



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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	852	238	60*	107*	48	24**	213	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Start of pregnancy to 5 years (early childhood)	353	136	217	169	157	27	275	74	24	28	15	8	104	166	165	354
	29%	23%	36%	28%	30%	29%	29%	31%	40%	26%	31%	32%	39%	31%	25%	29%
		b	ab										ano	o		
5-11 years (primary school)	310	196	113	168	111	30	254	51	4	28	12	7	49	115	212	311
	26%	33%	19%	28%	22%	33%	27%	21%	7%	26%	25%	29%	19%	21%	32%	26%
		dm	ac	e			l			l	l		amh			
11-16 years (secondary school)	170	98	71	86	75	9	131	37	15	12	7	4	25	79	96	172
	14%	16%	12%	14%	15%	10%	14%	16%	24%	11%	15%	16%	10%	15%	14%	14%
			c													
16-18 years (further education)	38	24	14	22	13	4	27	10	3	4	2	-	6	17	21	39
	3%	4%	2%	4%	3%	4%	3%	4%	5%	4%	5%	-	2%	3%	3%	3%
18-24 years (young adulthood)	35	17	18	22	13	-	25	10	1	7	1	1	6	16	20	34
	3%	3%	3%	4%	2%	-	3%	4%	2%	7%	1%	4%	2%	3%	3%	3%
All equally important	282	122	160	120	141	21	227	55	12	27	11	5	71	137	145	278
	23%	20%	27%	20%	27%	23%	24%	23%	21%	25%	19%	27%	25%	22%	23%	23%
			b		d											
Don't know	12	5	7	6	5	1	11	1	-	1	-	-	2	7	4	11
	1%	1%	1%	1%	1%	1%	1%	*	-	1%	-	-	1%	1%	1%	1%
Prefer not to say	2	1	2	2	-	-	2	-	-	-	-	-	-	2	2	3
	*	*	*	*	-	-	*	-	-	-	-	-	-	*	*	*

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

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+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Start of pregnancy to 5 years (early childhood)	353	223	130	250	103	69	123	110	52	287	42	66	110	97	354
	29%	27%	35%	31%	26%	25%	27%	36%	30%	29%	28%	40%	32%	22%	29%
		n	b				fg					an	n		
5-11 years (primary school)	310	231	79	218	92	65	135	65	45	249	44	32	63	153	311
	26%	28%	21%	27%	23%	23%	30%	21%	26%	25%	30%	20%	18%	35%	26%
		m	c				h						alm		
11-16 years (secondary school)	170	126	44	112	57	49	64	33	23	147	17	16	54	69	172
	14%	15%	12%	14%	15%	18%	14%	11%	13%	15%	11%	10%	16%	16%	14%
						h									
16-18 years (further education)	38	30	8	20	18	15	15	6	2	32	4	2	14	17	39
	3%	4%	2%	2%	5%	5%	3%	2%	1%	3%	3%	1%	4%	4%	3%
						i									
18-24 years (young adulthood)	35	26	9	27	8	10	13	10	2	31	*	3	9	16	34
	3%	3%	2%	3%	2%	4%	3%	3%	1%	3%	*	2%	3%	4%	3%
All equally important	282	189	93	178	104	65	92	79	46	222	40	43	86	83	278
	23%	23%	25%	22%	26%	23%	21%	26%	27%	23%	27%	26%	25%	19%	23%
Don't know	12	5	7	5	7	2	4	5	1	9	-	2	6	3	11
	1%	1%	2%	1%	2%	1%	1%	2%	*	1%	-	1%	2%	1%	1%
			b												
Prefer not to say	2	1	2	1	2	1	1	-	1	1	-	-	1	1	3
	*	*	*	*	*	*	*	-	*	*	-	-	*	*	*

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

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Start of pregnancy to 5 years (early childhood)	353	33	96	111	98	340	12	290	62	262	87	234	79	354
29%		28%	27%	33%	28%	29%	46%	29%	30%	30%	27%	31%	25%	29%
5-11 years (primary school)	310	21	86	88	107	306	4	258	49	236	73	208	89	311
26%		18%	24%	26%	31%	26%	16%	26%	23%	27%	23%	27%	28%	26%
11-16 years (secondary school)	170	15	55	39	57	165	4	142	26	120	47	97	58	172
14%		13%	15%	12%	16%	14%	17%	14%	13%	14%	15%	13%	18%	14%
16-18 years (further education)	38	7	5	16	10	36	3	31	6	22	16	23	11	39
3%		6%	2%	5%	3%	3%	10%	3%	3%	3%	5%	3%	3%	3%
18-24 years (young adulthood)	35	4	13	7	8	33	1	25	10	24	11	17	14	34
3%		4%	4%	2%	2%	3%	4%	3%	5%	3%	3%	2%	5%	3%
All equally important	282	33	95	74	70	279	1	229	51	203	77	274	60	278
23%		28%	27%	22%	20%	24%	5%	23%	25%	23%	24%	23%	19%	23%
Don't know	12	4	4	3	-	10	-	7	4	2	8	2	2	11
1%		3%	1%	1%	-	1%	-	1%	2%	*	3%	*	1%	1%
Prefer not to say	2	1	-	1	-	2	1	1	1	1	2	1	-	3
*		1%	-	*	-	*	2%	-	*	*	1%	*	-	*

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

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

8 Dec 2025  
 Table 4

Q1E1. 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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	486	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	622	579	565	536	972	147	153	1004	141	92*	1015	254	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Start of pregnancy to 5 years (early childhood)	353	301	52	325	7	21	198	155	143	173	296	35	53	287	39	29	293	85	255	354
29%		28%	37%	30%	21%	30%	32%	27%	25%	32%	30%	23%	35%	29%	28%	31%	29%	32%	28%	29%
5-11 years (primary school)	310	291	19	279	15	16	143	167	154	135	247	43	33	271	34	24	270	47	257	311
26%		27%	13%	25%	47%	22%	23%	29%	25%	25%	24%	23%	22%	27%	24%	26%	27%	18%	29%	26%
11-16 years (secondary school)	170	157	12	152	6	12	75	94	85	68	130	27	17	146	22	15	142	40	123	172
14%		15%	9%	14%	19%	17%	12%	16%	17%	13%	13%	18%	11%	15%	16%	16%	14%	15%	14%	14%
16-18 years (further education)	38	32	6	35	1	2	25	14	27	10	30	5	3	33	4	4	34	8	30	39
3%		3%	4%	3%	4%	3%	4%	2%	5%	2%	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%
18-24 years (young adulthood)	35	31	4	32	2	2	15	20	23	11	31	2	7	28	6	1	28	10	24	34
3%		3%	3%	3%	5%	2%	2%	3%	4%	2%	3%	1%	4%	3%	4%	1%	3%	4%	3%	3%
All equally important	282	237	45	264	1	14	155	127	120	134	234	32	38	232	33	20	240	69	205	278
23%		22%	32%	24%	5%	19%	25%	22%	21%	25%	24%	22%	25%	23%	23%	22%	24%	26%	23%	23%
Don't know	12	8	ab	8	-	4	9	2	3	5	4	3	2	6	2	-	7	4	7	11
1%		1%	2%	1%	-	6%	2%	*	*	1%	*	2%	2%	1%	2%	-	1%	2%	1%	1%
Prefer not to say	2	2	-	2	-	1	2	-	-	1	-	-	-	1	-	-	1	-	-	3
*		*	-	*	-	1%	*	-	-	*	-	-	-	*	-	-	*	-	-	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
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8 Dec 2025  
 Table 5

Q1E1. 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+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	235	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007

Start of pregnancy to 5 years (early childhood)	353	138	186	267	86	233	118	77	75	65	66	47	354
	29%	25%	34%	30%	28%	29%	31%	27%	30%	31%	28%	31%	29%
5-11 years (primary school)	310	166	127	241	68	227	82	75	55	56	71	36	311
	26%	30%	23%	27%	22%	28%	22%	26%	22%	27%	30%	24%	26%
11-16 years (secondary school)	170	93	68	121	47	113	56	51	41	29	29	14	172
	14%	17%	13%	14%	15%	14%	15%	16%	16%	14%	13%	10%	14%
16-18 years (further education)	38	24	13	29	9	23	15	7	8	9	8	5	39
	3%	4%	2%	3%	3%	3%	4%	2%	3%	4%	3%	3%	3%
18-24 years (young adulthood)	35	25	8	31	3	26	8	12	6	3	7	3	34
	3%	4%	1%	4%	1%	3%	2%	4%	2%	2%	3%	2%	3%
All equally important	282	112	131	191	86	179	97	58	64	45	50	45	278
	23%	20%	24%	22%	28%	22%	25%	23%	26%	22%	21%	30%	23%
Don't know	12	2	7	5	7	5	5	3	2	1	3	-	11
	1%	*	1%	1%	2%	1%	1%	1%	1%	*	1%	-	1%
Prefer not to say	2	-	2	-	1	-	1	-	1	-	-	-	3
	*	-	*	-	*	-	*	-	*	-	-	-	*

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

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

8 Dec 2025  
 Table 6

Q1E2. 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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	530	675	1202
Weighted total	1202	590	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very important	962	477	486	468	414	81	773	182	48	72	40	21	221	432	522	966
	80%	80%	81%	80%	80%	88%	81%	76%	81%	68%	84%	89%	84%	80%	79%	80%
Fairly important	209	111	97	103	96	10	155	51	10	31	7	3	39	94	125	204
	17%	19%	16%	17%	19%	11%	16%	21%	17%	29%	15%	11%	15%	17%	19%	17%
Not very important	24	10	14	18	5	1	18	4	1	3	*	-	2	12	14	25
	2%	2%	2%	3%	1%	1%	2%	2%	1%	3%	1%	-	1%	2%	2%	2%
Not at all important	2	-	2	-	-	-	2	-	-	-	-	-	-	-	2	2
	*	-	*	-	-	-	*	-	-	-	-	-	-	-	*	*
Don't know	5	1	4	3	1	-	3	1	-	1	-	-	2	3	1	5
	*	*	*	*	*	-	*	*	-	*	-	-	*	*	*	*
Top 2: Important	1171	588	583	571	510	90	928	233	59	103	47	24	260	526	647	1170
	97%	98%	97%	96%	99%	99%	97%	98%	99%	96%	99%	100%	99%	97%	97%	97%
Bot 2: Not important	26	10	16	20	5	1	20	4	1	3	*	-	2	12	16	27
	2%	2%	3%	3%	1%	1%	2%	2%	1%	3%	1%	-	1%	2%	2%	2%
NET: Difference	1145	577	567	551	505	89	908	228	58	100	47	24	258	514	631	1143
	95%	96%	94%	93%	98%	98%	95%	96%	97%	93%	98%	100%	98%	95%	95%	95%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 7

Q1E2. 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Very important	962	666	296	663	299	234	354	239	136	776	126	140	273	344	966
	80%	80%	80%	82%	76%	85%	79%	78%	79%	79%	86%	86%	80%	79%	80%
Fairly important	209	145	64	136	73	36	81	62	30	177	20	21	60	80	204
	17%	17%	17%	17%	19%	13%	18%	20%	17%	18%	13%	13%	18%	18%	17%
Not very important	24	16	7	8	16	6	8	5	5	21	-	2	8	11	25
	2%	2%	2%	1%	4%	2%	2%	1%	3%	2%	-	1%	2%	2%	2%
Not at all important	2	1	1	-	2	-	1	1	-	2	-	-	-	2	2
	*	*	*	-	1%	-	*	*	-	*	-	-	-	*	*
Don't know	5	2	3	3	2	1	2	1	1	3	1	1	2	1	5

	*	*	1%	*	*	*	*	-	1%	*	1%	1%	1%	*	*
Top 2: Important	1171 97%	811 98%	360 97%	800 95%	372 95%	269 97%	435 98%	301 98%	166 96%	953 97%	146 99%	161 99%	333 97%	424 97%	1170 97%
Bot 2: Not important	26 2%	17 2%	8 2%	8 1%	18 5%	6 2%	9 2%	6 2%	5 3%	23 2%	- -	2 1%	8 2%	13 2%	27 2%
NET: Difference	1145 95%	794 96%	352 95%	792 98%	353 90%	263 95%	426 95%	295 96%	160 93%	990 95%	146 99%	160 98%	324 95%	411 94%	1143 95%

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

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

8 Dec 2025  
Table 8

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

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £95,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	993	208	974	300	756	313	1202
Effective base	1007	103	292	277	299	972	25	835	173	742	256	637	262	1007
Very important	962 80%	77 65%	265 75%	281 83%	306 87%	962 82%	-	821 83%	136 65%	735 84%	219 68%	637 84%	236 75%	966 80%
Fairly important	209 17%	22 18%	82 23%	54 16%	35 10%	209 18%	-	146 15%	59 29%	125 14%	83 26%	105 14%	65 21%	204 17%
Not very important	24 2%	7 6%	5 1%	4 1%	8 2%	-	24 92%	15 1%	9 4%	8 1%	15 5%	11 1%	11 4%	25 2%
Not at all important	2 *	1 1%	-	-	-	-	2 8%	1 *	1 *	1 *	1 *	1 *	1 *	2 *
Don't know	5 *	1 1%	3 1%	1 *	-	-	-	1 *	3 1%	1 *	3 1%	2 *	-	5 *
Top 2: Important	1171 97%	109 93%	346 98%	335 99%	341 97%	1171 100%	-	966 98%	195 94%	860 99%	302 94%	742 98%	301 96%	1170 97%
Bot 2: Not important	26 2%	8 7%	5 1%	4 1%	9 3%	-	26 100%	16 2%	10 5%	9 1%	16 5%	12 2%	12 4%	27 2%
NET: Difference	1145 95%	102 86%	341 96%	331 98%	331 95%	1171 100%	-26 -100%	951 97%	185 89%	851 98%	286 89%	730 97%	288 92%	1143 95%

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

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Table 9

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

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	248	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	731	1007
Very important	962 80%	841 79%	121 86%	881 86%	22 69%	57 81%	464 75%	498 86%	457 81%	435 81%	790 81%	105 71%	123 80%	816 81%	109 78%	72 78%	827 81%	200 76%	745 83%	966 80%
Fairly important	209 17%	192 18%	17 12%	190 17%	9 28%	10 13%	131 21%	78 13%	95 17%	87 16%	160 17%	37 25%	23 17%	172 17%	26 19%	16 17%	169 17%	59 22%	142 16%	204 17%
Not very important	24 2%	23 2%	1 *	20 2%	1 3%	3 4%	22 4%	1 *	12 2%	10 2%	18 2%	3 2%	3 2%	14 2%	3 2%	3 3%	16 2%	4 2%	11 1%	25 2%
Not at all important	2 *	2 *	-	2 *	-	-	1 *	1 *	-	2 *	2 *	-	2 *	-	2 *	1 *	-	1 *	1 *	2 *
Don't know	5 *	2 *	2 2%	3 *	-	2 2%	3 1%	1 *	1 *	2 *	2 *	1 1%	2 1%	2 *	-	-	3 *	-	3 *	5 *
Top 2: Important	1171 97%	1033 97%	139 98%	1070 98%	30 97%	67 94%	596 96%	576 99%	552 98%	522 97%	951 98%	143 97%	147 96%	988 98%	136 97%	88 96%	996 98%	258 98%	887 98%	1170 97%
Bot 2: Not important	26 2%	25 2%	1 *	22 2%	1 3%	3 4%	23 4%	2 *	12 2%	12 2%	20 2%	3 2%	5 3%	14 1%	5 3%	4 4%	16 2%	5 2%	12 1%	27 2%

NET: Difference	1145	1007	138	1048	29	64	572	573	539	510	931	139	142	974	131	84	980	253	875	1143
	95%	95%	98%	96%	93%	90%	92%	99%	95%	95%	96%	95%	93%	97%	93%	92%	96%	96%	97%	95%

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

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 Table 10

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

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very important	962	474	415	722	232	652	301	218	200	169	185	130	966
	80%	85%	77%	82%	75%	81%	79%	77%	80%	82%	79%	86%	80%
Fairly important	209	76	108	140	67	130	75	55	43	33	45	21	204
	17%	14%	20%	16%	22%	16%	20%	20%	17%	16%	19%	14%	17%
Not very important	24	8	15	18	6	20	4	8	6	4	3	-	25
	2%	2%	3%	2%	2%	2%	1%	3%	3%	2%	1%	-	2%
Not at all important	2	1	1	1	1	2	-	2	-	-	-	-	2
	+	+	+	+	+	+	-	1%	-	-	-	-	+
Don't know	5	1	2	3	1	2	3	-	2	1	1	-	5
	+	+	+	+	+	+	1%	-	1%	+	+	-	+
Top 2: Important	1171	550	523	862	299	782	376	274	242	202	230	151	1170
	97%	98%	97%	97%	97%	97%	98%	97%	97%	98%	98%	100%	97%
Bot 2: Not important	26	9	16	19	7	22	4	10	6	4	3	-	27
	2%	2%	3%	2%	2%	3%	1%	3%	3%	2%	1%	-	2%
NET: Difference	1145	541	507	843	292	760	372	264	236	198	227	151	1143
	95%	97%	94%	95%	95%	94%	97%	93%	94%	96%	97%	100%	95%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* 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	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007
I know a great deal	468	478	532	372	299
	39%	40%	44%	31%	25%
I know a fair amount	515	513	483	494	502
	43%	43%	40%	41%	42%
I know just a little	198	184	161	284	280
	16%	15%	13%	24%	23%
don't know anything at all	10	14	12	30	87
	1%	1%	1%	3%	7%
Not sure / don't know	11	13	14	22	34
	1%	1%	1%	2%	3%
Top 2: Great deal / fair amount	983	992	1015	866	800
	82%	83%	84%	72%	67%
Bottom 2: Just a little / nothing	208	198	174	314	367
	17%	16%	14%	26%	31%
Top 3: Know something	1181	1176	1176	1150	1080
	98%	98%	98%	96%	90%

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 Table 12

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

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	501	507	507	360	70	121	113	32	72	102	20	217	451	565	1007
I know a great deal	468	257	210	249	182	37	343	116	35	47	25	9	96	214	274	476
	39%	43%	35%	42%	35%	40%	36%	49%	59%	43%	53%	39%	36%	40%	41%	40%
I know a fair amount	515	231	285	237	246	33	422	91	18	46	18	11	109	230	278	517
	43%	39%	47%	40%	48%	36%	44%	38%	27%	42%	37%	48%	41%	43%	42%	43%
I know just a little	198	102	96	96	83	19	167	31	8	15	5	3	54	82	103	186
	16%	17%	16%	16%	16%	21%	18%	13%	14%	14%	10%	11%	21%	15%	16%	15%
I don't know anything at all	10	5	5	8	-	3	10	1	-	-	*	1	3	6	3	13
	1%	1%	1%	1%	-	3%	1%	*	-	-	1%	2%	1%	1%	*	1%
Not sure / don't know	11	4	7	5	6	-	11	-	-	-	-	-	2	7	6	10
	1%	1%	1%	1%	1%	-	1%	-	-	-	-	-	1%	1%	1%	1%
Top 2: Great deal / fair amount	983	487	496	486	427	70	765	207	51	92	43	21	204	445	553	993
	82%	81%	82%	82%	83%	76%	80%	87%	86%	90%	82%	87%	78%	82%	83%	83%
Bottom 2: Just a little / nothing	208	107	101	103	83	21	177	31	8	15	5	3	57	88	106	199
	17%	18%	17%	17%	16%	24%	19%	13%	14%	14%	10%	13%	22%	16%	16%	17%
Top 3: Know something	1181	589	591	582	510	88	932	237	60	107	47	23	258	526	656	1179
	98%	98%	98%	98%	99%	97%	98%	100%	100%	100%	99%	98%	98%	97%	99%	98%

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

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 Table 13

Q1EY3 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	855	353	242	465	233	263	619	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	617	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	517	129	136	280	371	1007
I know a great deal	468	341	126	364	104	95	203	116	54	383	54	58	130	165	476
	39%	41%	34%	45%	27%	34%	45%	38%	31%	39%	36%	36%	38%	38%	40%
I know a fair amount	515	336	179	318	197	136	167	127	85	426	60	69	148	199	517
	43%	41%	48%	39%	50%	49%	37%	41%	50%	43%	41%	42%	43%	45%	43%
I know just a little	198	139	58	120	78	40	72	60	26	158	28	34	55	70	186
	16%	17%	16%	15%	20%	15%	16%	20%	15%	16%	19%	21%	16%	16%	15%
I don't know anything at all	10	9	2	4	7	3	2	1	5	6	4	2	5	2	13
	1%	1%	1%	*	2%	1%	*	*	3%	1%	3%	1%	1%	*	1%
Not sure / don't know	11	5	6	5	6	2	3	2	3	7	1	-	5	2	10
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	-	2%	*	1%
Top 2: Great deal / fair amount	983	678	305	682	301	231	370	243	139	809	114	128	278	364	993
	82%	82%	82%	84%	77%	84%	83%	79%	81%	83%	78%	78%	81%	83%	83%
Bottom 2: Just a little / nothing	208	148	60	123	85	43	74	61	30	163	32	36	60	72	199
	17%	18%	16%	15%	22%	16%	16%	20%	18%	17%	22%	22%	17%	16%	17%
Top 3: Know something	1181	617	364	802	379	271	442	303	165	966	142	163	333	434	1179
	98%	98%	98%	99%	97%	98%	99%	99%	96%	99%	97%	99%	97%	99%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 14

Q1EY3 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	225	440	255	282	1170	27	983	199	697	255	739	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	671	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
I know a great deal	468	36	102	132	186	467	1	468	-	418	50	321	118	476
	39%	30%	29%	39%	53%	40%	4%	48%	-	48%	16%	43%	38%	40%

	ck	c	abcd		ai	ak								
I know a fair amount	515 43%	64 54%	171 48%	145 43%	117 34%	499 43%	15 5%	515 42%	- 44%	379 40%	129	314 42%	138 44%	517 43%
I know just a little	198 16%	13 11%	78 22%	56 17%	42 12%	185 16%	10 39%	- -	198 95%	66 8%	131 41%	112 15%	53 17%	186 15%
I don't know anything at all	10 1%	2 2%	1 *	4 1%	4 1%	10 1%	* 1%	- -	10 5%	3 *	7 2%	5 1%	2 1%	13 1%
Not sure / don't know	11 1%	3 3%	4 1%	2 *	1 *	10 1%	- -	- -	- -	4 *	4 1%	3 *	1 *	10 1%
Top 2: Great deal / fair amount	983 82%	99 84%	273 77%	277 82%	303 87%	966 82%	16 60%	983 100%	- -	798 92%	178 56%	636 84%	256 82%	993 83%
Bottom 2: Just a little / nothing	208 17%	15 13%	79 22%	60 18%	45 13%	195 17%	10 40%	- -	208 100%	69 8%	138 43%	117 15%	56 18%	199 17%
Top 3: Know something	1181 98%	113 96%	350 99%	333 98%	345 99%	1152 98%	26 9%	983 100%	198 95%	864 97%	309	747 99%	310 99%	1179 98%

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

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 Table 15

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	586	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
I know a great deal	468 39%	430 41%	38 27%	414 40%	11 34%	20 28%	209 33%	259 45%	272 48%	162 30%	306 41%	48 33%	54 36%	408 41%	56 40%	43 47%	402 40%	76 29%	380 42%	476 40%
I know a fair amount	515 43%	444 42%	71 50%	466 42%	15 49%	35 49%	267 43%	248 43%	216 38%	263 49%	416 43%	62 42%	80 52%	416 41%	61 43%	35 38%	439 43%	139 53%	365 41%	517 43%
I know just a little	198 16%	168 16%	30 21%	177 16%	3 9%	16 23%	132 21%	65 11%	69 12%	104 19%	144 15%	36 24%	17 11%	163 16%	21 15%	12 13%	157 15%	44 17%	143 16%	186 15%
I don't know anything at all	10 1%	8 1%	2 2%	10 1%	* 1%	- -	8 1%	3 *	6 *	6 1%	9 1%	3 *	9 1%	2 1%	2 1%	* *	9 1%	2 1%	8 1%	13 1%
Not sure / don't know	11 1%	10 1%	1 1%	8 1%	2 7%	1 1%	7 1%	4 1%	6 1%	2 *	1 1%	1 1%	- 1%	9 1%	1 1%	1 1%	9 1%	2 1%	6 1%	10 1%
Top 2: Great deal / fair amount	983 82%	875 82%	109 77%	900 82%	26 83%	55 77%	475 76%	508 86%	487 86%	424 79%	812 84%	110 75%	134 88%	823 82%	117 83%	78 85%	841 83%	215 82%	746 83%	993 83%
Bottom 2: Just a little / nothing	208 17%	176 17%	32 23%	188 17%	3 10%	16 23%	140 22%	68 12%	110 13%	153 20%	36 25%	19 12%	171 17%	22 16%	12 14%	166 16%	47 18%	150 17%	199 17%	
Top 3: Know something	1181 98%	1042 98%	139 98%	1077 98%	29 92%	70 99%	608 98%	573 99%	528 98%	957 98%	146 99%	151 99%	986 98%	138 98%	90 98%	998 98%	259 98%	889 99%	1179 98%	

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

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 Table 16

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+

	Knowledge of how employers offer support			Time spent with 0-5 year olds		Time spent with children othan than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	292	88	822	383	250	213	233	152	202	
Weighted total	1202	561	544	285	107	806	383	251	207	235	151	202	
Effective base	1007	480	439	244	254	682	312	236	209	177	193	131	
I know a great deal	468 39%	306 55%	138 25%	371 42%	94 31%	341 42%	123 32%	110 39%	104 41%	80 39%	106 45%	37 25%	476 40%
I know a fair amount	515 43%	204 36%	262 48%	376 42%	136 44%	339 42%	170 44%	127 45%	103 41%	88 43%	82 35%	86 57%	517 43%
I know just a little	198 16%	41 7%	132 24%	127 14%	70 23%	116 14%	80 21%	42 15%	39 16%	37 18%	43 18%	24 16%	186 15%



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

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

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 Table 19

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

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	119	355	339	350	1171	25**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	835	173	742	256	637	262	1007
I know a great deal	478 40%	42 36%	110 31%	121 36%	193 55%	474 40%	5 18%	464 47%	12 6%	428 49%	47 15%	325 43%	123 39%	492 41%
know a fair amount	513 43%	51 44%	156 44%	168 50%	117 34%	500 43%	12 46%	444 45%	67 32%	361 41%	146 46%	317 42%	137 44%	511 43%
I know just a little	184 15%	15 13%	77 22%	49 14%	37 11%	175 15%	6 23%	67 7%	116 56%	74 8%	110 34%	104 14%	49 16%	174 14%
don't know anything at all	14 1%	4 3%	7 2%	- -	3 1%	11 1%	3 12%	5 *	8 4%	4 *	10 3%	9 1%	4 1%	13 1%
Not sure / don't know	13 1%	5 4%	5 1%	1 *	- -	12 1%	- -	4 *	5 2%	4 *	6 2%	2 *	1 *	12 1%
Top 2: Great deal / fair amount	992 83%	94 79%	266 75%	290 85%	311 89%	974 83%	17 65%	908 92%	79 38%	789 91%	194 61%	642 85%	259 83%	1003 83%
Bottom 2: Just a little / nothing	198 16%	19 16%	84 24%	49 14%	40 11%	186 16%	9 35%	72 7%	124 60%	78 9%	120 38%	112 15%	53 17%	187 16%
Top 3: Know something	1176 98%	109 92%	343 97%	330 100%	347 99%	1149 98%	23 88%	975 99%	195 94%	863 90%	304 95%	745 99%	308 98%	1177 98%

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

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

8 Dec 2025  
 Table 20

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

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	516	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
I know a great deal	478 40%	436 41%	42 30%	442 40%	11 34%	25 35%	220 43%	258 45%	274 48%	172 32%	399 41%	52 36%	70 45%	398 40%	66 47%	45 50%	400 39%	80 30%	387 43%	492 41%
know a fair amount	513 43%	445 42%	68 48%	462 42%	13 48%	36 51%	268 43%	245 42%	228 40%	240 45%	414 43%	56 38%	58 38%	432 43%	49 35%	34 37%	446 44%	121 46%	379 42%	511 43%
I know just a little	184 15%	158 15%	26 18%	171 16%	6 20%	6 9%	115 18%	69 12%	57 10%	113 21%	145 15%	33 22%	24 15%	152 15%	21 15%	9 21%	152 15%	52 20%	126 14%	174 14%
don't know anything at all	14 1%	13 1%	1 1%	11 1%	- -	2 3%	13 2%	1 *	3 1%	7 1%	8 1%	3 2%	1 1%	11 1%	2 1%	1 1%	10 1%	8 3%	4 *	13 1%
Not sure / don't know	13 1%	8 1%	5 3%	9 1%	1 4%	2 2%	6 1%	6 1%	3 1%	5 1%	7 1%	3 2%	1 *	11 1%	2 2%	2 2%	7 1%	3 1%	6 1%	12 1%
Top 2: Great deal / fair amount	992 83%	882 83%	110 78%	904 82%	24 76%	61 85%	489 79%	503 89%	502 77%	412 77%	813 84%	108 73%	127 83%	830 83%	115 82%	80 87%	847 83%	201 76%	766 85%	1003 83%
Bottom 2: Just a little / nothing	198 16%	171 16%	27 19%	183 17%	6 20%	9 12%	128 20%	70 12%	60 11%	120 22%	153 16%	36 24%	25 16%	163 16%	23 16%	16 11%	161 16%	60 23%	129 14%	187 16%
Top 3: Know something	1176 98%	1040 98%	136 96%	1075 96%	30 94%	67 94%	604 97%	572 99%	559 98%	525 98%	958 98%	141 96%	152 99%	982 98%	136 97%	88 96%	998 98%	252 96%	892 99%	1177 98%

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

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

Base : All UK adults aged 16+

	TOTAL (a)	Knowledge of how employers offer support		Time spent with D-S		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived	2	3	4	5 - Least deprived	
								(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	430	744	254	682	312	236	209	177	193	131	1007
I know a great deal	478	310	143	381	96	355	120	119	116	79	91	44	492
40% cegj		55%	26%	43%	31%	44%	31%	42%	46%	38%	39%	29%	41%
I know a fair amount	513	209	260	379	128	334	171	124	104	83	100	64	511
43% b		37%	48%	43%	42%	41%	45%	44%	41%	40%	43%	42%	43%
I know just a little	184	36	128	113	71	107	76	33	29	38	39	38	174
15% b		6%	24%	13%	23%	13%	20%	12%	12%	19%	17%	25%	14%
I don't know anything at all	14	4	6	8	5	5	9	6	-	3	5	1	13
1% b		1%	1%	1%	2%	1%	2%	2%	-	1%	2%	1%	1%
Not sure / don't know	13	2	4	5	8	5	8	2	2	3	-	4	12
1% b		*	1%	1%	2%	1%	2%	1%	1%	2%	-	3%	1%
Top 2: Great deal / fair amount	992	520	403	760	224	689	290	243	219	162	191	108	1003
83% cegj		93%	74%	86%	73%	85%	76%	86%	87%	78%	82%	72%	83%
Bottom 2: Just a little / nothing	198	39	135	121	76	112	85	39	29	41	43	38	187
16% b		7%	25%	14%	25%	14%	22%	14%	12%	20%	18%	25%	16%
Top 3: Know something	1176	555	531	873	295	796	366	276	249	200	230	146	1177
98% b		99%	98%	99%	96%	99%	96%	97%	99%	97%	98%	97%	98%

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

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

Base : All UK adults aged 16+

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1	2-3		4-5
													(m)	(n)		(o)
Unweighted total	1202	574	527	702	417	33	833	312	34	76	180	22	255	550	675	2102
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
I know a great deal	532	279	253	297	204	32	416	111	28	45	27	11	104	236	328	548
44% b		47%	42%	50%	39%	35%	44%	47%	47%	42%	56%	48%	39%	44%	49%	46%
I know a fair amount	483	233	249	213	226	44	376	107	26	49	20	12	112	222	241	486
40% b		39%	41%	36%	44%	48%	39%	45%	44%	46%	41%	50%	43%	41%	36%	40%
I know just a little	161	72	89	71	78	12	137	18	3	13	1	1	39	72	81	144
13% hk		12%	15%	12%	15%	14%	14%	8%	6%	12%	3%	2%	15%	13%	12%	12%
I don't know anything at all	12	6	6	7	3	2	12	-	-	-	-	-	4	3	6	12
1% b		1%	1%	1%	1%	2%	1%	-	-	-	-	-	2%	1%	1%	1%
Not sure / don't know	14	8	6	7	6	1	12	2	2	-	-	-	4	7	8	12
1% b		1%	1%	1%	1%	2%	1%	1%	3%	-	-	-	1%	1%	1%	1%
Top 2: Great deal / fair amount	1015	512	502	510	430	75	791	218	54	94	46	23	216	459	569	1034
84% b		85%	83%	86%	83%	83%	83%	92%	91%	88%	97%	98%	82%	85%	86%	86%
Bottom 2: Just a little / nothing	174	79	95	78	81	14	149	18	3	13	1	1	43	75	87	156
14% hk		13%	16%	13%	16%	16%	16%	8%	6%	12%	3%	2%	16%	14%	13%	13%
Top 3: Know something	1176	584	591	580	508	88	928	236	58	107	48	24	255	531	650	1178
98% b		98%	98%	98%	98%	96%	97%	99%	97%	100%	100%	100%	97%	98%	98%	98%

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

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

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	437	307	172	979	147	164	343	438	1202
Effect size	1007	694	314	685	322	212	392	219	220	812	129	136	293	371	1202
I know a great deal	532 44%	389 47%	143 38%	410 51%	122 31%	118 43%	212 47%	134 44%	68 40%	434 44%	67 45%	61 38%	134 39%	203 46%	548 46%
I know a fair amount	483 40%	321 39%	162 44%	298 37%	184 47%	122 44%	166 37%	115 38%	80 46%	392 40%	61 42%	71 43%	154 45%	167 38%	486 40%
I know just a little	161 13%	104 13%	57 15%	90 11%	71 18%	31 11%	61 14%	49 16%	20 12%	135 14%	17 11%	26 16%	50 14%	57 13%	144 12%
I don't know anything at all	12 1%	10 1%	2 1%	6 1%	7 2%	2 1%	4 1%	4 1%	3 2%	10 1%	2 2%	4 2%	2 1%	6 1%	12 1%
Not sure / don't know	14 1%	7 1%	7 2%	5 1%	8 2%	4 1%	4 1%	5 2%	1 1%	9 1%	-	1 1%	3 1%	4 1%	12 1%
Top 2: Great deal / fair amount	1015 84%	710 85%	305 82%	306 87%	378 78%	240 87%	378 85%	249 81%	148 86%	825 84%	128 87%	133 81%	288 84%	371 85%	1034 86%
Bottom 2: Just a little / nothing	174 14%	114 14%	59 16%	96 12%	77 20%	33 12%	65 15%	52 17%	23 13%	145 15%	19 13%	30 18%	52 15%	63 14%	156 13%
Top 3: Know something	1176 98%	814 98%	362 97%	800 96%	377 96%	271 98%	439 98%	298 98%	168 98%	960 98%	145 98%	159 97%	338 98%	428 98%	1178 98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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IPSO UK - CONFIDENTIAL - V9 (weighted)

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Table 24

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

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	993	208	871	320	756	313	1202
Effect size	1007	108	293	277	290	978	25	895	173	762	265	637	292	1007
I know a great deal	532 44%	45 39%	119 34%	134 40%	217 62%	526 45%	6 25%	503 51%	27 13%	478 55%	54 17%	368 49%	127 41%	548 46%
I know a fair amount	483 40%	48 40%	166 47%	158 47%	96 27%	475 41%	7 26%	411 42%	70 34%	341 39%	136 42%	292 39%	139 44%	486 40%
I know just a little	161 13%	20 17%	58 16%	44 13%	34 10%	149 13%	11 41%	66 7%	95 46%	49 6%	111 35%	86 11%	43 14%	144 12%
I don't know anything at all	12 1%	1 1%	6 2%	2 1%	3 1%	9 1%	2 8%	1 *	10 5%	-	12 4%	6 1%	3 1%	12 1%
Not sure / don't know	14 1%	4 4%	5 1%	1 *	-	12 1%	-	2 *	5 3%	3 *	7 2%	5 1%	1 *	12 1%
Top 2: Great deal / fair amount	1015 84%	93 79%	286 80%	292 86%	313 89%	1000 85%	13 51%	914 93%	98 47%	819 94%	190 59%	660 87%	266 85%	1034 86%
Bottom 2: Just a little / nothing	174 14%	20 17%	64 18%	46 13%	37 11%	159 14%	13 49%	67 7%	105 49%	49 6%	123 38%	92 12%	46 15%	156 13%
Top 3: Know something	1176 98%	113 95%	344 97%	336 99%	347 99%	1150 98%	24 92%	980 100%	193 93%	867 100%	301 94%	746 99%	309 99%	1178 98%

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

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

8 Dec 2025  
Table 25

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

Base : All UK adults aged 16+

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
I know a great deal	532	489	44	499	10	22	237	295	308	188	451	53	62	463	57	37	464	77	444	548
	44%	46%	31%	46%	30%	31%	38%	51%	54%	35%	46%	36%	42%	46%	41%	40%	46%	29%	49%	46%
		c	f	f	d	g	at	ai	aj	l	l	l	l	l	l	l	l	l	ar	as
I know a fair amount	483	411	72	426	19	37	264	219	194	245	387	56	65	404	58	39	408	141	331	486
	40%	39%	51%	39%	60%	52%	42%	38%	34%	46%	40%	38%	42%	40%	41%	43%	40%	53%	37%	40%
		ab	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d
I know just a little	161	140	22	149	2	9	100	61	57	89	117	34	23	119	21	13	125	39	115	144
	13%	13%	15%	14%	5%	13%	16%	11%	10%	17%	12%	23%	15%	12%	15%	14%	12%	15%	13%	12%
		h	i	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h	h
don't know anything at all	12	9	3	11	-	1	12	1	4	7	11	-	1	8	1	-	8	5	5	12
	1%	1%	2%	1%	-	1%	2%	1%	1%	2%	1%	-	1%	1%	1%	-	1%	2%	1%	1%
							h	h	h	h	h	h	h	h	h	h	h	h	h	h
Not sure / don't know	14	12	1	11	1	2	10	4	3	7	6	4	2	10	3	3	11	2	7	12
	1%	1%	1%	1%	4%	3%	2%	1%	*	1%	1%	3%	1%	1%	2%	3%	1%	1%	1%	1%
Top 2: Great deal / fair amount	1015	899	115	925	28	59	501	513	501	433	839	109	127	867	116	76	872	218	775	1034
	84%	85%	82%	84%	91%	83%	81%	89%	89%	81%	86%	74%	83%	86%	82%	83%	86%	83%	86%	86%
							ag	aj	aj	l	l	l	l	l	l	l	l	l	l	l
Bottom 2: Just a little / nothing	174	149	25	160	2	10	112	62	61	96	128	34	24	127	22	13	132	44	120	156
	14%	14%	17%	15%	5%	14%	18%	11%	11%	18%	13%	23%	16%	13%	16%	14%	13%	44	120	156
							h	h	h	h	h	h	h	h	h	h	h	h	h	h
Top 3: Know something	1176	1039	137	1074	30	68	601	575	559	523	956	143	150	986	137	89	997	257	891	1178
	98%	98%	97%	98%	96%	96%	97%	99%	99%	97%	98%	97%	98%	98%	97%	97%	98%	97%	99%	98%
							g	g	g	g	g	g	g	g	g	g	g	g	g	g

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 26

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

Base: All UK adults aged 16+

	TOTAL (a)	Knowledge of how employers offer support			Time spent with 0-5			Time spent with children other than your own			IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE								
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)				
Unweighted total	1202	592	610	899	292	873	363	286	213	233	152	1202				
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202			
Effective base	1007	490	517	741	254	692	317	230	209	177	191	1007				
I know a great deal	532	339	193	418	112	386	240	133	118	82	107	548				
	44%	60%	31%	47%	36%	48%	37%	47%	47%	40%	45%	46%				
		ac	e	e	e	g	g	h	i	j	k	l				
I know a fair amount	483	179	304	351	127	316	162	108	102	90	93	486				
	40%	32%	47%	40%	41%	39%	42%	38%	41%	44%	40%	40%				
		ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab				
I know just a little	161	38	123	100	62	89	73	38	28	29	30	144				
	13%	7%	20%	11%	20%	11%	19%	14%	11%	14%	13%	12%				
		b	b	b	b	b	b	b	b	b	b	b				
don't know anything at all	12	2	10	8	3	8	5	2	3	2	4	12				
	1%	+	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%				
Not sure / don't know	14	2	12	9	3	8	3	2	1	3	2	12				
	1%	*	1%	1%	1%	1%	1%	1%	*	2%	1%	1%				
Top 2: Great deal / fair amount	1015	518	497	769	239	702	302	241	219	172	199	1034				
	84%	92%	78%	87%	78%	87%	79%	85%	87%	83%	85%	86%				
		ac	e	e	e	g	g	h	i	j	k	l				
Bottom 2: Just a little / nothing	174	41	133	108	65	96	77	40	31	31	34	156				
	14%	7%	21%	12%	21%	12%	20%	14%	12%	15%	14%	13%				
		b	b	b	b	b	b	b	b	b	b	b				
Top 3: Know something	1176	556	620	868	300	790	378	279	247	201	229	1178				
	98%	99%	97%	98%	98%	98%	98%	99%	98%	97%	98%	98%				
		c	c	c	c	c	c	c	c	c	c	c				

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

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Table 27

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

Base: All UK adults aged 16+

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
I know a great deal	372	223	149	219	139	14	295	71	21	26	21	3	71	168	229	394

	31% cf	37% ac	25% 263	37% aef	27% f	15% 41	31% 374	30% 119	35% 27	24% 63	44% agh	14% 11	27% 100	31% 222	34% 269	33% 482
know a fair amount	494 41%	230 38%	263 44%	235 39%	219 42%	41 45%	374 39%	119 24%	27 45%	63 40%	19 40%	11 45%	100 38%	222 41%	269 41%	482 40%
know just a little	284 24% dhk	126 21% 26%	158 26%	111 19%	142 27%	30 33%	244 26%	36 15%	9 15%	15 14%	7 26%	6 26%	75 28%	127 23%	145 22%	273 23%
don't know anything at all	30 3%	10 2%	20 3%	16 3%	6 2%	7 7%	20 2%	9 4%	2 3%	4 4%	* 1%	3 12%	11 4%	12 2%	9 1%	29 2%
Not sure / don't know	22 2%	10 2%	12 2%	14 2%	9 2%	- -	19 2%	3 1%	2 3%	- -	1 1%	1 2%	5 2%	11 2%	12 2%	24 2%
Top 2: Great deal / fair amount	866 72% fm	453 76% c	432 68%	453 76%	358 69%	55 60%	669 70%	190 80%	47 79%	88 83%	40 84%	14 59%	171 65%	390 72%	408 75%	876 73%
Bottom 2: Just a little / nothing	314 26% dhk	135 23% 23%	178 30% b	127 21%	150 29%	37 40%	264 28%	45 19%	10 18%	19 17%	7 14%	9 39%	86 33%	138 26%	155 23%	302 25%
Top 3: Know something	1150 96%	579 97%	570 95%	565 95%	500 97%	85 93%	913 96%	226 95%	56 94%	103 96%	47 98%	20 85%	246 94%	517 96%	644 97%	1149 96%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* 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 28

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

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working full-time (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	685	322	212	392	219	220	800	129	136	280	371	1007
I know a great deal	372 31% ce	291 35% c	80 22% c	285 35% e	85 22% e	51 29%	162 36%	81 27%	47 27%	300 31%	44 30%	45 28%	93 27%	139 32%	394 33%
I know a fair amount	494 41% dhk	328 39% 29%	166 43% 26%	337 42% 26%	157 40% 26%	124 45%	179 40%	129 42%	62 36%	413 42%	55 38%	61 37%	149 43%	189 43%	482 40%
I know just a little	284 24% ehj	183 22% 22%	101 27% 27%	168 21% 21%	116 30% ad	63 23%	94 21%	75 25%	51 29%	226 23%	39 26%	39 23%	45 28%	85 21%	273 23%
don't know anything at all	30 3%	16 2%	14 4%	7 1%	23 6% ad	5 2%	6 1%	12 4%	7 4%	21 2%	8 5%	9 6%	11 3%	8 2%	29 2%
Not sure / don't know	22 2%	12 1%	10 3%	12 3%	10 3%	3 1%	5 1%	8 3%	6 3%	20 2%	1 1%	2 1%	6 2%	9 2%	24 2%
Top 2: Great deal / fair amount	866 72% ei	619 75% c	247 66% c	623 77% ae	243 62% ae	206 74%	341 76%	210 69%	109 63%	713 73%	99 67%	107 65%	241 70%	328 75%	876 73%
Bottom 2: Just a little / nothing	314 26% d	199 24% d	115 31% b	139 22% b	139 35% b	68 25%	100 22%	88 29%	58 34%	247 25%	47 32%	47 33%	96 28%	101 23%	302 25%
Top 3: Know something	1150 96% e	802 97% c	347 94% c	791 98% ae	358 91% ae	268 97%	435 97%	287 94%	159 93%	938 96%	138 94%	152 93%	326 95%	421 96%	1149 96%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 29

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

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	255	387	1170	27	983	199	897	255	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
I know a great deal	372 31% gh	29 25% 22%	77 22% 26%	87 26% 26%	177 45% abcd	365 31%	7 27%	354 36%	15 7%	331 38%	40 12%	257 34%	100 32%	394 33%
I know a fair amount	494 41% ik	52 44% 42%	148 42% 45%	154 45% 35%	122 35% 35%	485 41%	8 32%	455 46%	40 19%	384 44%	104 33%	319 42%	122 39%	482 40%
I know just a little	284 24% ehj	27 23% 23%	107 30% 24%	82 24% 14%	49 14% 14%	273 23%	10 38%	158 16%	121 58%	137 16%	144 45%	154 20%	84 27%	273 23%
don't know anything at all	30 3%	5 4%	13 4%	10 3%	2 *	28 2%	1 4%	9 1%	21 10%	9 1%	21 7%	15 2%	5 1%	29 2%

	ehj	e	e	e	-	21	-	7	ah	aj	11	2	24	
Not sure / don't know	22	4	10	7	-	-	-	11	11	11	11	2	24	
	2%	4%	3%	2%	-	2%	-	1%	5%	3%	1%	1%	2%	
	eh	e	e	e	-	-	-	ah	aj	aj	aj	aj	aj	
Top 2: Great deal / fair amount	866	81	224	240	299	850	15	809	55	715	144	576	222	876
	72%	69%	63%	71%	85%	73%	58%	82%	26%	82%	45%	76%	71%	73%
	ck				abcd			ai		ak				
Bottom 2: Just a little / nothing	314	12	120	92	51	301	11	167	142	146	165	169	89	302
	26%	28%	34%	27%	15%	26%	42%	17%	68%	17%	52%	22%	28%	25%
	ehj	e	ae	e	-	-	-	ah	aj	aj	aj	aj	aj	aj
Top 3: Know something	1150	109	332	323	349	1122	25	967	175	852	288	730	306	1149
	96%	92%	93%	95%	100%	96%	96%	98%	84%	98%	90%	97%	98%	96%
	ik				abcd			ai		ak				

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

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 Table 30

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

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	125	913	30	71	516	472	501	477	815	170	115	815	122	81	814	222	591	1007
I know a great deal	372	346	26	348	7	15	149	223	235	115	323	32	41	323	44	31	321	54	310	394
	31%	33%	18%	32%	22%	22%	24%	38%	42%	21%	33%	21%	27%	32%	31%	34%	32%	20%	34%	33%
	cgjlr	c					ag	aj		i								r		
I know a fair amount	494	432	62	447	14	32	261	233	222	228	397	63	69	408	50	30	428	119	363	482
	41%	41%	44%	41%	46%	45%	40%	40%	39%	42%	43%	45%	41%	41%	36%	33%	42%	45%	40%	40%
I know just a little	284	246	38	256	8	19	178	106	92	163	215	43	36	229	38	27	227	75	196	273
	24%	23%	27%	23%	25%	26%	29%	18%	16%	30%	22%	29%	23%	23%	27%	29%	22%	28%	22%	23%
	hi						ah	ai		ai								s		
I don't know anything at all	30	19	11	25	1	3	21	9	9	20	21	5	3	26	5	2	23	11	18	29
	3%	2%	8%	2%	4%	5%	3%	2%	2%	4%	2%	4%	2%	3%	3%	2%	2%	4%	2%	2%
							ah			i										
Not sure / don't know	22	17	5	19	1	2	14	9	7	10	16	4	4	18	4	2	17	5	14	24
	2%	2%	4%	2%	4%	2%	2%	2%	1%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%
Top 2: Great deal / fair amount	866	779	87	795	21	47	410	456	457	343	720	95	110	731	94	61	748	172	673	876
	72%	73%	62%	73%	68%	66%	66%	73%	66%	64%	74%	64%	72%	73%	67%	67%	74%	65%	75%	73%
	caj	c					ae	af		i								r		
Bottom 2: Just a little / nothing	314	265	49	281	9	22	199	115	101	184	236	49	39	255	43	28	250	86	214	302
	26%	26%	35%	26%	28%	31%	32%	24%	18%	34%	24%	33%	31%	25%	30%	31%	25%	33%	24%	25%
	hi						ah			k								as		
Top 3: Know something	1150	1024	125	1051	29	66	588	562	549	507	935	138	146	960	132	88	975	248	870	1149
	96%	97%	89%	96%	92%	93%	94%	97%	94%	94%	96%	94%	95%	96%	94%	96%	96%	94%	96%	96%
	c	c								j										

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

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 Table 31

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

Base: All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	552	510	859	222	823	583	256	250	313	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
I know a great deal	372	261	90	301	68	286	82	81	95	67	74	28	394
	31%	47%	17%	34%	22%	36%	21%	28%	38%	32%	32%	18%	33%
	ceol	ac		e		ae		i	hi	i	i		r
I know a fair amount	494	230	231	376	114	339	150	131	101	76	97	63	482
	41%	41%	43%	42%	37%	42%	39%	46%	40%	37%	41%	42%	40%
I know just a little	284	59	194	179	102	152	129	61	46	55	50	53	273
	24%	11%	36%	20%	33%	19%	34%	21%	18%	27%	21%	35%	23%
	bf		ab		ad		af			i		ahkk	
I don't know anything at all	30	7	16	14	15	17	14	6	4	4	11	5	29
	3%	1%	3%	2%	5%	2%	4%	2%	2%	2%	5%	3%	2%
					ad								
Not sure / don't know	22	3	11	14	7	12	8	6	5	5	2	2	24
	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%
			b										
Top 2: Great deal / fair amount	866	491	321	677	183	625	232	211	196	143	171	91	876
	72%	88%	59%	76%	60%	78%	61%	75%	78%	69%	73%	60%	73%
	ceol	ac		ae		ae		i	i				r

Bottom 2: Just a little / nothing	314 26%	66 12%	209 39%	194 22%	117 38%	169 21%	143 37%	66 23%	50 20%	59 28%	61 26%	58 38%	302 25%
Top 3: Know something	1150 96%	550 98%	555 95%	856 97%	285 93%	777 96%	361 94%	272 96%	242 96%	198 96%	221 94%	144 95%	1149 96%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 32

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

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	302	417	883	883	314	34	76	180	253	550	694	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	
I know a great deal	299 25%	165 28%	134 22%	184 31%	101 20%	14 16%	234 25%	63 26%	20 33%	23 21%	18 37%	3 12%	52 20%	142 26%	191 29%	
I know a fair amount	502 42%	259 43%	241 40%	229 39%	236 46%	36 40%	376 39%	120 51%	28 47%	63 59%	20 43%	9 38%	93 35%	225 42%	277 42%	
I know just a little	280 23%	134 22%	146 24%	127 21%	121 23%	32 35%	246 26%	32 13%	5 8%	13 13%	7 15%	6 27%	84 32%	109 20%	142 21%	
I don't know anything at all	87 7%	25 4%	62 10%	36 6%	44 9%	8 8%	67 7%	17 7%	6 9%	6 5%	1 2%	5 21%	24 9%	44 8%	40 6%	
Not sure / don't know	34 3%	15 3%	19 3%	19 3%	14 3%	1 1%	28 3%	6 2%	2 3%	2 2%	2 3%	1 2%	10 4%	19 4%	15 2%	
Top 2: Great deal / fair amount	800 67%	424 71%	375 62%	413 69%	337 65%	50 55%	610 64%	183 77%	47 80%	86 80%	38 80%	12 50%	144 55%	367 68%	468 70%	
Bottom 2: Just a little / nothing	367 31%	159 27%	208 35%	163 27%	165 32%	40 43%	313 33%	49 21%	10 18%	19 17%	8 48%	11 48%	108 41%	153 28%	182 27%	
Top 3: Know something	1080 90%	558 93%	521 86%	540 91%	458 89%	82 90%	857 90%	82 21%	82 52	82 99	82 45	82 77%	228 87%	477 88%	610 92%	

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

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 Table 33

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

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	830	369	853	343	212	455	232	243	379	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	479	147	143	164	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
I know a great deal	299 25%	233 28%	66 18%	237 29%	62 16%	66 24%	123 27%	76 25%	34 20%	247 25%	36 25%	31 19%	74 22%	110 25%	318 26%
I know a fair amount	502 42%	351 42%	150 40%	346 43%	156 40%	117 42%	190 42%	129 42%	66 38%	408 42%	63 43%	62 38%	154 45%	195 45%	491 41%
I know just a little	280 23%	185 22%	95 26%	170 21%	110 28%	59 21%	103 23%	70 23%	48 28%	228 23%	33 23%	53 20%	70 23%	101 23%	274 23%
I don't know anything at all	87 7%	44 5%	44 12%	39 5%	48 12%	30 11%	21 5%	19 6%	17 10%	67 7%	12 8%	12 7%	33 10%	24 5%	81 7%
Not sure / don't know	34 3%	18 2%	16 4%	19 2%	15 4%	4 2%	11 2%	12 4%	7 4%	29 3%	2 1%	6 3%	12 4%	8 2%	38 3%
Top 2: Great deal / fair amount	800 67%	584 70%	216 58%	582 72%	218 56%	183 66%	313 70%	205 67%	100 58%	655 67%	99 67%	93 57%	228 66%	305 70%	809 67%
Bottom 2: Just a little / nothing	367 31%	228 27%	139 37%	209 26%	158 40%	89 32%	124 28%	90 29%	65 38%	295 30%	46 31%	65 40%	103 30%	125 28%	355 30%
Top 3: Know something	1080 90%	769 93%	311 84%	752 93%	328 84%	242 88%	415 93%	275 90%	148 86%	883 90%	133 90%	146 89%	298 87%	407 93%	1083 90%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*\*small base

Q1E3.E. How much, if anything, do you personally feel you know about each of the following? How employers can play a role in supporting children, parents and carers during early childhood?

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	983	208	974	320	756	313	1202
Effective base	1007	108	292	277	298	978	25	835	173	742	256	637	262	1202
I know a great deal	299	24	58	75	138	296	3	289	8	270	29	204	78	318
25% ck	20%	16%	22%	40%	25%	10%	29%	4%	31%	9%	27%	25%	26%	26%
ik	abcd						ai		ak					
I know a fair amount	502	43	145	158	141	489	10	449	49	385	109	329	119	491
42% ik	37%	41%	46%	40%	42%	40%	46%	23%	44%	34%	44%	38%	41%	41%
ik							i		k					
I know just a little	280	28	101	84	55	268	10	179	99	152	127	159	81	274
23% ehj	24%	28%	25%	16%	23%	39%	18%	48%	17%	40%	21%	26%	23%	23%
ehj							e		ah					
I don't know anything at all	87	15	40	16	11	84	3	47	40	45	42	45	30	81
7% eh	13%	10%	5%	3%	7%	11%	5%	19%	5%	13%	6%	10%	7%	7%
eh	ade						ah		ai					
Not sure / don't know	34	8	11	7	5	34	-	18	12	17	13	18	6	38
3% bcik	7%	2%	1%	1%	3%	-	2%	6%	4%	2%	2%	2%	3%	3%
ade							h		m					
Top 2: Great deal / fair amount	800	67	203	232	279	785	13	739	57	655	138	533	197	809
67% bcik	57%	57%	68%	80%	67%	50%	75%	27%	75%	43%	71%	63%	67%	67%
bcik							ai		ak					
Bottom 2: Just a little / nothing	367	43	140	100	66	352	13	227	139	198	169	205	110	355
31% ehj	37%	40%	30%	19%	30%	50%	23%	67%	23%	53%	27%	35%	30%	30%
ehj	e	ade	e				ah		aj			i		
Top 3: Know something	1080	95	304	316	334	1053	23	918	157	808	265	692	278	1083
90% bcik	80%	86%	93%	95%	90%	89%	93%	75%	93%	83%	92%	89%	90%	90%
bcik							ai		ak					

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

Q1E3.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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
I know a great deal	299	275	23	285	6	9	137	161	184	95	265	22	31	263	38	24	256	41	252	318
25% c j r	26%	17%	18%	26%	18%	12%	22%	28%	33%	18%	27%	15%	20%	26%	27%	26%	25%	15%	28%	26%
ik							e		aj		i						f			
I know a fair amount	502	449	53	453	16	31	235	267	240	219	410	56	59	429	48	27	439	105	384	491
42% p	42%	37%	41%	52%	43%	43%	38%	46%	42%	41%	42%	38%	38%	43%	34%	29%	43%	40%	43%	43%
ik							k		aj		ak						p			
I know just a little	280	237	43	253	7	19	174	106	102	156	211	49	38	223	32	25	230	76	189	274
23% hi	22%	30%	23%	23%	23%	26%	28%	18%	18%	29%	22%	33%	22%	23%	23%	27%	23%	29%	21%	23%
ehj							ah		ai		ak						s			
I don't know anything at all	87	71	17	77	1	9	53	34	27	52	63	16	18	67	16	11	67	32	55	81
7% eh	7%	12%	7%	4%	12%	9%	6%	5%	10%	6%	11%	11%	7%	11%	13%	7%	7%	12%	6%	7%
eh							b		i		n						as			
Not sure / don't know	34	29	6	28	1	5	23	11	12	15	24	4	7	21	7	5	24	10	21	38
3% bcik	3%	4%	3%	4%	7%	4%	4%	2%	2%	3%	2%	3%	5%	2%	5%	6%	2%	4%	2%	3%
ade							ah		ai		ak						t			
Top 2: Great deal / fair amount	800	724	76	737	22	39	372	428	424	314	675	79	99	692	86	50	694	145	636	809
67% c j r	68%	54%	67%	70%	55%	60%	74%	75%	59%	69%	53%	59%	69%	61%	55%	68%	55%	55%	71%	67%
bcik							ae		aj		ak						u			
Bottom 2: Just a little / nothing	367	307	60	331	8	27	227	140	129	207	274	64	56	290	48	36	297	109	244	355
31% hi	29%	42%	30%	27%	38%	36%	24%	23%	39%	28%	44%	36%	29%	34%	39%	29%	41%	41%	27%	30%
ehj							ah		ai		ak						as			
Top 3: Know something	1080	961	119	990	29	58	546	534	526	470	885	127	128	916	117	75	924	222	826	1083
90% bcik	91%	84%	90%	92%	81%	88%	92%	88%	93%	88%	91%	86%	84%	91%	83%	82%	91%	84%	84%	90%
bcik							e		ai		m						od			

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

QIE3.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+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	433	744	254	623	312	236	209	177	193	131	1007
I know a great deal	299 25%	227 40%	61 11%	247 28%	51 17%	232 29%	66 17%	76 27%	68 27%	50 24%	61 26%	28 18%	318 26%
I know a fair amount	502 42%	263 47%	209 39%	387 44%	108 35%	348 43%	145 38%	114 40%	103 41%	90 43%	104 44%	60 40%	491 41%
I know just a little	280 23%	58 10%	199 37%	182 21%	97 32%	163 20%	115 30%	67 24%	58 23%	53 26%	47 20%	37 25%	274 23%
I don't know anything at all	87 7%	10 2%	56 10%	47 5%	41 13%	42 5%	45 12%	18 6%	16 7%	10 5%	19 8%	17 11%	81 7%
Not sure / don't know	34 3%	3 *	17 3%	21 2%	11 4%	21 3%	12 3%	8 3%	6 2%	5 2%	4 2%	9 6%	38 3%
Top 2: Great deal / fair amount	800 67%	490 87%	270 50%	635 72%	158 52%	580 72%	211 55%	190 67%	171 68%	139 67%	165 70%	88 58%	809 67%
Bottom 2: Just a little / nothing	367 31%	68 12%	255 47%	229 26%	138 45%	205 25%	160 42%	85 30%	74 29%	63 30%	65 28%	54 36%	355 30%
Top 3: Know something	1080 90%	548 96%	469 87%	817 92%	256 83%	743 92%	325 85%	258 91%	229 91%	192 93%	212 90%	125 83%	1083 90%

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

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

QIE7. 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	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007
Strongly agree	408 34%	616 51%	304 25%	169 14%	487 41%
Tend to agree	334 28%	394 33%	429 36%	225 19%	443 37%
Neither agree nor disagree	221 18%	142 12%	268 22%	192 16%	176 15%
Tend to disagree	168 14%	31 3%	127 11%	230 19%	68 6%
Strongly disagree	40 3%	9 1%	59 5%	373 31%	16 1%
Don't know	31 3%	9 1%	16 1%	14 1%	12 1%
Top 2: Agree	742 62%	1010 84%	733 61%	394 33%	930 77%
Bottom 2: Disagree	208 17%	40 3%	185 15%	602 50%	84 7%
Net difference	534 44%	970 81%	547 46%	-209 -17%	846 70%

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IPSONS UK - CONFIDENTIAL - V9 (weighted)

QIE7.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society

Base : All UK adults aged 16+

Gender	Age	Ethnicity	Age of children
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	Unweighted Total
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	408	222	186	240	148	21	317	89	24	34	25	6	61	134	257	434
34%	37%	31%	40%	29%	23%	28%	33%	37%	41%	31%	52%	26%	23%	36%	39%	36%
	m	c	aef	d	e	f	g	h	i	j	k	l	m	n	o	
Tend to agree	334	173	160	154	155	25	266	63	11	33	14	6	69	136	184	331
28%	29%	27%	26%	30%	27%	28%	28%	27%	19%	30%	29%	25%	26%	25%	28%	28%
Neither agree nor disagree	221	113	108	96	101	24	179	38	7	21	5	5	47	110	110	208
18%	19%	18%	16%	19%	26%	16%	19%	16%	12%	19%	10%	23%	18%	20%	17%	17%
	k	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Tend to disagree	168	63	105	70	85	13	133	35	14	14	3	3	62	69	78	159
14%	11%	17%	12%	16%	15%	14%	14%	15%	23%	13%	7%	14%	24%	13%	12%	13%
Strongly disagree	40	17	23	16	17	7	30	10	3	4	1	1	17	17	23	39
3%	3%	4%	3%	3%	7%	3%	3%	4%	6%	4%	2%	4%	6%	3%	3%	3%
	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	
Don't know	31	11	21	19	11	2	27	4	-	1	*	2	7	14	12	31
3%	2%	3%	3%	2%	2%	2%	3%	1%	-	1%	1%	8%	2%	3%	2%	3%
Top 2: Agree	742	395	346	393	303	46	583	152	35	66	38	12	130	330	442	765
62%	66%	57%	66%	59%	50%	61%	64%	59%	62%	80%	51%	50%	61%	66%	64%	
	fm	c	ef	d	e	f	g	h	i	j	k	l	m	n	o	
Bottom 2: Disagree	208	80	128	86	102	20	163	44	17	10	4	4	79	50	66	198
17%	13%	21%	14%	20%	22%	17%	19%	29%	18%	9%	19%	19%	30%	16%	15%	16%
	k	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Net difference	534	315	218	308	201	26	419	107	18	47	34	8	51	245	341	567
44%	53%	38%	52%	39%	28%	44%	45%	30%	44%	72%	32%	20%	45%	51%	47%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
Table 39

Q1EY7.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society

Base: All UK adults aged 16+

	TOTAL (a)	Working		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	679	523	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	679	517	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	617	429	136	280	371	1202
Strongly agree	408	309	99	312	96	96	170	95	48	350	40	39	102	164	434
34%	37%	27%	39%	25%	35%	38%	31%	28%	36%	27%	24%	30%	38%	36%	36%
	cel	c	e	f	g	h	i	j	k	l	m	n	o	p	q
Tend to agree	334	226	107	215	119	72	130	85	46	269	42	50	96	134	331
28%	27%	29%	27%	29%	26%	26%	29%	28%	27%	28%	29%	31%	28%	31%	28%
Neither agree nor disagree	221	154	66	132	89	54	73	64	30	173	29	27	78	70	208
18%	19%	18%	16%	23%	19%	16%	21%	17%	18%	20%	16%	23%	16%	17%	17%
	k	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Tend to disagree	168	100	68	106	62	37	50	48	34	133	23	35	50	46	159
14%	12%	18%	13%	16%	16%	13%	11%	16%	19%	14%	16%	22%	14%	11%	13%
Strongly disagree	40	25	15	26	14	10	16	7	7	28	9	6	5	12	39
3%	3%	4%	3%	4%	4%	4%	4%	2%	4%	3%	6%	4%	2%	3%	3%
	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r
Don't know	31	15	16	20	12	8	8	9	7	26	4	7	13	11	31
3%	2%	4%	2%	3%	3%	3%	2%	3%	4%	2%	2%	4%	4%	3%	3%
	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Top 2: Agree	742	536	206	527	215	168	300	179	95	619	82	89	198	298	765
62%	64%	56%	65%	55%	61%	67%	58%	55%	63%	56%	54%	58%	68%	64%	64%
	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s
Bottom 2: Disagree	208	125	83	132	76	47	66	54	40	160	32	41	55	58	198
17%	15%	22%	16%	19%	17%	15%	18%	23%	16%	22%	25%	16%	13%	16%	16%
	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y
Net difference	534	411	123	395	139	121	233	125	54	459	90	47	143	240	567
44%	49%	33%	48%	35%	44%	52%	41%	32%	47%	74%	34%	29%	42%	55%	47%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 40

Q1EY7.1. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood is currently a top priority for wider society

Base: All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	981	208	871	320	756	311	1202

Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Strongly agree	408	36	86	105	178	404	3	381	25	344	63	282	104	434
34%	30%	24%	31%	51%	34%	12%	ai	39%	12%	39%	20%	37%	33%	36%
ck			abcd											
Tend to agree	334	35	96	99	94	328	6	273	58	245	87	216	87	331
28%	30%	27%	29%	27%	28%	23%	28%	28%	27%	28%	27%	29%	28%	28%
Neither agree nor disagree	221	23	76	63	45	213	5	152	66	119	98	114	57	208
18%	19%	21%	19%	13%	18%	20%	15%	15%	32%	14%	31%	15%	18%	17%
ei			e						ah		e	ai		
Tend to disagree	168	15	66	54	24	160	8	130	38	114	54	107	45	159
14%	13%	18%	16%	7%	14%	29%	13%	13%	18%	13%	17%	14%	14%	13%
e			e											
Strongly disagree	40	3	17	11	5	39	1	29	11	33	7	24	11	39
3%	2%	5%	3%	1%	3%	4%	3%	3%	5%	4%	2%	3%	4%	3%
ab			e											
Don't know	31	7	14	7	4	28	3	18	10	16	11	13	9	31
3%	6%	4%	2%	1%	2%	12%	2%	2%	5%	2%	3%	2%	3%	3%
ade			e						h					
Top 2: Agree	742	71	182	203	272	732	9	654	83	589	150	498	191	765
62%	60%	51%	60%	78%	62%	35%	67%	67%	40%	68%	47%	66%	61%	64%
ck			c		abcd		ai		ak					
Bottom 2: Disagree	208	18	62	66	29	199	9	159	49	147	61	131	56	198
17%	15%	23%	19%	8%	17%	33%	16%	16%	24%	17%	19%	17%	18%	16%
e			ae						ah					
Net difference	534	53	100	138	243	532	*	495	34	442	89	368	135	567
44%	45%	28%	41%	69%	45%	1%		50%	16%	51%	28%	49%	43%	47%

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

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 Table 41

Q1EY7.1. 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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1020	182	1093	34	71	646	556	613	696	576	144	157	1002	191	32	1015	249	316	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Strongly agree	408	376	32	380	9	19	185	223	252	122	351	36	57	347	45	30	357	64	335	434
34%	35%	23%	35%	29%	17%	30%	39%	45%	45%	23%	36%	25%	37%	32%	32%	35%	24%	37%	35%	36%
ckl		c					e		ai		i						r			
Tend to agree	334	298	35	304	8	20	162	172	152	150	274	37	38	283	38	23	285	69	256	331
28%	28%	25%	28%	25%	28%	26%	26%	30%	27%	28%	28%	25%	25%	28%	27%	25%	28%	26%	28%	28%
Neither agree nor disagree	221	196	25	204	4	11	125	96	80	126	169	37	23	182	23	13	182	55	157	208
18%	18%	18%	19%	14%	16%	20%	17%	14%	24%	24%	17%	25%	19%	18%	16%	15%	18%	21%	17%	17%
i								ai		k										
Tend to disagree	168	131	37	148	5	15	104	64	55	97	133	19	25	132	24	17	130	51	110	159
14%	12%	26%	14%	16%	21%	17%	11%	11%	10%	18%	14%	13%	13%	17%	19%	13%	13%	20%	12%	13%
ab							h			ai										
Strongly disagree	40	35	5	32	3	5	25	15	9	29	23	12	8	31	8	6	31	15	22	39
3%	3%	4%	3%	9%	6%	4%	3%	2%	5%	5%	2%	8%	5%	3%	5%	7%	3%	6%	2%	3%
ak									i									s		
Don't know	31	24	8	27	2	2	21	10	16	11	23	6	3	28	2	2	29	8	22	31
3%	2%	5%	2%	7%	3%	3%	3%	2%	3%	2%	2%	4%	2%	3%	2%	3%	3%	3%	2%	3%
b																				
Top 2: Agree	742	675	67	685	17	39	347	395	405	273	625	74	95	630	83	52	643	133	591	765
62%	64%	48%	62%	54%	55%	56%	68%	72%	51%	51%	64%	50%	62%	63%	59%	57%	63%	51%	66%	64%
ckl			c				ae		ai		j							f		
Bottom 2: Disagree	208	166	42	180	8	19	130	30	78	65	127	155	30	33	163	32	23	162	67	132
17%	16%	29%	16%	25%	27%	21%	14%	11%	24%	24%	16%	21%	21%	16%	23%	25%	16%	25%	15%	16%
i			ab		ad	h									q			as		
Net difference	534	508	26	505	9	19	217	317	340	146	470	43	62	467	51	29	481	67	459	567
44%	48%	18%	46%	29%	27%	35%	55%	60%	27%	48%	29%	40%	47%	36%	32%	47%	25%	51%	47%	47%

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

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 Table 42

Q1EY7.1. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	233	152	1202	
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	622	312	236	209	177	193	131	1007
Strongly agree	408	288	105	336	70	318	86	105	107	73	67	38	434

	34%	51%	19%	38%	23%	39%	22%	37%	42%	35%	28%	26%	36%
	ceg	ac		e		ag		l	akl				
Tend to agree	334	152	163	246	85	221	111	78	56	60	74	44	331
	28%	27%	30%	28%	28%	27%	29%	28%	22%	29%	31%	29%	28%
Neither agree nor disagree	221	57	140	152	67	139	77	47	48	31	46	29	208
	18%	10%	26%	17%	22%	17%	20%	16%	19%	15%	20%	19%	17%
Tend to disagree	168	46	100	113	52	96	70	40	31	31	29	25	159
	14%	8%	18%	13%	17%	12%	18%	14%	13%	15%	12%	17%	13%
Strongly disagree	40	11	21	26	14	21	19	8	4	7	9	8	39
	3%	2%	4%	3%	4%	3%	5%	3%	2%	4%	4%	6%	3%
Don't know	31	6	12	12	18	10	20	5	5	4	10	5	31
	3%	1%	2%	1%	6%	1%	5%	2%	2%	2%	4%	4%	3%
Top 2: Agree	742	440	268	582	155	539	197	183	163	133	140	82	765
	62%	79%	50%	66%	51%	67%	52%	65%	65%	64%	60%	55%	64%
Bottom 2: Disagree	208	57	121	140	66	117	89	48	35	38	38	34	198
	17%	10%	22%	16%	21%	15%	22%	17%	14%	18%	16%	22%	16%
Net difference	534	383	147	442	90	422	108	136	127	95	103	49	567
	44%	68%	27%	50%	29%	52%	28%	48%	51%	46%	44%	32%	47%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* 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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (n)	Male (n)	Female (n)	16-34 (n)	35-44 (n)	45+ (n)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (n)	Mixed / multiple ethnic groups (n)	Asian (n)	Black (n)	Other ethnicity (n)	0-1 (n)	2-3 (n)	4-5 (n)	
Unweighted total	1202	574	627	702	417	883	833	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Strongly agree	616	317	300	307	264	45	478	134	40	50	31	13	143	274	356	630
	51%	53%	50%	52%	51%	49%	50%	56%	67%	47%	65%	54%	54%	51%	54%	52%
Tend to agree	394	192	202	187	176	32	328	64	8	35	13	7	90	165	213	390
	33%	32%	33%	31%	34%	35%	34%	27%	14%	33%	26%	30%	34%	30%	32%	32%
Neither agree nor disagree	142	63	79	78	54	10	108	30	8	17	3	3	17	75	68	134
	12%	11%	13%	13%	10%	11%	11%	13%	13%	16%	6%	14%	6%	14%	10%	11%
Tend to disagree	31	18	13	16	15	1	26	5	2	2	1	1	6	19	17	30
	3%	3%	2%	3%	3%	1%	3%	2%	3%	2%	1%	2%	2%	3%	2%	2%
Strongly disagree	9	6	3	3	4	3	4	5	2	3	1	-	5	4	7	9
	1%	1%	*	*	1%	3%	*	2%	3%	2%	2%	-	2%	1%	1%	1%
Don't know	9	3	6	4	4	1	8	4	-	4	-	-	1	4	4	9
	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	*	1%	1%	1%
Top 2: Agree	1010	508	501	494	440	76	806	197	48	86	43	20	233	439	569	1020
	84%	85%	83%	83%	85%	84%	85%	83%	81%	80%	91%	84%	89%	81%	86%	85%
Bottom 2: Disagree	40	24	16	18	18	3	30	10	4	5	2	1	11	22	24	39
	3%	4%	3%	3%	4%	4%	3%	4%	6%	4%	3%	2%	4%	4%	4%	3%
Net difference	970	484	485	475	422	73	776	187	45	81	42	19	222	417	546	981
	81%	81%	81%	80%	82%	80%	81%	79%	75%	76%	88%	82%	85%	77%	82%	82%

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

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 Table 44

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

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (n)	Working fulltime (n)	Not working full-time (n)	Graduates (n)	Non graduates (n)	North England (n)	South England (n)	Midlands (n)	Devolved nations (n)	Urban (n)	Rural (n)	0-1 (n)	2-3 (n)	4-5 (n)	
Unweighted total	1202	833	369	837	365	242	455	233	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Strongly agree	616	447	169	446	170	143	238	142	93	498	82	92	148	223	630
	51%	54%	46%	55%	43%	52%	53%	46%	54%	51%	56%	56%	43%	51%	52%
Tend to agree	394	269	126	268	126	86	148	103	56	324	42	59	115	148	390
	33%	32%	34%	33%	32%	31%	33%	34%	33%	33%	28%	36%	33%	34%	32%
Neither agree nor disagree	142	87	55	65	77	35	43	50	15	112	19	10	61	53	134
	12%	11%	15%	8%	20%	13%	10%	16%	9%	11%	13%	6%	18%	12%	11%

Tend to disagree	31	20	11	20	11	8	11	7	5	29	1	2	13	8	30
Strongly disagree	9	6	3	6	3	2	6	-	1	8	1	-	2	1	9
Don't know	9	1	8	5	5	2	1	4	2	8	2	1	4	4	9
Top 2: Agree	1010	716	295	714	296	229	387	246	149	823	124	151	262	372	1020
Bottom 2: Disagree	40	26	14	26	14	10	16	7	6	37	2	2	15	9	39
Net difference	970	689	281	688	282	219	370	238	143	785	121	149	247	363	981
	81%	83%	76%	85%	72%	79%	83%	78%	83%	80%	83%	91%	72%	83%	82%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

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 Table 45

Q1EY7.2. 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Strongly agree	616	52	151	173	228	610	4	554	58	518	96	436	140	630
51%	44%	42%	51%	65%	52%	52%	17%	56%	28%	59%	30%	58%	45%	52%
ck			c	abcd				ai		ak		am		
Tend to agree	394	32	131	127	85	389	5	299	95	252	143	240	112	390
33%	28%	37%	38%	24%	33%	33%	19%	30%	46%	29%	45%	32%	36%	32%
e		e	e	e				ah		aj				
Neither agree nor disagree	142	25	55	30	24	128	11	92	45	76	63	58	45	134
12%	21%	15%	9%	7%	11%	43%		9%	21%	9%	20%	8%	14%	11%
ef		de						ah						
Tend to disagree	31	3	10	5	12	27	4	25	6	19	12	15	11	30
3%	3%	3%	1%	4%	2%	16%		3%	3%	2%	4%	2%	3%	2%
Strongly disagree	9	1	5	3	-	9	-	6	3	4	4	4	4	9
1%	1%	1%	1%	-	1%	-		1%	1%	*	1%	1%	1%	1%
Don't know	9	4	4	1	-	7	1	7	1	2	3	2	2	9
1%	4%	1%	*	-	1%	5%		1%	*	*	1%	*	1%	1%
Top 2: Agree	1010	85	282	301	314	1000	9	853	154	770	238	677	252	1020
84%	72%	79%	89%	90%	85%	36%		87%	74%	88%	74%	89%	80%	85%
bik			bc	abc				i		ak		am		
Bottom 2: Disagree	40	4	15	8	12	36	4	31	9	23	16	19	14	39
3%	4%	4%	2%	4%	3%	16%		3%	4%	3%	5%	3%	5%	3%
Net difference	970	80	267	293	301	964	5	822	144	746	222	657	237	981
81%	68%	75%	86%	86%	82%	20%		84%	69%	86%	69%	87%	76%	82%

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

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 Table 46

Q1EY7.2. To what extent do you agree or disagree with each of the following statements? The development of children in early childhood should be more of a priority for wider society

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	622	579	565	576	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Strongly agree	616	542	74	567	12	35	303	313	326	246	515	62	77	530	63	45	537	131	471	630
51%	51%	52%	52%	40%	50%	49%	54%	58%	46%	53%	42%	51%	53%	45%	49%	53%	50%	52%	52%	52%
Tend to agree	394	349	45	362	10	19	202	192	165	192	317	54	52	332	49	33	331	99	288	390
33%	33%	32%	33%	34%	27%	32%	33%	29%	36%	33%	37%	34%	32%	35%	36%	33%	38%	32%	32%	32%
Neither agree nor disagree	142	124	18	125	5	12	93	50	60	66	108	21	19	101	19	9	112	26	107	134
12%	12%	13%	11%	17%	16%	16%	h	9%	11%	12%	11%	14%	13%	14%	10%	11%	10%	12%	12%	11%
Tend to disagree	31	28	3	29	*	2	15	16	9	19	23	5	1	26	4	1	23	2	24	30
3%	3%	2%	3%	1%	2%	2%	3%	2%	4%	2%	4%	*	3%	3%	1%	4%	2%	3%	2%	2%
Strongly disagree	9	9	-	4	*	3	3	6	3	6	2	4	5	4	4	3	4	1	7	9
1%	1%	-	*	5%	ad	*	1%	*	1%	*	*	ak	n	aq	aq	aq	aq	*	1%	1%

Don't know	9	7	2	7	1	1	7	2	3	6	8	1	-	9	1	1	9	3	5	9
	1%	1%	1%	1%	4%	1%	1%	*	1%	1%	1%	*	-	1%	1%	1%	1%	1%	1%	1%
Top 2: Agree	1010	891	119	929	23	55	505	505	490	439	832	116	129	862	112	78	868	230	759	1020
	84%	84%	84%	85%	73%	77%	81%	87%	87%	82%	86%	79%	84%	86%	80%	85%	85%	87%	84%	85%
Bottom 2: Disagree	40	37	3	33	2	4	17	23	12	26	25	10	5	31	9	4	27	4	31	39
	3%	4%	2%	3%	6%	6%	3%	4%	2%	5%	3%	6%	3%	3%	6%	4%	3%	1%	3%	3%
Net difference	970	854	116	896	21	50	488	482	479	413	807	107	125	831	103	74	841	227	728	981
	81%	81%	82%	82%	68%	71%	78%	83%	85%	77%	83%	72%	82%	83%	74%	81%	83%	86%	81%	82%

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

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 Table 47

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+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived	2	3	4		5 - Least deprived
								(h)	(i)	(j)	(k)		(l)
Unweighted total	1202	592	610	859	343	862	383	252	213	233	152	202	
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	
Strongly agree	616	342	229	472	140	423	186	161	126	112	118	63	
	51%	61%	42%	53%	46%	53%	49%	57%	50%	54%	50%	42%	
Tend to agree	394	153	208	286	105	266	124	68	89	66	81	62	
	33%	27%	38%	32%	34%	33%	33%	24%	35%	32%	35%	41%	
Neither agree nor disagree	142	48	82	92	48	86	54	42	26	19	24	21	
	12%	8%	15%	10%	16%	11%	14%	15%	10%	9%	10%	14%	
Tend to disagree	31	13	16	29	2	24	7	8	8	7	6	1	
	3%	2%	3%	3%	1%	3%	2%	3%	3%	4%	2%	1%	
Strongly disagree	9	3	3	5	4	5	4	2	3	-	1	3	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	*	2%	
Don't know	9	1	4	2	7	2	7	2	-	2	5	1	
	1%	*	1%	*	2%	*	2%	1%	-	1%	2%	1%	
Top 2: Agree	1010	496	436	757	246	690	311	229	214	178	199	125	
	84%	88%	81%	86%	80%	86%	81%	81%	85%	86%	85%	83%	
Bottom 2: Disagree	40	16	19	34	6	29	12	10	11	7	7	4	
	3%	3%	4%	4%	2%	3%	3%	3%	4%	3%	3%	3%	
Net difference	970	479	417	723	240	661	299	219	203	171	193	121	
	81%	86%	77%	82%	78%	82%	78%	77%	81%	83%	82%	80%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 48

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

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1	2-3		4-5
													(m)	(n)		(o)
Unweighted total	1202	574	627	702	417	83	833	312	34	76	180	22	253	550	675	
Weighted total	1202	598	603	595	516	91*	922	238	60*	107*	48	24**	263	540	665	
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	
Strongly agree	304	143	161	147	133	23	241	62	20	29	9	3	83	116	173	
	25%	24%	27%	25%	26%	26%	25%	26%	34%	27%	26%	14%	32%	22%	26%	
Tend to agree	429	213	215	202	194	33	340	88	25	38	17	8	89	206	218	
	36%	36%	36%	34%	38%	36%	36%	37%	42%	35%	36%	33%	34%	38%	33%	
Neither agree nor disagree	268	128	140	141	104	22	221	42	6	20	9	6	48	124	159	
	22%	21%	23%	24%	20%	24%	23%	18%	10%	19%	12%	7%	18%	23%	24%	
Tend to disagree	127	73	54	66	55	6	93	29	3	14	8	4	31	58	67	
	11%	12%	9%	11%	11%	7%	10%	12%	5%	13%	16%	18%	12%	11%	10%	
Strongly disagree	59	35	24	31	22	6	43	15	5	5	4	1	7	27	43	
	5%	6%	4%	5%	4%	7%	5%	6%	8%	5%	5%	4%	3%	5%	5%	
Don't know	16	8	9	7	8	1	13	2	-	1	*	1	4	9	6	
	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	3%	2%	2%	1%	
Top 2: Agree	723	355	376	349	329	56	582	150	46	66	25	11	172	322	390	
	61%	59%	62%	59%	63%	61%	61%	63%	77%	62%	56%	47%	66%	60%	59%	
Bottom 2: Disagree	185	108	77	97	76	12	136	45	8	19	12	5	38	85	109	
	15%	18%	13%	16%	15%	13%	14%	19%	13%	18%	25%	23%	14%	16%	16%	

Net difference	547	247	299	252	251	44	445	105	38	47	14	6	135	237	281	527
	46%	41%	50%	42%	49%	48%	47%	44%	63%	44%	30%	24%	51%	44%	42%	44%

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

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 Table 49

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

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Strongly agree	304	211	92	207	97	56	107	82	48	245	43	44	70	117	255
	25%	25%	25%	26%	25%	24%	24%	27%	28%	25%	30%	29%	20%	27%	25%
Tend to agree	429	291	138	277	152	90	164	111	64	352	49	59	137	153	429
	36%	35%	37%	34%	39%	32%	37%	36%	37%	36%	34%	36%	40%	35%	36%
Neither agree nor disagree	268	181	87	174	94	70	88	75	34	219	28	29	79	98	265
	22%	22%	23%	21%	24%	25%	20%	24%	20%	22%	19%	18%	23%	22%	22%
Tend to disagree	127	96	30	94	33	30	56	27	14	105	17	21	37	42	133
	11%	12%	8%	12%	8%	11%	13%	9%	8%	11%	11%	13%	11%	10%	11%
Strongly disagree	59	45	13	50	8	17	27	8	7	47	7	3	12	25	64
	5%	5%	4%	6%	2%	6%	6%	2%	4%	5%	5%	2%	4%	6%	5%
Don't know	16	5	11	8	8	3	5	4	4	10	2	3	8	3	16
	1%	1%	3%	1%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%
Top 2: Agree	733	503	230	484	248	156	271	193	112	598	93	108	207	270	724
	61%	61%	62%	60%	63%	56%	61%	63%	65%	61%	63%	66%	60%	62%	60%
Bottom 2: Disagree	185	141	44	144	41	47	83	24	22	152	24	24	49	67	197
	15%	17%	12%	18%	11%	17%	19%	11%	13%	16%	16%	15%	14%	15%	16%
Net difference	547	361	186	340	207	109	188	159	91	445	69	84	157	203	527
	46%	43%	50%	42%	53%	40%	42%	52%	53%	45%	47%	51%	46%	46%	44%

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

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 Table 50

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

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	355	357	1170	27	293	229	397	255	729	350	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Strongly agree	304	26	100	86	82	302	1	271	32	244	59	205	76	295
	25%	22%	28%	25%	24%	26%	4%	28%	15%	28%	19%	27%	24%	25%
Tend to agree	429	39	125	131	121	419	9	345	82	313	115	283	109	429
	36%	33%	35%	39%	35%	36%	35%	35%	40%	36%	36%	37%	35%	36%
Neither agree nor disagree	268	37	82	64	70	258	8	201	64	163	101	138	83	265
	22%	31%	23%	19%	20%	22%	31%	20%	31%	19%	32%	18%	26%	22%
Tend to disagree	127	9	30	33	52	125	2	105	22	94	33	87	31	133
	11%	8%	8%	15%	15%	11%	8%	11%	11%	11%	10%	11%	10%	11%
Strongly disagree	59	2	9	24	23	54	4	53	5	51	7	40	13	64
	5%	2%	2%	7%	7%	5%	16%	5%	2%	6%	2%	5%	4%	5%
Don't know	16	5	9	1	*	14	1	8	3	5	4	3	2	16
	1%	4%	2%	+	+	1%	5%	1%	2%	1%	1%	+	1%	1%
Top 2: Agree	733	65	225	217	204	721	10	616	114	557	174	488	185	724
	61%	55%	63%	64%	58%	62%	39%	63%	55%	64%	55%	65%	59%	60%
Bottom 2: Disagree	185	12	39	56	76	178	6	157	27	145	40	127	43	197
	15%	10%	11%	17%	22%	15%	25%	16%	13%	17%	13%	17%	14%	16%
Net difference	547	53	187	161	128	543	4	459	88	412	134	361	142	527
	46%	45%	53%	47%	37%	46%	14%	47%	42%	47%	42%	48%	45%	44%

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

Q1E7.3. To what extent do you agree or disagree with each of the following statements? There is not enough support for parents, carers and children to help children develop in their early childhood

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	123	913	30	61	536	472	491	437	815	120	135	835	122	81	914	222	751	1007
Strongly agree	304	259	44	277	4	21	169	134	155	124	248	33	56	241	51	37	241	89	205	295
	25%	24%	31%	25%	13%	29%	27%	23%	27%	23%	25%	22%	37%	24%	36%	41%	24%	34%	23%	25%
Tend to agree	429	382	47	388	15	20	218	211	190	204	348	50	55	357	53	34	300	96	324	429
	36%	36%	34%	35%	42%	25%	35%	36%	34%	38%	36%	34%	36%	38%	37%	37%	35%	36%	36%	36%
Neither agree nor disagree	268	242	26	247	4	15	145	123	113	132	212	39	33	225	24	16	232	58	198	265
	22%	23%	18%	23%	14%	21%	23%	21%	20%	25%	22%	26%	22%	22%	17%	18%	23%	22%	22%	22%
Tend to disagree	127	110	17	119	4	3	57	70	67	50	105	18	4	115	6	3	117	8	118	133
	11%	10%	12%	11%	14%	4%	9%	12%	12%	9%	11%	12%	2%	11%	4%	3%	12%	3%	13%	11%
Strongly disagree	59	55	3	52	3	4	19	39	33	20	50	5	5	51	5	*	51	10	45	64
	5%	5%	2%	5%	8%	5%	3%	7%	6%	4%	5%	3%	3%	5%	3%	*	5%	4%	5%	5%
Don't know	16	13	3	12	1	3	14	2	6	7	9	2	1	15	1	1	15	3	11	16
	1%	1%	2%	1%	4%	5%	2%	*	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%
Top 2: Agree	733	641	92	665	19	46	388	345	345	327	596	82	111	598	104	71	601	185	529	724
	61%	60%	65%	61%	60%	65%	62%	60%	61%	61%	61%	56%	72%	60%	74%	77%	59%	61%	59%	60%
Bottom 2: Disagree	185	165	20	172	7	7	76	109	100	70	155	23	8	165	11	3	168	17	163	197
	15%	16%	14%	16%	22%	10%	12%	19%	18%	13%	16%	16%	5%	16%	8%	4%	17%	7%	18%	16%
Net difference	547	476	72	493	12	39	311	236	245	257	441	59	103	433	84	68	434	168	366	527
	46%	45%	51%	45%	38%	55%	50%	41%	43%	48%	45%	40%	67%	63%	67%	74%	43%	64%	41%	44%

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

Q1E7.3. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	541	865	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Strongly agree	304	153	121	234	69	205	96	70	65	61	47	46	295
	25%	27%	22%	26%	23%	25%	25%	25%	26%	30%	20%	30%	25%
Tend to agree	429	204	200	316	109	290	135	106	84	80	87	45	429
	36%	36%	37%	36%	35%	36%	35%	37%	33%	39%	37%	30%	36%
Neither agree nor disagree	268	97	140	184	81	175	87	69	54	38	49	38	265
	22%	17%	26%	21%	26%	22%	23%	24%	22%	18%	21%	25%	22%
Tend to disagree	127	63	59	95	31	85	42	26	26	19	34	15	133
	11%	11%	11%	11%	10%	11%	11%	9%	10%	9%	15%	10%	11%
Strongly disagree	59	40	16	50	8	47	12	11	21	7	10	5	64
	5%	7%	3%	6%	3%	6%	3%	4%	8%	4%	4%	3%	5%
Don't know	16	3	5	6	9	4	11	2	2	1	6	2	16
	1%	*	1%	1%	3%	1%	3%	1%	1%	*	3%	1%	1%
Top 2: Agree	733	358	321	550	178	495	231	175	148	141	135	91	724
	61%	64%	59%	62%	58%	61%	60%	62%	59%	68%	57%	60%	60%
Bottom 2: Disagree	185	103	75	146	39	132	53	37	47	27	45	20	197
	15%	18%	14%	16%	13%	16%	14%	13%	19%	13%	19%	13%	16%
Net difference	547	255	246	404	139	363	177	138	102	114	90	71	527
	46%	45%	45%	46%	45%	45%	46%	49%	41%	55%	38%	47%	44%

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

Q1E7.4. To what extent do you agree or disagree with each of the following statements? The development of children in their early childhood should not be a priority given the other problems facing society in the UK

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	852	238	69*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	169	100	69	99	58	12	135	31	6	17	7	1	38	76	94	172
14%	17%	11%	17%	11%	13%		14%	13%	9%	16%	15%	4%	14%	14%	14%	14%
Tend to agree	225	118	106	122	92	11	178	44	7	28	7	3	37	89	142	220
19%	20%	18%	20%	18%	12%		19%	18%	11%	26%	15%	11%	14%	17%	21%	18%
Neither agree nor disagree	192	83	109	90	96	6	154	36	9	19	5	2	39	85	104	186
16%	14%	18%	15%	19%	6%		16%	15%	15%	10%	10%	9%	15%	16%	16%	15%
Tend to disagree	230	104	125	97	109	24	188	39	9	16	8	6	52	104	116	227
19%	17%	21%	16%	21%	27%		20%	16%	15%	15%	17%	25%	20%	19%	17%	19%
Strongly disagree	373	188	185	179	156	37	285	88	29	26	21	12	94	179	201	384
31%	31%	31%	30%	30%	41%		30%	37%	49%	25%	43%	51%	36%	33%	30%	32%
Don't know	14	6	8	7	6	1	13	-	-	-	-	-	3	6	8	13
1%	1%	1%	1%	1%	1%		1%	-	-	-	-	-	1%	1%	1%	1%
Top 2: Agree	394	218	175	221	150	23	313	75	12	45	14	4	75	165	216	392
33%	36%	29%	37%	29%	25%		33%	32%	21%	42%	29%	15%	28%	31%	35%	33%
Bottom 2: Disagree	602	292	310	276	265	62	472	127	38	42	29	18	146	284	317	611
50%	49%	52%	46%	51%	68%		50%	41%	64%	40%	60%	75%	56%	53%	48%	51%
Net difference	-209	-74	-136	-56	-114	-39	-159	-52	-26	3	-15	-14	-71	-119	-82	-219
-17%	-12%	-22%	-9%	-22%	-42%		-17%	-22%	-44%	3%	-31%	-60%	-27%	-22%	-12%	-18%

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

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

Q1E7.4. 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	837	365	212	455	222	213	379	155	157	377	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Strongly agree	169	136	33	126	43	50	69	29	22	141	24	27	43	62	172
14%	16%	9%	16%	11%	11%	18%	16%	9%	13%	14%	17%	16%	13%	14%	14%
Tend to agree	225	162	63	148	77	45	87	64	29	189	27	23	59	103	220
19%	20%	17%	18%	20%	20%	16%	20%	21%	17%	19%	18%	14%	17%	23%	18%
Neither agree nor disagree	192	120	72	113	79	34	81	53	24	151	22	28	56	71	186
16%	14%	19%	14%	20%	11%	12%	18%	17%	14%	15%	15%	17%	16%	16%	15%
Tend to disagree	230	157	73	146	83	53	71	63	43	185	26	28	76	83	227
19%	19%	20%	18%	21%	21%	19%	16%	21%	25%	19%	18%	17%	22%	19%	19%
Strongly disagree	373	252	120	273	100	90	135	95	53	305	46	57	105	114	384
31%	30%	32%	34%	26%	26%	33%	30%	31%	30%	31%	31%	35%	31%	26%	32%
Don't know	14	3	11	5	9	4	3	4	3	9	2	1	4	5	13
1%	1%	3%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Top 2: Agree	394	298	95	274	120	94	157	92	50	329	51	50	101	165	392
33%	36%	26%	34%	31%	31%	34%	35%	30%	29%	34%	35%	30%	30%	38%	33%
Bottom 2: Disagree	602	409	193	419	184	143	206	158	96	490	72	85	181	197	611
50%	49%	52%	52%	47%	47%	52%	46%	51%	56%	50%	49%	52%	53%	45%	51%
Net difference	-209	-111	-98	-145	-63	-49	-49	-66	-45	-161	-20	-35	-79	-32	-219
-17%	-13%	-26%	-18%	-16%	-16%	-18%	-11%	-21%	-26%	-16%	-14%	-21%	-23%	-7%	-18%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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

