-	-	-	59	105	295	3791
Weighted total	3812	1137	1356	1192	2114	1698	292	516	807	727	971	**	**	**	62*	108*	310	3791
Effective base	3393	951	1185	1057	1865	1529	246	458	704	670	860	-	-	-	53	93	265	3791
Very likely	151 4%	50 4%	73 5%	98 8%	125 6%	26 2%	18 6%	58 11%	76 9%	4 1%	21 2%	-	-	-	5 8%	10 10%	17 5%	143 4%
Fairly likely	301 8%	69 6%	124 9%	227 19%	274 13%	27 2%	13 4%	70 13%	82 10%	11 1%	16 2%	-	-	-	8 12%	13 12%	42 14%	288 8%
Fairly unlikely	440 12%	117 10%	202 15%	242 20%	362 17%	78 5%	20 7%	69 13%	90 11%	25 3%	52 5%	-	-	-	10 17%	12 11%	48 15%	440 12%
Very unlikely	2118 56%	731 64%	790 58%	406 34%	1032 49%	1086 64%	182 64%	265 51%	448 61%	442 61%	644 66%	-	-	-	32 52%	54 50%	161 52%	2103 55%
Not applicable	597 16%	148 13%	107 8%	74 6%	151 7%	447 26%	53 18%	42 8%	95 12%	234 32%	213 22%	-	-	-	4 6%	13 12%	29 10%	614 16%
Don't know	204 5%	22 2%	61 4%	143 12%	170 8%	34 2%	5 2%	11 2%	16 2%	11 1%	24 2%	-	-	-	3 5%	5 5%	13 4%	203 5%
Top 2: Likely	452 12%	119 10%	197 15%	325 27%	400 19%	53 3%	31 11%	128 25%	159 20%	15 2%	38 4%	-	-	-	12 20%	23 22%	59 19%	431 11%
Bottom 2: Unlikely	2558 67%	848 75%	991 73%	649 54%	1394 66%	1164 69%	203 70%	335 65%	467 67%	467 64%	697 72%	-	-	-	43 69%	66 61%	209 67%	2543 67%
NET Difference	-2106 -55%	-729 -64%	-794 -59%	-323 -27%	-994 -47%	-1111 -65%	-172 -59%	-207 -40%	-379 -47%	-452 -62%	-659 -68%	0 0%	0 0%	0 0%	-30 -49%	-42 -39%	-150 -48%	-2112 -56%

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

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IPPOS UK - CONFIDENTIAL - V9 (weighted)

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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%	39%
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%

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 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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522
Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Every day	102	242	102	25	102	-	-	62	62	-	-	6	6	7	-	-	17	103
	19%	20%	19%	20%	19%	-	-	22%	22%	-	-	28%	29%	29%	-	-	25%	20%
A couple of times a week	193	426	193	52	193	-	-	103	103	-	-	7	7	8	-	-	35	186
	36%	35%	36%	41%	36%	-	-	37%	37%	-	-	34%	38%	32%	-	-	49%	36%
Once a week	113	217	113	26	113	-	-	58	58	-	-	6	4	6	-	-	10	113
	21%	18%	21%	21%	21%	-	-	21%	21%	-	-	27%	22%	24%	-	-	14%	22%
Less often than once a week	88	223	88	17	88	-	-	46	46	-	-	2	2	2	-	-	6	85
	17%	19%	17%	14%	17%	-	-	16%	16%	-	-	11%	12%	10%	-	-	8%	16%
None - I don't have any contact	29	84	29	3	29	-	-	10	10	-	-	-	-	1	-	-	2	30
	6%	7%	6%	3%	6%	-	-	3%	3%	-	-	-	-	5%	-	-	4%	6%
Don't know	5	10	5	2	5	-	-	3	3	-	-	-	-	-	-	-	-	5
	1%	1%	1%	2%	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	1%
Top 3: Once a week or more	407	885	407	103	407	-	-	223	223	-	-	19	17	21	-	-	62	402
	77%	74%	77%	82%	77%	-	-	79%	79%	-	-	89%	88%	85%	-	-	88%	77%
Bottom 2: Less than once a week	118	307	118	21	118	-	-	56	56	-	-	2	2	4	-	-	8	115
	22%	26%	22%	16%	22%	-	-	20%	20%	-	-	11%	12%	15%	-	-	12%	22%

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

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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