Q1E7.4. 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	109	292	277	299	976	25	825	172	742	255	637	252	1007
Strongly agree	169	18	32	39	79	167	2	154	14	132	36	111	47	172
14%	15%	9%	11%	23%	14%	8%	16%	7%	15%	11%	15%	15%	14%	14%
ci				acd			i							
Tend to agree	225	19	75	72	57	219	5	186	38	152	73	144	66	220
19%	16%	21%	21%	16%	19%	21%	19%	19%	18%	17%	23%	19%	21%	18%
Neither agree nor disagree	192	30	69	42	37	183	5	137	52	117	72	90	57	186
16%	25%	19%	12%	11%	16%	18%	14%	25%	13%	23%	12%	18%	15%	15%
el			ade				ah							
Tend to disagree	230	17	78	61	64	221	9	182	46	161	69	144	61	227
19%	14%	22%	18%	18%	19%	35%	19%	22%	18%	22%	19%	19%	19%	19%
Strongly disagree	373	30	96	123	114	371	2	315	56	305	66	265	79	384
31%	26%	27%	36%	32%	32%	8%	32%	27%	35%	21%	35%	25%	32%	32%
Don't know	14	4	5	2	-	10	2	8	2	4	4	3	2	13
1%	4%	1%	1%	-	1%	9%	1%	1%	1%	1%	1%	1%	1%	1%
ade			e											
Top 2: Agree	394	37	107	111	136	386	8	340	51	285	109	254	113	392
33%	32%	30%	33%	39%	33%	29%	35%	25%	33%	34%	34%	34%	36%	33%
Bottom 2: Disagree	602	47	174	184	177	591	11	498	103	466	135	409	140	611
50%	40%	49%	54%	51%	50%	44%	51%	49%	53%	42%	54%	45%	51%	51%
kk			b											
Net difference	-209	-10	-68	-73	-41	-205	-4	-157	-51	-181	-27	-155	-27	-219
-17%	-8%	-19%	-22%	-12%	-17%	-15%	-16%	-25%	-21%	-8%	-20%	-9%	-18%	-18%

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

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8 Dec 2025  
 Table 56

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	623	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	114	913	29	61	536	492	621	477	815	120	115	815	122	81	864	222	751	1007
Strongly agree	169	150	19	165	1	3	81	88	118	43	151	13	27	137	23	17	139	30	132	172
14%	14%	14%	14%	2%	5%	13%	15%	21%	8%	16%	9%	17%	14%	16%	19%	14%	12%	15%	14%	14%
fj			f				h		aj											
Tend to agree	225	208	17	206	4	15	113	112	107	100	183	28	23	194	27	18	192	48	172	220
19%	20%	12%	19%	14%	21%	18%	19%	19%	19%	19%	19%	19%	15%	19%	20%	20%	18%	18%	19%	18%
Neither agree nor disagree	192	163	28	173	3	13	122	70	84	88	145	31	17	164	18	9	157	36	145	186
16%	15%	20%	16%	9%	18%	20%	12%	15%	16%	15%	21%	11%	16%	13%	10%	15%	14%	16%	15%	15%
h			c				h													
Tend to disagree	230	209	20	199	9	20	117	113	88	123	178	28	33	186	22	14	199	66	159	227
19%	20%	14%	18%	30%	28%	19%	19%	16%	23%	23%	18%	19%	21%	19%	15%	15%	20%	25%	18%	19%
Strongly disagree	373	318	55	340	13	19	178	195	165	175	306	45	51	311	49	32	315	79	289	384
31%	30%	39%	31%	40%	27%	27%	29%	34%	29%	32%	31%	21%	33%	31%	35%	35%	31%	30%	32%	32%
Don't know	14	11	3	12	1	1	12	2	4	7	10	2	2	11	1	1	13	5	5	13
1%	1%	2%	1%	4%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
h			b				h													
Top 2: Agree	394	358	36	371	5	18	194	200	224	143	333	41	50	331	50	35	331	78	304	392
33%	34%	25%	34%	16%	25%	31%	31%	35%	27%	34%	34%	28%	33%	33%	36%	39%	33%	30%	34%	33%
i			e				h		ai											
Bottom 2: Disagree	602	528	75	539	22	40	295	307	253	298	484	74	84	498	71	46	514	144	448	611
50%	50%	53%	53%	56%	56%	56%	50%	53%	45%	56%	50%	50%	55%	50%	51%	50%	51%	55%	50%	51%
kk			b				h		i											
Net difference	-209	-170	-39	-168	-17	-22	-101	-107	-29	-155	-150	-33	-34	-167	-21	-11	-183	-66	-144	-219
-17%	-16%	-27%	-15%	-55%	-30%	-16%	-18%	-5%	-29%	-15%	-22%	-22%	-17%	-15%	-12%	-18%	-25%	-16%	-18%	-18%

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

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 Table 57

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUANTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	692	312	236	209	177	193	131	1007
Strongly agree	169	123	35	140	29	126	34	38	43	31	35	18	172
	14%	22%	6%	16%	9%	17%	8%	13%	17%	15%	15%	12%	14%
	ceg	ac	e	e	e	g	h	h	h	h	h	h	
Tend to agree	225	117	101	169	53	152	69	43	47	48	39	38	220
	19%	21%	19%	19%	17%	19%	18%	15%	19%	23%	16%	25%	18%
Neither agree nor disagree	192	71	94	129	62	124	66	44	36	33	34	25	186
	16%	13%	17%	15%	20%	15%	17%	16%	15%	16%	15%	16%	15%
			b	d	d	d	d	d	d	d	d	d	
Tend to disagree	230	83	125	159	66	151	75	64	36	39	43	29	227
	19%	15%	23%	18%	22%	19%	20%	22%	14%	19%	18%	19%	19%
		b	b	b	b	i	i	i	i	i	i	i	
Strongly disagree	373	164	180	282	91	239	133	91	87	55	80	39	384
	31%	29%	33%	32%	30%	30%	35%	32%	35%	27%	34%	26%	32%
Don't know	14	2	7	7	6	8	4	3	1	1	4	2	13
	1%	+	1%	1%	2%	+	2%	1%	+	+	2%	1%	1%
				f	f	f	f	f	f	f	f	f	
Top 2: Agree	394	240	135	309	82	288	100	82	90	79	73	56	392
	33%	43%	25%	35%	27%	36%	26%	29%	36%	38%	31%	37%	33%
		cg	ac	e	e	e	e	e	e	e	e	e	
Bottom 2: Disagree	602	247	305	441	157	390	209	154	123	93	123	68	611
	50%	44%	56%	50%	51%	48%	55%	54%	49%	45%	52%	45%	51%
		b	ab	b	b	b	b	b	b	b	b	b	
Net difference	-209	-7	-170	-132	-75	-102	-109	-73	-33	-14	-50	-12	-219
	-17%	-1%	-31%	-15%	-25%	-13%	-29%	-26%	-13%	-7%	-21%	-8%	-18%

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

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 Table 58

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+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	679	1202
Weighted total	1202	598	603	595	516	51*	852	238	60*	107*	48	24**	263	640	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Strongly agree	487	257	229	255	193	39	381	104	30	39	27	8	101	231	284	506
	41%	43%	38%	43%	37%	43%	40%	44%	51%	37%	56%	35%	39%	43%	43%	42%
Tend to agree	443	218	225	215	200	29	354	84	16	44	16	8	102	178	240	439
	37%	36%	37%	36%	39%	32%	37%	35%	26%	41%	33%	35%	39%	33%	36%	37%
Neither agree nor disagree	176	77	99	80	78	18	139	33	4	19	3	6	42	80	93	170
	15%	13%	16%	13%	15%	19%	15%	14%	7%	18%	6%	26%	16%	15%	14%	14%
				k	k	k	k	k	k	k	k	k	k	k	k	
Tend to disagree	68	32	37	32	33	3	54	14	6	4	2	1	14	39	30	62
	6%	5%	6%	5%	6%	3%	6%	6%	10%	4%	5%	5%	5%	7%	4%	5%
Strongly disagree	16	9	7	7	7	2	13	3	3	-	-	-	1	8	10	15
	1%	2%	1%	1%	1%	3%	1%	1%	5%	-	-	-	1%	1%	2%	1%
Don't know	12	5	6	6	6	-	10	-	-	-	-	-	2	3	8	10
	1%	1%	1%	1%	1%	-	1%	-	-	-	-	-	1%	1%	1%	1%
Top 2: Agree	930	475	454	470	393	68	735	188	46	83	42	16	203	410	524	945
	77%	79%	75%	79%	76%	75%	77%	79%	77%	78%	89%	69%	77%	76%	79%	79%
										agh						
Bottom 2: Disagree	84	41	44	39	40	5	67	17	9	4	2	1	15	47	40	77
	7%	7%	7%	7%	8%	6%	7%	7%	16%	4%	5%	5%	6%	9%	6%	6%
Net difference	846	434	411	431	352	63	668	171	37	79	40	15	188	363	484	868
	70%	73%	68%	72%	68%	69%	70%	72%	61%	74%	85%	64%	72%	67%	73%	72%

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

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8 Dec 2025  
 Table 59

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

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007

Strongly agree	487 41%	355 43%	132 36%	355 44%	132 34%	124 45%	183 41%	115 37%	65 38%	407 42%	54 37%	62 38%	129 38%	171 39%	506 42%
Tend to agree	443 37%	315 38%	128 34%	288 36%	155 40%	86 31%	168 38%	118 39%	71 41%	358 37%	58 39%	70 43%	125 36%	172 39%	439 37%
Neither agree nor disagree	176 15%	106 13%	70 19%	110 14%	65 17%	39 14%	60 13%	54 18%	22 13%	137 14%	25 17%	25 15%	52 15%	62 14%	170 14%
Tend to disagree	68 6%	41 5%	27 7%	38 5%	30 8%	20 7%	25 6%	16 6%	8 5%	58 6%	8 6%	6 4%	29 8%	19 4%	62 5%
Strongly disagree	16 1%	11 1%	5 1%	11 1%	5 1%	6 2%	6 1%	- -	4 2%	12 1%	- -	- -	5 2%	8 2%	15 1%
Don't know	12 1%	3 *	9 2%	6 1%	5 1%	1 *	3 1%	4 1%	3 2%	8 1%	2 1%	1 *	3 1%	6 1%	10 1%
Top 2: Agree	930 77%	670 81%	260 70%	644 79%	286 73%	210 76%	352 79%	233 76%	135 79%	765 78%	112 76%	132 81%	254 74%	343 78%	945 79%
Bottom 2: Disagree	84 7%	52 6%	32 9%	50 6%	35 9%	26 9%	31 7%	16 5%	12 7%	70 7%	8 6%	6 4%	38 10%	27 6%	77 6%
Net difference	846 70%	618 74%	238 61%	594 73%	252 64%	185 67%	320 72%	217 71%	124 72%	695 71%	103 70%	126 77%	219 64%	316 72%	868 72%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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8 Dec 2025  
Table 60

Q1E7.5. To what extent do you agree or disagree with each of the following statements? During early childhood children get the care and support they need from their parents and carers for a healthy and successful future

Base: All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	979	25	825	173	742	256	637	262	1007
Strongly agree	487 41%	43 37%	155 33%	124 37%	195 56%	483 41%	3 10%	434 44%	51 25%	406 47%	79 24%	337 45%	114 36%	506 42%
Tend to agree	443 37%	36 30%	145 41%	136 40%	112 32%	433 37%	9 36%	348 35%	93 45%	308 35%	136 42%	283 37%	118 38%	439 37%
Neither agree nor disagree	176 15%	27 23%	54 15%	56 16%	26 7%	166 14%	9 33%	129 13%	44 21%	97 11%	76 24%	92 12%	45 15%	170 14%
Tend to disagree	68 6%	8 7%	30 8%	16 5%	11 3%	67 6%	1 4%	53 5%	14 7%	45 5%	24 7%	35 5%	27 9%	62 5%
Strongly disagree	16 1%	2 2%	4 1%	5 1%	6 2%	13 1%	3 12%	13 1%	4 2%	13 1%	4 1%	8 1%	6 2%	15 1%
Don't know	12 1%	2 2%	7 2%	2 1%	- -	10 1%	1 5%	5 1%	3 1%	2 *	3 1%	2 *	2 1%	10 1%
Top 2: Agree	930 77%	79 67%	260 73%	260 77%	307 88%	916 78%	12 46%	783 80%	144 69%	714 82%	214 67%	619 82%	232 74%	945 79%
Bottom 2: Disagree	84 7%	10 8%	34 9%	21 6%	17 5%	80 7%	4 16%	66 7%	17 8%	57 7%	27 9%	43 6%	33 11%	77 6%
Net difference	846 70%	69 59%	227 64%	240 71%	291 83%	837 71%	8 31%	717 73%	127 61%	657 75%	187 58%	577 76%	199 63%	868 72%

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

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8 Dec 2025  
Table 61

Q1E7.5. 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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	114	913	30	51	516	472	491	417	815	120	135	815	122	81	854	222	751	1007
Strongly agree	487	438	49	448	8	30	225	262	274	183	407	45	56	423	49	36	426	87	389	506

	41%	41%	35%	41%	26%	42%	36%	45%	48%	34%	42%	31%	36%	42%	35%	39%	42%	33%	43%	42%
Tend to agree	443 37% f	388 37% f	56 39% f	415 38% f	10 33% f	17 24% f	224 36% g	220 38% aj	194 34% aj	205 38% aj	362 37% l	62 42% l	46 30% l	383 38% l	46 32% l	32 35% l	384 38% l	98 37% l	336 37% l	439 37% l
Neither agree nor disagree	176 15% h	150 14% h	26 18% h	156 14% h	7 22% h	12 16% h	119 19% ah	56 10% ah	62 11% ah	99 18% ah	138 14% i	23 16% i	32 21% n	131 13% n	24 17% n	12 13% n	140 14% n	52 20% s	115 13% s	170 14% s
Tend to disagree	68 6% i	60 6% i	8 6% i	55 5% i	5 15% i	7 10% i	36 6% i	27 6% i	36 5% i	7 7% i	44 5% ak	15 9% n	14 5% n	46 5% aq	17 12% aq	9 9% aq	45 4% aq	16 6% aq	49 5% aq	62 5% aq
Strongly disagree	16 1% j	14 1% j	2 1% j	14 1% j	- 3% j	2 2% j	9 1% j	7 1% j	5 1% j	9 2% j	13 1% k	1 1% k	5 3% k	8 1% k	4 3% k	3 4% k	9 1% k	7 3% k	6 1% k	15 1% k
Don't know	12 1% k	11 1% k	1 1% k	8 1% k	1 4% k	3 4% k	9 1% k	2 * k	4 1% k	4 * k	9 1% k	- - k	- - k	12 1% k	- - k	- - k	12 1% k	3 1% k	7 1% k	10 1% k
Top 2: Agree	930 77% g,mor	826 78% g,mor	105 74% g,mor	863 79% f	18 59% f	47 66% f	448 72% ag	482 83% aj	468 83% aj	388 72% aj	768 79% d	108 73% d	102 66% m	807 80% m	95 67% o	68 74% o	810 74% o	186 70% r	725 80% r	945 79% r
Bottom 2: Disagree	84 7% c	75 7% c	10 7% c	69 6% c	5 15% c	10 14% c	45 7% ag	39 7% aj	32 6% aj	45 8% aj	57 6% d	16 11% d	19 13% m	55 5% m	22 16% o	12 13% o	54 5% o	23 9% r	55 6% r	77 6% r
Net difference	846 70% f	751 71% f	95 67% f	794 72% f	14 44% f	38 53% f	403 65% g	443 76% aj	436 77% aj	343 64% aj	711 73% l	91 62% l	82 54% n	752 75% n	73 52% n	56 61% n	755 74% n	163 62% s	671 74% s	868 72% s

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

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8 Dec 2025  
 Table 62

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	593	610	869	332	822	383	256	250	213	233	152	1202
Weighted total	1202	561	641	885	317	806	383	283	251	207	235	151	1202
Effective base	1007	480	527	744	264	682	312	236	209	177	193	131	1007
Strongly agree	487 41% c	292 52% ac	161 30% c	377 43% d	109 36% e	339 42% f	145 38% g	126 44% h	101 40% i	89 43% j	89 38% k	56 37% l	506 42% l
Tend to agree	443 37% h	191 34% h	218 40% h	322 36% h	118 38% h	299 37% h	140 36% h	96 34% h	94 38% h	81 39% h	89 38% h	55 36% h	439 37% h
Neither agree nor disagree	176 15% i	53 9% i	102 19% i	117 13% i	55 16% i	105 13% i	68 18% i	42 15% i	33 13% i	24 12% i	34 15% i	29 19% i	170 14% i
Tend to disagree	68 6% j	19 3% j	44 8% j	51 6% j	17 6% j	48 6% j	19 5% j	18 6% j	19 8% j	6 3% j	7 3% j	6 4% j	62 5% j
Strongly disagree	16 1% k	3 1% k	12 2% k	13 1% k	4 1% k	11 1% k	6 1% k	- - k	3 1% k	4 2% k	3 1% k	2 1% k	15 1% k
Don't know	12 1% l	2 1% l	5 1% l	6 1% l	4 1% l	5 1% l	5 1% l	1 1% l	1 1% l	2 1% l	3 1% l	3 2% l	10 1% l
Top 2: Agree	930 77% c	483 86% ac	379 70% c	699 79% d	227 74% e	637 79% f	285 75% g	222 78% h	195 78% i	171 83% j	178 76% k	111 74% l	945 79% l
Bottom 2: Disagree	84 7% b	22 4% b	56 10% b	63 7% b	21 6% b	59 7% b	25 6% b	18 6% b	22 9% b	10 5% b	20 8% b	8 5% b	77 6% b
Net difference	846 70% f	460 82% f	323 60% f	636 72% f	206 67% f	579 72% f	260 68% f	204 69% f	173 69% f	161 78% f	158 67% f	103 68% f	868 72% f

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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8 Dec 2025  
 Table 63

QIEY8\_A. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	301	126	175	177	113	11	224	74	7	21	40	6	68	133	172	301
Weighted total	311	140	171	158	140*	13**	247	58*	14**	26**	11*	8**	70**	139	174	301
Effective base	257	103	154	152	100	10	210	45	7	20	38	6	59	114	145	257
Cost of living	169 54% k	80 57% k	89 52% k	72 46% k	89 66% k	8 10% k	137 55% k	28 48% k	7 48% k	12 46% k	4 37% k	5 72% k	44 53% k	73 53% k	95 55% k	158 52% k
Availability of affordable childcare	117 k	45 k	72 k	51 k	59 k	7 k	92 k	23 k	2 k	11 k	4 k	7 k	33 k	56 k	65 k	116 k

	<b>38%</b>	32%	42%	32%	42%	54%	37%	40%	14%	42%	37%	88%	47%	40%	37%	39%
Balancing work and family life	<b>169</b>	81	88	72	93	4	136	28	9	10	6	4	38	75	95	165
	<b>54%</b>	58%	51%	45%	66%	ad	55%	49%	63%	37%	59%	51%	54%	54%	54%	55%
Not knowing how to support child's development	<b>55</b>	28	26	20	32	3	42	13	7	4	1	1	13	21	30	47
	<b>18%</b>	20%	15%	13%	23%	24%	17%	22%	52%	15%	8%	12%	18%	15%	17%	16%
Managing challenging behaviour	<b>70</b>	32	37	44	23	2	54	13	6	4	3	-	10	25	43	66
	<b>22%</b>	23%	22%	28%	16%	18%	22%	23%	45%	17%	26%	-	15%	18%	25%	22%
Managing screen time and technology use	<b>75</b>	30	46	43	31	1	55	18	4	8	4	3	16	37	37	75
	<b>24%</b>	21%	27%	27%	22%	9%	22%	31%	30%	29%	35%	35%	23%	26%	21%	25%
Parents' mental health problems	<b>71</b>	26	45	48	20	3	57	14	1	10	2	-	11	33	43	71
	<b>23%</b>	19%	26%	30%	14%	24%	23%	23%	11%	37%	23%	-	16%	24%	24%	24%
Lack of support from family, friends, community or professionals	<b>56</b>	27	29	32	21	3	42	10	4	3	3	-	14	26	28	58
	<b>18%</b>	19%	17%	20%	15%	21%	17%	17%	26%	12%	30%	-	19%	19%	16%	19%
Keeping children safe at home, in childcare or education, or in the community	<b>61</b>	33	28	39	18	4	51	10	1	4	4	1	8	24	44	64
	<b>20%</b>	23%	17%	25%	13%	29%	21%	18%	11%	16%	35%	12%	11%	17%	25%	21%
Other	<b>2</b>	-	2	2	-	-	2	-	-	-	-	-	1	2	2	3
	<b>1%</b>	-	1%	2%	-	-	1%	-	-	-	-	-	1%	1%	*	1%
No opinion	<b>2</b>	2	-	-	2	-	2	-	-	-	-	-	-	2	-	1
	<b>1%</b>	1%	-	-	1%	-	1%	-	-	-	-	-	-	1%	-	*
Don't know	<b>2</b>	-	2	2	-	-	2	-	-	-	-	-	1	1	1	2
	<b>1%</b>	-	1%	2%	-	-	1%	-	-	-	-	-	2%	1%	1%	1%

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

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 Table 64

Q1EY8\_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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	301	208	93	206	95	70	108	74	49	246	35	40	79	115	301
Weighted total	<b>311</b>	217	95*	202	109*	81*	105*	89*	37*	252	35*	41*	85*	118*	<b>301</b>
Effective base	257	172	84	172	85	63	91	62	46	207	21	24	69	77	251
Cost of living	<b>169</b>	114	56	100	69	51	57	38	23	137	19	26	42	61	<b>158</b>
	<b>54%</b>	52%	59%	50%	63%	63%	54%	43%	62%	54%	56%	62%	49%	52%	<b>52%</b>
Availability of affordable childcare	<b>117</b>	77	40	74	43	25	40	32	20	92	19	19	26	39	<b>116</b>
	<b>38%</b>	36%	42%	37%	40%	30%	38%	37%	54%	36%	54%	47%	31%	33%	<b>39%</b>
Balancing work and family life	<b>169</b>	130	39	112	57	34	63	51	21	142	13	23	46	64	<b>165</b>
	<b>54%</b>	60%	41%	55%	52%	42%	60%	57%	56%	56%	37%	55%	54%	54%	<b>55%</b>
Not knowing how to support child's development	<b>55</b>	42	13	34	20	8	21	21	4	43	7	8	13	24	<b>47</b>
	<b>18%</b>	19%	14%	17%	19%	10%	20%	24%	11%	17%	21%	20%	15%	20%	<b>16%</b>
Managing challenging behaviour	<b>70</b>	49	20	44	25	23	25	17	5	64	3	7	18	35	<b>66</b>
	<b>22%</b>	23%	22%	22%	23%	28%	24%	19%	12%	25%	9%	17%	21%	30%	<b>22%</b>
Managing screen time and technology use	<b>75</b>	56	19	56	19	22	23	22	8	61	11	12	25	25	<b>75</b>
	<b>24%</b>	26%	20%	28%	18%	27%	22%	25%	23%	24%	31%	30%	30%	21%	<b>25%</b>
Parents' mental health problems	<b>71</b>	44	26	45	26	21	23	20	7	55	9	5	23	26	<b>71</b>
	<b>23%</b>	20%	28%	22%	23%	25%	22%	23%	20%	22%	26%	12%	27%	22%	<b>24%</b>
Lack of support from family, friends, community or professionals	<b>56</b>	43	13	39	17	13	20	16	7	48	5	10	18	17	<b>58</b>
	<b>18%</b>	20%	14%	19%	15%	16%	19%	19%	18%	19%	13%	25%	21%	15%	<b>19%</b>
Keeping children safe at home, in childcare or education, or in the community	<b>61</b>	48	13	49	12	17	22	17	5	52	8	3	12	33	<b>64</b>
	<b>20%</b>	22%	13%	24%	11%	21%	21%	19%	14%	21%	23%	7%	14%	28%	<b>21%</b>
Other	<b>2</b>	1	1	2	1	-	-	1	1	2	1	1	1	-	<b>3</b>
	<b>1%</b>	1%	1%	1%	1%	-	-	1%	4%	1%	2%	1%	1%	-	<b>1%</b>
No opinion	<b>2</b>	2	-	2	-	2	-	-	-	2	-	-	2	-	<b>1</b>
	<b>1%</b>	1%	-	1%	-	2%	-	-	-	1%	-	-	2%	-	<b>*</b>
Don't know	<b>2</b>	-	2	2	1	-	-	2	-	1	-	-	1	-	<b>2</b>
	<b>1%</b>	-	3%	1%	1%	-	-	3%	-	*	-	-	1%	-	<b>1%</b>

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

QIEY8\_A. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	301	33	86	82	90	298	2	252	45	222	75	182	86	301
Weighted total	311	35*	84*	80*	85*	309	2**	259	48*	220	87*	183	92*	301
Effective base	257	31	76	67	74	254	2	214	39	184	69	149	78	257
Cost of living	169	21	57	50	36	169	-	143	24	122	46	101	44	158
	54%	60%	60%	58%	42%	55%	-	55%	50%	55%	53%	55%	48%	52%
Availability of affordable childcare	117	8	42	42	20	116	1	96	21	78	39	68	29	116
	38%	24%	45%	50%	23%	38%	46%	37%	44%	35%	45%	37%	32%	39%
Balancing work and family life	169	12	46	56	50	169	-	150	19	133	35	102	53	165
	54%	34%	48%	65%	59%	55%	-	58%	39%	60%	40%	56%	57%	55%
Not knowing how to support child's development	55	5	17	17	12	54	-	43	11	33	21	36	15	47
	18%	14%	18%	20%	14%	17%	-	16%	23%	15%	24%	20%	16%	16%
Managing challenging behaviour	70	9	20	14	26	70	-	59	11	50	20	42	24	66
	22%	25%	21%	16%	30%	23%	-	23%	22%	23%	22%	23%	26%	22%
Managing screen time and technology use	75	7	18	21	27	74	1	63	12	60	15	40	29	75
	24%	20%	19%	25%	32%	24%	54%	24%	25%	27%	17%	22%	32%	25%
Parents' mental health problems	71	14	23	11	20	69	1	60	10	50	20	36	21	71
	23%	38%	24%	13%	23%	22%	54%	23%	21%	23%	23%	20%	23%	24%
Lack of support from family, friends, community or professionals	56	7	16	11	22	56	-	49	7	43	13	39	15	58
	18%	20%	17%	13%	25%	18%	-	19%	15%	20%	15%	21%	16%	19%
Keeping children safe at home, in childcare or education, or in the community	61	6	14	10	30	60	1	53	8	47	13	42	16	64
	20%	18%	15%	12%	35%	19%	46%	20%	16%	21%	15%	23%	18%	21%
Other	2	-	1	1	-	2	-	2	-	2	-	2	-	3
	1%	-	1%	1%	-	1%	-	1%	-	1%	-	1%	-	1%
No opinion	2	-	-	2	-	2	-	2	-	2	-	2	-	1
	1%	-	-	2%	-	1%	-	1%	-	2%	-	2%	-	*
Don't know	2	1	-	1	-	2	-	1	-	1	-	1	-	2
	1%	3%	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%

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

QIEY8\_A. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)		Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	301	274	27	268	8	23	154	147	167	112	244	31	35	252	34	23	254	65	226	301	
Weighted total	311	284	27**	279	7**	23**	161	150	164	125**	251	34**	35*	259	36*	25**	261	74*	227	301	
Effective base	257	232	25	228	6	20	133	123	133	100	207	27	32	212	31	21	211	61	197	257	
Cost of living	169	152	17	153	4	13	89	80	86	76	136	20	17	145	21	14	143	49	119	158	
	54%	54%	62%	55%	52%	54%	55%	53%	52%	61%	54%	57%	48%	56%	57%	54%	55%	66%	52%	52%	
Availability of affordable childcare	117	103	15	107	3	8	64	53	52	59	99	11	11	100	11	6	101	35	81	116	
	38%	36%	53%	38%	36%	34%	40%	35%	31%	47%	39%	31%	31%	38%	30%	24%	39%	47%	35%	39%	
Balancing work and family life	169	155	14	156	2	10	77	92	81	79	143	15	19	147	20	14	144	35	132	165	
	54%	55%	50%	56%	22%	43%	48%	61%	49%	63%	57%	44%	54%	57%	55%	58%	55%	47%	58%	55%	
Not knowing how to support child's development	55	49	6	46	1	6	30	24	23	25	43	4	9	40	7	5	45	11	43	47	
	18%	17%	22%	17%	13%	28%	19%	16%	14%	20%	17%	11%	25%	15%	18%	19%	17%	14%	19%	16%	
Managing challenging behaviour	70	65	5	60	2	8	36	33	44	18	53	9	13	52	10	7	57	15	51	66	
	22%	23%	18%	21%	27%	33%	23%	22%	27%	14%	21%	25%	36%	20%	27%	27%	22%	21%	22%	22%	
Managing screen time and technology use	75	71	5	65	2	8	42	33	52	18	61	6	1	73	5	4	69	16	59	75	
	24%	25%	16%	23%	27%	34%	26%	22%	32%	15%	24%	19%	3%	28%	13%	14%	27%	21%	26%	25%	
Parents' mental health problems	71	64	6	60	1	10	44	27	36	27	51	10	12	54	14	11	55	18	49	71	
	23%	23%	23%	22%	14%	41%	27%	18%	22%	22%	20%	30%	35%	21%	38%	43%	21%	24%	21%	24%	
Lack of support from family, friends, community or professionals	56	52	4	54	-	1	28	28	33	17	47	7	8	45	6	4	49	14	42	58	
	18%	18%	16%	19%	-	4%	17%	19%	20%	14%	19%	21%	23%	17%	15%	15%	19%	18%	19%	19%	

Keeping children safe at home, in childcare or education, or in the community	61	58	3	58	2	1	28	33	39	18	51	9	4	55	6	5	51	10	49	64
	20%	21%	10%	21%	24%	3%	18%	22%	24%	15%	20%	26%	12%	21%	17%	19%	20%	14%	22%	21%
Other	2	2	1	2	1	-	2	-	2	-	2	-	-	2	-	-	2	-	2	3
	1%	1%	2%	1%	8%	-	2%	-	2%	-	1%	-	-	1%	-	-	1%	-	1%	1%
No opinion	2	2	-	2	-	-	2	-	2	-	2	-	-	2	-	-	2	-	2	1
	1%	1%	-	1%	-	-	1%	-	1%	-	1%	-	-	1%	-	-	1%	-	1%	1%
Don't know	2	2	-	1	1	-	1	1	1	2	2	-	-	2	-	-	2	-	1	2
	1%	1%	-	1%	16%	-	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	-	1%	1%

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

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 Table 67

Q1EY8\_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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week						
								1 - Most deprived	2	3	4	5 - Least deprived	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	301	157	144	230	68	210	87	75	46	56	60	43	301
Weighted total	311	153	111	230	78*	212	96*	73*	51*	59*	64*	39*	301
Effective base	257	130	103	193	61	178	76	63	40	48	51	37	301
Cost of living	169	74	77	119	49	121	47	40	31	32	35	18	158
	54%	49%	58%	52%	63%	57%	49%	54%	61%	54%	55%	47%	52%
Availability of affordable childcare	117	50	54	86	31	77	40	21	14	26	27	23	116
	38%	33%	41%	37%	40%	36%	42%	28%	28%	44%	42%	58%	39%
Balancing work and family life	169	89	67	125	42	114	54	41	26	34	32	21	165
	54%	58%	51%	54%	54%	54%	56%	55%	51%	58%	50%	55%	55%
Not knowing how to support child's development	55	19	32	44	10	38	17	19	6	9	11	5	47
	18%	13%	25%	19%	13%	18%	17%	26%	13%	16%	17%	12%	16%
Managing challenging behaviour	70	40	25	52	17	46	23	14	13	13	24	3	66
	22%	26%	19%	23%	22%	22%	24%	20%	26%	22%	38%	7%	22%
Managing screen time and technology use	75	44	23	60	15	55	20	18	16	12	17	10	75
	24%	28%	17%	26%	19%	26%	21%	24%	31%	20%	26%	24%	25%
Parents' mental health problems	71	34	30	53	17	47	23	17	12	14	10	11	71
	23%	22%	23%	23%	22%	22%	24%	23%	24%	16%	23%	28%	24%
Lack of support from family, friends, community or professionals	56	30	24	41	15	35	20	17	7	11	10	7	58
	18%	19%	18%	18%	19%	16%	21%	23%	15%	18%	16%	18%	19%
Keeping children safe at home, in childcare or education, or in the community	61	43	15	52	8	50	11	13	9	15	17	5	64
	20%	28%	11%	23%	10%	24%	11%	18%	18%	26%	26%	13%	21%
Other	2	2	-	2	-	1	-	1	1	-	1	-	3
	1%	1%	-	1%	-	1%	-	2%	1%	-	1%	-	1%
No opinion	2	-	2	-	2	-	2	-	2	-	-	-	1
	1%	-	1%	-	2%	-	2%	-	3%	-	-	-	*
Don't know	2	-	1	1	1	1	1	-	-	-	-	1	2
	1%	-	1%	1%	2%	1%	1%	-	-	-	-	3%	1%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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Q1EY8\_C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3		4-5
Unweighted total	290	132	157	162	105	23	208	63	7	23	47	3	64	137	159	290
Weighted total	290	137	152	136	128*	26**	225	62*	12**	35**	13*	3**	62*	135	156	290
Effective base	242	104	139	134	92	21	194	47	7	22	39	3	54	112	133	250
Availability of affordable childcare	54	25	29	26	25	3	44	9	3	4	1	1	14	24	27	50
	19%	18%	19%	19%	20%	10%	20%	15%	26%	10%	10%	43%	23%	18%	17%	17%
Availability of childcare / quality childcare / access to education	12	6	6	6	6	-	7	6	1	4	1	-	3	7	10	12
	4%	5%	4%	4%	5%	-	3%	9%	13%	10%	6%	-	4%	5%	6%	4%
Cost of childcare	50	21	28	25	22	3	43	7	3	1	1	1	11	23	24	46

	17%	16%	18%	18%	17%	10%	19%	11%	26%	4%	8%	43%	18%	17%	15%	16%
Childcare (unspecified)	6	-	6	1	6	-	6	*	-	-	*	-	3	2	2	7
	2%	-	4%	1%	4%	-	3%	*	-	-	2%	-	5%	2%	1%	2%
Broken homes / unstable home life	3	2	1	1	1	1	3	-	-	-	-	-	-	1	2	3
	1%	1%	1%	*	1%	5%	1%	-	-	-	-	-	-	1%	1%	1%
Children's physical / social / emotional development	8	3	5	4	4	-	7	1	-	-	1	-	-	5	4	8
	3%	2%	3%	3%	3%	-	3%	1%	-	-	4%	-	-	4%	3%	3%
Cost of living	55	27	29	27	22	6	44	11	3	5	3	-	21	26	30	60
	19%	19%	19%	20%	17%	23%	20%	18%	26%	16%	21%	-	33%	19%	19%	21%
Managing challenging behaviour	5	3	2	5	-	-	4	1	-	-	1	-	1	4	2	9
	2%	2%	1%	4%	-	-	2%	1%	-	-	7%	-	1%	3%	1%	3%
Diet / nutrition	6	2	4	2	3	-	5	*	-	-	*	-	-	2	5	6
	2%	1%	3%	2%	3%	-	2%	*	-	-	2%	-	-	2%	3%	2%
Health issues / healthcare / NHS	8	6	2	5	3	-	7	*	-	-	*	-	2	2	6	9
	3%	4%	2%	3%	3%	-	3%	1%	-	-	4%	-	3%	1%	4%	3%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	2	8	6	4	-	6	4	-	3	1	-	1	6	4	10
	3%	1%	6%	5%	3%	-	3%	6%	-	8%	6%	-	2%	5%	2%	3%
Keeping children safe at home, in childcare or education, or in the community	2	2	*	1	2	-	2	*	-	-	*	-	-	1	2	3
	1%	2%	*	1%	1%	-	1%	*	-	-	2%	-	-	1%	1%	1%
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE 27*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of support from family, friends, community, or professionals	32	17	14	8	22	1	28	4	2	1	1	-	7	11	22	28
	11%	13%	10%	6%	18%	6%	12%	6%	14%	4%	7%	-	11%	8%	14%	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	16	7	9	10	5	1	12	4	3	-	1	-	3	12	8	19
	6%	5%	6%	7%	4%	5%	5%	7%	26%	-	9%	-	5%	9%	5%	7%
Not knowing how to support child's development	30	19	12	12	13	6	15	14	1	10	2	1	1	13	22	31
	11%	14%	8%	9%	10%	22%	7%	22%	11%	29%	15%	20%	2%	10%	14%	11%
Balancing work and family life	83	38	45	41	39	3	65	18	6	5	1	1	10	45	47	84
	29%	28%	30%	30%	31%	10%	29%	29%	51%	18%	37%	37%	24%	34%	30%	29%
Politics / the government	2	2	*	-	2	-	2	*	-	-	*	-	-	2	-	2
	1%	1%	*	-	2%	-	1%	*	-	-	2%	-	-	2%	-	1%
Society / societal changes / worklessness	4	3	1	1	3	-	4	*	-	-	*	-	-	2	3	4
	1%	2%	1%	1%	2%	-	2%	*	-	-	2%	-	-	2%	2%	1%
Managing screen time and technology use	13	6	7	7	5	1	11	1	-	1	-	-	3	3	9	11
	4%	5%	4%	5%	4%	5%	5%	2%	-	4%	-	-	5%	2%	6%	4%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	9	11	6	11	2	16	4	2	2	-	-	9	7	9	16
	7%	7%	7%	5%	9%	9%	7%	6%	14%	6%	-	-	14%	5%	6%	6%
Other	21	11	10	13	6	1	17	4	-	3	1	-	5	10	8	21
	7%	8%	7%	9%	5%	6%	7%	6%	-	9%	5%	-	8%	8%	5%	7%
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	60	19	40	30	24	7	47	13	1	10	1	-	14	30	29	55
	21%	14%	27%	22%	19%	26%	21%	20%	12%	28%	10%	-	22%	22%	19%	19%

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

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 Table 69

QIEY8\_C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	290	193	97	163	127	55	112	66	57	236	53	44	29	100	
Weighted total	290	202	88*	164	106*	63*	107*	73*	42*	239	31**	41*	86*	102*	
Effective base	242	166	77	155	87	47	94	57	52	197	28	36	67	85	
Availability of affordable childcare	54	40	13	34	20	13	23	10	9	49	3	11	14	17	
	19%	20%	15%	19%	19%	20%	21%	12%	21%	20%	10%	27%	17%	17%	
Availability of childcare / quality childcare / access to education	12	12	-	9	3	3	4	3	2	11	*	1	2	3	
	4%	6%	-	5%	3%	5%	4%	4%	4%	5%	1%	2%	2%	3%	

		c													
Cost of childcare	50	36	13	32	18	12	23	8	7	46	3	10	14	16	46
	17%	18%	15%	17%	17%	20%	21%	10%	17%	19%	9%	25%	16%	16%	16%
Childcare (unspecified)	6	3	4	3	4	1	2	1	1	6	-	2	2	1	7
	2%	1%	4%	2%	3%	2%	2%	2%	3%	2%	-	6%	2%	1%	2%
Broken homes / unstable home life	3	3	-	2	1	1	2	-	-	2	1	-	1	2	3
	1%	2%	-	1%	1%	2%	2%	-	-	1%	3%	-	1%	2%	1%
Children's physical / social / emotional development	8	6	1	7	1	1	3	2	1	6	1	-	4	3	8
	3%	3%	2%	4%	1%	2%	3%	3%	2%	3%	5%	-	4%	2%	3%
Cost of living	55	37	18	34	21	11	23	7	15	43	6	10	11	13	60
	19%	18%	20%	19%	20%	17%	21%	9%	35% afh	18%	19%	25%	12%	13%	21%
Managing challenging behaviour	5	3	2	3	2	-	3	1	1	4	*	1	3	1	9
	2%	1%	3%	2%	2%	-	3%	1%	2%	2%	1%	1%	3%	1%	3%
Diet / nutrition	6	3	3	3	3	1	4	-	1	4	2	-	1	3	6
	2%	1%	3%	2%	2%	2%	3%	-	2%	2%	6%	-	1%	3%	2%
Health issues / healthcare / NHS	8	5	3	4	4	1	3	2	1	7	-	-	2	4	9
	3%	2%	4%	2%	4%	2%	3%	3%	3%	3%	-	-	2%	4%	3%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	6	4	8	2	3	2	4	1	8	2	1	5	3	10
	3%	3%	5%	4%	2%	4%	2%	6%	2%	3%	7%	3%	6%	3%	3%
Keeping children safe at home, in childcare or education, or in the community	2	1	2	1	2	-	2	-	1	2	*	-	1	2	3
	1%	*	2%	1%	1%	-	2%	-	2%	1%	1%	-	1%	1%	1%
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE 27*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of support from family, friends, community, or professionals	32	25	6	17	14	8	9	9	6	26	3	4	6	15	28
	11%	13%	7%	9%	14%	13%	8%	11%	14%	11%	10%	9%	7%	14%	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	16	13	3	9	7	1	11	1	2	14	-	*	7	3	19
	6%	7%	3%	5%	7%	2%	11%	2%	5%	6%	-	1%	8%	3%	7%
Not knowing how to support child's development	30	18	12	23	8	5	12	8	4	28	1	1	8	16	31
	11%	9%	14%	12%	7%	9%	11%	11%	10%	12%	4%	3%	9%	16%	11%
Balancing work and family life	83	61	22	62	21	21	32	22	9	67	9	10	23	27	84
	29%	30%	25%	34%	20%	33%	30%	28%	21%	28%	28%	24%	26%	27%	29%
Politics / the government	2	2	-	2	-	2	-	-	-	2	-	-	2	-	2
	1%	1%	-	1%	-	3%	-	-	-	1%	-	-	2%	-	1%
Society / societal changes / wokeism	4	3	1	3	1	1	3	-	-	4	-	-	1	2	4
	1%	1%	1%	2%	1%	2%	3%	-	-	2%	-	-	2%	1%	1%
Managing screen time and technology use	13	11	2	9	4	2	2	7	2	7	2	2	2	7	11
	4%	5%	2%	5%	4%	4%	2%	9%	4%	3%	8%	6%	2%	7%	4%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	15	5	12	8	3	5	10	3	16	3	6	4	5	16
	7%	7%	6%	7%	7%	5%	4%	13%	6%	7%	9%	14%	5%	5%	6%
Other	21	12	8	15	6	6	6	5	4	17	3	5	8	5	21
	7%	6%	9%	8%	6%	9%	6%	6%	9%	7%	8%	12%	9%	5%	7%
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	60	37	23	24	37	15	19	19	7	51	7	9	21	19	55
	21%	18%	26%	13%	35%	24%	18%	25%	16%	21%	24%	22%	24%	19%	19%

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

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8 Dec 2025  
 Table 70

QIEY8\_C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	290	26	53	75	37	281	7	234	64	215	73	197	63	290
Weighted total	290	23**	99*	77*	84*	281	7**	219	69*	208	79*	189	69*	290
Effective base	242	21	80	64	71	234	7	183	57	178	63	161	55	290
Availability of affordable childcare	54	4	16	18	15	54	-	39	14	41	13	46	7	50
	19%	18%	16%	23%	18%	19%	-	18%	21%	20%	16%	24%	10%	17%



	290	251	39	265	9	14	157	133	147	121	235	38	41	242	28	16	252	57	225	290
Unweighted total	290	251	39	265	9	14	157	133	147	121	235	38	41	242	28	16	252	57	225	290
Weighted total	290	252	38*	265	9**	14**	152	138	131	133	229	43*	40*	243	31**	19**	248	58*	224	290
Effective base	242	209	33	219	9	12	130	113	117	107	104	33	35	201	25	15	207	50	185	290
<b>Availability of affordable childcare</b>	<b>54</b>	<b>48</b>	<b>6</b>	<b>48</b>	<b>1</b>	<b>4</b>	<b>34</b>	<b>19</b>	<b>13</b>	<b>37</b>	<b>41</b>	<b>7</b>	<b>7</b>	<b>46</b>	<b>5</b>	<b>2</b>	<b>48</b>	<b>15</b>	<b>38</b>	<b>50</b>
	<b>19%</b>	<b>19%</b>	<b>15%</b>	<b>18%</b>	<b>11%</b>	<b>30%</b>	<b>22%</b>	<b>14%</b>	<b>10%</b>	<b>28%</b>	<b>18%</b>	<b>17%</b>	<b>17%</b>	<b>19%</b>	<b>15%</b>	<b>11%</b>	<b>19%</b>	<b>27%</b>	<b>17%</b>	<b>17%</b>
Availability of childcare / quality childcare / access to education	12	12	1	12	-	-	5	7	7	5	12	-	1	12	3	1	10	-	12	12
Cost of childcare	4%	5%	2%	5%	-	-	4%	5%	6%	4%	5%	-	2%	5%	8%	6%	4%	-	6%	4%
	<b>50</b>	<b>44</b>	<b>5</b>	<b>44</b>	<b>1</b>	<b>4</b>	<b>34</b>	<b>15</b>	<b>12</b>	<b>33</b>	<b>37</b>	<b>7</b>	<b>6</b>	<b>42</b>	<b>4</b>	<b>1</b>	<b>45</b>	<b>15</b>	<b>34</b>	<b>46</b>
	<b>17%</b>	<b>18%</b>	<b>14%</b>	<b>17%</b>	<b>11%</b>	<b>30%</b>	<b>22%</b>	<b>11%</b>	<b>9%</b>	<b>25%</b>	<b>16%</b>	<b>17%</b>	<b>15%</b>	<b>17%</b>	<b>12%</b>	<b>6%</b>	<b>18%</b>	<b>27%</b>	<b>15%</b>	<b>16%</b>
Childcare (unspecified)	6	3	3	6	-	-	3	4	2	4	6	-	-	6	-	-	6	*	6	7
	<b>2%</b>	<b>1%</b>	<b>8%</b>	<b>2%</b>	<b>-</b>	<b>-</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>3%</b>	<b>*</b>	<b>3%</b>	<b>2%</b>
Broken homes / unstable home life	3	3	-	3	-	-	1	2	2	1	2	1	1	2	-	-	3	-	3	3
	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>3%</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>1%</b>
Children's physical / social / emotional development	8	8	-	8	-	-	4	4	3	4	7	1	-	8	3	1	5	1	7	8
	<b>3%</b>	<b>3%</b>	<b>-</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>-</b>	<b>3%</b>	<b>8%</b>	<b>6%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>
Cost of living	55	45	10	48	2	5	35	20	23	31	39	11	9	44	5	3	47	21	34	60
	<b>19%</b>	<b>18%</b>	<b>27%</b>	<b>18%</b>	<b>25%</b>	<b>38%</b>	<b>23%</b>	<b>15%</b>	<b>18%</b>	<b>23%</b>	<b>17%</b>	<b>25%</b>	<b>22%</b>	<b>18%</b>	<b>17%</b>	<b>18%</b>	<b>19%</b>	<b>36%</b>	<b>15%</b>	<b>21%</b>
Managing challenging behaviour	5	3	2	4	1	-	2	3	3	2	5	-	2	3	1	-	4	1	4	9
	<b>2%</b>	<b>1%</b>	<b>5%</b>	<b>2%</b>	<b>9%</b>	<b>-</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>-</b>	<b>5%</b>	<b>1%</b>	<b>4%</b>	<b>-</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>
Diet / nutrition	6	6	-	5	1	-	3	2	2	4	6	-	2	3	-	-	6	1	5	6
	<b>2%</b>	<b>2%</b>	<b>-</b>	<b>2%</b>	<b>9%</b>	<b>-</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>3%</b>	<b>2%</b>	<b>-</b>	<b>6%</b>	<b>1%</b>	<b>-</b>	<b>2%</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>
Health issues / healthcare / NHS	8	7	1	8	-	-	2	6	3	5	7	1	2	6	2	2	6	2	6	9
	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>-</b>	<b>-</b>	<b>2%</b>	<b>4%</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>5%</b>	<b>3%</b>	<b>6%</b>	<b>9%</b>	<b>3%</b>	<b>4%</b>	<b>2%</b>	<b>3%</b>
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>10</b>	<b>9</b>	<b>1</b>	<b>8</b>	<b>-</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>3</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>10</b>
	<b>3%</b>	<b>4%</b>	<b>3%</b>	<b>3%</b>	<b>-</b>	<b>11%</b>	<b>2%</b>	<b>5%</b>	<b>4%</b>	<b>3%</b>	<b>4%</b>	<b>-</b>	<b>5%</b>	<b>3%</b>	<b>10%</b>	<b>6%</b>	<b>3%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>
Keeping children safe at home, in childcare or education, or in the community	2	2	-	2	-	-	*	2	1	2	2	-	-	2	-	-	2	-	2	3
	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>*</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>1%</b>
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE 27*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>11%</b>	<b>10%</b>	<b>14%</b>	<b>11%</b>	<b>11%</b>	<b>12%</b>	<b>12%</b>	<b>10%</b>	<b>11%</b>	<b>11%</b>	<b>10%</b>	<b>13%</b>	<b>10%</b>	<b>11%</b>	<b>35%</b>	<b>40%</b>	<b>8%</b>	<b>22%</b>	<b>8%</b>	<b>10%</b>
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>32</b>	<b>26</b>	<b>5</b>	<b>29</b>	<b>1</b>	<b>2</b>	<b>18</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>23</b>	<b>6</b>	<b>4</b>	<b>28</b>	<b>11</b>	<b>7</b>	<b>19</b>	<b>13</b>	<b>19</b>	<b>28</b>
	<b>11%</b>	<b>10%</b>	<b>14%</b>	<b>11%</b>	<b>11%</b>	<b>12%</b>	<b>12%</b>	<b>10%</b>	<b>11%</b>	<b>11%</b>	<b>10%</b>	<b>13%</b>	<b>10%</b>	<b>11%</b>	<b>35%</b>	<b>40%</b>	<b>8%</b>	<b>22%</b>	<b>8%</b>	<b>10%</b>
Lack of time / time to spend with children / having to juggle work and home time *DO NOT USE* *USE CODE 28	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>16</b>	<b>15</b>	<b>1</b>	<b>14</b>	<b>-</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>13</b>	<b>3</b>	<b>14</b>	<b>-</b>	<b>2</b>	<b>14</b>	<b>3</b>	<b>1</b>	<b>12</b>	<b>4</b>	<b>12</b>	<b>19</b>
	<b>6%</b>	<b>6%</b>	<b>3%</b>	<b>5%</b>	<b>-</b>	<b>12%</b>	<b>5%</b>	<b>6%</b>	<b>10%</b>	<b>2%</b>	<b>6%</b>	<b>-</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>	<b>8%</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>
Not knowing how to support child's development	30	28	2	29	1	-	9	21	8	17	27	3	5	25	3	2	27	7	24	31
	<b>11%</b>	<b>11%</b>	<b>6%</b>	<b>11%</b>	<b>11%</b>	<b>-</b>	<b>6%</b>	<b>16%</b>	<b>6%</b>	<b>13%</b>	<b>12%</b>	<b>7%</b>	<b>13%</b>	<b>10%</b>	<b>10%</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>	<b>11%</b>
Balancing work and family life	83	77	6	75	4	4	42	41	39	37	70	9	9	73	5	2	76	13	70	84
	<b>29%</b>	<b>31%</b>	<b>16%</b>	<b>28%</b>	<b>45%</b>	<b>28%</b>	<b>28%</b>	<b>30%</b>	<b>30%</b>	<b>27%</b>	<b>31%</b>	<b>21%</b>	<b>24%</b>	<b>30%</b>	<b>15%</b>	<b>10%</b>	<b>31%</b>	<b>23%</b>	<b>31%</b>	<b>29%</b>
Politics / the government	2	2	-	2	-	-	2	2	2	*	2	-	-	2	-	-	2	-	2	2
	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>1%</b>	<b>*</b>	<b>1%</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>-</b>	<b>1%</b>	<b>1%</b>
Society / societal changes / wokeism	4	3	1	4	-	-	1	3	4	4	4	*	-	4	-	-	4	-	4	4
	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>2%</b>	<b>-</b>	<b>-</b>	<b>1%</b>	<b>2%</b>	<b>3%</b>	<b>-</b>	<b>2%</b>	<b>1%</b>	<b>-</b>	<b>2%</b>	<b>-</b>	<b>-</b>	<b>2%</b>	<b>-</b>	<b>2%</b>	<b>1%</b>
Managing screen time and technology use	13	13	-	13	-	-	8	4	7	5	13	-	-	13	-	-	13	2	11	11
	<b>4%</b>	<b>5%</b>	<b>-</b>	<b>5%</b>	<b>-</b>	<b>-</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>-</b>	<b>-</b>	<b>5%</b>	<b>-</b>	<b>-</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>4%</b>
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	14	6	18	-	2	12	8	7	13	17	1	4	16	2	2	18	5	15	16
	<b>7%</b>	<b>5%</b>	<b>17%</b>	<b>7%</b>	<b>-</b>	<b>14%</b>	<b>8%</b>	<b>6%</b>	<b>5%</b>	<b>10%</b>	<b>7%</b>	<b>2%</b>	<b>9%</b>	<b>7%</b>	<b>6%</b>	<b>9%</b>	<b>7%</b>	<b>8%</b>	<b>7%</b>	<b>6%</b>
Other	21	14	6	19	1	1	13	7	15	4	18	2	6	15	2	2	16	7	13	21
	<b>7%</b>	<b>6%</b>	<b>15%</b>	<b>7%</b>	<b>8%</b>	<b>8%</b>	<b>9%</b>	<b>5%</b>	<b>11%</b>	<b>3%</b>	<b>8%</b>	<b>4%</b>	<b>15%</b>	<b>6%</b>	<b>8%</b>	<b>9%</b>	<b>6%</b>	<b>8%</b>	<b>6%</b>	<b>7%</b>
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	<b>60</b>	<b>50</b>	<b>10</b>	<b>54</b>	<b>1</b>	<b>3</b>	<b>39</b>	<b>22</b>	<b>25</b>	<b>27</b>	<b>39</b>	<b>16</b>	<b>10</b>	<b>47</b>	<b>8</b>	<b>5</b>	<b>49</b>	<b>10</b>	<b>43</b>	<b>55</b>
	<b>21%</b>	<b>20%</b>	<b>27%</b>	<b>20%</b>	<b>11%</b>	<b>2%</b>	<b>25%</b>	<b>16%</b>	<b>19%</b>	<b>21%</b>	<b>17%</b>	<b>24%</b>	<b>24%</b>	<b>19%</b>	<b>25%</b>	<b>25%</b>	<b>20%</b>	<b>17%</b>	<b>19%</b>	<b>19%</b>

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

QIEY8 C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	290	139	130	213	75	198	88	66	63	46	61	33	290
Weighted total	290	128	140	212	77*	195	92*	65*	63*	47*	60*	36**	290
Effective base	242	109	115	177	64	163	76	56	52	40	49	28	290
<b>Availability of affordable childcare</b>	<b>54</b>	<b>19</b>	<b>31</b>	<b>40</b>	<b>14</b>	<b>31</b>	<b>22</b>	<b>14</b>	<b>6</b>	<b>7</b>	<b>12</b>	<b>14</b>	<b>50</b>
	<b>19%</b>	<b>15%</b>	<b>22%</b>	<b>19%</b>	<b>18%</b>	<b>16%</b>	<b>24%</b>	<b>21%</b>	<b>10%</b>	<b>15%</b>	<b>19%</b>	<b>39%</b>	<b>17%</b>
Availability of childcare / quality childcare / access to education	12	8	5	12	1	10	2	4	1	1	4	2	12
	4%	6%	3%	5%	1%	5%	2%	6%	2%	2%	6%	6%	4%
Cost of childcare	50	18	28	37	13	28	22	12	6	7	11	12	46
	17%	14%	20%	17%	17%	14%	24%	19%	10%	15%	19%	33%	16%
Childcare (unspecified)	6	4	2	4	2	4	2	*	-	2	3	-	7
	2%	3%	1%	2%	3%	2%	3%	*	-	5%	5%	-	2%
Broken homes / unstable home life	3	1	2	2	1	1	2	-	1	-	1	1	3
	1%	*	2%	1%	2%	*	3%	-	1%	-	2%	4%	1%
Children's physical / social / emotional development	8	5	2	7	1	5	2	2	1	*	3	1	8
	3%	4%	2%	3%	2%	3%	2%	3%	2%	1%	5%	3%	3%
Cost of living	55	16	35	39	16	32	22	9	10	8	9	14	60
	19%	12%	25%	18%	21%	17%	24%	14%	15%	17%	15%	38%	21%
Managing challenging behaviour	5	3	2	3	2	4	1	3	-	1	*	*	9
	2%	2%	2%	1%	3%	2%	1%	4%	-	2%	1%	*	3%
Diet / nutrition	6	*	5	4	1	3	2	2	-	1	1	1	6
	2%	*	3%	2%	2%	2%	2%	4%	-	2%	2%	3%	2%
Health issues / healthcare / NHS	8	2	6	5	3	5	2	2	2	2	-	1	9
	3%	2%	4%	3%	3%	3%	2%	3%	3%	5%	-	3%	3%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	6	4	7	3	7	3	5	1	1	3	-	10
	3%	5%	3%	3%	4%	4%	3%	8%	2%	2%	5%	-	3%
Keeping children safe at home, in childcare or education, or in the community	2	1	2	2	-	2	-	2	-	-	1	-	3
	1%	1%	1%	1%	-	1%	-	2%	-	-	2%	-	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	32	9	19	21	11	21	11	7	11	4	5	4	28
	11%	7%	14%	10%	15%	11%	12%	10%	17%	8%	8%	11%	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	16	10	5	14	2	13	3	3	7	*	3	1	19
	6%	8%	3%	7%	2%	7%	3%	5%	10%	*	6%	3%	7%
Not knowing how to support child's development	30	16	13	22	8	20	11	4	10	2	11	2	31
	11%	13%	10%	10%	11%	10%	12%	7%	16%	4%	18%	5%	11%
Balancing work and family life	83	39	41	60	23	59	24	22	11	12	22	9	84
	29%	31%	29%	29%	30%	30%	26%	34%	18%	25%	36%	25%	29%
Politics / the government	2	2	-	2	-	2	-	2	-	*	-	-	2
	1%	2%	-	1%	-	1%	-	3%	-	1%	-	-	1%
Society / societal changes / wokeism	4	3	1	4	*	2	2	-	*	3	1	-	4
	1%	2%	1%	2%	*	1%	2%	-	*	6%	2%	-	1%
Managing screen time and technology use	13	5	6	12	1	10	2	1	1	2	2	3	11
	4%	4%	5%	5%	2%	5%	3%	2%	2%	4%	4%	8%	4%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	6	13	12	8	12	8	3	4	2	5	4	16
	7%	4%	9%	6%	11%	6%	9%	5%	6%	5%	9%	13%	6%
Other	21	10	9	17	3	13	7	3	5	6	3	3	21
	7%	8%	7%	8%	4%	7%	8%	4%	8%	13%	5%	7%	7%
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	60	24	30	41	18	40	17	15	19	13	6	5	55
	21%	19%	22%	19%	23%	21%	19%	23%	30%	29%	10%	13%	19%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base: \*\* very small base (under 30) Ineligible for sig testing

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	591	258	332	339	218	34	432	154	14	44	87	9	132	270	331	591
Weighted total	601	277	323	295	268	39*	472	120*	26**	61*	24*	10**	132	273	331	591
Ineffective base	499	207	292	1	12	31	404	92	1*	42	77	8	111	226	277	499
Childcare (unspecified)	65	-	15a	1*	6	-	6	*	-	-	*	-	3	2	2	7
	1%	-	2% b	*	2%	-	1%	*	-	-	1%	-	2%	1%	1%	1%
Broken homes / unstable home life	3	2	1	1	1	1	3	-	-	-	-	-	-	1	2	3
	1%	1%	*	*	*	4% ad	1%	-	-	-	-	-	-	*	1%	1%
Children's physical / social / emotional development	8	3	5	4	4	-	7	1	-	-	1	-	-	5	4	8
	1%	1%	2%	1%	1%	-	2%	*	-	-	2%	-	-	2%	1%	1%
Cost of living	224	106	118	99	111	14	181	39	10	17	7	5	65	99	126	218
	37%	38%	36%	34%	41%	37%	38%	33%	38%	29%	28%	52%	49%	36%	38%	37%
Managing challenging behaviour	75	36	39	50	23	2	58	14	6	4	4	-	11	39	45	75
	12%	13%	12%	17% e	8%	6%	12%	12%	24%	7%	15%	-	9%	11%	14%	13%
Diet / nutrition	6	2	4	2	3	-	5	*	-	-	*	-	-	2	5	6
	1%	1%	1%	1%	1%	-	1%	*	-	-	1%	-	-	1%	1%	1%
Health issues / healthcare / NHS	8	6	2	5	3	-	7	*	-	-	*	-	2	2	6	9
	1%	2%	1%	2%	1%	-	2%	*	-	-	2%	-	1%	1%	2%	2%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	2	8	6	4	-	6	4	-	3	1	-	1	6	4	10
	2%	1%	3%	2%	1%	-	1%	3%	-	5%	3%	-	1%	2%	1%	2%
Keeping children safe at home, in childcare or education, or in the community	63	35	29	40	20	4	53	11	1	4	4	1	8	25	46	67
	11%	13%	9%	13% e	7%	10%	11%	9%	6%	7%	17%	9%	6%	9%	14% m	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	88	44	44	40	44	4	70	14	5	5	4	-	20	37	50	86
	15%	16%	13%	14%	16%	11%	15%	12%	20%	8%	17%	-	15%	14%	15%	15%
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	87	34	53	59	24	4	69	18	5	10	4	-	14	45	50	90
	14%	12%	17%	20% ae	9%	11%	15%	15%	18%	16%	15%	-	11%	16%	15%	15%
Not knowing how to support child's development	85	47	38	32	44	9	57	26	8	14	3	1	14	34	52	78
	14%	17%	12%	11%	17%	23%	12%	22% e	33%	23%	12%	14%	11%	13%	16%	13%
Balancing work and family life	252	119	133	113	132	7	202	47	15	16	11	5	53	120	142	249
	42% f	43% f	41% f	38% f	49% df	17%	43% j	39% j	57%	26%	47% j	47%	40%	44%	43%	42%
Politics / the government	2	2	*	-	2	-	2	*	-	-	*	-	-	2	-	2
	*	1%	*	-	1%	-	*	*	-	-	1%	-	-	1%	-	*
Society / societal changes / welfare	4	3	1	1	3	-	4	*	-	-	*	-	-	2	3	4
	1%	1%	*	*	1%	-	1%	*	-	-	1%	-	-	1%	1%	1%
Managing screen time and technology use	88	36	52	50	36	2	66	20	4	9	4	3	19	39	45	86
	15%	13%	16%	17%	13%	6%	14%	16%	16%	15%	16%	26%	14%	14%	14%	15%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	9	11	6	11	2	16	4	2	2	-	-	9	7	9	16
Availability of affordable childcare	31	3%	3%	2%	4%	6%	3%	3%	6%	3%	-	-	7%	2%	3%	3%
	17%	7%	10%	7%	8%	10%	13%	3%	5%	14%	5%	8%	4%	7%	9%	16%
Other	23	11	12	15	6	1	19	4	-	3	1	-	6	12	8	24
	4%	4%	4%	5%	2%	4%	4%	3%	-	5%	3%	-	4%	4%	3%	4%
None / no issue	2	2	-	2	-	-	2	-	-	-	-	-	-	-	-	1
	*	1%	-	-	1%	-	*	-	-	-	-	-	-	1%	-	*
Don't know	63	19	43	32	24	7	49	13	1	10	1	-	15	31	31	57
	10%	7%	13% b	11%	9%	17%	10%	10%	6%	16%	5%	-	11%	11%	9%	10%

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	591	406	185	399	192	125	220	138	108	482	68	81	161	215	591
Weighted total	601	419	183	386	215	144	212	167	79*	491	66*	82*	171	220	591
Inactive base	499	339	161	327	172	110	195	120	98	404	58	70	136	181	499
Childcare (unspecified)	6	3	4	3	4	1	2	1	1	6	-	2	2	1	7
Broken homes / unstable home life	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1	3%	1%	1%	1%
Children's physical / social / emotional development	3	3	-	2	1	1	2	-	-	2	1	-	1	2	3
Cost of living	1%	1%	-	1%	1%	1%	1%	-	-	*	2%	-	1%	1%	1%
Managing challenging behaviour	8	6	1	7	1	1	3	2	1	6	1	-	4	3	8
Health issues / healthcare / NHS	1%	1%	1%	2%	*	1%	1%	1%	1%	1%	2%	-	2%	1%	1%
Housing issues / standard of housing	224	151	73	135	90	62	79	45	38	180	25	36	53	74	218
Judgement / influence of others / peer pressure	37%	36%	40%	35%	42%	43%	38%	27%	48%	37%	38%	44%	31%	34%	37%
Keeping children safe at home, in childcare or education, or in the community	75	52	23	47	27	23	28	18	5	68	3	7	21	36	75
Lack of education / knowledge / experience / awareness *DD NOT USE* *USE CODE 27*	12%	12%	12%	12%	13%	16%	13%	11%	7%	14%	5%	9%	12%	16%	13%
Lack of play spaces / parent and child groups / facilities	6	3	3	3	3	1	4	-	1	4	2	-	1	3	6
Lack of support from family, friends, community, or professionals	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	3%	-	1%	2%	1%
Lack of time / time to spend with children / having to juggle work and home time *DO NOT USE* *USE CODE 28	8	5	3	4	4	1	3	2	1	7	-	-	2	4	9
Parent's mental health problems	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	-	-	1%	2%	2%
Not knowing how to support child's development	63	49	14	50	14	17	24	17	6	54	8	3	13	34	67
Balancing work and family life	11%	12%	8%	13%	6%	12%	11%	10%	7%	11%	13%	4%	8%	16%	11%
Politics / the government	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Society / societal changes / wokeism	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Managing screen time and technology use	8	6	4	8	2	3	2	4	1	8	2	1	5	3	10
Flexible work arrangements / insufficient parental leave / paternity rights / pay	2%	1%	2%	2%	1%	2%	1%	3%	1%	2%	3%	1%	3%	1%	2%
Availability of affordable childcare	15%	16%	11%	15%	14%	14%	14%	15%	16%	15%	12%	17%	14%	14%	15%
Other	87	58	29	54	33	22	34	21	10	69	9	5	30	29	90
No opinion	14%	14%	16%	14%	15%	15%	16%	13%	12%	14%	14%	7%	17%	13%	15%
None / no issue	85	60	25	57	28	13	33	30	8	71	8	10	21	40	78
Don't know	14%	14%	14%	15%	13%	9%	16%	18%	11%	14%	13%	12%	12%	18%	13%
	252	191	61	174	78	55	95	73	30	209	22	32	68	91	249
	42%	46%	33%	45%	36%	38%	45%	44%	37%	42%	33%	39%	40%	41%	42%
	2	2	-	2	-	2	-	-	-	2	-	-	2	-	2
	*	*	-	1%	-	1%	-	-	-	*	-	-	1%	-	*
	4	3	1	3	1	1	3	-	-	4	3	-	1	2	4
	1%	1%	1%	1%	1%	1%	1%	-	-	1%	-	-	1%	1%	1%
	88	67	21	65	23	24	25	29	10	68	13	15	27	32	86
	15%	16%	12%	17%	11%	17%	12%	17%	12%	14%	20%	18%	16%	14%	15%
	20	15	5	12	8	3	5	10	3	16	3	6	4	5	16
	3%	4%	3%	3%	4%	2%	2%	6%	3%	3%	4%	7%	3%	2%	3%
	171	118	53	108	63	37	63	42	29	141	22	30	41	56	166
	28%	28%	29%	28%	29%	26%	30%	25%	36%	29%	33%	37%	24%	25%	28%
	23	13	10	17	6	6	6	6	5	19	3	6	9	5	24
	4%	3%	5%	4%	3%	4%	3%	4%	6%	4%	5%	7%	5%	2%	4%
	2	2	-	2	-	2	-	-	-	2	-	-	2	-	1
	*	*	-	*	-	*	-	-	-	*	-	-	*	-	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	63	37	26	25	38	15	19	22	7	52	7	9	22	19	57
	10%	9%	14%	6%	18%	11%	9%	13%	9%	11%	11%	11%	13%	9%	10%

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

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

8 Dec 2025  
Table 75

Q1EY8\_A/C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	591	59	179	157	179	579	9	476	109	437	148	379	
Weighted total	601	59*	193	163	170	590	8**	478	117*	429	167	372	161	591
Effective base	499	52	156	131	145	488	8	397	96	362	132	310	133	591
Childcare [unspecified]	6	*	2	3	1	6	-	5	1	4	3	5	*	7
1%	1%	*	1%	2%	1%	1%	-	1%	1%	1%	2%	1%	*	1%
Broken homes / unstable home life	3	-	-	-	3	3	-	3	-	3	-	1	2	3
1%	-	-	-	2%	1%	-	-	1%	-	1%	-	*	1%	1%
Children's physical / social / emotional development	8	*	3	2	2	8	-	7	1	7	1	7	1	8
1%	*	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	2%	1%	1%
Cost of living	224	25	78	63	51	223	1	186	35	164	59	139	54	218
37%	42%	40%	38%	36%	36%	38%	7%	39%	29%	38%	36%	37%	33%	37%
Managing challenging behaviour	75	10	20	16	27	74	1	63	12	53	22	46	24	75
12%	18%	10%	10%	16%	13%	7%	13%	10%	12%	13%	12%	15%	13%	13%
Diet / nutrition	6	*	2	1	2	6	-	3	3	3	3	3	3	6
1%	*	1%	1%	1%	1%	1%	-	1%	2%	1%	2%	1%	2%	1%
Health issues / healthcare / NHS	8	1	3	1	3	8	-	5	3	3	5	3	3	9
1%	2%	2%	*	2%	1%	-	-	1%	2%	1%	3%	1%	2%	2%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	1	3	3	3	10	-	10	-	7	3	7	3	10
2%	2%	2%	2%	2%	2%	2%	-	2%	-	2%	2%	2%	2%	2%
Keeping children safe at home, in childcare or education, or in the community	63	6	16	11	30	62	1	54	9	47	15	43	18	67
11%	11%	8%	6%	18%	10%	10%	10%	11%	8%	11%	9%	11%	11%	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	88	8	34	20	26	88	-	74	13	67	21	63	21	86
15%	14%	18%	12%	15%	15%	-	-	16%	11%	16%	12%	17%	13%	15%
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	87	14	28	15	26	85	1	74	12	65	22	50	21	90
14%	23%	14%	9%	16%	14%	12%	16%	10%	15%	13%	14%	13%	15%	15%
Not knowing how to support child's development	85	9	22	30	21	84	-	72	11	59	25	57	23	78
14%	15%	12%	18%	12%	14%	-	-	15%	10%	14%	15%	15%	15%	13%
Balancing work and family life	252	16	63	82	83	252	-	217	36	206	45	168	67	249
42%	28%	33%	50%	49%	43%	-	-	45%	30%	48%	27%	45%	41%	42%
Politics / the government	2	-	-	*	2	2	-	2	-	2	-	2	-	2
* * * * *	*	-	-	*	1%	*	-	*	-	*	-	1%	-	*
Society / societal changes / isolation	4	-	-	3	1	4	-	3	1	3	1	2	2	4
1%	-	-	2%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%
Managing screen time and technology use	88	8	24	27	28	87	1	75	13	71	16	51	32	86
15%	14%	12%	16%	17%	15%	12%	16%	11%	17%	9%	14%	20%	15%	15%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	-	8	6	6	20	-	12	8	11	9	17	2	16
3%	-	4%	4%	4%	3%	-	-	3%	7%	3%	5%	5%	1%	3%
Availability of affordable childcare	171	13	59	60	35	170	1	135	36	119	52	115	36	166
28%	21%	30%	37%	21%	29%	10%	28%	30%	28%	31%	31%	22%	28%	28%
Other	23	1	9	6	6	23	-	21	2	21	2	18	4	24
4%	2%	5%	4%	4%	4%	-	-	4%	2%	5%	1%	5%	3%	4%
No opinion	2	-	-	2	-	2	-	2	-	-	2	-	2	1
* * * * *	*	-	-	1%	-	*	-	*	-	-	1%	-	1%	*
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	63	7	31	9	12	56	5	37	24	30	29	21	21	57
10%	12%	16%	6%	7%	10%	64%	8%	21%	21%	7%	18%	6%	13%	10%

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

Base : All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	591	525	66	533	17	37	311	280	314	233	479	69	76	494	62	39	506	122	451	591
Weighted total	601	536	66*	543	16**	37*	313	288	295	233	480	77**	75*	502	67*	44*	509	132	451	591
Effective base	499	441	58	447	17	32	263	236	253	207	402	60	62	413	57	36	450	111	321	499
Childcare (unspecified)	6	3	3	6	-	-	3	4	2	4	6	-	-	6	-	-	6	*	6	7
	1%	1%	5%	1%	-	-	1%	1%	1%	2%	1%	-	-	1%	-	-	1%	*	1%	1%
Broken homes / unstable home life	3	3	-	3	-	-	1	2	2	1	2	1	1	2	-	-	3	-	3	3
	1%	1%	-	1%	-	-	*	1%	1%	1%	*	2%	1%	*	-	-	1%	-	1%	1%
Children's physical / social / emotional development	8	8	-	8	-	-	4	4	3	4	7	1	-	8	3	1	5	1	7	8
	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	1%	-	2%	4%	2%	1%	1%	1%	1%
Cost of living	224	197	28	200	6	18	124	100	109	107	175	30	26	189	26	17	190	70	153	218
	37%	37%	42%	37%	37%	48%	40%	35%	37%	41%	36%	39%	34%	38%	39%	38%	37%	53%	34%	37%
Managing challenging behaviour	75	68	7	64	3	8	38	37	47	20	58	9	15	55	11	7	61	17	54	75
	12%	13%	10%	12%	17%	21%	12%	13%	16%	8%	12%	11%	20%	11%	16%	16%	12%	13%	12%	13%
Diet / nutrition	6	6	-	5	1	-	3	2	2	4	6	-	2	3	-	-	6	1	5	6
	1%	1%	-	1%	5%	-	1%	1%	1%	1%	1%	-	3%	1%	-	-	1%	1%	1%	1%
Health issues / healthcare / NHS	8	7	1	8	-	-	2	6	3	5	7	1	2	6	2	2	6	2	6	9
	1%	1%	1%	1%	-	-	1%	2%	1%	2%	2%	1%	2%	1%	3%	4%	1%	2%	1%	2%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	9	1	8	-	1	3	7	6	2	8	-	2	8	3	1	7	3	7	10
	2%	2%	2%	2%	-	4%	1%	2%	2%	1%	2%	-	3%	2%	4%	2%	1%	2%	2%	2%
Keeping children safe at home, in childcare or education, or in the community	63	61	3	60	2	1	29	35	40	20	53	9	4	57	6	5	54	10	51	67
	11%	11%	4%	11%	11%	2%	9%	12%	13%	8%	11%	11%	6%	11%	9%	11%	11%	8%	11%	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	88	78	10	83	1	3	45	42	47	32	70	13	12	73	16	11	67	27	61	86
	15%	15%	15%	15%	6%	7%	14%	15%	16%	12%	15%	17%	16%	14%	24%	26%	13%	20%	14%	15%
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	87	79	8	75	1	11	52	35	49	30	66	10	14	68	17	12	67	22	61	90
	14%	15%	12%	14%	6%	30%	17%	12%	17%	12%	14%	13%	19%	14%	25%	28%	13%	16%	14%	15%
Not knowing how to support child's development	85	77	8	75	2	6	39	46	31	43	71	7	14	66	10	7	72	17	67	78
	14%	14%	12%	14%	12%	17%	13%	16%	10%	17%	15%	9%	19%	13%	15%	16%	14%	13%	15%	13%
Balancing work and family life	252	233	20	232	6	14	120	133	120	115	213	24	29	220	25	16	220	49	202	249
	42%	43%	30%	43%	35%	37%	40%	46%	41%	45%	44%	31%	38%	44%	36%	37%	43%	37%	45%	42%
Politics / the government	2	2	-	2	-	-	-	2	-	*	2	-	-	2	-	-	2	-	2	2
	*	*	-	*	-	-	-	1%	1%	*	*	-	-	*	-	-	*	-	*	*
Society / societal changes / wokeism	4	3	1	4	-	-	1	3	4	-	4	*	-	4	-	-	4	-	4	4
	1%	1%	2%	1%	-	-	*	1%	1%	-	1%	*	-	1%	-	-	1%	-	1%	1%
Managing screen time and technology use	88	84	5	78	2	8	51	37	59	23	74	6	1	86	5	4	82	17	70	86
	15%	16%	7%	14%	12%	21%	16%	13%	20%	9%	15%	8%	1%	17%	7%	8%	16%	13%	16%	15%
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	14	6	18	-	2	12	8	7	13	17	1	4	16	2	2	18	5	15	16
	3%	3%	10%	3%	-	5%	4%	3%	2%	5%	4%	1%	5%	3%	3%	4%	4%	4%	3%	3%
Availability of affordable childcare	171	150	20	155	4	12	98	73	64	96	140	18	18	145	16	8	149	50	119	166
	28%	28%	31%	29%	22%	33%	31%	25%	22%	37%	29%	23%	24%	29%	23%	18%	29%	38%	26%	28%
Other	23	16	7	20	1	1	16	7	17	4	20	2	6	17	2	2	18	7	15	24
	4%	3%	10%	4%	8%	3%	5%	3%	6%	2%	4%	2%	8%	3%	4%	4%	4%	5%	3%	4%
No opinion	2	2	-	2	-	-	-	2	-	2	2	-	-	2	-	-	2	-	2	1
	*	*	-	*	-	-	-	1%	-	1%	*	-	-	*	-	-	*	-	*	*
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	63	52	10	55	2	3	40	23	26	28	41	16	10	50	8	5	52	10	44	57
	10%	10%	16%	10%	13%	8%	13%	8%	9%	11%	9%	21%	13%	10%	11%	11%	10%	7%	10%	10%

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

Q1EY8\_A/C. In your opinion, what would you say are the biggest issues facing parents and carers of children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	591	295	247	443	143	408	175	141	111	101	121	76	591
Weighted total	601	283	272	442	154	407	188	138	114*	100*	121*	75*	591
Effective base	499	239	217	370	124	341	151	119	92	88	99	65	591
Childcare (unspecified)	6	4	2	4	2	4	2	*	-	2	3	-	7
1%	1%	1%	1%	1%	1%	1%	1%	*	-	2%	2%	-	1%
Broken homes / unstable home life	3	1	2	2	1	1	2	-	1	-	1	1	3
1%	*	1%	*	1%	*	1%	1%	-	1%	-	1%	2%	1%
Children's physical / social / emotional development	8	5	2	7	1	5	2	2	1	*	3	1	8
1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	2%	1%
Cost of living	224	90	112	158	66	154	69	49	40	40	44	32	218
37%	32%	41%	36%	42%	37%	38%	37%	36%	35%	38%	35%	43%	37%
Managing challenging behaviour	75	43	27	55	19	50	24	17	13	14	24	3	75
12%	15%	10%	13%	12%	12%	12%	13%	12%	12%	13%	20%	4%	13%
Diet / nutrition	6	*	5	4	1	3	2	2	-	1	1	1	6
1%	*	2%	1%	1%	1%	1%	1%	2%	-	1%	1%	2%	1%
Health issues / healthcare / NHS	8	2	6	5	3	5	2	2	2	2	-	1	9
1%	1%	2%	1%	2%	1%	1%	1%	2%	2%	2%	-	2%	2%
Housing issues / standard of housing	-	-	-	-	-	-	-	-	-	-	-	-	-
Judgement / influence of others / peer pressure	10	6	4	7	3	7	3	5	1	1	3	-	10
2%	2%	1%	2%	2%	2%	2%	2%	4%	1%	1%	2%	-	2%
Keeping children safe at home, in childcare or education, or in the community	63	44	17	55	8	53	11	15	9	15	18	5	67
11%	16%	6%	12%	5%	13%	6%	11%	8%	8%	14%	14%	7%	11%
Lack of education / knowledge / experience / awareness *DO NOT USE* *USE CODE Z7*	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of play spaces / parent and child groups / facilities	-	-	-	-	-	-	-	-	-	-	-	-	-
Lack of support from family, friends, community, or professionals	88	39	43	62	26	55	32	23	18	14	15	11	86
15%	14%	16%	14%	17%	14%	17%	17%	16%	13%	12%	14%	14%	15%
Lack of time / time to spend with children / having to juggle work and home time *DO NOT USE* *USE CODE Z8	-	-	-	-	-	-	-	-	-	-	-	-	-
Parent's mental health problems	87	44	35	67	19	60	26	20	18	14	14	12	90
14%	16%	13%	15%	12%	15%	14%	14%	14%	16%	14%	11%	16%	15%
Not knowing how to support child's development	85	36	46	66	19	58	28	23	16	11	21	6	78
14%	13%	17%	15%	12%	14%	15%	17%	14%	11%	17%	9%	13%	
Balancing work and family life	252	129	108	186	65	173	78	63	37	46	54	30	249
42%	46%	40%	42%	42%	43%	42%	45%	33%	43%	43%	41%	41%	42%
Politics / the government	2	2	-	2	-	2	-	2	-	*	-	-	2
* * 1%	1%	-	* * 1%	-	* * 1%	-	1%	-	-	* * 1%	-	-	* * 1%
Society / societal changes / wokeism	4	3	1	4	*	2	2	-	*	3	1	-	4
1%	1%	1%	1%	*	1%	1%	-	*	2%	1%	-	1%	
Managing screen time and technology use	88	48	29	72	16	66	22	19	17	14	19	12	86
15%	17%	11%	16%	10%	16%	12%	14%	15%	13%	15%	17%	15%	
Flexible work arrangements / insufficient parental leave / paternity rights / pay	20	6	13	12	8	12	8	3	4	2	5	4	16
3%	2%	5%	3%	5%	3%	4%	2%	3%	3%	2%	4%	6%	3%
Availability of affordable childcare	171	69	85	126	45	108	63	34	21	33	39	37	166
28%	25%	31%	29%	29%	27%	33%	25%	18%	31%	31%	49%	28%	
Other	23	12	9	19	3	15	7	4	6	6	4	3	24
4%	4%	3%	4%	2%	4%	4%	3%	4%	5%	6%	3%	3%	4%
No opinion	2	-	-	-	-	-	-	-	2	-	-	-	1
* * 1%	-	1%	-	1%	-	1%	-	-	2%	-	-	-	* * 1%
None / no issue	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	63	24	32	42	19	41	19	15	19	13	6	6	57
10%	8%	12%	10%	12%	10%	10%	11%	17%	13%	5%	8%	10%	

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (n)	Male (n)	Female (n)	16-34 (n)	35-44 (n)	45+ (n)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (n)	Mixed / multiple ethnic groups (n)	Asian (n)	Black (n)	Other ethnicity (n)	0-1 (n)	2-3 (n)	4-5 (n)	
Unweighted total	305	157	148	176	104	25	230	25	12	18	39	6	63	149	166	305
Weighted total	307	161	146	149	130*	27**	244	62*	19**	27**	11*	6**	63*	147	166	305
Effective base	259	129	131	149	93	23	212	48	12	17	36	6	53	123	142	305
Not having enough time with parent(s)	137	72	64	68	58	12	108	29	9	9	6	4	30	65	72	138
	45%	45%	44%	45%	44%	43%	44%	46%	50%	34%	59%	62%	47%	44%	44%	45%
Family not having enough money for basics like food, clothes, outings	104	55	49	48	43	13	89	15	2	5	4	4	27	52	52	105
	34%	34%	33%	32%	33%	46%	36%	23%	13%	17%	35%	62%	42%	36%	31%	34%
Lack of access to good quality, affordable early years childcare and education	107	55	52	44	51	12	92	15	2	10	2	-	27	45	60	100
	35%	34%	35%	29%	39%	44%	38%	24%	10%	30%	23%	-	42%	31%	36%	23%
Lack of access to good quality primary school education	43	29	14	24	18	1	26	17	5	10	2	-	9	18	27	44
	14%	18%	9%	16%	14%	5%	11%	27%	25%	37%	23%	-	14%	12%	17%	14%
Not enough opportunity for stimulating play	45	23	23	22	21	2	38	7	-	4	2	1	4	28	22	45
	15%	14%	15%	15%	16%	9%	16%	12%	-	16%	18%	17%	6%	19%	13%	15%
Not enough access to support services	50	24	26	25	21	4	40	10	5	2	2	1	11	27	22	50
	16%	15%	18%	17%	16%	14%	16%	16%	27%	7%	21%	18%	18%	19%	13%	16%
Not feeling or being safe at home, in childcare or school, or in local community	49	24	25	24	22	2	43	5	3	-	3	-	10	24	30	51
	16%	15%	17%	16%	17%	8%	18%	9%	15%	-	25%	-	16%	16%	18%	17%
Living with a short or long-term health condition	40	23	16	32	6	1	30	10	5	4	1	-	6	21	24	42
	13%	15%	11%	22%	4%	5%	12%	15%	25%	14%	11%	-	10%	14%	14%	14%
Amount of time on screens/using digital technology	110	51	60	56	39	15	87	23	6	10	4	3	20	57	59	115
	36%	31%	41%	38%	30%	55%	36%	37%	33%	38%	36%	44%	32%	39%	36%	38%
Overall quality of family life	87	41	46	41	37	8	68	19	8	7	3	1	17	44	43	91
	28%	25%	32%	28%	29%	30%	28%	31%	44%	27%	31%	12%	27%	30%	26%	30%
Other	3	-	3	1	2	-	2	1	1	-	-	-	1	1	2	3
	1%	-	2%	1%	2%	-	1%	2%	6%	-	-	-	2%	1%	1%	1%
No opinion	8	5	4	4	3	1	7	3	-	1	-	-	2	4	3	7
	3%	3%	2%	3%	2%	3%	3%	2%	-	5%	-	-	4%	3%	2%	2%
Don't know	5	2	2	2	3	-	3	1	-	1	-	-	-	2	5	4
	1%	1%	2%	1%	2%	-	1%	2%	-	5%	-	-	-	1%	3%	1%

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

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

	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total	
	TOTAL (n)	Working fulltime (n)	Not working full-time (n)	Graduates (n)	Non graduates (n)	North England (n)	South England (n)	Midlands (n)	Devolved nations (n)	Urban (n)	Rural (n)	0-1 (n)	2-3 (n)		4-5 (n)
Unweighted total	305	216	89	215	90	53	120	68	64	248	41	39	92	104	305
Weighted total	307	213	94*	213	94*	56*	120	87*	44*	248	39*	41*	91*	106*	305
Effective base	259	182	77	179	80	45	103	61	60	210	34	35	75	91	305
Not having enough time with parent(s)	137	94	43	99	38	19	57	41	20	109	21	20	41	47	138
	45%	44%	46%	46%	40%	34%	48%	47%	44%	44%	54%	48%	45%	44%	45%
Family not having enough money for basics like food, clothes, outings	104	68	36	66	38	18	33	36	18	81	17	17	28	31	105
	34%	32%	38%	31%	40%	32%	27%	41%	40%	33%	45%	41%	31%	30%	34%
Lack of access to good quality, affordable early years childcare and education	107	72	34	76	31	25	35	32	15	85	15	15	27	39	100
	35%	34%	37%	36%	33%	45%	29%	37%	34%	34%	38%	37%	29%	37%	33%
Lack of access to good quality primary school education	43	29	14	33	10	8	23	8	4	38	4	6	8	17	44
	14%	14%	15%	15%	11%	14%	19%	9%	9%	15%	9%	15%	9%	16%	14%
Not enough opportunity for stimulating play	45	32	14	29	16	14	18	9	5	40	4	2	21	13	45
	15%	15%	15%	14%	17%	25%	15%	11%	11%	16%	10%	5%	24%	13%	15%
Not enough access to support services	50	36	14	39	11	4	21	18	7	37	10	9	18	11	50
	16%	17%	14%	18%	11%	7%	18%	20%	17%	15%	26%	22%	20%	11%	16%

Not feeling or being safe at home, in childcare or school, or in local community	49	35	13	35	14	15	16	10	7	41	5	5	12	16	51
	16%	17%	14%	16%	15%	28%	14%	12%	16%	16%	14%	12%	13%	15%	17%
Living with a short or long-term health condition	40	34	6	29	11	9	16	8	7	36	2	4	11	13	42
	13%	16%	6%	14%	12%	15%	13%	9%	15%	15%	4%	10%	12%	12%	14%
Amount of time on screens/using digital technology	110	69	42	80	30	23	46	26	16	89	16	14	34	37	115
	36%	32%	44%	38%	32%	40%	38%	29%	37%	36%	41%	35%	38%	35%	38%
Overall quality of family life	87	64	23	67	21	13	38	22	15	71	9	12	29	30	91
	28%	30%	25%	31%	22%	23%	32%	25%	33%	28%	24%	28%	32%	28%	30%
Other	3	2	1	1	2	-	2	-	1	2	1	1	-	1	3
	1%	1%	1%	*	2%	-	2%	-	3%	1%	3%	3%	-	1%	1%
No opinion	8	5	4	4	4	1	2	5	*	6	*	1	4	2	7
	3%	2%	4%	2%	5%	2%	1%	6%	1%	3%	1%	2%	5%	3%	2%
Don't know	5	2	2	2	2	-	3	1	-	5	-	-	-	3	4
	1%	1%	3%	1%	3%	-	3%	2%	-	2%	-	-	-	3%	1%

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

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

8 Dec 2025  
 Table B0

QIEY8\_B. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	305	31	68	75	37	29	3	246	46	224	79	151	
Weighted total	307	35*	85*	92*	84*	297	8**	258	45*	221	83*	188	85*	305
Effective base	259	33	73	73	73	250	7	217	40	189	68	160	73	305
Not having enough time with parent(s)	137	11	42	38	41	134	1	120	16	102	33	94	27	138
	45%	33%	50%	41%	49%	45%	16%	46%	35%	46%	40%	50%	31%	45%
Family not having enough money for basics like food, clothes, outings	104	10	30	30	25	102	2	91	12	76	27	69	26	105
	34%	30%	36%	33%	29%	34%	26%	35%	26%	34%	32%	37%	31%	34%
Lack of access to good quality, affordable early years childcare and education	107	10	34	29	29	103	3	91	15	80	27	69	31	100
	35%	28%	40%	32%	34%	35%	34%	35%	34%	36%	32%	37%	36%	33%
Lack of access to good quality primary school education	43	7	8	14	14	40	3	37	6	26	17	25	14	44
	14%	20%	10%	15%	16%	14%	32%	14%	13%	12%	21%	13%	16%	14%
Not enough opportunity for stimulating play	45	6	11	10	19	44	1	39	5	37	9	34	8	45
	15%	16%	13%	11%	23%	15%	18%	15%	11%	17%	11%	18%	10%	15%
Not enough access to support services	50	1	16	19	12	49	1	37	13	37	13	35	14	50
	16%	2%	19%	20%	14%	16%	13%	14%	29%	17%	15%	19%	16%	16%
Not feeling or being safe at home, in childcare or school, or in local community	49	5	16	12	13	46	3	44	5	36	13	31	15	51
	16%	15%	18%	14%	16%	15%	40%	17%	12%	16%	15%	17%	17%	17%
Living with a short or long-term health condition	40	7	6	13	14	37	2	35	5	30	10	27	11	42
	13%	20%	8%	14%	16%	12%	27%	14%	10%	13%	12%	15%	13%	14%
Amount of time on screens/using digital technology	110	9	40	33	25	106	3	96	15	87	24	63	37	115
	36%	25%	47%	36%	30%	36%	39%	37%	32%	39%	28%	33%	44%	38%
Overall quality of family life	87	10	21	26	28	85	2	71	16	66	21	52	30	91
	28%	30%	24%	28%	33%	29%	29%	27%	36%	30%	25%	28%	36%	30%
Other	3	1	-	1	1	3	-	3	-	3	-	1	1	3
	1%	3%	-	1%	1%	1%	-	1%	-	1%	-	1%	1%	1%
No opinion	8	4	2	1	2	8	-	5	2	3	4	1	2	7
	3%	11%	2%	1%	2%	3%	-	2%	5%	1%	5%	1%	2%	3%
Don't know	5	1	1	1	-	5	-	2	2	2	2	3	-	4
	1%	4%	1%	1%	-	2%	-	1%	3%	1%	3%	1%	-	1%

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

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

8 Dec 2025  
 Table B1

QIEY8\_B. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	
Unweighted total	305	268	37	279	8	18	168	137	145	150	250	35	46	244	40	28	350	67	227	305
Weighted total	307	269	37*	280	9**	18**	161	146	132	136	253	35*	45*	247	39*	25**	253	71*	224	305
Effective base	259	226	33	235	7	17	141	118	117	121	211	30	40	207	34	24	212	60	189	305
Not having enough time with parent(s)	137	119	18	128	3	5	69	68	63	65	110	21	15	119	12	8	120	33	101	138
45%	44%	47%	46%	31%	31%	43%	47%	47%	44%	43%	59%	33%	48%	30%	31%	47%	47%	45%	45%	45%
Family not having enough money for basics like food, clothes, outings	104	86	17	92	2	10	54	50	41	54	80	14	23	74	17	11	80	38	64	105
34%	32%	46%	33%	21%	56%	34%	34%	31%	36%	32%	39%	52%	30%	43%	45%	32%	54%	29%	34%	34%
Lack of access to good quality, affordable early years childcare and education	107	93	14	99	3	4	57	49	40	61	92	11	13	90	12	8	91	27	79	100
35%	34%	37%	36%	36%	22%	36%	34%	31%	41%	36%	32%	29%	36%	32%	30%	36%	38%	35%	33%	33%
Lack of access to good quality primary school education	43	40	3	41	1	1	21	22	30	13	38	4	4	37	4	3	38	7	35	44
14%	15%	7%	15%	13%	4%	13%	15%	22%	8%	15%	12%	9%	15%	11%	12%	15%	9%	15%	14%	14%
Not enough opportunity for stimulating play	45	41	4	42	1	3	23	23	25	19	41	2	5	36	8	5	34	11	32	45
15%	15%	11%	15%	12%	15%	14%	16%	19%	13%	16%	5%	12%	14%	20%	20%	13%	16%	14%	15%	15%
Not enough access to support services	50	44	5	48	-	2	30	20	22	21	39	9	7	39	6	5	40	8	40	50
16%	16%	15%	17%	-	10%	18%	14%	17%	14%	15%	26%	16%	16%	15%	21%	16%	11%	18%	16%	16%
Not feeling or being safe at home, in childcare or school, or in local community	49	47	2	43	2	4	28	21	19	23	38	6	9	40	9	5	37	14	35	51
16%	17%	5%	15%	20%	21%	18%	14%	15%	15%	15%	18%	21%	16%	24%	20%	15%	20%	15%	17%	17%
Living with a short or long-term health condition	40	35	4	36	2	2	20	20	23	13	33	5	12	28	9	6	31	7	31	42
13%	13%	11%	13%	26%	10%	12%	13%	17%	9%	13%	14%	27%	11%	22%	24%	12%	10%	14%	14%	14%
Amount of time on screens/using digital technology	110	100	10	95	6	9	51	59	36	69	93	9	22	85	20	12	86	29	79	115
36%	37%	27%	34%	67%	50%	32%	41%	27%	46%	37%	24%	50%	35%	52%	47%	34%	41%	35%	38%	38%
Overall quality of family life	87	74	13	75	5	7	45	42	51	30	70	10	9	75	11	7	73	16	69	91
28%	27%	35%	27%	54%	39%	28%	29%	39%	20%	28%	27%	20%	30%	28%	29%	29%	22%	31%	30%	30%
Other	3	2	1	3	-	-	2	1	1	1	2	1	-	3	-	3	2	1	3	3
1%	1%	3%	1%	-	-	1%	1%	1%	1%	1%	3%	-	1%	-	-	1%	3%	*	1%	1%
No opinion	8	5	3	8	-	-	5	3	3	4	8	*	-	8	-	8	1	7	7	7
3%	2%	9%	3%	-	-	3%	2%	2%	3%	3%	1%	-	3%	-	-	3%	2%	3%	2%	2%
Don't know	5	5	-	5	-	-	2	2	-	4	4	-	-	3	-	-	4	-	2	4
1%	2%	-	2%	-	-	1%	2%	-	3%	2%	-	-	1%	-	-	2%	-	1%	1%	1%

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

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

8 Dec 2025  
 Table B2

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

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)	(n)		(n)
Unweighted total	305	148	155	238	63	209	51	61	76	55	55	42	305
Weighted total	307	147	156	240	63*	209	61*	65*	74*	51*	51*	44*	305
Effective base	259	124	116	201	55	175	81	53	64	44	45	38	305
Not having enough time with parent(s)	137	61	65	109	26	93	41	28	27	24	24	27	138
45%	41%	48%	45%	41%	44%	44%	43%	37%	46%	45%	62%	45%	45%
Family not having enough money for basics like food, clothes, outings	104	41	55	78	24	63	39	19	26	14	18	20	105
34%	28%	40%	32%	37%	30%	41%	29%	36%	28%	33%	47%	34%	34%
Lack of access to good quality, affordable early years childcare and education	107	47	52	82	23	72	32	17	32	16	14	20	100
35%	32%	38%	34%	36%	35%	34%	26%	44%	32%	27%	47%	33%	33%
Lack of access to good quality primary school education	43	25	15	33	10	30	13	13	12	11	4	2	44
14%	17%	11%	14%	16%	14%	14%	20%	16%	22%	7%	5%	14%	14%
Not enough opportunity for stimulating play	45	22	20	31	14	29	16	15	13	8	4	4	45
15%	15%	15%	13%	22%	14%	17%	23%	17%	16%	7%	10%	15%	15%
Not enough access to support services	50	20	23	40	9	32	18	5	14	9	14	6	50
16%	13%	17%	17%	15%	15%	20%	8%	18%	18%	26%	13%	16%	16%

Not feeling or being safe at home, in childcare or school, or in local community	49	25	21	40	9	36	12	12	11	9	9	7	51
Living with a short or long-term health condition	40	25	12	34	6	31	9	13	12	9	3	2	42
Amount of time on screens/using digital technology	110	39	62	90	20	82	27	12	32	15	22	22	115
Overall quality of family life	87	51	34	70	17	63	24	26	13	11	17	13	91
Other	3	2	1	2	1	2	1	-	1	1	1	-	3
No opinion	8	4	1	6	2	6	3	4	3	-	-	-	7
Don't know	5	2	-	3	1	3	1	1	1	-	3	-	4

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

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 Table 83

QIE8\_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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	306	159	147	187	95	24	221	83	8	14	54	7	62	131	178	306
Weighted total	294	161	133	150	118*	25**	236	55*	8	15**	20**	67*	120	168	306	294
Effective base	250	126	126	151	84	22	205	63	8	13	50	6	51	105	145	250
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	10	4	6	7	1	11	3	3	-	1	-	4	6	6	14
Behavioural issues	5	1	4	4	1	-	5	*	-	-	*	-	*	2	4	6
Broken homes / unstable home life	4	3	1	2	1	1	4	-	-	-	-	-	2	2	1	5
Bullying / peer pressure	11	5	6	10	-	1	9	2	2	-	1	-	2	2	9	11
Childcare / childcare costs	18	8	10	9	9	1	15	3	2	-	-	1	4	9	9	18
Family not having enough money for basics like food, clothes, outings	6*	5*	8*	6*	7*	2*	6*	5*	12*	-	-	14*	6*	7*	6*	5*
Development / growth [speech / language / personal hygiene etc.]	38	22	17	17	15	6	31	7	2	3	1	1	8	14	27	39
Poor education / education system	13*	14*	12*	11*	13*	24*	13*	13*	12*	16*	10*	14*	12*	12*	16*	13*
Lack of access to good quality, affordable early years childcare and education	19	14	5	10	6	3	15	2	-	1	1	-	5	6	14	20
Lack of trained teachers	6*	9*	3*	7*	5*	12*	6*	3*	-	4*	7*	-	7*	5*	8*	7*
Not feeling or being safe at home, in childcare or school, or in local community	8	7	1	1	7	-	6	2	2	-	-	-	2	6	2	6
Living with a short or long-term health condition	3*	4*	1*	1*	6*	-	2*	4*	15*	-	-	-	3*	2*	5*	2*
Housing issues / standard of housing	8	5	3	6	2	-	8	1	-	-	1	-	1	5	4	10
Hunger / food poverty *DO NOT USE** *USE CODE 15*	3*	3*	2*	4*	2*	-	3*	1*	-	-	5*	-	2*	4*	3*	3*
Impact of Covid-19	*	*	-	*	-	-	-	*	-	-	*	-	-	*	*	1
Not enough access to support services	*	*	-	*	-	-	-	*	-	-	2*	-	-	*	*	*
Lack of socialisation / social skills	8	4	4	5	1	1	6	1	-	1	-	-	3	5	4	8
Not having enough time with parents	3*	2*	3*	3*	1*	6*	3*	3*	-	7*	-	-	4*	4*	2*	3*
Mental health / anxiety / lack of confidence	8	6	2	7	-	1	8	*	-	*	-	-	1	3	7	11

	4%	6%	2%	6%	3%	5%	5%	3%	11%	-	-	-	3%	6%	6%	4%
Obesity / poor diet / nutrition	25	12	13	14	10	1	21	4	-	1	2	1	7	8	15	29
	9%	8%	10%	9%	9%	4%	9%	7%	-	7%	12%	14%	10%	7%	9%	9%
Overall quality of family life	41	20	22	24	17	1	30	11	3	5	4	-	9	21	22	49
	14%	12%	16%	16%	14%	4%	13%	21%	22%	23%	27%	-	13%	18%	13%	16%
Not enough opportunity for stimulating play	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	1
	*	-	1%	*	-	-	*	-	-	-	-	-	-	1%	-	*
Society / societal changes / wokeism	1	1	-	1	-	-	1	*	-	-	*	-	-	1	1	2
	*	1%	-	1%	-	-	*	1%	-	-	2%	-	-	1%	1%	1%
Amount of time on screens/using digital technology	35	17	18	16	16	4	26	9	3	2	1	2	13	12	20	35
	12%	11%	13%	10%	14%	14%	11%	16%	23%	12%	8%	25%	19%	10%	12%	11%
Climate change / the environment / pollution	2	2	-	2	-	-	2	-	-	-	-	-	1	1	-	2
	1%	1%	-	1%	-	-	1%	-	-	-	-	-	1%	1%	-	1%
Inequality /unequal opportunities	4	4	1	2	2	1	4	-	-	-	-	-	-	1	4	4
	1%	2%	*	1%	1%	2%	2%	-	-	-	-	-	-	1%	2%	1%
Other	19	11	7	12	7	-	16	2	-	1	1	-	9	7	8	19
	6%	7%	5%	8%	6%	-	7%	4%	-	7%	5%	-	13%	6%	5%	6%
None / no issues	7	3	5	6	2	-	6	1	-	1	*	-	-	3	6	7
	2%	2%	3%	4%	1%	-	2%	3%	-	6%	2%	-	-	3%	4%	2%
Don't know	49	19	30	21	23	5	39	8	-	4	2	2	11	18	25	50
	17%	12%	22%	14%	19%	19%	17%	15%	-	23%	14%	30%	16%	15%	15%	16%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 84

Q1EY8. D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	306	211	95	225	81	64	125	46	71	249	46	37	84	120	306
Weighted total	294	199	95	212	82*	77*	116	53*	69*	240	42*	40*	81*	112*	296
Effective base	250	174	76	179	70	57	103	38	62	204	37	31	69	99	306
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	10	5	13	1	5	5	1	3	10	3	4	3	4	14
	5%	5%	5%	6%	1%	6%	5%	2%	6%	4%	7%	11%	4%	3%	5%
Behavioural issues	5	5	-	4	1	2	3	-	-	5	-	-	1	3	6
	2%	3%	-	2%	1%	2%	3%	-	-	2%	-	-	1%	2%	2%
Broken homes / unstable home life	4	3	1	1	3	1	-	-	3	2	2	1	1	1	5
	1%	1%	2%	1%	4%	1%	-	-	6%	1%	6%	2%	1%	1%	2%
Bullying / peer pressure	11	6	5	8	3	6	5	-	1	11	-	-	2	7	11
	4%	3%	6%	4%	4%	7%	4%	-	1%	5%	-	-	3%	6%	4%
Childcare / childcare costs	18	11	8	9	9	4	4	8	3	14	4	1	7	5	16
	6%	5%	8%	4%	11%	5%	4%	15%	6%	6%	10%	3%	9%	5%	5%
Family not having enough money for basics like food, clothes, outings	38	23	16	27	12	11	16	6	6	31	7	4	5	19	39
	13%	11%	16%	13%	14%	14%	14%	11%	13%	13%	17%	10%	6%	17%	13%
Development / growth (speech / language / personal hygiene etc.)	19	15	3	16	2	4	6	4	5	18	1	2	3	8	20
	6%	8%	4%	8%	3%	5%	5%	8%	10%	7%	3%	4%	4%	7%	7%
Poor education / education system	8	8	-	4	4	-	5	2	1	6	-	-	4	2	6
	3%	4%	-	2%	5%	-	5%	3%	2%	3%	-	-	5%	1%	2%
Lack of access to good quality, affordable early years childcare and education	8	7	1	4	4	5	2	*	1	6	2	1	3	2	10
	3%	4%	1%	2%	5%	6%	2%	1%	2%	2%	6%	3%	3%	2%	3%
Lack of trained teachers	*	*	-	-	-	-	*	-	-	*	-	-	-	-	1
	*	*	-	-	-	-	*	-	-	*	-	-	-	-	*
Not feeling or being safe at home, in childcare or school, or in local community	8	5	3	6	2	3	1	3	2	5	2	3	2	*	8
	3%	3%	3%	3%	2%	3%	1%	5%	3%	2%	4%	7%	2%	*	3%
Living with a short or long-term health condition	8	7	1	8	-	1	4	1	2	8	1	-	2	4	11
	3%	4%	1%	4%	-	1%	3%	2%	5%	3%	1%	-	2%	3%	4%
Housing issues / standard of housing	3	2	*	2	*	1	*	1	-	3	-	-	*	1	3
	1%	1%	*	1%	*	1%	*	2%	-	1%	-	-	*	1%	1%
Hunger / food poverty *DO NOT USE**USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	23	15	8	12	10	5	9	4	5	17	4	3	4	10	23
	8%	7%	8%	6%	13%	7%	7%	8%	10%	7%	9%	7%	5%	9%	8%
Lack of socialisation / social skills	23	12	11	19	4	4	9	4	7	18	4	5	7	7	23
	8%	6%	12%	9%	5%	5%	7%	7%	14%	8%	9%	14%	9%	6%	8%



Not enough access to support services	23	4	5	7	5	23	-	19	3	20	3	18	4	23
Lack of socialisation / social skills	8%	13%	7%	8%	5%	8%	-	8%	7%	9%	4%	9%	6%	8%
Not having enough time with parent(s)	23	5	7	7	4	23	-	20	2	19	4	17	5	23
Mental health / anxiety / lack of confidence	8%	19%	9%	9%	4%	8%	-	8%	5%	8%	6%	9%	7%	8%
Obesity / poor diet / nutrition	38	4	8	5	18	38	-	35	3	36	2	27	10	38
Overall quality of family life	13%	18%	11%	6%	18%	14%	-	14%	7%	16%	3%	14%	15%	12%
Not enough opportunity for stimulating play	13	-	2	3	8	13	-	12	2	11	2	12	1	11
Society / societal changes / work/life	4%	-	2%	4%	9%	5%	-	5%	3%	5%	3%	6%	1%	4%
Amount of time on screens/using digital technology	25	2	9	7	8	24	1	20	5	21	5	22	2	29
Climate change / the environment / pollution	9%	7%	12%	8%	8%	8%	14%	8%	10%	9%	7%	11%	3%	9%
Inequality / unequal opportunities	41	2	7	12	20	41	-	38	3	38	3	27	11	49
Other	14%	6%	9%	15%	21%	15%	-	15%	8%	17%	5%	14%	16%	16%
None / no issues	1	-	-	1	-	1	-	1	-	1	-	1	-	1
Don't know	*	-	-	1%	-	*	-	*	-	*	-	*	-	*
	1	*	-	-	1	1	-	1	-	1	-	1	-	2
	*	1%	-	-	1%	*	-	1%	-	1%	-	1%	-	1%
	35	6	16	8	3	35	*	29	6	27	8	19	13	35
	12%	24%	20%	10%	4%	12%	2%	12%	14%	12%	11%	10%	19%	11%
	2	-	-	-	2	2	-	2	-	2	-	1	1	2
	1%	-	-	-	2%	1%	-	1%	-	1%	-	1%	2%	1%
	4	-	2	1	2	4	-	3	1	2	2	2	-	4
	1%	-	2%	1%	2%	1%	-	1%	3%	1%	3%	1%	-	1%
	19	*	9	5	4	19	-	18	*	16	2	16	2	19
	6%	2%	12%	6%	4%	7%	-	7%	1%	7%	3%	8%	4%	6%
	2	-	-	5	2	6	-	5	1	7	-	3	4	7
	2%	-	-	6%	2%	3%	-	2%	2%	3%	-	2%	6%	2%
	49	5	13	20	8	42	7	35	14	20	26	23	10	50
	17%	20%	18%	24%	8%	15%	74%	14%	30%	9%	37%	12%	15%	16%

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

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

8 Dec 2025  
 Table B6

Q1EY8\_D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base: All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	306	267	39	281	9	16	167	139	154	127	247	264	39	25	259	60	238	306	306	
Weighted total	294	255	39**	272	6**	16**	149	145	138	129	239	35*	34**	254	34*	23**	253	226	306	
Effective base	290	249	34	271	6	17	133	118	110	109	204	31	29	215	31	22	212	57	191	306
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	12	2	14	-	-	7	7	8	6	11	3	1	13	-	-	14	1	12	14
Behavioural issues	5%	5%	6%	5%	-	-	4%	5%	6%	4%	5%	7%	3%	5%	-	-	6%	2%	5%	5%
Broken homes / unstable home life	2%	2%	-	2%	-	-	1%	2%	2%	1%	2%	-	1%	2%	1%	-	2%	2%	2%	2%
Bullying / peer pressure	4	1	3	4	-	-	3	1	2	1	2	1	-	4	1	1	3	1	3	5
Childcare / childcare costs	1%	*	8%	2%	-	-	2%	*	2%	1%	1%	2%	-	2%	3%	5%	1%	2%	1%	2%
Childcare / childcare costs	11	11	-	10	-	1	3	8	7	3	8	2	-	11	-	-	11	-	11	11
Family not having enough money for basics like food, clothes, outings	4%	4%	-	3%	-	9%	2%	6%	5%	2%	3%	5%	-	4%	-	-	4%	-	5%	4%
Family not having enough money for basics like food, clothes, outings	18	16	2	18	-	-	10	8	9	7	16	2	2	16	4	2	14	5	13	16
Development / growth [speech / language / personal hygiene etc.]	6%	6%	5%	7%	-	-	7%	6%	6%	5%	7%	5%	5%	6%	12%	11%	5%	6%	5%	5%
Poor education / education system	38	32	6	34	*	4	16	22	14	21	30	4	6	32	3	3	36	9	29	39
Living with a short or long-term health condition	13%	13%	15%	12%	7%	24%	11%	15%	10%	16%	12%	11%	18%	13%	8%	11%	14%	15%	13%	13%
Lack of access to good quality, affordable early years childcare and education	19	19	-	17	-	2	6	13	5	12	13	4	2	15	3	3	14	4	15	20
Lack of trained teachers	6%	7%	-	6%	-	10%	4%	9%	4%	9%	5%	12%	6%	6%	8%	11%	6%	6%	7%	7%
Lack of trained teachers	8	8	-	3	-	5	4	4	2	6	2	2	4	4	2	2	6	4	4	6
Not feeling or being safe at home, in childcare or school, or in local community	3%	3%	-	1%	-	30%	3%	3%	1%	5%	1%	4%	11%	3%	6%	9%	2%	7%	2%	2%
Not feeling or being safe at home, in childcare or school, or in local community	8	7	1	8	-	-	5	4	6	3	8	-	-	8	-	-	8	-	8	10
Living with a short or long-term health condition	*	*	3%	3%	-	-	3%	2%	4%	2%	3%	-	-	3%	-	-	3%	-	4%	3%
Living with a short or long-term health condition	*	*	-	*	-	-	*	-	*	-	*	-	*	*	*	*	*	-	*	1
Living with a short or long-term health condition	8	6	2	8	-	-	5	2	3	5	6	2	1	7	-	-	8	1	7	8
Living with a short or long-term health condition	3%	2%	5%	3%	-	-	4%	2%	2%	4%	2%	6%	2%	3%	-	-	3%	2%	3%	3%
Living with a short or long-term health condition	8	8	-	8	-	-	5	4	3	3	6	2	2	6	5	5	3	2	7	11
Living with a short or long-term health condition	3%	3%	-	3%	-	-	3%	3%	2%	2%	3%	5%	6%	2%	15%	21%	1%	3%	3%	4%

Housing issues / standard of housing	3	3	-	3	-	-	1	1	3	-	3	-	-	3	-	-	3	-	3	3
	1%	1%	-	1%	-	-	1%	1%	2%	-	1%	-	-	1%	-	-	1%	-	1%	1%
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	23	20	3	18	1	3	14	8	7	14	17	2	6	16	6	4	17	6	16	23
	8%	8%	8%	7%	18%	20%	10%	6%	5%	11%	7%	7%	19%	6%	17%	17%	7%	11%	7%	8%
Lack of socialisation / social skills	23	15	8	19	1	3	9	14	8	13	18	2	3	20	5	5	17	5	16	23
	8%	6%	20%	7%	14%	20%	6%	10%	6%	10%	7%	5%	10%	8%	15%	20%	7%	9%	7%	8%
Not having enough time with parent(s)	38	32	6	36	1	1	20	18	21	15	32	5	6	33	2	2	36	7	30	38
	13%	13%	16%	13%	25%	7%	13%	13%	15%	12%	13%	13%	17%	13%	7%	10%	14%	11%	13%	12%
Mental health / anxiety / lack of confidence	13	13	-	13	-	-	3	10	7	7	11	2	2	12	-	-	13	2	12	11
	4%	5%	-	5%	-	-	2%	7%	5%	5%	5%	5%	4%	5%	-	-	5%	2%	5%	4%
Obesity / poor diet / nutrition	25	23	2	23	*	2	11	15	8	12	18	4	4	21	2	2	23	5	20	29
	9%	9%	4%	8%	3%	14%	7%	10%	6%	9%	8%	13%	12%	8%	6%	9%	9%	9%	9%	9%
Overall quality of family life	41	31	11	40	2	-	16	26	27	14	37	4	3	38	3	3	38	4	37	49
	14%	12%	28%	15%	29%	-	10%	18%	20%	11%	15%	10%	8%	15%	7%	11%	15%	7%	16%	16%
Not enough opportunity for stimulating play	1	1	-	1	-	-	-	1	-	1	1	-	-	1	-	-	1	-	1	1
	*	*	-	*	-	-	-	*	-	1%	*	-	-	*	-	-	*	-	*	*
Society / societal changes / isolation	1	1	-	1	*	-	1	-	1	*	1	-	-	1	-	-	1	*	1	2
	*	*	-	*	5%	-	1%	-	1%	*	1%	-	-	1%	-	-	1%	*	*	1%
Amount of time on screens/using digital technology	35	32	4	30	*	5	22	13	10	17	24	5	5	30	5	4	30	11	22	35
	12%	12%	9%	11%	3%	33%	15%	9%	7%	12%	10%	15%	15%	12%	14%	16%	12%	18%	10%	11%
Climate change / the environment / pollution	2	2	-	2	-	-	-	2	2	-	2	-	-	2	-	-	2	-	2	2
	1%	1%	-	1%	-	-	-	1%	2%	-	1%	-	-	1%	-	-	1%	-	1%	1%
Inequality / unequal opportunities	4	4	-	4	-	-	2	2	2	2	3	1	-	4	1	1	3	-	4	4
	1%	2%	-	2%	-	-	1%	2%	1%	1%	1%	2%	-	2%	2%	3%	1%	-	2%	1%
Other	19	16	3	16	-	2	13	5	7	6	15	1	4	14	2	1	16	5	14	19
	6%	6%	7%	6%	-	13%	9%	4%	5%	5%	6%	3%	13%	6%	7%	4%	6%	8%	6%	6%
None / no issues	2	7	-	2	-	-	4	3	6	1	3	-	4	7	-	-	7	-	7	7
	2%	3%	-	3%	-	-	3%	2%	4%	1%	3%	-	-	3%	-	-	3%	-	3%	2%
Don't know	49	44	5	48	*	*	32	17	12	29	40	7	6	39	7	3	38	15	31	50
	17%	17%	13%	18%	4%	2%	22%	11%	8%	22%	17%	20%	16%	15%	22%	14%	15%	25%	14%	16%

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

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

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

8 Dec 2025  
Table 87

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	306	148	158	218	86	206	97	84	63	57	34	306	
Weighted total	294	132	162	203	89*	190	101**	80*	63*	49*	32**	294	
Ineffective base	250	117	133	173	75	167	81	65	53	45	29	250	
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	5	9	6	8	6	8	4	*	4	2	14	
	5%	4%	4%	3%	9%	3%	8%	5%	*	8%	3%	5%	
Behavioural issues	5	3	2	5	-	4	1	3	1	1	-	6	
	2%	2%	2%	2%	-	2%	1%	4%	1%	2%	-	2%	
Broken homes / unstable home life	4	3	1	2	1	3	*	2	-	1	*	5	
	1%	2%	1%	1%	1%	2%	*	2%	-	1%	1%	2%	
Bullying / peer pressure	11	8	3	10	1	10	1	5	1	3	2	11	
	4%	6%	2%	5%	1%	5%	1%	7%	2%	5%	4%	4%	
Childcare / childcare costs	18	3	14	12	6	10	8	5	4	-	5	16	
	6%	3%	10%	6%	7%	5%	8%	7%	6%	-	9%	5%	
Family not having enough money for basics like food, clothes, outings	38	14	20	28	10	24	14	11	7	9	8	39	
	13%	11%	15%	14%	11%	12%	14%	13%	11%	12%	14%	13%	
Development / growth (speech / language / personal hygiene etc.)	19	11	4	13	5	13	5	9	2	4	3	20	
	6%	9%	3%	6%	6%	7%	5%	11%	3%	8%	5%	7%	
Poor education / education system	8	1	7	2	6	2	6	4	2	1	-	6	
	3%	1%	5%	1%	6%	1%	6%	5%	3%	2%	-	2%	
Lack of access to good quality, affordable early years childcare and education	8	7	1	7	1	6	2	4	2	2	*	10	

Lack of trained teachers	3%	5%	1%	4%	1%	3%	2%	5%	3%	4%	1%	-	3%
Not feeling or being safe at home, in childcare or school, or in local community	8	4	4	4	4	4	4	1	1	1	4	-	8
Living with a short or long-term health condition	8	5	4	7	1	5	3	4	2	1	*	-	11
Housing issues / standard of housing	3	-	3	1	1	1	1	-	*	-	1	1	3
Hunger / food poverty *DO NOT USE* *USE CODE 15*	1%	-	2%	1%	1%	1%	1%	-	*	-	2%	4%	1%
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	23	8	14	15	8	13	8	4	6	3	6	2	23
Lack of socialisation / social skills	8%	6%	11%	7%	8%	7%	8%	5%	10%	6%	11%	5%	8%
Not having enough time with parent(s)	38	19	14	27	11	26	13	13	6	4	9	5	38
Mental health / anxiety / lack of confidence	13	7	4	11	2	10	3	6	3	1	3	1	11
Obesity / poor diet / nutrition	4%	6%	3%	5%	2%	5%	3%	7%	5%	2%	5%	2%	4%
Overall quality of family life	41	24	13	35	6	33	8	12	14	7	3	5	49
Not enough opportunity for stimulating play	1	-	1	1	-	1	-	-	1	-	-	-	1
Society / societal changes / wokeism	1	1	*	1	*	1	*	1	-	-	-	-	2
Amount of time on screens/using digital technology	35	13	18	25	10	21	14	7	7	8	6	4	35
Climate change / the environment / pollution	12%	10%	14%	13%	11%	11%	14%	9%	11%	17%	11%	13%	11%
Inequality / unequal opportunities	4	1	3	1	2	-	3	1	-	1	-	-	4
Other	19	9	10	15	4	13	6	5	9	1	2	2	19
None / no issues	7	5	1	7	-	7	-	1	1	1	1	3	7
Don't know	49	11	28	28	21	28	20	9	11	7	13	5	50
	17%	8%	21%	14%	24%	15%	20%	11%	17%	14%	23%	16%	16%
	b		b		d								

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

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

8 Dec 2025  
 Table 88

Q1EY8\_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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	611	316	295	363	199	49	451	158	20	32	93	13	123	280	344	611
Weighted total	601	321	279	300	248	53*	480	118*	24**	65*	21*	14**	131	257	334	611
Effective base	508	255	257	300	177	45	417	81	15	31	86	12	104	228	287	611
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	10	4	6	7	1	11	3	3	-	1	-	4	6	6	14
Behavioural issues	5	3%	2%	2%	3%	2%	2%	3%	8%	-	2%	-	3%	2%	2%	2%
Broken homes / unstable home life	4	3	1	2	1	1	4	-	-	-	1%	-	2	2	1	5
Bullying / peer pressure	11	5	6	10	1	1	9	2	2	-	1	-	2	2	9	11
Childcare / childcare costs	18	8	10	9	9	1	15	3	2	-	-	1	4	9	9	16
Family not having enough money for basics like food, clothes, outings	142	76	66	65	58	19	120	22	4	8	5	5	35	66	79	144
Development / growth (speech / language / personal hygiene etc.)	19	14	5	10	6	3	15	2	-	1	1	-	5	6	14	20

Poor education / education system	3%	4%	2%	3%	2%	6%	3%	2%	-	2%	4%	-	4%	2%	4%	3%
	8	7	1	1	7	-	6	2	2	2	-	-	2	6	2	6
	1%	2%	*	*	3%	-	1%	2%	7%	-	-	-	1%	2%	1%	1%
Lack of access to good quality, affordable early years childcare and education	11%	6%	5%	5%	5%	12%	10%	15%	2	10	3	-	28	50	64	110
	19%	19%	20%	17%	21%	23%	21%	13%	6%	22%	13%	-	21%	19%	19%	18%
	*	*	-	*	-	-	-	*	-	-	-	-	*	*	*	1
	*	*	-	*	-	-	-	*	-	-	-	-	*	*	*	*
Not feeling or being safe at home, in childcare or school, or in local community	5%	2%	2%	2%	2%	4%	5%	7%	3%	1	3	-	13	29	34	59
	9%	8%	11%	10%	10%	7%	10%	6%	8%	3%	11%	-	10%	11%	10%	10%
	4%	3%	6%	4%	6%	2%	3%	10%	5%	4	1	-	7	24	30	53
	8%	9%	7%	13%	2%	5%	8%	8%	14%	8%	6%	-	6%	9%	9%	9%
	e			ae												
Housing issues / standard of housing	3%	2%	*	2%	*	-	2%	*	-	-	*	-	-	1%	2%	3%
	*	1%	*	1%	*	-	*	*	-	-	1%	-	-	1%	1%	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	7%	3%	3%	3%	2%	6%	6%	12%	5%	2	2	2	16%	37%	36%	73%
	12%	11%	14%	12%	12%	12%	13%	10%	15%	4%	10%	16%	12%	14%	11%	12%
	2%	3%	5%	3%	6%	-	1%	6%	-	10%	1%	2%	8%	9%	10%	23%
	4%	3%	5%	3%	6%	-	1%	6%	-	10%	1%	2%	8%	9%	10%	23%
Not having enough time with parent(s)	17%	9%	8%	8%	7%	16%	13%	3%	11%	12%	8%	6%	42%	76%	97%	176%
	29%	29%	30%	29%	29%	31%	29%	32%	33%	27%	34%	46%	32%	28%	29%	29%
	1%	10%	3%	9%	3%	1%	11%	2%	2%	-	-	-	2%	7%	9%	11%
	2%	3%	1%	3%	1%	2%	2%	1%	5%	-	-	-	1%	3%	3%	2%
	2%	12%	13%	14%	10%	1%	21%	4%	-	1	2	1	7%	8%	15%	29%
	4%	4%	5%	5%	4%	2%	4%	3%	-	3%	7%	8%	5%	3%	4%	5%
	12%	6%	6%	6%	5%	9%	9%	31%	12%	12%	7%	1	26%	65%	66%	140%
	21%	19%	24%	22%	22%	18%	20%	26%	34%	25%	29%	6%	20%	24%	20%	23%
Not enough opportunity for stimulating play	4%	2%	2%	2%	2%	2%	3%	7%	-	4	2	1	4%	29%	22%	46%
	8%	7%	8%	8%	8%	4%	8%	6%	-	9%	8%	8%	3%	11%	7%	8%
													m			
Society / societal changes / wokeism	1%	1%	-	1%	-	-	1%	*	-	-	*	-	-	1%	1%	2%
	*	*	-	*	-	-	*	*	-	-	1%	-	-	*	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Amount of time on screens/using digital technology	14%	6%	7%	7%	5%	19%	11%	32%	10%	12	5	5	33%	69%	80%	150%
	24%	21%	28%	24%	22%	35%	24%	27%	29%	27%	21%	34%	25%	26%	24%	25%
	2%	2%	-	2%	-	-	2%	-	-	-	-	-	1%	1%	-	2%
	*	1%	-	1%	-	-	*	-	-	-	-	-	1%	*	-	*
Inequality / unequal opportunities	4%	4%	1%	2%	2%	1%	4%	-	-	2	-	-	-	1%	4%	4%
	1%	1%	*	1%	1%	1%	1%	-	-	-	-	-	-	*	1%	1%
	4%	2%	1%	2%	1%	1%	2%	17%	5%	10	2	-	9%	18%	27%	44%
	7%	9%	5%	8%	7%	2%	5%	14%	14%	21%	10%	-	7%	7%	8%	7%
	2%	1%	1%	1%	1%	1%	1%	3%	1%	1	-	-	10%	8%	11%	22%
	4%	3%	4%	4%	4%	-	4%	3%	3%	3%	3%	-	8%	3%	3%	4%
	8%	5%	4%	4%	3%	1%	7%	1%	-	1	-	-	2%	4%	3%	7%
	1%	1%	1%	1%	1%	2%	1%	1%	-	3%	-	-	2%	2%	1%	1%
	7%	3%	5%	6%	2%	2%	6%	1%	-	1	-	-	3%	6%	7%	7%
	1%	1%	2%	2%	1%	-	1%	1%	-	1%	-	-	-	1%	2%	1%
	5%	2%	3%	2%	2%	5%	4%	10%	-	6	2	2	11%	19%	29%	54%
	9%	7%	11%	8%	10%	9%	9%	8%	-	13%	8%	16%	8%	7%	9%	9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* 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 89

Q1EY8\_B/D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base : All UK adults aged 16+ answering

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	611	427	184	480	176	117	181	135	497	87	76	274	224	611	
Weighted total	601	412	189	425	176	113	235	140*	93	488	81*	172	218	611	
Effective base	509	356	153	358	150	102	207	122	414	70	66	144	190	611	
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	10	5	13	1	5	5	1	3	10	3	4	3	4	14
	2%	2%	2%	3%	1%	4%	2%	1%	3%	2%	4%	5%	2%	2%	2%
Behavioural issues	5	5	-	4	1	2	3	-	-	5	-	-	1	3	6
	1%	1%	-	1%	1%	1%	1%	-	-	1%	-	-	1%	1%	1%
Broken homes / unstable home life	4	3	1	1	3	1	-	-	3	2	2	1	1	1	5
	1%	1%	1%	*	2%	1%	-	-	3%	*	3%	1%	1%	*	1%
									agh						
Bullying / peer pressure	11	6	5	8	3	6	5	-	1	11	-	-	2	7	11

	2%	1%	3%	2%	2%	4%	2%	-	1%	2%	-	-	1%	3%	2%
Childcare / childcare costs	18	11	8	9	9	4	4	8	3	14	4	1	7	5	16
	3%	3%	4%	2%	5%	3%	2%	5%	3%	3%	5%	1%	4%	2%	3%
Family not having enough money for basics like food, clothes, outings	142	91	51	93	49	28	48	41	24	112	25	21	33	50	144
	24%	22%	27%	22%	28%	21%	21%	30%	26%	23%	30%	26%	19%	23%	24%
Development / growth (speech / language / personal hygiene etc.)	19	15	3	16	2	4	6	4	5	18	1	2	3	8	20
	3%	4%	2%	4%	1%	3%	2%	3%	5%	4%	1%	2%	2%	3%	3%
Poor education / education system	8	8	-	4	4	-	5	2	1	6	-	-	4	2	6
	1%	2%	-	1%	2%	-	2%	1%	1%	1%	-	-	2%	1%	1%
Lack of access to good quality, affordable early years childcare and education	115	79	36	80	35	30	37	32	16	91	17	17	29	42	110
	19%	19%	19%	19%	20%	23%	16%	23%	17%	19%	21%	20%	17%	19%	18%
Lack of trained teachers	*	*	-	*	-	-	*	-	-	*	-	-	-	-	1
	*	-	-	*	-	-	*	-	-	*	-	-	-	-	*
Not feeling or being safe at home, in childcare or school, or in local community	57	41	16	40	16	18	17	13	9	46	7	7	14	17	59
	9%	10%	8%	10%	9%	14%	7%	9%	9%	9%	9%	9%	8%	8%	10%
Living with a short or long-term health condition	48	41	7	37	11	10	20	9	9	44	2	4	13	17	53
	8%	10%	4%	9%	6%	7%	8%	7%	10%	9%	3%	5%	8%	8%	9%
Housing issues / standard of housing	3	2	*	2	*	1	*	1	-	3	-	-	*	1	3
	*	1%	*	1%	*	1%	*	1%	-	1%	-	-	*	1%	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	73	51	21	52	21	9	30	22	12	54	14	12	22	21	73
	12%	12%	11%	12%	12%	7%	13%	16%	13%	11%	17%	15%	13%	10%	12%
Lack of socialisation / social skills	23	12	11	19	4	4	9	4	7	18	4	5	7	7	23
	4%	3%	6%	4%	2%	3%	4%	3%	7%	4%	4%	7%	4%	3%	4%
Not having enough time with parent(s)	175	116	59	131	44	28	75	48	25	142	25	26	48	62	176
	29%	28%	31%	31%	25%	21%	32%	34%	27%	29%	31%	32%	28%	29%	29%
Mental health / anxiety / lack of confidence	13	11	2	10	3	6	7	-	1	11	2	-	4	5	11
	2%	3%	1%	2%	2%	4%	3%	-	1%	2%	3%	-	2%	2%	2%
Obesity / poor diet / nutrition	25	18	7	17	8	10	7	5	3	22	3	5	5	11	29
	4%	4%	4%	4%	5%	8%	3%	4%	3%	4%	4%	6%	3%	5%	5%
Overall quality of family life	128	93	36	100	28	20	60	27	21	105	16	16	42	43	140
	21%	23%	19%	24%	16%	15%	26%	19%	23%	22%	20%	20%	25%	20%	23%
Not enough opportunity for stimulating play	46	32	14	29	17	14	18	9	6	41	4	2	22	13	46
	8%	8%	7%	7%	10%	10%	7%	7%	6%	8%	5%	3%	13%	6%	8%
Society / societal changes / wokeism	1	1	-	1	-	*	1	-	-	1	-	-	-	-	2
	*	*	-	*	-	*	*	-	-	*	-	-	-	-	*
Amount of time on screens/using digital technology	145	90	55	103	42	32	58	32	23	118	18	19	44	47	150
	24%	22%	29%	24%	24%	24%	25%	23%	25%	24%	23%	24%	26%	21%	25%
Climate change / the environment / pollution	2	2	-	2	-	-	1	1	-	2	-	1	1	-	2
	*	1%	-	1%	-	-	*	1%	-	*	-	1%	1%	-	*
Inequality / unequal opportunities	4	4	-	4	-	1	-	2	1	1	1	-	-	3	4
	1%	1%	-	1%	-	1%	-	1%	1%	*	1%	-	-	1%	1%
Lack of access to good quality primary school education	43	29	14	33	10	8	23	8	4	38	4	6	8	17	44
	7%	7%	7%	8%	6%	6%	10%	6%	4%	8%	4%	8%	5%	8%	7%
Other	22	19	2	16	6	6	10	3	3	20	2	8	1	6	22
	4%	5%	1%	4%	3%	4%	4%	2%	3%	4%	2%	10%	1%	3%	4%
No opinion	8	5	4	4	4	1	2	5	*	6	*	1	4	2	7
	1%	1%	2%	1%	3%	1%	1%	4%	*	1%	1%	1%	2%	1%	1%
None / no issues	7	7	-	7	-	1	6	-	-	6	2	-	1	4	7
	1%	2%	-	2%	-	1%	3%	-	-	1%	2%	-	1%	2%	1%
Don't know	54	29	25	35	19	13	17	14	9	38	11	8	16	24	54
	9%	7%	13%	8%	11%	10%	7%	10%	10%	8%	14%	10%	9%	11%	9%

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

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IPSOS UK - CONFIDENTIAL - V9 (weighted)

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Table 90

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	611	66	161	178	188	591	18	517	90	460	147	400	
Weighted total	601	59*	162	176	180	581	17**	506	91*	442	153	384	152	611
Effective base	509	57	136	146	154	491	16	428	77	381	125	327	130	611
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	-	2	2	11	14	-	12	2	13	1	14	-	14
	2%	-	1%	1%	6%	2%	-	2%	2%	3%	1%	4%	-	2%
Behavioural issues	5	-	1	1	3	5	-	4	1	5	-	4	1	6
	1%	-	1%	1%	2%	1%	-	1%	1%	1%	-	1%	1%	1%
Broken homes / unstable home life	4	-	2	*	2	4	-	1	3	2	2	2	-	5
	1%	-	1%	*	1%	1%	-	*	3% h	*	1%	1%	-	1%
Bullying / peer pressure	11	-	3	1	7	11	-	10	1	10	1	10	1	11
	2%	-	2%	1%	4%	2%	-	2%	2%	2%	1%	3%	*	2%
Childcare / childcare costs	18	-	8	6	3	17	1	15	3	13	5	16	1	16
	3%	-	5%	4%	2%	3%	6%	3%	4%	3%	3%	4%	1%	3%
Family not having enough money for basics like food, clothes, outings	142	14	39	39	39	139	3	122	18	109	32	97	31	144
	24%	24%	24%	22%	22%	24%	19%	24%	20%	25%	21%	25%	20%	24%
Development / growth (speech / language / personal hygiene etc.)	19	2	3	4	9	19	-	18	1	17	2	15	3	20
	3%	3%	2%	2%	5%	3%	-	4%	1%	4%	1%	4%	2%	3%
Poor education / education system	8	1	3	1	4	8	-	8	-	4	4	6	2	6
	1%	1%	2%	1%	2%	1%	-	2%	-	1%	3%	1%	1%	1%
Lack of access to good quality, affordable early years childcare and education	115	10	35	33	32	111	3	98	17	88	27	78	31	110
	19%	17%	21%	19%	18%	19%	16%	19%	18%	20%	17%	20%	20%	18%
Lack of trained teachers	*	-	-	-	*	*	-	*	-	*	-	*	-	1
	*	-	-	-	*	*	-	*	-	*	-	*	-	1
Not feeling or being safe at home, in childcare or school, or in local community	57	6	16	16	15	53	3	48	8	43	14	36	18	59
	9%	11%	10%	9%	8%	9%	19%	10%	9%	10%	9%	9%	12%	10%
Living with a short or long-term health condition	48	7	11	13	16	45	2	43	5	38	10	35	11	53
	8%	12%	7%	7%	9%	8%	12%	8%	6%	9%	6%	9%	7%	9%
Housing issues / standard of housing	3	-	-	*	2	1	1	3	-	3	-	3	-	3
	*	-	-	*	1%	*	6%	1%	-	1%	-	1%	-	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	73	4	21	25	17	72	1	56	17	57	15	53	18	73
	12%	7%	13%	14%	10%	12%	6%	13%	18%	13%	10%	14%	12%	12%
Lack of socialisation / social skills	23	5	7	7	4	23	-	20	2	19	4	17	5	23
	4%	8%	4%	4%	2%	4%	-	4%	2%	4%	3%	4%	3%	4%
Not having enough time with parents	175	16	50	43	58	173	1	155	19	139	36	121	36	176
	29%	27%	31%	25%	32%	30%	7%	31%	21%	31%	23%	32%	24%	29%
Mental health / anxiety / lack of confidence	13	-	2	3	8	13	-	12	2	11	2	12	1	11
	2%	-	1%	2%	5%	2%	-	2%	2%	3%	1%	3%	1%	2%
Obesity / poor diet / nutrition	25	2	9	7	8	24	1	20	5	21	5	22	2	29
	4%	3%	6%	4%	4%	4%	8%	4%	5%	5%	3%	6%	1%	5%
Overall quality of family life	128	12	28	38	48	126	2	109	20	104	24	79	41	140
	21%	20%	17%	22%	27%	22%	13%	21%	22%	24%	16%	21%	27%	23%
Not enough opportunity for stimulating play	46	6	11	11	19	45	1	40	5	37	9	35	8	46
	8%	9%	7%	6%	10%	8%	8%	8%	6%	8%	6%	9%	5%	8%
Society / societal changes / wokeism	1	*	-	-	1	1	-	1	-	1	-	1	-	2
	*	*	-	-	1%	*	-	*	-	*	-	*	-	*
Amount of time on screens/using digital technology	145	14	56	41	29	141	3	124	21	114	31	81	50	150
	24%	24%	35% ade	23%	16%	24%	19%	25%	23%	26%	20%	21%	33%	25%
Climate change / the environment / pollution	2	-	-	-	2	2	-	2	-	2	-	1	1	2
	*	-	-	-	1%	*	-	*	-	*	-	*	1%	*
Inequality / unequal opportunities	4	-	2	1	2	4	-	3	1	2	2	2	-	4
	1%	-	1%	*	1%	1%	-	1%	1%	*	1%	1%	-	3%
Lack of access to good quality primary school education	43	7	8	14	14	40	3	37	6	26	17	25	14	44
	7%	12%	5%	8%	8%	7%	15%	7%	7%	6%	11%	7%	9%	7%
Other	22	1	9	6	5	22	-	21	*	19	2	17	4	22
	4%	3%	6%	3%	3%	4%	-	4%	*	4%	2%	4%	2%	4%
No opinion	8	4	2	1	2	8	-	5	2	3	4	1	2	7
	1%	7%	1%	1%	1%	1%	-	1%	2%	1%	3%	*	1%	1%
None / no issues	7	-	-	5	2	7	-	6	1	7	-	3	4	7
	1%	-	-	3% c	1%	1%	-	1%	1%	2%	-	1%	2%	1%
Don't know	54	6	14	21	8	47	7	38	15	23	28	26	10	54
	9%	11%	8%	12% e	4%	8%	40%	7%	17% ah	5%	18% e	7%	7%	9%

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

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8 Dec 2025  
 Table 91

Q1EY8\_B/D. In your opinion, what would you say are the biggest issues facing children aged 0-5 today?

Base : All UK adults aged 16+ answering

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	611	535	76	560	17	34	335	276	299	263	497	75	81	508	79	53	509	127	465	611
Weighted total	601	525	76*	552	15**	34**	310	291	270	278	492	70*	78*	501	73*	48*	506	131	451	611
Effective base	509	442	67	467	13	29	274	236	236	230	415	61	69	422	66	45	424	112	380	611
Adverse childhood experiences (abuse / violence / parental substance abuse / neglect)	14	12	2	14	-	-	7	7	8	6	11	3	1	13	-	-	14	1	12	14
Behavioural issues	2%	2%	3%	3%	-	-	2%	3%	3%	2%	2%	4%	1%	3%	-	-	3%	1%	3%	2%
Broken homes / unstable home life	4	1	3	4	-	-	3	1	2	1	2	1	-	4	1	1	3	1	3	5
Bullying / peer pressure	11	11	-	10	-	1	3	8	7	3	8	2	-	11	-	-	11	-	11	11
Childcare / childcare costs	18	16	2	18	-	-	10	8	9	7	16	2	2	16	4	2	14	5	13	16
Family not having enough money for basics like food, clothes, outings	142	119	23	126	2	14	70	72	55	75	110	18	30	106	19	14	116	47	93	144
Development / growth (speech / language / personal hygiene etc.)	19	19	-	17	-	2	6	13	5	12	13	4	2	15	3	3	14	4	15	20
Floor education / education system	8	8	-	3	-	5	4	4	2	6	2	2	4	4	2	2	6	4	4	6
Lack of access to good quality, affordable early years childcare and education	115	100	15	108	3	4	62	53	46	64	100	11	13	98	12	8	100	27	87	110
Lack of trained teachers	19%	19%	20%	20%	23%	11%	20%	18%	17%	23%	20%	16%	17%	20%	17%	16%	20%	20%	19%	18%
Not feeling or being safe at home, in childcare or school, or in local community	57	53	4	51	2	4	34	23	22	28	44	8	10	47	9	5	45	16	41	59
Living with a short or long-term health condition	48	44	4	44	2	2	25	23	26	17	40	7	14	34	14	11	34	9	38	53
Housing issues / standard of housing	3	3	-	3	-	-	1	1	3	-	3	-	-	3	-	-	3	-	3	3
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	73	64	8	67	1	5	44	29	29	35	56	11	14	55	12	9	57	14	56	73
Lack of socialisation / social skills	12%	12%	11%	12%	7%	15%	14%	10%	11%	12%	11%	16%	17%	11%	16%	19%	11%	11%	12%	12%
Not having enough time with parent(s)	175	152	24	164	4	7	89	86	84	81	142	25	20	152	14	10	156	40	132	176
Mental health / anxiety / lack of confidence	13	13	-	13	-	-	3	10	7	7	11	2	2	12	-	-	13	2	12	11
Obesity / poor diet / nutrition	25	23	2	23	*	2	11	15	8	12	18	4	4	21	2	2	23	5	20	29
Overall quality of family life	128	105	24	115	7	7	60	68	79	44	107	13	12	114	13	10	111	20	106	140
Not enough opportunity for stimulating play	46	42	4	42	1	3	23	24	25	20	42	2	5	36	8	5	35	11	33	46
Society / societal changes / wokeism	1	1	-	1	*	-	1	-	1	*	1	-	-	1	-	-	1	*	1	2
Amount of time on screens/using digital technology	145	131	14	125	6	14	73	72	46	86	117	14	27	115	25	16	116	40	100	150
Climate change / the environment / pollution	2	2	-	2	-	-	-	2	2	-	2	-	-	2	-	-	2	-	2	2

Inequality/unequal opportunities	4	4	-	4	-	-	2	2	2	2	3	1	-	4	1	1	3	-	4	4
Lack of access to good quality primary school education	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	1%
Other	43	40	3	41	1	1	21	22	30	13	38	4	4	37	4	3	38	7	35	44
No opinion	7%	8%	3%	7%	8%	2%	7%	7%	11%	5%	8%	6%	5%	7%	6%	6%	8%	5%	8%	7%
None / no issues	22	18	4	20	-	2	15	6	8	7	17	2	4	18	2	1	19	7	15	22
Don't know	4%	3%	5%	6%	-	6%	5%	2%	3%	3%	6%	3%	5%	3%	3%	2%	4%	5%	3%	4%
	8	5	3	8	-	-	5	3	3	4	8	*	-	8	-	-	8	1	7	7
	1%	1%	5%	2%	-	-	2%	1%	1%	2%	2%	1%	-	2%	-	-	2%	1%	2%	1%
	7	7	b	7	-	-	4	3	6	1	7	-	-	7	-	-	7	-	7	7
	1%	1%	-	1%	-	-	1%	1%	2%	*	1%	-	-	1%	-	-	1%	-	2%	1%
	54	48	5	53	*	*	34	19	12	33	44	7	6	42	7	3	42	15	33	54
	9%	9%	7%	10%	2%	1%	11%	7%	4%	12%	9%	10%	7%	8%	10%	7%	8%	12%	7%	9%

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

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 Table 92

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	611	296	263	456	149	415	188	145	139	112	112	76	611
Weighted total	601	279	270	443	152	399	195	145	137	100*	110*	76*	611
Ineligible base	509	241	222	374	129	341	101	117	117	89	94	66	511
Adverse childhood experiences [abuse / violence / parental substance abuse / neglect]	14	5	5	6	8	6	8	4	*	4	2	3	14
	2%	2%	2%	1%	5%	1%	4%	3%	*	4%	1%	4%	2%
Behavioural issues	5	3	2	5	-	4	1	3	1	1	-	-	6
	1%	1%	1%	1%	-	1%	1%	2%	*	1%	-	-	1%
Broken homes / unstable home life	4	3	1	2	1	3	*	2	-	1	*	1	5
	1%	1%	*	1%	1%	1%	*	1%	-	1%	*	1%	1%
Bullying / peer pressure	11	8	3	10	1	10	1	5	1	3	2	-	11
	2%	3%	1%	2%	1%	3%	*	4%	1%	3%	2%	-	2%
Childcare / childcare costs	18	3	14	12	6	10	8	5	4	-	5	4	16
	3%	1%	5%	3%	4%	2%	4%	4%	3%	-	5%	5%	3%
Family not having enough money for basics like food, clothes, outings	142	55	75	106	33	87	53	30	33	23	26	25	144
	24%	20%	28% b	24%	22%	22%	27%	21%	24%	23%	23%	33%	24%
Development / growth [speech / language / personal hygiene etc.]	19	11	4	13	5	13	5	9	2	4	3	1	20
	3%	4%	2%	3%	3%	3%	3%	6%	1%	4%	3%	1%	3%
Poor education / education system	8	1	7	2	6	2	6	4	2	1	-	-	6
	1%	1%	2%	1%	4%	1%	3%	3%	1%	1%	-	-	1%
Lack of access to good quality, affordable early years childcare and education	115	55	53	90	24	78	35	21	35	18	15	20	110
	19%	20%	20%	20%	16%	20%	18%	14%	25%	18%	13%	27% nk	18%
Lack of trained teachers	*	*	-	*	-	*	-	-	-	-	-	*	1
	*	*	-	*	-	*	-	-	-	-	-	*	*
Not feeling or being safe at home, in childcare or school, or in local community	57	29	25	44	13	39	17	13	12	9	12	7	59
	9%	10%	9%	10%	9%	10%	9%	9%	9%	9%	11%	9%	10%
Living with a short or long-term health condition	48	29	16	40	7	36	12	17	14	10	3	2	53
	8%	11%	6%	9%	5%	9%	6%	12%	10%	10%	3%	3%	9%
Housing issues / standard of housing	3	-	3	1	1	1	1	-	*	-	1	1	3
	*	-	1%	*	1%	*	1%	-	*	-	1%	2%	*
Hunger / food poverty *DO NOT USE* *USE CODE 15*	-	-	-	-	-	-	-	-	-	-	-	-	-
Impact of Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-
Not enough access to support services	73	28	37	56	17	45	27	9	20	12	20	7	73
	12%	10%	14%	13%	11%	11%	14%	6%	14%	12%	19% h	9%	12%
Lack of socialisation / social skills	23	8	9	11	10	10	12	4	5	3	9	1	23
	4%	3%	3%	3%	7% d	3%	6% f	3%	3%	3%	8%	1%	4%
Not having enough time with parent(s)	175	80	79	136	37	118	54	42	33	27	33	32	176
	29%	29%	29%	31%	24%	30%	28%	29%	24%	27%	30%	42%	29%

Mental health / anxiety / lack of confidence	13	7	4	11	2	10	3	6	3	1	3	1	11
	2%	3%	1%	2%	1%	2%	2%	4%	2%	1%	2%	1%	2%
Obesity / poor diet / nutrition	25	8	15	16	9	15	10	12	2	3	3	4	29
	4%	3%	6%	4%	6%	4%	5%	8%	2%	3%	3%	5%	5%
Overall quality of family life	128	75	48	105	23	96	32	38	27	18	20	18	140
	21%	27%	18%	24%	15%	24%	17%	26%	20%	18%	19%	23%	23%
Not enough opportunity for stimulating play	46	22	21	32	14	30	16	15	13	9	4	4	46
	8%	8%	8%	7%	9%	7%	8%	10%	9%	9%	3%	6%	8%
Society / societal changes / wokeism	1	1	*	1	*	1	*	1	-	-	-	-	2
	+	+	+	+	+	+	+	1%	-	-	-	-	+
Amount of time on screens/using digital technology	145	53	80	116	30	103	41	19	39	24	28	27	150
	24%	19%	30%	26%	19%	26%	21%	13%	28%	24%	26%	35%	25%
Climate change / the environment / pollution	2	2	-	1	1	1	1	-	1	1	-	-	2
	+	1%	-	+	1%	+	1%	-	1%	1%	-	-	+
Inequality /unequal opportunities	4	1	3	1	2	-	3	1	-	1	-	-	4
	1%	+	1%	+	2%	-	2%	1%	-	1%	-	-	1%
Lack of access to good quality primary school education	43	25	15	33	10	30	13	13	12	11	4	2	44
	7%	9%	5%	7%	6%	7%	7%	9%	8%	11%	3%	3%	7%
Other	22	11	11	17	5	15	7	5	10	2	3	2	22
	4%	4%	4%	4%	3%	4%	4%	3%	7%	2%	3%	3%	4%
No opinion	8	4	1	6	2	6	3	4	3	-	-	-	7
	1%	2%	+	1%	1%	1%	1%	3%	2%	-	-	-	1%
None / no issues	7	5	1	7	-	7	-	1	1	1	1	3	7
	1%	2%	+	2%	-	2%	-	1%	1%	1%	1%	3%	1%
Don't know	54	14	28	30	23	31	21	10	11	7	16	5	54
	9%	5%	11%	7%	15%	8%	11%	7%	8%	7%	14%	7%	9%

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

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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	1202	1202	1202
Weighted total	1202	1202	1202
Effective base	1007	1007	1007
I know a great deal	401	341	439
	33%	28%	37%
I know a fair amount	469	470	462
	39%	39%	38%
I know just a little	268	286	237
	22%	24%	20%
I have heard of this phrase but know nothing	37	67	42
	3%	6%	4%
I have never heard of this phrase	15	22	9
	1%	2%	1%
Don't know	11	17	13
	1%	1%	1%
Top 2: Great deal / fair amount	871	811	901
	72%	67%	75%
Bottom 2: Know a little / nothing	305	353	279
	25%	29%	23%
Top 4: At least heard of	1176	1164	1180
	98%	97%	98%
Not: Not knowledgeable	320	375	388
	27%	31%	24%

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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+

	Gender		Age			Ethnicity					Age of children			Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)		2-3 (n)	4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202

Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
I know a great deal	401	210	191	238	146	17	313	86	24	34	20	8	72	190	242	417
33%	f	35%	32%	40%	28%	19%	33%	40%	40%	32%	42%	34%	28%	35%	36%	35%
I know a fair amount	469	215	254	211	222	37	377	90	23	33	20	14	111	198	259	480
39%	g	36%	42%	35%	43%	40%	40%	38%	38%	31%	43%	57%	42%	37%	39%	40%
I know just a little	268	145	123	111	127	30	211	51	13	30	6	2	61	129	129	242
22%	k	24%	20%	19%	25%	33%	22%	21%	21%	28%	13%	7%	23%	24%	19%	20%
I have heard of this phrase but know nothing	37	16	21	21	10	6	29	8	-	7	1	-	11	11	21	38
3%	l	3%	4%	3%	2%	6%	3%	3%	-	7%	1%	-	4%	2%	3%	3%
I have never heard of this phrase	15	8	7	10	4	1	13	2	-	1	*	1	3	6	7	15
1%	m	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%
Don't know	11	5	7	5	6	-	9	1	-	1	-	-	4	6	6	10
1%	n	1%	1%	1%	1%	-	1%	1%	-	1%	-	-	1%	1%	1%	1%
Top 2: Great deal / fair amount	871	425	445	449	368	54	691	176	47	67	40	22	183	388	502	897
72%	o	71%	74%	75%	71%	59%	73%	74%	79%	62%	85%	91%	70%	72%	75%	75%
Bottom 2: Know a little / nothing	305	161	144	131	138	36	240	59	13	38	7	2	72	140	150	280
25%	p	27%	24%	22%	27%	40%	25%	25%	21%	35%	15%	7%	28%	26%	23%	23%
Top 4: At least heard of	1176	586	589	580	505	90	931	234	60	105	47	23	256	528	652	1177
98%	q	98%	98%	98%	98%	99%	98%	99%	100%	98%	99%	98%	97%	98%	98%	98%
Net: Not knowledgeable	320	169	151	141	142	37	253	61	13	39	7	2	76	146	157	295
27%	r	28%	25%	24%	28%	41%	27%	26%	21%	36%	15%	9%	29%	27%	24%	25%

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

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 Table 95

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

Base: All UK adults aged 16+

	TOTAL (c)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (a)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	830	369	469	263	292	242	243	218	255	157	373	439	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	679	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	249	220	817	129	136	280	371	1007
I know a great deal	401	294	108	327	74	81	174	103	43	333	46	45	108	145	417
33%	o	35%	29%	40%	19%	29%	39%	34%	25%	34%	31%	28%	31%	33%	35%
I know a fair amount	469	320	150	293	176	120	170	98	82	393	52	69	126	180	480
39%	g	39%	40%	36%	45%	43%	38%	32%	47%	40%	35%	42%	37%	41%	40%
I know just a little	268	179	89	112	112	59	85	88	37	202	41	39	92	89	242
22%	k	22%	24%	19%	29%	21%	19%	29%	22%	21%	28%	24%	27%	20%	20%
I have heard of this phrase but know nothing	37	25	12	20	17	10	10	11	5	30	4	7	7	16	38
3%	l	3%	3%	2%	4%	4%	2%	4%	3%	3%	3%	4%	2%	4%	3%
I have never heard of this phrase	15	12	3	9	5	5	6	2	2	15	*	3	5	6	15
1%	m	1%	1%	1%	1%	2%	1%	1%	1%	1%	*	2%	1%	1%	1%
Don't know	11	1	10	5	7	2	2	4	3	6	4	-	5	2	10
1%	n	1%	3%	1%	2%	1%	1%	1%	2%	1%	3%	-	2%	1%	1%
Top 2: Great deal / fair amount	871	613	257	620	250	201	344	201	125	727	97	114	234	325	897
72%	o	74%	69%	77%	64%	73%	77%	65%	73%	74%	66%	70%	68%	74%	75%
Bottom 2: Know a little / nothing	305	204	101	176	129	69	85	99	43	232	45	46	99	105	280
25%	p	25%	27%	22%	33%	25%	21%	32%	25%	24%	31%	28%	29%	24%	23%
Top 4: At least heard of	1176	818	358	796	379	270	438	300	168	959	143	160	333	430	1177
98%	q	98%	96%	98%	97%	98%	98%	98%	97%	98%	97%	98%	97%	98%	98%
Net: Not knowledgeable	320	216	104	186	134	73	101	102	45	247	46	50	103	111	295
27%	r	26%	28%	23%	34%	27%	23%	33%	26%	25%	31%	30%	30%	25%	25%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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

8 Dec 2025  
 Table 96

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+

Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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	TOTAL (c)	Up to £24,999 (b)	£25,000 up to £54,999 (d)	£55,000 up to £99,999 (e)	£100,000 and above (f)	Important (g)	Not important (h)	Knowledgeable (i)	Not knowledgeable (j)	Knowledgeable (k)	Not knowledgeable (l)	Collective (m)	Individual (n)	Unweighted Total
Unweighted total	1202	122	340	355	367	1170	27	993	199	1097	255	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
I know a great deal	401 33%	36 30%	85 24%	91 27%	182 52%	396 34%	5 20%	384 39%	17 8%	401 46%	- ak	278 37%	101 32%	417 35%
I know a fair amount	469 39%	37 32%	143 40%	159 47%	115 33%	464 40%	4 15%	414 42%	53 25%	469 54%	- ak	313 41%	116 37%	480 40%
I know just a little	268 22%	28 24%	104 29%	73 21%	48 14%	256 22%	10 39%	144 15%	123 59%	- ah	268 84%	136 18%	77 25%	242 20%
I have heard of this phrase but know nothing	37 3%	13 11%	13 4%	6 2%	4 1%	32 3%	4 17%	23 2%	13 6%	- ah	37 12%	17 2%	12 4%	38 3%
I have never heard of this phrase	15 1%	1 *	5 1%	8 2%	1 *	14 1%	1 4%	12 1%	2 1%	- ah	15 5%	10 1%	5 2%	15 1%
Don't know	11 1%	3 2%	5 1%	- *	- *	9 1%	1 5%	7 1%	1 *	- *	- *	2 *	3 1%	10 1%
Top 2: Great deal / fair amount	871 72%	73 62%	228 64%	251 74%	297 85%	860 73%	9 35%	798 81%	69 33%	871 100%	- ak	591 78%	217 69%	897 75%
Bottom 2: Know a little / nothing	305 25%	41 35%	117 33%	79 23%	52 15%	288 25%	15 56%	166 17%	136 65%	- ah	305 95%	153 20%	89 28%	280 23%
Top 4: At least heard of	1176 98%	114 97%	344 97%	330 97%	349 100%	1148 98%	24 91%	964 98%	205 99%	871 100%	305 95%	745 98%	305 98%	1177 98%
Net: Not knowledgeable	320 27%	42 35%	122 34%	87 26%	53 15%	302 26%	16 60%	178 18%	138 66%	- 100%	320 100%	163 22%	94 30%	295 25%

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

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

8 Dec 2025  
 Table 97

QSE1.1. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Social and emotional development

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	51	536	492	491	472	915	120	135	835	122	81	914	222	751	1007
I know a great deal	401 33%	368 35%	33 23%	379 35%	6 19%	16 22%	180 29%	221 38%	241 43%	138 26%	349 36%	35 24%	49 32%	347 35%	43 31%	33 43%	348 34%	66 25%	326 36%	417 35%
I know a fair amount	469 39%	418 39%	52 37%	421 38%	20 64%	26 36%	223 36%	246 35%	199 32%	229 43%	379 39%	61 41%	65 42%	392 39%	58 42%	38 41%	396 39%	116 44%	347 38%	480 40%
I know just a little	268 22%	225 21%	44 31%	238 22%	4 12%	26 36%	175 28%	93 16%	92 16%	143 27%	193 20%	45 31%	27 18%	222 22%	27 19%	16 17%	225 22%	61 23%	193 21%	242 20%
I have heard of this phrase but know nothing	37 3%	27 2%	10 7%	34 3%	* 1%	2 3%	26 4%	11 2%	21 4%	13 2%	30 3%	4 3%	8 5%	24 2%	10 7%	4 4%	25 2%	12 4%	22 2%	38 3%
I have never heard of this phrase	15 1%	15 1%	* *	14 1%	- *	1 1%	9 1%	6 1%	7 1%	7 1%	12 1%	2 1%	9 3%	9 1%	4 1%	2 2%	10 1%	4 1%	9 1%	15 1%
Don't know	11 1%	9 1%	2 2%	9 1%	1 4%	1 1%	9 1%	3 2%	4 1%	7 1%	9 1%	1 1%	- 1%	11 1%	- 1%	- 1%	11 1%	4 2%	5 1%	10 1%
Top 2: Great deal / fair amount	871 72%	786 74%	85 60%	800 73%	26 83%	42 59%	403 65%	467 78%	440 68%	566 81%	728 75%	96 65%	114 74%	738 74%	101 72%	70 73%	745 73%	182 69%	673 75%	897 75%
Bottom 2: Know a little / nothing	305 25%	251 24%	54 38%	272 25%	4 13%	28 39%	201 32%	104 18%	114 20%	156 29%	223 23%	49 33%	36 23%	246 24%	37 26%	20 21%	250 25%	73 28%	215 24%	280 23%
Top 4: At least heard of	1176 98%	1037 98%	139 98%	1072 98%	30 96%	70 98%	605 97%	571 99%	554 97%	523 97%	951 98%	144 97%	149 97%	984 98%	139 99%	90 98%	995 98%	255 97%	887 98%	1177 98%
Net: Not knowledgeable	320 27%	266 25%	54 38%	286 26%	4 13%	29 40%	210 34%	110 19%	121 21%	163 30%	235 24%	51 34%	40 26%	255 25%	39 28%	22 24%	260 26%	77 29%	224 25%	295 25%

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

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

8 Dec 2025  
 Table 98

QSE1.1. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	552	650	859	343	813	389	236	250	213	233	152	3202
Weighted total	1202	561	641	865	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1202
I know a great deal	401 33%	279 50%	103 19%	333 38%	67 22%	308 38%	91 24%	100 35%	102 41%	62 30%	79 34%	36 24%	417 35%
I know a fair amount	469 39%	196 35%	233 43%	341 39%	126 41%	305 38%	158 41%	109 39%	84 34%	81 39%	100 43%	70 46%	480 40%
I know just a little	268 22%	60 11%	188 34%	172 19%	92 30%	153 19%	111 29%	60 21%	53 21%	52 25%	41 18%	36 24%	242 20%
I have heard of this phrase but know nothing	37	13	17	23	13	23	13	12	9	6	3	4	38
I have never heard of this phrase	15	2%	9	4	12	2	12	3	2	4	7	1	15
Don't know	11 1%	4 1%	2 *	4 *	7 2%	6 1%	6 2%	2 1%	-	1 *	4 2%	3 2%	10 1%
Top 2: Great deal / fair amount	871 72%	475 85%	336 62%	675 76%	193 63%	613 76%	249 65%	210 74%	186 74%	143 69%	179 76%	106 70%	897 75%
Bottom 2: Know a little / nothing	305 25%	73 13%	200 37%	184 22%	105 34%	175 22%	125 33%	71 25%	63 25%	58 28%	44 19%	41 27%	280 23%
Top 4: At least heard of	1176 98%	548 98%	536 99%	869 98%	298 97%	788 98%	374 98%	281 99%	249 99%	201 98%	224 95%	146 97%	1177 98%
Net: Not knowledgeable	320 27%	82 15%	204 38%	206 23%	107 35%	188 23%	127 33%	72 25%	65 26%	63 30%	51 22%	42 28%	295 25%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 99

QSE1.2. How much, if anything, do you feel you know about each of the following areas of development during early childhood? Cognitive development

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	180	22	255	550	675	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	
Effective base	1007	461	547	597	360	76	811	183	32	73	162	70	217	454	564	
I know a great deal	341 28%	183 31%	158 26%	188 32%	139 27%	14 16%	267 28%	122 31%	22 36%	28 26%	19 39%	6 25%	63 24%	167 31%	210 32%	
I know a fair amount	470 39%	223 37%	246 41%	219 37%	212 41%	39 43%	382 40%	85 36%	26 44%	30 28%	19 40%	10 41%	108 41%	192 36%	260 39%	
I know just a little	286 24%	137 23%	149 25%	129 22%	130 25%	26 29%	225 24%	56 24%	11 19%	33 31%	9 18%	3 14%	64 24%	139 26%	138 21%	
I have heard of this phrase but know nothing	67	40	27	36	23	8	54	12	-	9	1	2	19	26	34	
I have never heard of this phrase	22 2%	10 2%	12 2%	14 2%	4 1%	4 e	14 1%	6 3%	-	3 3%	-	3 11%	5 2%	8 1%	12 2%	
Don't know	17 1%	5 1%	11 2%	8 1%	8 2%	-	10 1%	5 2%	-	4 4%	*	1 2%	3 1%	8 1%	10 2%	
Top 2: Great deal / fair amount	811 67%	406 68%	404 67%	407 68%	351 68%	53 58%	649 68%	159 67%	48 81%	58 54%	38 79%	16 66%	172 65%	359 67%	471 71%	
Bottom 2: Know a little / nothing	353 29%	178 30%	175 29%	166 30%	153 30%	34 38%	279 29%	68 28%	11 19%	42 39%	10 20%	5 21%	84 32%	165 31%	172 26%	
Top 4: At least heard of	1164 97%	583 97%	579 96%	572 96%	504 98%	87 96%	928 97%	227 95%	60 100%	99 93%	47 99%	21 86%	255 97%	525 97%	643 97%	
Net: Not knowledgeable	375 31%	188 31%	187 31%	179 30%	157 30%	38 42%	283 31%	74 31%	11 19%	45 20%	10 32%	8 32%	88 34%	173 32%	184 28%	

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

QSE1.2. 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	830	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
I know a great deal	341	253	87	281	60	73	138	89	41	276	40	39	85	117	353
28% e	28%	31%	24%	35%	15%	26%	31%	29%	24%	28%	27%	24%	25%	27%	29%
I know a fair amount	470	328	142	314	156	119	178	107	65	389	55	68	130	186	468
39% c	39%	39%	38%	40%	40%	43%	40%	35%	38%	40%	38%	41%	38%	43%	39%
I know just a little	286	188	98	167	119	61	95	82	47	235	33	40	97	97	280
24% ad	24%	23%	26%	21%	30%	22%	21%	27%	27%	24%	22%	24%	28%	22%	23%
I have heard of this phrase but know nothing	67	46	21	31	36	15	24	18	10	55	8	14	18	22	65
6% ad	6%	6%	6%	4%	9%	5%	5%	6%	6%	6%	6%	8%	5%	5%	5%
I have never heard of this phrase	22	13	8	11	11	6	8	3	5	16	6	3	7	9	21
2% b	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	4%	2%	2%	2%	2%
Don't know	17	2	14	6	10	2	4	7	3	7	5	-	6	6	15
1% ab	1%	*	4%	1%	3%	1%	1%	2%	2%	1%	3%	-	2%	1%	1%
Top 2: Great deal / fair amount	811	581	229	596	215	191	317	196	107	665	96	107	215	303	821
67% c	67%	70%	62%	73%	55%	69%	71%	64%	62%	68%	65%	65%	63%	69%	68%
Bottom 2: Know a little / nothing	353	234	119	188	155	76	119	100	57	290	41	53	115	119	345
29% d	29%	28%	32%	24%	40%	28%	27%	33%	33%	30%	28%	33%	33%	27%	29%
Top 4: At least heard of	1164	815	349	793	370	268	435	296	164	956	137	160	330	422	1166
97% c	97%	98%	94%	98%	95%	97%	97%	97%	95%	98%	93%	98%	96%	96%	97%
Net: Not knowledgeable	375	247	128	209	166	83	126	103	62	307	46	57	121	129	366
31% d	31%	30%	34%	26%	42%	30%	28%	34%	36%	31%	32%	35%	35%	29%	30%

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

QSE1.2. 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	297	978	25	875	171	742	265	637	262	1007
I know a great deal	341	27	79	80	147	339	2	325	14	334	7	234	88	353
28% ck	28%	23%	22%	24%	42%	29%	8%	33%	7%	38%	2%	31%	28%	29%
I know a fair amount	470	34	134	157	131	462	6	413	53	406	63	319	113	468
39% bk	39%	29%	38%	46%	37%	39%	21%	42%	26%	47%	20%	42%	36%	39%
I know just a little	286	37	100	82	54	274	11	183	103	106	180	152	90	280
24% ehj	24%	31%	28%	24%	15%	23%	41%	19%	49%	12%	56%	20%	29%	23%
I have heard of this phrase but know nothing	67	12	26	14	14	62	4	34	31	16	51	37	16	65
6% hi	6%	10%	7%	4%	4%	5%	14%	3%	15%	2%	16%	5%	5%	5%
I have never heard of this phrase	22	3	10	6	3	19	3	16	6	7	15	10	5	21
2% ade	2%	3%	3%	2%	1%	2%	10%	2%	3%	1%	5%	1%	1%	2%
Don't know	17	5	6	1	1	15	1	12	*	1	4	4	2	15
1% ade	1%	4%	2%	*	*	1%	5%	1%	*	*	1%	*	1%	1%
Top 2: Great deal / fair amount	811	61	213	237	278	801	8	738	68	740	70	553	200	821
67% bcik	67%	51%	60%	70%	79%	68%	30%	75%	33%	85%	22%	73%	64%	68%
Bottom 2: Know a little / nothing	353	49	126	95	68	337	14	217	134	122	231	189	106	345
29% ehi	29%	42%	30%	19%	29%	29%	55%	22%	64%	14%	72%	25%	34%	29%
Top 4: At least heard of	1164	110	339	332	346	1138	22	956	202	862	301	742	306	1166
97% l	97%	93%	96%	98%	99%	97%	85%	97%	97%	99%	94%	98%	98%	97%
Net: Not knowledgeable	375	52	136	101	71	256	17	233	140	129	246	199	111	366
31% ehil	31%	45%	38%	30%	20%	30%	66%	24%	67%	15%	77%	26%	35%	30%



Top 4: At least heard of	1164 97%	549 98%	529 98%	868 98%	288 94%	782 97%	369 97%	277 98%	245 98%	200 97%	225 96%	145 96%	1166 97%
Net: Not knowledgeable	375 31%	90 16%	234 43%	244 28%	127 41%	228 28%	142 37%	87 31%	80 32%	72 35%	64 27%	51 34%	366 30%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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

8 Dec 2025  
 Table 104

Q5ED1.3. 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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	302	417	883	583	314	34	76	180	22	253	550	624	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
I know a great deal	439	223	216	250	164	25	345	91	29	30	23	9	85	210	260	458
	37%	37%	36%	42%	32%	27%	36%	38%	48%	28%	40%	36%	32%	39%	39%	38%
I know a fair amount	462	218	244	209	220	33	366	93	19	47	17	10	108	186	259	461
	38%	36%	41%	35%	43%	36%	38%	39%	32%	44%	36%	43%	41%	34%	39%	38%
I know just a little	237	125	111	96	113	28	192	41	12	20	6	3	56	115	109	220
	20%	21%	18%	16%	22%	31%	20%	17%	19%	19%	13%	12%	21%	21%	16%	18%
I have heard of this phrase but know nothing	42	24	18	25	12	6	30	11	-	9	1	2	9	19	24	42
	4%	4%	3%	4%	2%	6%	3%	5%	-	8%	2%	7%	3%	4%	4%	3%
I have never heard of this phrase	9	4	5	7	2	-	8	1	-	-	*	1	1	4	5	9
	1%	1%	1%	1%	+	-	1%	+	-	-	1%	2%	1	1%	1%	1%
Don't know	13	5	9	7	6	-	11	1	-	1	-	-	4	5	7	12
	1%	1%	1%	1%	1%	-	1%	1%	-	1%	-	-	1%	1%	1%	1%
Top 2: Great deal / fair amount	901	441	460	459	384	57	711	184	48	77	40	19	194	397	520	919
	75%	74%	76%	77%	74%	63%	75%	77%	81%	72%	84%	79%	74%	73%	78%	76%
Bottom 2: know a little / nothing	279	140	129	121	124	34	222	52	12	28	7	4	64	134	133	262
	23%	25%	21%	20%	24%	37%	23%	22%	19%	27%	15%	19%	24%	25%	20%	22%
Top 4: At least heard of	1180	589	589	580	508	91	933	236	60	106	47	23	258	530	652	1181
	98%	98%	98%	98%	98%	100%	98%	99%	100%	99%	99%	98%	98%	98%	98%	98%
Net: Not knowledgeable	288	153	134	128	126	34	230	52	12	28	7	5	65	138	138	273
	24%	26%	22%	22%	24%	37%	24%	22%	19%	27%	16%	21%	25%	26%	21%	23%

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

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 Table 105

Q5ED1.3. 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	323	342	312	265	243	382	619	155	157	337	493	1202
Weighted total	1202	830	372	810	392	276	447	307	172	679	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
I know a great deal	439	322	117	351	88	102	178	108	52	359	51	54	116	152	458
	37%	39%	32%	43%	22%	37%	40%	35%	30%	37%	35%	33%	34%	35%	38%
I know a fair amount	462	311	151	295	167	104	174	115	69	377	60	68	123	186	461
	38%	37%	41%	36%	43%	38%	39%	37%	40%	38%	41%	41%	36%	42%	38%
I know just a little	237	162	75	137	99	60	75	62	40	193	26	35	84	75	220
	20%	19%	20%	17%	25%	22%	17%	20%	23%	20%	18%	21%	25%	17%	18%
I have heard of this phrase but know nothing	42	27	16	15	27	5	14	15	8	34	5	6	11	16	42
	4%	3%	4%	2%	7%	2%	3%	5%	4%	3%	3%	3%	3%	4%	3%
I have never heard of this phrase	9	8	1	7	2	4	2	1	1	9	-	1	3	4	9
	1%	1%	+	1%	1%	2%	+	+	1%	1%	-	+	1%	1%	1%
Don't know	13	2	12	6	8	1	4	6	3	8	4	1	5	4	12
	1%	+	3%	1%	2%	+	1%	2%	2%	1%	3%	1%	2%	1%	1%
Top 2: Great deal / fair amount	901	632	269	646	255	206	352	222	120	735	112	121	239	338	919
	75%	76%	72%	80%	65%	74%	79%	73%	70%	75%	76%	74%	70%	77%	76%
Bottom 2: know a little / nothing	279	188	90	152	126	65	89	77	48	227	31	40	96	92	262
	23%	23%	24%	19%	32%	24%	20%	25%	28%	23%	21%	25%	28%	21%	22%

	d	ad		R		n				n					
Top 4: At least heard of	<b>1180</b> 98%	821 99%	359 97%	798 99%	381 97%	271 98%	441 99%	299 98%	168 98%	962 98%	143 97%	162 99%	335 98%	430 98%	1181 98%
Net: Not knowledgeable	<b>288</b> 24%	197 24%	91 24%	159 20%	129 33%	69 25%	91 20%	78 25%	49 28%	236 24%	31 21%	41 25%	99 29%	96 22%	271 23%
	d	ad		R		n				n					

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

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 Table 106

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

Base: All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
I know a great deal	<b>439</b> 37%	41 35%	94 27%	106 31%	190 54%	435 37%	8 17%	417 34%	20 10%	420 48%	19 6%	307 41%	106 34%	458 38%
I know a fair amount	<b>462</b> 38%	36 31%	151 43%	147 43%	107 31%	453 39%	7 29%	396 40%	65 31%	373 43%	88 28%	294 39%	119 38%	461 38%
I know just a little	<b>237</b> 20%	25 21%	89 25%	68 20%	44 13%	228 19%	8 30%	134 14%	100 48%	68 8%	169 53%	124 16%	72 23%	220 18%
I have heard of this phrase but know nothing	<b>42</b> 4%	10 8%	14 4%	13 4%	5 1%	37 3%	4 16%	18 2%	22 11%	7 1%	35 11%	21 3%	9 3%	42 3%
I have never heard of this phrase	<b>9</b> 1%	1 *	-	4 1%	5 1%	9 1%	-	9 1%	-	1 *	8 3%	6 1%	3 1%	9 1%
Don't know	<b>13</b> 1%	5 4%	6 2%	1 *	-	11 1%	2 9%	9 1%	1 *	2 *	1 *	3 *	3 1%	12 1%
Top 2: Great deal / fair amount	901	77	246	253	297	888	12	813	85	793	108	601	226	919
Bottom 2: Know a little / nothing	279	35	103	81	49	264	12	152	122	75	203	146	81	262
Top 4: At least heard of	<b>1180</b> 98%	112 95%	349 98%	334 99%	346 99%	1152 98%	24 91%	965 98%	207 100%	868 100%	311 97%	747 99%	307 98%	1181 98%
Net: Not knowledgeable	<b>288</b> 24%	36 30%	103 29%	85 25%	54 15%	273 23%	12 46%	161 16%	122 58%	76 9%	211 66%	152 20%	84 27%	271 23%

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

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 Table 107

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

Base: All UK adults aged 16+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)	f	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	596	613	496	976	144	157	1002	141	92	1015	269	916	1202	
Weighted total	1202	1061	141	1095	31**	71*	623	579	665	526	972	147	153	1004	141	92*	1015	264	902	1202	
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007	
I know a great deal	<b>439</b> 37%	398 38%	41 29%	412 38%	10 33%	17 23%	199 32%	239 41%	256 45%	155 29%	379 39%	140 27%	54 35%	380 38%	46 33%	34 37%	385 38%	74 28%	360 40%	458 38%	
I know a fair amount	<b>462</b> 38%	409 39%	53 37%	410 37%	14 45%	36 50%	220 35%	243 42%	194 34%	230 43%	373 38%	51 34%	56 36%	390 39%	50 35%	38 42%	393 39%	114 43%	332 37%	461 38%	
I know just a little	<b>237</b> 20%	201 19%	35 25%	218 20%	4 14%	14 19%	154 25%	83 14%	91 16%	118 22%	175 18%	46 31%	35 23%	184 18%	32 23%	15 16%	190 19%	57 22%	170 19%	220 18%	
I have heard of this phrase but know nothing	<b>42</b> 4%	34 3%	8 6%	36 3%	1 4%	4 5%	35 6%	7 1%	12 2%	24 4%	27 3%	9 6%	6 4%	32 3%	7 5%	3 3%	32 3%	13 5%	25 3%	42 3%	
I have never heard of this phrase	<b>9</b> 1%	8 8%	1 1%	8 8%	-	1 1%	4 4%	5 5%	3 3%	8 8%	* *	2 2%	5 5%	4 4%	1 1%	3 3%	-	8 8%	9 9%	9 9%	

	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	*	2%	1%	3%	1%	*	-	1%	1%	
Don't know	13	10	3	12	1	1	11	2	6	7	11	2	1	12	1	1	12	5	7	12
	1%	1%	2%	1%	4%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	
Top 2: Great deal / fair amount	901	807	94	822	24	52	419	482	450	385	752	91	109	770	96	72	778	188	692	919
	75%	76%	66%	75%	78%	74%	67%	83%	80%	72%	77%	62%	71%	77%	68%	78%	77%	71%	77%	76%
Bottom 2: Know a little / nothing	279	235	44	253	6	17	188	90	103	142	202	55	41	216	39	18	221	70	195	262
	23%	22%	31%	23%	18%	24%	30%	16%	18%	26%	21%	37%	27%	21%	28%	19%	22%	27%	22%	22%
Top 4: At least heard of	1180	1042	137	1076	30	70	607	572	553	526	953	145	150	986	135	90	999	258	887	1181
	98%	95%	97%	95%	96%	92%	92%	90%	90%	90%	92%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Net: Not knowledgeable	288	243	44	262	6	18	192	95	109	145	210	55	43	221	43	19	225	70	202	271
	24%	23%	31%	24%	18%	25%	31%	16%	19%	27%	22%	37%	28%	22%	31%	20%	22%	27%	22%	23%
	hi		b				ah			i	ak			q						

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

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 Table 108

QSE1.3. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
				(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted total	1202	959	510	899	292	823	563	286	250	211	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
I know a great deal	439	290	122	349	89	322	115	120	106	58	86	41	458
	37%	52%	22%	39%	29%	40%	20%	42%	42%	28%	37%	27%	38%
	ce	ac	e	e	e	e	g	h	i	j	k	l	
I know a fair amount	462	191	230	337	121	310	145	89	84	95	95	73	461
	38%	34%	42%	38%	39%	38%	38%	32%	34%	46%	41%	48%	38%
	h	b	b	h	b	h	b	h	h	h	h	h	
I know just a little	237	58	164	165	70	136	99	61	44	44	40	30	220
	20%	10%	30%	19%	23%	17%	26%	21%	18%	21%	17%	20%	18%
	b	ab	ab	af	af	af	af	af	af	af	af	af	
I have heard of this phrase but know nothing	42	13	19	21	18	24	16	9	14	6	6	4	42
	4%	2%	4%	2%	6%	3%	4%	3%	6%	3%	3%	3%	3%
			d	d	d	d	d	d	d	d	d	d	
I have never heard of this phrase	9	5	4	8	-	8	1	1	3	2	1	1	9
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
	ad			ad		ad		ad		ad		ad	
Don't know	13	4	3	5	9	6	7	4	-	1	5	3	12
	1%	1%	*	1%	3%	1%	2%	1%	-	*	2%	2%	1%
				ad		ad		i		i		i	
Top 2: Great deal / fair amount	901	481	351	686	210	632	260	209	190	153	182	113	919
	75%	86%	65%	77%	69%	78%	68%	74%	76%	74%	77%	75%	76%
	ce	ac	e	e	e	e	e	e	e	e	e	e	e
Bottom 2: Know a little / nothing	279	71	183	187	88	160	115	69	58	50	47	34	262
	23%	13%	34%	21%	29%	20%	30%	24%	23%	24%	20%	22%	22%
	b	ab	ab	d	d	af	af	af	af	af	af	af	
Top 4: At least heard of	1180	552	535	872	298	792	375	278	248	204	228	147	1181
	98%	98%	99%	97%	97%	98%	98%	98%	99%	99%	97%	98%	98%
	ad	ad	ad	d	d	af	af	af	af	af	af	af	
Net: Not knowledgeable	288	76	187	195	88	168	116	71	61	53	48	35	271
	24%	14%	35%	22%	29%	21%	30%	25%	24%	25%	20%	23%	23%
	b	ab	ab	d	d	af	af	d	d	d	d	d	

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

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 Table 109

QSE2. 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	1202	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007	1007
Very important	565	929	632	828	931	836
	49%	77%	51%	69%	77%	70%
Fairly important	493	219	461	306	208	308
	41%	18%	38%	25%	17%	26%
Not very important	90	31	93	48	43	36
	8%	3%	8%	4%	4%	3%
Not at all important	15	9	15	8	8	13
	1%	1%	1%	1%	1%	1%
Don't know	18	14	21	13	11	10
	2%	1%	2%	1%	1%	1%

Top 2: Important	1079	1148	1073	1134	1140	1143
	90%	96%	89%	94%	95%	95%
Bot 2: Not important	105	40	108	55	51	49
	9%	3%	9%	5%	4%	4%
NET: Difference	973	1108	966	1079	1088	1094
	81%	92%	80%	90%	91%	91%

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Table 110

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

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	213	540	665	1202
Effective base	1007	461	522	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very important	585	308	278	307	243	35	448	131	30	55	35	12	115	276	340	617
	49%	51%	46%	52%	47%	39%	47%	55%	50%	51%	73%	51%	44%	51%	51%	51%
Fairly important	493	215	277	232	218	44	402	89	22	45	11	10	122	208	265	476
	41%	36%	46%	39%	42%	48%	42%	37%	36%	42%	24%	44%	46%	39%	40%	40%
Not very important	90	57	33	42	40	9	75	12	8	3	1	-	20	36	45	79
	8%	10%	5%	7%	8%	10%	8%	5%	14%	2%	2%	-	8%	7%	7%	7%
Not at all important	15	9	6	8	5	2	9	6	-	4	*	1	2	11	3	14
	1%	2%	1%	1%	1%	3%	1%	2%	-	4%	*	5%	1%	2%	1%	1%
Don't know	18	9	9	6	11	1	18	*	-	8*	*	-	4	9	11	16
	2%	2%	1%	1%	2%	1%	2%	*	-	1%	-	-	1%	2%	2%	1%
Top 2: Important	1079	523	555	539	460	79	850	220	51	100	46	23	237	484	605	1093
	90%	87%	92%	91%	89%	87%	89%	93%	86%	94%	97%	95%	90%	90%	91%	91%
Bot 2: Not important	105	67	39	50	44	11	85	18	8	7	1	1	22	47	49	93
	9%	11%	6%	8%	9%	12%	9%	7%	14%	6%	2%	5%	8%	9%	7%	8%
NET: Difference	973	456	516	489	416	68	765	203	43	93	45	21	215	437	556	1000
	81%	76%	86%	82%	81%	74%	80%	85%	72%	87%	95%	90%	82%	81%	84%	83%

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

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Table 111

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

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	615	322	212	322	219	220	817	129	136	250	371	1202
Very important	585	433	152	440	145	130	233	145	78	467	75	71	159	211	617
	49%	52%	41%	54%	37%	47%	52%	47%	45%	48%	51%	43%	46%	48%	51%
Fairly important	493	313	180	302	191	120	176	119	78	412	57	74	142	182	476
	41%	38%	48%	37%	49%	43%	39%	39%	45%	42%	39%	45%	42%	41%	40%
Not very important	90	68	23	51	40	19	28	32	11	72	11	15	27	37	79
	8%	8%	6%	6%	10%	7%	6%	10%	6%	7%	8%	9%	8%	8%	7%
Not at all important	15	8	7	8	7	2	6	4	3	13	1	1	11	2	14
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	*	3%	*	1%
Don't know	18	9	9	9	9	6	3	6	3	14	3	3	4	7	16
	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%
Top 2: Important	1079	746	332	742	336	250	409	264	156	880	132	145	301	392	1093
	90%	90%	89%	92%	86%	90%	92%	86%	90%	90%	90%	89%	88%	90%	91%
Bot 2: Not important	105	76	30	59	46	21	34	36	14	85	12	16	38	39	93
	9%	9%	8%	7%	12%	8%	8%	12%	8%	9%	8%	10%	11%	9%	8%
NET: Difference	973	671	303	683	290	229	375	228	142	795	120	129	263	353	1000
	81%	81%	81%	84%	74%	83%	84%	74%	82%	81%	81%	79%	77%	81%	83%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	355	327	1170	27	983	129	897	255	729	500	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Very important	585	42	147	154	228	580	5	522	61	467	114	397	144	617
49%	49%	36%	41%	45%	65%	49%	20%	53%	29%	54%	36%	53%	46%	51%
Fairly important	493	60	168	155	93	477	14	380	111	343	149	290	142	476
41%	41%	51%	47%	46%	27%	41%	54%	39%	53%	39%	47%	38%	45%	40%
Not very important	90	11	28	28	21	84	5	62	29	44	45	50	23	79
8%	8%	9%	8%	8%	6%	7%	20%	6%	14%	5%	14%	7%	7%	7%
Not at all important	15	1	6	3	5	13	2	11	4	11	4	10	2	14
1%	1%	1%	2%	1%	1%	1%	6%	1%	2%	1%	1%	1%	1%	1%
Don't know	18	5	6	4	4	18	-	10	3	5	8	9	2	16
2%	2%	4%	2%	-	1%	1%	-	1%	2%	1%	2%	1%	1%	1%
Top 2: Important	1079	102	315	308	321	1057	19	901	172	810	264	687	286	1093
90%	90%	86%	89%	91%	92%	90%	73%	92%	83%	93%	82%	91%	91%	91%
Bot 2: Not important	105	11	34	31	26	97	7	72	33	55	49	60	25	93
9%	9%	10%	10%	9%	7%	8%	27%	7%	16%	6%	15%	8%	8%	8%
NET: Difference	973	90	280	278	295	960	12	829	139	755	215	627	260	1000
81%	81%	77%	79%	82%	84%	82%	47%	84%	67%	87%	67%	83%	83%	83%

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

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	516	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	516	472	491	437	816	120	135	844	122	81	844	222	751	1202
Very important	585	520	66	546	10	29	279	306	322	226	486	66	63	509	58	40	510	107	473	617
49%	49%	49%	46%	50%	31%	40%	45%	53%	57%	42%	50%	45%	41%	51%	41%	43%	50%	41%	52%	51%
Fairly important	493	429	64	443	15	34	266	227	195	248	397	58	76	401	69	45	410	115	341	476
41%	41%	40%	45%	40%	48%	48%	43%	39%	35%	46%	41%	39%	50%	40%	49%	49%	40%	51%	38%	40%
Not very important	90	82	9	81	3	6	57	34	34	47	64	19	10	67	10	6	69	17	65	79
8%	8%	8%	6%	7%	8%	9%	9%	6%	6%	9%	7%	13%	6%	7%	7%	6%	7%	6%	7%	7%
Not at all important	15	14	1	12	2	1	10	5	8	3	10	4	4	10	2	-	11	2	12	14
1%	1%	1%	1%	1%	6%	2%	2%	1%	1%	1%	1%	3%	2%	1%	2%	-	1%	1%	1%	1%
Don't know	18	16	2	15	2	1	11	7	5	12	15	1	-	16	2	1	16	2	11	16
2%	2%	2%	1%	1%	7%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%
Top 2: Important	1079	940	130	989	25	63	545	534	518	475	884	124	140	910	126	85	920	242	813	1093
90%	90%	89%	92%	90%	79%	89%	88%	92%	88%	91%	91%	82%	91%	91%	90%	92%	91%	92%	90%	91%
Bot 2: Not important	105	95	10	92	4	7	66	39	42	50	74	22	14	78	13	6	80	19	77	93
9%	9%	9%	7%	8%	14%	10%	11%	7%	8%	9%	8%	15%	9%	8%	9%	6%	8%	7%	9%	8%
NET: Difference	973	854	120	896	20	56	479	495	475	424	809	101	126	832	114	79	840	223	736	1000
81%	81%	80%	85%	82%	65%	78%	77%	85%	84%	79%	83%	69%	82%	83%	81%	86%	83%	85%	82%	83%

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

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
	Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	430	439	744	254	682	312	236	209	177	193	131	1007
Very important	515	348	198	445	136	409	274	145	130	101	104	62	517
	49%	62%	37%	50%	44%	51%	45%	51%	52%	49%	44%	41%	51%
Fairly important	493	179	271	360	131	320	167	108	99	81	111	70	476
	41%	32%	50%	41%	43%	40%	44%	38%	40%	39%	47%	46%	40%
Not very important	90	24	57	65	24	59	31	21	19	18	11	14	79
	8%	4%	11%	7%	8%	7%	8%	8%	8%	9%	5%	9%	7%
Not at all important	15	7	8	8	7	11	4	4	2	4	3	1	14
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%
Don't know	18	3	8	7	9	7	10	5	-	3	5	4	16
	2%	*	1%	1%	3%	1%	3%	2%	-	1%	2%	2%	1%
Top 2: Important	1079	527	469	805	267	730	337	253	229	182	215	132	1093
	90%	94%	87%	91%	87%	91%	88%	89%	91%	88%	92%	88%	91%
Bot 2: Not important	105	31	65	73	31	69	35	25	22	22	14	15	93
	9%	5%	12%	8%	10%	9%	9%	9%	9%	11%	6%	10%	8%
NET: Difference	973	496	405	732	236	660	302	228	208	160	201	117	1000
	81%	89%	75%	83%	77%	82%	79%	80%	83%	78%	86%	78%	83%