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	522	1202	522	125	522	-	-	277	277	-	-	23	20	26	-	-	70	522

Weighted total	530	1202	530	126	530	**	**	282	282	**	**	22**	20**	24**	**	**	70*	522
Effective base	468	1007	468	113	468	-	-	254	254	-	-	21	19	23	-	-	63	522
Every day	69	173	69	22	69	-	-	44	44	-	-	6	6	7	-	-	11	69
	13%	14%	13%	17%	13%	-	-	16%	16%	-	-	26%	28%	27%	-	-	15%	13%
A couple of times a week	205	420	205	52	205	-	-	122	122	-	-	8	8	8	-	-	41	200
	39%	35%	39%	41%	39%	-	-	43%	43%	-	-	38%	41%	34%	-	-	58%	38%
								b	b								abcdehi	
Once a week	105	213	105	29	105	-	-	52	52	-	-	3	1	3	-	-	12	102
	20%	18%	20%	23%	20%	-	-	18%	18%	-	-	13%	4%	11%	-	-	17%	20%
Less often than once a week	100	277	100	11	100	-	-	50	50	-	-	4	4	4	-	-	6	103
	19%	23%	19%	9%	19%	-	-	18%	18%	-	-	19%	21%	19%	-	-	8%	20%
	dq	dq	dq	dq	dq			d	d									
None - I don't have any contact	42	106	42	9	42	-	-	13	13	-	-	1	1	2	-	-	1	39
	8%	9%	8%	7%	8%	-	-	4%	4%	-	-	5%	6%	10%	-	-	2%	7%
		hi																
Don't know	8	14	8	3	8	-	-	2	2	-	-	-	-	-	-	-	-	9
	2%	1%	2%	2%	2%	-	-	1%	1%	-	-	-	-	-	-	-	-	2%
Top 3: Once a week or more	379	806	379	103	379	-	-	217	217	-	-	16	15	17	-	-	63	371
	71%	67%	71%	82%	71%	-	-	77%	77%	-	-	76%	74%	72%	-	-	90%	71%
				abc				b	b								abcghi	
Bottom 2: Less than once a week	143	383	143	20	143	-	-	63	63	-	-	5	5	7	-	-	7	142
	27%	32%	27%	16%	27%	-	-	22%	22%	-	-	24%	26%	28%	-	-	10%	27%
	dq	dhiq	dq	dq	dq			q	q									

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

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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+