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

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 Table 115

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

Base: All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	527	702	417	83	883	311	34	76	180	23	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Very important	929	466	464	444	411	75	711	191	53	77	40	20	209	409	522	933
	77%	78%	77%	75%	80%	82%	77%	80%	90%	72%	84%	86%	80%	76%	79%	78%
Fairly important	219	105	112	113	92	14	177	39	5	24	7	3	44	107	115	215
	18%	18%	19%	19%	18%	15%	19%	16%	8%	23%	14%	14%	17%	20%	17%	18%
Not very important	31	15	16	24	4	3	26	3	-	3	1	-	5	13	14	32
	3%	2%	3%	4%	1%	3%	3%	1%	-	2%	1%	-	2%	2%	2%	3%
Not at all important	9	6	3	6	3	-	4	4	1	3	*	-	2	4	5	8
	1%	1%	*	1%	1%	-	*	2%	2%	2%	1%	-	1%	1%	1%	1%
Don't know	14	6	8	8	6	-	14	*	-	-	*	-	2	7	8	14
	1%	1%	1%	1%	1%	-	1%	*	-	-	1%	-	1%	1%	1%	1%
Top 2: Important	1148	571	576	557	503	89	908	230	58	102	47	24	254	516	637	1148
	96%	95%	96%	94%	97%	97%	95%	97%	98%	95%	98%	100%	97%	96%	96%	96%
Bot 2: Not important	40	21	19	30	7	3	31	8	1	5	1	-	7	17	19	40
	3%	3%	3%	5%	1%	3%	3%	3%	2%	5%	2%	-	3%	3%	3%	3%
NET: Difference	1108	551	557	527	496	86	877	223	57	87	46	24	246	499	618	1108
	92%	92%	92%	89%	96%	94%	92%	94%	95%	90%	96%	100%	94%	92%	93%	92%

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

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 Table 116

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

Base: All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	695	322	212	392	219	220	817	120	136	280	371	1007
Very important	929	648	281	653	277	220	344	231	134	745	122	129	251	339	933
	77%	78%	76%	81%	71%	80%	77%	75%	78%	76%	83%	79%	73%	77%	78%
Fairly important	219	152	67	192	87	46	79	62	32	190	19	28	71	77	215

	18%	18%	18%	16%	22%	17%	18%	20%	19%	19%	13%	17%	21%	18%	18%
Not very important	31 3%	23 3%	8 2%	16 2%	45 6%	2 1%	16 4%	8 3%	5 3%	27 3%	3 2%	3 2%	13 4%	12 3%	32 3%
Not at all important	9 1%	3 *	6 2%	3 *	15 2%	6 2%	3 1%	- -	- -	7 1%	* *	1 1%	3 1%	4 1%	8 1%
Don't know	14 1%	5 1%	9 3%	7 1%	7 2%	2 1%	4 1%	5 2%	2 1%	10 1%	2 2%	2 1%	4 1%	6 1%	14 1%
Top 2: Important	1148 96%	800 96%	349 94%	785 97%	363 93%	266 96%	423 95%	293 96%	166 96%	935 95%	141 96%	158 96%	322 94%	416 95%	1148 96%
Bot 2: Not important	40 3%	26 3%	14 4%	19 2%	21 5%	8 3%	19 4%	8 3%	5 3%	34 3%	3 2%	4 3%	16 5%	16 4%	40 3%
NET: Difference	1108 92%	774 93%	335 90%	766 95%	342 87%	258 93%	404 91%	285 93%	161 94%	901 92%	138 94%	153 94%	306 89%	400 91%	1108 92%

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

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 Table 117

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

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	983	208	874	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very important	929 77%	80 68%	264 74%	267 79%	285 81%	921 79%	6 24%	792 81%	132 64%	724 83%	202 63%	627 83%	219 70%	933 78%
Fairly important	219 18%	27 23%	73 21%	63 18%	52 15%	210 18%	9 35%	165 17%	52 25%	136 16%	80 25%	107 14%	81 26%	215 18%
Not very important	31 3%	4 3%	8 2%	9 3%	10 3%	20 2%	9 33%	16 2%	15 7%	7 1%	24 7%	16 2%	7 2%	32 3%
Not at all important	9 1%	1 1%	4 1%	- -	3 1%	7 1%	1 6%	6 1%	3 2%	- -	8 3%	1 *	5 2%	8 1%
Don't know	14 1%	5 4%	6 2%	* *	- -	13 1%	1 3%	5 *	5 2%	4 *	5 2%	5 1%	1 *	14 1%
Top 2: Important	1148 96%	107 91%	337 95%	330 97%	338 96%	1131 97%	15 59%	957 95%	185 89%	860 99%	282 88%	734 97%	300 96%	1148 96%
Bot 2: Not important	40 3%	6 5%	12 3%	9 3%	13 4%	28 2%	10 39%	22 2%	18 9%	7 1%	32 10%	17 2%	12 4%	40 3%
NET: Difference	1108 92%	102 86%	325 92%	321 95%	325 93%	1103 94%	5 20%	935 95%	167 80%	853 98%	250 78%	717 95%	287 92%	1108 92%

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

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 Table 118

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

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	365	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	636	472	491	437	816	120	135	835	122	81	864	222	751	1007
Very important	929 77%	824 78%	106 75%	852 78%	22 69%	55 77%	465 75%	465 80%	441 78%	411 77%	770 79%	99 67%	120 78%	786 78%	112 80%	77 84%	790 78%	213 81%	700 78%	933 78%
Fairly important	219 18%	191 18%	28 20%	200 18%	5 16%	11 16%	121 19%	98 17%	100 18%	101 19%	166 17%	39 26%	25 16%	185 18%	19 14%	10 19%	188 19%	46 17%	168 19%	215 18%
Not very important	31 3%	26 2%	5 4%	25 2%	1 4%	4 6%	24 4%	7 1%	16 3%	13 2%	18 2%	9 6%	7 4%	16 2%	3 2%	1 1%	21 2%	4 1%	19 2%	32 3%
Not at all important	9 3%	9 2%	- -	7 2%	1 6%	1 6%	3 4%	6 8%	4 5%	5 7%	7 7%	1 1%	- -	5 5%	3 3%	1 1%	5 5%	* *	6 6%	8 8%

	1%	1%	-	1%	4%	-	*	1%	1%	1%	1%	1%	-	1%	2%	2%	*	*	1%	1%
Don't know	14	12	2	11	2	1	10	4	3	7	12	-	2	11	3	3	11	1	9	14
Top 2: Important	1148	1015	134	1052	27	66	586	562	542	512	936	137	145	972	131	86	978	259	867	1148
Bot 2: Not important	40	34	5	32	2	4	26	13	20	18	25	10	7	21	6	2	26	4	25	40
NET: Difference	1108	980	128	1020	24	62	560	549	522	494	911	127	138	951	125	84	953	255	842	1108
	92%	92%	91%	93%	78%	87%	90%	95%	92%	92%	94%	86%	90%	95%	89%	91%	94%	97%	93%	92%

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

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 Table 119

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

Base : All UK adults aged 16+

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	682	317	236	209	177	193	131	1007
Very important	929	445	406	687	238	616	305	222	200	146	176	123	933
	77%	79%	75%	78%	77%	76%	80%	78%	80%	71%	75%	81%	78%
Fairly important	219	106	100	167	48	155	60	50	36	51	48	24	215
	18%	19%	18%	19%	16%	19%	16%	18%	15%	25%	20%	16%	18%
Not very important	31	3	26	21	10	25	6	6	11	5	6	2	32
	3%	1%	5%	2%	3%	3%	2%	2%	4%	2%	3%	1%	3%
Not at all important	9	5	4	6	3	4	5	3	3	1	-	1	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	+	-	+	1%
Don't know	14	2	5	5	8	7	6	3	-	4	5	1	14
	1%	*	1%	1%	3%	1%	2%	1%	-	2%	2%	1%	1%
Top 2: Important	1148	551	506	854	286	770	365	271	237	197	224	147	1148
	96%	98%	93%	96%	93%	96%	96%	96%	94%	95%	95%	97%	96%
Bot 2: Not important	40	8	31	27	13	29	11	9	14	6	6	3	40
	3%	1%	6%	3%	4%	4%	3%	3%	6%	3%	3%	2%	3%
NET: Difference	1108	543	475	827	272	742	354	262	222	191	218	144	1108
	92%	97%	88%	93%	89%	92%	93%	93%	89%	93%	93%	96%	92%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 120

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

Base : All UK adults aged 16+

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	527	702	417	83	583	314	34	76	180	72	253	550	676	1202
Weighted total	1202	598	603	595	516	91*	592	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Very important	612	326	287	316	252	45	466	142	29	64	33	14	109	283	365	633
	51%	54%	48%	53%	49%	49%	49%	60%	50%	60%	70%	61%	42%	52%	55%	53%
Fairly important	461	214	247	215	210	37	381	77	26	34	11	5	116	198	236	449
	38%	36%	41%	36%	41%	40%	40%	32%	44%	32%	24%	23%	44%	37%	36%	37%
Not very important	93	44	48	47	39	7	77	12	3	4	2	3	27	45	43	87
	8%	7%	8%	8%	8%	8%	8%	5%	4%	3%	5%	14%	10%	8%	6%	7%
Not at all important	15	7	8	9	3	3	8	7	1	4	*	1	5	4	11	15
	1%	1%	1%	2%	1%	3%	1%	3%	2%	4%	1%	2%	2%	1%	2%	1%
Don't know	21	8	13	8	13	-	20	2	-	1	*	-	5	10	9	18
	2%	1%	2%	1%	3%	-	2%	1%	-	1%	1%	-	2%	2%	1%	1%
Top 2: Important	1073	540	533	530	462	81	848	218	55	98	45	20	225	481	602	1082
	89%	90%	89%	89%	89%	89%	89%	92%	89%	92%	94%	84%	86%	89%	91%	90%
Bot 2: Not important	108	51	56	56	42	10	85	19	4	8	3	4	22	50	54	102
	9%	9%	9%	9%	8%	11%	9%	8%	7%	7%	5%	16%	12%	9%	8%	9%
NET: Difference	966	489	478	474	420	72	763	200	51	91	42	16	193	431	548	980
	80%	82%	79%	80%	81%	79%	80%	84%	86%	85%	89%	67%	74%	80%	82%	82%

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

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 Table 121

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

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	655	352	212	374	240	720	517	159	136	209	274	1007
Very important	612	451	162	449	164	133	239	162	79	495	76	70	158	239	633
51% ce		54%	44%	55%	42%	48%	54%	53%	46%	51%	52%	43%	46%	55%	53%
Fairly important	461	305	156	288	173	104	175	110	73	376	55	71	145	159	449
38% ce		37%	42%	36%	44%	37%	39%	36%	42%	38%	38%	44%	42%	36%	37%
Not very important	93	57	36	57	36	27	21	26	18	76	14	17	29	28	87
8%		7%	10%	7%	9%	10%	5%	9%	10%	8%	9%	10%	8%	6%	7%
Not at all important	15	9	6	6	9	5	6	2	2	15	-	-	4	6	15
1%		1%	1%	1%	2%	2%	1%	1%	1%	2%	-	-	1%	1%	1%
Don't know	21	8	13	11	10	8	5	7	1	17	2	5	7	6	18
2%		1%	4%	1%	3%	3%	1%	2%	1%	2%	1%	3%	2%	1%	1%
Top 2: important	1073	756	317	737	336	237	414	271	151	872	131	141	303	397	1082
89%		91%	85%	91%	86%	86%	93%	88%	88%	89%	89%	86%	88%	91%	90%
Bot 2: Not important	108	67	41	63	45	32	27	28	20	91	14	17	33	34	102
9%		8%	11%	8%	11%	12%	6%	9%	11%	9%	9%	10%	10%	8%	8%
NET: Difference	966	689	276	674	291	205	387	243	131	781	117	125	271	363	980
80%		83%	74%	83%	74%	74%	87%	79%	76%	80%	80%	76%	79%	83%	82%

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

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 Table 122

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

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £94,999 (c)	£95,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	972	25	925	173	742	255	637	262	1007
Very important	612	54	155	157	228	607	5	543	65	489	118	403	156	633
51% ck		46%	44%	46%	65%	52%	20%	55%	31%	56%	37%	53%	50%	53%
Fairly important	461	43	160	146	96	449	9	354	106	312	149	281	125	449
38% ce		37%	45%	43%	28%	38%	35%	36%	51%	36%	46%	37%	40%	37%
Not very important	93	11	26	32	19	86	6	66	27	55	37	57	26	87
8%		9%	7%	10%	6%	7%	24%	7%	13%	6%	11%	7%	8%	7%
Not at all important	15	3	4	-	7	10	5	9	6	7	8	8	4	15
1%		3%	1%	-	2%	1%	18%	1%	3%	1%	2%	1%	1%	1%
Don't know	21	6	9	3	-	20	1	11	5	8	8	7	3	18
2%		5%	2%	1%	-	2%	3%	1%	3%	1%	3%	1%	1%	1%
Top 2: important	1073	97	316	304	324	1056	14	897	170	802	267	684	281	1082
89%		83%	89%	90%	93%	90%	55%	91%	82%	92%	83%	90%	90%	90%
Bot 2: Not important	108	14	31	32	26	96	11	75	32	61	44	65	30	102
9%		12%	9%	10%	7%	8%	42%	8%	16%	7%	14%	9%	10%	8%
NET: Difference	966	83	285	271	298	960	3	821	138	740	223	619	251	980
80%		71%	80%	80%	85%	82%	13%	84%	66%	85%	70%	82%	80%	82%

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

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QSE2.3. 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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	492	491	477	815	120	135	835	122	81	914	222	751	1007
Very important	612	542	70	574	10	27	297	316	326	244	514	66	59	541	62	41	538	116	484	631
51%	51%	49%	52%	33%	38%	48%	54%	58%	45%	53%	45%	39%	54%	44%	44%	53%	44%	54%	53%	53%
Fairly important	461	408	53	411	15	33	245	216	182	234	364	60	68	379	58	36	383	112	337	449
38%	38%	37%	38%	47%	46%	39%	37%	32%	44%	37%	41%	44%	38%	41%	40%	38%	43%	37%	37%	37%
Not very important	93	82	11	79	3	11	59	34	42	41	70	12	19	63	11	8	71	29	59	87
8%	8%	8%	7%	9%	15%	9%	6%	7%	8%	7%	8%	13%	6%	8%	7%	8%	7%	11%	7%	7%
Not at all important	15	13	2	13	1	-	10	5	7	8	9	5	4	5	3	7	3	8	15	15
1%	1%	1%	1%	4%	-	2%	1%	1%	2%	1%	1%	4%	3%	2%	1%	1%	1%	1%	1%	1%
Don't know	21	15	6	18	2	1	12	9	9	9	16	3	3	15	4	4	16	3	14	18
2%	1%	4%	2%	7%	1%	2%	2%	2%	2%	2%	2%	2%	2%	3%	4%	2%	1%	2%	2%	1%
Top 2: Important	1073	950	123	985	25	60	542	532	507	478	878	126	127	920	120	77	921	229	820	1082
89%	90%	87%	90%	80%	84%	87%	92%	90%	89%	90%	86%	83%	92%	86%	84%	91%	87%	91%	90%	90%
Bot 2: Not important	108	95	12	92	4	11	69	39	49	49	78	18	23	68	16	11	79	32	67	102
9%	9%	9%	8%	13%	15%	11%	7%	9%	9%	8%	12%	15%	7%	12%	12%	8%	12%	7%	8%	8%
NET: Difference	966	855	111	894	21	49	473	493	459	429	800	109	104	852	104	66	843	197	753	980
80%	81%	78%	82%	66%	68%	76%	85%	81%	80%	82%	74%	68%	85%	74%	72%	83%	82%	75%	84%	82%

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

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QSE2.3. 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+

	Knowledge of how employers offer support		Time spent with children 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	592	610	899	292	823	363	286	213	233	152	1202	
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	529	744	251	682	312	230	209	177	193	131	1007
Very important	612	352	260	479	131	437	171	151	138	97	121	64	631
51%	63%	41%	54%	43%	54%	45%	53%	55%	47%	52%	42%	53%	
Fairly important	461	176	284	322	136	288	168	100	94	87	80	72	449
38%	31%	45%	36%	44%	36%	44%	35%	37%	42%	34%	48%	48%	37%
Not very important	93	24	63	71	20	58	30	22	13	19	24	12	87
8%	4%	12%	8%	6%	7%	8%	8%	8%	5%	9%	10%	8%	7%
Not at all important	15	5	8	8	7	12	3	5	4	-	4	2	15
1%	1%	1%	1%	2%	2%	2%	3%	2%	2%	-	2%	1%	1%
Don't know	21	4	7	6	14	9	10	5	2	4	6	1	18
2%	1%	1%	1%	5%	1%	3%	2%	2%	1%	2%	3%	1%	1%
Top 2: Important	1073	528	544	800	266	726	339	251	232	184	201	136	1082
89%	94%	86%	90%	87%	90%	89%	89%	89%	92%	89%	86%	90%	90%
Bot 2: Not important	108	29	71	79	27	71	33	27	18	19	27	14	102
9%	5%	13%	9%	9%	9%	9%	10%	10%	7%	9%	12%	9%	8%
NET: Difference	966	499	393	722	240	655	306	224	214	165	173	122	980
80%	89%	73%	82%	78%	81%	80%	79%	85%	80%	74%	81%	82%	82%

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

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IPSO5 UK - CONFIDENTIAL - V9 (weighted)

QSE2.4. 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+

Gender	Age	Ethnicity	Age of children
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	Unweighted Total
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very important	828	416	412	404	357	67	647	174	48	68	39	20	178	361	477	842
69%	69%	69%	68%	68%	69%	74%	68%	73%	80%	63%	81%	84%	68%	67%	72%	70%
Fairly important	306	151	154	148	135	23	252	49	7	32	7	3	70	148	148	293
25%	25%	25%	26%	25%	26%	25%	26%	21%	12%	30%	15%	14%	27%	27%	22%	24%
Not very important	48	22	26	31	16	1	35	13	3	8	1	1	14	23	26	48
4%	4%	4%	4%	5%	3%	1%	4%	5%	6%	7%	3%	2%	5%	4%	4%	4%
Not at all important	8	5	3	5	3	-	6	2	1	-	*	-	-	3	5	7
1%	1%	1%	1%	1%	1%	-	1%	1%	2%	-	1%	-	-	*	1%	1%
Don't know	13	5	8	7	6	-	13	*	-	-	*	-	1	6	9	12
1%	1%	1%	1%	1%	1%	-	1%	*	-	-	1%	-	*	1%	1%	1%
Top 2: Important	1134	567	566	552	492	90	899	223	55	100	46	23	248	509	625	1135
94%	95%	94%	93%	95%	99%	99%	94%	94%	92%	93%	96%	98%	94%	94%	94%	94%
Bot 2: Not important	55	26	29	35	19	1	41	15	5	8	2	1	14	25	31	55
5%	4%	5%	6%	4%	1%	1%	4%	6%	4%	7%	3%	2%	5%	5%	5%	5%
NET: Difference	1079	541	537	517	473	89	858	209	50	92	44	23	235	484	594	1080
90%	90%	89%	87%	92%	97%	97%	90%	88%	83%	86%	93%	95%	89%	90%	89%	90%

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

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

8 Dec 2025  
 Table 126

QSE02.4. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their physical health

Base: All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	830	369	857	345	242	455	222	243	973	155	157	337	433	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	172	164	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Very important	828	589	239	581	247	187	310	212	119	658	112	111	217	313	842
69%	69%	71%	64%	72%	63%	68%	69%	69%	69%	67%	76%	68%	63%	71%	70%
Fairly important	306	196	110	201	105	73	112	75	46	263	29	46	105	100	293
25%	25%	24%	30%	25%	27%	27%	25%	24%	27%	27%	20%	28%	31%	23%	24%
Not very important	48	38	10	21	27	11	18	14	5	41	4	5	15	14	48
4%	4%	5%	3%	3%	7%	4%	4%	5%	3%	4%	3%	3%	4%	3%	4%
Not at all important	8	4	3	2	5	1	4	1	1	8	-	-	3	5	7
1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%
Don't know	13	3	9	6	7	4	3	5	1	10	2	1	3	6	12
1%	1%	1%	3%	1%	2%	1%	1%	2%	*	1%	1%	1%	1%	1%	1%
Top 2: Important	1134	785	349	782	352	260	422	286	166	921	141	157	322	413	1135
94%	94%	96%	94%	96%	90%	94%	94%	93%	96%	94%	96%	96%	94%	94%	94%
Bot 2: Not important	55	42	13	23	32	13	22	15	6	48	4	5	18	19	55
5%	5%	4%	4%	3%	8%	5%	5%	5%	3%	5%	3%	3%	5%	4%	5%
NET: Difference	1079	743	336	759	320	247	400	271	160	873	137	152	304	394	1080
90%	89%	89%	90%	94%	82%	90%	90%	88%	93%	89%	93%	93%	89%	90%	90%

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

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 Table 127

QSE02.4. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their physical health

Base: All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	319	350	1171	26**	983	208	871	310	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Very important	828	73	213	241	271	821	5	710	113	657	167	554	193	842
69%	69%	62%	60%	71%	77%	70%	20%	72%	55%	75%	52%	73%	62%	70%
Fairly important	306	31	119	89	60	296	8	238	67	189	114	267	100	293
25%	25%	26%	34%	26%	17%	25%	31%	24%	32%	22%	36%	22%	32%	24%
Not very important	48	7	16	8	16	35	12	26	22	17	31	27	16	48
4%	4%	6%	5%	3%	5%	3%	45%	3%	11%	2%	10%	4%	5%	4%

	i	4	-	3	8	-	5	3	2	4	2	7
Not at all important	8	1	-	3	8	-	5	3	2	4	2	7
	1%	1%	-	3%	1%	-	1%	1%	2%	*	1%	1%
Don't know	13	6	3	1	11	1	5	3	5	3	5	12
	1%	5%	1%	*	1%	4%	1%	1%	1%	1%	*	1%
Top 2: Important	1134	103	332	330	1118	13	948	180	847	281	721	294
	94%	88%	94%	97%	95%	51%	96%	86%	97%	88%	95%	94%
Bot 2: Not important	55	8	20	8	43	12	30	25	19	36	30	18
	5%	7%	6%	3%	4%	45%	3%	12%	2%	11%	4%	5%
NET: Difference	1079	95	312	322	1075	2	917	155	828	245	691	275
	90%	81%	88%	95%	92%	7%	93%	74%	95%	76%	91%	90%

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

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 Table 128

QSE02.4. 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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	31	71	686	596	813	496	976	144	157	1002	141	92	1015	289	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	865	536	972	147	157	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Very important	828	737	91	754	21	51	399	429	415	342	685	85	103	707	98	70	705	174	637	842
	69%	69%	64%	69%	68%	71%	64%	74%	73%	64%	70%	58%	67%	70%	70%	77%	69%	66%	71%	70%
Fairly important	306	262	44	280	6	18	180	126	125	157	234	51	42	247	29	13	260	79	219	293
	25%	25%	31%	26%	20%	25%	29%	22%	22%	29%	24%	34%	27%	25%	20%	14%	26%	30%	24%	24%
Not very important	48	45	3	44	1	2	30	18	18	27	39	6	8	34	10	5	34	8	32	48
	4%	4%	2%	4%	4%	3%	5%	3%	3%	5%	4%	4%	5%	3%	7%	5%	3%	3%	4%	4%
Not at all important	8	6	2	7	*	-	5	2	4	4	4	4	-	4	2	1	6	1	6	7
	1%	1%	1%	1%	1%	-	1%	*	1%	1%	*	3%	-	*	1%	2%	1%	*	1%	1%
Don't know	13	11	2	10	2	1	9	4	4	6	10	1	1	11	2	2	10	1	8	12
	1%	1%	1%	1%	7%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	*	1%	1%
Top 2: Important	1134	999	135	1034	28	68	579	555	540	500	920	136	144	954	126	83	965	253	856	1135
	94%	94%	96%	94%	88%	96%	93%	96%	96%	93%	95%	92%	94%	93%	90%	93%	95%	96%	95%	94%
Bot 2: Not important	55	51	4	52	1	2	35	20	21	31	43	10	8	39	12	6	40	9	38	55
	5%	5%	3%	5%	5%	3%	6%	4%	4%	6%	4%	7%	5%	4%	8%	7%	4%	4%	4%	5%
NET: Difference	1079	948	131	982	26	66	544	535	519	468	877	126	136	916	115	77	926	244	818	1080
	90%	89%	92%	90%	84%	93%	87%	92%	92%	87%	90%	85%	89%	91%	82%	84%	91%	92%	91%	90%

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

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 Table 129

QSE02.4. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	529	744	254	623	312	236	209	177	192	121	1002
Very important	828	434	325	625	198	560	260	196	183	136	163	92	842
	69%	77%	60%	71%	64%	69%	68%	69%	73%	66%	69%	61%	70%
Fairly important	306	108	174	215	87	199	103	71	48	58	62	53	293
	25%	19%	32%	24%	28%	25%	27%	25%	19%	28%	27%	35%	24%
Not very important	48	14	33	37	11	38	9	11	16	9	5	4	48
	4%	3%	6%	4%	4%	5%	2%	4%	6%	4%	2%	3%	4%
Not at all important	8	2	5	4	4	5	3	2	4	1	-	1	7
	1%	*	1%	*	1%	1%	1%	1%	2%	1%	-	*	1%
Don't know	13	1	5	4	7	4	7	3	*	3	4	1	12
	1%	*	1%	*	2%	1%	2%	1%	*	1%	2%	1%	1%
Top 2: Important	1134	543	499	840	265	759	363	267	231	194	225	145	1135

	94%	97%	92%	95%	93%	94%	95%	94%	92%	94%	96%	96%	94%
Bot 2: Not important	55	17	38	41	15	43	12	12	20	10	5	5	55
	5%	3%	7%	5%	5%	7%	3%	4%	8%	5%	2%	3%	5%
NET: Difference	1079	526	461	800	270	716	351	255	210	184	220	140	1080
	90%	94%	85%	90%	88%	89%	92%	90%	84%	89%	94%	93%	90%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 130

Q5ED2.5. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their happiness

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	180	22	255	550	675	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	
Effective base	1007	461	547	507	360	76	821	113	32	73	102	20	217	454	564	
Very important	931	466	465	447	408	77	740	184	47	79	41	17	205	420	518	
	77%	78%	77%	75%	79%	84%	78%	77%	78%	74%	87%	72%	78%	78%	78%	
Fairly important	208	107	100	106	92	10	162	43	11	21	5	6	49	89	112	
	17%	18%	17%	18%	18%	11%	17%	18%	19%	20%	10%	26%	19%	16%	17%	
Not very important	43	18	25	31	9	3	35	7	-	5	1	-	6	20	24	
	4%	3%	4%	5%	2%	4%	4%	3%	-	5%	3%	-	2%	4%	4%	
Not at all important	8	3	5	6	*	1	5	3	1	1	*	-	2	4	5	
	1%	*	1%	1%	*	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	
Don't know	11	4	7	5	7	-	11	1	-	-	-	1	1	7	6	
	1%	1%	1%	1%	1%	-	1%	+	-	-	-	2%	+	1%	1%	
Top 2: Important	1140	573	565	553	500	86	901	228	58	100	46	23	254	509	630	
	95%	96%	94%	93%	97%	95%	95%	96%	98%	94%	97%	98%	97%	94%	95%	
Bot 2: Not important	51	21	30	37	10	5	40	10	1	7	2	-	8	24	29	
	4%	3%	5%	6%	2%	5%	4%	4%	2%	6%	3%	-	3%	4%	4%	
NET: Difference	1088	552	535	516	490	82	861	218	57	94	45	23	246	485	602	
	91%	92%	89%	87%	95%	90%	90%	92%	95%	88%	94%	98%	94%	90%	91%	

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

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 Table 131

Q5ED2.5. 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	857	343	212	405	222	243	379	155	157	337	439	
Weighted total	1202	830	372	810	392	276	447	307	172	479	147	164	343	438	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	
Very important	931	660	272	657	274	222	341	236	132	743	125	131	259	332	
	77%	79%	73%	81%	70%	80%	76%	77%	77%	76%	85%	80%	75%	76%	
Fairly important	208	134	74	130	79	42	83	53	30	182	17	29	62	81	
	17%	16%	20%	16%	20%	15%	19%	17%	17%	19%	12%	18%	18%	18%	
Not very important	43	30	14	14	29	9	18	10	6	38	2	3	14	19	
	4%	4%	4%	2%	7%	3%	4%	3%	4%	4%	1%	2%	4%	4%	
Not at all important	8	3	5	2	6	2	1	3	2	8	-	-	3	3	
	1%	*	1%	*	1%	1%	*	1%	1%	1%	-	-	1%	1%	
Don't know	11	4	8	7	4	1	4	4	2	9	3	1	5	3	
	1%	*	2%	1%	1%	*	1%	1%	1%	1%	2%	1%	1%	1%	
Top 2: Important	1140	794	345	787	352	264	424	290	162	925	142	159	321	413	
	95%	96%	93%	97%	90%	96%	95%	95%	94%	94%	97%	97%	94%	94%	
Bot 2: Not important	51	33	18	16	35	11	19	13	8	45	2	3	18	22	
	4%	4%	5%	2%	9%	4%	4%	4%	5%	5%	1%	2%	5%	5%	
NET: Difference	1088	761	327	771	318	253	404	277	154	880	141	156	303	391	
	91%	92%	88%	95%	81%	92%	91%	90%	89%	90%	96%	96%	88%	89%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

Q5ED2.5. 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	993	208	974	320	755	313	1202
Effective base	1007	108	292	277	299	978	25	835	173	742	255	637	262	1007
Very important	931	83	259	267	287	924	6	789	139	716	211	611	236	940
77%	ik	70%	73%	79%	82%	79%	21%	80%	67%	82%	66%	81%	72%	78%
Fairly important	208	17	76	61	52	200	8	167	41	134	73	117	68	198
17%	17%	15%	21%	18%	15%	17%	30%	17%	20%	15%	23%	15%	22%	16%
Not very important	43	12	12	11	8	29	12	21	20	15	29	20	16	46
4%	1	10%	3%	3%	2%	2%	46%	2%	10%	2%	9%	3%	5%	4%
Not at all important	8	1	4	-	2	7	1	3	5	2	5	3	1	8
1%	1%	1%	1%	-	1%	1%	3%	*	2%	*	2%	*	*	1%
Don't know	11	5	4	-	1	11	-	3	4	4	3	5	2	10
1%	4%	1%	-	*	1%	-	-	*	2%	*	1%	1%	1%	1%
Top 2: Important	1140	100	335	328	339	1125	13	956	179	850	284	728	295	1138
95%	95%	85%	95%	97%	97%	96%	52%	97%	86%	98%	89%	96%	94%	95%
Bot 2: Not important	51	13	15	11	10	36	12	24	25	17	34	23	17	54
4%	4%	11%	4%	3%	3%	4%	48%	2%	12%	2%	10%	3%	5%	4%
NET: Difference	1088	87	320	318	329	1089	1	932	155	833	250	705	278	1084
91%	74%	90%	94%	94%	93%	4%	93%	74%	86%	78%	93%	89%	90%	90%

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

Q5ED2.5. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their happiness

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	933	125	913	30	61	836	472	621	517	815	120	135	835	122	81	914	222	751	1007
Very important	931	822	109	850	21	58	476	455	431	424	757	108	116	794	112	76	791	207	709	940
77%	77%	78%	77%	78%	67%	82%	77%	79%	76%	79%	78%	74%	76%	79%	80%	83%	78%	79%	79%	78%
Fairly important	208	183	26	195	5	7	102	107	108	82	172	27	25	172	18	10	181	46	155	198
17%	17%	17%	18%	18%	15%	10%	16%	18%	19%	15%	18%	19%	17%	17%	13%	10%	18%	17%	17%	16%
Not very important	43	38	5	35	3	5	31	12	21	18	29	9	10	24	5	2	31	8	26	46
4%	4%	4%	4%	3%	11%	7%	5%	2%	4%	3%	3%	6%	6%	2%	4%	3%	3%	3%	3%	4%
Not at all important	8	8	-	6	1	-	4	3	2	6	4	3	2	3	3	2	3	2	4	8
1%	1%	-	1%	4%	-	1%	1%	1%	*	1%	*	2%	1%	*	2%	2%	*	1%	*	1%
Don't know	11	10	2	9	1	1	9	3	3	7	11	-	-	11	2	1	9	1	8	10
1%	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	*	1%	1%
Top 2: Important	1140	1005	135	1045	26	66	578	539	535	505	929	136	142	966	130	86	972	253	864	1138
95%	95%	95%	95%	82%	92%	93%	93%	97%	95%	94%	96%	92%	92%	96%	93%	94%	96%	96%	96%	95%
Bot 2: Not important	51	46	5	41	4	5	36	15	23	24	33	11	12	26	8	5	34	9	31	54
4%	4%	4%	4%	14%	7%	7%	6%	3%	4%	4%	3%	8%	8%	3%	6%	5%	3%	4%	3%	4%
NET: Difference	1088	959	130	1004	21	61	542	546	516	482	896	125	130	940	122	81	938	244	833	1084
91%	90%	92%	92%	67%	85%	87%	94%	91%	90%	92%	85%	85%	85%	94%	87%	89%	92%	92%	92%	90%

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

Q5ED2.5. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very important	931	454	400	690	236	624	299	217	198	150	177	126	940
	77%	81%	74%	78%	77%	77%	78%	77%	79%	73%	75%	84%	78%
Fairly important	208	88	106	159	47	138	66	47	39	47	45	21	198
	17%	16%	20%	18%	15%	17%	17%	17%	16%	23%	19%	14%	16%
Not very important	43	16	26	31	11	35	7	17	10	5	7	1	46
	4%	3%	5%	3%	4%	4%	2%	6%	4%	2%	3%	*	4%
Not at all important	8	2	6	3	5	5	3	*	3	3	-	2	8
	1%	*	1%	*	1%	1%	1%	*	1%	1%	-	1%	1%
Don't know	11	1	3	3	7	4	7	1	1	2	6	1	10
	1%	*	1%	*	2%	*	2%	*	*	1%	3%	1%	1%
Top 2: Important	1140	542	506	848	283	762	365	265	238	197	221	147	1138
	95%	97%	93%	96%	92%	95%	95%	93%	95%	95%	94%	98%	95%
Bot 2: Not important	51	17	32	34	16	40	10	17	13	7	7	2	54
	4%	3%	6%	4%	5%	5%	3%	6%	5%	4%	3%	2%	4%
NET: Difference	1088	525	474	814	267	722	355	247	225	190	214	145	1084
	91%	94%	87%	92%	87%	90%	93%	87%	89%	92%	91%	96%	90%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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Table 135

Q5ED2.6. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their ability to make and maintain relationships

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	922	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	491	512	587	369	76	821	183	32	78	162	20	217	454	564	1007
Very important	836	419	416	406	367	62	663	167	43	68	40	16	200	369	463	856
	70%	70%	69%	68%	71%	69%	70%	70%	72%	64%	84%	68%	76%	68%	70%	71%
Fairly important	308	153	154	150	133	24	241	60	15	31	6	8	52	144	171	289
	26%	26%	26%	25%	26%	26%	25%	25%	26%	29%	14%	32%	20%	27%	26%	24%
Not very important	36	18	18	25	7	4	27	10	1	7	1	-	6	16	20	37
	3%	3%	3%	4%	1%	4%	3%	4%	2%	6%	2%	-	2%	3%	3%	3%
Not at all important	13	4	8	10	1	1	11	1	-	1	-	-	3	6	5	12
	1%	1%	1%	2%	*	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%
Don't know	10	4	6	3	7	-	10	-	-	-	-	-	2	5	5	8
	1%	1%	1%	*	1%	-	1%	-	-	-	-	-	1%	1%	1%	1%
Top 2: Important	1143	572	571	556	501	86	904	227	58	99	46	24	252	513	634	1145
	95%	96%	95%	94%	97%	95%	95%	95%	98%	92%	98%	100%	96%	95%	95%	95%
Bot 2: Not important	49	23	26	36	9	5	38	11	1	8	1	-	8	22	26	49
	4%	4%	4%	6%	2%	5%	4%	5%	2%	8%	2%	-	3%	4%	4%	4%
NET: Difference	1094	549	544	521	492	81	866	217	57	91	45	24	244	491	608	1096
	91%	92%	90%	88%	95%	89%	91%	91%	95%	85%	95%	100%	93%	91%	91%	91%

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

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Table 136

Q5ED2.6. 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+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devoled nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Very important	836	579	256	593	243	190	312	209	125	671	109	127	220	297	856

	70% e	70%	69%	73% e	62%	69%	70%	68%	73%	69%	74%	77% mn	64%	68%	71%
Fairly important	308 26%	218 26%	89 24%	189 23%	119 d	69 25%	115 26%	81 26%	42 24%	260 27%	30 20%	30 18%	102 18%	119 18%	289 24%
Not very important	36 3%	23 3%	13 4%	23 3%	14 3%	12 4%	15 3%	8 2%	3 2%	29 3%	6 4%	4 3%	12 3%	15 3%	37 3%
Not at all important	13 1%	8 1%	4 1%	1 *	12 ad	2 3%	4 1%	5 1%	2 1%	11 1%	1 *	2 1%	3 2%	4 1%	12 1%
Don't know	10 1%	2 *	8 2%	5 1%	5 1%	3 1%	2 *	4 1%	1 *	8 1%	2 1%	1 1%	3 1%	3 1%	8 1%
Top 2: Important	1143 95%	797 96%	346 93%	782 96%	361 92%	260 94%	427 95%	290 95%	167 97%	931 95%	139 94%	157 96%	322 94%	416 95%	1145 95%
Bot 2: Not important	49 4%	32 4%	18 5%	24 3%	25 d	14 5%	19 4%	12 4%	5 3%	40 4%	7 5%	6 3%	18 5%	19 4%	49 4%
NET: Difference	1094 91%	766 92%	328 88%	758 94%	336 86%	246 89%	408 91%	278 91%	162 94%	891 91%	132 90%	151 92%	305 89%	397 91%	1096 91%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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Table 137

Q5ED2.6. 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very important	836 70%	75 64%	236 67%	232 68%	266 76%	828 71%	6 25%	713 73%	117 56%	661 76%	170 53%	559 74%	202 64%	856 71%
Fairly important	308 26%	30 26%	96 27%	99 29%	72 20%	294 25%	12 47%	242 25%	65 31%	189 22%	118 37%	168 22%	95 30%	289 24%
Not very important	36 3%	6 5%	16 5%	5 1%	8 2%	31 3%	4 17%	19 2%	16 8%	13 2%	23 7%	19 2%	12 4%	37 3%
Not at all important	13 1%	2 2%	3 1%	3 1%	4 1%	10 1%	3 12%	4 *	8 4%	7 1%	6 2%	7 1%	3 1%	12 1%
Don't know	10 1%	4 4%	3 1%	-	-	9 1%	-	4 *	2 1%	1 *	3 1%	3 *	1 *	8 1%
Top 2: Important	1143 95%	105 89%	332 94%	331 98%	338 97%	1122 96%	19 72%	956 97%	181 87%	849 98%	288 90%	727 96%	297 95%	1145 95%
Bot 2: Not important	49 4%	8 7%	20 6%	8 2%	12 3%	41 3%	7 28%	23 2%	24 12%	20 2%	29 9%	26 3%	15 5%	49 4%
NET: Difference	1094 91%	97 83%	312 88%	323 95%	326 93%	1081 92%	11 43%	932 95%	157 75%	829 95%	259 81%	701 93%	282 90%	1096 91%

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

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Table 138

Q5ED2.6. How important, if at all, do you think a person's social and emotional skills are for each of the following aspects of their adult life? Their ability to make and maintain relationships

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1063	34	71	646	556	613	486	916	144	157	1002	141	94	1015	249	915	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very important	836 70%	735 69%	101 71%	762 70%	20 63%	50 71%	415 67%	420 67%	398 70%	377 70%	686 71%	91 62%	105 68%	709 71%	96 69%	63 68%	716 70%	190 72%	629 70%	856 71%
Fairly important	308 26%	271 26%	37 26%	285 26%	8 25%	15 21%	166 27%	142 24%	145 26%	131 24%	245 25%	46 31%	37 24%	258 26%	30 21%	21 23%	263 26%	65 25%	234 26%	289 24%
Not very important	36 3%	35 3%	2 1%	32 3%	* 1%	4 5%	27 4%	9 2%	15 3%	17 3%	25 3%	7 5%	7 5%	22 2%	10 aq	5 q	21 2%	5 2%	24 3%	37 3%

Not at all important	13 1%	13 1%	-	9 1%	2 7%	1 1%	9 1%	3 1%	6 1%	4 1%	8 1%	3 2%	4 3%	6 1%	3 2%	2 2%	8 1%	2 1%	9 1%	12 1%
Don't know	10 1%	8 1%	2 1%	7 1%	1 4%	1 1%	5 1%	4 1%	1 *	8 1%	8 1%	-	-	9 1%	1 1%	1 1%	8 1%	1 *	5 1%	8 1%
Top 2: Important	1143 95%	1006 95%	138 97%	1047 96%	27 88%	66 92%	581 93%	562 97%	543 96%	508 95%	931 96%	137 93%	142 93%	967 96%	126 90%	83 91%	979 96%	255 97%	863 96%	1145 95%
Bot 2: Not important	49 4%	47 4%	2 1%	42 4%	3 8%	5 7%	36 6%	13 2%	21 4%	21 4%	33 3%	10 7%	11 7%	28 3%	13 9%	7 8%	29 3%	7 3%	34 4%	49 4%
NET: Difference	1094 91%	959 90%	136 96%	1005 92%	25 79%	61 86%	545 88%	549 95%	522 92%	487 91%	898 92%	127 86%	131 88%	939 94%	113 81%	76 83%	950 94%	248 94%	823 92%	1096 91%

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

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 Table 139

Q5ED2.6. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very important	836 70%	396 71%	369 68%	626 71%	204 67%	558 69%	270 71%	192 68%	175 70%	139 67%	164 70%	110 73%	856 71%
Fairly important	308 26%	147 26%	145 27%	225 25%	79 26%	204 25%	99 26%	74 26%	65 26%	58 28%	57 24%	36 24%	289 24%
Not very important	36 3%	15 3%	17 3%	24 3%	11 4%	29 4%	6 2%	11 4%	8 3%	8 3%	8 4%	2 1%	37 3%
Not at all important	13 1%	3 1%	8 2%	6 1%	6 2%	11 1%	2 1%	4 1%	3 1%	2 1%	2 1%	1 1%	12 1%
Don't know	10 1%	1 *	2 *	3 *	7 2%	4 1%	5 1%	2 1%	-	2 1%	3 1%	2 1%	8 1%
Top 2: Important	1143 95%	542 97%	514 95%	851 96%	283 92%	762 95%	369 97%	265 94%	240 96%	197 95%	222 94%	146 97%	1145 95%
Bot 2: Not important	49 4%	18 3%	26 5%	31 3%	12 6%	40 5%	8 2%	15 5%	11 4%	8 4%	10 4%	3 2%	49 4%
NET: Difference	1094 91%	525 94%	488 90%	821 93%	266 87%	722 90%	361 94%	250 88%	229 91%	189 91%	212 90%	143 95%	1096 91%

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

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 Table 140

Q5ED3.. 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	1202	1202
Weighted total	1202	1202
Effective base	1007	1007
Strongly agree	514 43%	339 26%
Tend to agree	460 38%	400 34%
Neither agree nor disagree	149 12%	282 23%
Tend to disagree	48 4%	122 10%
Strongly disagree	15 1%	31 3%
Don't know	16 1%	20 2%
Top 2: Agree	975 81%	748 62%
Bottom 2: Disagree	63 5%	153 13%
Net difference	912 76%	595 50%

Q5ED3.1. 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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	437	83	883	312	34	76	180	22	255	150	195	2102
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	514	291	223	280	197	38	405	104	36	34	27	8	88	233	323	526
	43%	49%	37%	47%	38%	41%	43%	44%	60%	32%	57%	32%	33%	43%	49%	44%
Tend to agree	460	224	235	200	229	32	373	85	19	38	17	10	124	201	226	458
	38%	37%	39%	34%	44%	35%	39%	36%	33%	36%	35%	43%	47%	37%	34%	38%
Neither agree nor disagree	149	54	95	81	55	13	110	35	1	27	2	5	39	71	74	138
	12%	9%	16%	14%	11%	15%	12%	15%	2%	3%	21%	15%	13%	11%	11%	11%
Tend to disagree	48	19	29	23	21	5	41	6	2	4	*	-	6	26	21	48
	4%	3%	5%	4%	4%	5%	4%	2%	3%	3%	1%	-	2%	5%	3%	4%
Strongly disagree	15	6	8	8	5	2	11	4	1	1	1	-	6	*	11	18
	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	2%	-	2%	*	2%	1%
Don't know	16	4	12	4	11	1	11	4	-	3	1	1	-	8	11	14
	1%	1%	2%	1%	2%	1%	1%	2%	-	2%	1%	4%	-	1%	2%	1%
Top 2: Agree	975	516	458	480	425	69	778	189	55	72	44	18	212	434	549	984
	81%	86%	76%	81%	82%	76%	82%	79%	92%	68%	92%	75%	81%	80%	83%	82%
Bottom 2: Disagree	63	25	38	31	25	7	52	9	3	5	1	-	12	26	32	66
	5%	4%	6%	5%	5%	8%	6%	4%	5%	5%	3%	-	5%	5%	5%	5%
Net difference	912	491	420	449	400	62	726	180	52	67	43	18	200	408	517	918
	76%	82%	70%	76%	78%	68%	76%	76%	87%	63%	89%	75%	76%	76%	78%	76%

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

Q5ED3.1. 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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	827	345	212	455	213	292	155	157	137	433	2102	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Strongly agree	514	396	119	394	120	120	222	121	51	431	56	57	124	206	526
	43%	48%	32%	49%	31%	43%	50%	40%	30%	44%	38%	35%	36%	47%	44%
Tend to agree	460	319	141	306	154	110	157	113	81	369	61	79	138	152	458
	38%	38%	38%	38%	39%	40%	35%	37%	47%	38%	42%	48%	40%	35%	38%
Neither agree nor disagree	149	79	70	68	81	35	49	43	22	117	21	19	53	45	138
	12%	9%	19%	8%	21%	13%	11%	14%	13%	12%	14%	12%	15%	10%	11%
Tend to disagree	48	23	25	20	29	7	13	17	12	41	4	4	23	18	48
	4%	3%	7%	2%	7%	2%	3%	5%	7%	4%	3%	2%	7%	4%	4%
Strongly disagree	15	9	5	11	4	2	3	4	6	11	1	4	*	8	18
	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	2%	*	2%	1%
Don't know	16	4	11	12	4	3	3	9	1	11	3	-	5	8	14
	1%	1%	3%	1%	1%	1%	1%	3%	*	1%	2%	-	1%	2%	1%
Top 2: Agree	975	715	260	700	274	230	379	234	132	799	118	136	263	359	984
	81%	86%	70%	86%	70%	83%	85%	76%	77%	82%	80%	83%	77%	82%	82%
Bottom 2: Disagree	63	33	30	32	31	8	16	20	18	51	5	8	23	27	66
	5%	4%	8%	4%	8%	3%	4%	7%	10%	5%	3%	5%	7%	6%	5%
Net difference	912	682	230	670	242	222	363	213	114	748	113	129	240	332	918
	76%	82%	62%	83%	62%	80%	81%	70%	66%	76%	77%	79%	76%	76%	76%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

Q5ED3.1. 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	109	292	277	290	972	25	825	172	722	255	637	252	1002
Strongly agree	514	32	106	146	224	510	5	468	44	451	61	367	118	526
43%	27%	30%	43%	64%	44%	18%	48%	21%	52%	19%	49%	38%	44%	44%
bck			bc	abcd			ai		ak		am			
Tend to agree	460	36	160	153	95	456	4	374	84	321	139	286	135	458
38%	30%	45%	45%	27%	39%	15%	38%	40%	37%	43%	38%	43%	38%	38%
e			abe											
Neither agree nor disagree	149	30	64	26	19	137	9	94	51	57	88	65	36	138
12%	26%	18%	8%	6%	12%	34%	10%	24%	7%	27%	9%	12%	11%	11%
dejl			ade						ah		aj			
Tend to disagree	48	11	12	11	9	41	7	25	23	22	24	23	16	48
4%	10%	3%	3%	2%	4%	28%	3%	11%	11%	3%	8%	3%	5%	4%
acde									ah		aj			
Strongly disagree	15	3	7	1	2	13	2	11	4	11	3	9	6	18
1%	2%	2%	*	1%	1%	6%	1%	2%	1%	1%	2%	1%	2%	1%
Don't know	16	6	6	1	1	15	-	11	3	8	4	6	3	14
1%	5%	2%	*	*	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
acde														
Top 2: Agree	975	68	266	299	319	966	8	842	128	772	200	653	253	984
81%	57%	75%	88%	91%	82%	33%	86%	61%	89%	62%	86%	81%	82%	82%
bck			b	abc	abc		ai		ak		am			
Bottom 2: Disagree	63	14	19	13	11	54	9	36	27	33	28	32	21	66
5%	12%	5%	4%	3%	5%	34%	4%	4%	13%	4%	9%	4%	7%	5%
acde									ah		aj			
Net difference	912	54	246	286	308	911	*	806	101	739	172	621	232	918
76%	46%	69%	84%	88%	78%	-1%	82%	48%	85%	54%	82%	74%	76%	76%

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

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

8 Dec 2025  
 Table 144

QSE3.1. How much do you agree or disagree that each of the following generally have good social and emotional skills? You personally

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	622	579	565	516	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1002
Strongly agree	514	469	46	492	7	16	230	284	300	182	435	62	58	448	51	33	455	79	429	526
43%	44%	32%	45%	21%	22%	37%	49%	53%	34%	45%	42%	38%	45%	37%	36%	45%	30%	48%	44%	44%
cfjir			c				ak		aj								ar			
Tend to agree	460	404	56	414	14	31	247	213	188	236	373	54	44	406	48	31	394	115	337	458
38%	38%	40%	38%	44%	44%	40%	40%	37%	33%	44%	38%	36%	29%	40%	34%	34%	39%	44%	37%	38%
m									ai				m							
Neither agree nor disagree	149	120	29	128	6	12	97	52	52	73	105	25	27	100	22	13	114	38	94	138
12%	11%	20%	12%	20%	17%	16%	h	9%	9%	14%	11%	17%	18%	10%	15%	14%	11%	14%	10%	11%
ab																				
Tend to disagree	48	42	7	38	2	7	31	18	15	29	33	7	17	26	12	7	31	19	26	48
4%	4%	5%	3%	8%	10%	10%	3%	5%	5%	3%	5%	5%	11%	3%	9%	8%	5%	7%	3%	4%
aq							ad		l				q		aq		q	as		
Strongly disagree	15	12	3	12	1	2	8	7	7	7	13	-	6	7	6	6	7	7	8	18
1%	1%	2%	1%	3%	2%	1%	1%	1%	1%	1%	1%	-	4%	1%	4%	7%	1%	3%	1%	1%
an													an		aq		aq	s		
Don't know	16	15	1	11	1	3	10	6	3	10	12	-	*	15	1	1	14	6	7	14
1%	1%	1%	1%	4%	5%	2%	2%	1%	2%	1%	1%	-	2%	1%	1%	1%	2%	2%	1%	1%
ad													n							
Top 2: Agree	975	872	102	906	20	47	477	497	488	417	808	115	102	855	99	64	849	194	767	984
81%	82%	72%	83%	66%	66%	77%	86%	86%	78%	83%	78%	67%	85%	71%	70%	84%	74%	85%	85%	82%
cfgmopr			c				ar		ai				am		op		ar			
Bottom 2: Disagree	63	53	10	50	3	9	38	25	22	36	46	7	23	33	18	13	38	26	34	66
5%	5%	7%	5%	11%	12%	6%	6%	4%	4%	5%	5%	5%	15%	3%	13%	15%	4%	10%	4%	5%
n							ad						an		aq		aq	as		
Net difference	912	819	93	856	17	38	439	473	466	382	762	108	79	821	81	51	811	169	733	918
76%	77%	65%	78%	55%	54%	71%	82%	71%	82%	73%	78%	73%	51%	82%	58%	55%	80%	64%	81%	76%

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

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

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 Table 145

QSE3.1. 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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
	Unweighted total	1202	592	610	899	292	823	363	286	250	213	233	
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	499	744	254	682	312	236	209	177	193	131	1007
Strongly agree	514	336	161	416	97	387	223	125	116	96	106	44	526
	43%	60%	30%	47%	32%	48%	32%	44%	46%	47%	45%	29%	44%
	ceg	ac	ab	e	e	ag	l	l	l	l	l	ahik	
Tend to agree	460	175	243	330	125	290	166	106	86	76	86	75	458
	38%	31%	45%	37%	41%	36%	43%	38%	34%	37%	36%	50%	38%
	b	ab				f		f					
Neither agree nor disagree	149	33	94	97	49	85	60	41	32	22	25	19	138
	12%	6%	17%	11%	16%	11%	16%	14%	13%	10%	11%	13%	11%
	b	ab		d		f							
Tend to disagree	48	11	29	25	23	30	19	10	13	9	7	6	48
	4%	2%	5%	3%	8%	4%	5%	4%	5%	4%	3%	4%	4%
	b	ab		b		ad							
Strongly disagree	15	5	10	12	3	10	5	1	2	1	5	2	18
	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%
Don't know	16	2	5	5	9	5	9	*	3	2	6	4	14
	1%	*	1%	1%	3%	1%	2%	*	1%	1%	2%	2%	1%
				d		f					h	h	
Top 2: Agree	975	511	404	746	222	677	290	231	202	173	191	120	984
	81%	91%	75%	84%	72%	84%	76%	82%	80%	84%	81%	80%	82%
	ceg	ac		e		g					h	h	
Bottom 2: Disagree	63	15	39	37	26	39	24	11	15	10	13	8	66
	5%	3%	7%	4%	8%	5%	6%	4%	6%	5%	5%	5%	5%
	b	d											
Net difference	912	496	365	709	196	637	266	220	187	163	179	112	918
	76%	88%	67%	80%	64%	79%	69%	78%	75%	79%	76%	74%	76%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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

8 Dec 2025  
 Table 146

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+

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	527	702	447	83	683	312	34	76	160	22	255	550	375	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Strongly agree	339	207	132	201	116	22	265	72	19	34	17	2	40	155	233	346
	28%	35%	22%	34%	23%	24%	28%	30%	32%	36%	7%	15%	29%	35%	29%	29%
	cem	ac		ae						ag			n	am		
Tend to agree	409	218	191	191	194	23	321	83	23	30	20	9	98	177	218	412
	34%	36%	32%	32%	38%	26%	34%	35%	39%	43%	39%	3%	37%	33%	33%	34%
				f			k			k						
Neither agree nor disagree	282	116	166	132	117	32	228	49	7	30	4	7	69	131	137	269
	23%	19%	28%	22%	23%	35%	24%	20%	11%	28%	9%	31%	26%	24%	21%	22%
	k		b			ade	k			k						
Tend to disagree	122	36	85	49	61	11	97	23	6	10	4	3	40	62	42	123
	10%	6%	14%	8%	12%	12%	10%	10%	11%	9%	11%	15%	12%	6%	6%	10%
	lno		ab													
Strongly disagree	31	19	12	13	16	1	23	8	4	2	1	2	12	7	23	32
	3%	3%	2%	2%	3%	1%	2%	3%	6%	2%	1%	7%	5%	1%	4%	3%
													n	n		
Don't know	20	3	16	8	11	1	17	3	-	1	1	1	4	9	11	20
	2%	1%	3%	1%	2%	1%	2%	1%	-	1%	2%	4%	2%	2%	2%	2%
			b													
Top 2: Agree	748	425	323	392	311	46	587	155	43	64	37	11	138	331	451	758
	62%	71%	54%	66%	60%	50%	62%	65%	72%	60%	47%	47%	52%	61%	68%	63%
	cm	ac		f						agj				am		
Bottom 2: Disagree	153	55	97	63	78	12	120	31	10	12	5	4	52	69	65	155
	13%	9%	16%	11%	15%	14%	13%	13%	17%	11%	5	18%	20%	13%	10%	13%
	b		b		d								ano			
Net difference	595	370	226	329	233	33	467	124	32	52	33	7	86	262	386	603
	50%	62%	38%	55%	45%	37%	49%	52%	54%	49%	69%	29%	33%	49%	58%	50%

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

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

8 Dec 2025  
 Table 147

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+

Working status	Education	Region	Urbanity	Age of only child aged 0-5
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	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	Unweighted Total
Unweighted total	1202	833	369	857	345	242	455	222	243	979	155	157	377	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Strongly agree	339 28% celm	280 34% ac	59 18% e	259 32% e	80 21% e	78 28% i	149 33% hi	77 25% hi	35 20% i	299 31% k	30 21% l	23 14% l	77 22% l	152 35% nm	346 29% nm
Tend to agree	409 34%	290 35%	119 32%	281 35%	127 33%	100 36%	150 34%	98 32%	61 35%	334 34%	53 36%	63 39%	115 34%	148 34%	412 34%
Neither agree nor disagree	282 23%	173 21%	109 21% ab	170 21% d	112 29% d	61 22% d	96 21% d	85 28% d	40 23% d	213 22% d	35 24% d	43 26% d	96 28% d	90 21% d	269 22% d
Tend to disagree	122 10%	62 7%	60 16% n	74 9% ab	48 12% ab	32 11% n	38 9% n	28 14% n	24 14% n	92 9% n	20 14% n	26 16% n	49 14% n	26 6% n	123 10% n
Strongly disagree	31 3%	19 2%	19 3% m	17 2% m	14 4% m	2 1% m	10 3% m	9 3% m	10 6% m	26 3% m	4 3% m	4 3% m	1 1% m	14 3% m	32 3% m
Don't know	20 2%	6 1%	14 4% ab	10 1% ab	10 2% ab	4 1% ab	4 1% ab	9 3% ab	3 2% ab	14 1% ab	4 3% ab	3 2% ab	5 2% ab	7 2% ab	20 2% ab
Top 2: Agree	748 62%	570 69%	178 48% cel	540 67% e	208 53% e	178 65% e	299 67% hi	175 57% hi	95 55% i	634 65% k	83 57% l	86 53% l	192 56% l	301 69% nm	758 63% nm
Bottom 2: Disagree	153 13%	81 10%	71 19% ab	62 11% d	34 16% d	34 12% d	48 11% d	37 12% d	34 20% d	118 12% d	25 17% d	31 19% d	50 15% d	40 9% d	155 13% d
Net difference	595 50%	488 59%	107 29% acem	450 56% e	145 37% e	145 52% i	251 56% hi	139 45% hi	61 36% i	515 53% k	59 40% l	55 34% l	142 41% l	261 60% nm	603 50% nm

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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

8 Dec 2025  
Table 148

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+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgable (h)	Not knowledgable (i)	Knowledgable (j)	Not knowledgable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	972	25	875	172	742	255	637	262	1007
Strongly agree	339 28% bcik	22 19%	58 16%	87 26%	170 49% abcd	236 29%	3 12% i	306 31% i	31 15% i	291 33% ak	46 14% ak	239 32% l	88 28% l	246 29% l
Tend to agree	409 34%	31 26%	133 37%	115 34%	122 35%	401 34%	7 25% n	336 34% n	69 33% n	298 34% n	110 34% n	281 37% n	101 32% n	412 34% n
Neither agree nor disagree	282 23%	41 35%	96 27%	91 27%	35 10%	269 23%	10 37% o	207 21% o	71 34% o	161 18% o	116 36% o	146 19% o	73 23% o	269 22% o
Tend to disagree	122 10%	12 12%	44 12% p	37 11% p	17 5% p	116 10% p	6 22% p	96 10% p	26 12% p	87 8% p	35 11% p	65 9% p	41 13% p	123 10% p
Strongly disagree	31 3%	2 2%	16 5% q	8 2% q	4 1% q	30 3% q	1 3% q	24 2% q	6 3% q	23 3% q	6 2% q	18 2% q	7 2% q	32 3% q
Don't know	20 2%	8 7%	8 2% r	1 * r	1 * r	19 2% r	- - r	13 1% r	5 2% r	11 1% r	6 2% r	8 1% r	4 1% r	20 2% r
Top 2: Agree	748 62%	53 45%	191 54%	202 60%	293 84% abcd	738 63% e	10 37% e	642 65% i	100 48% i	590 68% k	157 49% l	519 69% l	189 60% nm	758 63% nm
Bottom 2: Disagree	153 13%	16 14%	60 17% e	45 13% e	21 6% e	146 12% e	7 26% e	120 12% e	32 16% e	109 13% e	42 13% e	83 11% e	47 15% e	155 13% e
Net difference	595 50%	37 31%	131 37% acem	157 46% e	272 78% e	592 51% i	3 11% i	522 53% k	68 33% l	481 55% k	115 36% l	436 58% l	141 45% nm	603 50% nm

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

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

8 Dec 2025  
Table 149

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+

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	1202	1060	142	1093	34	71*	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Strongly agree	339	317	22	321	5	13	134	205	214	103	289	37	39	295	40	28	293	42	293	346
	28%	30%	16%	29%	16%	18%	22%	35%	38%	19%	30%	25%	28%	29%	28%	30%	29%	16%	32%	29%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Tend to agree	409	370	38	370	15	20	209	199	195	186	336	45	42	354	37	24	362	91	307	412
	34%	35%	27%	34%	47%	28%	34%	34%	35%	35%	35%	31%	28%	35%	26%	27%	36%	34%	34%	34%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Neither agree nor disagree	282	240	42	257	7	17	170	111	92	152	221	41	46	216	41	26	222	65	202	269
	23%	23%	30%	23%	23%	24%	27%	19%	16%	28%	23%	28%	30%	21%	29%	28%	22%	25%	22%	22%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Tend to disagree	122	94	28	107	3	13	78	44	50	63	90	18	20	98	17	12	98	45	75	123
	10%	9%	20%	10%	9%	13%	13%	8%	9%	12%	9%	12%	13%	10%	12%	12%	10%	17%	8%	10%
	ceir	c	ab				at	ah	ai		ak	al	am	an	ao	ap	aq	ar	as	at
Strongly disagree	31	25	6	24	1	5	18	13	10	19	19	6	5	21	4	1	22	13	15	32
	3%	2%	4%	2%	2%	7%	3%	2%	2%	3%	2%	4%	3%	2%	3%	1%	2%	5%	2%	3%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Don't know	20	15	5	15	1	3	12	7	5	13	17	-	*	20	1	1	19	8	9	20
	2%	1%	3%	1%	4%	5%	2%	1%	1%	2%	2%	-	*	2%	1%	1%	2%	3%	1%	2%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Top 2: Agree	748	687	61	691	20	33	344	404	409	290	624	83	81	649	77	52	655	132	600	758
	62%	65%	43%	63%	63%	47%	55%	70%	73%	54%	64%	56%	53%	65%	55%	57%	64%	50%	67%	63%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Bottom 2: Disagree	153	119	34	131	3	17	96	56	59	82	110	24	25	119	21	13	120	58	90	155
	13%	11%	24%	12%	10%	25%	15%	10%	10%	15%	11%	16%	17%	12%	15%	14%	12%	22%	10%	13%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at
Net difference	595	568	27	560	16	16	248	348	350	208	515	59	56	530	57	39	534	75	500	603
	50%	54%	19%	51%	53%	22%	40%	60%	62%	39%	53%	40%	37%	53%	40%	43%	53%	28%	56%	50%
	ceir	c					at	ai	aj		ak	al	am	an	ao	ap	aq	ar	as	at

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

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

8 Dec 2025  
 Table 150

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+

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5 year olds		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	250	213	233	152	1202	
Weighted total	1202	561	544	865	307	806	283	251	207	235	151	1202	
Effective base	1007	480	439	744	254	692	312	236	209	177	193	1007	
Strongly agree	339	261	70	283	55	266	70	91	89	63	57	346	
	28%	46%	13%	32%	18%	33%	18%	32%	35%	30%	24%	29%	
	ceir	ac		e	ak			l	aj				
Tend to agree	409	379	205	310	96	280	125	86	77	66	94	412	
	34%	32%	38%	35%	31%	35%	33%	30%	31%	32%	40%	34%	
	ceir	c		d	af			h	hi				
Neither agree nor disagree	282	69	177	186	93	171	107	63	57	50	48	269	
	23%	12%	33%	21%	30%	21%	28%	22%	23%	24%	21%	22%	
	ceir	b	ab	ad		f							
Tend to disagree	122	34	71	79	43	63	59	30	20	18	27	123	
	10%	6%	13%	9%	14%	8%	15%	11%	8%	9%	12%	10%	
	ceir	b		d		af							
Strongly disagree	31	14	14	19	10	17	12	10	5	8	3	32	
	3%	3%	3%	2%	3%	2%	3%	3%	2%	4%	1%	3%	
	ceir	c		e		g		i					
Don't know	20	4	5	8	11	8	10	3	3	3	5	20	
	2%	1%	1%	1%	4%	1%	3%	1%	1%	1%	2%	2%	
	ceir	c		e		g		i					
Top 2: Agree	748	439	275	593	150	546	195	177	166	129	151	758	
	62%	78%	51%	67%	49%	68%	51%	62%	66%	62%	64%	63%	
	ceir	ac		ae		ag		ah					
Bottom 2: Disagree	153	48	85	98	53	80	70	40	25	25	22	155	
	13%	9%	16%	11%	17%	10%	18%	14%	10%	12%	13%	13%	
	ceir	b	ab	d		af							
Net difference	595	391	190	495	97	466	124	137	142	103	121	603	
	50%	70%	35%	56%	32%	58%	32%	48%	56%	50%	51%	50%	
	ceir	c		e		g		i					

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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8 Dec 2025  
 Table 151

Q5ED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For babies (0-1 year old)

Base: All UK adults aged 16+

Gender	Age	Ethnicity	Age of children
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	Unweighted Total
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	217	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	7	6	4	7	1	8	4	4	-	*	-	3	9	6	10
	1%	1%	1%	1%	1%	1%	1%	2%	6%	-	1%	-	1%	2%	1%	1%
Being friendly	2	1	1	1	1	-	2	-	ae	-	-	-	1	1	1	2
	*	*	*	*	*	-	*	-	-	-	-	-	*	*	*	*
Being kind / caring / helping others / showing empathy	5	4	1	2	3	-	4	1	-	-	1	-	-	3	4	7
	*	1%	*	*	1%	-	*	*	-	-	2%	-	-	1%	1%	1%
Being patient	2	-	2	2	-	-	2	-	-	-	-	-	-	-	2	2
	*	-	*	*	-	-	*	-	-	-	-	-	-	-	*	*
Being respectful	1	1	-	-	1	-	1	-	-	-	-	-	-	1	1	1
	*	*	-	-	*	-	*	-	-	-	-	-	-	*	*	*
Good behaviour / manners / polite / know right from wrong	2	-	2	2	-	-	2	*	-	-	*	-	1	*	1	4
	*	-	*	*	-	-	*	*	-	-	1%	-	*	*	*	*
Interacting with parents / family / attachments to parents / caregivers	22	8	15	9	13	1	20	2	2	-	1	-	10	7	12	21
	2%	1%	2%	2%	2%	1%	2%	1%	3%	-	1%	-	4%	1%	2%	2%
Interacting / social interaction / developing relationships with others (outside of family)	41	25	16	13	25	3	36	5	2	2	1	1	9	17	26	37
	3%	4%	3%	2%	5%	4%	4%	2%	3%	2%	2%	4%	3%	3%	4%	3%
Interacting / social interaction / developing relationships with other babies / children / peers	11	7	4	3	7	-	9	1	1	-	*	-	3	5	4	11
	1%	1%	1%	1%	1%	-	1%	*	1%	-	1%	-	1%	1%	1%	1%
Imitations / mirroring behaviour	17	7	11	6	11	1	13	5	5	-	-	-	3	4	16	15
	1%	1%	2%	1%	2%	1%	1%	2%	8%	-	1%	-	1%	1%	2%	1%
Making eye contact / visual tracking	50	24	26	26	23	1	43	7	2	3	1	-	17	19	29	46
	4%	4%	4%	4%	5%	1%	5%	3%	3%	3%	3%	-	6%	4%	4%	4%
Making friendships	1	1	-	1	-	-	1	-	-	-	-	-	-	1	1	1
	*	*	-	*	-	-	*	-	-	-	-	-	-	*	*	*
Obedience / following instructions / rules	*	-	*	*	-	-	-	*	-	-	*	-	-	-	*	1
	*	-	*	*	-	-	-	*	-	-	1%	-	-	-	*	*
Playing / enjoying games / books / stories	27	12	15	19	8	-	24	3	2	-	1	-	7	14	17	30
	2%	2%	2%	3%	1%	-	2%	1%	3%	-	3%	-	3%	3%	3%	2%
Playing creatively / using imagination / not phones / screens	2	2	-	1	-	1	2	*	-	-	*	-	-	1	1	3
	*	*	-	*	-	1%	*	*	-	-	1%	-	-	*	*	*
Responding to faces / voices / stimuli / recognition to the world around them	69	37	32	41	24	4	58	11	2	4	4	2	12	36	38	73
	6%	6%	5%	7%	5%	5%	6%	5%	3%	4%	8%	9%	4%	7%	6%	6%
Sharing / taking turns	2	1	1	1	1	-	2	-	-	-	-	-	-	2	-	2
	*	*	*	*	*	-	*	-	-	-	-	-	-	*	-	*
Other social skills	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1
	*	-	*	*	-	-	*	-	-	-	-	-	-	*	*	*
Ability to communicate their needs / communicate with others	14	8	6	3	11	1	14	-	-	-	-	-	2	6	8	12
	1%	1%	1%	1%	2%	1%	2%	-	-	-	-	-	1%	1%	1%	1%
Asking questions / they want to learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Body language / being able to communicate their needs physically / gesturing / waving	20	5	15	8	11	1	16	4	4	-	*	-	8	5	13	17
	2%	1%	2%	1%	2%	1%	2%	2%	6%	-	1%	-	3%	1%	2%	1%
Listening skills / hearing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking / verbally communicating their needs / hold conversations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking about / communicating their emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocalising / babbling / attempting to talk / communicate	62	33	28	24	34	4	55	7	2	3	2	-	20	28	36	57
	5%	5%	5%	4%	7%	5%	6%	3%	3%	3%	5%	-	7%	5%	5%	5%
Other communication skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Control of emotions / not have tantrums / self soothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crying / communicating distress / discomfort / sadness	27	9	18	12	14	1	15	13	3	7	3	-	4	14	16	32
	2%	2%	3%	2%	3%	1%	2%	5%	5%	6%	7%	-	2%	3%	2%	3%
Emotional expression / being able to express emotions	17	10	7	9	7	2	14	3	2	-	2	-	3	7	10	18

	1%	2%	1%	1%	1%	2%	1%	1%	3%	-	3%	-	1%	1%	1%	1%
Facial expressions to express themselves	1	-	1	-	1	-	1	-	-	-	-	-	-	1	-	1
Looking for reassurance / support from parents / caregivers	2	-	2	1	1	-	1	1	-	-	1	-	-	*	2	3
Misbehaving / being annoying / pushing boundaries	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
Recognising / understanding emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respond to being calmed / comforted / to not cry	11	7	4	6	4	1	10	2	-	-	2	-	1	7	8	16
Showing affection / love / tactile	6	4	2	2	4	-	6	*	-	-	*	-	1	4	5	6
Showing confidence / not shy	1%	1%	4%	1%	1%	1%	1%	1%	-	-	4%	-	1%	1%	1%	1%
Smiling / laughter / being happy	116	60	57	45	67	4	94	22	10	5	6	1	30	60	65	112
Temper tantrums / signs of frustration	4	*	4	3	1	-	1	2	-	1	*	-	-	1	2	4
Trusting	3	1	2	2	1	-	2	*	-	-	*	-	-	1	3	4
Wariness of strangers	2	-	2	-	2	*	2	*	-	-	*	-	*	1	2	3
Other emotional skills	3	1	1	3	-	-	2	*	-	-	*	-	-	*	3	3
Ability to do things independently	1	-	1	1	-	-	1	-	-	-	1%	-	-	1	-	1
Artistic skills / painting / singing / dancing	1	-	1	-	1	-	1	-	-	-	-	-	1	1	-	1
Cognitive skills (thinking / understanding / learning)	8	5	3	3	5	-	7	1	-	-	1	-	2	4	6	10
Being energetic / active	1%	1%	*	1%	1%	-	1%	*	-	-	2%	-	1%	1%	1%	1%
Exploring / showing signs of curiosity / inquisitive	5	-	5	3	2	1	5	*	-	-	*	-	1	3	2	6
Feeding / eating / drinking well	10	5	5	6	3	1	9	1	-	-	1	-	*	8	5	11
Hand co-ordination / being able to hold / grip things / clap	5	-	5	2	3	-	4	*	-	-	*	-	*	1	3	5
Health / well nourished / putting on weight / growth	7	3	4	6	-	1	7	-	-	-	-	-	-	4	5	8
Mobility (moving / crawling / sitting up / walking)	41	23	17	16	20	5	30	11	4	4	3	1	6	22	20	41
Reaching key development milestones	7	2	5	4	3	-	7	-	-	-	-	-	4	1	2	7
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	1	1	1	-	1	-	2	1	-	-	1	-	-	2	2
Sleeping well	6	4	2	1	3	-	5	*	-	-	*	-	-	5	2	6
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Touching / feeling items	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	1
Other general developments	7	4	3	4	3	-	7	*	-	-	*	-	3	2	5	9
None	3	3	-	3	-	-	2	1	-	1	-	-	-	1	2	3
Don't know	2	1	1	1	-	1	1	-	-	-	-	-	-	1	1	2
No answer	19	13	6	10	4	4	16	3	-	3	*	-	3	9	9	18

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

QSEd4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For babies (0-1 year old)

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	8	4	9	4	3	4	5	-	12	1	2	4	2	10
1%	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	*	1%
Being friendly	2	2	-	2	-	-	1	-	1	1	1	1	-	-	2
*	*	-	*	-	-	*	*	-	1%	*	1%	1%	-	-	*
Being kind / caring / helping others / showing empathy	5	5	*	4	1	-	3	*	2	4	2	-	1	2	7
*	1%	*	*	*	-	-	1%	*	1%	*	1%	-	*	1%	1%
Being patient	2	2	-	2	-	1	1	-	-	2	-	-	-	-	2
*	*	-	*	-	-	*	*	-	-	*	-	-	-	-	*
Being respectful	1	1	-	1	-	-	-	-	1	1	-	-	-	-	1
*	*	-	*	-	-	-	-	-	1%	*	-	-	-	-	*
Good behaviour / manners / polite / know right from wrong	2	1	1	2	-	1	1	-	*	2	-	1	-	1	4
*	*	*	*	-	-	*	*	-	*	*	-	1%	-	*	*
Interacting with parents / family / attachments to parents / caregivers	22	12	10	14	8	6	10	3	4	15	4	5	4	8	21
2%	1%	3%	2%	2%	2%	2%	2%	1%	2%	2%	3%	3%	1%	2%	2%
Interacting / social interaction / developing relationships with others (outside of family)	41	32	9	32	10	4	15	16	6	33	6	3	11	18	37
3%	4%	2%	4%	2%	2%	3%	3%	5%	4%	3%	4%	2%	3%	4%	3%
Interacting / social interaction / developing relationships with other babies / children / peers	11	11	-	7	3	*	5	2	4	11	-	3	4	3	11
1%	1%	-	1%	1%	*	1%	1%	1%	2%	1%	-	2%	1%	1%	1%
Imitations / mirroring behaviour	17	15	2	12	5	2	5	7	3	14	3	1	1	12	15
1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	*	*	3%	1%
Making eye contact / visual tracking	50	31	19	36	14	12	8	24	6	37	7	9	9	18	46
4%	4%	5%	4%	4%	4%	4%	2%	8%	3%	4%	5%	6%	3%	4%	4%
Making friendships	1	1	-	1	-	-	-	-	1	1	-	-	-	-	1
*	*	-	*	-	-	-	-	-	*	*	-	-	-	-	*
Obedience / following instructions / rules	*	*	-	*	-	-	*	-	-	*	-	-	-	-	1
*	*	-	*	-	-	*	-	-	-	*	-	-	-	-	*
Playing / enjoying games / books / stories	27	19	8	25	2	5	14	4	3	21	1	2	5	8	30
2%	2%	2%	3%	*	2%	3%	3%	1%	2%	2%	1%	1%	2%	2%	2%
Playing creatively / using imagination / not phones / screens	2	2	-	1	1	-	2	-	-	2	-	-	1	1	3
*	*	-	*	*	-	-	1%	-	-	*	-	-	*	*	*
Responding to faces / voices / stimuli / recognition to the world around them	69	50	19	54	15	13	27	21	9	60	8	7	22	23	73
6%	6%	5%	7%	4%	5%	6%	7%	5%	6%	6%	5%	4%	6%	5%	6%
Sharing / taking turns	2	1	1	1	2	-	1	-	1	2	-	-	2	-	2
*	*	*	*	-	1%	-	*	-	1%	*	-	-	1%	-	*
Other social skills	1	1	-	1	-	-	1	-	-	1	-	-	-	-	1
*	*	-	*	-	-	-	*	-	-	*	-	-	-	-	*
Ability to communicate their needs / communicate with others	14	11	3	8	7	6	5	1	2	10	2	2	4	6	12
1%	1%	1%	1%	2%	2%	1%	*	*	1%	1%	1%	1%	1%	1%	1%
Asking questions / they want to learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Body language / being able to communicate their needs physically / gesturing / waving	20	14	6	13	7	2	7	9	1	16	2	4	1	10	17
2%	2%	2%	2%	2%	1%	2%	3%	1%	2%	2%	2%	*	*	2%	1%
Listening skills / hearing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking / verbally communicating their needs / hold conversations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking about / communicating their emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocalising / babbling / attempting to talk / communicate	62	43	19	45	17	15	19	20	7	55	4	9	13	20	57
5%	5%	5%	6%	4%	6%	4%	7%	4%	6%	6%	3%	5%	4%	4%	5%
Other communication skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Control of emotions / not have tantrums / self soothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crying / communicating distress / discomfort / sadness	27	19	8	21	7	2	14	9	3	20	6	2	10	10	32
2%	2%	2%	3%	2%	1%	3%	3%	2%	2%	2%	4%	1%	3%	2%	3%
Emotional expression / being able to express emotions	17	17	1	11	6	3	2	9	3	15	2	2	5	8	18
1%	2%	*	1%	2%	1%	1%	3%	2%	2%	2%	2%	1%	2%	2%	1%

		c				f									
Facial expressions to express themselves	1	-	1	-	1	1	-	-	-	1	-	-	1	-	1
* *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Looking for reassurance / support from parents / caregivers	2	2	-	2	-	*	2	-	2	-	-	-	2	3	
* *	*	*	*	*	*	*	1%	-	*	-	-	-	*	*	
Misbehaving / being annoying / pushing boundaries	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Recognising / understanding emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Respond to being calmed / comforted / to not cry	11	8	3	11	1	4	1	5	1	9	2	*	3	4	16
1%	1%	1%	1%	1%	*	1%	*	2%	1%	1%	1%	*	1%	1%	1%
Showing affection / love / tactile	6	5	1	5	1	1	3	*	2	5	1	-	1	2	6
1%	1%	*	1%	*	*	*	3	*	1%	1%	1%	-	*	*	*
Showing confidence / not shy	*	-	*	*	-	-	*	-	-	*	-	-	-	*	1
* *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Smiling / laughter / being happy	116	85	31	85	31	25	44	32	15	97	14	14	30	36	112
10%	10%	8%	10%	8%	9%	10%	10%	10%	9%	10%	9%	8%	9%	8%	9%
Temper tantrums / signs of frustration	4	3	1	3	1	1	2	1	1	4	-	-	1	2	4
* *	*	*	*	*	*	*	*	*	*	*	-	-	*	1%	*
Trusting	3	2	1	2	1	*	1	-	1	3	-	-	-	2	4
* *	*	*	*	*	*	*	1	-	1%	*	-	-	-	*	*
Wariness of strangers	2	*	2	*	2	-	1	*	1	1	1	*	-	1	3
* *	*	*	*	*	*	*	*	*	*	*	1%	*	-	*	*
Other emotional skills	3	3	-	3	-	2	*	-	-	3	-	-	-	3	3
* *	*	*	*	*	*	1%	*	*	*	*	*	*	-	1%	*
Ability to do things independently	1	1	-	1	-	1	-	-	-	1	-	-	1	-	1
* *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Artistic skills / painting / singing / dancing	1	-	1	1	-	-	1	-	-	1	-	-	-	-	1
* *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Cognitive skills (thinking / understanding / learning)	8	7	1	6	2	2	4	-	2	8	-	*	2	3	10
1%	1%	*	1%	1%	1%	1%	1%	-	1%	1%	-	*	1%	1%	1%
Being energetic / active	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exploring / showing signs of curiosity / inquisitive	5	3	2	5	-	1	1	2	1	1	4	1	2	1	6
* *	*	1%	1%	-	*	*	*	*	*	*	3%	1%	1%	*	*
Feeding / eating / drinking well	10	7	3	8	2	2	3	4	1	8	2	-	4	2	11
1%	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%
Hand co-ordination / being able to hold / grip things / clap	5	4	1	3	1	1	3	*	-	4	1	*	1	3	5
* *	*	*	*	*	*	*	1%	*	-	*	1%	*	*	1%	*
Health / well nourished / putting on weight / growth	7	6	1	7	-	2	3	-	2	7	-	-	2	3	8
1%	1%	*	1%	-	1%	1%	-	-	1%	1%	-	-	1%	1%	1%
Mobility (moving / crawling / sitting up / walking)	41	30	12	23	18	4	18	11	8	38	3	5	16	14	41
3%	4%	2%	3%	5%	2%	4%	4%	4%	4%	4%	2%	3%	5%	3%	3%
Reaching key development milestones	7	3	4	6	1	-	4	1	2	4	3	4	1	2	7
1%	*	1%	1%	*	-	1%	*	1%	*	2%	3%	*	*	1%	
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	1	1	-	2	-	-	-	2	2	-	-	-	2	2
* *	*	*	*	*	*	*	*	1%	*	*	*	*	*	*	*
Sleeping well	6	5	*	6	-	2	*	3	1	4	1	-	3	*	6
* *	1%	*	1%	-	1%	*	1%	*	*	*	1%	-	1%	*	*
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Touching / feeling items	1	1	-	1	-	-	1	-	-	1	-	-	1	-	1
* *	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Other general developments	7	3	4	5	2	3	2	-	2	5	-	2	-	3	9
1%	*	1%	1%	1%	1%	1%	1%	-	1%	*	-	1%	-	1%	1%
None	3	1	2	2	1	-	3	-	-	3	-	-	1	2	3
* *	*	1%	*	*	*	-	1%	-	-	*	-	-	*	*	*
Don't know	2	1	1	1	1	-	2	-	-	2	-	-	1	1	2
* *	*	*	*	*	*	-	1%	-	-	*	-	-	*	*	*
No answer	19	16	3	14	5	8	7	1	3	12	5	1	8	8	18
2%	2%	1%	2%	1%	3%	2%	*	1%	1%	1%	3%	*	2%	2%	1%

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

Q5E4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For babies (0-1 year old)

Base: All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £95,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	125	340	335	367	1170	27	993	159	897	295	779	
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	978	25	825	173	742	256	637	262	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	1	6	4	*	12	-	12	-	12	-	8	3	10
	1%	1%	2%	1%	*	1%	-	1%	-	1%	-	1%	1%	1%
Being friendly	2	-	-	1	1	2	-	2	-	2	-	2	-	2
	*	-	-	*	*	*	-	*	-	*	-	*	-	*
Being kind / caring / helping others / showing empathy	5	-	*	1	4	5	-	4	2	4	2	5	-	7
	*	-	*	*	1%	*	-	*	1%	*	*	1%	-	1%
Being patient	2	-	-	-	2	2	-	2	-	2	-	1	1	2
	*	-	-	-	1%	*	-	*	-	*	-	*	*	*
Being respectful	1	-	-	-	1	1	-	1	-	1	-	1	-	1
	*	-	-	-	*	*	-	*	-	*	-	*	-	*
Good behaviour / manners / polite / know right from wrong	2	-	-	1	1	2	-	1	1	2	*	2	*	4
	*	-	-	*	*	*	-	*	1%	*	*	*	*	*
Interacting with parents / family / attachments to parents / caregivers	22	-	12	3	5	22	-	22	*	22	-	13	7	21
	2%	-	3%	1%	2%	2%	-	2%	*	3%	-	2%	2%	2%
Interacting / social interaction / developing relationships with others (outside of family)	41	2	12	14	12	41	-	35	6	33	8	24	12	37
	3%	1%	3%	4%	4%	4%	-	4%	3%	4%	3%	3%	4%	3%
Interacting / social interaction / developing relationships with other babies / children / peers	11	1	4	1	3	10	1	11	-	9	1	9	1	11
	1%	*	1%	*	1%	1%	3%	1%	-	1%	*	1%	*	1%
Imitations / mirroring behaviour	17	-	3	5	7	17	-	17	1	17	1	13	3	15
	1%	-	1%	2%	2%	1%	-	2%	*	2%	*	2%	1%	1%
Making eye contact / visual tracking	50	3	13	17	11	49	1	43	7	39	11	34	14	46
	4%	2%	4%	5%	3%	4%	4%	4%	3%	4%	3%	5%	5%	4%
Making friendships	1	-	-	-	1	1	-	1	-	1	-	1	-	1
	*	-	-	-	*	*	-	*	-	*	-	*	-	*
Obedience / following instructions / rules	*	-	-	*	-	*	-	*	-	*	-	*	-	1
	*	-	-	*	-	*	-	*	-	*	-	*	-	*
Playing / enjoying games / books / stories	27	1	5	5	13	27	-	26	1	24	3	17	7	30
	2%	1%	1%	1%	4%	2%	-	3%	*	3%	1%	2%	2%	2%
Playing creatively / using imagination / not phones / screens	2	-	1	*	1	2	-	2	*	2	-	2	-	3
	*	-	*	*	*	*	-	*	*	*	-	*	-	*
Responding to faces / voices / stimuli / recognition to the world around them	69	2	15	22	31	68	1	59	10	59	10	56	12	73
	6%	1%	4%	6%	9%	6%	4%	6%	5%	7%	3%	7%	4%	6%
Sharing / taking turns	2	-	-	2	-	2	-	2	-	2	-	1	1	2
	*	-	-	1%	-	*	-	*	-	*	-	*	*	*
Other social skills	1	-	-	-	1	1	-	1	-	1	-	-	1	1
	*	-	-	-	*	*	-	*	-	*	-	*	*	*
Ability to communicate their needs / communicate with others	14	1	2	6	4	14	-	13	2	12	3	11	2	12
	1%	1%	*	2%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%
Asking questions / they want to learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Body language / being able to communicate their needs physically / gesturing / waving	20	-	6	9	2	20	-	15	5	15	5	9	10	17
	2%	-	2%	3%	1%	2%	-	1%	2%	2%	2%	1%	3%	1%
Listening skills / hearing	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking / verbally communicating their needs / hold conversations	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking about / communicating their emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocalising / babbling / attempting to talk / communicate	62	3	22	14	19	61	1	53	8	54	8	36	22	57
	5%	3%	6%	4%	5%	5%	4%	5%	4%	6%	3%	5%	7%	5%
Other communication skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Control of emotions / not have tantrums / self soothing	-	-	*	*	-	-	*	-	*	-	*	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crying / communicating distress / discomfort / sadness	27	1	11	8	7	26	-	20	7	18	9	16	9	32
	2%	1%	3%	2%	2%	2%	-	2%	3%	2%	3%	2%	3%	3%
Emotional expression / being able to express emotions	17	1	5	5	4	17	-	15	2	14	4	13	2	18
	1%	1%	1%	2%	1%	1%	-	2%	1%	2%	1%	2%	1%	1%
Facial expressions to express themselves	1	1	-	-	-	1	-	1	-	1	-	-	1	1
	*	1%	-	-	-	*	-	*	-	*	-	-	*	*

Looking for reassurance / support from parents / caregivers	2	-	-	2	-	2	-	2	-	2	-	2	-	3
Misbehaving / being annoying / pushing boundaries	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recognising / understanding emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respond to being calmed / comforted / to not cry	11	*	1	4	6	10	1	9	2	11	*	9	2	16
Showing affection / love / tactile	6	-	-	1	5	6	-	6	-	6	-	6	-	6
Showing confidence / not shy	1	-	-	-	-	1	-	1	-	1	-	1	-	1
Smiling / laughter / being happy	116	4	42	35	33	115	1	96	20	85	31	81	28	112
Temper tantrums / signs of frustration	4	1	1	1	*	4	-	4	-	1	3	2	1	4
Trusting	3	-	-	1	2	3	-	3	-	2	*	1	1	4
Wariness of strangers	2	-	1	1	-	2	-	2	-	2	-	1	-	3
Other emotional skills	3	-	-	1	1	3	-	3	-	3	-	3	-	3
Ability to do things independently	1	-	1	-	-	1	-	1	-	1	-	1	-	1
Artistic skills / painting / singing / dancing	1	-	-	-	-	1	-	1	-	1	-	-	1	1
Cognitive skills (thinking / understanding / learning)	8	-	1	1	6	8	-	8	-	8	-	8	-	10
Being energetic / active	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Exploring / showing signs of curiosity / inquisitive	5	-	3	3	-	5	-	4	1	4	1	5	-	6
Feeding / eating / drinking well	10	-	2	3	4	9	1	9	1	8	2	8	2	11
Hand co-ordination / being able to hold / grip things / clap	5	-	2	-	2	5	-	5	-	5	-	3	1	5
Health / well nourished / putting on weight / growth	7	-	-	3	5	7	-	7	-	7	-	5	2	8
Mobility (moving / crawling / sitting up / walking)	41	2	15	12	11	41	-	36	6	35	7	23	17	41
Reaching key development milestones	7	-	4	2	1	7	-	7	-	5	2	4	3	7
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	1	-	1	-	2	-	2	-	1	1	1	1	2
Sleeping well	6	-	-	2	3	6	-	6	-	6	-	5	*	6
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Touching / feeling items	1	-	1	-	-	1	-	1	-	1	-	1	-	1
Other general developments	7	-	3	3	1	7	-	6	1	4	4	5	3	9
None	3	-	1	-	2	3	-	1	2	1	2	3	-	3
Don't know	2	-	-	1	1	2	-	2	-	1	1	1	-	2
No answer	19	4	9	4	2	18	-	15	4	12	7	9	6	18
	2%	4%	3%	1%	*	2%	-	2%	2%	1%	2%	1%	2%	1%

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

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

8 Dec 2025  
 Table 154

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+

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	11	1	12	-	1	6	7	5	6	9	3	3	10	3	2	10	3	10	10
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	1%
Being friendly	2	2	-	2	-	-	1	1	-	2	2	-	-	2	-	-	2	-	2	2
	*	*	-	*	-	-	*	*	-	*	*	-	-	*	-	-	*	-	*	*
Being kind / caring / helping others / showing empathy	5	5	-	5	-	-	2	3	4	1	5	-	-	5	-	-	4	-	5	7
	*	*	-	*	-	-	*	1%	1%	*	1%	-	-	1%	-	-	*	-	1%	1%
Being patient	2	2	-	2	-	-	-	2	2	-	2	-	-	2	-	-	2	-	2	2
	*	*	-	*	-	-	-	*	*	-	*	-	-	*	-	-	*	-	*	*
Being respectful	1	1	-	1	-	-	-	1	-	1	1	-	-	1	-	-	1	-	1	1
	*	*	-	*	-	-	-	*	-	*	-	-	-	*	-	-	*	-	*	*
Good behaviour / manners / polite / know right from wrong	2	2	-	2	-	-	2	1	-	1	2	-	-	2	-	-	2	1	1	4
	*	*	-	*	-	-	*	*	-	*	-	-	-	*	-	-	*	*	*	*
Interacting with parents / family / attachments to parents / caregivers	22	17	5	20	1	2	14	9	8	12	18	3	5	16	4	-	18	7	15	21
	2%	2%	4%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	-	2%	3%	2%	2%
Interacting / social interaction / developing relationships with others (outside of family)	41	38	3	36	3	3	15	26	13	23	34	5	3	36	5	3	36	7	34	37
	3%	4%	2%	3%	9%	4%	2%	4%	2%	4%	3%	3%	2%	4%	4%	3%	4%	2%	4%	3%
Interacting / social interaction / developing relationships with other babies / children / peers	11	9	2	9	1	-	6	5	3	7	9	1	2	8	3	3	8	4	7	11
	1%	1%	1%	1%	3%	-	1%	1%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%
Imitations / mirroring behaviour	17	17	1	15	1	2	9	8	11	6	15	-	4	13	2	2	16	5	12	15
	1%	2%	1%	1%	3%	3%	1%	1%	2%	1%	2%	-	2%	1%	1%	2%	2%	2%	1%	1%
Making eye contact / visual tracking	50	44	6	46	1	3	26	24	16	23	41	6	7	42	6	4	43	10	39	46
	4%	4%	5%	4%	3%	4%	4%	4%	3%	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%	4%
Making friendships	1	1	-	1	-	-	1	-	1	-	1	-	1	-	1	-	1	-	1	1
	*	*	-	*	-	-	*	-	*	-	*	-	*	-	*	-	*	-	*	*
Obedience / following instructions / rules	*	*	-	*	-	-	*	*	*	-	*	-	-	*	-	-	*	-	*	1
	*	*	-	*	-	-	*	*	*	-	*	-	-	*	-	-	*	-	*	*
Playing / enjoying games / books / stories	27	26	1	22	2	2	13	14	14	10	22	2	4	23	2	2	24	3	23	30
	2%	2%	1%	2%	7%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	3%	2%
Playing creatively / using imagination / not phones / screens	2	2	-	2	-	-	-	2	2	-	2	-	-	2	-	-	2	-	2	3
	*	*	-	*	-	-	-	*	*	-	*	-	-	*	-	-	*	-	*	*
Responding to faces / voices / stimuli / recognition to the world around them	69	66	3	62	4	4	26	43	35	26	61	4	9	56	6	3	62	6	62	73
	6%	6%	2%	6%	13%	5%	4%	7%	6%	5%	6%	3%	6%	6%	4%	3%	6%	2%	7%	6%
Sharing / taking turns	2	2	-	2	-	-	1	1	1	1	2	-	-	2	-	-	2	1	1	2
	*	*	-	*	-	-	*	*	*	*	*	-	-	*	-	-	*	*	*	*
Other social skills	1	1	-	1	-	-	-	1	1	-	1	-	-	1	-	-	1	-	1	1
	*	*	-	*	-	-	-	*	*	-	*	-	-	*	-	-	*	-	*	*
Ability to communicate their needs / communicate with others	14	13	1	12	-	2	6	8	4	6	12	-	1	14	1	-	14	-	14	12
	1%	1%	1%	1%	-	3%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	-	2%	1%
Asking questions / they want to learn	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Body language / being able to communicate their needs physically / gesturing / waving	20	19	1	16	1	3	13	7	10	9	16	*	4	15	2	2	17	7	13	17
	2%	2%	1%	1%	3%	4%	2%	1%	2%	2%	2%	*	3%	1%	1%	2%	2%	3%	1%	1%
Listening skills / hearing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking / verbally communicating their needs / hold conversations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Talking about / communicating their emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Vocalising / babbling / attempting to talk / communicate	62	53	9	53	3	6	29	33	26	26	50	6	5	55	8	4	54	19	43	57
	5%	5%	6%	5%	8%	9%	5%	6%	5%	5%	5%	4%	4%	5%	5%	5%	5%	7%	5%	5%
Other communication skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Control of emotions / not have tantrums / self soothing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Crying / communicating distress / discomfort / sadness	27	25	2	24	-	4	13	15	13	9	22	2	2	24	5	3	21	5	23	32
	2%	2%	2%	2%	-	5%	2%	3%	2%	2%	2%	1%	1%	2%	4%	3%	2%	2%	3%	3%
Emotional expression / being able to express emotions	17	16	2	15	-	2	10	8	8	7	13	2	2	16	2	2	14	1	17	18
	1%	1%	1%	1%	-	3%	2%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	*	2%	1%
Facial expressions to express themselves	1	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1
	*	*	-	-	-	2%	-	*	-	*	-	-	-	*	-	-	-	*	-	*
Looking for reassurance / support from parents / caregivers	2	2	-	2	-	-	2	*	1	-	2	-	-	2	-	-	2	1	1	3
	*	*	-	*	-	-	*	*	*	-	*	-	-	*	-	-	*	*	*	*



Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effect size	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	12	3	9	10	2	7	5	1	2	3	5	2	10
Being friendly	1%	1%	2%	1%	1%	1%	1%	*	1%	1%	2%	1%	1%
Being kind / caring / helping others / showing empathy	2	-	2	2	-	2	-	-	1	-	-	-	1
Being patient	5	2	3	5	-	4	1	1	1	2	-	1	7
Being respectful	*	*	1%	1%	-	1%	*	*	*	1%	-	1%	1%
Good behaviour / manners / polite / know right from wrong	2	2	-	2	-	2	-	-	-	1	1	-	2
Interacting with parents / family / attachments to parents / caregivers	*	*	-	*	-	*	-	-	-	-	-	-	*
Interacting / social interaction / developing relationships with others (outside of family)	22	9	13	16	6	13	9	4	4	8	1	2	21
Interacting / social interaction / developing relationships with other babies / children / peers	2%	2%	2%	2%	2%	2%	2%	1%	2%	4%	*	1%	2%
Imitations / mirroring behaviour	41	21	18	33	8	29	13	9	6	10	3	11	37
Making eye contact / visual tracking	3%	4%	3%	4%	3%	4%	3%	3%	3%	5%	1%	7%	3%
Making friendships	11	*	10	9	2	7	4	2	3	2	3	-	11
Obedience / following instructions / rules	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%
Playing / enjoying games / books / stories	17	12	5	16	1	13	4	2	6	3	5	1	15
Playing creatively / using imagination / not phones / screens	1%	2%	1%	2%	*	2%	1%	1%	2%	2%	2%	1%	1%
Responding to faces / voices / stimuli / recognition to the world around them	50	16	32	41	9	37	13	9	3	6	13	12	46
Sharing / taking turns	4%	3%	6%	5%	3%	5%	4%	3%	1%	3%	6%	8%	4%
Other social skills	1	-	1	1	-	-	1	-	-	-	1	1	1
Ability to communicate their needs / communicate with others	* 1	- 1											
Asking questions / they want to learn	*	*	-	*	-	*	-	-	-	-	*	-	1
Body language / being able to communicate their needs physically / gesturing / waving	27	15	11	23	3	18	9	6	7	4	4	1	30
Listening skills / hearing	2%	3%	2%	3%	1%	2%	2%	2%	3%	2%	2%	1%	2%
Talking / verbally communicating their needs / hold conversations	2	1	1	2	-	2	-	-	-	-	2	-	3
Talking about / communicating their emotions / feelings	*	*	*	*	-	*	-	-	-	-	1%	-	*
Vocalising / babbling / attempting to talk / communicate	69	39	27	53	16	43	26	16	12	10	17	13	73
Other communication skills	6%	7%	5%	6%	5%	5%	7%	6%	5%	5%	7%	9%	6%
Control of emotions / not have tantrums / self soothing	2	-	2	1	1	1	1	-	2	-	-	-	2
Crying / communicating distress / discomfort / sadness	*	*	*	*	*	*	*	-	1%	-	-	-	*
Emotional expression / being able to express emotions	1	1	-	1	-	-	-	-	-	-	-	-	1
Facial expressions to express themselves	14	5	9	13	1	11	4	2	-	5	4	1	12
Looking for reassurance / support from parents / caregivers	1%	1%	2%	1%	*	1%	1%	1%	-	3%	2%	1%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	20	6	13	17	3	16	4	5	2	2	5	3	17
	2%	1%	2%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	62	26	33	55	7	51	11	17	13	8	16	5	57
	5%	5%	6%	6%	2%	6%	3%	6%	5%	4%	7%	4%	5%
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
	27	9	13	19	9	18	9	10	3	6	3	5	32
	2%	2%	2%	2%	3%	2%	2%	3%	1%	3%	1%	3%	3%
	17	5	12	15	2	17	1	2	3	5	2	6	18
	1%	1%	2%	2%	1%	2%	*	1%	1%	2%	1%	4%	1%
	1	-	1	-	1	-	1	1	-	-	-	-	1
	*	-	*	-	*	-	*	*	-	-	-	-	*
	2	*	1	2	*	1	1	-	1	-	*	*	3
	*	*	*	*	*	*	*	-	1%	-	*	*	*

Misbehaving / being annoying / pushing boundaries	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Recognising / understanding emotions / feelings	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Respond to being calmed / comforted / to not cry	11	5	6	8	4	6	6	2	2	3	3	2	16	
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Showing affection / love / tactile	6	5	1	6	-	5	1	1	-	2	2	1	6	
	1%	1%	*	1%	-	1%	*	*	-	1%	1%	1%	*	*
Showing confidence / not shy	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Smiling / laughter / being happy	116	50	58	92	24	83	33	22	17	25	25	22	112	
	10%	9%	11%	10%	8%	10%	9%	8%	7%	12%	11%	15%	9%	hi
Temper tantrums / signs of frustration	4	1	3	4	-	2	1	1	1	1	-	*	4	
	*	*	1%	*	-	*	*	*	1%	*	-	*	*	*
Trusting	3	2	1	3	-	2	1	*	-	2	-	1	4	
	*	*	*	*	-	*	*	*	-	1%	-	*	*	*
Wariness of strangers	2	1	1	2	-	2	-	*	1	1	-	*	3	
	*	*	*	*	-	*	-	*	*	*	-	*	*	*
Other emotional skills	3	3	-	1	1	2	*	1	1	-	*	-	3	
	*	*	-	*	*	*	*	*	*	-	*	-	*	*
Ability to do things independently	1	1	-	1	-	-	1	1	-	-	-	-	1	
	*	*	-	*	-	-	*	*	-	-	-	-	*	*
Artistic skills / painting / singing / dancing	1	1	-	-	1	-	1	-	1	-	-	-	1	
	*	*	-	-	*	-	*	-	*	-	-	-	*	*
Cognitive skills (thinking / understanding / learning)	8	7	1	8	*	8	*	4	1	1	2	-	10	
	1%	1%	*	1%	*	1%	*	2%	*	1%	1%	-	1%	
Being energetic / active	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	
Exploring / showing signs of curiosity / inquisitive	5	3	2	3	3	2	3	1	-	1	1	2	6	
	*	1%	*	*	1%	*	1%	*	-	*	1%	2%	*	
Feeding / eating / drinking well	10	7	3	8	2	10	3	4	2	1	3	1	11	
	1%	1%	1%	1%	1%	1%	*	1%	1%	*	1%	1%	1%	
Hand co-ordination / being able to hold / grip things / clap	5	2	2	3	2	3	2	-	3	-	2	-	5	
	*	*	*	*	1%	*	1%	-	1%	-	1%	-	*	
Health / well nourished / putting on weight / growth	7	5	2	7	1	7	1	2	1	1	3	1	8	
	1%	1%	*	1%	*	1%	*	1%	*	*	1%	*	1%	
Mobility (moving / crawling / sitting up / walking)	41	20	21	32	9	29	12	12	10	5	10	5	41	
	3%	4%	4%	4%	3%	4%	3%	4%	4%	2%	4%	3%	3%	
Reaching key development milestones	7	4	3	4	3	3	4	1	2	2	1	2	7	
	1%	1%	1%	*	1%	*	1%	*	1%	1%	*	1%	1%	
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	-	2	1	-	-	2	-	1	-	1	-	2	
	*	-	*	*	-	-	*	-	1%	-	*	-	*	
Sleeping well	6	5	1	5	*	6	-	3	1	1	1	-	6	
	*	1%	*	1%	*	1%	-	1%	*	1%	1%	-	*	
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	
Touching / feeling items	1	1	-	-	1	1	-	1	-	1	-	-	1	
	*	*	-	-	*	*	-	*	-	*	-	-	*	
Other general developments	7	4	2	7	-	5	3	2	*	1	2	-	9	
	1%	1%	*	1%	-	1%	1%	1%	*	*	1%	-	1%	
None	3	2	1	2	1	1	2	-	2	-	1	-	3	
	*	*	*	*	*	*	1%	-	1%	-	*	-	*	
Don't know	2	1	1	1	1	2	-	-	-	-	2	-	2	
	*	*	*	*	*	*	-	-	-	-	1%	-	*	
No answer	19	15	4	18	-	15	4	3	2	7	1	4	18	
	2%	3%	1%	2%	-	2%	1%	1%	1%	3%	*	3%	1%	
	e	c		e		e				k				

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k  
 \*small base

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

8 Dec 2025  
 Table 156

Q5D4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For toddlers (2-3 year old)

Base: All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	892	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Being able to be left with other people / not fearful of strangers / comfortable with other people	5	2	3	4	1	-	5	-	-	-	-	-	1	2	3	5
	*	*	1%	1%	*	-	1%	-	-	-	-	-	*	*	*	*
Being friendly	1	*	1	1	-	-	1	*	-	-	*	-	1	*	*	3
	*	*	*	*	-	-	*	*	-	-	1%	-	*	*	*	*

Being kind / caring / helping others / showing empathy	33	19	14	20	11	2	28	6	2	-	2	2	8	21	17	36
	3%	3%	2%	3%	2%	2%	3%	2%	3%	-	5%	7%	3%	4%	3%	3%
Being patient	3	-	3	2	1	-	3	-	-	-	-	-	3	2	-	3
	*	-	*	*	*	-	*	-	-	-	-	-	1%	*	-	*
Being respectful	6	2	4	4	2	-	6	*	-	-	*	-	1	2	5	8
	*	*	1%	1%	*	-	1%	*	-	-	1%	-	*	*	1%	1%
Good behaviour / manners / polite / know right from wrong	20	5	15	10	9	2	15	3	-	3	1	-	5	9	11	23
	2%	1%	3%	2%	2%	2%	2%	1%	-	3%	1%	-	2%	2%	2%	2%
Interacting with parents / family / attachments to parents / caregivers	18	6	12	8	10	-	14	4	1	-	*	2	2	11	11	18
	2%	1%	2%	1%	2%	-	2%	2%	3%	-	*	2%	1%	2%	2%	1%
Interacting / social interaction / developing relationships with others (outside of family)	59	30	29	24	28	7	44	15	7	5	2	1	15	26	33	57
	5%	5%	5%	4%	5%	8%	5%	6%	11%	5%	4%	5%	6%	5%	5%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	55	30	25	21	24	9	50	5	-	2	1	2	11	23	34	54
	5%	5%	4%	4%	5%	10%	5%	2%	-	2%	3%	7%	4%	4%	5%	4%
Imitations / mirroring behaviour	11	6	6	8	1	2	7	5	1	1	2	-	3	3	8	14
	1%	1%	1%	1%	*	2%	1%	2%	3%	1%	3%	-	1%	1%	1%	1%
Making eye contact / visual tracking	8	2	6	2	7	-	8	1	-	-	1	-	3	2	5	9
	1%	*	1%	*	1%	-	1%	*	-	-	1%	-	1%	*	1%	1%
Making friendships	15	7	9	5	9	1	10	5	1	1	2	-	6	5	7	14
	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	7%	2%	1%	1%	1%
Obedience / following instructions / rules	9	6	3	2	4	3	9	-	-	-	-	-	1	8	4	8
	1%	1%	1%	*	1%	3%	1%	-	-	-	-	-	*	1%	1%	1%
Playing / enjoying games / books / stories	88	39	50	40	45	4	71	17	6	8	2	2	28	33	48	81
	7%	6%	8%	7%	9%	4%	7%	7%	10%	7%	4%	7%	11%	6%	7%	7%
Playing creatively / using imagination / not phones / screens	11	2	9	4	6	1	10	1	-	-	1	-	2	6	5	13
	1%	*	2%	1%	1%	1%	1%	*	-	-	1%	-	1%	1%	1%	1%
Responding to faces / voices / stimuli / recognition to the world around them	17	9	8	8	9	-	16	2	-	-	2	-	3	12	8	20
	1%	1%	1%	1%	2%	-	2%	1%	-	-	3%	-	1%	2%	1%	2%
Sharing / taking turns	46	15	30	25	14	7	38	8	-	7	1	-	15	20	26	46
	4%	3%	5%	4%	3%	8%	4%	3%	-	7%	2%	-	6%	4%	4%	4%
Other social skills	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	1
	*	-	*	*	-	-	*	-	-	-	-	-	-	*	-	*
Ability to communicate their needs / communicate with others	23	10	13	10	11	1	18	5	2	2	1	-	7	10	13	24
	2%	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	-	3%	2%	2%	2%
Asking questions / they want to learn	7	3	4	4	3	-	6	*	-	-	*	-	2	4	1	8
	1%	*	1%	1%	1%	-	1%	*	-	-	1%	-	1%	1%	*	1%
Body language / being able to communicate their needs physically / gesturing / waving	8	4	4	4	3	1	5	3	2	-	*	1	-	5	7	8
	1%	1%	1%	1%	1%	1%	1%	1%	3%	-	1%	5%	-	1%	1%	1%
Listening skills / hearing	6	2	4	4	3	-	3	3	-	3	1	-	2	2	3	7
	1%	*	1%	1%	*	-	*	1%	-	2%	1%	-	1%	*	*	1%
Talking / verbally communicating their needs / hold conversations	80	37	44	35	40	6	62	19	11	6	1	-	28	31	46	70
	7%	6%	7%	6%	8%	7%	6%	8%	19%	6%	2%	-	11%	6%	7%	6%
Talking about / communicating their emotions / feelings	19	6	13	11	8	-	14	4	1	-	*	3	8	11	4	18
	2%	1%	2%	2%	2%	-	2%	2%	3%	-	1%	11%	3%	2%	1%	1%
Vocalising / babbling / attempting to talk / communicate	2	1	1	2	-	-	1	1	1	-	-	-	-	1	1	2
	*	*	*	*	-	-	*	1%	3%	-	-	-	-	*	*	*
Other communication skills	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1
	*	-	*	*	-	-	*	-	-	-	-	-	-	-	*	*
Control of emotions / not have tantrums / self soothing	22	8	13	12	10	-	19	3	-	1	*	2	11	10	4	22
	2%	1%	2%	2%	2%	-	2%	1%	-	1%	1%	7%	4%	2%	1%	2%
Crying / communicating distress / discomfort / sadness	11	3	8	6	4	1	8	3	-	3	*	-	1	7	6	11
	1%	1%	1%	1%	1%	1%	1%	1%	-	3%	1%	-	*	1%	1%	1%
Emotional expression / being able to express emotions	37	14	23	19	16	2	29	7	3	2	1	2	13	14	15	38
	3%	2%	4%	3%	3%	2%	3%	3%	4%	2%	2%	7%	5%	3%	2%	3%
Facial expressions to express themselves	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Looking for reassurance / support from parents / caregivers	7	3	4	5	1	1	7	*	-	-	*	-	1	2	4	8

Misbehaving / being annoying / pushing boundaries	10	3	8	5	5	-	9	1	-	1	-	-	5	5	10
Recognising / understanding emotions / feelings	18	8	10	8	8	1	13	5	-	3	*	2	8	8	7
Respond to being calmed / comforted / to not cry	3	-	3	3	-	-	3	-	-	-	-	-	0	2	2
Showing affection / love / tactile	21	13	8	10	2	8	17	4	1	2	1	-	4	12	10
Showing confidence / not shy	10	4	5	7	2	-	6	3	2	2	1	*	4	3	6
Smiling / laughter / being happy	42	21	20	13	25	3	30	12	3	8	2	-	8	13	25
Temper tantrums / signs of frustration	11	4	7	6	5	-	5	5	1	4	*	-	*	9	4
Trusting	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-
Wariness of strangers	1	1	-	1	-	-	1	-	-	-	-	-	-	-	1
Other emotional skills	6	-	6	4	2	-	5	1	-	1	-	-	2	1	3
Ability to do things independently	7	1	6	4	2	1	5	2	-	1	*	-	3	1	2
Artistic skills / painting / singing / dancing	3	1	1	-	2	1	2	*	-	-	2	-	-	*	3
Cognitive skills (thinking / understanding / learning)	20	7	13	10	10	-	18	2	2	-	-	-	2	11	9
Being energetic / active	2	1	1	2	2	-	2	*	2	-	*	-	1	-	1
Exploring / showing signs of curiosity / inquisitive	13	3	9	6	6	1	9	4	2	1	*	-	5	4	5
Feeding / eating / drinking well	4	2	2	2	2	-	1	3	-	3	-	-	4	-	2
Hand co-ordination / being able to hold / grip things / clap	2	1	1	2	*	-	2	*	-	-	*	-	-	2	1
Health / well nourished / putting on weight / growth	4	-	4	4	-	-	2	1	-	1	*	-	1	*	2
Mobility (moving / crawling / sitting up / walking)	14	7	6	8	5	1	9	4	2	2	*	-	3	3	9
Reaching key development milestones	1	1	-	-	-	1	1	-	-	-	-	-	-	-	1
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	-	2	2	-	-	-	2	2	-	-	-	-	2	-
Sleeping well	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toilet training	4	3	1	1	4	-	2	2	-	2	*	-	4	-	3
Touching / feeling items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general developments	14	11	3	6	5	3	13	1	-	-	1	-	1	7	9
None	1	-	1	1	1	3	1	*	-	-	2	-	1	1	1
Don't know	4	4	-	3	-	1	3	1	-	-	1	-	2	1	2
No answer	11	7	5	5	7	-	7	5	-	5	-	-	2	8	4

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

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

8 Dec 2025  
 Table 157

Q5E4. 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+

Working status	Education	Region	Urbanity	Age of only child aged 0-5
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Looking for reassurance / support from parents / caregivers	7	3	4	5	2	-	3	4	1	6	-	1	1	3	8
	1%	*	1%	1%	*	-	1%	1%	*	1%	-	1%	*	1%	1%
Misbehaving / being annoying / pushing boundaries	10	7	4	8	3	2	5	1	1	10	1	-	5	5	10
	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	*	-	1%	1%	1%
Recognising / understanding emotions / feelings	18	14	4	10	8	5	8	3	2	15	2	5	5	3	16
	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	3%	2%	1%	1%
Respond to being calmed / comforted / to not cry	3	2	1	2	1	2	-	-	1	3	-	-	1	1	3
	*	*	*	*	*	1%	-	-	*	*	-	-	*	*	*
Showing affection / love / tactile	21	13	7	14	7	8	12	*	1	17	1	2	7	7	21
	2%	2%	2%	2%	2%	3%	3%	*	1%	2%	1%	1%	2%	2%	2%
Showing confidence / not shy	10	8	2	5	5	1	1	6	1	10	-	3	-	2	9
	1%	1%	*	1%	1%	1%	*	2%	1%	1%	-	2%	-	1%	1%
Smiling / laughter / being happy	42	27	15	37	4	12	16	8	6	31	6	7	9	21	39
	3%	3%	4%	5%	1%	4%	4%	3%	3%	3%	4%	4%	3%	5%	3%
Temper tantrums / signs of frustration	11	6	5	9	2	4	1	3	2	10	1	-	7	2	10
	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	*	-	2%	*	1%
Trusting	1	1	-	-	1	1	-	-	-	-	1	1	-	-	1
	*	*	-	-	*	*	-	-	-	-	1%	1%	-	-	*
Wariness of strangers	1	1	-	1	-	-	-	-	1	1	-	-	-	1	1
	*	*	-	*	-	-	-	-	*	*	-	-	-	*	*
Other emotional skills	6	5	1	5	1	1	1	2	1	4	1	2	1	2	6
	1%	1%	*	1%	*	*	*	1%	1%	*	1%	1%	*	1%	*
Ability to do things independently	7	4	3	7	-	1	2	2	1	6	1	3	1	2	7
	1%	*	1%	1%	-	1%	*	1%	1%	1%	1%	2%	*	*	1%
Artistic skills / painting / singing / dancing	3	1	2	2	*	1	-	*	1	1	-	-	-	2	3
	*	*	*	*	*	*	-	*	*	*	-	-	-	*	*
Cognitive skills (thinking / understanding / learning)	20	12	8	15	5	7	6	4	3	14	3	1	8	7	17
	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%
Being energetic / active	2	1	1	1	1	-	2	-	-	2	-	1	-	1	3
	*	*	*	*	*	-	1	2	1	3	-	2	-	1	3
Exploring / showing signs of curiosity / inquisitive	13	10	3	11	2	4	5	1	2	10	3	4	4	4	12
	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	2%	2%	1%	1%	1%
Feeding / eating / drinking well	4	2	2	4	-	-	1	2	1	3	-	2	-	-	3
	*	*	1%	*	*	-	*	1%	*	*	-	1%	-	-	*
Hand co-ordination / being able to hold / grip things / clap	2	2	-	2	-	-	-	1	1	1	-	-	1	-	3
	*	*	-	*	-	-	-	*	*	*	-	-	*	-	*
Health / well nourished / putting on weight / growth	4	4	-	2	1	1	2	-	-	2	-	1	-	2	4
	*	*	-	*	*	1%	*	-	-	*	-	1%	-	1%	*
Mobility (moving / crawling / sitting up / walking)	14	8	6	10	4	3	3	5	2	11	1	1	3	7	12
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
Reaching key development milestones	1	1	-	1	-	1	-	-	-	1	-	-	-	1	1
	*	*	-	*	-	1%	-	-	-	*	-	-	-	*	*
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	-	2	2	-	-	-	2	-	2	-	-	2	-	1
	*	-	*	*	-	-	-	1%	-	*	-	-	1%	-	*
Sleeping well	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toilet training	4	2	2	4	1	*	-	3	1	4	-	1	-	1	4
	*	*	1%	*	*	*	-	1%	*	*	-	1%	-	*	*
Touching / feeling items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general developments	14	11	3	12	3	2	8	3	1	12	2	-	5	6	17
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	1%	1%
None	1	1	-	-	1	-	1	-	-	1	-	-	1	-	1
	*	*	-	-	*	-	*	-	-	*	-	-	*	-	*
Don't know	4	3	1	2	2	-	2	-	2	3	1	1	1	1	5
	*	*	*	*	*	-	*	-	1%	*	*	*	*	*	*
No answer	11	5	6	9	3	5	3	3	-	11	-	2	5	1	8
	1%	1%	2%	1%	1%	2%	1%	1%	-	1%	-	1%	1%	*	1%

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

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

8 Dec 2025  
 Table 158

Q5ED4. 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+

Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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Misbehaving / being annoying / pushing boundaries	10	9	1	10	-	*	6	4	5	5	10	-	1	10	1	1	10	2	8	10
1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%
Recognising / understanding emotions / feelings	18	17	1	18	-	-	8	9	10	7	16	2	3	15	1	1	16	3	14	16
1%	2%	*	2%	-	-	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%
Respond to being calmed / comforted / to not cry	3	3	-	3	-	-	-	3	-	3	3	-	2	1	-	-	3	2	1	3
*	*	-	*	-	-	-	-	1%	-	1%	*	-	2%	*	-	-	*	1%	*	*
Showing affection / love / tactile	21	18	3	19	1	1	12	9	6	13	15	3	3	18	3	1	18	4	17	21
2%	2%	2%	2%	5%	-	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Showing confidence / not shy	10	8	2	9	-	1	7	3	6	2	9	-	1	8	1	1	8	2	6	9
1%	1%	1%	1%	-	-	1%	1%	1%	1%	*	1%	-	1%	1%	*	1%	1%	1%	1%	1%
Smiling / laughter / being happy	42	37	5	40	-	2	13	29	20	21	33	6	9	33	6	5	34	7	35	39
3%	3%	3%	4%	-	3%	2%	5%	4%	4%	4%	3%	4%	6%	3%	4%	5%	3%	3%	4%	3%
Temper tantrums / signs of frustration	11	8	3	11	-	-	9	2	6	5	11	-	5	6	2	-	9	3	8	10
1%	1%	2%	1%	-	-	1%	*	1%	1%	1%	-	3%	1%	2%	-	1%	1%	1%	1%	
Trusting	1	-	1	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	1
*	-	1%	*	-	-	-	*	-	*	-	*	-	-	*	-	-	*	-	*	*
Wariness of strangers	1	1	-	1	-	-	-	1	1	-	1	-	-	1	-	-	1	-	1	1
*	*	-	*	-	-	-	*	*	*	-	*	-	-	*	-	-	*	-	*	*
Other emotional skills	6	5	1	6	-	-	2	2	4	2	5	1	2	4	-	-	6	1	5	6
1%	1%	*	1%	-	-	1%	*	1%	*	1%	1%	1%	1%	*	-	-	1%	*	1%	*
Ability to do things independently	7	6	1	7	-	-	5	2	3	2	6	1	-	7	-	-	6	2	5	7
1%	1%	1%	1%	-	-	1%	*	1%	*	1%	1%	-	1%	-	-	1%	1%	1%	1%	
Artistic skills / painting / singing / dancing	3	3	-	3	-	-	*	2	*	2	1	1	1	1	1	1	1	-	3	3
*	*	-	*	-	-	-	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	-	*	*
Cognitive skills (thinking / understanding / learning)	20	19	1	20	-	-	8	12	11	6	19	1	2	18	3	2	17	5	13	17
2%	2%	1%	2%	-	-	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%
Being energetic / active	2	1	1	2	-	-	1	2	2	-	2	-	-	2	-	-	2	1	1	3
*	*	1%	*	-	-	*	*	*	*	*	-	-	-	*	-	-	*	*	*	*
Exploring / showing signs of curiosity / inquisitive	13	9	4	11	-	2	7	6	8	5	9	2	1	11	1	-	11	5	8	12
1%	1%	3%	1%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	
Feeding / eating / drinking well	4	2	2	4	-	-	4	-	1	3	3	1	1	3	1	-	2	-	4	3
*	*	1%	*	-	-	1%	-	-	*	1%	1%	1%	1%	3	1%	-	*	-	*	*
Hand co-ordination / being able to hold / grip things / clap	2	2	-	2	-	-	1	1	1	1	2	-	-	2	-	-	2	-	2	3
*	*	-	*	-	-	*	*	*	*	*	-	-	*	-	-	*	-	-	*	*
Health / well nourished / putting on weight / growth	4	2	1	4	-	-	1	2	1	2	2	1	2	1	2	1	1	1	2	4
*	*	1%	*	-	-	*	*	*	*	*	1%	1%	1%	1%	1%	1%	1%	*	*	*
Mobility (moving / crawling / sitting up / walking)	14	12	1	13	-	1	4	9	6	7	10	2	1	13	1	-	13	4	8	12
1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	-	1%	2%	1%	1%	
Reaching key development milestones	1	1	-	1	-	-	-	1	-	1	-	1	-	1	-	-	1	-	1	1
*	*	-	*	-	-	-	*	-	*	-	1%	-	*	-	-	*	-	*	*	
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	2	-	2	-	-	-	2	2	-	2	-	-	2	-	-	2	2	-	1
*	*	-	*	-	-	-	*	*	-	*	-	-	*	-	-	*	1%	-	*	
Sleeping well	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Toilet training	4	3	1	4	-	-	3	2	1	3	4	1	*	4	*	*	4	1	2	4
*	*	1%	*	-	-	*	*	*	1%	*	*	*	*	*	*	*	*	*	*	*
Touching / feeling items	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Other general developments	14	13	1	13	1	-	8	6	7	6	11	3	2	13	1	1	12	5	9	17
1%	1%	1%	1%	2%	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	
None	1	1	-	1	-	-	1	-	1	-	1	-	1	-	1	1	-	-	1	1
*	*	-	*	-	-	*	*	*	*	-	*	-	1%	-	1%	1%	-	-	*	*
Don't know	4	4	-	3	1	-	4	-	2	1	3	1	2	2	1	1	2	1	2	5
*	*	-	*	3%	-	1%	-	*	*	*	*	*	1%	*	*	1%	*	*	*	*
No answer	11	11	-	11	-	-	8	3	6	4	8	3	2	10	2	-	9	1	10	8
1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	

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

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

8 Dec 2025  
 Table 160

Q5ED4. 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+

Knowledge of how employers offer support	Time spent with 0-5	Time spent with children other than your own	IMD QUINTILE
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Looking for reassurance / support from parents / caregivers	7	3	2	6	1	6	1	1	2	-	1	1	8
	1%	1%	*	1%	*	1%	*	*	1%	-	1%	1%	1%
Misbehaving / being annoying / pushing boundaries	10	3	5	7	3	2	8	2	2	2	2	2	10
	1%	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%
Recognising / understanding emotions / feelings	18	8	8	10	8	10	8	7	2	1	4	3	16
	1%	1%	2%	1%	2%	1%	2%	2%	1%	*	2%	2%	1%
Respond to being calmed / comforted / to not cry	3	2	1	1	2	-	3	1	1	-	1	-	3
	*	*	*	*	1%	-	1%	*	*	-	1%	-	*
Showing affection / love / tactile	21	10	8	18	2	17	4	2	7	1	3	4	21
	2%	2%	1%	2%	1%	2%	1%	1%	3%	*	1%	3%	2%
Showing confidence / not shy	10	4	5	5	4	5	4	4	2	-	3	-	9
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	1%
Smiling / laughter / being happy	42	17	22	36	5	30	12	8	6	10	9	5	39
	3%	3%	4%	4%	2%	4%	3%	3%	2%	5%	4%	3%	3%
Temper tantrums / signs of frustration	11	6	4	7	4	6	5	2	2	-	3	4	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	3%	1%
Trusting	1	1	-	-	1	1	-	1	-	-	-	-	1
	*	*	-	-	*	*	-	*	-	-	-	-	*
Wariness of strangers	1	1	-	1	-	1	-	1	-	-	-	-	1
	*	*	-	*	-	*	-	*	-	-	-	-	*
Other emotional skills	6	2	3	4	2	5	1	-	1	-	4	-	6
	1%	*	1%	*	1%	1%	*	-	*	-	2%	-	*
Ability to do things independently	7	1	6	4	2	2	5	1	*	-	2	3	7
	1%	*	1%	*	1%	*	1%	*	*	-	1%	2%	1%
Artistic skills / painting / singing / dancing	3	*	2	*	2	*	2	*	*	-	-	1	3
	*	*	*	*	1%	*	1%	*	-	-	-	1%	*
Cognitive skills (thinking / understanding / learning)	20	8	9	17	3	15	4	3	4	1	6	3	17
	2%	1%	2%	2%	1%	2%	1%	1%	2%	*	2%	2%	1%
Being energetic / active	2	1	1	1	1	1	1	-	1	-	*	1	3
	*	*	*	*	*	*	*	-	*	-	*	1%	*
Exploring / showing signs of curiosity / inquisitive	13	4	9	8	5	5	8	6	3	2	2	-	12
	1%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	-	1%
Feeding / eating / drinking well	4	3	1	1	3	1	3	3	-	-	-	-	3
	*	1%	*	*	1%	*	1%	1%	-	-	-	-	*
Hand co-ordination / being able to hold / grip things / clap	2	2	*	2	-	2	-	-	*	-	1	-	3
	*	*	*	*	-	*	-	-	*	-	*	-	*
Health / well nourished / putting on weight / growth	4	4	-	4	-	4	-	1	-	-	1	-	4
	*	1%	-	*	-	*	-	*	-	-	1%	-	*
Mobility (moving / crawling / sitting up / walking)	14	8	6	8	5	8	5	3	1	4	3	2	12
	1%	1%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	1%
Reaching key development milestones	1	-	1	-	1	-	1	-	-	-	-	1	1
	*	-	*	-	*	-	*	-	-	-	-	1%	*
Reading / writing / counting skills	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	2	-	2	2	-	2	-	-	-	-	2	-	1
	*	-	*	*	-	*	-	-	-	-	1%	-	*
Sleeping well	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Toilet training	4	4	-	2	3	1	3	2	-	2	-	1	4
	*	1%	-	*	1%	*	1%	1%	-	1%	-	*	*
Touching / feeling items	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other general developments	14	10	3	12	2	8	5	3	3	2	4	1	17
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
None	1	1	-	1	-	1	-	1	-	-	-	-	1
	*	*	-	*	-	*	-	*	-	-	-	-	*
Don't know	4	2	1	2	1	3	-	1	2	1	-	-	5
	*	*	*	*	*	*	-	*	1%	*	-	-	*
No answer	11	5	6	9	2	9	2	5	1	1	2	1	8
	1%	1%	1%	1%	1%	1%	1%	2%	*	1%	1%	1%	1%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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

8 Dec 2025  
 Table 161

Q5ED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For pre-schoolers (4-5 year old)

Base: All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (n)	Male (n)	Female (n)	16-34 (n)	35-44 (n)	45+ (n)	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1 (n)	2-3 (n)		4-5 (n)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202

Being able to left with other people / not fearful of strangers / comfortable with other people	8 1%	5 1%	3 *	3 *	2 *	3 3% ade	4 *	3 1%	2 3%	2 2%	- -	- -	2 1%	1 *	6 1%	5 *
Being friendly	8 1%	5 1%	2 *	7 1%	1 *	- -	6 1%	2 1%	2 3%	- -	1 1%	- -	1 *	5 1%	5 1%	9 1%
Being kind / caring / helping others / showing empathy	36 3%	11 2%	25 4%	24 4%	11 2%	1 2%	30 3%	7 3%	1 2%	3 3%	2 5%	- -	5 2%	19 4%	20 3%	41 3%
Being patient	1 *	* *	1 *	1 *	- -	- -	1 *	* *	- -	- -	* *	- -	- -	1 *	- -	2 *
Being respectful	16 1%	7 1%	8 1%	10 2%	4 1%	1 2%	13 1%	3 1%	- -	- -	2 4%	1 5%	4 2%	4 1%	10 1%	18 1%
Good behaviour / manners / polite / know right from wrong	18 1%	9 2%	9 1%	13 2%	5 1%	- -	15 2%	3 1%	1 2%	- -	2 4%	- -	1 1%	8 2%	16 2%	22 2%
Interacting with parents / family / attachments to parents / caregivers	2 *	- -	2 *	- -	2 *	- -	1 *	1 1%	- -	1 1%	- -	- -	- -	2 *	- -	2 *
Interacting / social interaction / developing relationships with others (outside of family)	51 4%	24 4%	27 5%	30 5%	21 4%	1 1%	39 4%	12 5%	2 3%	6 5%	4 8%	1 5%	14 5%	25 5%	30 5%	57 5%
Interacting / social interaction / developing relationships with other babies / children / peers	45 4%	15 2%	31 5%	24 4%	20 4%	2 2%	36 4%	9 4%	4 6%	3 3%	1 3%	1 5%	12 4%	29 5%	23 3%	49 4%
Imitations / mirroring behaviour	4 *	3 *	1 *	2 *	1 *	1 1%	2 *	2 1%	2 3%	- -	- -	- -	2 1%	2 *	2 *	3 *
Making eye contact / visual tracking	4 *	1 *	3 1%	3 1%	- -	2 2%	4 *	- -	- -	- -	- -	- -	2 1%	- -	3 *	4 *
Making friendships	37 3%	14 2%	23 4%	18 3%	15 3%	5 5%	29 3%	8 3%	- -	4 4%	2 8%	2 8%	8 3%	17 3%	21 3%	41 3%
Obedience / following instructions / rules	8 1%	2 *	6 1%	5 1%	3 1%	- -	4 *	3 1%	2 3%	- -	- -	* *	1 5%	- -	6 1%	4 1%
Playing / enjoying games / books / stories	49 4%	21 4%	28 5%	20 3%	26 5%	3 3%	44 5%	6 2%	- -	2 2%	3 7%	- -	17 6%	21 4%	33 5%	58 5%
Playing creatively / using imagination / not phones / screens	2 *	- -	2 *	1 *	1 *	- -	1 *	1 *	- -	1 1%	- -	- -	- -	2 *	1 *	2 *
Responding to faces / voices / stimuli / recognition to the world around them	6 *	4 1%	1 *	3 1%	1 *	1 1%	5 1%	* *	- -	- -	- -	- -	1 *	1 *	5 1%	7 1%
Sharing / taking turns	37 3%	11 2%	26 4%	18 3%	15 3%	3 4%	31 3%	5 2%	- -	3 3%	3 6%	- -	8 3%	20 4%	20 3%	44 4%
Other social skills	7 1%	4 1%	3 *	4 1%	3 1%	- -	6 1%	1 1%	- -	1 1%	* 1%	- -	2 1%	2 *	3 1%	8 1%
Ability to communicate their needs / communicate with others	24 2%	9 2%	15 3%	10 2%	12 2%	2 3%	19 2%	5 2%	3 5%	- -	1 3%	1 4%	6 2%	12 2%	14 2%	26 2%
Asking questions / they want to learn	4 *	2 *	2 *	2 *	1 *	1 2%	4 *	* *	- -	- -	- -	- -	1 *	2 *	3 *	5 *
Body language / being able to communicate their needs physically / gesturing / waving	2 *	2 *	- -	1 *	- -	1 1%	2 *	- -	- -	- -	- -	- -	1 *	1 *	- -	2 *
Listening skills / hearing	3 *	1 *	2 *	1 *	1 *	- -	2 *	1 *	3 2%	- -	- -	- -	* *	2 *	2 *	5 *
Talking / verbally communicating their needs / hold conversations	41 3%	23 4%	17 2%	17 3%	18 3%	6 6%	32 3%	9 4%	2 3%	3 3%	3 5%	1 5%	9 4%	19 4%	24 4%	41 3%
Talking about / communicating their emotions / feelings	24 2%	6 1%	18 3%	9 2%	12 2%	3 3%	17 2%	7 3%	2 3%	1 1%	2 3%	2 8%	10 4%	12 2%	13 2%	26 2%
Vocalising / babbling / attempting to talk / communicate	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other communication skills	3 *	1 *	2 *	1 *	2 *	- -	1 *	2 1%	2 3%	- -	- -	- -	- -	- -	3 *	2 *
Control of emotions / not have tantrums / self soothing	25 2%	5 1%	20 3%	13 2%	11 2%	1 1%	22 2%	3 1%	3 6%	- -	- -	- -	7 3%	11 2%	12 2%	22 2%
Crying / communicating distress / discomfort / sadness	3 *	1 *	2 *	1 *	1 *	1 1%	2 *	* *	- -	- -	* 1%	- -	2 1%	- -	1 *	4 *
Emotional expression / being able to express emotions	21 2%	11 2%	10 2%	10 2%	10 2%	2 2%	16 2%	5 2%	- -	1 1%	3 5%	1 3%	3 1%	12 2%	12 2%	27 2%

Facial expressions to express themselves	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	1	1
Looking for reassurance / support from parents / caregivers	1	-	1	-	1	-	-	1	-	1	-	-	-	-	-	1	1
Misbehaving / being annoying / pushing boundaries	4	4	-	1	3	-	4	8	-	8	-	-	-	-	2	4	3
Recognising / understanding emotions / feelings	12	8	3	6	5	1	10	1	-	1	-	-	-	2	7	5	9
Respond to being calmed / comforted / to not cry	2	2	*	*	2	-	2	*	-	-	*	-	-	-	2	2	3
Showing affection / love / tactile	5	3	2	3	2	-	4	1	-	-	1	-	-	2	3	6	6
Showing confidence / not shy	13	3	11	10	2	1	8	6	2	3	*	1	4	6	7	12	12
Smiling / laughter / being happy	27	16	11	13	9	5	16	9	2	3	2	2	11	7	16	29	29
Temper tantrums / signs of frustration	4	-	4	2	3	-	2	2	-	1	1	-	1	1	3	6	6
Trusting	1	-	1	1	-	-	1	-	-	-	-	-	-	1	-	1	1
Wariness of strangers	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1	1
Other emotional skills	12	7	6	7	5	-	9	3	1	1	*	-	1	9	6	12	12
Ability to do things independently	3	-	3	2	1	-	2	*	-	-	*	-	1	1	2	4	4
Artistic skills / painting / singing / dancing	2	1	1	2	-	-	2	-	-	-	-	-	-	1	1	2	2
Cognitive skills (thinking / understanding / learning)	31	18	13	15	12	4	27	3	-	1	2	-	6	15	18	33	33
Being energetic / active	8	4	4	3	3	2	4	3	-	3	*	-	2	3	4	7	7
Exploring / showing signs of curiosity / inquisitive	17	13	3	10	5	2	14	3	2	-	*	1	3	8	13	16	16
Feeding / eating / drinking well	5	1	4	4	1	-	4	*	-	-	*	-	-	1	4	6	6
Hand co-ordination / being able to hold / grip things / clap	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1	1
Health / well nourished / putting on weight / growth	7	4	3	3	4	-	4	*	-	-	*	-	4	-	3	6	6
Mobility (moving / crawling / sitting up / walking)	5	4	1	1	3	2	4	2	-	2	-	-	-	2	3	4	4
Reaching key development milestones	1	1	-	-	1	-	1	-	-	-	-	-	1	-	1	1	1
Reading / writing / counting skills	6	3	3	3	-	2	4	2	-	2	*	-	1	2	3	7	7
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	3	2	1	1	2	*	3	*	-	-	*	-	-	2	2	4	4
Sleeping well	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Touching / feeling items	2	1	1	1	1	-	2	*	-	-	-	-	-	1	1	2	2
Other general developments	15	8	7	10	5	-	14	1	-	-	1	-	5	5	8	18	18
None	1%	1%	1%	2%	1%	-	2%	*	-	-	2%	-	2%	1%	1%	1%	1%
Don't know	3	-	3	1	1	1	2	2	-	1	*	-	-	2	3	4	4
No answer	13	10	3	6	7	-	9	3	-	2	1	1	1	7	8	14	14
	1%	2%	*	1%	1%	-	1%	1%	-	2%	2%	2%	2%	*	1%	1%	1%

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

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 162

Q5ED4. What signs or behaviours, if any, would you look for to show a child is developing healthy social and emotional skills? For pre-schoolers (4-5 year old)

Base : All UK adults aged 16+

Working status	Education	Region	Urbanity	Age of only child aged 0-5
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	TOTAL	Working fulltime	Not working full-time	Graduates	Non graduates	North England	South England	Midlands	Devolved nations	Urban	Rural	0-1	2-3	4-5	Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	
Unweighted total	1202	833	369	857	345	242	405	222	243	979	155	157	377	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Being able to be left with other people / not fearful of strangers / comfortable with other people	8	2	6	8	-	3	2	3	-	6	1	-	1	5	5
	1%	*	2% b	1%	-	1%	*	1%	-	1%	1%	-	*	1%	*
Being friendly	8	5	3	5	3	2	4	1	1	7	1	1	2	2	9
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	1%	1%	1%	1%
Being kind / caring / helping others / showing empathy	36	26	10	26	11	9	16	6	6	33	3	4	12	13	41
	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	2%	2%	4%	3%	3%
Being patient	1	-	1	1	*	-	-	-	1	*	-	-	1	-	2
	*	-	*	*	*	-	-	-	1%	*	-	-	*	-	*
Being respectful	16	13	3	14	1	7	7	2	*	14	1	3	3	7	18
	1%	2%	1%	2%	*	3%	1%	1%	*	1%	1%	2%	1%	2%	1%
Good behaviour / manners / polite / know right from wrong	18	16	2	12	6	5	8	2	3	15	2	1	1	8	22
	1%	2%	*	2%	1%	2%	2%	1%	2%	2%	1%	1%	*	2%	2%
Interacting with parents / family / attachments to parents / caregivers	2	-	2	2	-	-	2	-	-	2	-	-	2	-	2
	*	-	1% b	*	-	-	1%	-	-	*	-	-	1%	-	*
Interacting / social interaction / developing relationships with others (outside of family)	51	42	10	36	16	13	15	16	9	41	5	8	12	15	57
	4%	5%	3%	4%	4%	5%	3%	5%	5%	4%	3%	5%	3%	4%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	45	31	15	35	10	8	13	14	11	36	7	4	15	8	49
	4%	4%	4%	4%	3%	3%	3%	4%	7%	4%	5%	2%	4%	2%	4%
Imitations / mirroring behaviour	4	2	2	2	2	2	1	-	1	4	-	2	-	-	3
	*	*	*	*	*	1%	*	-	*	*	-	1%	-	-	*
Making eye contact / visual tracking	4	3	1	3	1	1	-	2	1	4	-	2	-	3	4
	*	*	*	*	*	1%	-	1%	*	*	-	1%	-	1%	*
Making friendships	37	24	13	24	13	9	12	9	7	30	5	4	9	16	41
	3%	3%	4%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	4%	3%
Obedience / following instructions / rules	8	5	3	5	3	3	3	1	1	4	2	-	4	2	7
	1%	1%	1%	1%	1%	1%	1%	*	*	*	2%	-	1%	*	1%
Playing / enjoying games / books / stories	49	33	16	38	11	12	16	10	11	40	5	6	7	17	58
	4%	4%	4%	5%	3%	4%	3%	3%	7%	4%	4%	4%	2%	4%	5%
Playing creatively / using imagination / not phones / screens	2	1	1	2	-	-	1	-	1	2	-	-	1	-	2
	*	*	*	*	-	-	*	-	1%	*	-	-	*	-	*
Responding to faces / voices / stimuli / recognition to the world around them	6	6	-	4	2	-	3	1	2	5	-	-	-	5	7
	*	1%	-	*	*	-	1%	*	1%	*	-	-	-	1%	1%
Sharing / taking turns	37	23	14	26	11	11	11	6	9	29	5	3	11	11	44
	3%	3%	4%	3%	3%	4%	2%	2%	5%	3%	3%	2%	4%	3%	4%
Other social skills	7	5	2	6	1	-	3	3	2	6	1	2	2	3	8
	1%	1%	*	1%	*	-	1%	1%	1%	1%	*	1%	1%	1%	1%
Ability to communicate their needs / communicate with others	24	15	10	11	13	10	7	2	6	20	4	1	8	9	26
	2%	2%	3%	1%	3% d	3% h	2%	1%	3% h	2%	3%	1%	2%	2%	2%
Asking questions / they want to learn	4	4	*	1	3	-	1	1	1	3	-	-	1	3	5
	*	*	*	*	1%	-	*	*	1%	*	-	-	*	1%	*
Body language / being able to communicate their needs physically / gesturing / waving	2	2	-	2	-	-	-	-	2	2	-	1	1	-	2
	*	*	-	*	-	-	-	-	1%	*	-	1%	*	-	*
Listening skills / hearing	3	2	*	1	1	*	1	*	1	*	2	-	1	*	5
	*	*	*	*	*	*	*	*	*	*	1%	-	*	*	*
Talking / verbally communicating their needs / hold conversations	41	27	14	29	12	7	15	12	6	30	10	5	10	15	41
	3%	3%	4%	4%	3%	2%	3%	4%	4%	3%	7%	3%	3%	3%	3%
Talking about / communicating their emotions / feelings	24	12	12	14	10	8	5	8	3	19	5	1	8	4	26
	2%	1%	3%	2%	3%	3%	1%	3%	2%	2%	4%	1%	2%	1%	2%
Vocalising / babbling / attempting to talk / communicate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other communication skills	3	3	-	2	1	-	2	1	-	3	-	-	-	3	2
	*	*	-	*	*	-	*	*	-	*	-	-	-	1%	*
Control of emotions / not have tantrums / self soothing	25	19	7	18	8	9	8	6	2	20	4	4	8	9	22
	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	3%	2%	2%	2%	2%
Crying / communicating distress / discomfort / sadness	3	2	1	1	1	-	*	-	2	3	-	1	-	1	4
	*	*	*	*	*	-	*	-	1% agh	*	-	1%	-	*	*
Emotional expression / being able to express emotions	21	17	4	17	4	1	8	8	4	18	2	2	7	6	27
	2%	2%	1%	2%	1%	1%	2%	3%	2%	2%	1%	1%	2%	1%	2%
Facial expressions to express themselves	1	1	-	-	1	-	-	1	-	1	-	-	-	1	1

Looking for reassurance / support from parents / caregivers	1	-	1	-	1	-	-	1	-	1	-	-	1	1
Misbehaving / being annoying / pushing boundaries	4	4	-	2	2	-	4	-	-	4	-	-	2	3
Recognising / understanding emotions / feelings	12	12	-	6	5	4	3	5	-	8	4	-	6	3
Respond to being calmed / comforted / to not cry	2	2	-	2	-	-	-	2	-	2	-	-	-	3
Showing affection / love / tactile	5	5	-	5	-	-	3	2	-	3	2	-	2	3
Showing confidence / not shy	13	7	-	6	4	7	5	1	1	12	1	-	2	5
Smiling / laughter / being happy	27	15	13	21	6	9	9	6	3	25	2	7	4	10
Temper tantrums / signs of frustration	4	2	2	3	1	1	1	1	1	3	-	-	1	2
Trusting	1	1	-	-	1	-	-	-	1	1	-	-	1	-
Wariness of strangers	1	-	1	1	-	-	-	-	1	-	1	-	-	1
Other emotional skills	12	11	1	6	7	3	1	4	4	9	3	1	5	2
Ability to do things independently	3	2	1	2	1	-	1	-	1	3	2	-	-	1
Artistic skills / painting / singing / dancing	2	1	1	2	-	-	2	-	-	2	-	-	1	1
Cognitive skills (thinking / understanding / learning)	31	25	6	24	6	6	19	3	2	26	2	5	8	11
Being energetic / active	8	4	4	5	3	-	6	2	-	8	-	2	2	3
Exploring / showing signs of curiosity / inquisitive	17	15	2	12	5	2	10	2	2	16	1	2	2	7
Feeding / eating / drinking well	5	3	1	4	1	1	2	1	-	1	3	-	1	4
Hand co-ordination / being able to hold / grip things / clap	1	1	-	1	-	-	1	-	-	1	-	-	-	1
Health / well nourished / putting on weight / growth	7	7	-	6	1	2	5	-	-	7	-	4	-	3
Mobility (moving / crawling / sitting up / walking)	5	4	2	5	-	2	4	-	-	4	1	-	2	3
Reaching key development milestones	1	1	-	1	-	-	-	-	1	1	-	-	-	1
Reading / writing / counting skills	6	2	3	2	3	2	2	-	2	5	-	1	1	3
Self care (dressing / washing hands / cleaning / feeding themselves etc)	3	3	-	2	1	-	3	-	-	3	-	-	2	1
Sleeping well	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Touching / feeling items	2	2	-	2	-	-	2	-	-	2	-	-	1	1
Other general developments	15	13	2	12	3	4	4	3	4	13	2	4	3	8
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	1	2	1	2	1	1	-	1	3	-	-	1	2
No answer	13	12	1	11	2	1	6	4	1	9	2	-	5	5
	1%	1%	-	1%	-	1%	1%	1%	1%	1%	2%	-	1%	1%

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

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

8 Dec 2025  
 Table 163

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+

Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	225	340	255	367	1170	27	933	139	697	255	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Being able to be left with other people / not fearful of strangers / comfortable with other people	8	-	5	3	-	8	-	8	-	8	-	5	3	5
	1%	-	1%	1%	-	1%	-	1%	-	1%	-	1%	1%	*
Being friendly	8	3	-	2	3	8	-	8	-	7	1	8	-	9
	1%	3%	-	*	1%	1%	-	1%	-	1%	*	1%	-	1%
Being kind / caring / helping others / showing empathy	36	5	6	16	9	36	-	35	2	31	6	26	8	41
	3%	5%	2%	5%	3%	3%	-	4%	1%	4%	2%	3%	2%	3%
Being patient	1	*	1	-	-	1	*	1	*	1	-	*	-	2
	*	*	*	-	-	*	1%	*	*	*	-	*	-	*
Being respectful	16	*	1	3	11	15	*	15	*	13	3	9	7	18
	1%	*	*	1%	3%	1%	1%	2%	*	1%	1%	1%	2%	1%
Good behaviour / manners / polite / know right from wrong	18	-	3	6	9	18	-	16	2	14	4	12	4	22
	1%	-	1%	2%	3%	2%	-	2%	1%	2%	1%	2%	1%	2%
Interacting with parents / family / attachments to parents / caregivers	2	1	-	-	-	2	-	2	-	2	-	1	1	2
	*	1%	-	-	-	*	-	*	-	*	-	*	*	*
Interacting / social interaction / developing relationships with others (outside of family)	51	3	15	16	16	51	-	43	9	42	10	30	16	57
	4%	3%	4%	5%	4%	4%	-	4%	4%	5%	3%	4%	5%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	45	6	12	12	10	45	-	38	7	32	13	29	11	49
	4%	5%	3%	4%	3%	4%	-	4%	3%	4%	4%	4%	3%	4%
Imitations / mirroring behaviour	4	2	-	1	1	4	-	3	1	3	1	4	-	3
	*	1%	-	*	*	*	-	*	*	*	*	*	-	*
Making eye contact / visual tracking	4	1	-	2	-	4	-	3	1	3	1	2	1	4
	*	1%	-	1%	-	*	-	*	1%	*	*	*	*	*
Making friendships	37	4	15	8	10	37	-	32	5	28	10	24	9	41
	3%	3%	4%	2%	3%	3%	-	3%	2%	3%	3%	3%	3%	3%
Obedience / following instructions / rules	8	1	3	1	3	8	-	6	2	6	2	6	2	7
	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%
Playing / enjoying games / books / stories	49	6	12	16	12	49	-	43	7	39	11	38	9	58
	4%	5%	3%	5%	4%	4%	-	4%	3%	4%	3%	5%	3%	5%
Playing creatively / using imagination / not phones / screens	2	-	1	-	1	2	-	2	-	2	-	1	1	2
	*	-	*	-	*	*	-	*	-	*	-	*	*	*
Responding to faces / voices / stimuli / recognition to the world around them	6	-	1	1	3	5	-	4	1	5	1	4	1	7
	*	-	*	*	1%	*	-	*	1%	*	*	1%	*	1%
Sharing / taking turns	37	4	9	14	8	37	-	31	6	28	8	31	4	44
	3%	3%	3%	4%	2%	3%	-	3%	3%	3%	3%	4%	1%	4%
Other social skills	7	-	2	3	2	7	-	5	1	7	-	2	5	8
	1%	-	*	1%	1%	1%	-	*	1%	1%	-	*	2%	1%
Ability to communicate their needs / communicate with others	24	3	9	7	6	24	-	18	6	19	5	10	10	26
	2%	2%	3%	2%	2%	2%	-	2%	3%	2%	2%	1%	3%	2%
Asking questions / they want to learn	4	-	*	4	-	3	-	3	1	2	2	4	-	5
	*	-	*	1%	-	*	-	*	*	*	1%	1%	-	*
Body language / being able to communicate their needs physically / gesturing / waving	2	-	-	1	1	2	-	1	1	1	1	1	1	2
	*	-	-	*	*	*	-	*	*	*	*	*	*	*
Listening skills / hearing	3	-	1	1	*	3	-	3	1	2	1	3	-	5
	*	-	*	*	*	*	-	*	*	*	*	*	-	*
Talking / verbally communicating their needs / hold conversations	41	2	11	13	14	40	-	32	9	32	9	28	10	41
	3%	1%	3%	4%	4%	3%	-	3%	4%	4%	3%	4%	3%	3%
Talking about / communicating their emotions / feelings	24	4	12	4	4	24	-	22	2	20	4	16	8	26
	2%	3%	3%	1%	1%	2%	-	2%	1%	2%	1%	2%	2%	2%
Vocalising / babbling / attempting to talk / communicate	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other communication skills	3	-	-	1	2	3	-	-	3	1	2	2	1	2
	*	-	-	*	*	*	-	-	1%	*	1%	*	*	*
Control of emotions / not have tantrums / self soothing	25	1	5	8	9	25	-	22	3	19	7	20	5	22
	2%	1%	1%	2%	3%	2%	-	2%	2%	2%	2%	3%	1%	2%
Crying / communicating distress / discomfort / sadness	3	1	-	2	*	3	-	2	1	2	1	3	-	4
	*	1%	-	*	*	*	-	*	*	*	*	*	-	*
Emotional expression / being able to express emotions	21	-	5	7	8	21	-	17	5	16	5	19	2	27
	2%	-	2%	2%	2%	2%	-	2%	2%	2%	2%	2%	1%	2%
Facial expressions to express themselves	1	-	-	1	-	1	-	-	1	-	-	-	1	1
	*	-	-	*	-	*	-	-	1%	*	-	-	*	*

Looking for reassurance / support from parents / caregivers	1	-	-	1	-	1	-	1	-	1	-	1	-	1
Misbehaving / being annoying / pushing boundaries	4	-	2	-	2	4	-	2	2	4	-	4	-	3
Recognising / understanding emotions / feelings	12	-	2	4	6	12	-	10	1	10	2	9	2	9
Respond to being calmed / comforted / to not cry	2	-	-	-	2	2	-	2	-	2	-	2	*	3
Showing affection / love / tactile	5	-	-	3	2	5	-	5	-	5	-	4	1	6
Showing confidence / not shy	13	-	7	4	2	13	-	13	1	12	1	10	2	12
Smiling / laughter / being happy	27	1	14	8	5	27	-	27	1	24	3	18	5	29
Temper tantrums / signs of frustration	4	2	-	1	2	4	-	4	-	3	1	3	1	6
Trusting	1	-	-	1	-	1	-	1	-	1	-	1	-	1
Wariness of strangers	1	-	1	-	-	1	-	1	-	1	-	1	-	1
Other emotional skills	12	-	5	3	5	12	*	11	1	11	1	8	2	12
Ability to do things independently	3	1	1	-	1	3	-	3	-	3	-	3	-	4
Artistic skills / painting / singing / dancing	2	-	-	-	2	2	-	2	-	1	1	2	-	2
Cognitive skills (thinking / understanding / learning)	31	3	5	6	15	31	-	24	6	19	12	25	5	33
Being energetic / active	8	1	4	2	1	8	-	8	-	8	-	2	5	7
Exploring / showing signs of curiosity / inquisitive	17	3	5	3	5	17	-	16	1	14	2	13	2	16
Feeding / eating / drinking well	5	-	1	1	2	5	-	5	-	5	-	4	1	6
Hand co-ordination / being able to hold / grip things / clap	1	-	-	-	1	1	-	1	-	1	-	1	-	1
Health / well nourished / putting on weight / growth	7	1	*	-	6	7	-	6	1	6	1	5	2	6
Mobility (moving / crawling / sitting up / walking)	5	2	-	-	4	5	-	4	2	4	2	2	2	4
Reaching key development milestones	1	-	-	1	-	1	-	-	1	1	-	1	-	1
Reading / writing / counting skills	6	2	1	2	1	6	-	6	-	5	*	2	1	7
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	3	-	-	1	2	3	-	3	-	3	*	2	2	4
Sleeping well	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Touching / feeling items	2	-	-	1	1	2	-	2	-	1	1	2	-	2
Other general developments	15	-	1	6	8	15	-	14	1	11	4	10	5	18
None	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	2	1	1	-	2	1	3	-	2	2	2	2	4
No answer	13	3	1	5	4	13	-	10	3	9	4	5	6	14

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

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

8 Dec 2025  
 Table 164

Q5ED4. What signs or behaviours, if any, would you look for at to show a child is developing healthy social and emotional skills? For pre-schoolers (4-5 year old)

Base : All UK adults aged 16+

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125		30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	8	8	-	6	-	1	6	1	3	5	6	-	-	8	2	2	6	5	3	5
	1%	1%	-	1%	-	2%	1%	*	1%	1%	1%	-	-	1%	1%	2%	1%	2%	*	*
Being friendly	8	7	1	7	*	-	4	4	4	2	8	-	1	7	1	-	7	5	4	9
	1%	1%	1%	1%	1%	-	1%	1%	1%	*	1%	-	1%	1%	1%	-	1%	1%	4	4
Being kind / caring / helping others / showing empathy	36	32	5	33	-	4	18	18	18	18	31	2	5	31	2	1	34	10	27	41
	3%	3%	4%	3%	-	5%	3%	3%	3%	3%	3%	2%	3%	3%	2%	1%	3%	4%	3%	3%
Being patient	*	*	1%	*	1%	-	*	-	*	*	*	*	*	*	*	*	*	-	-	*
Being respectful	16	14	1	15	*	-	4	12	6	8	15	*	*	15	*	*	15	1	14	18
	1%	1%	1%	1%	1%	-	1%	2%	1%	2%	2%	*	*	2%	*	*	2%	1	2%	1%
Good behaviour / manners / polite / know right from wrong	18	17	1	16	2	-	11	7	13	4	15	2	2	16	2	-	16	4	14	22
	1%	2%	1%	1%	6%	-	2%	1%	2%	1%	2%	1%	1%	2%	2%	-	2%	1%	2%	2%
Interacting with parents / family / attachments to parents / caregivers	2	1	1	2	-	-	-	2	1	1	2	-	-	2	-	-	2	-	2	2
	*	*	1%	*	-	-	-	*	*	*	-	-	-	*	-	-	*	-	*	*
Interacting / social interaction / developing relationships with others (outside of family)	51	45	6	47	3	1	27	24	29	19	42	7	3	49	4	3	47	12	40	57
	4%	4%	4%	4%	11%	2%	4%	4%	5%	4%	4%	5%	2%	5%	3%	3%	5%	4%	4%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	45	40	5	43	1	1	30	15	24	19	42	2	7	38	4	1	41	9	36	49
	4%	4%	4%	4%	4%	1%	5%	3%	4%	4%	4%	1%	5%	4%	3%	1%	4%	3%	4%	4%
Imitations / mirroring behaviour	4	4	-	4	-	-	2	2	1	1	4	-	1	3	-	-	4	2	2	3
	*	*	-	*	-	-	*	*	*	*	-	-	1%	*	-	-	*	1%	*	*
Making eye contact / visual tracking	4	4	1	3	-	1	3	1	3	1	3	-	1	4	-	-	4	1	3	4
	*	*	1%	*	-	2%	*	*	1%	*	*	-	*	*	-	-	*	1%	*	*
Making friendships	37	30	7	36	-	1	21	16	17	20	33	3	7	30	7	4	29	10	27	41
	3%	3%	5%	3%	-	2%	3%	3%	3%	4%	3%	2%	5%	3%	5%	4%	3%	4%	3%	3%
Obedience / following instructions / rules	8	6	1	8	-	-	4	4	6	1	8	-	-	8	*	-	7	2	5	7
	1%	1%	1%	1%	-	-	1%	1%	1%	*	1%	-	-	1%	*	-	1%	1%	1%	1%
Playing / enjoying games / books / stories	49	45	4	44	2	4	22	28	26	20	43	2	7	41	7	4	42	10	40	58
	4%	4%	3%	4%	6%	5%	3%	5%	5%	4%	4%	1%	4%	3%	5%	5%	4%	4%	4%	5%
Playing creatively / using imagination / not phones / screens	2	2	-	1	6%	1	-	2	-	2	1	-	-	2	-	-	2	-	2	2
	*	*	-	*	-	1%	-	*	-	*	*	-	-	*	-	-	*	-	*	*
Responding to faces / voices / stimuli / recognition to the world around them	6	5	1	4	1	-	1	5	2	4	3	1	1	4	1	-	4	1	4	7
	*	*	*	*	3%	-	*	1%	*	1%	*	1%	*	1%	*	-	*	*	*	1%
Sharing / taking turns	37	32	4	28	3	5	22	15	14	21	28	2	7	28	4	2	33	7	30	44
	3%	3%	3%	3%	10%	8%	4%	3%	2%	4%	3%	1%	5%	3%	3%	3%	3%	3%	3%	4%
Other social skills	7	7	-	5	1	1	2	5	4	3	6	*	1	6	1	1	6	1	6	8
	1%	1%	-	*	3%	1%	2	5	4	3	1%	*	*	1%	1%	1%	1%	1	1%	1%
Ability to communicate their needs / communicate with others	24	20	5	23	1	-	10	14	11	12	20	3	2	21	2	1	22	9	15	26
	2%	2%	3%	2%	4%	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%
Asking questions / they want to learn	4	3	1	3	-	1	1	3	-	4	2	1	3	1	-	-	4	1	2	5
	*	*	*	*	-	2%	*	1%	-	1%	*	1%	2%	*	-	-	*	*	*	*
Body language / being able to communicate their needs physically / gesturing / waving	2	2	-	2	-	-	-	2	1	1	2	-	1	1	-	-	2	-	2	2
	*	*	-	*	-	-	-	*	*	*	-	-	1%	*	-	-	*	-	*	*
Listening skills / hearing	3	2	*	2	-	*	1	1	1	1	1	1	1	1	-	-	3	1	2	5
	*	*	*	*	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Talking / verbally communicating their needs / hold conversations	41	36	5	39	-	2	23	18	15	26	35	4	5	36	4	3	36	14	26	41
	3%	3%	3%	4%	-	3%	4%	3%	3%	5%	4%	3%	3%	4%	3%	4%	4%	5%	3%	3%
Talking about / communicating their emotions / feelings	24	20	4	21	-	3	15	9	12	12	19	2	3	21	6	3	17	10	14	26
	2%	2%	3%	2%	-	4%	2%	2%	2%	2%	2%	2%	2%	2%	4%	3%	2%	4%	2%	2%
Vocalising / babbling / attempting to talk / communicate	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other communication skills	3	3	-	3	-	-	-	3	-	3	3	-	-	3	-	-	3	-	3	2
	*	*	-	*	-	-	-	*	-	1%	*	-	-	*	-	-	*	-	*	*
Control of emotions / not have tantrums / self soothing	25	25	1	21	1	3	12	13	11	13	21	1	2	22	1	1	24	4	22	22
	2%	2%	1%	2%	4%	4%	2%	2%	2%	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%
Crying / communicating distress / discomfort / sadness	3	3	-	2	1	-	1	2	1	2	3	-	1	1	-	-	3	1	2	4
	*	*	-	*	2%	-	*	*	*	*	-	-	1%	*	-	-	*	*	*	*
Emotional expression / being able to express emotions	21	20	1	21	-	-	11	10	10	10	18	3	2	19	2	2	19	5	17	27
	2%	2%	1%	2%	-	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Facial expressions to express themselves	1	1	-	1	-	-	-	1	-	1	1	-	-	1	-	-	1	-	1	1
	*	*	-	*	-	-	-	*	-	*	*	-	-	*	-	-	*	-	*	*

Looking for reassurance / support from parents / caregivers	1	1	-	1	-	-	1	-	-	1	-	-	1	-	-	1	1	-	1	
Misbehaving / being annoying / pushing boundaries	4	4	-	4	-	-	1	3	2	2	4	-	-	4	-	-	4	1%	4	3
Recognising / understanding emotions / feelings	12	12	-	10	1	-	6	5	7	5	10	2	1	11	2	2	10	3	9	9
Respond to being calmed / comforted / to not cry	1%	1%	-	1%	5%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Showing affection / love / tactile	2	2	-	2	-	-	2	*	2	-	2	-	-	2	-	-	2	-	2	3
Showing confidence / not shy	5	5	-	5	-	-	2	3	3	2	5	-	-	5	-	-	5	-	5	6
Smiling / laughter / being happy	13	10	3	12	-	1	6	7	9	5	11	1	1	12	-	-	12	4	10	12
Temper tantrums / signs of frustration	27	24	4	26	-	2%	13	14	15	12	23	3	2	5	22	4	4	4	22	29
Trusting	2%	2%	3%	2%	-	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	4%	2%	2%	2%	2%
Wariness of strangers	4	3	1	4	1	-	2	2	3	2	4	-	-	4	-	-	4	1	4	6
Other emotional skills	1	1	-	1	-	-	1	1	1	1	-	-	1	-	-	1	-	1	1	1
Ability to do things independently	1	1	-	1	-	-	1	-	-	1	1	-	1	-	-	1	-	1	1	1
Artistic skills / painting / singing / dancing	12	11	1	10	1	1	8	4	7	6	10	1	-	12	-	-	12	5	8	12
Cognitive skills (thinking / understanding / learning)	1%	1%	1%	1%	4%	2%	1%	1%	1%	1%	1%	1%	-	1%	-	-	1%	2%	1%	1%
Being energetic / active	3	3	-	3	-	-	1	2	*	2	3	-	-	3	-	-	3	1	1	4
Exploring / showing signs of curiosity / inquisitive	2	2	-	2	-	-	1	1	1	-	2	-	-	2	-	-	2	1%	*	*
Feeding / eating / drinking well	31	25	5	29	-	2	11	20	15	13	24	5	5	24	3	2	27	4	27	33
Hand co-ordination / being able to hold / grip things / clap	3%	2%	4%	3%	-	3%	2%	3%	3%	2%	2%	3%	3%	2%	2%	2%	3%	1%	3%	3%
Health / well nourished / putting on weight / growth	8	5	3	7	1	-	5	3	5	3	6	2	-	8	2	2	6	2	6	7
Mobility (moving / crawling / sitting up / walking)	1%	*	2%	1%	3%	-	1%	*	1%	1%	1%	1%	-	1%	1%	2%	1%	1%	1%	1%
Reaching key development milestones	17	15	2	17	-	-	8	8	7	7	13	3	1	16	2	2	15	4	12	16
Reading / writing / counting skills	1%	1%	1%	2%	-	-	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	5	5	-	4	1	-	2	2	5	-	5	-	-	5	-	-	5	-	5	6
Sleeping well	1	1	-	1	-	-	1	1	1	-	1	-	-	1	-	-	1	-	1	1
Toilet training	7	7	-	7	-	-	2	5	7	-	6	1	1	6	1	1	6	1	6	6
Touching / feeling items	1%	1%	-	1%	-	-	*	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	*
Other general developments	5	4	2	4	1	-	5	2	3	4	2	-	-	5	-	-	5	2	4	4
None	1	1	-	1	-	-	1	-	1	1	-	-	1	-	-	1	-	1	1	1
Don't know	6	6	-	6	-	-	2	3	1	4	5	*	1	5	-	-	6	3	2	7
No answer	3	3	-	3	-	-	1	2	3	*	3	-	2	2	2	2	2	2	3	4
	*	*	-	*	-	-	*	*	*	*	*	-	1%	*	1%	2%	*	-	*	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2	2	-	2	-	-	1	1	-	1	1	1	1	1	-	-	2	1	1	2
	*	*	-	*	-	-	*	*	*	*	1%	*	*	*	-	-	*	*	*	*
	15	14	1	15	-	-	6	10	7	7	14	1	1	14	2	2	13	-	15	18
	1%	1%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	-	2%	1%
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	3	3	-	3	*	-	1	2	2	1	3	*	-	2	*	-	3	-	2	4
	*	*	-	*	1%	-	*	*	*	*	*	*	*	*	*	*	*	*	*	*
	13	13	-	13	-	-	6	6	8	5	11	2	1	12	2	1	10	2	11	14
	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

8 Dec 2025  
 Table 165

Q5D4. 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+

Knowledge of how employers offer support	Time spent with D-S	Time spent with children other than your own	IMD QUINTILE
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	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)
Unweighted total	1202	572	510	859	292	822	333	236	250	211	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Being able to be left with other people / not fearful of strangers / comfortable with other people	8	3	5	5	3	5	3	3	-	1	1	2	5
	1%	*	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	*
Being friendly	8	3	5	4	4	4	4	4	2	-	1	1	9
	1%	1%	1%	*	1%	*	1%	1%	1%	-	*	*	1%
Being kind / caring / helping others / showing empathy	36	16	18	25	12	22	14	15	3	7	6	6	41
	3%	3%	3%	3%	4%	3%	4%	5%	1%	4%	3%	4%	3%
Being patient	1	*	1	*	1	*	1	*	-	-	-	-	2
	*	*	*	*	*	*	*	*	-	-	-	-	*
Being respectful	16	11	4	12	3	14	1	2	5	3	5	1	18
	1%	2%	1%	1%	1%	2%	*	1%	2%	1%	2%	1%	1%
Good behaviour / manners / polite / know right from wrong	18	12	3	17	1	14	4	7	2	3	3	1	22
	1%	2%	1%	2%	*	2%	1%	2%	1%	2%	1%	1%	2%
Interacting with parents / family / attachments to parents / caregivers	2	-	1	2	-	1	1	-	1	-	-	1	2
	*	-	*	*	-	*	*	-	1%	-	-	1%	*
Interacting / social interaction / developing relationships with others (outside of family)	51	30	18	33	18	33	19	13	13	7	9	4	57
	4%	5%	3%	4%	6%	4%	5%	4%	5%	3%	4%	3%	5%
Interacting / social interaction / developing relationships with other babies / children / peers	45	13	24	35	10	27	18	7	6	10	8	11	49
	4%	2%	5%	4%	3%	3%	5%	3%	3%	5%	3%	7%	4%
Imitations / mirroring behaviour	4	1	3	2	2	1	3	3	-	1	-	-	3
	*	*	*	*	1%	*	1%	1%	-	*	-	-	*
Making eye contact / visual tracking	4	3	1	2	3	3	1	1	-	1	1	1	4
	*	1%	*	*	1%	*	*	*	-	1%	*	1%	*
Making friendships	37	13	18	23	15	21	16	13	8	3	7	5	41
	3%	2%	3%	3%	5%	3%	4%	5%	3%	1%	3%	3%	3%
Obedience / following instructions / rules	8	4	2	8	-	7	1	1	-	1	4	-	7
	1%	1%	*	1%	-	1%	*	*	-	*	2%	-	1%
Playing / enjoying games / books / stories	49	20	20	35	15	31	19	12	9	12	10	3	58
	4%	4%	4%	4%	5%	4%	5%	4%	3%	6%	4%	2%	5%
Playing creatively / using imagination / not phones / screens	2	1	-	1	1	1	1	-	-	-	1	1	2
	*	*	-	*	*	*	*	-	-	-	*	1%	*
Responding to faces / voices / stimuli / recognition to the world around them	6	5	1	4	1	3	2	2	1	-	2	-	7
	*	1%	*	*	*	*	1%	1%	*	-	1%	-	1%
Sharing / taking turns	37	14	18	26	11	23	14	10	3	6	10	4	44
	3%	2%	3%	3%	4%	3%	4%	4%	1%	3%	4%	3%	4%
Other social skills	7	5	1	6	1	5	2	*	2	1	4	-	8
	1%	1%	*	1%	*	1%	1%	*	1%	*	2%	-	1%
Ability to communicate their needs / communicate with others	24	9	16	16	9	15	9	6	4	5	5	4	26
	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%
Asking questions / they want to learn	4	1	3	3	1	2	2	2	1	1	-	-	5
	*	*	1%	*	*	*	*	1%	*	*	-	-	*
Body language / being able to communicate their needs physically / gesturing / waving	2	1	1	2	-	1	1	-	-	1	1	-	2
	*	*	*	*	-	*	*	-	-	*	*	-	*
Listening skills / hearing	3	2	1	2	*	1	1	*	-	2	1	-	5
	*	*	*	*	*	*	*	*	-	1%	*	-	*
Talking / verbally communicating their needs / hold conversations	41	16	23	35	6	29	11	6	8	6	7	13	41
	3%	3%	4%	4%	2%	4%	3%	2%	3%	3%	3%	9%	3%
Talking about / communicating their emotions / feelings	24	5	15	18	6	17	8	7	7	4	3	4	26
	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	1%	3%	2%
Vocalising / babbling / attempting to talk / communicate	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
Other communication skills	3	1	2	1	2	-	3	-	-	-	3	-	2
	*	*	*	*	1%	-	1%	-	-	-	1%	-	*
Control of emotions / not have tantrums / self soothing	25	9	13	19	6	15	10	8	5	2	6	4	22
	2%	2%	2%	2%	2%	2%	3%	3%	2%	1%	3%	2%	2%
Crying / communicating distress / discomfort / sadness	3	2	1	2	1	2	1	1	-	1	2	-	4
	*	*	*	*	*	*	*	1%	-	*	*	-	*
Emotional expression / being able to express emotions	21	10	9	16	6	13	8	5	2	2	3	7	27
	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	4%	2%
Facial expressions to express themselves	1	1	-	1	-	-	1	-	-	-	1	-	1
	*	*	-	*	-	-	*	-	-	-	*	-	*

Looking for reassurance / support from parents / caregivers	1	1	-	1	-	1	-	-	1	-	-	-	1
* * - * - * - 1% - - - *													
Misbehaving / being annoying / pushing boundaries	4	3	1	3	1	3	1	-	2	-	2	-	3
* 1% * * * * * 1% - 1% - *													
Recognising / understanding emotions / feelings	12	5	7	12	-	10	2	-	3	-	6	3	9
1% 1% 1% 1% - 1% 1% - 1% - 2% 2% 1%													
Respond to being calmed / comforted / to not cry	2	2	-	2	-	2	-	-	2	*	*	*	3
* * - * - * - 1% * * *													
Showing affection / love / tactile	5	3	2	4	1	4	1	1	2	-	*	2	6
* 1% * * * * * 1% - * 1% - *													
Showing confidence / not shy	13	5	6	9	5	12	2	3	2	2	4	1	12
1% 1% 1% 1% 1% 1% * 1% 1% 1% 2% 1% 1%													
Smiling / laughter / being happy	27	8	15	18	9	19	9	2	6	7	4	29	29
2% 1% 3% 2% 3% 2% 2% 3% 1% 3% 3% 3% 2%													
Temper tantrums / signs of frustration	4	3	1	4	1	4	-	1	-	*	*	*	6
* 1% * * * 1% - 1% - * * *													
Trusting	1	-	1	1	-	1	-	-	1	-	-	-	1
* - * - * - * - - * - - *													
Wariness of strangers	1	1	-	1	-	1	-	-	1	-	-	-	1
* * - * - * - - - * - - *													
Other emotional skills	12	8	3	11	1	11	1	3	2	5	1	1	12
1% 1% 1% 1% * 1% * 1% 1% 3% * 1% 1%													
Ability to do things independently	3	2	*	2	1	3	-	1	*	-	-	2	4
* * * * * - - - 1% *													
Artistic skills / painting / singing / dancing	2	1	1	2	-	1	1	-	1	-	1	2	2
* * * * * - * - - * - * *													
Cognitive skills (thinking / understanding / learning)	31	17	11	21	10	19	11	7	9	4	6	2	33
3% 3% 2% 2% 3% 2% 3% 3% 4% 2% 3% 1% 3%													
Being energetic / active	8	3	3	6	1	7	1	3	2	-	3	-	7
1% * 1% * 1% * 1% * 1% * 1% 1% - 1% - 1%													
Exploring / showing signs of curiosity / inquisitive	17	6	9	14	3	12	5	2	4	3	2	16	16
1% 1% 2% 2% 1% 2% 1% 2% 1% 2% 1% 1% 1%													
Feeding / eating / drinking well	5	4	1	4	1	3	2	-	*	-	4	1	6
* 1% * * * * 1% * 1% - * - 2% 1% *													
Hand co-ordination / being able to hold / grip things / clap	1	1	-	-	1	-	1	-	-	1	-	-	1
* * - * - * - - * - - * - - *													
Health / well nourished / putting on weight / growth	7	5	3	5	3	3	4	3	-	4	*	*	6
1% 1% * * 1% 1% * 1% 1% - 2% * *													
Mobility (moving / crawling / sitting up / walking)	5	1	4	5	-	4	2	3	-	2	-	-	4
* * 1% 1% - * * 1% - - 1% - 1% - *													
Reaching key development milestones	1	-	1	1	-	-	1	-	-	1	-	-	1
* - * * - - - * - - 1% - - *													
Reading / writing / counting skills	6	3	2	6	-	4	1	2	*	1	-	2	7
* 1% * 1% * 1% * 1% * 1% * 1% * 1% 1% 1%													
Self care (dressing / washing hands / cleaning / feeding themselves etc.)	3	3	-	3	*	3	*	*	2	-	-	1	4
* 1% - * * * * * 1% - - 1% *													
Sleeping well	-	-	-	-	-	-	-	-	1%	-	-	1%	-
- - - - - - - - - - - - - - -													
Toilet training	-	-	-	-	-	-	-	-	-	-	-	-	-
- - - - - - - - - - - - - - -													
Touching / feeling items	2	-	2	1	1	-	2	-	1	-	-	1	2
* - * * * - - - * - - - 1 - *													
Other general developments	15	10	4	12	3	11	4	2	2	4	5	2	18
1% 2% 1% 1% 1% 1% 1% 1% 1% 2% 2% 1% 1%													
None	-	-	-	-	-	-	-	-	-	-	-	-	-
- - - - - - - - - - - - - - -													
Don't know	3	3	-	2	1	3	-	2	-	1	-	1	4
* 1% - * * * * 1% - * - * *													
No answer	13	7	6	12	1	10	3	1	1	5	1	3	14
1% 1% 1% 1% 1% 1% 1% 1% * * 2% 1% 2%													

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* 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	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007
Strongly agree	534	219	566	274	206
Tend to agree	44%	18%	47%	23%	17%
Neither agree nor disagree	465	262	435	279	293
Tend to disagree	39%	22%	36%	23%	24%
Strongly disagree	133	235	152	230	201
Don't know	11%	20%	13%	19%	17%
Top 2: Agree	41	286	32	240	268
Bottom 2: Disagree	3%	24%	3%	20%	22%
Net difference	16	190	9	170	224
	1%	16%	1%	14%	19%
	12	11	8	12	11
	1%	1%	1%	1%	1%
	999	481	1001	550	499
	83%	40%	83%	46%	42%
	58	475	421	410	481
	5%	40%	3%	34%	41%
	941	6	960	140	8
	78%	*	80%	12%	1%

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Table 167

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	417	83	83	883	312	34	76	180	22	255	550	675	202
Weighted total	1202	598	603	595	516	91*	852	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	534	280	254	295	203	36	427	104	31	38	29	6	116	230	327	560
	44%	47%	42%	50%	39%	40%	45%	44%	52%	35%	62%	25%	44%	43%	49%	47%
Tend to agree	465	234	230	194	233	38	366	93	19	45	15	14	112	210	235	449
	39%	39%	38%	33%	45%	42%	38%	39%	32%	42%	31%	60%	42%	39%	35%	37%
Neither agree nor disagree	133	58	75	63	59	11	99	32	8	18	2	3	20	63	75	122
	11%	10%	13%	11%	11%	12%	10%	13%	14%	17%	5%	13%	8%	12%	11%	10%
Tend to disagree	41	16	25	24	13	4	34	8	1	5	1	1	7	21	14	43
	3%	3%	4%	4%	3%	4%	4%	3%	2%	5%	1%	2%	3%	4%	2%	4%
Strongly disagree	16	6	10	4	1	1	15	2	1	1	**	-	4	10	7	17
	1%	1%	2%	2%	1%	1%	2%	1%	-	1%	1%	-	1%	2%	1%	1%
Don't know	12	5	7	8	3	1	12	-	-	-	-	-	3	7	6	11
	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	-	1%	1%	1%	1%
Top 2: Agree	999	514	485	489	436	74	793	197	50	83	44	20	228	440	562	1009
	83%	86%	80%	82%	84%	81%	83%	83%	84%	77%	92%	85%	87%	82%	85%	84%
Bottom 2: Disagree	58	22	36	35	18	5	48	9	1	6	1	1	11	31	21	60
	5%	4%	6%	6%	3%	5%	5%	4%	2%	6%	2%	2%	4%	6%	3%	5%
Net difference	941	492	449	454	418	70	745	188	48	77	43	20	217	409	541	949
	78%	82%	74%	76%	81%	76%	78%	79%	81%	72%	90%	82%	82%	76%	81%	79%

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

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8 Dec 2025  
Table 168

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	309	374	1202
Strongly agree	534	383	151	387	147	127	204	136	67	443	64	72	123	201	560
	44%	46%	41%	48%	38%	46%	46%	44%	39%	45%	44%	44%	36%	46%	47%
Tend to agree	465	321	144	298	167	109	173	108	75	370	63	72	145	162	449
	39%	39%	39%	37%	43%	39%	39%	39%	44%	38%	43%	44%	42%	37%	37%
Neither agree nor disagree	133	82	51	87	46	30	46	41	17	112	11	10	46	54	122
	11%	10%	14%	11%	12%	11%	10%	13%	10%	11%	7%	6%	13%	12%	10%
Tend to disagree	41	29	12	24	17	6	14	11	10	32	6	7	19	13	43
	3%	4%	3%	3%	4%	2%	3%	3%	6%	3%	4%	5%	6%	3%	4%
Strongly disagree	16	12	4	8	9	3	6	6	1	15	-	2	6	5	17
	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	-	1%	2%	1%	1%
Don't know	12	3	10	6	6	1	5	4	1	7	3	1	4	3	11
	1%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%

Top 2: Agree	999 83%	704 85%	295 79%	686 85%	313 80%	236 85%	377 84%	244 80%	142 83%	813 83%	127 86%	144 88%	268 78%	363 83%	1009 84%
Bottom 2: Disagree	58 5%	42 5%	16 4%	32 4%	26 7%	9 3%	20 4%	17 5%	12 7%	47 5%	6 4%	9 6%	26 7%	17 4%	60 5%
Net difference	941 78%	663 80%	279 75%	654 81%	288 73%	226 82%	357 80%	227 74%	130 76%	765 78%	121 82%	134 82%	242 71%	346 83%	949 79%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 169

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £34,999 (c)	£35,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	103	292	277	295	972	25	825	173	722	255	637	212	1007
Strongly agree	534 44%	50 43%	128 36%	135 40%	206 59%	527 45%	7 27%	481 49%	52 25%	464 53%	70 22%	364 48%	129 41%	560 47%
Tend to agree	465 39%	35 30%	157 44%	164 48%	95 27%	458 39%	6 23%	367 37%	98 47%	311 36%	152 47%	285 38%	137 44%	449 37%
Neither agree nor disagree	133 11%	24 21%	47 13%	27 8%	29 8%	126 11%	4 17%	93 9%	36 17%	67 8%	63 20%	63 8%	33 11%	122 10%
Tend to disagree	41 3%	5 4%	14 4%	11 3%	11 3%	35 3%	7 26%	26 3%	15 7%	25 2%	17 8%	30 4%	7 2%	43 4%
Strongly disagree	16 1%	- -	4 1%	1 *	8 2%	15 1%	1 4%	12 1%	4 2%	9 1%	7 2%	10 1%	6 2%	17 1%
Don't know	12 1%	3 2%	5 1%	2 *	1 *	10 1%	1 4%	5 1%	2 1%	3 *	4 1%	5 1%	1 *	11 1%
Top 2: Agree	999 83%	86 73%	285 80%	299 88%	301 86%	986 84%	13 49%	847 86%	150 72%	776 89%	221 69%	649 86%	266 85%	1009 84%
Bottom 2: Disagree	58 5%	5 4%	18 5%	12 4%	19 6%	50 4%	8 30%	38 4%	19 9%	32 3%	32 10%	39 5%	13 4%	60 5%
Net difference	941 78%	80 68%	267 75%	286 84%	282 80%	936 80%	5 19%	810 82%	132 63%	751 86%	190 59%	610 81%	253 81%	949 79%

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

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 Table 170

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

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

	TOTAL (a)	Children at school or childcare (0-5)		Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5- 18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	141	1053	31	71	686	536	813	486	975	144	157	1002	181	92	1015	289	916	1202
Weighted total	1202	1061	141	1095	11**	71*	623	579	825	565	972	147	153	1004	141	92*	1015	264	940	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	133	844	122	81	844	222	751	1007
Strongly agree	534 44%	477 45%	57 40%	498 45%	13 41%	21 30%	259 42%	275 47%	292 52%	205 38%	453 47%	56 38%	73 48%	452 44%	73 53%	48 38%	444 44%	97 37%	426 47%	560 47%
Tend to agree	465 39%	408 38%	57 40%	416 38%	13 40%	34 47%	239 38%	226 39%	193 34%	237 44%	367 38%	62 42%	50 33%	395 39%	41 29%	29 32%	408 40%	129 49%	324 36%	449 37%
Neither agree nor disagree	133 11%	114 11%	19 13%	120 11%	3 8%	11 15%	75 12%	58 10%	46 8%	65 12%	98 10%	22 15%	24 16%	102 10%	20 15%	10 10%	105 10%	27 10%	103 11%	122 10%
Tend to disagree	41 3%	34 3%	7 5%	38 3%	1 2%	3 4%	29 5%	13 2%	20 4%	18 3%	32 3%	5 3%	3 2%	31 3%	3 2%	2 3%	33 3%	7 3%	28 3%	43 4%
Strongly disagree	16 1%	15 1%	1 1%	14 1%	1 4%	1 1%	10 2%	6 1%	7 1%	8 2%	13 1%	2 1%	2 1%	13 1%	2 1%	2 1%	14 1%	3 1%	3 1%	17 1%
Don't know	12 1%	11 1%	1 1%	9 1%	1 4%	1 2%	11 2%	1 *	11 *	3 1%	3 1%	- -	1 1%	10 1%	1 1%	1 1%	11 1%	1 *	9 1%	11 1%
Top 2: Agree	999	885	114	915	25	55	498	501	485	442	820	118	123	847	114	78	852	227	750	1009

	83%	83%	80%	84%	82%	77%	80%	87%	86%	82%	84%	80%	80%	84%	81%	85%	84%	86%	83%	84%
Bottom 2: Disagree	58 5%	50 5%	8 6%	51 5%	2 6%	4 5%	39 6%	19 3%	28 5%	27 5%	45 6%	7 4%	5 3%	45 4%	5 3%	4 4%	47 5%	10 4%	41 5%	60 5%
Net difference	941 78%	836 79%	106 75%	864 79%	24 75%	51 72%	459 74%	483 83%	458 81%	416 78%	775 80%	112 76%	118 77%	802 80%	109 78%	74 81%	805 79%	217 82%	709 79%	949 79%

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

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 Table 171

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Strongly agree	534 44%	319 57%	176 33%	412 47%	120 39%	376 47%	153 40%	149 53%	115 46%	90 44%	94 40%	58 39%	560 47%
Tend to agree	465 39%	182 32%	252 47%	336 38%	124 40%	298 37%	162 42%	93 33%	90 36%	85 41%	96 41%	69 46%	449 37%
Neither agree nor disagree	133 11%	41 7%	74 14%	86 10%	46 15%	87 11%	44 11%	31 11%	28 11%	19 9%	32 13%	14 9%	122 10%
Tend to disagree	41 3%	10 2%	25 5%	31 4%	9 3%	28 3%	13 3%	6 2%	12 5%	9 4%	6 3%	6 4%	43 4%
Strongly disagree	16 1%	5 1%	9 2%	12 1%	4 1%	9 1%	8 2%	3 1%	4 1%	1 1%	5 2%	2 2%	17 1%
Don't know	12 1%	4 1%	5 1%	7 1%	4 1%	8 1%	3 1%	4 1%	2 1%	2 1%	2 1%	2 1%	11 1%
Top 2: Agree	999 83%	501 89%	429 79%	748 85%	244 79%	674 84%	315 82%	241 85%	206 82%	175 85%	190 81%	127 84%	1009 84%
Bottom 2: Disagree	58 5%	15 3%	34 6%	44 5%	13 4%	37 5%	20 5%	10 3%	15 6%	10 5%	11 5%	8 5%	60 5%
Net difference	941 78%	485 87%	395 73%	705 80%	231 75%	638 79%	295 77%	232 82%	191 76%	165 80%	179 76%	119 79%	949 79%

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

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 Table 172

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

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

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	332	34	76	180	22	255	883	675	1202
Weighted total	1202	598	516	595	517	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	503	360	76	831	283	32	73	162	20	217	454	564	1007
Strongly agree	219 18%	135 23%	83 14%	176 21%	80 15%	13 14%	176 18%	41 17%	5 9%	23 22%	10 21%	3 11%	46 17%	98 18%	132 20%	224 19%
Tend to agree	262 22%	136 23%	125 21%	132 22%	112 22%	18 20%	212 22%	46 19%	15 26%	18 17%	9 18%	4 15%	45 17%	93 17%	171 26%	256 21%
Neither agree nor disagree	235 20%	110 18%	124 21%	105 18%	117 23%	13 14%	176 18%	55 23%	9 14%	32 30%	7 16%	7 31%	56 21%	110 20%	121 18%	223 19%
Tend to disagree	286 24%	133 22%	152 25%	129 22%	127 25%	30 33%	225 24%	57 24%	15 25%	24 23%	10 22%	8 32%	69 26%	146 27%	128 19%	287 24%
Strongly disagree	190 16%	81 13%	109 18%	96 16%	77 15%	17 18%	152 16%	37 16%	15 26%	9 8%	11 23%	2 9%	46 17%	88 16%	107 16%	201 17%
Don't know	11 1%	3 1%	8 1%	7 1%	4 1%	-	11 1%	1 1%	-	-	-	1 2%	1 1%	6 1%	6 1%	11 1%
Top 2: Agree	481 40%	271 45%	209 35%	258 43%	191 37%	32 35%	388 41%	87 37%	20 34%	42 39%	19 40%	6 26%	91 35%	191 35%	303 46%	480 40%
Bottom 2: Disagree	475 40%	214 36%	261 43%	224 38%	204 40%	47 51%	377 40%	95 40%	30 51%	33 31%	21 45%	10 41%	115 44%	233 43%	235 35%	488 41%

Net difference	6	57	-53	33	-13	-15	10	-7	-10	9	-2	-4	-24	-42	68	-8
	*	10%	-9%	6%	-3%	-16%	1%	-3%	-17%	8%	-5%	-15%	-9%	-8%	10%	-1%

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

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

8 Dec 2025  
 Table 173

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	855	353	242	465	252	243	619	155	157	337	433	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Strongly agree	219	172	47	161	58	50	90	57	22	184	26	28	52	83	224
18%	18%	21%	13%	20%	15%	18%	20%	19%	13%	19%	17%	17%	15%	19%	19%
262	196	66	178	84	59	114	48	40	217	28	30	59	127	256	
22%	24%	18%	22%	22%	21%	26%	16%	23%	22%	19%	19%	17%	29%	21%	
Neither agree nor disagree	235	153	81	147	88	53	70	81	31	184	34	32	76	79	
20%	18%	22%	18%	22%	19%	16%	27%	18%	19%	23%	19%	22%	18%	19%	
Tend to disagree	286	185	100	182	104	68	105	65	48	228	39	44	103	84	
24%	22%	27%	22%	27%	24%	24%	21%	28%	23%	26%	27%	30%	19%	24%	
Strongly disagree	190	121	69	134	55	46	64	50	30	158	19	28	50	61	
16%	15%	19%	17%	14%	17%	14%	16%	18%	16%	13%	17%	15%	14%	17%	
Don't know	11	3	8	9	2	1	4	5	1	8	2	1	4	4	
1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	
Top 2: Agree	481	368	113	339	142	109	204	105	62	401	54	59	111	210	
40%	44%	30%	42%	36%	40%	46%	34%	36%	41%	36%	36%	32%	48%	40%	
Bottom 2: Disagree	475	306	169	316	159	113	169	115	78	386	58	72	152	145	
40%	37%	46%	39%	41%	41%	38%	38%	45%	39%	39%	44%	44%	33%	41%	
Net difference	6	62	-57	23	-17	-4	35	-10	-16	16	-4	-14	-42	65	
	*	7%	-15%	3%	-4%	-2%	8%	-3%	-9%	2%	-3%	-8%	-12%	13%	

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

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

8 Dec 2025  
 Table 174

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	671	320	756	313	1202
Effective base	1007	103	292	272	290	976	25	825	173	712	255	637	262	1007
Strongly agree	219	19	54	56	87	215	4	197	19	182	34	146	61	224
18%	17%	15%	17%	25%	18%	14%	20%	9%	21%	11%	19%	19%	19%	19%
262	21	78	74	84	254	7	204	56	183	78	163	80	256	
22%	18%	22%	22%	24%	22%	27%	21%	27%	21%	25%	22%	26%	21%	
Neither agree nor disagree	235	36	86	58	43	223	9	169	64	129	101	117	85	223
20%	31%	24%	17%	12%	19%	34%	17%	31%	15%	31%	15%	21%	19%	
Tend to disagree	286	27	78	98	66	281	5	237	48	201	83	192	63	287
24%	23%	22%	29%	19%	24%	20%	24%	23%	23%	26%	25%	20%	24%	
Strongly disagree	190	11	52	51	69	188	1	173	17	171	19	133	43	201
16%	9%	15%	15%	20%	16%	5%	18%	8%	20%	6%	18%	14%	17%	
Don't know	11	3	6	2	-	11	-	4	5	3	4	5	1	11
1%	2%	2%	*	-	1%	-	*	2%	*	1%	1%	*	1%	
Top 2: Agree	481	40	132	130	172	469	11	400	74	366	113	309	141	480
40%	34%	37%	38%	49%	40%	41%	41%	36%	42%	35%	41%	41%	45%	
Bottom 2: Disagree	475	38	131	149	136	469	6	410	65	372	102	325	106	488
40%	33%	37%	44%	39%	40%	25%	42%	31%	43%	32%	43%	34%	41%	
Net difference	6	2	1	-19	36	1	4	-10	10	6	10	-15	36	
	*	2%	*	-6%	10%	*	17%	-1%	5%	-1%	3%	-2%	11%	