	Relationship with Children																Unweighted Total	
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility y any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Under £5,000	109	13	13	28	36	4%	5%	1%	2%	3%	5%	4	4	6	5	7	5	116
	2%	1%	1%	1%	1%	4%	5%	1%	2%	3%	5%	1%	3%	1%	7%	7%	1%	2%
	bcdehn					abcdehinq	abcdehinq		bcen	bcdehinq	abcdehinq		cn		abcdehijinq	abcdehijinq		
£5,000 - £9,999	107	17	24	33	46	58	7	8	15	27	31	9	1	12	2	2	10	112
	2%	1%	2%	2%	2%	3%	3%	1%	2%	4%	3%	2%	1%	1%	4%	2	3%	2%
	e					abcdehinq			abcdehinq	bcdehinq	bcdehinq							
£10,000 - £14,999	278	24	47	131	158	116	116	22	32	75	41	24	7	62	7	10	12	292
	6%	2%	3%	7%	5%	7%	7%	3%	4%	10%	4%	5%	6%	7%	12%	9%	3%	6%
	bcik			bcghikq	bc	bcghikq		b	b	abcdehijkl	b	bc	b	bcghikq	bcdehikq	bcghikq		
£15,000 - £19,999	270	29	43	125	156	109	10	17	27	68	41	31	9	66	4	9	18	279
	6%	2%	3%	6%	5%	6%	4%	3%	3%	9%	4%	7%	7%	8%	7%	8%	6%	6%
	bchi			bcghik	bchik	bchik			abcdehikq	b	bchik	bc	abcdehik	b	bchi	b		
£20,000 - £24,999	390	36	70	185	227	160	19	22	41	82	78	50	9	103	1	5	19	399
	8%	3%	5%	9%	8%	9%	6%	4%	5%	11%	8%	11%	7%	12%	2%	5%	5%	9%
	bchi		b	bcchiq	bchi	bchi	b		b	abcdehikoq	bchi	abcdehioq	b	abcdehikop	q			
£25,000 - £34,999	639	98	134	304	386	242	38	31	68	120	122	76	18	149	4	8	35	631
	14%	8%	9%	15%	13%	14%	13%	6%	8%	17%	13%	17%	14%	17%	6%	7%	10%	14%
	bchi		h	bcehipq	bchi	bcchiq	bhi		abcdehikopq	bchi	abcdehikopq	bhi	abcdehikopq			h		
£35,000 - £44,999	571	125	163	285	389	177	24	47	71	92	85	66	20	144	11	16	42	569
	12%	10%	11%	14%	13%	10%	8%	9%	9%	13%	9%	15%	16%	17%	18%	15%	12%	12%
	hik			abcdfghik	bcghik				hik	bcdfghik	ghik	bcdfghik	ghik	abcdehijk	ghik	ik		
£45,000 - £54,999	505	132	153	310	418	186	41	53	94	58	128	53	13	102	11	16	37	486
	11%	11%	11%	11%	11%	11%	14%	10%	11%	8%	12%	12%	10%	12%	17%	15%	10%	10%
	j	j	j	j	j	j	j	j	j	aej	j	j	j	j	j	j	j	
£55,000 - £99,999	913	339	401	343	622	289	74	136	210	89	201	73	27	115	7	14	81	895
	20%	28%	28%	17%	17%	21%	25%	25%	25%	12%	21%	17%	22%	13%	12%	13%	23%	19%
	dfjin	adehijklnop	adehijklnop	jn	dfjin	jn	adfinop	adfinop	adehijklnop	dfjin	dfjin	j	jn	dfjin	dfjin	dfjin	dfjin	
£100,000 or more	462	350	325	156	375	85	29	189	219	26	59	17	8	30	3	7	62	442
	10%	29%	22%	8%	13%	5%	10%	35%	26%	4%	6%	4%	6%	3%	6%	6%	18%	9%
	dfjkin	acdefgiklmnopq	acdefgiklmnopq	fjin	adefgiklmnopq	fjkin	abcdehijklmno	abcdehijklmno	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	acdefgiklmnopq	
Prefer not to answer	430	40	73	168	220	203	27	9	36	70	132	36	11	72	5	14	33	451
	9%	3%	5%	9%	8%	12%	9%	2%	4%	10%	14%	8%	8%	8%	9%	13%	9%	10%
	bcehi		bh	bchi	bchi	abcdehijklmno	bchi		h	bchi	abcdehijklmno	bchi	bh	bchi	bchi	bchi	bchi	
NET: Up to £24,999	1153	118	197	502	623	515	61	74	135	271	244	118	30	249	20	34	63	1198

	25% bcehiq	10% b	14% b	25% bcehiq	21% bchi	30% abcdeghikq	21% bch	14% b	16% b	37% abcdeghik lmnq	25% bcehiq	27% bcehiq	24% bchi	29% abcdeghikq	32% bchiq	31% bcdeghikq	18% b	26% b
NET: £25,000 up to £54,999	1714 37% bchi	355 30% h	450 31% h	808 41% abcefhikq	1085 37% bchi	606 36% bchi	103 35% hi	131 24%	234 28%	271 37% bchi	335 35% bhi	195 45% abcefhijk q	50 40% bchi	395 46% abcdeghij kq	26 41% hi	40 37% h	114 32% h	1686 36%
NET: £55,000 up to £99,999	913 20% dfjn	339 28% adefjkinop	401 28% adefjkinop	343 17% jn	622 21% dfjin	289 17% jn	74 25% adfinop	136 25% adfinop	210 12% adefjkinop	89 25% adefjkinop	201 17% dfjn	73 17% j	27 22% jn	115 13% j	7 12% jn	14 13% jn	81 23% dfjinop	895 19%
NET: £100,000 and above	462 10% dfjkin	350 29% acdefgiklm nopq	325 22% adefgiklmno p	156 8% fjin	375 13% adefjkinm	85 5% fjin	29 10% fjkin	189 35% abcdeghijk lmnopq	219 26% adefgiklmno pq	26 4% adefgiklmno pq	59 6% jn	17 4% jn	8 6% jn	30 3% jn	3 6% jn	7 6% jn	18% adefgiklmno p	442 9%

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

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QD19. What is the highest level of education you have attained?