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

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

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

8 Dec 2025  
Table 175

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	4060	1442	1053	34	71	646	556	813	486	976	144	157	1002	141	52	1015	249	316	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Strongly agree	219	202	17	210	1	7	113	106	129	77	176	35	26	185	33	25	178	38	171	224
	18%	19%	12%	19%	3%	10%	18%	18%	23%	14%	18%	24%	17%	18%	24%	27%	18%	14%	19%	19%
Tend to agree	262	244	18	236	11	14	130	132	127	104	217	30	27	220	26	18	219	51	200	256
	22%	23%	13%	22%	34%	19%	21%	23%	23%	19%	22%	20%	18%	22%	18%	20%	22%	19%	22%	21%
Neither agree nor disagree	235	204	31	214	2	18	134	101	99	111	183	32	30	193	31	17	195	65	161	223
	20%	19%	22%	20%	6%	25%	21%	17%	17%	21%	19%	22%	20%	19%	22%	18%	19%	25%	18%	19%
Tend to disagree	286	236	50	250	12	23	153	132	115	152	224	34	39	242	29	15	250	73	211	287
	24%	22%	35%	23%	39%	33%	25%	23%	23%	28%	23%	23%	25%	24%	21%	17%	25%	28%	23%	24%
Strongly disagree	190	165	25	175	4	9	82	107	90	87	164	15	31	154	21	17	162	37	150	201
	16%	16%	18%	16%	14%	12%	13%	19%	16%	16%	17%	10%	20%	15%	15%	18%	16%	14%	17%	17%
Don't know	11	10	2	9	1	1	10	1	4	5	9	1	1	10	-	-	11	-	9	11
	1%	1%	1%	1%	4%	1%	2%	1%	1%	1%	1%	*	*	1%	-	-	1%	-	1%	1%
Top 2: Agree	481	446	34	446	12	21	243	238	257	181	393	65	53	405	59	43	398	89	371	480
	40%	42%	24%	41%	38%	29%	39%	41%	45%	34%	40%	44%	35%	40%	42%	47%	39%	34%	41%	40%
Bottom 2: Disagree	475	401	74	426	16	32	236	240	205	239	388	49	70	396	50	32	412	110	361	488
	40%	38%	53%	39%	53%	45%	38%	41%	36%	45%	40%	33%	45%	39%	36%	35%	41%	42%	40%	41%
Net difference	6	45	-40	21	-5	-11	7	-2	51	-57	5	17	-16	9	9	11	-14	-21	10	-8
	*	4%	-28%	2%	-15%	-16%	1%	-2	6%	-11%	1%	11%	-1%	1%	6%	12%	-1%	-8%	1%	-1%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 176

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

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

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	592	510	899	292	873	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	294	623	312	236	209	177	193	131	1007
Strongly agree	219	162	54	179	39	169	48	62	54	37	37	20	224
	18%	29%	10%	20%	13%	21%	12%	22%	21%	18%	16%	13%	19%
Tend to agree	262	128	117	200	60	180	80	54	59	53	50	28	256
	22%	23%	22%	23%	20%	22%	21%	19%	24%	26%	21%	19%	23%
Neither agree nor disagree	235	80	127	155	78	146	86	52	48	34	53	30	223
	20%	14%	23%	17%	25%	18%	23%	18%	19%	16%	23%	20%	19%
Tend to disagree	286	99	155	205	79	182	101	67	43	49	62	45	287
	24%	18%	29%	23%	26%	23%	26%	24%	17%	24%	27%	30%	24%
Strongly disagree	190	92	82	143	46	125	63	47	46	30	29	24	201
	16%	16%	15%	16%	15%	16%	16%	17%	18%	15%	12%	16%	17%
Don't know	11	1	7	4	4	4	5	-	1	3	4	2	11
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	2%	1%
Top 2: Agree	481	290	171	378	99	349	128	116	113	90	86	49	480
	40%	52%	32%	43%	32%	43%	33%	41%	45%	44%	37%	32%	40%
Bottom 2: Disagree	475	190	237	347	125	307	163	115	88	79	92	69	488
	40%	34%	44%	39%	41%	38%	43%	40%	35%	38%	39%	46%	41%
Net difference	6	99	-66	31	-26	41	-36	2	25	11	-5	-21	-8
	*	18%	-12%	4%	-8%	5%	-9%	1%	10%	5%	-2%	-14%	-1%

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

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	852	238	60*	107*	48	24**	213	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Strongly agree	566	291	275	291	232	43	448	115	33	38	29	15	115	257	327	589
	47%	49%	46%	49%	45%	47%	47%	48%	56%	36%	60%	64%	44%	48%	49%	49%
Tend to agree	435	220	214	193	210	32	339	91	16	54	16	6	94	197	232	420
	36%	37%	36%	32%	41%	35%	36%	38%	27%	50%	33%	24%	36%	36%	35%	35%
Neither agree nor disagree	152	66	86	80	59	13	120	27	10	13	2	2	43	57	86	144
	13%	11%	14%	13%	11%	14%	13%	11%	17%	12%	5%	7%	16%	11%	13%	12%
Tend to disagree	32	17	15	19	10	4	27	5	-	3	1	1	7	19	12	31
	3%	3%	3%	3%	2%	4%	3%	2%	-	3%	2%	5%	3%	3%	2%	3%
Strongly disagree	9	3	6	6	3	-	9	*	-	-	*	-	3	5	2	10
	1%	*	1%	1%	1%	-	1%	*	-	-	*	-	1%	1%	*	1%
Don't know	8	3	5	7	2	-	8	-	-	-	-	-	1	5	5	8
	1%	1%	1%	1%	*	-	1%	-	-	-	-	-	*	1%	1%	1%
Top 2: Agree	1001	510	490	484	442	75	787	206	49	92	44	21	209	454	559	1009
	83%	85%	81%	81%	86%	82%	83%	87%	83%	86%	93%	89%	80%	84%	84%	84%
Bottom 2: Disagree	41	20	22	25	13	4	36	5	-	3	1	1	10	24	14	41
	3%	3%	4%	4%	3%	4%	4%	2%	-	3%	2%	5%	4%	4%	2%	3%
Net difference	960	491	468	459	429	71	751	201	49	89	43	20	200	430	544	968
	80%	82%	78%	77%	83%	78%	79%	85%	83%	83%	91%	84%	76%	80%	82%	81%

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

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	812	120	136	260	311	1007
Strongly agree	566	411	155	407	159	138	211	135	82	462	78	69	153	213	589
	47%	49%	42%	50%	41%	50%	47%	44%	48%	47%	53%	42%	45%	49%	49%
Tend to agree	435	208	137	283	152	98	160	115	62	361	43	61	132	156	420
	36%	36%	37%	35%	39%	36%	36%	37%	36%	37%	29%	37%	38%	36%	35%
Neither agree nor disagree	152	96	56	92	59	28	63	39	22	116	20	26	35	58	144
	13%	12%	15%	11%	15%	10%	14%	13%	13%	12%	14%	16%	10%	13%	12%
Tend to disagree	32	21	11	18	14	7	11	11	4	27	5	4	15	7	31
	3%	2%	3%	2%	3%	2%	2%	4%	2%	3%	3%	3%	4%	2%	3%
Strongly disagree	9	5	4	5	4	5	1	1	2	8	-	3	4	1	10
	1%	1%	1%	1%	1%	2%	*	*	1%	1%	-	2%	1%	*	1%
Don't know	8	1	8	5	3	2	1	5	1	5	2	-	3	3	8
	1%	*	2%	1%	1%	1%	*	2%	*	1%	1%	-	1%	1%	1%
Top 2: Agree	1001	709	292	690	311	236	371	250	144	823	121	130	285	369	1009
	83%	85%	79%	85%	79%	85%	83%	82%	84%	84%	82%	79%	83%	84%	84%
Bottom 2: Disagree	41	26	16	23	18	11	12	12	6	35	5	7	20	7	41
	3%	3%	4%	3%	5%	4%	3%	4%	3%	4%	3%	4%	6%	2%	3%
Net difference	960	683	277	666	293	225	359	238	138	787	116	123	266	362	968
	80%	82%	74%	82%	75%	81%	80%	78%	80%	80%	79%	75%	78%	83%	81%

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

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	119	355	339	350	1171	26**	983	208	874	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	835	173	742	256	637	262	1007
Strongly agree	566	47	138	159	211	562	5	513	51	490	76	390	134	589
47%	40%	39%	47%	60%	60%	48%	18%	52%	25%	56%	24%	52%	43%	49%
cdk				abcd				ai		ak		m		
Tend to agree	435	45	143	128	103	425	9	352	81	290	144	267	122	420
36%	38%	40%	38%	29%	36%	33%		36%	39%	33%	45%	35%	39%	35%
e			e	e						ai				
Neither agree nor disagree	152	18	57	40	25	141	9	92	56	71	74	74	44	144
13%	16%	16%	12%	7%	12%	12%	34%	9%	27%	8%	23%	10%	14%	12%
e			e	e				ah						
Tend to disagree	32	2	11	10	9	29	2	17	15	11	21	17	8	31
3%	2%	3%	3%	3%	2%	8%		2%	7%	1%	6%	2%	3%	3%
								ah			aj			
Strongly disagree	9	2	3	1	2	7	2	6	2	7	2	4	4	10
1%	2%	1%	*	1%	1%	6%		1%	1%	1%	1%	1%	1%	1%
Don't know	8	3	4	-	-	8	-	3	2	1	3	3	1	8
1%	2%	1%	-	-	1%	-		*	1%	*	1%	*	*	1%
de														
Top 2: Agree	1001	92	281	287	314	987	13	865	133	780	220	658	256	1009
83%	78%	79%	85%	90%	84%	52%		88%	64%	90%	69%	87%	82%	84%
ik			abc					ai		ak		am		
Bottom 2: Disagree	41	4	13	12	12	36	4	23	17	18	23	21	12	41
3%	4%	4%	3%	3%	3%	3%	15%	2%	8%	2%	7%	3%	4%	3%
								ah						
Net difference	960	88	268	275	302	951	10	842	116	762	197	637	244	968
80%	75%	75%	81%	86%	81%	37%		86%	56%	88%	62%	84%	78%	81%

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

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8 Dec 2025  
 Table 180

QSE05.3. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I actively think about supporting my child(ren)'s social and emotional development

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

	Children at school or childcare (0-5)		Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total	
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult		Coping / comfortable
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)		(s)
Unweighted total	1200	142	142	1093	31	71	646	356	813	496	916	144	157	1002	151	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92**	1015	264	902	1202
Effective base	1007	883	125	913	125	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Strongly agree	566	505	62	517	11	37	272	294	292	236	463	64	89	465	67	45	485	127	430	589
47%	48%	44%	47%	37%	52%	44%	44%	51%	44%	48%	48%	44%	58%	46%	47%	49%	48%	48%	48%	49%
Tend to agree	435	382	52	399	8	25	218	216	186	210	354	51	38	383	39	30	382	99	324	420
36%	36%	37%	36%	26%	35%	35%	37%	33%	39%	36%	36%	35%	25%	38%	28%	32%	38%	37%	38%	36%
m													m				o			
Neither agree nor disagree	152	131	21	137	8	6	101	50	63	68	122	22	18	118	25	11	112	28	113	144
13%	12%	15%	13%	27%	8%	16%	9%	11%	13%	13%	15%	12%	12%	12%	18%	12%	11%	11%	12%	12%
h							ah								q					
Tend to disagree	32	28	4	31	-	1	18	14	16	16	21	10	6	25	7	4	22	7	24	31
3%	3%	3%	3%	-	2%	3%	3%	2%	3%	3%	2%	7%	4%	2%	5%	4%	2%	3%	3%	3%
											ak									
Strongly disagree	9	7	2	6	1	2	7	3	6	2	7	2	1	7	2	2	7	3	6	10
1%	1%	1%	1%	3%	2%	1%	*	1%	*	1%	-	*	*	1%	1%	2%	1%	1%	1%	1%
Don't know	8	8	1	5	2	1	7	2	2	4	6	-	1	5	1	1	7	-	5	8
1%	1%	1%	7%	2%	1%	7%	2%	2%	2%	2%	1%	-	1%	1%	1%	1%	1%	-	1%	1%
Top 2: Agree	1001	887	114	916	20	62	490	511	479	446	817	115	127	848	106	74	867	226	753	1009
83%	84%	81%	84%	63%	87%	79%	88%	85%	83%	84%	83%	78%	83%	85%	75%	81%	85%	86%	84%	84%
go							ag										o			
Bottom 2: Disagree	41	35	6	37	1	3	25	17	22	19	28	10	6	32	8	5	30	9	31	41
3%	3%	4%	3%	3%	4%	5%	4%	3%	4%	4%	3%	7%	4%	3%	6%	6%	3%	4%	3%	3%
Net difference	960	851	108	879	19	59	466	494	457	427	789	105	121	837	98	69	837	217	723	968
80%	80%	77%	80%	60%	83%	75%	85%	81%	80%	81%	71%	79%	81%	69%	75%	82%	82%	80%	80%	81%

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

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8 Dec 2025  
 Table 181

QSE05.3. To what extent do you agree or disagree with the following statements regarding your own approach to supporting your child(ren) to develop their social and emotional skills? I actively think about supporting my child(ren)'s social and emotional development

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUANTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	682	312	236	209	177	193	131	1007
Strongly agree	566	312	218	432	132	388	173	149	112	97	107	74	589
	47%	56%	40%	49%	43%	48%	45%	53%	45%	47%	46%	49%	49%
	c	ac											
Tend to agree	435	186	234	311	117	290	139	87	96	78	87	55	420
	36%	33%	40%	35%	38%	36%	36%	31%	38%	38%	37%	36%	35%
Neither agree nor disagree	152	47	84	111	40	98	53	30	27	27	36	15	144
	13%	8%	16%	13%	13%	12%	14%	11%	11%	13%	16%	10%	12%
	b		b										
Tend to disagree	32	7	22	23	9	21	10	12	12	3	+	5	31
	3%	1%	4%	3%	3%	3%	3%	4%	5%	2%	+	3%	3%
	k		b					k	k			k	
Strongly disagree	9	7	1	5	4	6	3	4	3	1	1	-	10
	1%	1%	+	1%	1%	1%	1%	1%	1%	+	+	-	1%
	b	2	3	3	4	3	4	1	1	1	2	2	8
Don't know	1%	+	1%	+	1%	+	1%	+	+	+	1%	1%	1%
Top 2: Agree	1001	498	432	743	250	678	313	237	208	175	195	129	1009
	83%	89%	80%	84%	81%	84%	82%	84%	83%	85%	83%	85%	84%
		ac											
Bottom 2: Disagree	41	14	23	28	13	27	13	16	15	4	1	5	41
	3%	2%	4%	3%	4%	3%	3%	5%	6%	2%	+	3%	3%
	k							k	k			k	
Net difference	960	484	409	715	237	652	299	221	193	171	194	124	968
	80%	86%	75%	81%	77%	81%	78%	78%	77%	83%	83%	82%	81%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 182

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

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	922	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	567	369	76	911	183	32	73	162	20	217	454	564	1007
Strongly agree	271	160	111	157	99	14	211	56	10	30	12	4	45	114	183	279
	23%	27%	18%	26%	19%	16%	22%	24%	16%	28%	26%	18%	17%	21%	27%	23%
		c		ef										amn		
Tend to agree	279	162	116	134	129	15	218	59	15	29	12	3	50	116	153	267
	23%	27%	19%	23%	25%	17%	23%	25%	25%	28%	25%	11%	19%	22%	23%	22%
		c														
Neither agree nor disagree	230	113	117	109	93	28	182	45	9	24	7	5	55	107	127	231
	19%	19%	19%	18%	18%	31%	19%	19%	15%	23%	15%	21%	21%	20%	19%	19%
						def										
Tend to disagree	240	90	149	101	116	23	199	40	9	25	8	8	62	118	109	237
	20%	15%	25%	17%	22%	25%	21%	17%	14%	14%	17%	34%	23%	22%	16%	20%
	b	ab		d									o			
Strongly disagree	170	67	103	86	74	10	131	38	18	9	8	4	51	80	85	177
	14%	11%	17%	15%	14%	11%	14%	16%	30%	8%	17%	16%	19%	15%	13%	15%
		b						de					o			
Don't know	12	6	6	8	4	-	12	-	-	-	-	-	-	5	8	11
	1%	1%	1%	1%	1%	-	1%	-	-	-	-	-	-	1%	1%	1%
Top 2: Agree	550	322	227	291	229	30	429	115	24	59	24	7	95	230	336	546
	46%	54%	38%	49%	44%	33%	45%	48%	41%	55%	51%	30%	36%	43%	50%	45%
	cfm	ac		f										mn		
Bottom 2: Disagree	410	158	252	187	190	33	329	78	26	24	16	12	112	198	193	414
	34%	26%	42%	31%	37%	36%	35%	33%	44%	22%	34%	49%	43%	37%	29%	34%
	960	484	409	715	237	91	911	238	60	107	48	24	263	540	665	1202
Net difference	140	164	-25	105	38	-3	100	37	-2	35	8	-5	-18	32	142	132
	12%	27%	-4%	18%	7%	-4%	11%	15%	-4%	33%	17%	-20%	-7%	6%	21%	11%

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

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 Table 183

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	405	252	243	979	155	157	337	439	1202

Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Strongly agree	271	216	55	210	61	53	127	63	28	225	32	24	58	118	279
23%	23%	26%	15%	26%	15%	19%	28%	21%	16%	23%	22%	15%	17%	27%	23%
	celm	c		e		afhi							lm		
Tend to agree	279	204	75	183	96	73	97	73	36	231	30	37	84	118	267
23%	23%	25%	20%	23%	24%	26%	22%	24%	21%	24%	20%	22%	25%	27%	22%
Neither agree nor disagree	230	138	93	135	95	59	69	61	42	178	33	31	67	77	231
19%	19%	17%	25%	17%	24%	21%	15%	20%	24%	18%	23%	19%	20%	18%	19%
		ab		ad		g									
Tend to disagree	240	150	90	154	85	50	79	72	39	193	33	35	84	74	237
20%	20%	18%	24%	19%	22%	18%	18%	23%	22%	20%	22%	21%	24%	17%	20%
		h		b											
Strongly disagree	170	118	52	121	49	39	73	32	26	147	14	37	46	44	177
14%	14%	14%	15%	13%	14%	14%	16%	10%	15%	15%	10%	22%	13%	10%	15%
	n					h						amn			
Don't know	12	5	7	6	6	2	2	6	2	7	4	-	4	7	11
1%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%		-	1%	2%	1%
Top 2: Agree	550	419	130	393	156	125	224	136	64	456	62	61	143	236	546
46%	46%	50%	35%	49%	40%	45%	50%	44%	37%	47%	42%	37%	42%	54%	45%
	ci	c		e		f								aim	
Bottom 2: Disagree	410	268	142	275	135	90	152	103	65	339	47	71	129	118	414
34%	34%	32%	38%	34%	34%	32%	34%	34%	38%	35%	32%	44%	38%	27%	34%
	n											an	n		
Net difference	140	151	-11	118	22	36	72	33	-1	117	15	-10	13	119	132
12%	12%	18%	-3%	15%	6%	13%	16%	11%	*	12%	10%	-6%	4%	27%	11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

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Table 184

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £34,999	£35,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	109	322	277	299	972	25	825	172	742	265	637	323	1002
Strongly agree	271	18	57	66	126	267	4	243	25	225	45	194	70	279
23%	23%	16%	16%	19%	36%	23%	16%	25%	12%	26%	14%	26%	22%	23%
		ck		abcd				i		k				
Tend to agree	279	27	86	75	83	273	5	226	52	191	87	165	82	267
23%	23%	23%	24%	22%	24%	23%	19%	22%	25%	22%	27%	22%	26%	22%
Neither agree nor disagree	230	31	74	75	39	224	3	171	57	143	84	119	64	231
19%	19%	26%	21%	22%	11%	19%	12%	17%	28%	16%	26%	16%	20%	19%
		e	e	e	e			ah		ai				
Tend to disagree	240	24	81	80	45	231	8	180	49	166	73	152	64	237
20%	20%	20%	23%	24%	13%	20%	3%	19%	23%	19%	23%	20%	20%	20%
		e	e	e	e									
Strongly disagree	170	15	50	42	57	166	4	150	20	145	25	120	33	177
14%	14%	13%	14%	12%	16%	14%	17%	15%	10%	17%	8%	16%	11%	15%
		k						k				m		
Don't know	12	2	7	2	-	11	1	4	5	1	6	6	1	11
1%	1%	2%	2%	1%	-	1%	3%	*	2%	*	2%	1%	*	1%
		i	e					h		i				
Top 2: Agree	550	46	148	140	210	540	9	469	77	415	132	358	151	546
46%	46%	39%	40%	41%	60%	46%	36%	48%	37%	48%	41%	47%	48%	45%
		i		abcd				i						
Bottom 2: Disagree	410	39	131	122	102	397	13	339	69	310	98	273	97	414
34%	34%	33%	37%	36%	29%	34%	49%	34%	33%	36%	30%	36%	31%	34%
		e												
Net difference	140	7	12	18	108	143	-4	130	8	105	34	85	55	132
12%	12%	6%	3%	5%	31%	12%	-14%	13%	4%	12%	-11%	11%	18%	11%

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

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Table 185

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	529	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1002

Strongly agree	271 23%	253 24%	18 12%	254 23%	5 16%	9 13%	122 20%	149 26%	176 31%	79 15%	232 24%	28 19%	35 23%	233 23%	37 26%	24 26%	230 23%	42 16%	223 25%	279 23%
Tend to agree	229 23%	243 23%	36 25%	257 23%	6 20%	15 22%	140 23%	138 24%	136 24%	118 22%	221 23%	43 29%	30 20%	240 24%	30 21%	18 20%	238 23%	67 25%	199 22%	267 22%
Neither agree nor disagree	230 19%	199 19%	31 22%	205 19%	7 22%	17 24%	130 21%	101 17%	77 14%	127 24%	168 17%	40 27%	43 28%	177 18%	35 25%	20 22%	183 18%	61 23%	165 18%	231 19%
Tend to disagree	240 20%	207 19%	33 23%	213 19%	5 17%	21 29%	121 19%	119 20%	91 16%	130 24%	205 21%	14 9%	22 15%	207 21%	22 16%	16 18%	208 20%	59 22%	177 20%	237 20%
Strongly disagree	170 14%	148 14%	23 16%	155 14%	6 20%	8 12%	99 16%	71 12%	81 14%	78 14%	137 14%	23 15%	21 14%	137 14%	14 10%	11 12%	147 14%	31 12%	132 15%	177 15%
Don't know	12 1%	10 1%	1 1%	10 1%	1 4%	1 1%	10 2%	2 *	5 1%	5 1%	10 1%	5 -	2 1%	9 1%	2 2%	2 2%	10 1%	3 1%	6 1%	11 1%
Top 2: Agree	550 46%	496 47%	53 38%	512 47%	11 36%	25 35%	263 42%	287 46%	313 49%	197 37%	452 47%	71 48%	65 43%	473 47%	66 47%	42 46%	467 46%	109 41%	422 47%	546 45%
Bottom 2: Disagree	410 34%	354 33%	56 39%	369 34%	12 38%	29 41%	220 35%	190 33%	172 30%	208 39%	342 35%	36 25%	43 28%	345 34%	37 26%	27 29%	355 35%	90 34%	309 34%	414 34%
Net difference	140 12%	142 13%	-2 -2%	143 13%	-1 -2%	-4 -6%	42 7%	97 17%	141 25%	-11 -2%	110 11%	34 23%	22 14%	128 13%	30 21%	15 17%	112 11%	19 7%	113 13%	132 11%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 186

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	822	383	286	250	223	233	152	202
Weighted total	1202	561	544	885	307	808	383	283	251	207	235	151	202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1202
Strongly agree	271 23%	198 35%	62 12%	222 25%	49 16%	207 26%	62 16%	62 22%	67 27%	51 25%	51 22%	27 18%	279 23%
Tend to agree	229 23%	142 25%	126 23%	205 23%	70 23%	188 23%	88 23%	80 28%	54 21%	46 22%	49 21%	32 21%	267 22%
Neither agree nor disagree	230 19%	79 14%	124 23%	163 18%	67 22%	151 19%	76 20%	56 20%	40 16%	41 20%	47 20%	28 18%	231 19%
Tend to disagree	240 20%	72 13%	138 26%	176 20%	61 20%	154 19%	84 22%	41 14%	50 20%	42 20%	55 23%	39 26%	237 20%
Strongly disagree	170 14%	65 12%	86 16%	115 13%	54 18%	100 12%	67 18%	44 16%	40 16%	24 12%	30 13%	23 15%	177 15%
Don't know	12 1%	4 1%	5 1%	5 1%	6 2%	5 1%	5 1%	1 *	1 *	3 1%	3 1%	2 2%	11 1%
Top 2: Agree	550 46%	340 61%	188 35%	427 48%	119 39%	395 49%	150 39%	142 50%	121 48%	97 47%	100 42%	59 39%	546 45%
Bottom 2: Disagree	410 34%	137 24%	225 41%	291 33%	115 38%	254 32%	151 39%	85 30%	89 36%	66 32%	85 36%	61 41%	414 34%
Net difference	140 12%	203 36%	-7 -7%	136 15%	3 1%	141 17%	-1 *	57 20%	31 12%	31 15%	15 6%	-2 -1%	132 11%

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

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

8 Dec 2025  
 Table 187

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

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	491	517	517	369	76	821	193	32	73	192	20	217	454	554	1202
Strongly agree	206 17%	118 20%	87 14%	123 21%	71 14%	11 12%	158 17%	47 20%	10 17%	26 25%	10 20%	1 3%	39 15%	93 17%	129 19%	211 18%
Tend to agree	293 24%	176 29%	118 20%	140 24%	134 26%	19 21%	232 24%	56 23%	6 10%	33 31%	12 25%	5 22%	48 18%	117 22%	179 27%	292 24%

	cm	ac		94	86	21		155	42	6	25	6	5		42	96	110	192
Neither agree nor disagree	201	88	133	94	86	21		155	42	6	25	6	5		42	96	110	192
	17%	15%	19%	16%	17%	23%		16%	18%	11%	23%	13%	22%		16%	18%	16%	16%
Tend to disagree	268	126	142	112	129	26		216	50	12	18	9	9		26	67	129	276
	22%	21%	24%	19%	25%	29%		23%	21%	20%	17%	25%	38%		26%	24%	19%	23%
Strongly disagree	224	86	137	118	92	14		181	43	25	6	8	4		24	102	117	220
	19%	14%	23%	20%	18%	15%		19%	18%	42%	5%	17%	16%		6%	19%	18%	18%
Don't know	11	5	6	6	5	-		11	*	-	-	*	-		4	4	5	11
	1%	1%	1%	1%	1%	-		1%	*	-	-	1%	-		2%	1%	1%	1%
Top 2: Agree	499	294	205	264	205	31		390	103	16	59	22	6		87	209	308	503
	42%	49%	34%	44%	40%	33%		41%	43%	27%	55%	45%	24%		33%	39%	46%	42%
Bottom 2: Disagree	491	212	279	230	221	40		397	93	37	23	20	13		129	230	241	496
	41%	35%	46%	39%	43%	44%		42%	39%	62%	22%	41%	54%		49%	43%	36%	41%
Net difference	8	-74	ab	33	-16	-9		7	10	-21	35	2	-7		48	0	67	7
	1%	14%	-12%	6%	-3%	-10%		-1%	4%	-35%	33%	4%	-29%		-16%	-4%	10%	1%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 188

QSE05.5. 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

	TOTAL (a)	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)		Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369		839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372		810	392	276	487	307	172	979	147	164	343	438	1202
Effective base	1007	694	314		685	322	212	392	219	220	817	129	136	280	371	1202
Strongly agree	206	153	53		160	46	46	85	50	25	176	25	22	48	81	211
	17%	18%	14%		20%	12%	17%	19%	16%	15%	18%	17%	14%	14%	19%	18%
Tend to agree	293	220	73		192	102	73	119	60	42	237	33	33	80	132	292
	24%	26%	20%		24%	26%	27%	27%	20%	24%	24%	23%	20%	23%	30%	24%
Neither agree nor disagree	201	126	74		131	70	40	64	69	27	157	29	25	62	68	192
	17%	15%	20%		16%	18%	15%	14%	22%	16%	16%	19%	15%	18%	16%	16%
Tend to disagree	268	177	91		167	101	54	97	68	49	210	41	41	91	85	276
	22%	21%	24%		21%	26%	19%	22%	22%	29%	21%	28%	25%	27%	19%	23%
Strongly disagree	224	152	72		154	70	62	80	54	27	192	17	41	59	68	220
	19%	18%	19%		19%	18%	23%	18%	18%	16%	20%	12%	25%	17%	16%	18%
Don't know	11	2	9		7	4	1	2	6	2	8	2	2	3	3	11
	1%	*	2%		1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%
Top 2: Agree	499	373	126		352	148	119	203	110	67	412	58	55	128	213	503
	42%	45%	34%		43%	38%	43%	45%	36%	39%	42%	40%	34%	37%	49%	42%
Bottom 2: Disagree	491	329	162		321	170	116	177	122	77	402	58	81	150	154	496
	41%	40%	44%		40%	43%	42%	40%	40%	44%	41%	40%	50%	40%	35%	41%
Net difference	8	44	-36		31	-23	3	26	-12	-10	11	*	-26	-22	59	7
	1%	5%	-10%		4%	-6%	1%	6%	-4%	-6%	1%	*	-16%	-6%	14%	1%

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

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8 Dec 2025  
 Table 189

QSE05.5. 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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	976	25	825	173	742	266	637	262	1202
Strongly agree	206	19	47	53	86	204	1	189	17	171	35	144	56	211
	17%	16%	13%	16%	25%	17%	4%	19%	8%	20%	11%	19%	18%	18%
Tend to agree	293	24	94	80	86	285	8	231	62	202	90	180	86	292
	24%	20%	27%	24%	24%	24%	31%	23%	30%	23%	28%	24%	27%	24%
Neither agree nor disagree	201	35	65	51	38	192	5	141	55	107	91	89	64	192
	17%	29%	18%	15%	11%	16%	19%	14%	26%	12%	29%	12%	20%	16%
Tend to disagree	268	25	74	92	67	258	10	223	45	193	74	174	65	276
	22%	21%	21%	27%	19%	22%	37%	23%	22%	22%	23%	23%	21%	23%

		e														
Strongly disagree	224 19%	14 12%	68 19%	64 20%	72 20%	221 19%	2 9%	196 20%	27 13%	195 22%	29 9%	165 22%	41 13%	220 18%		
Don't know	11 1%	2 2%	6 2%	- *	1 *	10 1%	- -	5 *	3 1%	3 *	2 1%	5 1%	1 *	11 1%		
Top 2: Agree	499 42%	43 36%	141 40%	133 39%	172 49%	490 42%	9 35%	419 43%	79 38%	373 43%	125 39%	323 43%	142 45%	503 42%		
Bottom 2: Disagree	491 41%	38 32%	142 40%	155 46%	139 40%	479 41%	12 46%	419 43%	71 34%	388 45%	102 32%	339 45%	106 34%	496 41%		
Net difference	8 1%	4 4%	-1 *	-22 -7%	33 9%	10 1%	-3 -11%	1 *	8 4%	-15 -2%	22 7%	-16 -2%	36 11%	7 1%		

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

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 Table 190

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	35	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	539	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Strongly agree	206 17%	192 18%	14 10%	194 18%	4 13%	8 11%	100 16%	105 18%	132 23%	60 11%	179 18%	19 13%	36 24%	169 17%	34 24%	28 30%	167 16%	30 12%	168 19%	211 18%
Tend to agree	293 24%	269 25%	25 18%	268 24%	9 27%	15 21%	133 21%	160 28%	138 24%	129 24%	230 24%	47 32%	30 20%	251 25%	33 24%	21 23%	249 25%	65 25%	217 24%	292 24%
Neither agree nor disagree	201 17%	168 16%	33 2%	184 17%	5 1%	11 15%	119 19%	81 14%	88 15%	93 17%	162 17%	25 17%	18 12%	169 17%	22 16%	9 10%	168 17%	45 17%	149 17%	192 16%
Tend to disagree	268 22%	227 21%	40 28%	238 22%	7 23%	23 32%	143 23%	124 21%	99 18%	146 27%	211 22%	32 22%	32 21%	224 22%	26 19%	20 22%	229 23%	69 26%	194 21%	276 23%
Strongly disagree	224 19%	195 18%	28 20%	205 19%	4 13%	14 19%	118 18%	106 18%	105 19%	103 19%	182 19%	25 17%	37 24%	181 18%	25 18%	14 16%	192 19%	53 20%	167 18%	220 18%
Don't know	11 1%	10 1%	1 1%	7 1%	2 6%	1 2%	8 1%	3 1%	4 1%	5 1%	9 1%	- *	- *	10 1%	- *	- *	10 1%	1 *	7 1%	11 1%
Top 2: Agree	499 42%	461 43%	39 27%	462 42%	13 40%	23 32%	234 40%	266 46%	269 48%	190 35%	409 42%	66 45%	66 42%	420 42%	67 48%	49 53%	416 41%	96 36%	385 43%	503 42%
Bottom 2: Disagree	491 41%	423 40%	69 49%	442 40%	11 37%	36 51%	261 42%	230 40%	204 36%	249 46%	393 40%	57 38%	69 45%	405 40%	51 36%	34 34%	421 41%	122 46%	360 40%	496 41%
Net difference	8 1%	38 4%	-30 -21%	20 2%	1 4%	-14 -19%	-28 -4%	36 6%	65 12%	-60 -11%	16 2%	9 6%	-3 -2%	15 1%	17 12%	14 15%	-5 -1%	-26 -10%	24 3%	7 1%

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

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8 Dec 2025  
 Table 191

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	572	630	899	292	122	253	236	250	213	233	152	1202
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	489	518	744	254	682	312	236	209	177	193	131	1202
Strongly agree	206 17%	161 29%	37 7%	168 e	38 12%	161 20%	44 12%	62 1	49 1	39 19%	37 16%	15 10%	211 18%
Tend to agree	293 24%	157 28%	118 22%	205 23%	87 28%	195 24%	97 25%	68 24%	56 22%	53 25%	60 26%	33 22%	292 24%
Neither agree nor disagree	201 17%	57 10%	120 22%	147 17%	52 17%	133 16%	66 17%	42 15%	44 18%	31 15%	40 17%	29 19%	192 16%
Tend to disagree	268 22%	87 16%	153 28%	191 22%	74 24%	165 20%	99 26%	48 17%	55 22%	47 23%	58 25%	44 29%	276 23%
Strongly disagree	224 19%	95 b	110 ab	170 ab	52 ab	148 ab	72 ab	63 h	45 h	36 h	37 h	27 h	220 h

	19%	17%	20%	19%	17%	18%	19%	22%	18%	18%	16%	18%	18%
Don't know	11	4	3	5	4	5	4	-	2	2	2	4	11
	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	3%	1%
Top 2: Agree	499	318	155	372	125	355	141	130	104	91	97	48	503
	42%	57%	29%	42%	41%	44%	37%	46%	41%	44%	42%	32%	42%
Bottom 2: Disagree	491	183	263	361	126	313	172	111	100	83	95	71	496
	41%	33%	49%	41%	41%	39%	45%	39%	40%	40%	41%	47%	41%
Net difference	8	135	-108	11	-1	42	-30	20	4	8	2	-23	7
	1%	24%	-20%	1%	*	5%	-8%	7%	2%	4%	1%	-15%	1%

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

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

8 Dec 2025  
 Table 192

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

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

	I actively think about supporting my child(ren)'s social and emotional development									
	Total	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know	Top 2: Agree	Bottom 2: Disagree	Net difference
Unweighted total	1202	563	420	144	10	8	1009	41	968	
Weighted total	1202	566	435	152	32	9	8	1001	41	960
Effective base	1007	481	357	126	27	9	7	838	36	802
Strongly agree	534	386	110	27	7	4	1	495	11	484
	44%	68%	29%	18%	23%	40%	12%	49%	27%	50%
Tend to agree	465	129	266	61	8	1	1	395	9	386
	39%	23%	61%	40%	26%	8%	7%	39%	22%	40%
Neither agree nor disagree	133	28	43	48	12	3	-	71	14	56
	11%	5%	10%	32%	36%	30%	-	7%	35%	6%
Tend to disagree	41	14	13	12	3	1	1	27	3	24
	3%	2%	3%	8%	9%	-	-	3%	7%	3%
Strongly disagree	16	7	2	2	2	2	1	9	4	5
	1%	1%	1%	1%	6%	22%	8%	1%	10%	1%
Don't know	12	2	2	2	-	-	6	4	-	4
	1%	+	+	1%	-	-	23%	+	-	+
Top 2: Agree	999	515	375	87	16	4	2	890	20	870
	83%	91%	86%	58%	49%	47%	19%	89%	49%	91%
Bottom 2: Disagree	58	21	15	14	5	2	1	36	7	29
	5%	4%	4%	9%	15%	22%	8%	4%	17%	3%
Net difference	941	494	360	73	11	2	1	854	13	840
	78%	87%	83%	48%	34%	25%	11%	85%	32%	88%

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 193

QSE6. 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	1202	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007	1007
Very important	737	708	708	835	826	830
	61%	59%	59%	69%	69%	69%
Fairly important	379	381	391	285	317	301
	32%	32%	33%	24%	26%	25%
Not very important	65	87	76	63	33	47
	5%	7%	6%	5%	3%	4%
Not important at all	8	11	12	5	9	7
	1%	1%	1%	*	1%	1%
Don't know	14	15	15	14	17	18
	1%	1%	1%	1%	1%	1%
Top 2: Important	1115	1090	1099	1120	1143	1130
	93%	91%	91%	93%	95%	94%
Bot 2: Not important	73	98	88	68	42	54
	6%	8%	7%	6%	3%	4%
NET: Difference	1043	992	1011	1052	1101	1076
	87%	83%	84%	88%	92%	90%

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8 Dec 2025  
 Table 194

QSE6.1. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child knows who they are (e.g. knows their own likes and dislikes)

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	892	238	60*	107*	48	21**	268	540	665	1202
Effective base	1007	461	532	587	360	76	821	183	32	73	162	-20	217	454	564	1202
Very important	737	379	358	374	306	57	580	146	40	56	35	14	142	346	408	752
61%		63%	59%	63%	59%	63%	61%	61%	67%	53%	74%	58%	54%	64%	61%	63%
Fairly important	379	187	191	175	176	28	295	83	18	45	11	9	92	149	219	367
32%		21%	32%	29%	34%	31%	31%	35%	30%	42%	23%	37%	35%	28%	33%	31%
Not very important	65	26	39	34	26	5	55	9	1	5	1	1	20	34	28	62
5%		4%	6%	6%	5%	5%	6%	4%	2%	5%	3%	5%	8%	6%	4%	5%
Not important at all	8	1	7	6	2	-	8	-	-	-	-	-	4	3	2	8
1%		1%	1%	1%	1%	-	1%	-	-	-	-	-	2%	1%	1%	1%
Don't know	14	6	8	6	7	1	14	-	-	-	-	-	4	7	8	13
1%		1%	1%	1%	1%	1%	1%	-	-	-	-	-	2%	1%	1%	1%
Top 2: Important	1115	566	548	549	481	85	875	229	58	102	46	23	234	495	627	1119
93%		95%	91%	92%	93%	93%	92%	96%	98%	95%	97%	95%	89%	92%	94%	93%
Bot 2: Not important	73	27	46	40	28	5	63	9	1	5	1	1	25	38	30	70
6%		4%	6%	7%	5%	5%	7%	4%	2%	5%	3%	5%	9%	7%	5%	6%
NET: Difference	1043	539	502	510	453	80	812	219	57	96	45	21	209	458	597	1049
87%		90%	83%	86%	88%	88%	85%	92%	95%	90%	94%	90%	80%	85%	90%	87%

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

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8 Dec 2025  
 Table 195

QSE6.1. 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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	85	353	242	465	243	252	679	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	273	172	679	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	617	129	136	280	371	1007
Very important	737	522	214	525	212	179	273	179	105	593	102	101	212	264	752
61%		63%	58%	65%	54%	65%	61%	58%	61%	61%	70%	62%	62%	60%	63%
Fairly important	379	255	124	237	141	73	146	103	58	317	35	48	103	151	367
32%		31%	33%	29%	36%	26%	33%	34%	34%	32%	24%	29%	30%	35%	31%
Not very important	65	42	23	38	27	19	20	19	6	54	7	10	22	17	62
5%		5%	6%	5%	7%	7%	5%	6%	4%	5%	4%	6%	7%	4%	5%
Not important at all	8	6	2	3	5	2	3	1	1	6	1	4	1	1	8
1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Don't know	14	6	8	6	6	3	5	4	1	11	2	1	4	4	13
1%		1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Top 2: Important	1115	777	338	762	354	252	418	282	163	909	137	149	315	416	1119
93%		94%	91%	94%	90%	91%	94%	92%	95%	93%	93%	91%	92%	95%	93%
Bot 2: Not important	73	48	25	41	32	21	23	20	8	59	8	13	24	18	70
6%		6%	7%	5%	8%	8%	5%	7%	4%	6%	5%	8%	7%	4%	6%
NET: Difference	1043	729	314	721	322	231	395	262	156	850	130	136	291	398	1049
87%		89%	84%	89%	82%	83%	88%	85%	90%	87%	88%	83%	85%	91%	87%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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8 Dec 2025  
 Table 196

QSE6.1. 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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
		Unweighted total	1202	125	340	367	1170	27	993	199	897	295	779	
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	109	293	277	299	975	25	825	173	742	255	637	263	1007
Very important	737	64	192	207	249	731	4	652	83	589	146	488	185	752
61%		55%	54%	61%	71%	62%	14%	66%	40%	68%	46%	65%	59%	63%
ck					abcd			ai		ak				
Fairly important	379	39	133	111	82	365	14	282	95	245	131	220	109	367

	32% e	33% e	37% e	33% e	23% e	31% e	55% e	29% e	46% ah	28% e	41% aj	29% e	35% e	31% e
Not very important	65 5%	9 7%	21 6%	17 5%	16 5%	56 5%	7 27%	42 4%	22 11%	28 3%	37 12%	39 5%	14 5%	62 5%
Not important at all	8 1%	2 2%	3 1%	2 1%	1 *	7 1%	1 4%	3 *	5 2%	4 *	5 1%	3 *	3 1%	8 1%
Don't know	14 1%	3 3%	6 2%	2 *	2 1%	13 1%	- -	4 *	3 2%	3 1%	2 1%	6 1%	2 *	13 1%
Top 2: Important	115 93%	104 88%	325 92%	318 94%	331 95%	1096 94%	18 70%	935 95%	178 85%	834 96%	277 87%	708 94%	294 94%	1119 93%
Bot 2: Not important	73 6%	11 9%	24 7%	19 6%	16 5%	63 5%	8 30%	44 5%	27 13%	32 4%	41 13%	42 6%	18 6%	70 6%
NET: Difference	1043 87%	93 79%	301 85%	299 88%	315 90%	1033 88%	10 39%	890 91%	151 73%	802 82%	236 74%	665 88%	276 88%	1049 87%

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

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8 Dec 2025  
 Table 197

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	477	815	170	135	835	122	81	914	222	751	1007
Very important	737 61%	649 61%	88 62%	683 62%	14 46%	37 51%	354 57%	382 66%	373 66%	304 57%	610 63%	85 58%	85 61%	623 62%	85 61%	60 65%	632 62%	166 63%	554 61%	752 63%
Fairly important	379 32%	335 32%	44 31%	340 31%	16 51%	22 31%	209 34%	170 29%	152 27%	196 34%	302 31%	51 35%	45 30%	324 32%	40 29%	24 27%	323 32%	81 31%	290 32%	367 31%
Not very important	65 5%	56 5%	9 6%	56 5%	- -	9 13%	45 7%	20 3%	28 5%	28 5%	44 5%	11 7%	12 8%	39 4%	5 6%	43 5%	12 5%	43 5%	62 5%	62 5%
Not important at all	8 1%	8 1%	- -	6 1%	- -	ad 3%	7 1%	1 *	4 1%	3 1%	5 *	1 1%	2 *	5 1%	1 1%	6 1%	3 1%	5 1%	8 1%	8 1%
Don't know	14 1%	13 1%	1 1%	11 1%	1 4%	1 2%	8 1%	6 1%	6 1%	6 1%	11 1%	- -	- -	13 1%	1 1%	1 1%	11 1%	1 *	11 1%	13 1%
Top 2: Important	1115 93%	984 93%	132 93%	1023 93%	30 96%	59 82%	563 90%	552 95%	526 93%	500 93%	913 94%	136 92%	139 94%	947 94%	126 89%	84 92%	955 94%	248 89%	844 94%	1119 94%
Bot 2: Not important	73 6%	64 6%	9 6%	61 6%	- -	11 ad	51 h	21 4%	33 6%	31 6%	49 5%	12 8%	14 9%	44 4%	14 9%	6 7%	49 5%	15 6%	47 5%	70 6%
NET: Difference	1043 87%	920 87%	123 87%	962 88%	30 96%	47 67%	512 82%	531 92%	493 87%	469 87%	864 89%	124 84%	125 81%	903 90%	112 80%	78 85%	907 89%	232 88%	797 88%	1049 87%

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

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8 Dec 2025  
 Table 198

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	950	250	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	951	251	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	430	744	254	682	312	236	209	177	193	131	1007
Very important	737 61%	391 70%	297 55%	556 63%	178 58%	503 62%	228 60%	176 62%	163 65%	123 60%	143 61%	91 60%	752 63%
Fairly important	379 32%	149 27%	191 35%	272 31%	101 33%	246 31%	129 34%	86 30%	63 25%	72 35%	79 34%	51 34%	367 31%
Not very important	65 5%	16 3%	42 8%	45 5%	19 6%	43 5%	20 5%	16 6%	19 8%	10 5%	9 4%	5 3%	62 5%
Not important at all	8 1%	1 *	7 1%	5 1%	3 1%	5 1%	1 *	2 1%	3 1%	- *	1 *	1 *	8 1%
Don't know	14 1%	3 3%	4 4%	7 7%	7 7%	8 8%	5 5%	4 4%	2 2%	2 2%	3 3%	3 3%	13 1%

	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%
Top 2: Important	1115	540	488	828	279	749	356	262	226	195	222	142	1119
	93%	96%	90%	94%	91%	93%	93%	92%	90%	94%	95%	94%	93%
Bot 2: Not important	73	17	49	50	22	49	21	18	23	10	10	6	70
	6%	3%	9%	6%	7%	6%	5%	6%	9%	5%	4%	4%	6%
	b		ab										
NET: Difference	1043	522	440	779	257	700	336	243	204	185	211	137	1049
	87%	93%	81%	88%	84%	87%	88%	86%	81%	89%	90%	91%	87%

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

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8 Dec 2025  
 Table 199

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	69*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very important	708	356	352	361	301	47	558	147	39	59	35	15	148	321	397	729
	59%	60%	58%	61%	58%	51%	59%	62%	65%	55%	73%	64%	56%	59%	60%	61%
Fairly important	381	199	181	174	169	38	303	71	16	37	11	7	77	170	223	363
	32%	33%	30%	29%	33%	42%	32%	30%	27%	35%	22%	29%	29%	31%	34%	30%
Not very important	87	32	54	47	35	5	72	13	5	5	2	1	28	37	36	86
	7%	5%	9%	8%	7%	6%	8%	6%	9%	4%	5%	4%	11%	7%	5%	7%
Not important at all	11	2	9	7	3	1	7	4	-	4	*	-	6	4	4	11
	1%	*	1%	1%	*	1%	1%	2%	-	4%	1%	-	2%	1%	1%	1%
Don't know	15	8	6	5	9	-	12	3	-	2	-	1	4	8	5	13
	1%	1%	1%	1%	2%	-	1%	1%	-	2%	-	2%	1%	2%	1%	1%
Top 2: Important	1090	556	533	535	470	85	861	218	54	96	45	22	225	491	619	1092
	91%	93%	88%	90%	91%	93%	90%	92%	91%	90%	95%	93%	86%	91%	93%	91%
Bot 2: Not important	98	35	63	54	37	6	79	17	5	9	2	1	34	41	40	97
	8%	6%	10%	9%	7%	7%	8%	7%	9%	8%	5%	4%	13%	8%	6%	8%
			b										ano			
NET: Difference	992	521	470	482	432	78	782	201	49	88	43	21	191	450	579	995
	83%	87%	78%	81%	84%	86%	82%	84%	83%	82%	90%	89%	73%	83%	87%	83%

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

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

8 Dec 2025  
 Table 200

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	313	695	322	212	372	219	220	817	159	136	290	374	1007
Very important	708	517	192	505	204	157	273	177	101	572	91	95	195	262	729
	59%	62%	52%	62%	52%	57%	61%	58%	59%	58%	62%	58%	57%	60%	61%
Fairly important	381	242	139	242	140	91	132	100	57	311	46	42	110	147	363
	32%	29%	37%	30%	36%	33%	30%	33%	33%	32%	31%	26%	32%	33%	30%
Not very important	87	60	27	54	32	22	35	19	10	74	8	20	28	24	86
	7%	7%	7%	7%	8%	8%	8%	6%	6%	8%	5%	12%	8%	5%	7%
Not important at all	11	5	6	2	9	2	4	3	2	8	1	3	3	1	11
	1%	1%	2%	*	2%	1%	1%	1%	1%	1%	*	2%	1%	*	1%
Don't know	15	7	8	8	7	3	2	8	1	13	2	3	7	4	13
	1%	1%	2%	1%	2%	1%	*	3%	1%	1%	2%	2%	2%	1%	1%
Top 2: Important	1090	759	331	746	343	249	406	277	158	884	137	137	305	409	1092
	91%	89%	89%	92%	88%	90%	91%	90%	92%	90%	93%	84%	89%	93%	91%
Bot 2: Not important	98	65	33	56	41	25	39	22	12	83	8	23	31	25	97
	8%	8%	9%	7%	11%	9%	9%	7%	7%	8%	6%	14%	9%	6%	8%
			b									an			
NET: Difference	992	694	298	690	302	224	367	255	146	801	128	114	273	383	995
	83%	84%	80%	85%	77%	81%	82%	83%	85%	82%	87%	70%	80%	88%	83%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 201

QSE6.2. 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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	103	292	277	290	975	25	825	173	742	255	637	262	1007
Very important	708	60	187	206	230	702	5	616	89	570	134	477	173	729
59% ik		51%	53%	61%	66%	60%	19%	63%	43%	65%	42%	63%	55%	61%
Fairly important	381	42	134	95	96	371	10	296	82	243	137	216	114	363
32% abc		36%	38%	28%	27%	32%	39%	30%	39%	28%	43%	29%	36%	30%
Not very important	87	7	26	34	18	77	8	54	32	50	37	56	20	86
7% de		6%	7%	10%	5%	7%	32%	6%	16%	6%	12%	7%	6%	7%
Not important at all	11	2	3	1	4	8	2	7	4	5	6	4	5	11
1% f		2%	1%	*	1%	1%	9%	1%	2%	1%	2%	1%	2%	1%
Don't know	15	6	4	2	1	14	-	10	1	3	6	3	1	13
1% g		5%	1%	1%	*	1%	-	1%	1%	*	2%	*	*	1%
Top 2: Important	1090	102	321	301	326	1073	15	912	170	813	271	693	287	1092
91% ik		87%	91%	89%	93%	92%	58%	93%	82%	93%	85%	92%	92%	91%
Bot 2: Not important	98	9	29	35	23	85	11	61	36	55	43	60	25	97
8% j		8%	8%	10%	6%	7%	42%	6%	17%	6%	13%	8%	8%	8%
NET: Difference	992	93	292	266	304	988	4	851	134	758	229	633	262	995
83% l		79%	82%	78%	87%	84%	17%	87%	65%	87%	71%	84%	84%	83%

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

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8 Dec 2025  
 Table 202

QSE6.2. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can manage their emotions

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	35	71	686	506	613	496	976	144	157	1002	181	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	595	536	972	147	153	1004	141	92*	1015	264	909	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very important	708	626	82	654	17	36	349	359	360	300	595	77	78	618	82	57	610	146	549	729
59% ik		59%	58%	60%	54%	51%	56%	62%	64%	56%	61%	52%	51%	62%	58%	62%	60%	55%	61%	61%
Fairly important	381	342	39	344	9	28	196	186	159	181	294	53	59	303	44	26	316	99	269	363
32% abc		32%	28%	31%	27%	39%	31%	32%	28%	34%	30%	36%	39%	30%	31%	29%	31%	38%	30%	30%
Not very important	87	72	15	79	2	4	61	25	34	44	68	13	11	68	11	6	69	16	64	86
7% de		7%	11%	7%	7%	5%	10%	4%	6%	8%	7%	8%	7%	7%	8%	7%	7%	6%	7%	7%
Not important at all	11	10	1	7	2	2	7	4	7	4	8	1	2	5	2	1	8	-	10	11
1% f		1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	-	1%	1%
Don't know	15	11	4	11	4	1	9	5	4	6	8	4	3	9	1	1	12	2	10	13
1% g		1%	3%	1%	4%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%
Top 2: Important	1090	968	122	998	25	64	545	545	519	481	889	129	137	921	126	83	927	245	818	1092
91% ik		91%	86%	91%	81%	90%	88%	94%	90%	90%	91%	88%	90%	92%	89%	91%	91%	93%	91%	91%
Bot 2: Not important	98	82	16	86	5	6	68	29	41	49	76	14	13	73	13	7	77	16	74	97
8% j		8%	11%	8%	15%	8%	11%	5%	7%	9%	8%	9%	9%	7%	10%	8%	8%	6%	8%	8%
NET: Difference	992	886	106	912	21	58	477	516	478	433	813	115	124	848	112	76	850	229	745	995
83% l		84%	75%	83%	66%	82%	77%	89%	85%	81%	84%	78%	81%	85%	80%	83%	84%	87%	83%	83%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
				899 510	885 307	806 383	823 363	286 250	213 233	152 1202			
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	172	193	131	1007
Very important	708 59%	385 69%	270 50%	540 61%	165 54%	483 60%	220 58%	169 60%	156 62%	120 58%	134 57%	86 57%	729 61%
Fairly important	381 32%	144 26%	206 38%	264 30%	112 36%	245 30%	111 34%	84 30%	75 30%	68 33%	78 33%	52 35%	363 30%
Not very important	87 7%	26 5%	53 10%	70 8%	17 6%	62 8%	23 6%	25 9%	17 7%	14 7%	19 8%	7 5%	86 7%
Not important at all	11 1%	3 1%	6 1%	7 1%	4 1%	9 1%	2 1%	1 *	1 *	1 1%	2 1%	3 2%	11 1%
Don't know	15 1%	2 *	6 1%	4 *	9 3%	8 1%	6 2%	4 1%	3 1%	4 2%	2 1%	3 2%	13 1%
Top 2: Important	1090 91%	529 94%	477 88%	804 91%	277 90%	727 90%	351 92%	253 89%	230 92%	188 91%	212 90%	138 91%	1092 91%
Bot 2: Not important	98 8%	29 5%	59 11%	77 9%	21 7%	71 9%	25 6%	26 9%	18 7%	15 7%	21 9%	10 7%	97 8%
NET: Difference	992 83%	500 89%	418 77%	727 82%	256 83%	657 81%	326 85%	227 80%	212 85%	173 84%	190 81%	128 85%	995 83%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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Q5ED6.3. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can concentrate and pay attention

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
				574 1202 <th>627 598 <th>417 603 <th>883 595 <th>417 516 <th>83 91* <th>883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th></th></th></th></th></th></th>	627 598 <th>417 603 <th>883 595 <th>417 516 <th>83 91* <th>883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th></th></th></th></th></th>	417 603 <th>883 595 <th>417 516 <th>83 91* <th>883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th></th></th></th></th>	883 595 <th>417 516 <th>83 91* <th>883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th></th></th></th>	417 516 <th>83 91* <th>883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th></th></th>	83 91* <th>883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th></th>	883 952 <th>312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th></th>	312 238 <th>34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th></th>	34 60* <th>76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th></th>	76 107** <th>180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th></th>	180 48 <th>22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th></th>	22 24** <th>255 263 <th>550 540 <th>675 665 <th>1202 1202 </th></th></th></th>	
Unweighted total	1202	574	627	883	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	895	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	522	769	369	76	821	183	32	73	152	20	212	454	564	1007
Very important	708 59%	386 65%	322 53%	549 59%	310 60%	50 54%	543 57%	159 67%	36 60%	69 65%	88 80%	16 69%	145 55%	320 59%	401 60%	731 61%
Fairly important	391 33%	176 29%	215 35%	191 32%	166 32%	34 37%	326 34%	62 26%	19 32%	28 26%	8 17%	7 31%	84 32%	172 32%	222 33%	373 31%
Not very important	76 6%	23 4%	53 9%	41 7%	28 6%	7 8%	62 7%	11 5%	5 8%	6 5%	1 1%	-	28 11%	35 7%	31 5%	71 6%
Not important at all	12 1%	7 1%	5 1%	8 1%	4 1%	-	9 1%	3 1%	-	2 2%	* 1%	-	4 2%	6 1%	3 *	12 1%
Don't know	15 1%	6 1%	8 1%	6 1%	9 2%	-	12 1%	2 1%	-	2 2%	* 1%	-	2 1%	7 1%	8 1%	15 1%
Top 2: Important	1099 91%	562 94%	536 89%	840 91%	475 92%	84 92%	869 91%	222 93%	54 92%	97 90%	46 97%	24 100%	229 87%	492 91%	623 91%	1104 92%
Bot 2: Not important	88 7%	30 5%	58 10%	49 8%	32 6%	7 8%	71 7%	14 6%	5 8%	8 8%	1 2%	-	32 12%	41 8%	34 5%	83 7%
NET: Difference	1011 84%	531 89%	479 79%	491 83%	443 86%	76 84%	798 84%	208 87%	49 83%	89 83%	45 96%	24 100%	197 75%	451 83%	589 89%	1021 85%

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

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IPSO UK - CONFIDENTIAL - V9 (weighted)

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	405	252	243	979	155	157	337	439	1202

Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Very important	708	516	192	511	197	160	274	175	99	563	95	97	194	260	731
59%	59%	62%	52%	63%	50%	58%	61%	57%	58%	68%	65%	59%	56%	59%	61%
Fairly important	391	253	138	240	151	92	143	99	57	335	36	47	111	151	373
33%	33%	30%	37%	30%	39%	33%	32%	32%	33%	34%	25%	29%	32%	35%	31%
Not very important	76	50	26	50	26	18	24	23	11	61	12	15	28	17	71
6%	6%	6%	7%	6%	7%	6%	5%	8%	7%	6%	8%	9%	8%	4%	6%
Not important at all	12	7	4	4	8	3	3	3	3	8	2	3	5	3	12
1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%
Don't know	15	4	10	5	10	4	3	6	2	11	2	1	5	6	15
1%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	1%
Top 2: Important	1099	760	380	751	348	252	417	274	156	899	131	144	305	412	1104
91%	93%	89%	93%	89%	91%	91%	93%	89%	91%	92%	89%	88%	89%	94%	92%
Bot 2: Not important	88	57	31	54	34	20	27	26	15	69	14	18	33	20	83
7%	7%	8%	7%	9%	7%	7%	6%	9%	8%	7%	9%	11%	10%	5%	7%
NET: Difference	1011	711	300	696	314	232	390	248	142	830	118	126	272	392	1021
84%	86%	81%	86%	80%	84%	87%	81%	82%	85%	80%	77%	79%	90%	85%	85%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 206

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	349	353	327	1170	27	983	159	837	285	779	303	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very important	708	59	182	193	252	699	7	624	82	569	135	457	192	731
59%	59%	50%	51%	57%	72%	60%	28%	63%	39%	65%	42%	60%	61%	61%
Fairly important	391	44	135	116	83	384	7	300	89	261	130	246	93	373
33%	33%	37%	38%	34%	24%	33%	27%	30%	43%	30%	41%	33%	30%	31%
Not very important	76	8	28	25	13	66	9	46	29	35	40	45	20	71
6%	6%	7%	8%	8%	4%	6%	34%	5%	14%	4%	13%	6%	6%	6%
Not important at all	12	1	6	3	2	9	3	6	5	3	8	5	7	12
1%	1%	1%	2%	1%	*	1%	11%	1%	3%	*	3%	1%	2%	1%
Don't know	15	6	4	1	1	14	-	7	2	3	7	3	2	15
1%	1%	5%	1%	*	*	1%	-	1%	1%	*	2%	*	1%	1%
Top 2: Important	1099	103	317	310	335	1083	14	933	171	830	265	703	285	1104
91%	91%	87%	89%	91%	96%	92%	55%	94%	82%	95%	83%	93%	91%	92%
Bot 2: Not important	88	9	34	28	15	74	12	52	35	38	48	50	26	83
7%	7%	7%	9%	8%	4%	6%	45%	5%	17%	4%	15%	7%	8%	7%
NET: Difference	1011	94	283	281	320	1009	2	871	136	791	217	653	259	1021
84%	84%	80%	80%	83%	91%	86%	9%	89%	66%	91%	68%	86%	83%	85%

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

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

8 Dec 2025  
 Table 207

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	33	71	686	596	813	496	976	144	157	1002	181	92	1015	289	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	865	565	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very important	708	623	85	663	12	33	330	378	366	296	590	81	72	623	68	48	623	141	549	731
59%	59%	59%	60%	60%	38%	46%	53%	65%	65%	55%	61%	55%	47%	62%	49%	52%	61%	53%	61%	61%
Fairly important	391	349	42	343	16	31	218	173	154	198	307	50	66	310	58	35	316	103	283	373

	33%	33%	30%	31%	52%	43%	35%	30%	27%	37%	32%	34%	43%	31%	41%	38%	31%	39%	31%	31%
Not very important	76 6%	68 6%	9 6%	71 7%	* 1%	4 5%	58 9%	19 3%	37 6%	32 6%	59 8%	12 8%	10 7%	52 5%	7 5%	4 5%	59 6%	16 6%	52 6%	71 6%
Not important at all	12 1%	11 1%	1 1%	6 1%	2 6%	3 5%	7 1%	5 1%	7 1%	4 1%	7 1%	1 1%	2 1%	9 1%	6 4%	3 3%	6 1%	3 1%	9 1%	12 1%
Don't know	15 1%	10 1%	4 3%	12 1%	1 4%	1 1%	10 2%	5 1%	1 *	7 1%	9 1%	3 2%	2 1%	10 1%	2 1%	2 2%	11 1%	1 *	10 1%	15 1%
Top 2: Important	1099 91%	972 92%	127 90%	1006 92%	28 89%	63 89%	548 88%	551 95%	520 92%	494 92%	897 92%	131 89%	139 91%	933 93%	126 90%	83 90%	939 92%	243 92%	832 92%	1104 92%
Bot 2: Not important	88 7%	78 7%	10 7%	78 7%	2 7%	7 10%	65 10%	24 4%	44 8%	36 7%	66 7%	13 9%	12 8%	60 6%	12 9%	7 8%	65 6%	19 7%	60 7%	83 7%
NET: Difference	1011 84%	894 84%	117 83%	928 85%	26 83%	56 79%	484 78%	527 91%	476 84%	458 85%	831 86%	118 83%	126 87%	873 87%	114 81%	76 82%	874 85%	225 85%	771 86%	1021 85%

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

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

8 Dec 2025  
 Table 208

Q5E6.3. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h) to 5 - Least deprived (l)					
								1	2	3	4	5	
Unweighted total	1202	592	510	899	292	873	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	389	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	632	312	236	209	172	193	131	1007
Very important	708 59%	400 71%	257 47%	529 60%	177 58%	487 60%	216 57%	168 59%	149 59%	114 55%	136 58%	92 61%	731 61%
Fairly important	391 33%	198 25%	217 40%	284 32%	102 33%	253 31%	122 34%	94 33%	80 32%	75 36%	75 32%	48 32%	373 31%
Not very important	76 6%	17 3%	54 10%	57 6%	18 6%	50 6%	27 7%	17 6%	15 6%	14 7%	18 8%	9 6%	71 6%
Not important at all	12 1%	4 1%	8 1%	9 1%	3 1%	9 1%	3 1%	1 *	5 2%	1 *	2 1%	1 1%	12 1%
Don't know	15 1%	2 *	6 1%	5 1%	7 2%	6 1%	6 1%	2 1%	3 1%	3 2%	3 1%	2 1%	15 1%
Top 2: Important	1099 91%	537 96%	474 87%	814 92%	279 91%	740 92%	348 91%	263 93%	228 91%	188 91%	211 90%	139 92%	1104 92%
Bot 2: Not important	88 7%	21 4%	62 11%	66 7%	21 7%	59 7%	29 8%	18 6%	20 8%	15 7%	20 9%	10 6%	83 7%
NET: Difference	1011 84%	517 92%	412 76%	747 84%	258 84%	681 85%	319 83%	245 86%	208 83%	174 84%	191 81%	130 86%	1021 85%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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8 Dec 2025  
 Table 209

Q5E6.4. 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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	180	22	255	550	675	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	
Effective base	1007	491	516	507	360	70	871	193	32	73	19	217	454	561	1007	
Very important	835 69%	422 70%	413 69%	411 69%	361 70%	64 70%	654 69%	174 73%	43 73%	72 67%	38 80%	21 86%	184 70%	391 72%	464 70%	846 70%
Fairly important	285 24%	148 25%	137 23%	134 23%	129 25%	22 24%	232 24%	51 21%	15 25%	28 26%	7 15%	1 4%	56 21%	107 20%	166 25%	277 23%
Not very important	63 5%	21 4%	41 7%	39 7%	19 4%	5 6%	48 5%	12 5%	1 2%	7 7%	2 4%	2 7%	18 7%	33 6%	25 4%	60 5%
Not important at all	5 *	4 1%	1 *	3 *	2 *	-	5 *	-	-	-	-	-	1 *	4 1%	2 *	5 *
Don't know	14 1%	4 1%	10 2%	8 1%	6 1%	-	13 1%	1 *	-	-	-	1 2%	4 1%	5 1%	8 1%	14 1%
Top 2: Important	1120	569	551	545	490	86	887	225	58	100	46	22	240	498	630	1123

	93%	95%	91%	92%	95%	94%	93%	94%	98%	93%	96%	90%	91%	92%	95%	93%
Bot 2: Not important	68	25	42	42	21	5	52	13	1	7	2	2	19	37	27	65
	6%	4%	7%	7%	4%	6%	5%	5%	2%	7%	4%	7%	7%	7%	4%	5%
NET: Difference	1052	544	508	503	469	80	834	212	57	92	43	20	221	461	603	1058
	88%	91%	84%	85%	91%	88%	88%	89%	95%	86%	91%	83%	84%	85%	91%	88%

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

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8 Dec 2025  
 Table 210

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	223	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	223	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	190	136	280	371	1007
Very important	835	590	245	599	237	212	310	197	117	678	102	109	237	289	846
	69%	71%	66%	74%	60%	77%	69%	64%	68%	77%	69%	66%	69%	66%	70%
Fairly important	285	194	91	174	110	46	107	87	45	233	35	41	76	126	277
	24%	23%	24%	22%	28%	17%	24%	28%	26%	24%	24%	25%	22%	29%	23%
Not very important	63	41	22	29	34	13	25	18	8	55	8	11	24	16	60
	5%	5%	6%	4%	9%	5%	5%	6%	4%	6%	5%	6%	7%	4%	5%
Not important at all	5	3	2	2	3	1	3	1	-	4	-	1	2	*	5
	*	*	1%	*	1%	*	1%	*	-	*	-	1%	1%	*	*
Don't know	14	2	12	6	7	4	3	4	3	10	2	3	3	6	14
	1%	*	3%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%
Top 2: Important	1120	784	336	773	347	258	417	283	162	911	137	149	313	415	1123
	93%	94%	90%	95%	89%	93%	93%	92%	94%	93%	93%	91%	91%	93%	93%
Bot 2: Not important	68	44	24	31	37	14	27	19	8	58	8	12	26	17	65
	6%	5%	6%	4%	10%	5%	6%	6%	4%	6%	5%	7%	8%	4%	5%
NET: Difference	1052	740	312	742	310	244	390	265	154	852	129	138	287	399	1058
	88%	89%	84%	92%	79%	88%	87%	86%	89%	87%	88%	84%	84%	91%	88%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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8 Dec 2025  
 Table 211

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	325	340	335	387	1170	27	993	199	889	295	779	310	1202
Weighted total	1202	318	355	339	350	1171	26**	983	208	871	300	756	313	1202
Effective base	1007	308	292	277	299	978	25	825	173	742	256	637	262	1007
Very important	835	72	220	240	271	826	7	728	103	657	175	551	204	846
	69%	61%	62%	71%	77%	71%	27%	74%	49%	75%	55%	73%	65%	70%
Fairly important	285	31	105	80	62	277	8	212	72	177	108	161	90	277
	24%	27%	30%	24%	18%	24%	31%	22%	35%	20%	34%	21%	29%	23%
Not very important	63	8	23	16	17	52	9	35	27	32	30	38	14	60
	5%	7%	6%	5%	5%	4%	34%	4%	13%	4%	9%	5%	5%	5%
Not important at all	5	1	3	1	-	3	2	2	3	2	3	3	2	5
	*	1%	1%	*	-	*	8%	*	2%	*	1%	*	1%	*
Don't know	14	6	4	2	-	13	-	7	2	3	4	4	2	14
	1%	5%	1%	*	-	1%	-	1%	1%	*	1%	1%	1%	1%
Top 2: Important	1120	303	325	321	333	1103	15	940	175	834	282	711	294	1123
	93%	88%	92%	95%	95%	94%	58%	96%	84%	96%	88%	94%	94%	93%
Bot 2: Not important	68	9	25	17	17	55	11	36	31	33	33	40	17	65
	6%	7%	7%	5%	5%	5%	42%	4%	15%	4%	10%	5%	5%	5%
NET: Difference	1052	95	300	304	316	1048	4	904	144	801	249	671	278	1058
	88%	80%	84%	90%	90%	89%	16%	92%	69%	92%	78%	89%	89%	88%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m

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

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8 Dec 2025  
Table 212

Q5E6.4. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can communicate with others

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

	TOTAL	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	4060	1442	1053	34	71	646	556	613	496	976	144	157	1002	141	52	1015	249	516	1202	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202	
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202	
Very important	835	738	97	776	17	41	405	430	399	378	702	88	100	717	98	67	719	178	642	846	
	69%	70%	69%	71%	53%	58%	65%	74%	71%	70%	72%	60%	65%	71%	70%	73%	71%	67%	71%	70%	
Fairly important	285	251	33	251	10	23	159	126	128	123	212	46	43	231	33	20	234	69	208	277	
	24%	24%	24%	23%	31%	32%	25%	22%	23%	23%	22%	31%	28%	23%	23%	22%	23%	26%	23%	23%	
Not very important	63	56	7	56	4	3	48	15	29	29	47	12	8	42	6	2	48	13	41	60	
	5%	5%	5%	5%	12%	4%	8%	3%	5%	5%	5%	8%	5%	4%	4%	3%	5%	5%	5%	5%	
Not important at all	5	5	-	3	-	2	3	2	5	-	2	1	2	2	1	2	1	4	4	5	
	+	+	-	+	-	3%	1%	+	1%	-	+	1%	+	1%	+	+	+	+	+	+	
Don't know	14	10	4	10	1	2	8	6	3	7	9	-	-	11	1	1	11	3	8	14	
	1%	1%	3%	1%	4%	3%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	
Top 2: Important	1120	990	130	1027	26	64	563	557	528	500	914	134	144	948	131	87	953	247	850	1123	
	93%	93%	92%	94%	84%	90%	91%	96%	93%	93%	94%	91%	94%	94%	93%	95%	94%	94%	94%	93%	
Bot 2: Not important	68	61	7	58	4	5	51	17	34	29	49	13	9	44	9	3	51	14	44	65	
	6%	6%	5%	5%	12%	7%	8%	3%	6%	5%	5%	9%	6%	4%	6%	4%	5%	5%	5%	5%	
NET: Difference	1052	929	123	969	22	59	512	540	484	472	865	120	134	904	122	84	902	232	805	1058	
	88%	88%	87%	88%	72%	84%	82%	93%	87%	88%	89%	82%	88%	90%	87%	91%	89%	88%	89%	88%	

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

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8 Dec 2025  
Table 213

Q5E6.4. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child can communicate with others

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

	TOTAL	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	1 - Most deprived	2	3	4	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	541	885	307	808	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very important	835	411	353	619	212	563	265	200	183	134	158	105	846
	69%	73%	65%	70%	69%	70%	69%	71%	73%	65%	67%	69%	70%
Fairly important	285	125	143	214	67	186	95	61	50	61	57	39	277
	24%	22%	26%	24%	22%	23%	25%	21%	20%	30%	24%	26%	23%
Not very important	63	21	39	45	18	49	14	18	14	9	16	5	60
	5%	4%	7%	5%	6%	6%	4%	6%	6%	4%	7%	3%	5%
Not important at all	5	2	2	3	1	4	1	2	2	-	-	-	5
	+	+	+	+	+	+	+	1%	1%	-	-	-	+
Don't know	14	2	4	3	8	4	8	3	2	2	3	3	14
	1%	+	1%	+	3%	1%	2%	1%	1%	1%	1%	2%	1%
Top 2: Important	1120	536	496	833	279	749	359	260	233	195	215	144	1123
	93%	96%	92%	94%	91%	93%	94%	92%	93%	95%	92%	95%	93%
Bot 2: Not important	68	23	41	48	20	52	16	20	16	9	16	5	65
	6%	4%	8%	5%	6%	7%	4%	7%	7%	4%	7%	3%	5%
NET: Difference	1052	513	455	785	259	697	344	241	217	186	199	139	1058
	88%	92%	84%	89%	84%	86%	90%	85%	86%	90%	85%	92%	88%

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

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IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025

Table 214

Q5ED6.5. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child forms positive relationships with others

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	545	517	360	76	821	183	32	73	152	20	217	454	564	1007
Very important	826	411	415	403	358	65	650	171	46	68	36	21	188	368	468	837
	69%	69%	69%	68%	69%	71%	68%	72%	77%	64%	76%	88%	72%	68%	70%	70%
Fairly important	317	162	154	157	140	20	260	54	14	29	9	2	63	141	170	304
	26%	27%	26%	26%	27%	22%	27%	23%	23%	19%	10%	10%	24%	26%	26%	25%
Not very important	33	10	23	21	9	3	21	9	-	7	2	-	7	17	14	36
	3%	2%	4%	3%	2%	3%	2%	4%	-	6%	5%	-	3%	3%	2%	3%
Not important at all	9	6	3	6	3	-	7	2	-	2	*	-	2	5	4	10
	1%	1%	1%	1%	1%	-	1%	1%	-	2%	*	-	1%	1%	1%	1%
Don't know	17	10	7	8	6	3	15	2	-	1	-	1	2	8	9	15
	1%	2%	1%	1%	1%	3%	2%	1%	-	1%	-	2%	1%	2%	1%	1%
Top 2: Important	1143	573	569	560	498	85	909	225	60	97	45	23	251	510	638	1141
	95%	96%	94%	94%	96%	94%	95%	95%	100%	91%	95%	98%	96%	94%	96%	95%
Bot 2: Not important	42	16	26	27	12	3	28	11	-	8	2	-	9	22	18	46
	3%	3%	4%	5%	2%	3%	3%	5%	-	8%	5%	-	3%	4%	3%	4%
NET: Difference	1101	557	543	533	486	83	881	215	60	89	43	23	242	488	620	1095
	92%	93%	90%	90%	94%	91%	93%	90%	100%	83%	90%	98%	92%	90%	93%	91%

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

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

8 Dec 2025  
 Table 215

Q5ED6.5. When thinking about your youngest child's development, how important, if at all, do you consider the following skills to be right now? That my child forms positive relationships with others

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	270	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Very important	826	576	251	584	242	195	307	201	123	666	107	114	220	296	837
	69%	69%	67%	72%	62%	70%	69%	66%	72%	68%	72%	70%	64%	68%	70%
Fairly important	317	215	102	195	122	66	116	91	43	264	34	44	97	123	304
	26%	26%	27%	24%	31%	24%	26%	30%	25%	27%	23%	27%	28%	28%	25%
Not very important	33	26	6	16	17	7	15	6	4	28	3	4	14	9	36
	3%	3%	2%	2%	4%	3%	3%	2%	2%	3%	2%	2%	4%	2%	3%
Not important at all	9	4	5	5	5	3	5	1	*	9	-	1	4	4	10
	1%	1%	1%	1%	1%	1%	1%	*	*	1%	-	1%	1%	1%	1%
Don't know	17	9	8	11	6	5	3	7	2	12	3	1	7	6	15
	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%
Top 2: Important	1143	791	352	779	364	261	424	292	166	930	140	158	317	419	1141
	95%	95%	95%	96%	93%	94%	95%	95%	96%	95%	96%	96%	93%	96%	95%
Bot 2: Not important	42	31	11	21	21	10	20	7	4	37	3	5	18	13	46
	3%	4%	3%	3%	5%	4%	4%	2%	2%	4%	2%	3%	5%	3%	4%
NET: Difference	1101	760	341	758	343	250	404	285	162	893	137	153	299	406	1095
	92%	91%	92%	94%	88%	91%	90%	93%	94%	91%	94%	94%	87%	93%	91%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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

8 Dec 2025  
 Table 216

Q5ED6.5. 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	325	340	335	367	1170	27	993	199	897	295	779	
Weighted total	1202	318	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	308	292	277	299	978	25	825	173	742	256	637	262	1002
Very important	826	69	226	242	262	819	6	704	117	646	175	536	209	837

	69%	59%	64%	71%	75%	70%	24%	72%	56%	74%	55%	71%	67%	70%
	bik			bc	abc			i		ak				
Fairly important	317	39	107	83	79	308	9	249	67	205	110	191	91	304
	26%	33%	30%	24%	23%	26%	34%	25%	32%	24%	34%	25%	29%	25%
	e	e	e							ai				
Not very important	33	5	12	7	9	23	8	17	16	11	21	20	8	36
	3%	4%	3%	2%	3%	2%	30%	2%	7%	1%	7%	3%	3%	3%
	j							ah		aj				
Not important at all	9	1	4	2	1	6	2	4	6	5	4	3	5	10
	1%	1%	1%	1%	*	1%	9%	*	3%	1%	1%	*	2%	1%
								ah				i		
Don't know	17	4	6	5	-	15	1	9	3	3	9	7	1	15
	1%	3%	2%	2%	-	1%	3%	1%	1%	*	3%	1%	*	1%
	e	e	e	e						j				
Top 2: Important	1143	108	333	325	340	1127	15	953	184	852	285	727	299	1141
	95%	92%	94%	96%	97%	96%	58%	97%	89%	98%	89%	96%	96%	95%
	ik			bc				ai		ak				
Bot 2: Not important	42	6	17	9	29	10	10	21	21	16	25	22	13	46
	3%	5%	5%	3%	3%	2%	39%	2%	10%	2%	8%	3%	4%	4%
	j							ah		aj				
NET: Difference	1101	102	316	316	330	1098	5	932	163	836	260	705	286	1095
	92%	87%	89%	93%	94%	94%	19%	95%	78%	96%	81%	93%	91%	91%

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

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

8 Dec 2025  
 Table 217

Q5E6.5. 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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	586	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	944	222	731	1202
Very important	826	732	94	755	21	49	411	416	388	377	678	96	106	702	98	66	707	187	624	837
	69%	69%	67%	69%	68%	69%	66%	72%	70%	69%	70%	65%	69%	70%	70%	72%	70%	71%	69%	70%
							e													
Fairly important	317	276	41	291	7	17	174	142	151	133	256	42	36	269	32	20	269	71	238	304
	26%	26%	29%	27%	24%	24%	26%	25%	27%	25%	26%	28%	24%	27%	22%	22%	26%	27%	26%	25%
Not very important	33	29	3	28	1	2	22	11	15	16	3%	2%	5%	1%	20	1	22	*	2%	3%
	3%	3%	2%	3%	5%	3%	3%	2%	3%	3%	3%	2%	3%	1%	5%	1%	2%	*	2%	3%
	r												n					r		
Not important at all	9	8	1	7	-	2	6	4	6	3	6	1	-	8	-	-	8	4	5	10
	1%	1%	1%	1%	-	3%	1%	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%
Don't know	17	15	2	14	1	1	10	7	6	7	7	5	3	10	5	5	12	1	13	15
	1%	1%	1%	1%	4%	2%	2%	1%	1%	1%	1%	3%	2%	1%	3%	5%	1%	1%	1%	1%
											k		ao							
Top 2: Important	1143	1008	135	1047	29	66	585	558	539	511	934	138	142	971	130	86	976	258	862	1141
	95%	95%	96%	96%	92%	92%	94%	96%	95%	95%	96%	93%	93%	97%	92%	94%	96%	98%	96%	95%
													m		o					
Bot 2: Not important	42	38	4	34	1	4	27	15	20	19	31	5	8	22	6	1	28	4	28	46
	3%	4%	3%	3%	5%	6%	4%	3%	4%	3%	3%	3%	5%	2%	5%	1%	3%	2%	3%	4%
NET: Difference	1101	970	131	1012	27	61	558	543	519	491	903	133	135	949	123	85	948	254	834	1095
	92%	91%	93%	92%	87%	86%	90%	94%	92%	92%	93%	90%	88%	95%	88%	93%	93%	96%	92%	91%

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

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

8 Dec 2025  
 Table 218

Q5E6.5. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	389	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	632	312	236	209	177	193	131	1002
Very important	826	403	354	618	204	552	268	206	176	134	153	104	837
	69%	72%	65%	70%	67%	69%	70%	73%	70%	65%	65%	69%	70%
		c									h		
Fairly important	317	142	151	231	83	211	100	62	65	64	69	38	304
	26%	25%	28%	26%	27%	26%	26%	22%	26%	31%	29%	25%	25%
Not very important	33	9	23	24	9	26	7	8	7	4	8	4	36
	3%	2%	4%	3%	3%	3%	2%	3%	3%	2%	4%	3%	3%
Not important at all	9	2	6	8	1	6	3	2	2	2	2	1	10

	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	*	1%
Don't know	17	4	7	5	10	10	5	5	1	3	2	5	15
	1%	1%	1%	1%	3%	1%	1%	2%	*	1%	1%	3%	1%
		ad											
Top 2: Important	1143	545	505	848	287	764	368	268	241	198	222	141	1141
	95%	97%	93%	96%	93%	95%	96%	95%	96%	95%	95%	94%	95%
		ac											
Bot 2: Not important	42	12	20	32	10	32	10	10	9	6	10	5	46
	3%	2%	5%	4%	3%	4%	2%	4%	4%	3%	4%	3%	4%
		b											
NET: Difference	1101	534	476	816	277	731	359	257	232	192	212	137	1095
	92%	95%	88%	92%	90%	91%	94%	91%	92%	93%	90%	91%	91%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 219

QSE6.6. 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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	491	516	507	360	70	1011	173	32	72	102	20	217	454	561	1007
Very important	830	413	416	394	372	64	656	166	43	67	34	22	198	370	452	826
	69%	69%	69%	66%	72%	70%	69%	70%	73%	62%	72%	93%	75%	69%	68%	69%
													o			
Fairly important	301	152	149	156	123	22	239	61	16	32	11	1	55	135	181	304
	25%	25%	25%	24%	24%	24%	25%	24%	27%	30%	24%	4%	21%	25%	27%	25%
Not very important	47	22	25	31	12	3	36	8	-	7	2	-	5	21	23	48
	4%	4%	4%	5%	2%	4%	4%	4%	-	6%	3%	-	2%	4%	3%	4%
				e												
Not important at all	7	3	4	4	1	2	5	2	-	1	-	1	2	4	*	7
	1%	*	1%	1%	*	2%	1%	2%	-	1%	1%	2%	1%	1%	*	1%
													o			
Don't know	18	8	9	9	9	-	17	*	-	-	*	-	2	10	8	17
	1%	1%	2%	2%	2%	-	2%	*	-	-	1%	-	1%	2%	1%	1%
Top 2: Important	1130	565	564	550	494	86	895	227	60	99	46	23	253	505	633	1130
	94%	94%	94%	93%	96%	94%	94%	96%	100%	92%	96%	98%	96%	94%	95%	94%
				d												
Bot 2: Not important	54	25	29	35	14	5	40	10	-	8	2	1	8	25	23	55
	4%	4%	5%	6%	3%	6%	4%	4%	-	8%	4%	2%	3%	5%	4%	5%
				e												
NET: Difference	1076	541	535	515	481	81	854	217	60	91	44	23	246	480	609	1075
	90%	90%	89%	87%	93%	89%	90%	91%	100%	85%	92%	95%	94%	89%	92%	89%

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

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

8 Dec 2025  
 Table 220

QSE6.6. 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

	Working status			Education				Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)			
Unweighted total	1202	833	369	839	363	242	485	252	243	979	155	157	337	439	1202		
Weighted total	1202	830	372	810	392	276	457	307	122	979	147	164	343	438	1202		
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007		
Very important	830	574	256	572	258	200	307	202	121	671	108	127	230	286	826		
	69%	69%	69%	71%	66%	72%	69%	66%	70%	69%	73%	78%	67%	65%	69%		
												om					
Fairly important	301	210	91	198	102	61	107	90	43	251	32	29	80	124	304		
	25%	25%	24%	24%	26%	61	24%	29%	25%	26%	22%	18%	23%	28%	25%		
														i			
Not very important	47	36	11	26	21	7	28	7	6	41	4	4	20	21	48		
	4%	4%	3%	3%	5%	3%	6%	2%	3%	4%	3%	2%	6%	5%	4%		
							h										
Not important at all	7	4	3	3	4	3	1	2	1	3	2	2	4	*	7		
	1%	*	1%	*	1%	1%	*	1%	*	*	1%	1%	1%	*	1%		
												n					
Don't know	18	7	10	12	6	6	4	6	2	13	2	1	8	7	17		
	1%	1%	3%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	2%	1%		
				b													
Top 2: Important	1130	783	347	770	361	261	413	291	164	922	140	157	310	410	1130		
	94%	94%	93%	92%	93%	94%	93%	95%	95%	94%	95%	96%	90%	94%	94%		
				d													
Bot 2: Not important	54	40	14	29	25	10	29	9	6	44	6	6	25	21	55		
	4%	5%	4%	4%	6%	4%	6%	3%	4%	4%	4%	4%	7%	5%	5%		
				e													
NET: Difference	1076	744	333	741	335	251	385	282	158	878	134	151	285	388	1075		
	90%	90%	90%	91%	86%	91%	86%	92%	92%	90%	91%	92%	83%	89%	89%		

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

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

8 Dec 2025  
 Table 221

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	119	355	339	350	1171	26**	983	208	874	300	756	313	1202
Effective base	1007	108	292	277	299	978	25	835	173	742	256	637	262	1002
Very important	830	68	245	235	256	824	3	719	108	652	174	544	209	826
69%		58%	69%	69%	73%	70%	13%	73%	52%	75%	54%	72%	67%	69%
b/k		b	b	b	b					ak				
Fairly important	301	38	86	88	77	290	11	230	68	199	100	179	83	304
25%		32%	24%	26%	22%	25%	43%	23%	33%	23%	31%	24%	27%	25%
e		e						ah	aj					
Not very important	47	5	16	10	15	36	9	24	23	16	31	25	17	48
4%		4%	5%	3%	4%	3%	36%	2%	11%	2%	10%	3%	5%	4%
i														
Not important at all	7	2	2	2	1	5	2	3	4	2	5	2	3	7
1%		2%	1%	1%	*	*	8%	*	2%	*	2%	*	1%	1%
ah														
Don't know	18	5	6	4	-	17	-	7	5	2	10	5	2	17
1%		5%	2%	1%	-	1%	-	1%	2%	*	3%	1%	1%	1%
ej		ade	e	e										
Top 2: Important	1130	106	330	323	334	1114	14	949	176	850	274	723	292	1130
94%		90%	93%	95%	95%	95%	56%	97%	85%	98%	86%	96%	93%	94%
ik														
Bot 2: Not important	54	7	19	12	16	41	11	27	27	18	36	27	19	55
4%		6%	5%	4%	5%	3%	44%	3%	13%	2%	11%	4%	6%	5%
hi														
NET: Difference	1076	99	312	310	317	1073	3	922	149	833	238	696	272	1075
90%		84%	88%	92%	91%	92%	11%	94%	72%	96%	74%	92%	87%	89%

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

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

8 Dec 2025  
 Table 222

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	833	175	913	20	51	536	472	491	477	816	120	135	835	122	81	864	222	751	1002
Very important	830	729	101	757	21	51	410	420	391	376	681	94	111	700	100	67	709	194	619	826
69%		69%	72%	69%	68%	71%	66%	73%	69%	70%	70%	64%	73%	70%	71%	73%	70%	74%	69%	69%
e																				
Fairly important	301	266	34	283	4	13	165	136	142	131	245	42	33	258	33	22	254	61	230	304
25%		25%	24%	26%	14%	19%	26%	23%	23%	26%	25%	29%	22%	26%	24%	24%	25%	23%	25%	25%
Not very important	47	44	3	36	4	4	31	16	20	24	33	8	6	30	3	-	35	4	35	48
4%		4%	2%	3%	14%	6%	5%	3%	4%	4%	3%	5%	4%	3%	2%	-	3%	2%	4%	4%
Not important at all	7	6	1	5	*	4	4	3	4	1	3	*	1	4	2	1	4	1	6	7
1%		1%	1%	*	1%	3%	1%	1%	1%	*	*	*	1%	*	1%	1%	*	*	1%	1%
ad																				
Don't know	18	16	2	15	1	1	13	4	8	5	12	3	1	12	2	2	14	2	12	17
1%		1%	1%	1%	4%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	3%	1%	1%	1%	1%
Top 2: Important	1130	995	136	1040	25	64	974	556	533	507	925	136	144	957	133	88	962	256	849	1130
94%		94%	96%	95%	82%	90%	92%	96%	94%	95%	95%	93%	94%	95%	95%	96%	95%	97%	94%	94%
Bot 2: Not important	54	50	4	41	5	6	35	19	24	24	35	8	8	34	5	1	39	5	41	55
4%		5%	3%	4%	15%	9%	6%	3%	4%	5%	4%	6%	5%	3%	4%	1%	4%	2%	5%	5%
d																				
NET: Difference	1076	945	131	999	21	58	540	537	509	483	890	128	137	923	128	87	923	251	808	1075
90%		89%	93%	91%	67%	81%	87%	93%	90%	90%	92%	87%	89%	92%	91%	95%	91%	95%	90%	89%

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

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Q5ED6.6. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	543	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very important	830 69%	408 73%	358 66%	611 69%	214 70%	554 69%	270 70%	186 66%	175 70%	137 66%	168 72%	113 75%	826 69%
Fairly important	301 25%	154 24%	140 26%	223 25%	75 24%	200 25%	95 25%	83 29%	63 25%	57 28%	50 21%	30 20%	304 25%
Not very important	47 4%	13 2%	33 6%	39 4%	8 3%	37 5%	10 3%	10 4%	10 4%	9 4%	12 5%	4 3%	48 4%
Not important at all	7 1%	3 1%	3 1%	6 1%	1 *	7 1%	- *	1 *	2 1%	- *	- *	2 1%	7 1%
Don't know	18 1%	2 *	8 2%	6 1%	8 3%	8 1%	8 2%	3 1%	2 1%	3 1%	4 2%	3 2%	17 1%
Top 2: Important	1130 94%	542 97%	497 92%	834 94%	289 94%	754 94%	365 95%	269 95%	238 95%	195 94%	218 93%	142 94%	1130 94%
Bot 2: Not important	54 4%	17 3%	36 7%	45 5%	9 3%	44 5%	10 3%	11 4%	12 5%	9 4%	12 5%	5 4%	55 5%
NET: Difference	1076 90%	526 94%	462 85%	789 89%	280 91%	710 88%	355 93%	258 91%	226 90%	186 90%	206 88%	137 91%	1075 89%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

Q5ED7.1. 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	1202	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007	1007
Very confident	659 55%	581 48%	581 48%	672 56%	636 53%	659 55%
Fairly confident	472 39%	538 45%	504 42%	455 38%	492 41%	461 38%
Not very confident	44 4%	59 5%	91 8%	60 5%	60 5%	51 5%
Not confident at all	8 1%	8 1%	12 1%	8 1%	4 *	7 1%
Don't know	20 2%	16 1%	15 1%	8 1%	9 1%	14 1%
Top 2: Confident	1130 94%	1118 93%	1085 90%	1127 94%	1129 94%	1120 93%
Bot 2: Not confident	51 4%	67 6%	102 9%	67 6%	64 5%	68 6%
NET: Difference	1079 90%	1051 87%	1051 87%	1060 88%	1064 89%	1053 88%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

Q5ED7.1. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Knows who they are (e.g. knows their own likes and dislikes)

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3		4-5
							(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)		(o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	922	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	543	597	369	66	821	183	32	73	162	20	212	454	564	1007
Very confident	659 55%	352 59%	307 51%	356 60%	257 50%	47 51%	523 55%	128 54%	42 51%	42 39%	37 77%	8 32%	132 50%	305 56%	387 58%	682 57%
Fairly confident	472 i	226 c	244 e	196 e	235 e	40 e	373 i	95 i	14 i	56 i	10 a	14 gh	117 i	196 m	245 m	453 m

	39% dk	38%	41%	33%	46% ad	44%	39% k	40% k	24%	52% agrk	22%	59%	45% no	36%	37%	38%
Not very confident	44 4%	12 2%	32 5% b	23 4%	18 4%	2 2%	35 4%	9 4%	3 6%	4 3%	1%	2 7%	8 3%	23 4%	16 2%	41 3%
Not confident at all	8 1%	1 *	6 1%	5 1%	1 *	1 1%	2 *	5 2%	- ag	- 5%	- 5%	- -	2 1%	4 1%	3 *	6 *
Don't know	20 2%	7 1%	13 2%	15 2%	4 1%	1 1%	20 2%	1 *	- -	- -	- -	1 2%	3 1%	12 2%	14 2%	20 2%
Top 2: Confident	1130 94%	578 97%	551 91%	552 93%	492 95%	86 95%	896 94%	223 94%	56 94%	98 91%	47 99%	22 91%	250 95%	500 93%	632 95%	1135 94%
Bot 2: Not confident	51 4%	13 2%	38 6%	28 5%	20 4%	3 4%	37 4%	15 6%	3 6%	9 9%	2 1%	10 7%	10 4%	27 5%	18 3%	47 4%
NET: Difference	1079 90%	566 95%	513 85%	524 88%	472 91%	83 91%	859 90%	208 88%	53 89%	89 83%	47 98%	20 84%	240 91%	473 88%	614 92%	1088 91%