Base : All UK adults aged 16+

	General population (a)	Relationship with Children																Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Primary school or Secondary school (age under 15 years old)	115	12	18	74	81	31	2	*	2	17	14	18	2	41	1	1	1	126
2% bcghiq		1%	1%	4%	3%	2%	1%	*	*	2%	1%	4%	1%	5%	2%	1%	*	3%
GCSEs	629	61	110	330	403	215	24	22	45	129	86	83	19	167	8	15	11	634
13% bcghikq		5%	8%	17%	14%	13%	8%	4%	5%	18%	9%	19%	15%	19%	13%	14%	3%	14%
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / SCE standard	189	27	41	111	130	54	5	16	21	33	20	31	9	60	3	4	11	184
4% bcik		2%	3%	6%	4%	3%	2%	3%	3%	5%	2%	7%	7%	7%	5%	4%	3%	4%
NVQ Level 1, NVQ Level 2	198	25	63	81	125	68	4	8	11	44	25	26	6	36	2	3	13	195
4% bghik		2%	4%	4%	4%	4%	1%	1%	1%	6%	3%	6%	5%	4%	3%	3%	4%	4%
A-levels or AS levels	540	90	116	197	274	260	33	28	61	85	174	43	14	81	11	21	33	535
12% bcehi		7%	8%	10%	9%	15%	11%	5%	7%	12%	18%	10%	11%	9%	18%	19%	9%	11%
NVQ Level 3	268	47	85	122	178	89	25	18	43	31	58	27	10	50	6	13	27	263
6% bh		4%	6%	6%	6%	5%	8%	3%	5%	4%	6%	6%	8%	6%	10%	12%	8%	6%
SCE Higher Grade (Level 2)/ Scottish Certificate of Sixth Year Studies	51	6	9	23	29	21	1	5	6	12	9	1	-	8	1	3	3	59
1%		*	1%	1%	1%	1%	*	1%	1%	2%	1%	*	-	1%	2%	2%	1%	1%
General National Vocational Qualification (GNVQ) Advanced Level	88	13	21	48	61	25	1	2	3	14	11	14	4	25	-	*	3	95
2% hi		1%	1%	2%	2%	1%	*	*	*	2%	1%	3%	3%	3%	-	*	1%	2%
NVQ Level 4	136	40	59	60	87	46	8	23	31	17	29	8	*	27	-	1	25	128
3% ajlm		3%	4%	3%	3%	3%	3%	4%	4%	2%	3%	2%	*	3%	-	1%	7%	3%
Higher National Certificate (HNC) / Higher National Diploma (HND)	315	53	74	147	200	114	17	24	41	52	63	34	7	70	5	9	18	334
7% bch		4%	5%	7%	7%	7%	6%	4%	5%	7%	6%	8%	5%	8%	8%	8%	5%	7%
Diploma in HE (including nurses training)	50	5	6	31	32	19	1	3	4	10	9	14	8	18	1	1	4	53
1% c		*	*	2%	1%	1%	*	1%	1%	1%	1%	3%	6%	2%	2%	1%	1%	1%

Bachelor's degree (BA, BSc, BEd, Beng, MB, BDS, BV, etc.)	1237	424	459	461	757	471	113	167	280	173	298	85	32	175	16	26	111	1214
	26% dln	35% adefjklmnp	32% adefjln	23% ln	26% ln	28% dln	38% acdefhjkimnp	31% adejln	34% adefjln	24% adejln	31% adejln	19% adejln	25% adejln	20% adejln	26% adejln	24% adejln	31% dejl	26% dejl
NVQ Level 5	50 1%	13 1%	19 1%	29 1%	37 1%	12 1%	1 *	11 2%	13 2%	4 1%	8 1%	3 1%	*	10 1%	-	1 1%	5 1%	52 1%
Master's degree (MSc, MA, MBA, etc.)	530	246	225	161	331	199	45	135	180	69	130	32	11	61	7	7	52	530
	11% dln	20% acdefjklmnpq	16% adefjlmnp	8% ln	11% dln	12% dln	15% adjlnp	25% acdefjklmnpq	22% acdefjklmnpq	9% djln	13% djln	7% djln	9% djln	7% djln	11% djln	7% djln	15% djlnp	11% djlnp
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	276	140	142	105	201	72	14	79	93	37	35	20	4	31	2	2	36	270
	6% fkn	12% adefjklmnp	10% adefjklmnp	5% k	7% dfkn	4% dfkn	5% dfkn	15% acdefjklmnp	11% adefjklmnp	5% dfkn	4% dfkn	5% dfkn	3% dfkn	4% dfkn	2% dfkn	2% dfkn	10% adefjklmnp	6% adefjklmnp
NET: Graduates	2043	810	826	727	1289	742	173	380	552	279	463	136	47	267	24	35	199	2014
	44% djlnp	67% acdefjklmnpq	57% adefjklmnp	37% ln	44% djlnp	44% djlnp	59% adefjklmnp	70% acdefjklmnp	66% acdefjklmnp	38% ln	48% adefjklmnp	31% adefjklmnp	37% adefjklmnp	31% adefjklmnp	39% adefjklmnp	32% adefjklmnp	56% adefjklmnp	43% adefjklmnp
NET: Non graduates	2629	392	620	1251	1637	956	122	159	281	448	508	302	79	593	38	73	154	2658
	56% bcghikq	33% bhi	43% bhi	63% abcdfghikq	56% bcghiq	56% bcghiq	41% bhi	30% bhi	34% bcdfghikq	62% bcdfghikq	52% bcghiq	69% abcdfghijkq	63% bcghiq	69% abcdfghijkq	61% bcghiq	68% abcdfghikq	44% bhi	57% bhi

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

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IPSOS 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+

	General population (a)	Relationship with Children															Unweighted Total	
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)		Work with children under 17 (q)
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	746	978	454	135	881	59	105	334	4672	
Weighted total	4672	1202	1446	1977	2926	1698	294	539	727	971	439	127	860	62*	108*	353	4672	
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	799	53	93	301	4672	
Yes	1194	153	250	582	723	458	55	92	147	237	220	133	38	270	23	33	71	1233
	26% bcghiq	13% b	17% abcdfghikq	29% bcghi	25% bcghiq	27% bcghiq	19% b	18% bcdfghikq	23% bchi	23% bcdfghikq	23% bcdfghikq	30% bcdfghikq	30% bcdfghikq	37% bcdfghikq	37% bcdfghikq	20% b	26% bcdfghikq	
No	3288	1004	1138	1329	2104	1152	226	427	653	471	680	301	86	578	35	70	257	3240
	70% djo	83% acdefghijk	79% adefjklmno	67% dfjno	72% dfjno	68% adefjklmno	77% adefjklmno	79% adefjklmno	78% adefjklmno	65% jo	70% jo	69% jo	68% jo	67% jo	56% jo	65% jo	73% djo	
Don't know	74	17	25	25	39	33	6	11	17	5	28	3	1	4	1	1	7	80
	2% n	1% n	2% n	1% n	1% jn	2% jn	2% jn	2% jn	2% jn	1% abdejl	3% abdejl	1% abdejl	1% abdejl	*	1% n	1% n	2% n	
Prefer not to say	116	29	34	42	60	55	7	9	17	13	42	2	1	8	3	4	17	119
	2% ln	2% ln	2% ln	2% ln	2% ln	3% deln	2% l	2% l	2% l	2% abcdehijln	4% abcdehijln	1% abcdehijln	1% abcdehijln	1% abcdehijln	5% ln	4% ln	5% abcdehijln	

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

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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

	General population (a)	Relationship with Children															Unweighted Total
		Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child 0-5 (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	

Unweighted total	1407	1202	1407	506	1407	-	-	474	474	-	-	56	35	90	-	-	169	1407
Weighted total	1446	1202	1446	523	1446	**	**	491	491	**	**	56*	35*	89*	**	**	176	1407
Effective base	1266	1007	1266	459	1266	-	-	436	436	-	-	51	32	81	-	-	153	1407
Yes - Special Educational Needs or Disabilities	182	92	182	91	182	-	-	49	49	-	-	8	5	15	-	-	24	175
	13% b	8%	13% b	17% abcehi	13%	-	-	10%	10%	-	-	14%	15%	16% b	-	-	13%	12%
Yes - other long-standing physical or mental impairment, illness or disability	97	49	97	49	97	-	-	25	25	-	-	11	6	13	-	-	16	101
	7% b	4%	7% b	9% bhi	7% b	-	-	5%	5%	-	-	19% abcdehijq	17% abcdehi	15% abcdehi	-	-	9% b	7%
No	1114	1015	1114	351	1114	-	-	403	403	-	-	36	23	59	-	-	124	1078
	77% dln	84% acdelmnoq	77% dln	67% dln	77% dln	-	-	82% acdelmnoq	82% acdelmnoq	-	-	65% dln	65% dln	66% dln	-	-	70% dln	77%
Don't know	22	25	22	8	22	-	-	6	6	-	-	-	-	-	-	-	3	20
	2%	2%	2%	2%	2%	-	-	1%	1%	-	-	-	-	-	-	-	1%	1%
Prefer not to say	31	21	31	22	31	-	-	7	7	-	-	1	1	2	-	-	11	33
	2%	2%	2%	4% abcdehi	2%	-	-	1%	1%	-	-	2%	3%	3%	-	-	6% abcdehi	2%
NET: Yes	278	141	278	140	278	-	-	75	75	-	-	18	11	28	-	-	39	276
	19% b	12%	19% b	27% abcdehi	19% b	-	-	15%	15%	-	-	33% abcdehi	32% bhi	31% abcdehi	-	-	22% b	20%