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

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

8 Dec 2025  
 Table 226

Q5ED7.1. 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5				Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)		
															Unweighted total	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202	
Effective base	1007	691	314	695	322	212	332	219	220	812	120	136	269	371	1007	
Very confident	659 55%	471 57%	187 50%	487 60%	172 44%	180 65%	252 56%	148 48%	79 46%	538 55%	87 59%	76 46%	177 52%	242 55%	682 57%	
Fairly confident	472 39%	314 38%	157 42%	289 47%	183 47%	83 30%	169 38%	133 44%	86 50%	381 39%	53 36%	79 48%	137 40%	175 40%	453 38%	
Not very confident	44 4%	27 3%	16 4%	21 3%	22 6%	7 3%	13 3%	18 6%	5 3%	36 4%	5 3%	8 5%	20 6%	12 3%	41 3%	
Not confident at all	8 1%	4 *	4 1%	- ad	8 2%	1 1%	1 *	4 1%	1 1%	8 1%	- -	1 1%	4 1%	1 *	6 *	
Don't know	20 2%	14 2%	7 2%	13 2%	7 2%	5 2%	11 2%	3 1%	1 1%	17 2%	2 1%	- -	4 1%	7 2%	20 2%	
Top 2: Confident	1130 94%	786 95%	345 93%	776 96%	354 91%	263 95%	421 94%	282 92%	165 96%	919 94%	140 95%	155 95%	314 92%	417 95%	1135 94%	
Bot 2: Not confident	51 4%	31 4%	20 5%	21 3%	30 ad	9 3%	14 3%	22 7%	6 3%	43 4%	5 3%	9 5%	24 7%	14 3%	47 4%	
NET: Difference	1079 90%	754 91%	325 88%	755 93%	325 83%	254 92%	407 91%	259 85%	159 92%	876 89%	135 92%	146 89%	290 85%	403 92%	1088 91%	

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

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

8 Dec 2025  
 Table 227

Q5ED7.1. 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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £4,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	125	340	335	357	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very confident	659 55%	60 51%	160 45%	165 48%	255 abc	654 56%	5 20%	593 ai	62 30%	552 aj	103 32%	445 m	161 52%	682 57%
Fairly confident	472 39%	45 38%	172 48%	159 47%	80 23%	462 39%	8 31%	358 36%	111 54%	297 34%	170 53%	278 37%	134 43%	453 38%
Not very confident	44 4%	9 7%	12 3%	12 3%	10 3%	37 3%	7 26%	21 2%	22 10%	16 2%	27 9%	21 3%	14 4%	41 3%
Not confident at all	8 1%	3 2%	3 1%	- ade	1 *	4 *	3 11%	4 *	3 2%	1 *	6 2%	1 *	3 1%	6 *
Don't know	20 2%	2 2%	8 2%	4 1%	4 1%	15 1%	3 12%	7 1%	10 5%	4 *	13 4%	10 1%	1 *	20 2%

Top 2: Confident	1130 94%	104 89%	332 93%	323 95%	335 96%	1115 95%	13 51%	951 97%	173 83%	849 98%	273 85%	723 96%	295 94%	1135 94%
Bot 2: Not confident	51 4%	12 10%	16 4%	11 3%	11 3%	41 3%	10 37%	25 3%	25 12%	17 2%	34 11%	22 3%	17 5%	47 4%
NET: Difference	1079 90%	93 79%	316 89%	312 92%	324 93%	1075 92%	4 14%	926 94%	148 71%	832 96%	239 75%	701 93%	279 89%	1088 91%

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

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

8 Dec 2025  
 Table 228

Q5ED7.1. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Knows who they are (e.g. knows their own likes and dislikes)

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (e)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5+ (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	70	61*	536	472	491	437	816	120	135	835	122	81	1144	222	751	1202
Very confident	659	599	60	611	15	30	310	349	356	253	552	70	83	563	79	54	559	128	518	682
	55%	57%	42%	56%	48%	42%	50%	60%	63%	47%	57%	48%	54%	56%	56%	58%	55%	49%	57%	57%
Fairly confident	472	397	74	422	14	34	256	215	184	250	367	67	62	391	50	30	405	124	337	453
	39%	37%	52%	39%	44%	48%	41%	37%	33%	47%	38%	46%	40%	39%	33%	40%	40%	47%	37%	38%
Not very confident	44	39	5	38	-	6	32	11	19	22	34	4	4	34	10	8	33	10	33	41
	4%	4%	3%	3%	-	8%	5%	2%	3%	4%	3%	3%	3%	3%	7%	8%	3%	4%	4%	3%
Not confident at all	8	5	2	5	1	1	5	3	4	2	5	1	1	4	0	0	5	-	5	6
	1%	+	2%	+	4%	1%	1%	+	1%	+	1%	1%	1%	+	1%	-	1%	-	1%	+
Don't know	20	20	1	18	1	1	19	1	3	10	14	4	2	11	1	-	13	1	9	20
	2%	2%	1%	2%	4%	1%	3%	+	+	2%	1%	3%	2%	1%	1%	-	1%	+	1%	2%
Top 2: Confident	1130	997	134	1034	29	64	566	564	540	502	919	138	145	954	139	84	964	253	855	1135
	94%	94%	95%	94%	92%	90%	91%	97%	96%	94%	95%	94%	95%	95%	92%	92%	95%	96%	96%	95%
Bot 2: Not confident	51	44	7	43	1	7	37	14	22	24	39	5	5	38	11	8	38	10	38	47
	4%	4%	5%	4%	4%	9%	6%	2%	4%	4%	4%	4%	3%	4%	8%	8%	4%	4%	4%	4%
NET: Difference	1079	952	127	990	28	57	529	550	518	478	880	132	140	916	118	76	926	242	817	1088
	90%	90%	90%	90%	88%	81%	85%	95%	92%	89%	90%	90%	91%	91%	84%	83%	91%	92%	91%	91%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 229

Q5ED7.1. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	610	859	292	812	263	236	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1202
Very confident	659	378	242	502	155	462	192	176	144	100	133	72	682
	55%	67%	45%	57%	50%	57%	50%	62%	57%	48%	57%	48%	57%
Fairly confident	472	171	254	338	128	295	170	91	94	94	84	72	453
	39%	30%	47%	38%	42%	37%	44%	32%	37%	45%	36%	48%	38%
Not very confident	44	8	29	24	19	26	18	10	6	9	11	4	41
	4%	1%	5%	3%	6%	3%	5%	3%	2%	4%	5%	3%	3%
Not confident at all	8	1	4	5	3	7	1	1	3	1	1	1	6
	1%	+	1%	1%	1%	1%	+	1%	1%	1%	+	1%	+
Don't know	20	3	12	15	2	16	2	5	4	3	5	1	20
	2%	+	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%
Top 2: Confident	1130	549	496	841	283	757	362	267	238	193	217	144	1135
	94%	98%	92%	95%	92%	94%	95%	94%	95%	94%	93%	96%	94%
Bot 2: Not confident	51	9	33	29	21	33	19	11	9	10	12	5	47
	4%	2%	6%	3%	7%	4%	5%	4%	4%	5%	5%	4%	4%
NET: Difference	1079	539	464	812	262	724	343	256	229	183	205	139	1088
	90%	96%	86%	92%	85%	90%	90%	90%	91%	89%	87%	92%	91%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 230

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	679	1202
Weighted total	1202	598	603	595	516	51*	822	238	60*	107*	45	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very confident	581 48%	299 50%	282 47%	336 57%	215 42%	29 32%	462 49%	111 47%	30 51%	39 37%	32 68%	9 38%	114 44%	274 51%	335 50%	610 51%
Fairly confident	538 45%	266 44%	270 45%	219 37%	267 52%	52 57%	424 44%	111 47%	27 46%	55 51%	14 30%	15 62%	124 47%	222 41%	295 44%	512 43%
Not very confident	59 5%	22 4%	37 6%	27 5%	27 5%	6 6%	46 5%	12 5%	2 3%	9 9%	1 2%	-	13 5%	30 6%	26 4%	58 5%
Not confident at all	8 1%	4 1%	4 1%	5 1%	-	3 3%	4 *	4 2%	-	4 *	-	-	3 1%	4 1%	5 1%	7 1%
Don't know	16 1%	7 1%	9 2%	7 1%	8 1%	1 1%	16 2%	-	-	-	-	-	8 3%	11 2%	4 1%	15 1%
Top 2: Confident	1118 93%	566 95%	552 92%	555 93%	482 93%	81 89%	886 93%	222 93%	58 97%	94 88%	46 98%	24 100%	238 91%	496 92%	630 95%	1122 93%
Bot 2: Not confident	67 6%	26 4%	41 7%	32 5%	27 5%	9 9%	50 5%	16 7%	2 3%	13 12%	1 2%	-	17 6%	34 6%	31 5%	65 5%
NET: Difference	1051 87%	539 90%	511 85%	523 88%	455 88%	73 80%	836 88%	206 86%	56 94%	81 75%	45 95%	24 100%	221 84%	462 84%	599 86%	1057 90%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 231

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	695	322	212	392	219	220	817	129	136	292	374	1202
Very confident	581 48%	427 51%	154 41%	433 53%	148 38%	150 54%	244 55%	124 40%	64 37%	486 50%	63 43%	72 44%	158 46%	209 48%	610 51%
Fairly confident	538 45%	354 43%	183 49%	339 42%	198 51%	107 39%	181 41%	156 51%	94 54%	425 43%	77 53%	79 48%	156 45%	207 47%	512 43%
Not very confident	59 5%	37 4%	23 6%	29 4%	31 8%	12 4%	16 4%	21 7%	10 6%	50 5%	4 2%	7 5%	22 7%	21 5%	58 5%
Not confident at all	8 1%	6 1%	2 1%	1 *	7 2%	1 *	2 1%	3 1%	2 1%	6 1%	-	1 *	3 1%	1 *	7 1%
Don't know	16 1%	7 1%	9 2%	8 1%	8 2%	6 2%	3 1%	3 1%	4 2%	12 1%	4 2%	5 3%	4 1%	1 *	15 1%
Top 2: Confident	1118 93%	781 94%	337 91%	772 95%	346 88%	257 93%	425 95%	280 91%	157 91%	912 93%	140 95%	151 92%	314 91%	416 95%	1122 93%
Bot 2: Not confident	67 6%	42 5%	25 7%	30 4%	37 10%	14 5%	18 4%	24 8%	11 7%	56 6%	4 2%	8 5%	25 7%	22 5%	65 5%
NET: Difference	1051 87%	739 89%	312 84%	742 92%	309 79%	243 88%	407 91%	256 83%	146 85%	855 87%	136 93%	143 87%	289 84%	394 90%	1057 88%

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

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8 Dec 2025

Table 232

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	976	25	825	173	742	255	637	262	1007
Very confident	581	49	123	148	241	575	5	534	44	498	80	406	138	610
48%	ck	42%	36%	44%	69%	49%	18%	54%	21%	57%	25%	54%	44%	51%
Fairly confident	538	52	190	173	103	525	11	402	132	348	184	304	156	512
45%	de	44%	54%	51%	30%	45%	44%	41%	63%	40%	58%	40%	50%	43%
Not very confident	59	10	23	17	5	51	7	36	22	19	39	36	17	58
5%	ef	9%	6%	5%	1%	4%	28%	4%	11%	2%	12%	5%	5%	5%
Not confident at all	8	2	4	7	1	6	2	6	1	1	7	4	1	7
1%	fg	2%	1%	-	+	1%	6%	1%	1%	+	2%	+	+	1%
Don't know	16	4	9	1	-	13	1	5	9	3	10	7	1	15
1%	gh	3%	3%	+	-	1%	4%	+	4%	+	3%	1%	+	1%
Top 2: Confident	1118	102	319	321	344	1100	16	936	176	846	264	710	294	1122
93%	ij	86%	90%	95%	98%	94%	62%	95%	85%	97%	83%	94%	94%	93%
Bot 2: Not confident	67	12	26	17	6	58	9	42	23	21	46	39	18	65
6%	kl	10%	7%	5%	2%	5%	34%	4%	11%	2%	14%	5%	6%	5%
NET: Difference	1051	89	293	304	338	1042	7	894	153	826	218	671	277	1057
87%	lm	76%	83%	90%	96%	89%	28%	91%	73%	95%	68%	89%	88%	88%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/l/lg - a/h/i - a/j/k - a/l/m

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

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Table 233

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very confident	581	525	56	541	15	23	271	309	335	204	491	60	70	501	62	40	506	96	474	610
48%	tk	49%	39%	40%	48%	32%	44%	53%	59%	38%	51%	41%	46%	50%	44%	44%	50%	36%	53%	51%
Fairly confident	538	467	70	489	12	36	301	236	204	287	428	72	64	446	64	43	444	145	378	512
45%	ul	44%	50%	45%	37%	50%	48%	41%	36%	53%	44%	49%	42%	44%	46%	47%	44%	55%	42%	43%
Not very confident	59	50	10	47	2	10	32	28	20	35	40	9	13	41	9	6	48	19	37	58
5%	vm	5%	7%	4%	7%	14%	5%	5%	3%	7%	4%	6%	8%	4%	6%	6%	5%	7%	4%	5%
Not confident at all	8	6	2	7	1	-	5	3	1	4	4	3	3	4	3	1	5	-	6	7
1%	wn	1%	1%	1%	4%	-	1%	+	+	+	+	2%	+	2%	+	2%	1%	-	1%	1%
Don't know	16	12	4	13	1	2	13	3	5	7	9	4	4	11	2	2	12	4	8	15
1%	xy	1%	3%	1%	4%	3%	2%	1%	1%	1%	1%	3%	2%	1%	2%	2%	1%	2%	1%	1%
Top 2: Confident	1118	992	126	1030	27	59	972	946	940	490	919	132	134	947	126	83	950	241	852	1122
93%	yz	94%	89%	94%	86%	82%	92%	94%	91%	91%	95%	90%	88%	94%	90%	90%	94%	91%	94%	94%
Bot 2: Not confident	67	56	12	53	3	10	37	30	21	39	44	11	15	45	12	7	53	19	43	65
6%	ab	5%	8%	5%	11%	14%	6%	5%	4%	7%	5%	8%	10%	5%	8%	8%	5%	7%	5%	5%
NET: Difference	1051	936	114	976	23	48	535	516	519	451	875	121	115	902	115	76	897	222	800	1057
87%	cd	88%	81%	89%	75%	68%	86%	89%	84%	90%	90%	82%	78%	90%	82%	82%	88%	84%	90%	88%

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

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

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Table 234

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
								(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	682	312	236	209	177	193	131	1007
Very confident	581	353	198	456	122	409	166	150	139	92	109	59	510
	48%	63%	37%	52%	40%	51%	43%	53%	55%	45%	46%	39%	51%
	cel	ac	e	d	e	g	h	i	j	k	l	m	
Fairly confident	538	194	291	377	156	344	188	116	98	103	108	78	512
	45%	35%	54%	43%	51%	43%	49%	41%	39%	50%	46%	52%	43%
	b	d	ab	e	f	g	h	i	j	k	l	m	
Not very confident	59	12	40	39	19	35	24	14	8	8	14	10	58
	5%	2%	7%	4%	6%	4%	6%	5%	3%	4%	6%	6%	5%
	b	c	d	e	f	g	h	i	j	k	l	m	
Not confident at all	8	2	4	4	3	7	7	1	1	2	1	1	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	a	b	c	d	e	f	g	h	i	j	k	l	
Don't know	16	1	8	10	6	11	4	3	4	1	3	3	15
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%
	b	c	d	e	f	g	h	i	j	k	l	m	
Top 2: Confident	1118	547	490	833	279	753	354	265	237	195	217	137	1122
	93%	98%	90%	94%	91%	93%	93%	94%	94%	95%	93%	91%	93%
	ac	bd	cd	de	ef	fg	gh	hi	ij	kl	lm	mn	
Bot 2: Not confident	67	13	44	43	23	42	24	15	10	10	14	11	65
	6%	2%	8%	5%	7%	5%	6%	5%	4%	5%	6%	7%	5%
	b	c	d	e	f	g	h	i	j	k	l	m	
NET: Difference	1051	533	446	790	256	711	330	250	227	185	203	126	1057
	87%	95%	82%	89%	83%	88%	86%	88%	90%	82%	87%	83%	88%

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

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 Table 235

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
													(m)	(n)		(o)
Unweighted total	1202	574	627	702	417	883	312	34	76	180	22	255	550	675	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	48	24**	263	540	665	1202	
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	
Very confident	581	323	258	318	225	38	463	112	29	41	34	8	117	270	334	
	48%	54%	43%	53%	44%	42%	49%	47%	49%	39%	71%	34%	45%	50%	50%	
	c	ac	e	e	e	e	g	h	i	j	kl	l	m	n	o	
Fairly confident	504	228	275	220	243	40	390	108	24	57	12	15	112	217	275	
	42%	38%	46%	37%	47%	44%	41%	45%	40%	53%	26%	64%	43%	40%	41%	
	k	b	d	f	g	h	i	j	k	l	m	n	o	p	q	
Not very confident	91	40	50	39	42	10	76	15	6	7	1	1	24	42	43	
	8%	7%	8%	7%	8%	11%	8%	6%	11%	6%	2%	2%	9%	8%	6%	
	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	
Not confident at all	12	3	9	10	1	1	9	3	-	3	*	-	3	3	8	
	1%	1%	1%	2%	*	1%	1%	1%	-	2%	-	-	1%	1%	1%	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Don't know	15	5	10	8	5	2	15	*	-	-	*	-	6	7	5	
	1%	1%	2%	1%	1%	2%	2%	*	-	-	-	-	2%	1%	1%	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Top 2: Confident	1085	550	534	538	469	78	853	220	53	98	46	23	230	487	609	
	90%	92%	89%	90%	91%	86%	90%	93%	89%	91%	97%	98%	87%	90%	92%	
	ac	bd	cd	de	ef	fg	gh	hi	ij	kl	lm	mn	op	qr	rs	
Bot 2: Not confident	102	43	59	49	43	11	85	17	6	9	1	1	27	45	51	
	9%	7%	10%	8%	7%	12%	9%	7%	11%	9%	3%	2%	10%	8%	8%	
	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	
NET: Difference	982	507	474	489	426	67	767	203	47	89	45	23	202	442	558	
	82%	85%	79%	82%	83%	74%	81%	85%	79%	83%	94%	95%	77%	82%	84%	

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

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

8 Dec 2025  
 Table 236

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
												(l)	(m)	(n)	
Unweighted total	1202	833	369	839	363	242	485	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	210	220	817	129	136	280	371	1007
Very confident	581	424	157	448	133	138	244	131	68	474	73	77	157	208	613
	48%	51%	42%	55%	34%	50%	55%	43%	40%	48%	49%	47%	46%	47%	51%
	ei	f	g	h	i	j	k	l	m	n	o	p	q	r	s

Fairly confident	504 42%	328 39%	176 47%	303 37%	200 51%	115 41%	166 37%	138 45%	84 49%	407 42%	64 44%	66 40%	150 44%	192 44%	477 40%
Not very confident	91 8%	64 8%	26 7%	47 6%	44 11%	15 6%	26 6%	34 11%	15 9%	78 8%	6 4%	15 9%	29 8%	30 7%	84 7%
Not confident at all	12 1%	8 1%	4 1%	5 1%	7 2%	1 *	6 1%	2 1%	3 1%	10 1%	1 1%	2 1%	2 1%	6 1%	13 1%
Don't know	15 1%	7 1%	8 2%	8 1%	7 2%	7 3%	5 1%	* 1%	2 1%	21 1%	4 2%	5 3%	4 1%	3 1%	15 1%
Top 2: Confident	1085 90%	751 90%	333 90%	751 93%	334 85%	252 91%	410 92%	270 88%	152 88%	881 90%	137 93%	143 87%	308 90%	400 91%	1090 91%
Bot 2: Not confident	102 9%	72 9%	30 8%	52 6%	51 13%	16 6%	32 7%	36 12%	18 10%	87 9%	6 4%	16 10%	31 9%	35 8%	97 8%
NET: Difference	982 82%	679 82%	303 82%	700 86%	283 72%	236 85%	378 85%	234 76%	135 78%	793 81%	131 89%	126 77%	277 81%	364 83%	993 83%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

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

8 Dec 2025  
 Table 237

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	874	300	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very confident	581 48%	53 45%	127 36%	146 43%	243 69%	576 49%	4 15%	529 54%	50 24%	495 57%	83 26%	397 53%	144 46%	613 51%
Fairly confident	504 42%	51 44%	182 51%	161 47%	89 25%	493 42%	9 36%	384 39%	115 55%	328 38%	171 53%	292 39%	143 46%	477 40%
Not very confident	91 8%	8 7%	37 10%	28 8%	12 3%	81 7%	9 37%	60 6%	30 15%	39 5%	51 16%	53 7%	25 8%	84 7%
Not confident at all	12 1%	2 2%	3 1%	3 1%	4 1%	8 1%	3 12%	4 *	3 3%	1 *	3 3%	1 1%	- -	13 1%
Don't know	15 1%	3 2%	8 2%	1 *	3 1%	13 1%	- -	6 1%	7 3%	6 1%	6 2%	6 1%	1 *	15 1%
Top 2: Confident	1085 90%	105 89%	308 87%	307 90%	332 95%	1069 91%	13 52%	912 93%	164 79%	823 95%	253 79%	689 91%	287 92%	1090 91%
Bot 2: Not confident	102 9%	10 9%	39 11%	31 9%	16 4%	89 8%	13 48%	65 7%	37 18%	41 5%	61 19%	61 8%	25 8%	97 8%
NET: Difference	982 82%	679 80%	303 76%	700 81%	283 90%	980 84%	1 3%	848 86%	128 61%	782 90%	192 60%	629 83%	262 84%	993 83%

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

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

8 Dec 2025  
 Table 238

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	623	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	636	472	621	437	816	120	135	815	122	81	864	222	751	1007
Very confident	581 48%	517 49%	64 45%	550 50%	8 27%	20 28%	275 44%	306 53%	328 58%	215 40%	491 50%	65 44%	75 49%	497 49%	60 43%	42 45%	509 50%	95 36%	473 52%	613 51%
Fairly confident	504 42%	443 42%	61 43%	443 40%	21 68%	38 53%	280 45%	224 39%	193 34%	261 49%	402 41%	61 41%	58 38%	422 42%	60 43%	35 39%	420 41%	143 54%	348 39%	477 40%
Not very confident	91 8%	82 8%	9 6%	78 7%	* 1%	12 16%	48 8%	43 7%	36 6%	50 9%	65 7%	13 9%	14 9%	72 7%	17 12%	13 14%	71 7%	23 9%	65 7%	84 7%
Not confident at all	12 1%	9 9%	3 2%	10 1%	1 *	1 *	10 1%	2 *	3 *	5 *	7 *	3 *	2 *	3 *	2 *	1 *	4 *	* *	5 *	13 1%

	1%	1%	2%	1%	4%	1%	2%	*	*	1%	1%	2%	1%	*	1%	1%	*	*	1%	1%
Don't know	15	10	5	14	-	1	10	5	6	6	8	5	4	9	1	1	12	3	10	15
	1%	1%	4%	1%	-	1%	2%	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%
Top 2: Confident	1085	960	125	994	30	58	555	530	520	476	892	126	133	919	120	77	929	238	821	1090
	90%	91%	88%	91%	96%	81%	89%	91%	92%	89%	92%	86%	87%	92%	86%	84%	92%	90%	91%	91%
Bot 2: Not confident	102	91	12	88	1	13	58	45	38	55	72	16	16	75	19	14	99	23	71	97
	9%	9%	8%	8%	4%	18%	9%	8%	7%	10%	7%	11%	11%	8%	13%	15%	7%	9%	8%	8%
NET: Difference	982	870	113	906	28	45	498	485	482	421	820	110	117	844	101	63	855	215	750	993
	82%	82%	80%	83%	91%	64%	80%	84%	85%	79%	84%	75%	76%	84%	72%	69%	84%	82%	83%	83%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 239

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	492	479	714	254	622	312	235	209	177	193	131	1007
Very confident	581	350	195	444	134	403	172	144	133	96	112	63	581
	48%	62%	36%	50%	44%	50%	45%	51%	53%	47%	48%	41%	51%
	c	ac								i			
Fairly confident	504	190	272	361	138	332	166	120	95	86	103	66	477
	42%	34%	50%	41%	45%	41%	43%	42%	38%	42%	44%	44%	40%
	b		ab										
Not very confident	91	18	59	64	26	55	35	18	13	19	13	20	84
	8%	3%	11%	7%	9%	7%	9%	6%	5%	9%	6%	13%	7%
	b		ab										ahk
Not confident at all	12	1	9	8	2	8	2	-	3	2	4	1	13
	1%	*	2%	1%	1%	1%	1%	-	1%	1%	2%	1%	1%
			b										
Don't know	15	1	7	7	7	8	7	1	6	3	2	2	15
	1%	*	1%	1%	2%	1%	2%	*	2%	1%	1%	2%	1%
Top 2: Confident	1085	540	467	806	271	735	338	264	228	183	215	128	1090
	90%	96%	86%	91%	88%	91%	88%	93%	91%	88%	92%	85%	91%
	cl	ac						i					
Bot 2: Not confident	102	19	68	72	28	63	38	18	17	21	17	21	97
	9%	3%	12%	8%	9%	8%	10%	6%	7%	10%	7%	14%	8%
	b		ab										ahi
NET: Difference	982	521	399	733	243	671	300	246	212	162	198	107	993
	82%	93%	74%	83%	79%	83%	79%	87%	84%	78%	84%	71%	83%

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

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

8 Dec 2025  
 Table 240

QSE7.4. If you needed to, how confident, if at all, would you personally feel in supporting your child(ren) so they can...? Can communicate with others

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	491	522	537	369	76	821	193	32	73	162	20	237	451	561	1007
Very confident	672	340	323	363	268	40	622	135	40	46	36	13	136	301	402	703
	56%	58%	54%	61%	52%	44%	56%	57%	66%	43%	76%	56%	52%	56%	60%	58%
	fj		aef			d	j		j		aghj		m			
Fairly confident	455	220	234	191	223	42	364	88	20	48	11	9	115	196	227	428
	38%	37%	39%	32%	43%	46%	38%	37%	34%	45%	22%	38%	44%	36%	34%	36%
	gh			d		d	k		k							
Not very confident	60	26	33	30	23	7	45	12	-	10	1	2	8	31	32	56
	5%	4%	6%	5%	4%	7%	5%	5%	-	9%	2%	7%	3%	6%	5%	5%
Not confident at all	8	2	5	5	1	1	5	3	-	3	*	-	2	4	2	8
	1%	*	1%	1%	*	1%	*	1%	-	2%	1%	-	1%	1%	*	1%
Don't know	8	1	6	5	1	1	8	-	-	-	-	-	1	8	2	7
	1%	*	1%	1%	*	1%	1%	-	-	-	-	-	*	1%	*	1%
Top 2: Confident	1127	569	558	554	491	82	895	223	60	94	47	22	251	497	628	1131
	94%	95%	93%	93%	95%	90%	94%	94%	100%	88%	98%	93%	96%	92%	95%	94%
									i		akl					
Bot 2: Not confident	67	29	39	35	24	8	49	15	-	13	1	2	10	36	34	64
	6%	5%	6%	6%	5%	9%	5%	6%	-	12%	2%	7%	4%	7%	5%	5%
										agik						

NET: Difference	1060	540	519	519	467	74	846	207	60	82	46	21	241	461	594	1067
	88%	90%	86%	87%	90%	81%	89%	87%	100%	76%	96%	87%	92%	85%	89%	89%

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

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

8 Dec 2025  
 Table 241

QSE7.4. 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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total (h)
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	855	353	242	465	252	243	919	155	157	337	433	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Very confident	672	480	192	497	175	158	271	151	92	546	87	80	175	252	703
	56%	58%	52%	61%	45%	57%	61%	49%	53%	56%	59%	49%	51%	58%	58%
Fairly confident	455	304	151	278	177	99	150	135	70	375	49	79	136	164	428
	38%	37%	41%	34%	45%	36%	34%	44%	41%	38%	33%	48%	40%	37%	36%
Not very confident	60	38	22	30	30	15	20	18	7	47	7	4	24	21	56
	5%	5%	6%	4%	8%	5%	5%	6%	4%	5%	5%	2%	7%	5%	5%
Not confident at all	8	4	4	-	8	1	2	3	2	8	-	1	4	1	8
	1%	*	1%	-	2%	*	*	1%	1%	1%	-	1%	1%	*	1%
Don't know	8	4	3	5	2	4	3	-	1	3	4	-	4	-	7
	1%	1%	1%	1%	1%	1%	1%	-	*	*	2%	-	1%	-	1%
Top 2: Confident	1127	784	343	775	352	257	421	286	163	922	136	159	311	416	1131
	94%	94%	92%	96%	90%	93%	94%	93%	94%	94%	93%	97%	91%	95%	94%
Bot 2: Not confident	67	42	25	30	37	16	22	20	9	55	7	5	28	22	64
	6%	5%	7%	4%	10%	6%	5%	7%	5%	6%	5%	3%	8%	5%	5%
NET: Difference	1060	742	318	745	315	241	399	266	153	867	129	154	283	394	1067
	88%	89%	85%	92%	80%	87%	89%	87%	89%	89%	88%	94%	82%	90%	89%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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

8 Dec 2025  
 Table 242

QSE7.4. 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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total (h)
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (i)	Not knowledgeable (j)	Knowledgeable (k)	Not knowledgeable (l)	Collective (m)	Individual (n)	
Unweighted total	1202	125	340	335	357	1170	27	923	329	499	255	729	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very confident	672	57	165	184	250	668	4	604	66	561	108	463	164	703
	56%	49%	47%	54%	71%	57%	15%	61%	32%	64%	34%	61%	52%	58%
Fairly confident	455	45	169	137	82	445	8	339	109	285	167	253	130	428
	38%	39%	48%	41%	23%	38%	31%	35%	53%	33%	52%	33%	42%	36%
Not very confident	60	12	13	17	15	47	13	34	24	21	37	35	18	56
	5%	10%	4%	5%	4%	4%	50%	3%	12%	2%	12%	5%	6%	5%
Not confident at all	8	2	4	-	2	6	1	4	4	2	5	3	1	8
	1%	1%	1%	-	*	*	4%	*	2%	*	2%	*	*	1%
Don't know	8	2	4	1	1	6	-	2	4	2	3	2	-	7
	1%	2%	1%	*	*	*	-	*	2%	*	1%	*	-	1%
Top 2: Confident	1127	103	334	321	332	1113	12	943	175	845	274	717	294	1131
	94%	87%	94%	95%	95%	95%	46%	96%	84%	97%	86%	95%	94%	94%
Bot 2: Not confident	67	13	17	17	17	52	14	38	28	23	42	37	19	64
	6%	11%	5%	5%	5%	4%	54%	4%	14%	3%	13%	5%	6%	5%
NET: Difference	1060	90	317	304	316	1061	-2	905	147	822	232	679	275	1067
	88%	76%	89%	90%	90%	91%	-8%	92%	71%	94%	73%	90%	88%	89%

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

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	30	71	646	556	613	486	576	144	157	1002	191	12	1915	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Very confident	672	602	70	634	12	26	323	349	372	256	563	78	79	582	75	50	581	119	541	703
	56%	57%	50%	58%	37%	36%	50%	60%	66%	48%	58%	53%	52%	58%	53%	54%	57%	45%	60%	58%
		f/r		f			g	h	i/j		k/l		m	n	o	p/q	r	s	t	
Fairly confident	455	391	64	399	18	37	252	203	168	240	359	55	61	372	52	33	382	125	316	428
	38%	37%	45%	36%	57%	53%	41%	35%	30%	45%	37%	38%	61	40%	37%	37%	38%	47%	35%	36%
Not very confident	60	55	4	51	*	9	6	23	19	34	40	10	9	39	12	9	40	17	34	56
	5%	5%	3%	5%	1%	6%	6%	4%	3%	6%	4%	7%	6%	4%	9%	10%	4%	7%	4%	5%
Not confident at all	8	5	2	5	1	1	5	2	4	2	5	1	2	5	1	-	5	1	5	8
	1%	*	2%	*	5%	1%	1%	*	1%	*	1%	*	1%	*	1%	-	1%	*	1%	1%
Don't know	8	7	1	7	-	1	5	2	2	5	4	2	2	5	-	-	6	1	5	7
	1%	1%	1%	1%	-	1%	1%	*	*	1%	*	2%	2%	1%	-	-	1%	*	1%	1%
Top 2: Confident	1127	993	134	1032	29	63	576	552	540	495	923	133	140	954	127	82	963	244	857	1131
	94%	94%	95%	94%	94%	89%	92%	95%	96%	92%	95%	91%	91%	95%	90%	90%	92%	92%	85%	94%
Bot 2: Not confident	67	61	7	56	2	7	42	25	23	36	45	12	11	44	14	9	46	19	39	64
	6%	6%	5%	5%	6%	10%	7%	4%	4%	7%	5%	8%	7%	4%	10%	10%	4%	7%	4%	5%
NET: Difference	1060	932	128	976	28	56	534	526	517	459	877	122	128	911	113	73	918	225	818	1067
	88%	88%	90%	89%	89%	79%	80%	91%	91%	86%	90%	83%	84%	91%	80%	80%	90%	85%	91%	89%

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

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	430	744	254	692	312	236	209	172	193	131	1007
Very confident	672	390	238	522	146	475	192	158	157	106	133	80	703
	56%	70%	44%	59%	48%	59%	50%	56%	62%	51%	57%	53%	58%
		ce	ac	e		f		i					
Fairly confident	455	157	254	318	132	273	177	105	83	87	87	63	428
	38%	28%	47%	36%	43%	34%	46%	37%	33%	42%	37%	42%	36%
		b	ab	d		af							
Not very confident	60	12	40	33	25	46	11	16	9	11	12	6	56
	5%	2%	7%	4%	8%	6%	3%	6%	4%	5%	5%	4%	5%
Not confident at all	8	1	4	6	1	6	1	2	1	1	1	1	8
	1%	*	1%	1%	*	1%	*	1%	1%	*	1%	1%	1%
Don't know	8	-	5	5	2	7	1	2	1	1	1	1	7
	1%	-	1%	1%	1%	1%	*	1%	*	*	1%	1%	1%
Top 2: Confident	1127	547	493	840	278	747	369	262	240	194	220	142	1131
	94%	98%	91%	95%	91%	93%	96%	93%	95%	94%	94%	94%	94%
		ac	bc	e		f							
Bot 2: Not confident	67	14	44	40	26	52	13	19	10	12	13	7	64
	6%	2%	8%	4%	9%	6%	3%	7%	4%	6%	6%	5%	5%
		b	b	d		g							
NET: Difference	1060	533	449	801	252	696	356	244	229	181	207	135	1067
	88%	95%	83%	90%	82%	86%	93%	86%	91%	88%	88%	89%	89%

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

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	519	523	517	370	70	771	171	37	172	20	21	217	454	561	1007
Very confident	636	350	286	355	247	35	509	122	37	39	35	13	124	277	384	662
	53%	58%	47%	60%	48%	38%	53%	51%	63%	36%	74%	44%	47%	51%	58%	55%
	cf	c	aef	aef	aef	i	i	i	i	aehi					mn	
Fairly confident	492	217	275	202	240	50	382	104	21	59	12	12	122	229	244	474
	41%	36%	46%	34%	46%	55%	40%	44%	35%	55%	26%	51%	40%	42%	37%	39%
	6%	b	b	d	ad	k	k	k	ak				o			
Not very confident	60	28	32	31	25	4	50	10	2	7	*	1	10	27	31	55
	5%	5%	5%	5%	5%	4%	5%	4%	3%	6%	1%	4%	4%	5%	5%	5%
	k	k	k	k	k	k	k	k	k	k						
Not confident at all	4	3	1	1	2	1	2	3	-	3	-	-	3	1	3	3
	*	*	*	*	*	1%	1%	1%	-	2%	-	-	1%	*	*	*
										88						
Don't know	9	1	8	5	3	1	9	-	-	-	-	-	3	6	2	8
	1%	*	1%	1%	*	1%	1%	-	-	-	-	-	1%	1%	*	1%
Top 2: Confident	1129	567	561	557	487	85	891	226	58	98	47	23	246	506	628	1136
	94%	95%	93%	94%	94%	93%	94%	95%	97%	93%	99%	96%	94%	94%	94%	95%
Bot 2: Not confident	64	31	34	32	27	5	52	12	2	9	*	1	13	28	34	58
	5%	5%	6%	5%	5%	5%	5%	5%	3%	9%	1%	4%	5%	5%	5%	5%
	k	k	k	k	k	k	k	k	k	k						
NET: Difference	1064	536	528	524	460	80	839	213	56	88	47	22	233	478	594	1078
	89%	90%	88%	88%	89%	88%	88%	90%	95%	82%	99%	91%	89%	88%	89%	90%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* 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 246

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devoled nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	679	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	679	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	617	129	136	280	371	1007
Very confident	636	466	170	473	163	165	259	155	77	523	79	74	165	250	662
	53%	56%	46%	58%	42%	60%	58%	44%	45%	53%	53%	45%	48%	57%	55%
	cehi	c	ae	ae	hi	hi	hi	hi	hi	aehi			lm		
Fairly confident	492	313	179	300	192	101	160	148	84	396	58	82	150	163	474
	41%	38%	48%	37%	49%	36%	48%	48%	49%	40%	39%	50%	44%	37%	39%
	ad	ad	ad	ad	ad	ad	ad	ad	ad	ad					
Not very confident	60	43	17	32	28	7	26	19	9	52	7	5	23	23	55
	5%	5%	5%	4%	7%	2%	6%	6%	5%	5%	5%	3%	7%	5%	5%
	d	d	d	d	d	d	d	d	d	d					
Not confident at all	4	3	1	-	1	-	-	3	1	4	-	-	1	-	3
	*	*	*	-	1%	-	-	1%	1%	*	-	-	*	-	*
Don't know	9	5	4	5	4	5	2	1	1	4	4	2	3	1	8
	1%	1%	1%	1%	1%	2%	1%	*	*	*	2%	1%	1%	*	1%
Top 2: Confident	1129	780	349	773	355	265	419	283	161	919	136	156	315	413	1136
	94%	94%	94%	95%	91%	96%	94%	92%	94%	94%	93%	95%	92%	94%	95%
Bot 2: Not confident	64	46	18	32	33	7	26	22	10	56	7	5	25	23	58
	5%	6%	5%	4%	8%	2%	6%	7%	6%	6%	5%	3%	7%	5%	5%
	d	d	d	d	d	d	d	d	d	d					
NET: Difference	1064	734	331	742	323	259	393	261	151	863	129	151	290	390	1078
	89%	88%	89%	92%	82%	94%	88%	85%	88%	88%	88%	92%	85%	89%	90%

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

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 Table 247

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very confident	636	55	143	180	246	629	8	568	64	537	96	440	159	662

	53% cik	46%	40%	53% c	70% abcd	54%	29%	58% ai	31%	62% ak	30%	58% am	51%	55%
Fairly confident	492 41%	54 45%	189 53%	136 40%	90 26%	480 41%	10 40%	378 38%	110 53%	305 35%	182 57%	273 36%	140 45%	474 39%
Not very confident	60 5%	5 4%	15 4%	22 7%	14 4%	51 4%	8 31%	33 3%	25 12%	25 3%	34 11%	38 5%	14 5%	55 5%
Not confident at all	4 *	1 1%	3 1%	- -	- -	4 *	- -	1 *	3 1%	3 *	3 1%	2 *	- -	3 *
Don't know	9 1%	3 2%	5 1%	1 *	- -	7 1%	- -	2 *	6 3%	2 *	5 2%	3 *	- -	8 1%
Top 2: Confident	1129 94%	109 92%	332 93%	315 93%	336 96%	1109 95%	18 69%	946 96%	174 84%	842 97%	278 87%	713 94%	299 95%	1136 95%
Bot 2: Not confident	64 5%	6 5%	18 5%	22 7%	14 4%	55 5%	8 31%	35 4%	28 14%	37 3%	37 12%	40 5%	14 5%	58 5%
NET: Difference	1064 89%	103 87%	313 88%	293 86%	322 92%	1054 90%	10 38%	911 93%	146 70%	815 94%	241 75%	673 89%	285 91%	1078 90%

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

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 Table 248

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (e)	Has child / doesn't live with partner (f)	Has child / no partner (g)	Only children aged 0-5 (h)	Older children 5-18 too (i)	Likely (j)	Unlikely (k)	Primary carer (l)	Secondary carer (m)	Yes (n)	No (o)	Yes (p)	SEND (q)	No (r)	Difficult (s)	Coping / comfortable (t)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61*	536	472	491	437	815	120	135	835	122	81	944	222	791	1007
Very confident	636 53%	578 54%	59 4%	507 41%	17 5%	21 30%	301 48%	335 58%	349 56%	245 46%	543 56%	68 46%	71 46%	550 55%	62 44%	44 48%	559 55%	109 41%	512 57%	662 55%
Fairly confident	492 41%	417 39%	75 5%	434 40%	11 37%	44 62%	278 45%	214 37%	192 34%	252 47%	375 39%	69 47%	68 44%	405 40%	70 50%	42 46%	400 39%	135 51%	344 38%	474 39%
Not very confident	60 5%	57 5%	3 2%	53 5%	1 4%	5 7%	35 6%	25 4%	22 4%	33 6%	46 5%	7 5%	11 7%	38 4%	7 5%	5 4%	45 4%	16 6%	37 4%	55 5%
Not confident at all	4 *	3 *	1 1%	3 4%	1 4%	- -	3 1%	1 -	- -	1 *	3 *	1 *	3 1%	1 *	3 1%	- -	3 *	2 1%	3 *	5 *
Don't know	9 1%	6 1%	3 2%	8 1%	- -	1 1%	5 1%	4 1%	2 *	6 1%	6 1%	2 2%	7 2%	7 2%	- -	- -	8 1%	2 1%	5 1%	8 1%
Top 2: Confident	1129 94%	995 94%	134 95%	1031 94%	29 93%	66 92%	580 93%	549 95%	541 96%	496 93%	917 94%	137 93%	139 95%	956 94%	132 94%	87 95%	959 94%	244 93%	856 95%	1136 95%
Bot 2: Not confident	64 5%	60 6%	5 3%	56 5%	2 7%	5 7%	38 6%	27 5%	22 4%	34 6%	49 5%	8 6%	12 8%	41 4%	9 6%	5 5%	49 5%	17 7%	40 4%	58 5%
NET: Difference	1064 89%	935 88%	129 92%	974 89%	27 85%	61 85%	542 87%	523 90%	519 92%	462 86%	868 89%	128 87%	126 82%	914 91%	123 88%	82 89%	910 90%	226 86%	816 91%	1078 90%

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

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 Table 249

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowable (b)	Not knowable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	389	283	251	207	235	151	1202
Effective base	1007	480	430	744	254	632	312	236	209	172	193	131	1007
Very confident	636 53%	379 68%	221 41%	503 57%	130 42%	459 57%	172 45%	164 58%	137 55%	110 53%	118 50%	73 49%	662 55%
Fairly confident	492 41%	169 30%	269 50%	335 38%	151 49%	298 37%	188 49%	104 37%	104 41%	84 41%	98 42%	64 43%	474 39%
Not very confident	60 5%	12 2%	43 8%	40 4%	19 6%	40 5%	19 5%	13 5%	7 3%	12 6%	16 7%	11 7%	55 5%
Not confident at all	4 *	- -	3 3%	1 1%	3 3%	3 3%	2 2%	2 2%	1 1%	- -	- -	1 1%	3 3%

Don't know	9 1%	- -	1% 6 1%	5 4 1%	4 1%	7 2 1%	2 1%	1 2 1%	2 1 1%	2 1 1%	1 1 1%	8 1%	
Top 2: Confident	1129 94%	549 98%	490 90%	838 95%	281 92%	757 94%	359 94%	267 94%	241 96%	194 94%	216 92%	138 91%	1136 95%
Bot 2: Not confident	64 5%	12 2%	46 9%	41 5%	22 7%	42 5%	21 5%	15 5%	8 3%	12 6%	16 7%	12 8%	58 5%
NET: Difference	1064 89%	537 96%	443 82%	797 90%	259 84%	715 89%	339 88%	252 89%	232 93%	181 88%	200 85%	126 83%	1078 90%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 250

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	180	22	255	550	675	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	476	532	507	360	76	871	193	32	73	20	117	454	561	1007	
Very confident	659	349	310	360	250	49	533	122	38	40	35	11	137	307	373	684
	55%	58%	51%	61%	48%	54%	56%	51%	63%	37%	73%	44%	52%	57%	56%	57%
	ej	c	ae	ae			j	j	j	agh						
Fairly confident	461	210	250	187	240	34	364	89	16	50	12	11	117	188	251	440
	38%	35%	42%	32%	46%	38%	38%	47%	27%	47%	25%	44%	44%	35%	38%	37%
	dk	b	ad	ad			k	k	k				n			
Not very confident	61	29	32	35	22	4	38	22	4	15	1	2	7	34	30	59
	5%	5%	5%	6%	4%	4%	4%	9%	7%	14%	3%	9%	3%	6%	4%	5%
							agk	agk	agk				m			
Not confident at all	7	3	4	6	-	1	4	3	-	3	-	1	2	3	3	7
	1%	*	1%	1%	-	1%	*	-	-	2%	-	2%	1%	1%	1%	1%
				e		e				r						
Don't know	14	7	7	6	6	2	13	1	1	-	-	-	-	9	8	12
	1%	1%	1%	1%	1%	3%	1%	1%	3%	-	-	-	-	2%	1%	1%
Top 2: Confident	1120	560	560	547	489	84	897	211	54	90	46	21	254	495	624	1124
	93%	94%	93%	92%	95%	92%	94%	93%	90%	84%	97%	88%	97%	92%	94%	94%
	hi						hi			ahj			n			
Bot 2: Not confident	68	32	36	41	22	5	42	25	4	17	1	3	9	36	33	66
	6%	5%	6%	7%	4%	5%	4%	11%	7%	16%	3%	12%	3%	7%	5%	5%
							ajk	ajk	ajk							
NET: Difference	1053	528	524	506	468	79	855	186	50	73	45	18	245	459	591	1058
	88%	88%	87%	85%	91%	87%	90%	78%	83%	68%	95%	77%	93%	85%	89%	88%

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

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

8 Dec 2025  
 Table 251

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	323	299	242	245	243	272	155	157	237	433	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Very confident	659	479	180	486	173	165	252	153	89	533	88	84	189	229	684
	55%	58%	48%	60%	44%	60%	57%	50%	52%	54%	60%	51%	55%	52%	57%
	ce	c	e	ae	ae	h									
Fairly confident	461	303	158	286	175	98	157	132	74	379	50	75	119	180	440
	38%	37%	43%	35%	45%	36%	35%	43%	43%	39%	34%	46%	35%	41%	37%
				ad								m			
Not very confident	61	36	25	32	25	8	20	17	7	53	5	3	16	22	59
	5%	4%	7%	4%	7%	3%	6%	5%	4%	5%	3%	2%	8%	5%	5%
				d									i		
Not confident at all	7	3	4	-	2	1	2	1	2	7	-	1	3	2	7
	1%	*	1%	-	2%	*	*	*	1%	1%	-	1%	1%	*	1%
				e											
Don't know	14	9	5	7	7	4	6	4	-	8	4	-	7	5	12
	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	3%	-	2%	1%	1%
Top 2: Confident	1120	783	338	772	349	264	410	284	163	912	138	159	307	408	1124
	93%	94%	91%	95%	89%	95%	92%	93%	94%	93%	94%	97%	90%	93%	94%
	em			e								m			
Bot 2: Not confident	68	39	28	32	36	9	31	18	10	60	5	4	29	24	66
	6%	5%	8%	4%	9%	3%	7%	6%	6%	6%	3%	3%	8%	6%	5%
NET: Difference	1053	744	309	740	313	254	379	266	153	852	133	155	278	384	1058

	88%	90%	83%	91%	80%	92%	85%	87%	89%	87%	90%	95%	81%	88%	88%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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

8 Dec 2025  
 Table 252

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	355	387	1170	27	983	159	257	225	779	305	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very confident	659	57	156	187	241	653	5	595	60	548	107	462	151	684
55%	55%	49%	44%	55%	69%	56%	19%	60%	29%	63%	33%	61%	48%	57%
Fairly confident	461	53	168	129	92	455	5	344	113	296	160	256	138	440
38%	38%	45%	47%	38%	26%	39%	18%	35%	54%	34%	50%	34%	44%	37%
Not very confident	61	6	19	17	16	46	15	39	21	22	38	33	21	59
5%	5%	5%	5%	5%	5%	4%	56%	4%	10%	12%	12%	4%	7%	5%
Not confident at all	7	2	5	-	-	4	2	3	4	2	4	1	2	7
1%	1%	2%	1%	-	-	*	6%	*	2%	*	1%	*	1%	1%
Don't know	14	-	6	6	1	13	-	10	2	11	3	3	1	12
1%	1%	-	2%	2%	*	1%	-	*	5%	*	3%	*	*	1%
Top 2: Confident	1120	110	324	316	333	1108	10	939	173	843	267	718	289	1124
93%	93%	91%	93%	93%	95%	95%	37%	93%	83%	97%	84%	95%	92%	94%
Bot 2: Not confident	68	8	24	17	16	50	16	42	25	25	42	34	23	66
6%	6%	7%	7%	5%	5%	4%	63%	4%	12%	3%	13%	5%	7%	5%
NET: Difference	1053	102	300	299	317	1058	-7	897	149	819	225	684	266	1058
88%	87%	84%	88%	90%	90%	90%	-26%	91%	71%	94%	70%	90%	85%	88%

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

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

8 Dec 2025  
 Table 253

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very confident	659	593	66	611	15	32	324	335	361	254	546	77	89	557	74	47	570	115	530	684
55%	55%	56%	46%	56%	47%	45%	52%	58%	64%	47%	56%	52%	58%	52%	52%	52%	56%	44%	59%	57%
Fairly confident	461	392	69	415	13	33	245	217	177	242	367	58	54	391	54	36	389	133	319	440
38%	38%	37%	49%	38%	41%	46%	39%	37%	31%	45%	38%	39%	35%	39%	39%	39%	38%	50%	35%	37%
Not very confident	61	56	5	52	2	5	39	21	22	30	46	8	7	41	10	8	42	12	39	59
5%	5%	5%	5%	5%	8%	6%	6%	4%	4%	6%	5%	5%	5%	4%	7%	9%	4%	5%	4%	5%
Not confident at all	7	5	2	4	1	2	6	1	3	2	4	1	2	4	2	1	4	2	4	7
1%	1%	*	2%	*	4%	3%	1%	*	*	*	*	1%	1%	1%	2%	1%	*	1%	*	1%
Don't know	14	14	-	14	-	-	9	5	2	9	9	4	1	10	-	-	11	2	10	12
1%	1%	-	1%	-	-	-	1%	1%	-	1%	1%	2%	1%	1%	-	-	1%	1%	1%	1%
Top 2: Confident	1120	986	135	1026	28	65	568	552	539	496	913	134	143	948	128	83	959	248	849	1124
93%	93%	95%	94%	88%	91%	93%	91%	93%	94%	93%	94%	91%	94%	91%	91%	94%	94%	91%	94%	94%
Bot 2: Not confident	68	61	7	55	4	7	45	22	24	31	50	9	9	45	13	9	45	14	43	66
6%	6%	6%	5%	5%	12%	9%	7%	4%	4%	6%	5%	6%	6%	4%	9%	9%	4%	5%	5%	5%
NET: Difference	1053	925	128	971	24	58	523	529	515	465	863	125	134	903	115	75	913	234	807	1058
88%	87%	90%	89%	89%	76%	81%	84%	91%	91%	87%	89%	85%	88%	90%	82%	81%	90%	89%	89%	88%

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



QP5E1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
		Unweighted total	621	60	186	170	186	603	14	511	106	472	143	
Weighted total	632	57*	200	171	181	614	13**	518	109**	463	161	399	165	621
Effective base	519	51	150	141	151	503	13	435	90	388	126	332	135	621
Don't know	298	40	125	74	44	289	8	222	71	173	117	167	84	280
	47%	70%	62%	43%	24%	47%	58%	43%	65%	37%	73%	42%	50%	45%
NS	334	17	76	97	137	325	6	296	38	290	43	232	83	341
	53%	30%	38%	57%	76%	53%	42%	57%	35%	63%	27%	58%	50%	55%
		bc		bc	abcd			i		ak				

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

QP5E1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)		Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
		Unweighted total	621	558	63	563	17	38	326	295	323	264	503	74	77	518	66	47	531	199	
Weighted total	632	569	62*	575	14**	40**	322	300	304	272	506	78**	77*	527	68*	45*	537	150	464	621	
Effective base	519	465	54	469	14	34	272	248	258	222	416	64	65	433	58	41	440	126	377	621	
Don't know	298	262	36	268	6	21	174	123	114	150	228	45	36	242	31	22	251	90	193	280	
	47%	46%	58%	47%	42%	54%	54%	40%	38%	55%	45%	57%	47%	46%	46%	47%	47%	60%	42%	45%	
NS	334	307	26	307	8	18	148	185	190	122	280	34	41	285	37	25	286	60	270	341	
	53%	54%	42%	53%	58%	46%	46%	60%	62%	55%	55%	43%	53%	54%	54%	53%	53%	40%	58%	55%	
		ir					h		ai										r		

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

QP5E1a. Are there any specific individuals or organisations you associate with promoting the importance of early childhood?

Base : All UK adults aged 16+ answering

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
		Unweighted total	621	317	306	477	138	178	138	139	109	122	
Weighted total	632	302	291	480	145	189	135	142	114**	127**	78*	621	
Effective base	519	255	230	395	119	152	112	118	94	88	68	621	
Don't know	298	102	172	213	80	185	58	77	59	50	33	280	
	47%	34%	59%	44%	55%	43%	43%	54%	52%	39%	42%	45%	
NS	334	200	120	268	65	248	77	65	55	77	45	341	
	53%	66%	41%	56%	45%	57%	57%	46%	48%	61%	58%	55%	
		bc		e		g				i			

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

QP5E1B. Which of the following, if any, individuals or organisations which promote the importance of early childhood have you heard of?

Base : All UK adults aged 16+ answering

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	581	276	305	336	206	89	429	151	13	8	88	16	110	264	328	581
Weighted total	570	276	294	282	246	43*	456	133*	24**	46*	23*	15**	125	251	355	581
Effective base	488	220	271	285	180	35	400	88	12	33	82	15	106	220	270	581
The Royal Foundation Centre for Early Childhood	124	70	54	77	43	4	97	26	8	9	9	-	18	63	72	136
	22%	25%	18%	27%	17%	9%	21%	23%	34%	19%	37%	-	14%	25%	23%	23%
Early Years Alliance	134	67	67	75	50	9	104	30	7	16	7	-	33	54	80	137
	23%	24%	23%	27%	21%	20%	23%	26%	31%	33%	29%	-	26%	22%	26%	24%
NSPCC (National Society for the Prevention of Cruelty to Children)	274	117	157	113	137	24	226	48	12	21	8	6	67	126	143	270
	48%	42%	53%	40%	56%	55%	50%	43%	52%	45%	36%	36%	54%	50%	45%	46%
Save the Children UK	389	166	164	159	150	21	279	51	8	18	16	9	75	147	183	345
	58%	60%	56%	56%	61%	48%	61%	45%	32%	38%	68%	53%	60%	59%	58%	59%
Action for Children	180	89	90	97	73	10	148	32	11	10	9	2	44	81	101	191
	31%	32%	31%	34%	30%	22%	32%	28%	46%	21%	38%	9%	35%	32%	32%	33%
Barnardo's	216	92	124	78	117	21	180	36	11	11	3	12	71	86	110	206
	38%	33%	42%	28%	48%	49%	39%	32%	44%	23%	14%	65%	57%	34%	35%	35%
Family Action	97	52	45	57	31	9	75	22	7	7	6	2	24	29	63	105
	17%	19%	15%	20%	12%	22%	16%	20%	31%	15%	25%	9%	19%	11%	20%	18%
National Children's Bureau	108	67	41	69	34	4	91	17	4	5	6	1	7	52	75	118
	19%	24%	14%	25%	14%	10%	20%	15%	18%	11%	28%	6%	6%	21%	24%	20%
Coram Family and Childcare	56	33	23	35	21	1	42	14	8	2	4	-	5	27	36	59
	10%	12%	8%	12%	8%	2%	9%	13%	34%	5%	17%	-	4%	11%	11%	10%
Home-Start UK	152	65	87	80	64	8	132	20	5	7	6	2	34	72	89	160
	27%	24%	30%	28%	26%	19%	29%	18%	19%	15%	27%	12%	27%	29%	28%	28%
UNICEF	349	177	171	170	153	26	285	64	14	22	18	10	84	155	191	365
	61%	64%	58%	60%	62%	60%	62%	56%	60%	45%	79%	54%	67%	62%	61%	63%
World Health Organisation	309	153	156	146	140	23	256	53	9	23	16	5	85	138	170	324
	54%	55%	53%	52%	57%	54%	56%	47%	40%	48%	67%	28%	68%	55%	54%	56%
Harvard Centre on the Developing Child	62	32	30	38	23	1	52	10	3	1	5	-	4	25	44	71
	11%	12%	10%	14%	9%	3%	11%	9%	15%	3%	22%	-	3%	10%	14%	12%
National Literacy Trust	130	58	72	65	56	9	109	21	4	11	4	2	36	58	75	126
	23%	21%	25%	23%	23%	22%	24%	19%	16%	24%	18%	10%	29%	23%	24%	22%
National Childbirth Trust (NCT)	181	82	99	91	79	11	159	22	5	10	7	-	50	89	92	185
	32%	30%	34%	32%	32%	25%	35%	19%	21%	20%	31%	-	40%	36%	29%	32%
Parent Infant Foundation	84	56	28	52	29	3	68	16	4	2	8	2	5	40	61	98
	15%	20%	10%	19%	12%	6%	15%	14%	18%	5%	33%	10%	4%	16%	19%	17%
Other	2	-	2	-	2	-	2	-	-	-	-	-	1	-	2	-
	+	-	1%	-	1%	-	+	-	-	-	-	-	1%	+	+	+
No opinion	24	8	16	7	12	6	14	11	2	7	*	1	7	13	11	20
	4%	3%	6%	2%	5%	13%	3%	9%	7%	15%	1%	8%	5%	5%	4%	3%
Don't know	34	17	17	17	16	7	27	8	5	3	-	-	7	13	18	29
	6%	6%	6%	6%	6%	4%	6%	7%	22%	5%	-	-	6%	5%	6%	5%

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

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

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Table 261

QPS18. 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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	581	405	176	453	152	122	233	155	113	492	71	77	154	212	581
Weighted total	570	403	168	399	172	138	223	125*	84	465	66*	81*	162	208	581
Effective base	488	340	149	346	142	108	199	90	108	398	59	69	139	175	581
The Royal Foundation Centre for Early Childhood	124	103	20	99	25	21	60	30	13	107	10	11	40	43	136
	22%	26%	12%	25%	15%	15%	27%	24%	15%	23%	15%	14%	25%	20%	23%
Early Years Alliance	134	104	30	100	33	32	50	32	20	105	18	20	32	48	137
	23%	26%	18%	25%	19%	23%	23%	25%	24%	23%	28%	25%	19%	23%	24%
NSPCC (National Society for the Prevention of Cruelty to Children)	274	183	91	187	87	60	101	63	50	213	41	44	80	89	270
	48%	46%	54%	47%	51%	43%	45%	50%	59%	46%	62%	54%	50%	43%	46%
Save the Children UK	329	245	85	241	89	85	133	64	48	271	38	52	88	115	345
	58%	61%	50%	60%	52%	61%	60%	51%	57%	58%	58%	64%	54%	56%	59%

Action for Children	180 31%	139 34%	41 24%	138 35%	42 24%	44 32%	66 30%	36 29%	33 40%	149 32%	23 35%	25 31%	48 29%	61 29%	191 33%
Barnardo's	216 38%	138 34%	79 47%	130 33%	86 50%	47 34%	66 29%	58 46%	45 54%	166 36%	36 56%	43 53%	55 34%	68 33%	206 35%
Family Action	97 17%	76 19%	21 12%	73 18%	24 14%	24 17%	38 17%	22 17%	13 16%	86 19%	11 16%	16 20%	17 11%	44 21%	105 18%
National Children's Bureau	108 19%	94 23%	14 8%	85 21%	23 13%	25 18%	58 26%	16 12%	10 11%	97 21%	9 14%	5 6%	28 17%	49 23%	118 20%
Coram Family and Childcare	56 10%	47 12%	9 5%	45 11%	12 7%	9 7%	30 14%	14 11%	3 3%	47 10%	6 10%	5 7%	15 9%	24 11%	59 10%
Home-Start UK	152 27%	108 27%	44 26%	115 29%	37 21%	35 25%	51 23%	39 31%	28 33%	122 26%	19 30%	20 25%	40 25%	51 25%	160 28%
UNICEF	349 61%	260 65%	88 53%	250 63%	99 57%	81 58%	142 64%	78 62%	48 57%	282 61%	45 69%	56 69%	94 58%	118 57%	365 63%
World Health Organisation	309 54%	230 57%	79 47%	231 58%	79 46%	71 52%	119 54%	70 55%	49 58%	255 55%	34 52%	54 66%	76 47%	96 46%	324 56%
Harvard Centre on the Developing Child	62 11%	51 13%	11 6%	49 12%	14 8%	13 10%	30 13%	13 10%	6 8%	55 12%	6 9%	4 5%	14 9%	33 16%	71 12%
National Literacy Trust	130 23%	93 23%	37 22%	100 25%	31 18%	32 23%	46 21%	35 28%	17 21%	108 23%	15 22%	18 22%	35 22%	40 19%	126 22%
National Childbirth Trust (NCT)	181 32%	142 35%	39 23%	154 39%	27 16%	42 30%	85 38%	33 27%	20 24%	148 32%	22 33%	31 38%	52 32%	48 23%	185 32%
Parent Infant Foundation	84 15%	76 19%	8 5%	73 18%	11 6%	13 10%	50 22%	16 13%	5 6%	72 16%	7 11%	3 4%	20 12%	39 19%	98 17%
Other	2 *	1 *	1 *	2 *	- *	- *	- *	- *	2 ae	2 *	- *	- *	- *	- *	2 *
No opinion	24 4%	11 3%	13 8%	14 4%	10 6%	8 6%	7 3%	8 6%	2 2%	17 4%	6 8%	3 3%	10 6%	6 3%	20 3%
Don't know	34 6%	20 5%	14 8%	22 6%	12 7%	8 6%	13 6%	10 8%	3 3%	26 6%	1 2%	5 6%	12 7%	14 7%	29 5%

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

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Table 262

QP5E1B. 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)		
Unweighted total	581	15	154	165	181	59	13	482	53	425	152	171	146	581	
Weighted total	570	60*	155	168	169	557	12**	465	169	99*	407	159	357	147	581
Effective base	488	57	133	136	148	475	12	400	83	355	130	305	128	581	
The Royal Foundation Centre for Early Childhood	124 22%	8 13%	18 12%	36 22%	61 36%	123 22%	1 8%	114 24%	10 10%	104 25%	20 13%	86 24%	31 21%	136 23%	
Early Years Alliance	134 23%	5 9%	33 21%	51 30%	45 26%	134 24%	* 2%	114 24%	20 20%	115 28%	19 12%	93 26%	35 24%	137 24%	
NSPCC (National Society for the Prevention of Cruelty to Children)	274 48%	23 37%	76 49%	93 56%	72 43%	273 49%	1 9%	230 49%	45 45%	210 52%	63 40%	178 50%	74 50%	270 46%	
Save the Children UK	329 58%	29 48%	75 49%	106 63%	109 65%	328 59%	1 10%	283 61%	45 46%	254 62%	75 47%	226 63%	89 60%	345 59%	
Action for Children	180 31%	12 20%	48 31%	50 30%	60 36%	179 32%	1 7%	162 35%	17 17%	150 37%	29 18%	129 36%	44 30%	191 33%	
Barnardo's	216 38%	24 40%	70 45%	75 45%	36 21%	215 39%	1 7%	175 38%	41 42%	156 38%	59 37%	137 38%	53 36%	206 35%	
Family Action	97 17%	9 14%	24 16%	27 16%	37 22%	97 17%	* 2%	88 19%	9 9%	79 19%	18 11%	68 19%	27 18%	105 18%	
National Children's Bureau	108 19%	6 10%	16 10%	27 16%	60 35%	105 19%	3 2%	95 20%	13 13%	88 22%	20 13%	72 20%	34 23%	118 20%	
Coram Family and Childcare	56 10%	2 3%	11 7%	11 7%	32 19%	55 10%	1 8%	53 11%	2 2%	45 11%	11 7%	39 11%	17 12%	59 10%	
Home-Start UK	152 27%	8 14%	39 25%	53 32%	47 28%	151 27%	1 6%	138 30%	13 13%	122 30%	31 19%	102 28%	39 27%	160 28%	
UNICEF	349 61%	31 51%	77 50%	113 67%	118 70%	347 62%	1 10%	294 63%	55 55%	269 66%	79 49%	239 67%	86 59%	365 63%	

World Health Organisation	309 54%	25 41%	79 51%	97 58%	98 58%	308 55%	1 10%	263 57%	46 46%	k k	235 58%	73 46%	217 61%	77 52%	324 56%
Harvard Centre on the Developing Child	62 11%	4 6%	10 6%	13 8%	36 21%	60 11%	2 19%	58 12%	4 4%	k k	54 13%	9 5%	41 11%	21 14%	71 12%
National Literacy Trust	130 23%	8 14%	34 22%	47 28%	37 22%	129 23%	1 9%	111 24%	20 20%	k k	109 27%	21 13%	89 25%	34 23%	126 22%
National Childbirth Trust (NCT)	181 32%	8 13%	34 22%	56 34%	71 42%	181 32%	* 2%	158 34%	21 22%	k k	151 37%	30 19%	126 35%	45 31%	185 32%
Parent Infant Foundation	84 15%	4 7%	7 4%	27 16%	45 27%	83 15%	1 10%	78 17%	6 6%	k k	74 18%	10 6%	65 18%	18 12%	98 17%
Other	2 *	1 1%	1 *	- -	- -	2 *	- -	2 *	- -	k k	2 *	- -	2 *	- -	2 *
No opinion	24 4%	5 9%	10 6%	8 5%	- -	23 4%	1 12%	21 4%	3 3%	k k	12 3%	13 8%	5 1%	9 6%	20 3%
Don't know	34 6%	7 11%	12 8%	6 4%	7 4%	34 6%	- -	17 4%	15 15%	k k	12 3%	19 12%	13 4%	6 4%	29 5%

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

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 Table 263

QPSE18. 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

	TOTAL (n) (b)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (d)	No (e)		Has a child and lives with partner (f)	Has child / doesn't live with partner (g)	Has child / no partner (h)	Only children aged 0-5 (i)	Older children 5-18 too (j)	Likely (k)	Unlikely (l)	Primary carer (m)	Secondary carer (n)	Yes (o)	No (p)	Yes (q)	SEND (r)	No (s)	Difficult (t)	Coping / comfortable (u)	
		(v)	(w)	(x)	(y)	(z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	
Unweighted total	521	491	79*	520	17**	32**	300	271	261	264	465	69*	76*	72*	44*	75	45	404	110	453	513
Weighted total	570	491	79*	520	17**	32**	300	271	261	264	465	69*	76*	72*	44*	75	45	404	110	453	513
Effective base	488	418	70	445	15	27	265	224	233	215	401	57	70	403	65	40	404	96	375	581	
The Royal Foundation Centre for Early Childhood	124	113	11	121	1	2	50	74	83	34	109	13	13	111	13	7	108	12	111	136	
Early Years Alliance	134	119	15	122	7	5	68	66	68	57	116	13	16	115	18	11	113	19	114	137	
NSPCC (National Society for the Prevention of Cruelty to Children)	274	249	25	253	6	15	137	137	118	139	236	21	38	231	29	19	237	60	213	270	
Save the Children UK	329	286	43	308	9	13	159	170	163	143	283	33	45	277	36	21	288	51	274	345	
Action for Children	180	160	19	169	3	8	88	92	89	79	159	13	26	150	22	13	154	29	149	191	
Barnardo's	216	181	35	196	6	14	125	92	73	127	177	23	38	171	27	16	182	53	161	206	
Family Action	97	90	7	90	3	5	41	56	56	35	85	8	18	77	14	10	80	13	84	105	
National Children's Bureau	108	101	7	102	3	3	44	64	75	29	92	13	8	96	11	6	95	7	99	118	
Coram Family and Childcare	56	54	2	51	2	2	24	32	40	14	51	3	7	48	7	5	47	6	50	59	
Home-Start UK	152	135	17	145	4	4	74	79	76	72	136	13	24	126	16	9	134	30	123	160	
UNICEF	349	299	50	329	5	14	178	171	169	156	296	38	42	299	30	18	312	57	287	365	
World Health Organisation	309	265	44	289	8	12	168	142	154	134	269	26	45	258	35	22	269	47	259	324	
Harvard Centre on the Developing Child	62	59	3	55	3	4	23	40	42	17	52	6	6	56	6	3	54	8	53	71	
National Literacy Trust	130	117	14	124	1	5	67	63	56	71	119	6	13	116	17	7	112	21	109	126	
National Childbirth Trust (NCT)	181	165	16	172	1	9	89	92	98	71	159	13	26	152	13	9	164	23	158	185	
Parent Infant Foundation	84	84	1	81	2	2	34	50	58	21	75	8	7	76	8	4	73	3	78	98	
Other	2	2	-	2	-	-	2	-	1	1	2	-	1	1	-	-	2	1	1	2	
No opinion	24	19	5	20	1	3	15	10	10	11	16	3	4	19	4	1	20	9	12	20	

	4%	4%	7%	4%	6%	8%	5%	4%	4%	4%	3%	4%	6%	4%	5%	2%	4%	8%	3%	3%
Don't know	34	28	6	28	3	3	19	15	6	23	23	8	2	31	3	2	29	11	19	29
	6%	6%	8%	5%	18%	9%	6%	6%	2%	9%	5%	12%	2%	6%	4%	5%	6%	9%	4%	5%

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

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 Table 264

QPS18. 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

	Knowledge of how employers offer support			Time spent with 0-5 year olds		Time spent with children other than year olds		IMD QUINTILE					Unweighted Total
	TOTAL	Known	Not known	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	591	275	244	422	154	391	185	148	111	104	111	72	581
Weighted total	570	259	250	405	162	374	193	145	109*	97*	107*	73**	513
Effective base	488	224	210	350	134	324	160	124	91	84	96	64	511
The Royal Foundation Centre for Early Childhood	124	82	38	102	22	92	32	28	28	21	29	11	136
	22%	32%	15%	25%	14%	25%	17%	19%	26%	23%	27%	15%	23%
Early Years Alliance	134	75	47	106	28	98	35	33	28	21	25	17	137
	23%	29%	19%	26%	17%	26%	18%	22%	26%	22%	24%	24%	24%
NSPCC (National Society for the Prevention of Cruelty to Children)	274	115	135	206	68	173	101	59	51	47	52	45	270
	48%	45%	54%	51%	42%	46%	52%	40%	47%	51%	48%	61%	46%
Save the Children UK	329	157	146	247	82	216	110	82	74	50	52	50	345
	58%	61%	59%	61%	51%	58%	57%	55%	68%	54%	49%	69%	59%
Action for Children	180	98	65	129	49	117	62	46	43	24	35	25	191
	31%	38%	28%	32%	31%	31%	32%	31%	39%	26%	32%	34%	33%
Barnardo's	216	73	119	144	72	121	93	53	34	32	45	38	206
	38%	28%	48%	36%	44%	32%	48%	36%	31%	35%	42%	53%	35%
Family Action	97	64	27	73	23	66	30	34	22	13	16	12	105
	17%	25%	11%	18%	14%	18%	16%	23%	20%	14%	15%	16%	18%
National Children's Bureau	108	78	26	94	13	83	23	32	28	15	18	14	118
	19%	30%	10%	23%	8%	22%	12%	21%	26%	17%	17%	19%	20%
Coram Family and Childcare	56	46	9	50	6	49	8	21	10	13	6	4	59
	10%	18%	4%	12%	4%	13%	4%	14%	9%	14%	6%	5%	10%
Home-Start UK	152	81	63	111	41	101	51	33	35	31	23	20	160
	27%	31%	25%	28%	25%	27%	26%	22%	32%	32%	22%	27%	28%
UNICEF	349	168	153	256	93	235	111	79	77	58	63	50	365
	61%	65%	61%	63%	57%	63%	58%	53%	71%	63%	59%	69%	63%
World Health Organisation	309	148	136	234	75	210	97	70	65	47	59	48	324
	54%	57%	54%	58%	46%	56%	50%	47%	60%	51%	55%	65%	56%
Harvard Centre on the Developing Child	62	43	16	54	8	46	16	18	12	12	9	10	71
	11%	17%	6%	13%	5%	12%	8%	12%	11%	13%	8%	14%	12%
National Literacy Trust	130	61	61	108	23	88	41	30	23	18	28	24	126
	23%	24%	24%	27%	14%	24%	21%	20%	21%	19%	26%	32%	22%
National Childbirth Trust (NCT)	181	92	76	142	39	130	50	40	32	31	31	36	185
	32%	36%	30%	35%	24%	35%	26%	27%	29%	34%	29%	50%	32%
Parent Infant Foundation	84	68	15	78	5	71	13	14	27	16	15	7	98
	15%	26%	6%	19%	3%	19%	7%	9%	25%	18%	14%	9%	17%
Other	2	-	1	2	-	1	1	-	-	1	1	-	2
	+	-	+	+	-	+	+	-	-	1%	1%	-	+
No opinion	24	8	10	11	13	13	12	4	7	4	6	2	20
	4%	3%	4%	3%	8%	3%	6%	3%	7%	4%	6%	2%	3%
Don't know	34	7	17	19	15	16	17	11	2	5	5	5	29
	6%	3%	7%	5%	9%	4%	9%	7%	2%	5%	4%	7%	5%

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

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 Table 265

QPS1a/b. All individuals or organisation you associate with or have heard of who promote the importance of early childhood

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	883	312	24	76	180	22	255	580	679	1202	
Weighted total	1202	598	603	555	516	91*	952	238	60*	107**	48	243**	263	440	665	
Effective base	1007	461	552	587	369	76	921	183	32	73	162	20	217	454	564	
NS	1202	598	603	595	516	91	952	238	60	107	48	24	263	540	665	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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

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 Table 266

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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devoled nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	
NS	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 267

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	
Effective base	1007	108	292	277	299	978	25	835	173	742	256	637	262	
NS	1202	118	355	339	350	1171	26	983	208	871	320	756	313	
	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 - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 268

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	800	442	1052	24	71	646	556	819	486	976	144	157	1002	141	94	1015	249	916	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	
Effective base	1007	883	125	1095	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	
NS	1202	1061	141	1095	31	71	623	579	565	536	972	147	153	1004	141	92	1015	264	902	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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Table 269

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	499	744	254	652	312	230	209	177	193	111	1007
NS	1202	561	541	885	307	806	383	283	251	207	235	151	1202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/l/j/k/l  
 \* small base

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 Table 270

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	527	747	419	83	883	312	24	76	180	22	255	150	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	665	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Child's nutrition	510	264	246	281	202	27	401	106	28	40	30	7	120	231	283	547
	42%	44%	41%	47%	39%	30%	42%	45%	47%	38%	64%	31%	46%	43%	43%	46%
Child's health	496	260	236	260	207	29	391	101	27	34	27	13	120	213	290	524
	41%	44%	39%	44%	40%	32%	41%	42%	45%	32%	57%	54%	46%	39%	44%	44%
Child's vaccinations	450	215	235	245	169	36	352	84	24	38	23	8	130	188	229	476
	37%	36%	38%	41%	33%	40%	37%	39%	41%	36%	48%	36%	50%	35%	34%	40%
Child's education and learning	448	230	218	250	171	27	353	89	26	31	25	7	90	189	282	475
	37%	38%	36%	42%	33%	30%	37%	43%	43%	29%	53%	30%	34%	35%	42%	40%
Child's behaviour	432	212	220	233	178	22	330	95	19	48	22	6	103	187	254	452
	36%	35%	37%	39%	34%	24%	35%	40%	32%	45%	47%	24%	39%	35%	38%	38%
Child's sleep	416	187	229	215	177	24	333	76	13	37	19	7	135	169	205	428
	35%	31%	38%	36%	34%	26%	35%	32%	22%	34%	39%	30%	51%	31%	31%	36%
Child's physical development	401	206	195	229	153	20	313	84	28	26	23	7	112	171	216	433
	33%	34%	32%	39%	30%	21%	33%	35%	47%	25%	48%	30%	43%	32%	33%	36%
Child's emotional development	376	188	188	209	152	15	299	75	17	32	21	6	92	170	216	402
	31%	31%	31%	35%	29%	16%	31%	32%	28%	30%	43%	24%	35%	31%	33%	33%
Child's mental health	360	201	160	196	143	21	284	71	17	30	18	6	67	163	218	379
	30%	34%	26%	33%	28%	23%	30%	30%	29%	28%	37%	25%	26%	30%	33%	32%
Child's social development	355	191	164	202	134	18	284	67	17	25	21	4	75	162	212	380
	30%	32%	27%	34%	26%	20%	30%	28%	29%	23%	44%	19%	28%	30%	32%	32%
Potty/toilet training or staying dry through the night	338	156	181	162	149	26	265	71	14	32	18	8	67	195	166	348
	28%	26%	30%	27%	29%	29%	28%	30%	23%	30%	38%	32%	25%	36%	25%	29%
Child's brain development	319	176	142	180	125	14	235	76	22	30	18	6	89	131	183	338
	27%	29%	24%	30%	24%	16%	25%	32%	38%	28%	38%	24%	34%	24%	28%	28%
Breastfeeding/feeding	262	120	142	142	111	10	206	53	10	26	13	4	100	102	124	274
	22%	20%	24%	24%	21%	11%	22%	22%	18%	24%	17%	17%	38%	19%	19%	23%
Other	4	2	2	3	1	-	4	-	-	-	-	-	-	2	3	4
	+	1%	+	1%	+	-	+	-	-	-	-	-	-	+	+	+
I have not looked for information	124	61	64	32	74	18	91	32	9	16	2	5	21	55	73	110
	10%	10%	11%	5%	14%	20%	10%	13%	14%	15%	5%	21%	8%	10%	11%	9%
Don't know	25	13	12	11	10	4	18	6	-	5	+	1	5	11	17	23
	2%	2%	2%	2%	2%	4%	2%	3%	-	5%	1%	2%	2%	2%	3%	2%
NET: Social + emotional	518	276	243	286	208	24	416	99	25	39	27	8	115	241	300	544
	43%	46%	40%	48%	40%	26%	44%	41%	41%	36%	56%	35%	44%	45%	45%	45%
NET: Seeking any form of advice	1053	525	527	552	432	69	842	200	51	86	45	18	237	474	575	1069
	88%	88%	88%	93%	84%	76%	88%	84%	86%	80%	94%	77%	90%	88%	86%	89%

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

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025

QP5E2. In the last year, what types of information, support or advice, if any, have you sought for bringing up children?

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

	TOTAL (a)	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)			
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202	
Weighted total	1202	839	372	850	392	276	447	307	172	979	147	164	343	438	1202	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	299	371	1007	
Child's nutrition	510	395	115	389	122	124	207	115	64	428	47	82	131	175	547	
42%	48%	31%	48%	31%	45%	46%	37%	37%	44%	32%	50%	38%	40%	46%		
ce	ac		ae		hi				k		mn					
Child's health	496	370	126	363	133	112	188	128	69	425	49	71	120	181	524	
41%	45%	34%	45%	34%	41%	42%	42%	40%	43%	33%	43%	35%	41%	44%	44%	
ce	c		e						k							
Child's vaccinations	450	323	127	327	123	107	166	112	65	384	46	98	112	145	476	
37%	39%	34%	40%	31%	39%	37%	37%	38%	39%	31%	60%	53%	33%	40%	40%	
ce	e		e													
Child's education and learning	448	339	110	339	109	94	170	117	67	381	44	50	107	180	475	
37%	41%	30%	42%	28%	34%	38%	38%	39%	39%	30%	31%	31%	41%	40%	40%	
ce	e		e						k				lm			
Child's behaviour	432	329	103	311	101	97	174	101	61	344	56	59	105	159	452	
36%	40%	28%	41%	26%	35%	39%	33%	35%	35%	38%	36%	31%	36%	38%	38%	
ce	c		ae													
Child's sleep	416	283	133	281	135	104	144	109	59	341	54	92	102	131	428	
35%	34%	36%	35%	35%	38%	32%	35%	34%	35%	37%	35%	30%	30%	36%	36%	
ce																
Child's physical development	401	303	98	313	88	83	160	100	59	341	43	78	96	130	433	
33%	36%	27%	39%	23%	30%	36%	32%	34%	35%	29%	48%	28%	30%	36%	36%	
ce	c		ae													
Child's emotional development	376	277	99	293	83	82	142	96	56	316	36	55	95	127	402	
31%	33%	27%	36%	21%	30%	32%	31%	33%	32%	24%	33%	28%	29%	33%	33%	
ce	e		ae													
Child's mental health	360	284	76	269	92	80	146	78	57	302	38	37	97	139	379	
30%	34%	21%	33%	23%	29%	33%	25%	33%	31%	26%	23%	28%	32%	32%	32%	
ce	e		e													
Child's social development	355	276	79	273	82	74	144	92	45	299	37	45	90	127	380	
30%	33%	21%	34%	21%	27%	32%	30%	26%	31%	25%	28%	26%	29%	32%	32%	
ce	c		e													
Potty/toilet training or staying dry through the night	338	226	112	226	112	76	128	94	40	285	37	29	126	96	348	
28%	27%	30%	28%	29%	28%	29%	31%	23%	29%	25%	18%	37%	22%	29%	29%	
ln													aln			
Child's brain development	319	253	65	241	78	74	130	73	42	272	31	59	67	110	338	
27%	31%	18%	30%	20%	27%	29%	24%	25%	28%	21%	36%	20%	25%	28%	28%	
ce	c		e													
Breastfeeding/feeding	262	201	61	198	64	63	100	61	37	217	28	68	59	70	274	
22%	24%	16%	24%	16%	23%	22%	20%	22%	22%	19%	41%	17%	16%	23%	23%	
ce	e		e													
Other	4	3	1	3	1	2	1	4	1	4	1	1	2	4		
+	+	+	+	+	+	+	1%	+	+	+	+	+	+	+	+	
+	+	+	+	+	+	+	1%	+	+	+	+	+	+	+	+	
I have not looked for information	124	63	61	61	63	30	29	45	21	87	27	9	40	51	110	
10%	8%	10%	8%	10%	11%	6%	15%	12%	9%	18%	6%	12%	12%	9%	9%	
ad	ab		ad													
Don't know	25	13	12	10	15	5	13	5	2	17	2	2	6	9	23	
2%	2%	3%	1%	4%	2%	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	
d			d													
NET: Social + emotional	518	384	124	392	127	115	202	131	70	486	52	68	135	179	544	
43%	47%	33%	48%	32%	41%	45%	43%	41%	45%	36%	42%	39%	41%	45%	45%	
ce	c		ae													
NET: Seeking any form of advice	1053	755	298	739	314	242	405	257	149	875	118	152	296	379	1069	
88%	91%	80%	91%	80%	87%	91%	84%	87%	89%	80%	93%	86%	86%	89%	89%	
ce	ac		ae			h				k		n				

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

QP5E2. In the last year, what types of information, support or advice, if any, have you sought for bringing up children?

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	993	208	871	320	756	313	1202
Effective base	1007	109	292	277	290	976	25	825	172	742	265	637	323	1007
Child's nutrition	510	36	126	146	195	506	5	447	62	419	92	361	114	547
42%	30%	36%	43%	56%	43%	18%	45%	30%	48%	29%	48%	36%	46%	46%
bck			b	abcd			i		ak		am			
Child's health	496	40	114	146	183	490	5	429	64	408	91	353	114	524
41%	34%	32%	43%	52%	42%	21%	44%	31%	40%	28%	47%	36%	44%	44%
ck			c	abcd			i		ak		am			
Child's vaccinations	450	34	110	134	156	444	6	397	53	358	92	304	108	476
37%	29%	31%	39%	44%	38%	22%	40%	26%	41%	29%	40%	35%	40%	40%
ck			c	abc			i		k					

Child's education and learning	<b>448</b> 37% ck	36 30%	109 31%	117 34%	177 51% abcd	443 38%	5 19%	398 40%	49 24%	372 43% ak	75 23%	313 41%	115 37%	475 40%
Child's behaviour	<b>432</b> 36% ik	43 37%	112 32%	117 34%	146 42% c	429 37%	3 13%	375 38% i	56 27%	340 39% k	91 28%	299 40%	105 34%	452 38%
Child's sleep	<b>416</b> 35%	36 30%	131 37%	116 34%	115 33%	409 35%	7 26%	350 36% i	65 31%	320 37% k	95 30%	259 34%	124 40%	428 36%
Child's physical development	<b>401</b> 33% bcik	27 23%	84 24%	114 34%	167 48% abcd	394 34%	8 29%	350 36% i	50 24%	337 39% ak	64 20%	287 38%	91 29%	433 36%
Child's emotional development	<b>336</b> 31% ck	33 28%	85 24%	100 30%	150 43% abcd	371 32%	5 20%	334 34% i	41 20%	325 37% ak	51 16%	269 36%	88 28%	402 33%
Child's mental health	<b>360</b> 30% ck	28 23%	76 21%	105 31%	147 42% abcd	351 30%	9 35%	322 33% i	37 18%	308 35% ak	52 16%	247 33%	95 30%	379 32%
Child's social development	<b>355</b> 30% ck	26 22%	78 22%	97 29%	149 42% abcd	352 30%	3 12%	315 32% i	37 18%	309 35% ak	46 14%	257 34% m	84 27%	380 32%
Potty/toilet training or staying dry through the night	<b>388</b> 28% ck	34 29%	94 27%	99 29%	101 29%	333 28%	3 13%	291 30% i	45 22%	265 30% k	73 23%	223 29%	89 28%	348 29%
Child's brain development	<b>319</b> 27% bik	21 18%	74 21%	86 25%	131 37% abcd	312 27%	5 21%	286 29% i	32 15%	267 31% k	51 16%	219 29%	83 27%	338 28%
Breastfeeding/feeding	<b>262</b> 22% ck	18 15%	68 19%	84 25%	83 24%	259 22%	3 10%	224 23% i	38 18%	208 24% k	54 17%	181 24%	71 23%	274 23%
Other	4 + +	- - -	1 * *	3 1%	- - -	4 *	- - -	3 + +	1 1%	4 *	- - -	3 +	1 *	4 *
I have not looked for information	<b>124</b> 10% e	21 18% ade	53 15% ae	36 10%	9 3%	121 10%	2 7%	100 10% i	24 11%	73 8% i	46 14%	57 7%	29 9%	110 9%
Don't know	25 2% ehj	7 6% ade	9 3% ae	5 1% e	1 * *	22 2% ehj	1 6% ah	7 1% ah	13 6% aj	6 1% aj	16 5% aj	6 1% aj	3 1% aj	23 2% aj
NET: Social + emotional	<b>518</b> 43% ck	41 35%	127 36%	138 41%	202 58% abcd	512 44%	6 24%	454 46% i	61 29%	434 50% ak	84 26%	364 48%	131 42%	544 45%
NET: Seeking any form of advice	<b>1053</b> 88% bcik	89 76%	293 83%	299 88%	340 97% abcd	1028 88%	23 87%	876 89% i	171 82%	792 91% ak	258 81%	693 92% a	281 90%	1069 89%

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

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

8 Dec 2025  
 Table 273

QP5E2. 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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18/19 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	903	125	913	30	71	636	472	621	572	915	120	135	914	122	71	914	272	751	1007
Child's nutrition	<b>510</b> 42% imor	453 43%	57 40%	475 43%	10 33%	24 34%	257 41%	254 44%	287 51% ai	188 35% ai	426 44%	57 39%	48 31%	452 45% m	39 28%	33 36%	457 45% o	457 32% r	419 46% r	547 46% r
Child's health	<b>496</b> 41% fop	446 42% fop	51 42% f	463 42% f	14 46% f	19 26%	242 39%	254 44%	262 46% j	205 36% j	419 43% i	56 38%	50 33% m	433 42% m	41 29%	26 28% op	442 43% op	105 40% pp	386 43% pp	524 44% pp
Child's vaccinations	<b>450</b> 37% i	389 37%	61 43%	416 38%	6 20%	28 39%	238 38%	212 37%	243 43% aj	165 31% aj	377 39%	45 30%	61 38%	377 38%	49 35%	29 32%	386 38% r	94 35% r	346 38% r	476 40% r
Child's education and learning	<b>448</b> 37% cl	421 40%	27 19%	408 45% c	14 45% c	25 35%	236 38%	212 43% aj	244 43% aj	173 27% aj	384 39% i	35 24%	48 32% i	391 39%	50 35%	41 45% i	389 38% i	86 33% i	355 39% i	475 40% i
Child's behaviour	<b>432</b> 36% h	384 36%	48 34%	399 36% ab	10 33% ab	22 30%	226 36% i	206 36% i	207 40% i	168 31% i	362 37% i	48 32%	54 35% i	367 37%	49 35%	40 44% i	371 36% i	93 35% i	336 37% i	452 38% i
Child's sleep	<b>416</b> 35% h	345 32%	71 50% h	378 34% ab	15 47% ab	23 32%	250 40% ah	166 29% ah	207 37% aj	178 33% aj	336 35% i	54 37% i	59 39% i	344 34% i	50 36% i	207 36% i	347 34% i	103 39% i	305 34% i	428 36% i
Child's physical development	<b>401</b> 33% i	353 33%	48 34%	374 34% i	7 24% i	18 26%	202 33% i	199 34% i	235 42% aj	145 27% aj	330 35% i	40 27% i	52 34% i	339 34%	42 30% i	30 33% i	346 34% i	74 28% i	321 36% i	433 36% i
Child's emotional development	<b>376</b> 31% fi	333 31%	44 31%	357 41% f	8 26% f	11 16%	185 30% i	191 33% i	218 39% i	140 26% i	322 33% i	41 28%	41 27% i	329 33%	43 30% i	35 38% i	321 32% i	72 27% i	299 33% i	402 33% i
Child's mental health	<b>360</b> 30% fi	322 30%	38 27% fi	330 30% fi	11 35% fi	20 28%	168 27% i	193 33% i	203 36% i	136 25% i	295 30% i	44 30% i	49 32% i	305 30% i	50 36% i	42 46% i	300 30% i	78 30% i	278 31% i	379 32% i
Child's social development	<b>355</b> 30% cl	325 21% c	30 21% c	336 30% c	9 30% c	18 26%	183 29% i	171 30% i	211 37% i	124 23% i	304 31% i	29 20% i	38 25% i	309 31% i	40 29% i	31 30% i	304 30% i	62 23% i	280 32% i	380 32% i
Potty/toilet training or staying dry through the night	<b>338</b> 28% ck	303 26%	35 25% ck	306 26% ck	10 30% ck	20 26%	189 26% i	149 26% i	160 26% i	152 26% i	276 33% i	38 26% i	50 33% i	274 33% i	48 33% i	29 33% i	274 33% i	85 33% i	249 33% i	348 33% i

	28%	29%	25%	28%	32%	29%	30%	26%	28%	28%	28%	26%	32%	27%	34%	31%	27%	32%	28%	29%
Child's brain development	319 27%	279 26%	40 28%	299 27%	9 28%	10 14%	176 28%	143 25%	196 35%	105 20%	267 27%	40 27%	37 24%	278 28%	36 26%	33 36%	275 27%	62 23%	253 28%	338 28%
Breastfeeding/feeding	262 22%	208 20%	54 38%	246 22%	5 15%	10 14%	156 25%	106 18%	159 28%	86 16%	228 23%	23 16%	19 12%	232 23%	19 14%	15 17%	228 22%	52 20%	207 23%	274 23%
Other	4 +	3 +	1 1%	4 +	- -	- -	1 +	3 1%	4 -	4 -	2 +	2 +	2 +	2 +	1 1%	1 1%	3 +	3 1%	1 +	4 +
I have not looked for information	124 10%	99 9%	25 18%	107 10%	2 6%	16 22%	59 9%	65 11%	24 4%	84 16%	90 9%	17 11%	15 10%	105 10%	13 9%	5 6%	108 11%	35 13%	87 10%	110 9%
Don't know	25 2%	23 2%	2 1%	19 2%	2 8%	3 4%	15 2%	10 2%	7 1%	13 2%	17 2%	5 3%	5 3%	17 2%	6 4%	3 3%	16 2%	5 2%	13 1%	23 2%
NET: Social + emotional	518 43%	470 44%	49 34%	484 44%	13 41%	21 29%	260 42%	258 45%	298 53%	191 36%	442 45%	52 36%	56 36%	451 45%	59 42%	46 50%	442 44%	95 36%	417 46%	544 45%
NET: Seeking any form of advice	1053 88%	939 89%	114 81%	969 88%	27 86%	53 74%	549 88%	504 87%	534 94%	440 82%	865 89%	126 86%	133 87%	881 88%	121 86%	84 91%	891 88%	223 85%	802 89%	1069 89%

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

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

8 Dec 2025  
 Table 274

QP5Z. In the last year, what types of information, support or advice, if any, have you sought for bringing up children?