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

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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+

	Relationship with Children																	Unweighted Total
	General population (a)	Parent of child aged 0-5 (b)	Parent of child aged 0-17 living at home (c)	Parent of child aged 18+ (d)	Parent of any child (e)	Non-parent (f)	Likely to have first child (g)	Likely to have another child (h)	Likely to have a child 18+ (i)	Non-parent aged 45+ (j)	Non-parent under 45+ (k)	Grandparent 0-5 (l)	Grandparent 0-5, caring (m)	Grandparent any (n)	Other caring responsibility 0-5 (o)	Other caring responsibility any (p)	Work with children under 17 (q)	
Unweighted total	4672	1202	1407	1972	2900	1724	275	522	797	746	978	454	135	881	59	105	334	4672
Weighted total	4672	1202	1446	1977	2926	1698	294	539	833	727	971	439	127	860	62*	108*	353	4672
Effective base	4191	1007	1266	1787	2617	1529	248	479	727	670	860	409	120	799	53	93	301	4672
Finding it very difficult on present income	367	83	125	133	213	151	26	35	61	52	99	32	9	47	11	14	34	374
	8% n	7%	9% dn	7%	7%	9% dn	9%	6%	7%	7%	10% abdehijn	7%	7%	6%	18% abcdehij mn	13% bdhn	10% n	8%
Finding it difficult on present income	763	180	246	283	436	317	60	63	123	134	183	57	24	111	16	31	60	748
	16% hn	15%	17% dhn	14%	15%	19% abdehijn	20% bdehijn	12%	15%	18% dehln	19% bdehln	13%	19% h	13%	26% abdehijn	29% abcdehijk lnq	17% h	16%
Coping on present income	1963	469	556	887	1242	701	108	189	297	328	372	214	57	396	22	41	152	1963
	42% chik	39%	38%	abc-fghik	42% chik	41% hi	37%	35%	36%	45% bcghik	38%	49% abcdeghik	45% h	46% abcdeghik	22% 35%	41% 38%	43% hi	42%
Living comfortably on present income	1421	433	471	634	966	441	86	238	324	200	242	131	35	293	11	20	91	1407
	30% fkp	36% adfgjklopq	33% fjkopq	32% fjkopq	33% afjkopq	26%	29% p	44% abcdeghijkl mnopq	39% acdeghiklm nopq	27%	25%	30% p	28%	34% afjkopq	18%	19%	26%	30%
Don't know	66	17	21	10	26	40	3	7	10	5	34	2	1	3	2	2	3	73
	1% dn	1% dn	1% dn	1%	1%	2% adeijn	1%	1%	1%	1%	4% abcdeghijn q	*	1%	*	3% n	1% 1%	1%	2%
Prefer not to say	93	20	27	30	44	48	10	7	18	7	41	3	1	9	-	-	13	107
	2%	2%	2%	2%	1%	3% deijn	4% deijn	1%	2%	1%	4% abcdehijn p	1%	1%	1%	-	-	4% bdehijn	2%
NET: Difficult	1130	264	371	416	649	468	86	98	184	186	282	89	33	158	27	45	94	1122
	24% dhn	22% bdehln	26% bdehln	21%	22% hn	28% abdehln	29% bdehln	18%	22%	26% dhn	29% abdehln	20%	26%	18%	44% abcdeghij klmnq	42% abcdeghij klmnq	27% dhn	24%

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