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	563	541	885	287	806	388	283	251	209	235	151	1202
Effective base	1007	490	430	744	254	692	312	236	200	177	193	131	1007
Child's nutrition	510 42%	274 49%	205 38%	398 45%	111 36%	362 45%	146 38%	126 45%	111 44%	82 40%	62 41%	547 46%	
Child's health	496 41%	263 47%	206 38%	386 44%	107 35%	342 42%	149 39%	122 43%	122 49%	85 41%	86 37%	57 38%	524 44%
Child's vaccinations	450 37%	232 41%	192 35%	354 40%	94 31%	321 40%	125 33%	106 37%	104 41%	68 38%	95 41%	57 38%	476 40%
Child's education and learning	448 37%	244 43%	181 33%	346 39%	99 32%	312 39%	131 34%	110 39%	90 36%	76 37%	94 40%	56 37%	475 40%
Child's behaviour	432 36%	225 40%	181 33%	345 39%	84 27%	318 39%	112 29%	107 38%	89 35%	62 30%	88 38%	54 36%	452 38%
Child's sleep	416 35%	187 33%	204 38%	307 35%	106 35%	273 34%	139 36%	110 39%	91 36%	52 25%	80 34%	62 41%	428 36%
Child's physical development	401 33%	232 41%	153 28%	317 36%	83 27%	303 38%	97 25%	93 33%	98 39%	55 27%	93 40%	44 29%	433 36%
Child's emotional development	376 31%	215 38%	141 26%	297 34%	76 25%	272 34%	100 26%	94 33%	83 33%	63 30%	62 26%	50 33%	402 33%
Child's mental health	360 30%	222 40%	117 22%	296 33%	63 20%	268 33%	90 23%	92 32%	79 31%	67 33%	65 28%	38 25%	379 32%
Child's social development	355 30%	220 39%	119 22%	291 33%	61 20%	267 33%	86 22%	86 31%	84 33%	58 25%	60 25%	48 32%	380 32%
Potty/toilet training or staying dry through the night	338 28%	152 27%	160 29%	262 30%	75 24%	237 29%	98 26%	73 26%	86 34%	47 23%	59 25%	57 38%	348 29%
Child's brain development	319 27%	192 34%	113 21%	251 28%	67 22%	225 28%	91 24%	82 29%	81 32%	43 21%	59 25%	39 26%	338 28%
Breastfeeding/feeding	262 22%	138 25%	108 20%	201 23%	59 19%	186 23%	73 19%	60 21%	64 26%	39 19%	48 20%	35 23%	274 23%
Other	4 +	1 +	2 +	3 +	1 +	2 +	2 +	2 +	1 +	- +	1 +	- +	4 +
I have not looked for information	124 10%	42 8%	57 11%	62 7%	62 20%	56 7%	67 18%	34 12%	12 5%	21 10%	30 13%	18 12%	110 9%
Don't know	25 2%	7 1%	12 2%	14 2%	10 3%	15 2%	10 2%	8 1%	4 2%	5 2%	4 2%	4 2%	23 2%
NET: Social + emotional	518 43%	310 55%	183 34%	415 47%	100 32%	378 47%	136 36%	127 45%	116 46%	89 43%	91 39%	67 44%	544 45%
NET: Seeking any form of advice	1053 88%	512 91%	473 87%	809 91%	235 77%	724 91%	308 80%	246 87%	235 94%	181 88%	201 86%	131 87%	1069 89%

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

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8 Dec 2025  
 Table 275

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	544	280	264	349	174	21	387	155	16	28	104	7	116	261	317	544
Weighted total	518	276	243	286	208	24**	416	99*	25**	39**	27*	8**	115*	241	300	544
Effective base	440	222	218	263	153	13	330	80	15	27	57	7	99	209	239	440
NET: Online	443	233	210	252	172	19	355	84	22	32	23	7	101	207	237	443
NHS website or other official health websites	241	117	123	124	107	9	192	47	13	17	13	4	73	108	126	245
	46%	43%	51%	43%	52%	37%	46%	48%	54%	43%	48%	50%	64% ano	45%	42%	45%
My parents / my partner's parents	197	110	88	110	79	8	159	35	10	11	13	2	47	94	113	218
	38%	40%	36%	38%	38%	34%	38%	36%	39%	28%	48%	21%	41%	39%	38%	40%
Nursery or childcare professionals	191	109	82	107	74	11	156	33	8	12	11	2	45	92	106	204
	37%	39%	34%	37%	35%	44%	38%	34%	34%	32%	40%	21%	39%	38%	35%	38%
Friends	172	74	98	94	68	10	136	33	9	12	9	2	46	80	94	189
	33%	27%	40% b	33%	33%	42%	33%	33%	37%	31%	33%	28%	40%	33%	31%	35%
Parenting forums or discussion groups	163	81	82	93	66	3	133	29	10	8	10	1	33	77	102	176
	31%	29%	34%	33%	32%	14%	32%	30%	42%	20%	38%	7%	29%	32%	34%	32%
Child's school	160	88	71	79	69	12	126	32	7	14	9	3	25	63	107	165
	31%	32%	29%	27%	33%	51%	30%	33%	28%	37%	32%	31%	22%	22%	36%	30%
Parenting books	158	91	67	99	52	7	125	31	6	13	12	1	28	83	98	176
	30%	33%	27%	34%	25%	28%	30%	31%	24%	34%	43%	7%	24%	34%	33%	32%
Online articles or blogs about parenting	157	74	83	85	63	9	126	32	6	12	10	4	32	77	92	173
	30%	27%	34%	30%	30%	36%	30%	32%	24%	31%	36%	49%	28%	32%	31%	32%
GPs or other healthcare professionals	154	64	90	90	59	6	118	36	11	14	8	3	43	66	82	167
	30%	23%	37% b	31%	28%	24%	28%	36%	46%	36%	29%	33%	37%	27%	27%	31%
Social media from healthcare organisations	147	80	67	94	49	4	110	33	9	12	9	3	29	71	89	156
	28%	29%	28%	33% e	24%	18%	26%	34%	36%	30%	34%	41%	25%	30%	30%	29%
Health visitor	144	71	73	79	59	6	121	22	5	9	6	2	51	62	73	152
	28%	26%	30%	28%	29%	25%	29%	22%	19%	22%	24%	28%	45% ano	26%	24%	28%
Parenting support group	141	79	63	83	51	7	111	30	7	9	12	1	25	70	94	163
	27%	29%	26%	29%	25%	30%	27%	31%	30%	23%	46%	14%	30%	29%	31%	30%
Family Hub / Sure start / Children's Centres	129	71	58	74	46	9	100	25	3	15	6	1	33	55	71	128
	25%	26%	24%	26%	22%	38%	24%	25%	14%	38%	21%	14%	29%	23%	24%	24%
Specialist medical professional or therapist	124	70	54	78	40	7	104	20	8	3	7	2	24	59	77	135
	24%	25%	22%	27%	19%	27%	25%	20%	34%	6%	26%	28%	21%	25%	26%	25%
Parenting apps	122	63	59	82	34	6	96	25	6	8	8	2	18	64	72	137
	24%	23%	24%	29% e	16%	24%	23%	25%	24%	22%	31%	21%	16%	27%	24%	25%
Social media content from friends and family	120	62	59	79	40	1	97	20	3	7	7	2	24	55	76	135
	23%	22%	24%	28% e	19%	5%	23%	20%	13%	19%	28%	21%	21%	23%	25%	25%
Family members	115	61	54	72	38	5	86	26	7	9	8	1	29	54	60	134
	22%	22%	22%	25% e	18%	20%	21%	26%	29%	24%	31%	14%	25%	23%	20%	25%
Child's red book	109	48	61	62	39	8	74	32	8	19	3	3	41	45	50	105
	21%	17%	25% b	22%	19%	34%	18%	33%	33%	48%	11%	31%	35%	19%	17%	19%
Podcasts	89	60	29	55	30	3	74	14	1	5	7	1	14	50	52	98
	17%	22% c	12%	19% e	15%	13%	18%	14%	4%	13%	25% h	14%	12%	21%	17%	18%
Charity organisation	80	51	29	52	23	6	67	14	-	6	7	1	13	36	55	93
	16%	19%	12%	18% e	11%	25%	16%	14%	-	15%	25% agh	14%	11%	15%	18%	17%
Local Authority staff / Family Information Service	78	52	26	43	32	3	66	10	2	1	5	1	23	30	47	87
	15%	19% e	11%	15% e	15%	13%	16%	10%	10%	3%	19%	14%	20%	12%	16%	16%
From elsewhere	4	2	2	1	3	-	2	1	-	1	-	-	2	-	2	3
	1%	1%	1%	* e	1%	-	1%	1%	-	3%	-	-	2%	-	1%	1%
None of these	9	5	4	1	7	-	7	2	-	-	-	2	1	-	7	6
	2%	2%	1%	* d	4% d	-	2%	2%	-	-	-	20%	1%	-	2%	1%
Don't know	1	-	1	-	-	-	1	-	-	-	-	-	-	1	1	1
	* e	-	* e	-	-	-	* e	-	-	-	-	-	-	* e	* e	* e
NET: Informal	439	236	203	252	168	20	356	80	20	30	24	5	93	205	257	472
	85%	86%	84%	88% e	81%	83%	85%	81%	82%	78%	91%	63%	81%	85%	85%	87%
NET: Formal	483	258	225	275	186	22	388	91	25	35	26	5	110	229	278	508
	93%	94%	93%	96%	90%	90%	93%	92%	100%	91%	95%	64%	95%	95%	93%	93%

NET: Friends and Family	310 60%	166 60%	144 59%	175 61%	120 58%	15 61%	249 60%	57 58%	15 63%	20 52%	19 71%	3 35%	69 60%	149 62%	175 58%	343 63%
NET: Public service / health professional	472 91%	253 92%	219 90%	266 93%	184 88%	22 90%	380 91%	89 90%	25 100%	34 88%	24 90%	5 64%	108 94%	220 91%	273 91%	493 91%
Other personalities and influencers on social media	53 10%	27 10%	26 11%	36 13%	18 7%	2 7%	46 11%	7 7%	2 10%	1 4%	4 13%	-	18 16%	21 9%	27 9%	61 11%
Mean number of mentions	6	5.93	6.07	6.23	5.68	5.88	5.95	6.05	5.83	5.63	6.82	6.26	6.28	5.9	6.06	6.15

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

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

8 Dec 2025  
 Table 276

QPSE3. 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	544	406	138	425	119	108	222	109	105	458	62	69	143	185	544
Weighted total	518	394	124	392	127	115*	202	131*	70*	436	52*	68*	135	179	544
Effective base	446	336	110	340	106	91	183	95	93	376	49	60	114	153	544
NET: Online	443 85%	340 86%	103 83%	352 90%	92 72%	95 83%	175 87%	113 86%	60 85%	375 86%	43 81%	62 91%	116 86%	146 81%	467 86%
NHS website or other official health websites	241 46%	183 46%	58 46%	192 49%	49 39%	46 40%	96 47%	72 54%	28 40%	194 44%	29 55%	45 66% amn	62 46%	68 38%	245 45%
My parents / my partner's parents	197 38%	151 38%	47 37%	156 40%	42 33%	41 36%	75 37%	52 40%	29 41%	164 38%	16 30%	31 45%	50 37%	61 34%	218 40%
Nursery or childcare professionals	191 37%	147 37%	44 36%	148 38%	43 34%	36 31%	77 38%	51 39%	26 38%	163 37%	17 33%	24 36%	49 37%	65 36%	204 38%
Friends	172 33%	128 33%	44 35%	137 35%	35 28%	29 25%	69 34%	46 35%	28 40%	138 32%	19 35%	30 44% n	45 34%	50 28%	189 35%
Parenting forums or discussion groups	163 31%	131 33%	32 26%	134 34%	28 22%	30 26%	63 31%	52 39%	17 25%	133 30%	20 38%	21 30%	38 28%	55 30%	176 32%
Child's school	160 31%	122 31%	38 31%	126 32%	34 27%	27 24%	66 32%	46 35%	21 30%	134 31%	16 31%	11 15%	40 30%	74 41%	165 30%
Parenting books	158 30%	130 33%	27 22%	130 33%	27 22%	40 35%	69 34%	32 24%	16 23%	137 31%	12 22%	18 27%	39 29%	50 28%	176 32%
Online articles or blogs about parenting	157 30%	125 32%	32 25%	130 33%	27 22%	31 27%	53 26%	50 38%	23 33%	131 30%	18 34%	21 30%	42 31%	52 29%	173 32%
GPs or other healthcare professionals	154 30%	104 26%	51 41% ab	105 27%	49 39%	26 23%	61 30%	42 32%	25 35%	130 30%	18 34%	27 40%	41 30%	49 27%	167 31%
Social media from healthcare organisations	147 28%	113 29%	34 28%	129 33%	18 14%	37 32%	60 29%	34 26%	17 24%	124 28%	14 26%	17 24%	38 28%	50 28%	156 29%
Health visitor	144 28%	110 28%	34 28%	110 28%	35 28%	32 28%	48 24%	37 28%	27 19% aj	110 25%	25 48% amn	31 45%	33 24%	39 22%	152 28%
Parenting support group	141 27%	116 30%	25 20%	125 32%	16 13%	30 26%	59 29%	36 27%	16 23%	124 28%	9 17%	14 20%	30 22%	51 28%	163 30%
Family Hub / Sure start / Children's Centres	129 25%	97 25%	31 25%	100 25%	29 23%	32 28%	41 20%	45 34%	10 15%	113 26%	10 20%	18 27%	37 27%	43 24%	128 24%
Specialist medical professional or therapist	124 24%	99 25%	25 20%	99 25%	25 20%	30 26%	46 23%	31 24%	17 24%	111 25%	7 14%	12 18%	33 25%	43 24%	135 25%
Parenting apps	122 24%	95 24%	27 22%	103 26%	19 15%	19 26%	48 24%	33 25%	15 21%	106 25%	12 22%	13 19%	35 26%	41 23%	137 25%
Social media content from friends and family	120 23%	95 24%	25 20%	100 25%	21 16%	23 20%	48 24%	29 22%	19 27%	106 24%	11 20%	13 20%	30 22%	43 24%	135 25%
Family members	115 22%	84 21%	31 25%	89 23%	27 21%	23 20%	47 23%	25 19%	20 29%	99 23%	10 18%	17 25%	34 25%	37 21%	134 25%
Child's red book	109 21%	76 19%	32 26%	77 20%	31 25%	23 20%	39 20%	34 26%	12 17%	89 20%	12 23%	28 41% amn	28 21%	25 14%	105 19%
Podcasts	89 17%	76 19%	13 10%	77 20%	12 10%	22 19%	34 17%	23 18%	10 14%	74 17%	8 15%	8 12%	28 20%	26 15%	98 18%
Charity organisation	80 16%	65 17%	15 12%	65 17%	15 12%	16 14%	31 15%	23 18%	11 16%	72 16%	6 11%	7 10%	16 12%	35 20%	93 17%
Local Authority staff / Family Information Service	78 15%	61 15%	17 13%	59 15%	19 14%	17 14%	31 15%	18 14%	12 16%	66 14%	8 14%	14 16%	16 12%	28 18%	87 15%

	15%	15%	14%	15%	15%	14%	15%	14%	18%	15%	15%	21%	12%	15%	16%
From elsewhere	4	2	1	2	2	-	1	2	1	4	-	2	-	2	3
1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	3%	-	1%	1%
None of these	9	5	4	2	7	6	1	2	-	7	2	1	-	7	6
2%	1%	3%	*	5%	5%	5%	1%	1%	-	2%	3%	2%	-	4%	1%
Don't know	1	-	1	-	1	1	-	-	-	-	-	-	-	-	1
+	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	+
NET: Informal	439	338	301	348	322	389	176	111	63	369	44	60	115	150	472
85%	86%	81%	89%	73%	78%	87%	85%	90%	f	84%	85%	88%	85%	83%	87%
e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e
NET: Formal	483	371	112	374	109	106	193	121	63	406	49	65	125	161	508
93%	94%	90%	95%	86%	93%	93%	95%	92%	89%	93%	94%	95%	93%	90%	93%
e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e
NET: Friends and Family	310	236	73	241	69	57	122	81	49	255	31	45	83	98	343
60%	60%	59%	61%	55%	50%	60%	62%	70%	f	59%	60%	66%	62%	55%	63%
NET: Public service / health professional	472	362	110	366	106	102	189	119	61	395	49	65	121	159	493
91%	92%	89%	93%	84%	89%	94%	90%	87%	e	91%	93%	94%	90%	89%	91%
e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e
Other personalities and influencers on social media	53	43	10	38	15	15	19	11	9	45	5	12	12	16	61
10%	11%	8%	10%	12%	13%	9%	9%	8%	13%	10%	10%	18%	9%	9%	11%
Mean number of mentions	6	6.06	5.8	6.23	5.23	5.88	5.88	6.34	5.86	5.98	5.92	6.48	5.73	5.83	6.15
e	e	e	e	e	e	e	e	e	e	e	e	e	e	e	e

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 277

QPSE3. 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	544	45	128	145	218	538	6	481	79	465	79	391	
Weighted total	518	41*	127	138	202	512	6**	454	61*	434	84*	364	131	514
Effective base	445	35	105	110	175	440	6	391	52	373	63	316	109	514
NET: Online	443	32	108	118	179	427	6	355	48	381	62	312	111	467
85%	76%	86%	85%	89%	85%	85%	91%	87%	80%	88%	74%	86%	85%	86%
k	b	e	e	e	e	e	e	e	e	k	e	e	e	e
NHS website or other official health websites	241	14	56	66	98	238	2	218	23	209	32	169	57	245
46%	33%	44%	48%	49%	47%	38%	48%	38%	40%	48%	38%	46%	43%	45%
My parents / my partner's parents	197	16	51	56	73	194	4	180	18	174	24	136	51	218
38%	39%	41%	41%	36%	38%	61%	40%	29%	40%	28%	37%	39%	40%	
Nursery or childcare professionals	191	19	39	52	78	189	2	170	21	161	30	137	44	204
37%	46%	31%	38%	39%	37%	32%	38%	34%	37%	36%	38%	34%	38%	
Friends	172	14	45	54	56	171	1	154	18	139	33	114	50	189
33%	35%	35%	39%	28%	33%	23%	34%	30%	32%	40%	31%	38%	35%	
Parenting forums or discussion groups	163	9	29	44	80	162	1	143	19	142	20	125	28	176
31%	21%	23%	32%	39%	32%	14%	32%	32%	33%	24%	34%	21%	32%	
m	e	e	e	e	e	e	e	e	e	e	e	e	e	
Child's school	160	14	34	38	69	159	1	147	13	142	18	108	46	165
31%	34%	27%	28%	34%	31%	16%	32%	21%	33%	21%	30%	35%	30%	
Parenting books	158	9	29	36	81	154	3	142	14	139	19	116	37	176
30%	21%	23%	26%	abcd	30%	52%	31%	24%	32%	22%	32%	28%	32%	
Online articles or blogs about parenting	157	8	36	44	65	153	4	141	17	138	20	114	37	173
30%	20%	28%	32%	32%	30%	68%	31%	27%	32%	23%	31%	28%	32%	
GPs or other healthcare professionals	154	19	33	50	48	153	2	138	16	142	13	108	35	167
30%	46%	26%	36%	24%	30%	27%	30%	26%	33%	15%	30%	27%	31%	
k	ace	e	e	e	e	e	e	e	k	e	e	e	e	
Social media from healthcare organisations	147	9	25	43	69	144	3	131	16	131	17	116	30	156
28%	21%	20%	31%	34%	28%	52%	29%	26%	30%	20%	32%	23%	29%	
Health visitor	144	13	36	45	45	141	3	126	17	128	16	98	37	152
28%	30%	29%	33%	22%	28%	47%	28%	28%	29%	20%	27%	28%	28%	
Parenting support group	141	7	24	29	79	127	4	121	10	128	13	110	30	163
27%	18%	19%	21%	39%	27%	61%	29%	17%	29%	16%	30%	23%	30%	
k	e	e	abcd	e	e	e	e	e	k	e	e	e	e	
Family Hub / Sure start / Children's Centres	129	13	34	29	49	129	-	120	7	113	16	104	24	128
25%	31%	27%	21%	24%	25%	-	26%	12%	26%	19%	29%	18%	24%	
i	e	e	e	e	e	e	i	e	e	e	e	e	e	
Specialist medical professional or therapist	124	8	21	28	62	121	3	117	8	114	11	104	16	135
24%	19%	17%	21%	31%	24%	52%	26%	12%	26%	13%	29%	13%	25%	
km	e	e	e	e	e	e	i	e	k	e	m	e	e	
Parenting apps	122	9	22	30	57	119	3	118	4	108	13	95	26	137
24%	23%	18%	22%	28%	23%	48%	26%	7%	25%	16%	26%	20%	25%	
i	e	e	e	e	e	e	i	e	e	e	e	e	e	

Social media content from friends and family	120	5	29	37	49	119	1	110	11	107	13	88	30	135
	23%	13%	23%	27%	24%	23%	22%	24%	18%	25%	15%	24%	23%	23%
Family members	115	13	23	25	53	114	1	107	9	99	17	89	22	134
	22%	32%	18%	18%	26%	22%	14%	24%	14%	23%	20%	24%	17%	25%
Child's red book	109	8	28	39	32	108	1	94	15	86	23	70	31	105
	21%	19%	22%	28%	16%	21%	16%	21%	25%	20%	28%	19%	24%	19%
Podcasts	89	4	7	23	52	87	2	83	6	76	13	73	15	98
	17%	11%	5%	16%	26%	17%	30%	18%	10%	17%	15%	20%	12%	18%
Charity organisation	80	4	15	17	43	80	-	74	7	72	9	63	17	93
	16%	9%	12%	12%	21%	16%	-	16%	11%	16%	11%	17%	13%	17%
Local Authority staff / Family Information Service	78	8	15	23	30	76	2	70	8	72	6	64	13	87
	15%	19%	12%	17%	15%	15%	34%	15%	13%	17%	7%	18%	10%	16%
From elsewhere	4	-	1	-	-	4	-	4	-	4	-	2	-	3
	1%	-	1%	-	-	1%	-	1%	-	1%	-	*	-	1%
None of these	9	1	3	4	-	9	-	5	3	5	3	5	2	6
	2%	3%	3%	3%	-	2%	-	1%	6%	1%	4%	1%	1%	1%
Don't know	1	-	-	-	-	1	-	-	-	-	1	-	-	1
	*	-	-	-	-	*	-	-	-	1%	-	-	-	*
NET: Informal	439	33	103	117	178	433	6	393	46	376	63	313	108	472
	85%	81%	81%	85%	88%	85%	100%	87%	76%	87%	75%	86%	82%	87%
NET: Formal	483	39	111	126	198	478	5	430	51	410	74	343	121	508
	93%	95%	88%	92%	98%	93%	78%	95%	85%	94%	88%	94%	93%	93%
NET: Friends and Family	310	26	76	86	119	306	4	279	31	267	43	214	81	343
	60%	64%	60%	62%	59%	60%	61%	62%	50%	62%	51%	59%	62%	63%
NET: Public service / health professional	472	38	109	125	191	467	5	420	51	401	71	333	120	493
	91%	92%	86%	91%	95%	91%	78%	93%	83%	92%	85%	91%	92%	91%
Other personalities and influencers on social media	53	4	10	18	21	52	1	46	7	42	11	40	13	61
	10%	9%	8%	13%	10%	10%	14%	10%	12%	10%	13%	11%	10%	11%
Mean number of mentions	6	5.63	5.21	6.18	6.39	5.98	7.24	6.15	4.95	6.21	4.86	6.25	5.33	6.15

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

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

8 Dec 2025  
 Table 278

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)		
Unweighted total	544	491	53	505	19	22	284	312	184	464	54	471	59	46	469	91	426	91	426	544	
Weighted total	518	470	49*	464	13**	21**	260	258	191	442	52*	451	59*	46*	442	95*	417	95*	417	544	
Effective base	446	400	46	413	15	19	229	217	265	380	44	52	386	51	41	381	81	359	359	544	
NET: Online	443	399	44	416	10	15	226	218	265	381	44	48	386	51	37	376	79	359	359	467	
	85%	85%	91%	86%	78%	75%	87%	84%	89%	86%	85%	87%	86%	86%	81%	85%	83%	86%	86%	86%	86%
NHS website or other official health websites	241	208	33	225	6	9	120	121	138	87	208	23	24	213	26	22	205	47	193	193	245
	46%	44%	67%	47%	48%	44%	46%	47%	46%	47%	44%	43%	47%	44%	47%	46%	50%	46%	46%	45%	45%
My parents / my partner's parents	197	171	26	183	7	8	117	80	127	62	167	22	18	173	20	14	170	33	164	164	218
	38%	36%	53%	38%	51%	40%	45%	31%	43%	32%	38%	42%	32%	38%	33%	31%	38%	35%	39%	39%	40%
Nursery or childcare professionals	191	185	6	174	6	10	97	94	117	64	159	21	22	166	24	16	163	41	149	149	204
	37%	37%	12%	36%	44%	50%	38%	39%	39%	36%	39%	39%	37%	40%	35%	34%	43%	43%	36%	36%	38%
Friends	172	151	22	157	5	10	106	67	105	59	147	13	21	146	16	14	147	40	131	131	189
	33%	32%	45%	33%	37%	50%	41%	26%	35%	33%	33%	25%	38%	32%	27%	30%	33%	42%	31%	31%	35%
Parenting forums or discussion groups	163	145	18	153	5	5	75	87	106	47	145	12	16	147	15	11	144	28	135	135	176
	31%	31%	37%	32%	36%	24%	29%	34%	36%	24%	33%	23%	28%	33%	25%	24%	33%	29%	32%	32%	32%
Child's school	160	155	5	144	6	10	66	94	86	67	135	14	23	135	28	24	126	31	127	127	165
	31%	33%	10%	30%	45%	49%	36%	25%	29%	35%	31%	27%	41%	30%	48%	52%	28%	32%	30%	30%	30%
Parenting books	158	143	15	150	3	4	88	70	99	48	134	18	14	140	12	10	138	15	142	142	176
	30%	30%	31%	31%	26%	18%	34%	27%	33%	25%	30%	34%	25%	31%	21%	21%	31%	15%	34%	34%	32%
Online articles or blogs about parenting	157	142	15	147	4	6	79	78	96	49	136	14	26	129	20	17	131	33	124	124	173
	30%	30%	30%	30%	29%	27%	30%	30%	32%	25%	31%	27%	47%	29%	35%	36%	30%	35%	30%	30%	32%
GPs or other healthcare professionals	154	132	23	140	4	10	84	71	82	62	130	13	28	124	30	25	122	39	115	115	167
	30%	28%	46%	29%	34%	50%	32%	27%	27%	32%	29%	26%	51%	28%	50%	54%	27%	41%	27%	27%	31%

Social media from healthcare organisations	147	135	12	142	4	1	70	77	101	39	133	13	an	135	aq	aq	as	128	156	
	28%	29%	24%	29%	32%	4%	27%	30%	34%	20%	30%	26%	15%	30%	21%	22%	29%	19%	31%	29%
Health visitor	144	123	21	132	3	9	79	65	72	60	118	17	23	120	23	18	115	31	112	152
	28%	26%	44%	27%	24%	46%	30%	25%	24%	31%	27%	33%	41%	27%	39%	38%	26%	33%	27%	28%
Parenting support group	141	133	8	133	4	4	61	80	101	37	130	7	11	130	18	14	122	23	118	163
	27%	28%	17%	28%	32%	19%	23%	31%	34%	19%	29%	14%	21%	29%	31%	31%	27%	25%	28%	30%
Family Hub / Sure start / Children's Centres	129	112	17	120	3	6	63	66	75	46	112	11	12	113	17	16	108	28	100	128
	25%	24%	35%	25%	24%	29%	24%	25%	25%	24%	25%	22%	22%	25%	28%	35%	24%	29%	24%	24%
Specialist medical professional or therapist	124	118	7	116	4	5	52	73	81	41	112	8	16	108	19	17	105	22	102	135
	24%	25%	13%	24%	29%	25%	20%	28%	27%	21%	25%	15%	28%	24%	33%	37%	24%	24%	24%	25%
Parenting apps	122	115	7	114	3	4	59	63	79	40	106	11	12	108	12	9	108	20	101	137
	24%	24%	15%	24%	21%	21%	23%	24%	27%	21%	24%	20%	21%	24%	20%	19%	24%	21%	24%	25%
Social media content from friends and family	120	114	6	113	5	2	56	64	82	32	105	13	16	100	13	9	104	17	102	135
	23%	24%	12%	23%	41%	11%	22%	25%	28%	17%	24%	25%	29%	22%	21%	19%	23%	18%	24%	25%
Family members	115	97	18	110	2	3	66	49	75	33	104	8	15	96	9	8	101	25	89	134
	22%	21%	37%	23%	16%	14%	25%	19%	25%	17%	23%	14%	16%	21%	16%	18%	23%	26%	21%	25%
Child's red book	109	92	16	101	3	5	71	38	56	44	97	6	13	93	15	14	91	26	82	105
	21%	20%	34%	21%	22%	26%	27%	15%	20%	15%	22%	11%	24%	21%	25%	30%	20%	28%	20%	19%
Podcasts	89	82	7	86	2	1	37	52	52	31	80	8	7	80	12	6	72	9	80	98
	17%	18%	13%	18%	16%	5%	14%	20%	18%	16%	18%	16%	12%	18%	20%	13%	16%	9%	19%	18%
Charity organisation	80	77	4	78	2	1	35	46	52	24	70	10	15	66	11	10	68	12	68	93
	16%	16%	8%	16%	14%	5%	13%	18%	18%	13%	16%	19%	27%	15%	19%	21%	15%	13%	16%	17%
Local Authority staff / Family Information Service	78	71	7	71	1	6	38	40	51	19	65	7	15	61	15	13	56	18	60	87
	15%	15%	14%	15%	8%	29%	15%	16%	17%	10%	15%	14%	27%	14%	26%	28%	13%	19%	14%	16%
From elsewhere	4	2	2	3	1	-	2	2	1	3	4	-	2	2	2	2	2	2	1	3
	1%	*	4%	1%	5%	-	1%	1%	*	2%	1%	-	3%	*	4%	*	*	2%	*	1%
None of these	9	9	-	9	-	-	2	7	-	9	5	3	-	9	2	2	6	6	3	6
	2%	2%	-	2%	-	-	1%	3%	-	4%	1%	6%	-	2%	4%	5%	1%	6%	1%	1%
Don't know	1	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1
	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-	*
NET: Informal	439	397	42	410	12	17	225	214	265	151	379	41	50	379	48	35	375	76	358	472
	85%	85%	86%	85%	91%	81%	87%	83%	89%	79%	86%	79%	90%	84%	82%	77%	85%	80%	86%	87%
NET: Formal	483	439	44	452	12	18	243	240	284	172	415	49	51	425	55	41	415	84	397	508
	93%	94%	90%	93%	90%	89%	94%	93%	95%	90%	94%	92%	92%	94%	92%	90%	94%	89%	95%	93%
NET: Friends and Family	310	276	34	286	9	15	177	133	195	101	264	29	33	269	28	22	271	58	250	343
	60%	59%	69%	59%	66%	73%	68%	51%	65%	53%	60%	56%	59%	60%	47%	49%	61%	61%	60%	63%
NET: Public service / health professional	472	431	41	441	12	18	236	236	277	168	403	49	50	416	54	41	405	83	387	493
	91%	92%	84%	91%	90%	89%	91%	91%	93%	88%	91%	92%	89%	92%	91%	89%	91%	87%	93%	91%
Other personalities and influences on social media	53	49	5	50	1	2	28	25	33	17	46	5	9	43	9	7	43	6	47	61
	10%	10%	10%	10%	7%	9%	11%	10%	11%	9%	10%	10%	17%	10%	15%	15%	10%	6%	11%	11%
Mean number of mentions	6	5.98	6.11	5.99	6.39	5.95	6.03	5.96	6.26	5.53	6.05	5.61	6.57	5.93	6.65	6.97	5.91	6.31	5.96	6.15

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

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 Table 279

QPSE3. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	544	334	180	438	102	404	136	128	123	89	98	72	544
Weighted total	518	310	183	415	100*	378	136	127	116	87*	91*	67*	544
Effective base	446	268	153	356	87	325	118	104	101	81	77	61	544
NET: Online	443	266	157	361	80	328	113	103	102	75	78	59	467
	85%	86%	86%	87%	80%	87%	83%	81%	88%	85%	87%	88%	86%
NHS website or other official health websites	241	142	89	189	50	173	65	50	53	33	52	35	245
	46%	46%	49%	46%	50%	46%	48%	40%	46%	38%	57%	52%	45%
My parents / my partner's parents	197	122	68	161	35	145	50	47	43	29	37	24	218
	38%	39%	37%	39%	35%	38%	37%	37%	37%	33%	41%	36%	40%
Nursery or childcare professionals	191	115	68	151	39	140	49	47	47	24	32	29	204
	37%	37%	37%	36%	39%	37%	36%	37%	41%	28%	36%	43%	38%
Friends	172	92	75	140	31	126	45	36	35	26	32	27	189

	33%	30%	41%	34%	31%	33%	33%	29%	30%	29%	36%	40%	35%
Parenting forums or discussion groups	163	102	50	140	22	125	36	40	38	29	29	17	176
	31%	33%	28%	34%	22%	33%	27%	31%	32%	33%	32%	25%	32%
Child's school	160	101	53	127	33	120	37	47	33	21	29	21	165
	31%	32%	29%	31%	33%	32%	27%	37%	28%	24%	32%	31%	30%
Parenting books	158	105	46	142	15	129	29	36	44	19	25	25	176
	30%	34%	25%	34%	15%	34%	21%	28%	38%	21%	28%	37%	32%
Online articles or blogs about parenting	157	85	66	131	25	121	34	30	37	28	32	22	173
	30%	28%	36%	32%	26%	32%	25%	24%	32%	32%	35%	33%	32%
GPs or other healthcare professionals	154	89	56	126	28	110	43	40	36	16	32	24	167
	30%	29%	31%	30%	28%	29%	31%	32%	31%	18%	35%	36%	31%
Social media from healthcare organisations	147	87	54	128	19	119	27	34	39	23	25	17	156
	28%	28%	30%	31%	19%	31%	20%	27%	33%	26%	28%	25%	29%
Health visitor	144	78	58	110	34	102	40	33	28	26	26	21	152
	28%	25%	32%	26%	34%	27%	30%	26%	24%	29%	29%	32%	28%
Parenting support group	141	99	40	125	16	124	16	27	32	21	35	18	163
	27%	32%	22%	30%	17%	33%	12%	21%	28%	23%	39%	26%	30%
Family Hub / Sure start / Children's Centres	129	81	47	107	22	96	32	35	29	21	19	18	128
	25%	26%	25%	26%	22%	25%	24%	28%	25%	23%	21%	28%	24%
Specialist medical professional or therapist	124	81	35	104	21	93	29	31	31	22	20	13	135
	24%	26%	19%	25%	21%	25%	21%	25%	27%	25%	22%	19%	25%
Parenting apps	122	83	36	107	14	102	20	28	31	20	21	18	137
	24%	27%	20%	26%	14%	27%	14%	22%	27%	23%	23%	28%	25%
Social media content from friends and family	120	81	35	102	17	92	26	32	33	18	20	14	135
	23%	26%	19%	25%	17%	24%	19%	25%	28%	20%	22%	21%	25%
Family members	115	68	42	101	14	91	23	27	33	19	17	12	134
	22%	22%	23%	24%	15%	24%	17%	21%	29%	22%	19%	18%	25%
Child's red book	109	63	39	84	25	74	34	32	25	10	25	9	105
	21%	20%	21%	20%	25%	20%	25%	25%	21%	11%	28%	13%	19%
Podcasts	89	64	22	74	14	72	16	19	27	10	17	10	98
	17%	21%	12%	18%	15%	19%	12%	15%	24%	11%	19%	14%	18%
Charity organisation	80	63	15	69	11	66	15	22	21	9	16	10	93
	16%	20%	8%	17%	11%	17%	11%	18%	18%	10%	18%	15%	17%
Local Authority staff / Family Information Service	78	52	23	70	8	65	13	24	15	12	13	10	87
	15%	17%	13%	17%	8%	17%	9%	19%	13%	14%	15%	15%	16%
From elsewhere	4	2	2	3	-	1	2	-	1	-	2	1	3
	1%	1%	1%	1%	-	*	1%	-	1%	-	2%	2%	1%
None of these	9	3	6	7	-	5	4	1	1	3	3	-	6
	2%	1%	3%	*	7%	1%	3%	1%	1%	4%	3%	-	1%
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	1
	*	-	1%	-	-	-	-	-	-	-	-	-	*
NET: Informal	439	263	156	367	70	330	107	98	98	78	61	61	472
	85%	85%	85%	88%	70%	87%	78%	77%	85%	88%	86%	92%	87%
NET: Formal	483	294	166	392	89	351	129	125	111	75	82	62	508
	93%	95%	91%	94%	89%	93%	95%	98%	96%	85%	91%	93%	93%
NET: Friends and Family	310	188	110	256	52	234	74	71	66	51	55	44	343
	60%	53%	60%	62%	52%	62%	54%	56%	57%	58%	60%	66%	63%
NET: Public service / health professional	472	287	161	385	85	346	123	118	109	74	82	60	493
	91%	93%	88%	93%	85%	92%	90%	93%	94%	84%	91%	90%	91%
Other personalities and influencers on social media	53	32	17	41	13	40	12	16	14	9	5	8	61
	10%	10%	9%	10%	13%	11%	9%	13%	12%	10%	5%	11%	11%
Mean number of mentions	6	6.14	5.9	6.13	5.46	6.23	5.25	5.84	6.31	5.22	6.42	6.01	6.15
	g					g					h		

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

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Table 280

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

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	80	47	33	51	27	2	56	24	1	3	20	-	17	41	46	80
Weighted total	72*	45**	27**	36*	34**	1*	60*	11**	2**	5**	11**	**	11**	37*	37*	80*
Effective base	61	34	28	39	24	2	51	11	1	3	19	-	10	30	36	80
Very reliable	43	30	13	25	17	1	35	8	2	3	3	-	7	21	30	50
	60%	66%	50%	69%	51%	62%	58%	70%	100%	58%	71%	-	58%	57%	72%	63%

Fairly reliable	25	14	11	10	14	1	22	3	-	2	1	-	4	16	9	26
	35%	31%	41%	28%	42%	38%	36%	27%	-	42%	23%	-	31%	42%	22%	33%
Not very reliable	4	2	2	1	3	-	3	*	-	-	-	-	1	*	3	4
	5%	3%	8%	3%	8%	-	6%	3%	-	6%	-	-	10%	1%	6%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	68	44	24	35	31	1	57	11	2	5	5	-	10	37	38	76
	95%	97%	92%	97%	92%	100%	94%	97%	100%	100%	94%	-	90%	99%	94%	95%
Bottom 2: Not reliable	4	2	2	1	3	-	3	*	-	-	*	-	1	*	3	4
	5%	3%	8%	3%	8%	-	6%	3%	-	6%	-	-	10%	1%	6%	5%
Net difference	64	42	22	34	29	1	53	11	2	5	4	0	9	36	35	72
	90%	93%	83%	93%	85%	100%	89%	95%	100%	100%	87%	0%	79%	98%	87%	90%

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

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 Table 281

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	80	60	20	62	18	14	31	15	20	68	7	10	24	27	80
Weighted total	72*	53*	18**	57*	20**	14**	28**	17**	13**	61*	5**	8**	23**	23**	80*
Effective base	61	45	15	45	15	10	24	12	15	52	4	8	18	22	80
Very reliable	43	37	6	35	8	10	20	8	5	37	1	3	10	15	50
	60%	69%	33%	68%	41%	73%	73%	45%	38%	61%	29%	42%	45%	66%	63%
Fairly reliable	25	15	10	16	9	3	6	8	7	20	3	4	12	6	26
	35%	27%	56%	30%	46%	25%	22%	48%	56%	33%	71%	44%	55%	25%	33%
Not very reliable	4	2	2	1	3	*	2	1	1	4	-	1	-	2	4
	5%	3%	11%	2%	13%	2%	5%	7%	6%	6%	-	15%	-	10%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	68	52	16	50	17	14	27	16	12	57	5	7	23	21	76
	95%	97%	89%	98%	87%	98%	95%	93%	94%	94%	100%	85%	100%	90%	95%
Bottom 2: Not reliable	4	2	2	1	3	*	2	1	1	4	-	1	-	2	4
	5%	3%	11%	2%	13%	2%	5%	7%	6%	6%	-	15%	-	10%	5%
Net difference	64	50	14	49	15	13	25	14	11	54	5	6	23	19	72
	90%	93%	79%	96%	73%	96%	89%	86%	88%	88%	100%	71%	100%	81%	90%

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

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 Table 282

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	80	7	22	25	26	74	2	72	8	22	8	53	23	80
Weighted total	72*	7**	22**	21**	20**	70*	2**	63**	8**	64*	7**	45*	24**	80*
Effective base	61	6	17	19	19	59	2	54	7	54	7	40	19	80
Very reliable	43	4	13	10	16	42	1	41	2	39	4	29	14	50
	60%	57%	60%	43%	80%	60%	68%	64%	29%	61%	52%	63%	60%	63%
Fairly reliable	25	2	8	11	4	24	1	19	6	21	4	14	8	26
	35%	26%	37%	50%	19%	35%	32%	30%	71%	33%	48%	32%	34%	33%
Not very reliable	4	1	1	2	*	4	-	4	-	4	-	2	2	4
	5%	17%	3%	7%	1%	5%	-	6%	-	6%	-	5%	6%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	68	6	21	20	20	66	2	60	8	61	7	43	22	76
	95%	83%	93%	99%	99%	95%	100%	94%	100%	94%	100%	95%	94%	95%
Bottom 2: Not reliable	4	1	1	2	*	4	-	4	-	4	-	2	2	4
	5%	17%	3%	7%	1%	5%	-	6%	-	6%	-	5%	6%	5%
Net difference	64	5	21	19	20	62	2	56	8	57	7	41	21	72
	90%	65%	93%	86%	97%	89%	100%	88%	100%	88%	100%	90%	87%	90%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* 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? My parents / my partner's parents

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	80	66	14	74	4	2	52	28	49	28	67	11	5	73	7	3	70	8	72	80
Weighted total	72*	60*	12**	67*	2**	21*	48*	23**	40*	23**	59*	10**	4**	65*	11**	5**	63*	8**	64*	80*
Effective base	61	50	12	56	4	2	40	21	36	23	51	9	5	55	6	2	53	7	55	80
Very reliable	43	37	6	41	2	-	26	17	28	14	35	8	1	42	3	*	39	3	40	50
	60%	62%	49%	61%	76%	-	54%	74%	71%	47%	58%	80%	15%	65%	50%	21%	62%	43%	62%	63%
Fairly reliable	25	19	6	24	-	1	21	4	11	12	22	2	3	20	2	1	21	2	22	26
	35%	31%	51%	36%	-	37%	43%	16%	28%	41%	37%	20%	66%	33%	33%	56%	33%	32%	35%	33%
Not very reliable	4	4	-	4	1	1	2	2	*	3	3	-	1	3	1	*	3	2	2	4
	5%	6%	-	3%	24%	63%	3%	10%	1%	12%	4%	-	19%	5%	18%	23%	4%	25%	3%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	68	56	12	65	2	1	47	20	40	26	57	10	3	62	5	1	61	6	62	76
	95%	94%	100%	97%	76%	37%	97%	90%	99%	88%	96%	100%	81%	95%	82%	77%	96%	75%	97%	95%
Bottom 2: Not reliable	4	4	-	4	1	1	2	2	*	3	3	-	1	3	1	*	3	2	2	4
	5%	6%	-	3%	24%	63%	3%	10%	1%	12%	4%	-	19%	5%	18%	23%	4%	25%	3%	5%
Net difference	64	52	12	63	2	-1	46	18	39	22	54	10	2	46	59	4	1	58	4	60
	90%	87%	100%	95%	51%	-27%	94%	80%	98%	77%	91%	100%	62%	91%	64%	54%	91%	50%	94%	90%

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

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	80	54	23	62	13	61	19	15	12	19	13	16	80
Weighted total	72*	49*	20**	56*	14**	52*	20**	16**	9**	16**	10	13**	80*
Effective base	61	42	17	46	14	45	17	13	9	14	10	12	80
Very reliable	43	36	7	34	8	30	13	10	7	9	6	6	50
	60%	74%	36%	60%	55%	57%	67%	64%	77%	59%	53%	46%	63%
Fairly reliable	25	11	12	20	4	21	4	5	1	5	5	7	26
	35%	23%	60%	36%	31%	40%	21%	29%	11%	32%	47%	54%	33%
Not very reliable	4	2	1	2	2	1	2	1	1	2	-	-	4
	5%	3%	4%	3%	14%	3%	11%	7%	12%	9%	-	-	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	68	47	19	54	12	50	17	15	8	15	12	13	76
	95%	97%	96%	97%	86%	97%	89%	93%	88%	91%	100%	100%	95%
Bottom 2: Not reliable	4	2	1	2	2	1	2	1	1	2	-	-	4
	5%	3%	4%	3%	14%	3%	11%	7%	12%	9%	-	-	5%
Net difference	64	46	18	52	10	49	15	14	7	13	12	13	72
	90%	94%	92%	94%	73%	94%	77%	85%	76%	81%	100%	100%	90%

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

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

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

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	58	38	20	45	11	2	36	21	3	2	16	-	11	31	29	58
Weighted total	48*	32**	17**	35*	11**	21*	30*	11**	5**	2**	3**	**	11**	23**	24**	53*
Effective base	45	29	15	34	9	2	34	10	3	2	14	-	10	24	21	58
Very reliable	22	16	6	17	4	1	16	5	1	1	2	-	5	11	10	27
	46%	51%	36%	48%	37%	64%	44%	43%	31%	49%	56%	-	42%	47%	41%	47%
Fairly reliable	21	13	8	15	5	1	17	5	3	-	1	-	6	12	9	27
	44%	41%	51%	43%	49%	36%	46%	45%	69%	-	44%	-	58%	53%	39%	47%
Not very reliable	5	2	2	3	2	-	4	1	-	1	-	-	-	-	5	4

	10%	8%	13%	9%	14%	-	10%	12%	-	51%	-	-	-	-	20%	7%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	44	29	14	32	9	2	33	9	5	1	3	-	11	23	19	54
	90%	92%	87%	91%	86%	100%	90%	88%	100%	49%	100%	-	100%	100%	80%	93%
Bottom 2: Not reliable	5	2	2	3	2	2	1	2	1	4	-	-	-	-	4	4
	10%	8%	13%	9%	14%	-	10%	12%	-	51%	-	-	-	-	20%	7%
Net difference	39	27	12	29	8	2	29	8	5	+	3	0	11	23	15	50
	80%	84%	73%	82%	72%	100%	81%	77%	100%	-2%	100%	0%	100%	100%	61%	86%

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

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 Table 286

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	53	44	14	40	12	5	27	5	15	49	3	2	21	11	
Weighted total	48*	38*	10**	37*	12**	9**	24**	5**	11**	41*	6**	7**	16**	15**	
Effective base	45	36	9	34	11	7	21	4	14	37	6	17	13	58	
Very reliable	22	18	4	20	3	4	12	4	3	19	2	4	8	8	27
	46%	47%	40%	53%	23%	41%	49%	86%	27%	46%	39%	56%	46%	50%	47%
Fairly reliable	21	19	3	14	8	6	7	1	8	19	3	3	9	3	27
	44%	49%	28%	37%	68%	59%	31%	14%	73%	45%	44%	44%	54%	19%	47%
Not very reliable	5	2	3	4	1	-	5	-	-	4	1	-	-	5	4
	10%	4%	32%	10%	9%	-	20%	-	-	9%	17%	-	-	31%	7%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	44	37	7	33	11	9	19	5	11	38	5	7	16	10	54
	90%	96%	68%	90%	91%	100%	80%	100%	100%	91%	83%	100%	100%	69%	93%
Bottom 2: Not reliable	5	2	3	4	1	-	5	-	-	4	1	-	-	5	4
	10%	4%	32%	10%	9%	-	20%	-	-	9%	17%	-	-	31%	7%
Net difference	39	35	4	29	10	9	14	5	11	34	4	7	16	6	50
	80%	92%	38%	80%	82%	100%	60%	100%	100%	82%	66%	100%	100%	37%	86%

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

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 Table 287

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £94,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	58	6	14	10	28	58	-	51	7	50	8	41	14	
Weighted total	48*	6**	11**	9**	22**	48*	**	44*	4**	43*	6**	34*	12**	
Effective base	45	5	11	9	20	45	-	40	5	38	7	31	12	
Very reliable	22	4	3	5	10	22	-	22	*	20	3	17	6	
	46%	66%	25%	56%	47%	46%	-	50%	7%	46%	45%	48%	47%	
Fairly reliable	21	1	7	4	9	21	-	18	4	19	2	15	5	
	44%	12%	66%	44%	41%	44%	-	40%	93%	45%	37%	45%	43%	
Not very reliable	5	1	1	-	2	5	-	5	-	4	1	2	1	
	10%	22%	9%	-	11%	10%	-	11%	-	9%	18%	7%	10%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	44	4	10	9	20	44	-	40	4	39	5	32	11	
	90%	78%	91%	100%	89%	90%	-	89%	100%	91%	82%	93%	90%	
Bottom 2: Not reliable	5	1	1	-	2	5	-	5	-	4	1	2	1	
	10%	22%	9%	-	11%	10%	-	11%	-	9%	18%	7%	10%	
Net difference	39	3	9	9	17	39	0	35	4	35	4	29	9	
	80%	57%	82%	100%	77%	80%	0%	79%	100%	83%	65%	86%	79%	

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

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Don't know	1	-	1	-	1	-	1	-	-	-	-	-	-	1	-	1	1
	1%	-	2%	-	3%	-	1%	-	-	-	-	-	-	6%	-	2%	1%
Top 2: Reliable	59	28	31	30	28	2	48	11	4	5	3	-	-	11	34	29	65
	92%	90%	90%	90%	93%	100%	90%	100%	100%	100%	100%	-	-	94%	92%	85%	93%
Bottom 2: Not reliable	4	3	1	3	1	-	4	-	-	-	-	-	-	3	4	4	4
	7%	10%	4%	10%	4%	-	8%	-	-	-	-	-	-	8%	13%	6%	6%
Net difference	55	25	30	26	27	2	44	11	4	5	3	0	-	11	31	25	61
	85%	80%	90%	81%	89%	100%	82%	100%	100%	100%	100%	0%	-	94%	83%	72%	87%

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

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 Table 291

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

	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total	
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)		4-5 (n)
Unweighted total	70	53	17	54	16	6	33	14	17	55	8	9	24	17	70
Weighted total	64*	49*	16**	48*	16**	6**	28**	17**	13**	49*	7**	7**	23**	16**	70*
Effective base	59	44	15	41	15	5	27	13	16	46	7	7	21	14	70
Very reliable	20	15	4	15	5	4	9	2	4	13	3	2	8	5	22
	30%	32%	26%	31%	28%	68%	33%	14%	28%	26%	38%	25%	36%	30%	31%
Fairly reliable	40	29	11	29	11	1	17	13	8	32	4	5	15	10	43
	62%	59%	69%	60%	66%	15%	60%	79%	66%	65%	62%	75%	64%	62%	61%
Not very reliable	4	4	-	3	1	1	2	1	-	4	-	-	-	1	4
	7%	9%	-	7%	6%	18%	7%	8%	-	9%	-	-	-	8%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1
	1%	-	5%	2%	-	-	-	-	6%	-	-	-	-	-	1%
Top 2: Reliable	59	44	15	44	15	5	26	16	12	45	7	7	23	14	65
	92%	91%	95%	91%	94%	82%	93%	92%	94%	91%	100%	100%	100%	92%	93%
Bottom 2: Not reliable	4	4	-	3	1	1	2	1	-	4	-	-	-	1	4
	7%	9%	-	7%	6%	18%	7%	8%	-	9%	-	-	-	8%	6%
Net difference	55	40	15	41	14	4	24	11	12	41	7	7	23	13	61
	85%	82%	95%	84%	88%	64%	86%	85%	94%	82%	100%	100%	100%	84%	87%

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

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 Table 292

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	70	3	25	22	19	68	2	62	8	55	15	45	21	70
Weighted total	64*	3*	21**	23**	16**	63*	1**	56*	8**	48*	16**	40**	20**	70*
Effective base	59	3	20	20	15	57	2	52	7	45	14	36	19	70
Very reliable	20	-	3	13	4	20	-	17	3	15	4	12	7	22
	30%	-	15%	55%	23%	31%	-	29%	38%	32%	27%	29%	35%	31%
Fairly reliable	40	3	15	8	13	38	1	36	4	28	12	24	13	43
	62%	100%	72%	35%	77%	63%	100%	64%	47%	58%	73%	59%	65%	61%
Not very reliable	4	-	2	2	-	4	-	3	1	4	-	4	-	4
	7%	-	10%	10%	-	7%	-	6%	15%	9%	-	11%	-	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	1	-	1	-	1	-	1	-	1
	1%	-	4%	-	-	1%	-	1%	-	2%	-	2%	-	1%
Top 2: Reliable	59	3	18	21	16	58	1	52	7	43	16	35	20	65
	92%	100%	86%	90%	100%	92%	100%	93%	85%	89%	100%	87%	100%	93%
Bottom 2: Not reliable	4	-	2	2	-	4	-	3	1	4	-	4	-	4
	7%	-	10%	10%	-	7%	-	6%	15%	9%	-	11%	-	6%
Net difference	55	3	16	19	16	53	1	49	6	39	16	31	20	61
	85%	100%	76%	81%	100%	85%	100%	88%	69%	80%	100%	76%	100%	87%

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

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 Table 293

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	70	63	7	64	2	4	42	28	42	23	61	4	7	61	4	4	63	14	56	70
Weighted total	64*	58*	7**	59*	2**	4**	37*	27**	36*	23**	56*	4**	7**	55*	4**	4**	56*	16**	49*	70*
Effective base	59	53	6	54	2	4	31	20	35	20	51	4	7	50	4	3	53	13	46	70
Very reliable	20	17	3	18	1	**	11	8	14	**	17	2	3	17	2	2	17	9	16	22
Fairly reliable	40	36	4	36	1	3	22	18	20	17	34	2	3	35	3	3	36	12	28	43
Not very reliable	4	4	-	4	-	-	59%	65%	56%	72%	61%	57%	45%	62%	64%	64%	63%	74%	58%	61%
Net difference	7*	8%	-	7%	-	-	8%	5%	3%	10%	8%	-	17%	6%	-	6%	-	4	9%	6%
Don't know	1	1	-	1	-	-	1	-	1	-	1	-	1	-	1	-	1	1	-	1
Top 2: Reliable	59	53	7	54	2	4	33	26	35	21	51	4	6	51	4	4	53	15	44	65
Bottom 2: Not reliable	4	4	-	4	-	-	3	1	1	2	4	-	1	3	-	-	3	-	4	4
Net difference	55	48	7	50	2	4	30	25	34	19	46	4	5	48	4	4	49	15	40	61
Net difference	85%	84%	100%	84%	100%	100%	81%	91%	92%	81%	83%	100%	65%	87%	100%	100%	88%	95%	82%	87%

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

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Table 294

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

	Knowledge of how employers offer support			Time spent with 0-5 year olds		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	70	43	28	57	12	50	20	17	11	24	30	11	70
Weighted total	64*	38*	26**	54*	10**	45*	20**	17**	12**	24**	30**	11**	70*
Effective base	59	34	24	47	11	41	18	15	9	12	8	9	70
Very reliable	20	11	8	18	2	15	4	6	2	4	*	4	22
Fairly reliable	40	29%	31%	34%	18%	34%	23%	34%	20%	32%	3%	43%	31%
Not very reliable	4	2	2	4	-	2	2	2	1	1	-	-	4
Net difference	7*	6%	9%	8%	-	5%	11%	13%	11%	10%	-	-	6%
Don't know	1	-	1	1	-	1	-	-	-	-	-	-	1
Top 2: Reliable	59	35	23	48	10	42	18	15	8	11	9	9	65
Bottom 2: Not reliable	4	2	2	4	-	2	2	2	1	1	-	-	4
Net difference	55	33	21	44	10	39	15	12	7	10	9	9	61
Net difference	85%	89%	80%	82%	100%	88%	78%	74%	79%	79%	100%	100%	87%

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

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Table 295

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3	4-5	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted total	59	27	32	39	17	3	39	20	4	3	12	1	13	28	34	59
Weighted total	52*	21**	32**	33*	17**	2**	38*	14**	6**	4**	3**	1**	15**	20**	31**	53*
Effective base	40	19	20	21	14	1	30	17	3	11	11	1	11	21	23	50
Very reliable	23	9	14	16	6	1	13	10	5	4	1	-	4	8	18	27
Fairly reliable	45%	44%	45%	49%	35%	45%	34%	72%	75%	100%	49%	-	29%	40%	59%	46%
Not very reliable	24	10	14	13	9	1	20	4	1	2	1	-	9	11	8	26
Net difference	5	2	4	3	2	2	5	-	-	-	-	-	64%	54%	28%	44%
Don't know	2	1	1	2	1	1	2	1	1	1	1	-	1	1	4	6
Net difference	10%	8%	11%	10%	11%	-	14%	-	-	-	-	-	7%	6%	13%	10%
Top 2: Reliable	47	19	28	29	15	2	33	14	6	4	3	1	14	19	27	53

	90%	92%	89%	90%	89%	100%	86%	100%	100%	100%	100%	100%	93%	94%	87%	90%
Bottom 2: Not reliable	5	2	4	3	2	-	5	-	-	-	-	-	1	1	4	6
10%	10%	8%	11%	10%	11%	-	14%	-	-	-	-	-	7%	6%	13%	10%
Net difference	42	17	24	26	13	2	27	14	6	4	4	3	1	12	18	23
	80%	84%	77%	79%	78%	100%	72%	100%	100%	100%	100%	100%	85%	88%	73%	80%

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

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 Table 296

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

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

	TOTAL (a)	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)		Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
			Part time (c)	Unemployed (c)												
Unweighted total	59	32	27	39	20	10	26	9	14	51	8	5	16	22	59	
Weighted total	52*	27**	25**	33**	20**	10**	23**	8**	13**	46*	6**	6**	13**	20**	59*	
Effective base	48	26	22	30	18	8	22	8	11	41	6	5	13	19	59	
Very reliable	23	12	11	17	6	5	8	6	3	22	2	-	5	11	27	
45%	45%	45%	45%	53%	31%	51%	37%	57%	42%	47%	27%	-	37%	57%	46%	
Fairly reliable	24	13	11	13	11	5	12	4	3	21	2	6	7	5	26	
45%	45%	49%	42%	41%	41%	49%	54%	33%	33%	46%	39%	100%	54%	27%	44%	
Not very reliable	5	2	4	2	3	-	2	1	2	3	2	-	1	3	6	
10%	10%	6%	14%	6%	16%	-	9%	11%	25%	7%	35%	-	9%	15%	10%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	47	25	22	30	17	10	21	10	6	43	4	6	12	17	53	
90%	90%	94%	86%	94%	84%	100%	91%	89%	75%	93%	65%	100%	91%	85%	90%	
Bottom 2: Not reliable	5	2	4	2	3	-	2	3	2	3	2	-	1	3	6	
10%	10%	6%	14%	6%	16%	-	9%	11%	25%	7%	35%	-	9%	15%	10%	
Net difference	42	23	18	28	14	10	19	9	4	40	2	6	11	14	47	
80%	80%	87%	72%	87%	68%	100%	82%	79%	50%	86%	31%	100%	82%	69%	80%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 297

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	59	9	18	15	16	59	-	31	8	52	7	40	12	59
Weighted total	52*	9**	18**	12**	13**	52*	-**	44*	8**	46*	6**	35*	12**	59*
Effective base	48	7	14	13	13	48	-	40	8	42	6	32	10	59
Very reliable	23	2	9	5	8	23	-	20	4	20	3	17	6	27
45%	45%	22%	48%	43%	60%	45%	-	45%	44%	44%	46%	48%	48%	46%
Fairly reliable	24	5	8	6	4	24	-	20	4	21	2	16	4	26
45%	45%	57%	44%	48%	32%	45%	-	46%	43%	46%	38%	47%	38%	44%
Not very reliable	5	2	1	1	1	5	-	4	1	4	1	2	2	6
10%	10%	21%	8%	9%	8%	10%	-	10%	13%	9%	16%	5%	14%	10%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	7	16	11	12	47	-	40	7	42	5	33	10	53
90%	90%	79%	92%	91%	92%	90%	-	90%	87%	91%	84%	95%	86%	90%
Bottom 2: Not reliable	5	2	1	1	1	5	-	4	1	4	1	2	2	6
10%	10%	21%	8%	9%	8%	10%	-	10%	13%	9%	16%	5%	14%	10%
Net difference	42	5	15	10	11	42	0	36	6	37	4	31	8	47
80%	80%	58%	84%	82%	84%	80%	0%	81%	73%	81%	68%	89%	71%	80%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 298

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	(n)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Unweighted total	59	52	7	50	3	6	31	28	26	27	46	7	11	48	12	9	46	14	44	59
Weighted total	52*	45*	7**	47*	2**	4**	27**	25**	23**	25**	42*	6**	8**	44*	10**	9**	41*	13**	39*	59*
Effective base	48	42	6	41	2	5	23	25	21	22	38	5	9	39	10	9	36	12	35	50
Very reliable	23	23	*	22	1	1	46%	43%	42%	46%	52%	36%	22	21	5	4	18	4	19	27
	45%	51%	2%	46%	57%	20%	46%	43%	42%	51%	111%	28%	28%	48%	48%	50%	45%	33%	49%	46%
Fairly reliable	24	17	7	20	1	3	12	12	8	13	17	4	2	21	2	2	20	8	16	26
	45%	37%	98%	44%	43%	65%	45%	45%	36%	54%	39%	77%	29%	49%	19%	22%	50%	62%	41%	44%
Not very reliable	5	5	-	5	-	1	2	3	3	2	4	1	4	2	4	2	2	1	4	6
	10%	12%	-	10%	-	14%	9%	11%	13%	10%	9%	12%	43%	4%	35%	28%	4%	5%	10%	10%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	40	7	42	2	4	34	23	20	22	38	5	5	42	7	6	39	12	35	53
	90%	88%	100%	90%	100%	86%	91%	89%	87%	90%	91%	88%	57%	96%	65%	72%	96%	95%	90%	90%
Bottom 2: Not reliable	5	5	-	5	-	1	2	3	3	2	4	1	4	2	4	2	2	1	4	6
	10%	12%	-	10%	-	14%	9%	11%	13%	10%	9%	12%	43%	4%	35%	28%	4%	5%	10%	10%
Net difference	42	34	7	37	2	3	22	20	17	20	34	4	1	40	3	4	37	11	31	47
	80%	76%	100%	80%	100%	71%	82%	78%	75%	80%	81%	76%	14%	92%	30%	45%	92%	91%	79%	80%

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

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 Table 299

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
	(n)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	
Unweighted total	59	29	25	50	9	43	16	17	15	8	9	10	59
Weighted total	52*	26**	22**	41*	8**	36*	18**	17**	10**	5**	11**	9**	59*
Effective base	48	23	20	41	7	33	13	14	11	6	9	9	50
Very reliable	23	14	7	19	5	14	10	12	4	2	2	4	27
	45%	55%	32%	43%	54%	38%	60%	70%	40%	31%	20%	39%	46%
Fairly reliable	24	10	12	23	1	18	5	4	6	2	6	5	26
	45%	38%	58%	52%	12%	51%	33%	22%	50%	45%	58%	54%	44%
Not very reliable	5	2	2	2	3	4	1	1	1	1	2	1	6
	10%	7%	10%	6%	34%	11%	7%	8%	-	20%	21%	7%	10%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	25	19	41	6	32	15	15	10	4	8	9	53
	90%	93%	90%	94%	66%	89%	93%	92%	100%	80%	79%	93%	90%
Bottom 2: Not reliable	5	2	2	2	3	3	1	1	-	1	2	1	6
	10%	7%	10%	6%	34%	11%	7%	8%	-	20%	21%	7%	10%
Net difference	42	23	17	39	3	28	14	14	10	3	6	8	47
	80%	86%	81%	89%	32%	77%	85%	84%	100%	61%	58%	85%	80%

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

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 Table 300

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

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
	(n)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)		(%)
Unweighted total	56	30	26	38	15	3	42	14	3	2	8	1	10	24	33	56
Weighted total	56*	31**	25**	34*	18**	4**	46*	10**	5**	3**	2**	1**	12**	24**	32**	56*
Effective base	48	26	22	32	14	3	40	8	3	2	8	1	10	21	28	56
Very reliable	39	21	18	23	13	3	30	9	3	3	2	1	5	19	25	39
	69%	67%	73%	69%	69%	78%	66%	83%	69%	100%	85%	100%	39%	77%	77%	70%
Fairly reliable	16	10	6	11	5	1	15	2	1	-	-	-	7	6	7	16
	29%	33%	24%	31%	27%	22%	32%	17%	31%	-	15%	-	61%	23%	21%	29%
Not very reliable	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	1
	1%	-	3%	-	4%	-	2%	-	-	-	-	-	-	-	2%	2%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	55	31	24	34	18	4	45	10	5	3	2	1	12	24	31	55
	99%	100%	97%	100%	96%	100%	98%	100%	100%	100%	100%	100%	100%	100%	98%	98%

Bottom 2: Not reliable	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	1
	1%	-	3%	-	4%	-	2%	-	-	-	-	-	-	-	2%	2%
Net difference	55	31	23	34	17	4	44	10	5	3	2	1	12	24	31	54
	97%	100%	84%	100%	92%	100%	97%	100%	100%	100%	100%	100%	100%	100%	93%	96%

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

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 Table 301

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	56	42	14	48	8	12	25	10	9	47	5	4	18	23	56
Weighted total	56*	42*	14**	47*	9**	13**	24**	13**	6**	48*	3**	5**	17**	21**	56*
Effective base	48	36	12	40	8	11	22	9	8	41	4	4	15	19	55
Very reliable	39	29	10	36	3	8	15	13	3	33	1	2	12	17	39
	69%	68%	75%	77%	30%	61%	65%	98%	44%	68%	40%	27%	67%	80%	70%
Fairly reliable	16	14	3	11	5	5	8	* 2	2	15	2	4	6	4	16
	29%	32%	20%	23%	61%	39%	35%	2*	42%	30%	60%	73%	33%	17%	29%
Not very reliable	1	-	1	-	1	-	-	-	1	1	-	-	-	1	1
	1%	-	5%	-	8%	-	-	-	13%	2%	-	-	-	4%	2%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	55	42	13	47	8	13	24	13	5	47	3	5	17	20	55
	99%	100%	95%	100%	92%	100%	100%	100%	87%	98%	100%	100%	100%	96%	98%
Bottom 2: Not reliable	1	-	1	-	1	-	-	-	1	1	-	-	-	1	1
	1%	-	5%	-	8%	-	-	-	13%	2%	-	-	-	4%	2%
Net difference	55	42	12	47	7	13	24	13	4	47	3	5	17	20	54
	97%	100%	89%	100%	83%	100%	100%	100%	74%	97%	100%	100%	100%	93%	96%

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

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 Table 302

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	56	3	11	14	28	55	-	52	4	50	6	42	13	56
Weighted total	56*	4**	10**	15**	23**	56*	**	53*	3**	49*	7**	43*	12**	56*
Effective base	48	4	9	12	20	48	-	44	3	42	6	36	11	56
Very reliable	39	2	6	6	21	39	-	39	*	38	1	31	8	39
	69%	53%	60%	38%	93%	69%	-	74%	4%	77%	16%	71%	71%	70%
Fairly reliable	16	2	3	10	2	16	-	13	3	10	6	12	3	16
	29%	47%	33%	62%	7%	29%	-	25%	96%	21%	84%	27%	29%	29%
Not very reliable	1	-	1	-	-	1	-	1	-	1	-	1	-	1
	1%	-	7%	-	-	1%	-	1%	-	2%	-	2%	-	2%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	55	4	9	15	23	55	-	52	3	48	7	43	12	55
	99%	100%	93%	100%	100%	99%	-	99%	100%	98%	100%	98%	100%	98%
Bottom 2: Not reliable	1	-	1	-	-	1	-	1	-	1	-	1	-	1
	1%	-	7%	-	-	1%	-	1%	-	2%	-	2%	-	2%
Net difference	55	4	9	15	23	55	0	51	3	47	7	42	12	54
	97%	100%	85%	100%	100%	97%	0%	97%	100%	97%	100%	97%	100%	96%

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

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 Table 303

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	56	54	2	55	1	-	21	35	39	16	53	3	8	47	9	7	47	6	44	56
Weighted total	56*	54*	2**	55*	1**	-**	20**	36*	37*	18**	53*	3**	8**	47*	10**	8**	46*	10**	46*	56*
Effective base	48	46	2	47	1	-	17	30	32	15	45	3	7	40	8	6	39	7	41	56
Very reliable	38	38	1	39	-	-	14	25	26	14	37	2	6	33	9	7	30	7	32	38
69%	70%	70%	42%	70%	-	-	70%	69%	71%	70%	70%	66%	81%	69%	86%	83%	66%	71%	69%	70%
Fairly reliable	16	15	1	16	1	-	6	10	11	5	15	1	1	15	1	1	16	3	13	16
29%	28%	58%	28%	100%	-	-	30%	29%	29%	26%	29%	34%	9%	31%	7%	8%	34%	29%	29%	29%
Not very reliable	1	1	-	1	-	-	-	1	-	1	1	-	1	-	1	1	-	-	1	1
1%	1%	-	1%	-	-	-	-	2%	-	4%	1%	-	10%	-	7%	9%	-	-	2%	2%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	55	53	2	54	1	-	20	36	37	17	52	3	7	47	10	8	46	10	45	55
99%	99%	100%	99%	100%	-	-	100%	98%	100%	96%	99%	100%	90%	100%	93%	91%	100%	100%	98%	98%
Bottom 2: Not reliable	1	1	-	1	-	-	-	1	-	1	1	-	1	-	1	1	-	-	1	1
1%	1%	-	1%	-	-	-	-	2%	-	4%	1%	-	10%	-	7%	9%	-	-	2%	2%
Net difference	55	53	2	54	1	0	20	36	37	16	52	3	7	47	9	7	46	10	44	54
97%	97%	100%	97%	100%	0%	-	100%	96%	100%	92%	97%	100%	81%	100%	85%	82%	100%	100%	97%	96%

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

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

8 Dec 2025  
 Table 304

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

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	56	34	16	43	13	38	17	9	13	11	8	11	56
Weighted total	56*	33**	13**	42*	13**	37*	18**	10**	13**	9**	10**	10**	56*
Effective base	48	26	14	36	12	31	16	8	12	8	7	10	56
Very reliable	39	24	15	29	10	26	13	9	4	7	6	7	39
69%	74%	83%	67%	76%	69%	75%	92%	33%	85%	61%	74%	70%	70%
Fairly reliable	16	9	3	13	3	11	4	9	1	4	2	16	16
29%	26%	17%	31%	24%	29%	25%	-	67%	15%	39%	26%	29%	29%
Not very reliable	1	-	-	1	-	1	-	1	-	-	-	1	1
1%	-	-	2%	-	2%	-	-	8%	-	-	-	2%	2%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	55	33	18	42	13	37	18	9	13	9	10	10	55
99%	100%	100%	98%	100%	98%	100%	92%	100%	100%	100%	100%	100%	98%
Bottom 2: Not reliable	1	-	-	1	-	1	-	1	-	1	-	1	1
1%	-	-	2%	-	2%	-	-	8%	-	-	-	2%	2%
Net difference	55	33	18	41	13	36	18	8	13	9	10	10	54
97%	100%	100%	96%	100%	96%	100%	85%	100%	100%	100%	100%	100%	96%

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

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

8 Dec 2025  
 Table 305

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

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

	TOTAL (a)	Gender			Age			Ethnicity						Age of children			Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)		
																0-1 (p)	
Unweighted total	69	38	31	40	25	4	52	17	2	2	13	17	37	38	69		
Weighted total	66*	40*	26**	31*	31**	4**	57*	8**	3**	2**	3**	18**	36*	32*	69*		
Effective base	57	31	27	32	23	4	48	9	2	2	12	14	31	30	69		
Very reliable	35	27	8	16	15	3	31	4	1	3	-	5	21	18	37		
53%	67%	31%	52%	50%	80%	4%	53%	48%	57%	-	78%	27%	58%	55%	54%		
Fairly reliable	27	12	15	13	14	1	24	3	1	1	1	11	15	12	28		
42%	31%	58%	42%	44%	20%	43%	36%	43%	49%	22%	-	61%	42%	37%	41%		
Not very reliable	3	1	2	2	1	-	2	1	-	1	-	1	-	2	3		
5%	2%	8%	6%	4%	-	3%	15%	-	51%	-	-	7%	-	5%	4%		
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	1	-	1	-	1	-	1	-	-	-	-	1	-	1	1		
1%	-	-	2%	-	2%	-	1%	-	-	-	-	4%	-	2%	1%		
Top 2: Reliable	62	39	23	29	29	4	55	7	3	1	3	16	36	29	65		
94%	98%	89%	94%	93%	100%	93%	85%	100%	89%	100%	-	89%	100%	92%	94%		
Bottom 2: Not reliable	3	1	2	2	1	-	2	1	-	1	-	1	-	2	3		
5%	2%	8%	6%	4%	-	3%	15%	-	51%	-	-	7%	-	5%	4%		
Net difference	59	38	21	27	28	4	53	6	3	*	3	0	14	36	62		

	90%	95%	82%	89%	89%	100%	93%	69%	100%	-3%	100%	0%	81%	100%	87%	90%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 306

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	69	53	26	52	17	10	23	11	15	55	10	9	17	20	69
Weighted total	66*	52*	14**	45*	20**	11**	31**	14**	10**	54*	7**	10**	18**	18**	69*
Effective base	57	44	13	41	15	8	28	9	13	46	8	8	14	16	69
Very reliable	35	29	5	26	9	7	17	7	4	31	2	3	12	10	37
53%	53%	56%	39%	56%	45%	64%	55%	50%	37%	57%	28%	36%	68%	55%	54%
Fairly reliable	27	22	6	18	9	4	12	7	5	21	4	5	7	6	28
42%	42%	42%	41%	40%	45%	36%	38%	50%	49%	39%	59%	51%	32%	36%	41%
Not very reliable	3	1	2	1	2	-	2	-	1	2	1	1	-	2	3
5%	5%	2%	14%	2%	10%	-	7%	-	7%	4%	13%	13%	-	9%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1
1%	1%	-	5%	2%	-	-	-	-	7%	-	-	-	-	-	1%
Top 2: Reliable	62	51	11	44	18	11	28	14	9	52	6	8	18	17	65
94%	94%	98%	80%	96%	90%	100%	93%	100%	86%	96%	87%	87%	100%	91%	94%
Bottom 2: Not reliable	3	1	2	1	2	-	2	-	1	2	1	1	-	2	3
5%	5%	2%	14%	2%	10%	-	7%	-	7%	4%	13%	13%	-	9%	4%
Net difference	59	50	9	43	16	11	26	14	8	50	5	7	18	15	62
90%	90%	96%	66%	94%	80%	100%	85%	100%	79%	93%	73%	73%	100%	81%	90%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 307

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	69	8	15	18	27	69	-	63	6	53	16	48	17	69
Weighted total	66*	7**	17**	14**	26**	66*	-**	59*	7**	49*	17**	43*	17**	69*
Effective base	57	7	13	14	22	57	-	51	6	44	13	33	15	69
Very reliable	35	4	5	4	20	35	-	33	1	29	6	27	6	37
53%	53%	49%	31%	31%	76%	53%	-	56%	20%	59%	33%	62%	38%	54%
Fairly reliable	27	3	10	9	5	27	-	22	6	17	10	16	9	28
42%	42%	42%	57%	69%	20%	42%	-	37%	80%	35%	61%	36%	52%	41%
Not very reliable	3	1	1	-	1	3	-	3	-	2	1	-	2	3
5%	5%	9%	8%	-	4%	5%	-	5%	-	4%	6%	-	10%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	1	-	1	-	1	-	1	-	1
1%	1%	-	4%	-	-	1%	-	1%	-	2%	-	2%	-	1%
Top 2: Reliable	62	7	15	14	25	62	-	55	7	46	16	42	15	65
94%	94%	91%	88%	100%	96%	94%	-	94%	100%	94%	94%	98%	90%	94%
Bottom 2: Not reliable	3	1	1	-	1	3	-	3	-	2	1	-	2	3
5%	5%	9%	8%	-	4%	5%	-	5%	-	4%	6%	-	10%	4%
Net difference	59	6	14	14	24	59	0	52	7	44	15	42	14	62
90%	90%	81%	80%	100%	92%	90%	0%	89%	100%	90%	88%	98%	80%	90%

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

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 308

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	69	67	2	61	3	5	38	31	46	20	54	10	8	60	7	4	61	16	52	69
Weighted total	66*	64*	2**	59*	2**	5**	34*	32**	41*	21**	52*	9**	6**	59*	6**	3**	59*	15**	50*	69*
Effective base	57	55	2	50	2	4	30	27	36	18	44	9	6	50	5	3	50	15	41	69
Very reliable	35	35	-	31	4	3	11	24	26	11	29	3	3	32	1	1	33	4	31	37
53%	54%	-	53%	13%	61%	61%	33%	73%	63%	41%	55%	35%	43%	54%	23%	44%	56%	28%	61%	54%
Fairly reliable	27	27	1	24	2	2	20	8	13	11	20	6	3	24	4	1	23	9	17	28
42%	42%	36%	40%	87%	39%	59%	24%	31%	53%	38%	65%	44%	41%	65%	33%	39%	62%	34%	41%	
Not very reliable	3	2	1	3	-	-	2	1	2	1	3	-	1	2	1	1	2	1	2	3
5%	3%	64%	5%	-	-	-	6%	3%	4%	6%	-	-	12%	4%	23%	4%	4%	5%	5%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	1	-	1
1%	1%	-	1%	-	-	-	2%	-	2%	-	1%	-	-	1%	-	-	1%	5%	-	1%
Top 2: Reliable	62	61	1	55	2	5	31	31	39	20	48	9	5	56	5	2	56	13	48	65
94%	96%	36%	94%	100%	100%	92%	92%	97%	94%	94%	100%	100%	88%	95%	88%	77%	95%	90%	95%	94%
Bottom 2: Not reliable	3	2	1	3	-	-	2	1	2	1	3	-	1	2	1	1	2	1	2	3
5%	3%	64%	5%	-	-	-	6%	3%	4%	6%	-	-	12%	4%	23%	4%	4%	5%	4%	
Net difference	59	60	-1	52	2	5	29	30	37	19	45	9	8	54	5	2	54	12	45	62
90%	93%	-28%	89%	100%	100%	100%	86%	94%	90%	88%	87%	100%	76%	91%	76%	55%	91%	85%	91%	90%

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

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8 Dec 2025  
 Table 309

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	69	38	28	55	14	48	20	16	11	14	13	11	69
Weighted total	66*	35*	28**	51*	15**	41*	20**	16**	12**	11**	10**	11**	69*
Effective base	57	31	23	45	12	38	17	13	10	11	9	10	69
Very reliable	35	26	8	26	8	25	10	9	8	7	5	4	37
53%	72%	30%	52%	56%	56%	48%	58%	58%	59%	50%	38%	54%	
Fairly reliable	27	9	18	22	5	16	11	7	5	4	5	5	28
42%	25%	63%	43%	37%	30%	52%	36%	32%	30%	50%	51%	41%	
Not very reliable	3	1	1	2	1	3	-	1	1	-	1	3	
5%	4%	4%	4%	7%	4%	7%	-	5%	9%	-	12%	4%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1	1	-	1	-	1	-	1	-	-	-	1	
1%	-	3%	1%	-	2%	-	-	-	-	-	-	1%	
Top 2: Reliable	62	35	26	48	14	41	20	16	12	10	10	10	65
94%	96%	94%	95%	93%	92%	100%	100%	95%	91%	100%	88%	94%	
Bottom 2: Not reliable	3	1	1	2	1	3	-	1	1	-	1	3	
5%	4%	4%	4%	7%	4%	7%	-	5%	9%	-	12%	4%	
Net difference	59	33	25	46	13	38	20	16	12	9	10	8	62
90%	93%	90%	91%	86%	85%	100%	100%	89%	82%	100%	76%	90%	

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

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 Table 310

QP5E4A. 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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	60	33	27	40	17	3	38	22	2	3	17	3	11	30	41	60
Weighted total	60	30**	22**	30**	19**	3**	41*	12**	3**	4**	17**	1**	9**	28**	37*	60*
Effective base	46	26	21	30	14	3	35	12	2	3	16	-	10	24	32	60
Very reliable	31	16	14	19	10	2	25	5	-	3	3	-	4	16	23	36
59%	55%	64%	62%	53%	64%	64%	63%	44%	-	65%	57%	-	41%	59%	62%	60%
Fairly reliable	19	11	7	10	7	1	12	7	3	1	2	-	5	11	11	21
35%	37%	33%	33%	39%	36%	29%	56%	100%	35%	43%	-	-	52%	41%	31%	35%
Not very reliable	2	1	1	2	-	-	2	-	-	-	-	-	1	-	1	2
3%	3%	3%	5%	-	-	-	4%	-	-	-	-	-	7%	-	3%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	-	-	2	-	-	-	-	-	-	2	1	1
3%	5%	-	8%	-	-	-	4%	-	-	-	-	-	-	4%	2%	
Top 2: Reliable	49	28	22	29	17	3	38	12	3	4	5	-	8	28	34	57
94%	92%	97%	95%	92%	100%	100%	92%	100%	100%	100%	100%	-	93%	100%	93%	95%
Bottom 2: Not reliable	2	1	1	2	-	-	2	-	-	-	-	-	1	-	1	2
3%	3%	3%	5%	-	-	-	4%	-	-	-	-	-	7%	-	3%	3%
Net difference	48	27	21	27	17	3	36	12	3	4	5	0	8	28	33	55

	91%	88%	95%	89%	92%	100%	89%	100%	100%	100%	100%	0%	87%	100%	91%	92%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 311

QP5E4A. 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	60	50	10	55	5	13	21	12	14	48	6	4	12	22	60
Weighted total	52*	42*	10**	47*	5**	11**	20**	13**	9**	43*	4**	3**	10**	18**	60*
Effective base	46	39	8	42	4	10	18	9	11	38	4	4	8	16	60
Very reliable	31	27	4	31	-	8	9	9	5	28	2	2	5	12	36
59%	59%	64%	36%	65%	-	71%	48%	68%	55%	65%	48%	62%	48%	62%	60%
Fairly reliable	19	13	5	14	4	3	8	4	3	14	2	1	5	4	21
35%	35%	31%	54%	30%	88%	29%	40%	32%	38%	33%	52%	20%	52%	20%	35%
Not very reliable	2	1	1	1	1	-	1	-	1	1	-	1	-	1	2
3%	3%	1%	10%	2%	12%	-	5%	-	7%	2%	-	17%	-	6%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	-	-	2	-	-	-	-	-	-	2	1
3%	3%	4%	-	3%	-	-	8%	-	-	-	-	-	-	8%	2%
Top 2: Reliable	49	40	9	45	4	11	17	13	8	42	4	3	10	15	57
94%	94%	95%	90%	95%	88%	100%	87%	100%	93%	98%	100%	83%	100%	86%	95%
Bottom 2: Not reliable	2	1	1	1	1	-	1	-	1	1	-	1	-	1	2
3%	3%	1%	10%	2%	12%	-	5%	-	7%	2%	-	17%	-	6%	3%
Net difference	48	40	8	44	4	11	16	13	7	41	4	2	10	14	55
91%	91%	94%	80%	93%	76%	100%	82%	100%	86%	95%	100%	65%	100%	81%	92%

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

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

8 Dec 2025  
 Table 312

QP5E4A. 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	60	3	10	14	13	58	2	55	5	55	5	46	14	60
Weighted total	52*	3**	8**	12**	31**	51*	2**	49*	3**	49*	4**	37*	15**	60*
Effective base	46	3	8	11	20	45	2	40	4	43	4	31	13	60
Very reliable	31	1	5	6	20	31	-	29	2	31	-	22	9	36
59%	59%	23%	64%	49%	64%	61%	-	59%	60%	63%	-	58%	60%	60%
Fairly reliable	19	1	3	6	8	17	1	17	1	17	2	13	5	21
35%	35%	54%	36%	51%	27%	34%	68%	35%	40%	34%	56%	35%	36%	35%
Not very reliable	2	1	-	-	1	1	1	2	-	-	2	1	1	2
3%	3%	23%	-	-	3%	2%	32%	3%	-	-	44%	3%	4%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	-	2	2	-	2	-	2	-	2	-	1
3%	3%	-	-	-	5%	2%	-	3%	-	3%	-	4%	-	2%
Top 2: Reliable	49	2	8	12	28	48	1	46	3	47	2	35	14	57
94%	94%	77%	100%	100%	92%	95%	68%	94%	100%	97%	56%	93%	96%	95%
Bottom 2: Not reliable	2	1	-	-	1	1	1	2	-	-	2	1	1	2
3%	3%	23%	-	-	3%	2%	32%	3%	-	-	44%	3%	4%	3%
Net difference	48	1	8	12	27	47	1	45	3	47	**	34	14	55
91%	91%	54%	100%	100%	89%	93%	36%	91%	100%	97%	11%	91%	92%	92%

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

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

8 Dec 2025  
 Table 313

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	60	57	3	57	1	2	28	32	45	13	52	6	5	55	5	3	55	6	54	60
Weighted total	52*	51*	2**	50*	1**	1**	25**	28**	39*	11**	45**	6**	3**	50*	4**	2**	49*	6**	47*	60*
Effective base	46	44	3	44	1	2	23	24	34	10	40	5	3	43	3	2	43	5	42	60*
Very reliable	31	31	-	29	1	1	11	20	24	6	27	3	1	30	4	4	30	1	30	36
	59%	61%	-	58%	100%	78%	46%	70%	60%	57%	59%	51%	47%	59%	12%	22%	62%	19%	64%	60%
Fairly reliable	19	18	1	18	-	*	12	7	15	3	15	3	1	17	2	2	17	5	14	21
	35%	34%	62%	36%	-	22%	48%	24%	37%	24%	34%	49%	53%	34%	48%	78%	34%	81%	29%	35%
Not very reliable	2	1	1	2	-	-	2	-	1	1	2	-	-	2	-	-	2	-	2	2
	3%	2%	38%	3%	-	-	6%	-	3%	5%	3%	-	-	3%	-	-	3%	-	3%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	-	-	-	2	-	2	2	-	-	2	2	-	-	-	2	1
	3%	3%	-	3%	-	-	-	5%	-	13%	3%	-	-	3%	41%	-	-	-	3%	2%
Top 2: Reliable	49	48	1	47	1	1	23	26	38	9	42	6	3	47	2	2	47	6	43	57
	94%	95%	62%	94%	100%	100%	94%	95%	97%	81%	93%	100%	100%	94%	59%	100%	97%	100%	93%	95%
Bottom 2: Not reliable	2	1	1	2	-	-	2	-	1	1	2	-	-	2	-	-	2	-	2	2
	3%	2%	38%	3%	-	-	6%	-	3%	5%	3%	-	-	3%	-	-	3%	-	3%	3%
Net difference	48	47	1	46	1	1	21	26	37	9	41	6	3	45	2	2	46	6	42	55
	91%	93%	24%	91%	100%	100%	87%	95%	95%	76%	90%	100%	100%	87%	58%	100%	94%	100%	90%	92%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 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 support group

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total (t)
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	60	41	17	49	11	52	7	13	13	10	11	7	60
Weighted total	52*	35*	15**	42*	10**	41*	7**	11**	10**	9**	10**	7**	60*
Effective base	46	32	13	37	10	33	7	10	9	8	6	5	60
Very reliable	31	20	10	26	5	27	4	8	6	4	7	5	36
	59%	57%	63%	61%	47%	60%	61%	70%	60%	47%	71%	67%	60%
Fairly reliable	19	13	5	14	4	16	2	3	3	5	3	2	21
	35%	38%	31%	33%	47%	35%	25%	30%	30%	29%	29%	33%	35%
Not very reliable	2	1	1	1	1	1	1	1	1	1	1	1	2
	3%	2%	6%	2%	6%	1%	14%	-	10%	-	-	-	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	-	2	-	2	-	2	-	-	1
	3%	4%	-	4%	-	3%	-	-	-	-	-	-	2%
Top 2: Reliable	49	33	15	40	9	42	6	11	9	9	10	7	57
	94%	94%	94%	94%	94%	95%	86%	100%	90%	100%	100%	100%	95%
Bottom 2: Not reliable	2	1	1	1	1	1	1	1	1	1	1	1	2
	3%	2%	6%	2%	6%	1%	14%	-	10%	-	-	-	3%
Net difference	48	33	14	39	8	42	5	11	8	9	10	7	55
	91%	92%	88%	92%	88%	94%	72%	100%	80%	100%	100%	100%	92%

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

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

8 Dec 2025  
 Table 315

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total (t)
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	67	34	33	46	18	3	46	21	1	2	17	1	14	36	47	67
Weighted total	58*	32**	26**	34*	22**	2**	48*	10**	2**	3**	5**	1**	12**	29**	42*	67*
Effective base	52	25	27	36	15	3	42	10	1	2	16	1	11	27	37	57
Very reliable	32	17	15	17	15	-	26	6	-	3	2	1	5	19	22	34
	55%	54%	55%	49%	70%	-	53%	61%	-	100%	49%	100%	37%	65%	53%	51%
Fairly reliable	22	13	9	14	7	2	18	4	2	2	2	-	6	8	16	28
	38%	40%	36%	40%	30%	100%	39%	37%	100%	47%	-	-	46%	27%	39%	42%
Not very reliable	3	2	1	3	-	-	3	*	-	*	-	-	1	2	2	4
	5%	5%	5%	8%	-	-	6%	2%	-	4%	-	-	8%	8%	5%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	1	-	1	1
	2%	-	5%	3%	-	-	2%	-	-	-	-	-	10%	-	3%	1%
Top 2: Reliable	54	30	24	30	22	2	44	10	2	3	4	1	10	27	39	62
	93%	95%	91%	88%	100%	100%	92%	98%	100%	96%	100%	100%	82%	92%	93%	93%
Bottom 2: Not reliable	3	2	1	3	-	-	3	*	-	*	-	-	1	2	2	4
	5%	5%	5%	8%	-	-	6%	2%	-	4%	-	-	8%	8%	5%	6%
Net difference	51	28	23	27	22	2	41	10	2	3	4	1	9	24	37	58

	88%	89%	86%	80%	100%	100%	86%	97%	100%	100%	92%	100%	74%	85%	88%	87%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 316

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	67	50	17	58	9	16	23	6	12	63	3	9	9	19	67
Weighted total	58*	45*	13**	51*	8**	18**	27**	6**	7**	54*	3**	8**	7**	16**	58*
Effective base	52	40	12	44	7	13	26	5	11	48	2	7	6	16	67
Very reliable	32	25	6	30	2	12	15	3	2	30	*	5	5	8	34
55%	56%	49%	59%	28%	66%	56%	66%	46%	28%	55%	16%	57%	70%	47%	51%
Fairly reliable	22	16	7	18	5	6	10	2	4	20	2	3	2	9	28
38%	35%	51%	35%	63%	34%	37%	34%	59%	37%	84%	43%	30%	50%	42%	42%
Not very reliable	3	3	-	2	1	-	2	-	1	3	-	-	-	1	4
5%	6%	-	4%	9%	-	7%	-	12%	5%	-	-	-	4%	6%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1
2%	3%	-	2%	-	-	-	21%	-	2%	-	-	-	-	-	1%
Top 2: Reliable	54	41	13	47	7	18	25	5	6	50	3	8	7	18	62
93%	91%	100%	93%	91%	100%	93%	93%	79%	88%	92%	100%	100%	100%	96%	93%
Bottom 2: Not reliable	3	3	-	2	1	-	3	-	1	3	-	-	-	1	4
5%	6%	-	4%	9%	-	7%	-	12%	5%	-	-	-	4%	6%	
Net difference	51	38	13	45	6	18	23	5	5	47	3	8	7	17	58
88%	85%	100%	89%	82%	100%	85%	79%	75%	87%	100%	100%	100%	92%	87%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 317

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £95,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	67	5	14	16	12	66	1	59	7	61	6	48	15	67
Weighted total	58*	4**	12**	12**	30**	57*	1**	50*	6**	52*	6**	41*	15**	67*
Effective base	52	4	11	12	25	51	1	46	6	46	5	36	17	67
Very reliable	32	4	6	7	15	32	-	29	2	31	1	21	10	34
55%	100%	45%	60%	51%	56%	-	57%	28%	59%	18%	51%	69%	51%	51%
Fairly reliable	22	-	5	4	13	21	1	19	3	19	4	17	4	28
38%	-	40%	32%	45%	37%	100%	37%	54%	36%	62%	40%	26%	42%	42%
Not very reliable	3	-	1	1	1	3	-	3	-	3	-	2	1	4
5%	-	6%	8%	4%	5%	-	6%	-	6%	-	5%	5%	6%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	1	-	-	1	-	1	-	-	1
2%	-	10%	-	-	2%	-	-	18%	-	20%	3%	-	1%	1%
Top 2: Reliable	54	4	11	11	29	53	1	48	5	49	5	37	14	62
93%	100%	85%	92%	96%	93%	100%	94%	82%	94%	80%	92%	95%	93%	93%
Bottom 2: Not reliable	3	-	1	1	1	3	-	3	-	3	-	2	1	4
5%	-	6%	8%	4%	5%	-	6%	-	6%	-	5%	5%	6%	6%
Net difference	51	4	10	10	28	50	1	45	5	46	5	35	13	58
88%	100%	79%	84%	92%	88%	100%	89%	82%	89%	80%	86%	91%	87%	87%

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

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

8 Dec 2025  
 Table 318

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	67	62	5	63	1	2	40	27	40	24	57	6	5	60	3	3	62	3	63	67
Weighted total	58*	54*	4**	55*	1**	1**	32*	26**	33*	23**	50*	5**	3**	53*	2**	2**	54*	3**	55*	67*
Effective base	52	47	5	48	1	2	31	21	30	19	43	5	4	46	3	3	47	3	48	67
Very reliable	32	32	-	30	-	1	15	17	20	11	28	2	2	28	1	1	30	1	31	34
	59%	59%	-	55%	-	46%	48%	63%	60%	49%	57%	35%	73%	53%	71%	71%	56%	40%	56%	51%
Fairly reliable	22	19	3	21	1	1	13	9	10	10	19	2	1	21	1	1	19	2	21	28
	38%	35%	76%	38%	100%	54%	43%	33%	31%	46%	38%	33%	27%	39%	29%	29%	36%	60%	38%	42%
Not very reliable	3	2	1	3	-	-	2	1	2	1	1	2	-	3	-	-	3	-	2	4
	5%	3%	24%	5%	-	-	6%	4%	5%	5%	2%	32%	-	5%	-	-	5%	-	4%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	1
	2%	2%	-	2%	-	-	4%	-	4%	-	2%	-	-	2%	-	-	2%	-	2%	1%
Top 2: Reliable	54	51	3	51	1	1	29	25	31	21	47	4	3	49	2	2	50	3	52	62
	93%	94%	76%	93%	100%	100%	90%	96%	91%	95%	95%	68%	100%	92%	100%	100%	92%	100%	94%	93%
Bottom 2: Not reliable	3	2	1	3	-	-	2	1	2	1	1	2	-	3	-	-	3	-	2	4
	5%	3%	24%	5%	-	-	6%	4%	5%	5%	2%	32%	-	5%	-	-	5%	-	4%	6%
Net difference	51	49	2	48	1	1	27	24	29	20	46	2	3	46	2	2	47	3	49	58
	88%	91%	53%	87%	100%	100%	85%	92%	86%	80%	93%	36%	100%	87%	100%	100%	87%	100%	90%	87%

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

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

8 Dec 2025  
 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? Parenting books

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total (t)
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	67	45	19	59	7	56	11	15	23	9	12	7	67
Weighted total	58*	39*	17**	51*	5**	50*	8**	16**	20**	7**	10**	5**	67*
Effective base	52	36	15	46	5	43	8	11	18	7	9	7	62
Very reliable	32	27	5	30	1	28	3	9	11	3	5	1	34
	55%	70%	26%	56%	33%	56%	43%	60%	58%	50%	54%	21%	51%
Fairly reliable	22	10	11	20	2	18	4	6	6	3	4	4	28
	38%	25%	61%	38%	52%	36%	57%	40%	29%	50%	36%	66%	42%
Not very reliable	3	2	1	2	1	3	-	-	1	-	1	1	4
	5%	5%	6%	4%	15%	6%	-	-	6%	-	10%	13%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	1	-	-	1	-	-	-	1
	2%	-	7%	2%	-	2%	-	-	6%	-	-	-	1%
Top 2: Reliable	54	37	15	50	4	46	8	16	17	7	9	5	62
	93%	95%	87%	94%	85%	92%	100%	100%	87%	100%	90%	87%	93%
Bottom 2: Not reliable	3	2	1	2	1	3	-	-	1	-	3	4	4
	5%	5%	6%	4%	15%	6%	-	-	6%	-	10%	13%	6%
Net difference	51	35	14	48	3	43	8	16	15	7	8	4	58
	88%	90%	82%	89%	70%	86%	100%	100%	81%	100%	80%	74%	87%

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

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

8 Dec 2025  
 Table 320

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

	TOTAL (a)	Gender			Age			Ethnicity						Age of children			Unweighted Total (t)
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)		
																0-1 (p)	
Unweighted total	51	34	17	31	18	2	38	13	3	3	10	7	27	33	51		
Weighted total	51*	37**	14**	26**	22**	3**	43*	8**	**	5**	3**	**	6**	29**	31**		
Effective base	42	29	14	26	16	7	36	6	-	3	9	-	5	23	27		
Very reliable	21	18	3	19	9	1	18	3	-	2	4	-	2	9	13		
	41%	50%	19%	40%	42%	46%	42%	35%	-	36%	35%	-	38%	32%	42%		
Fairly reliable	27	15	12	14	11	2	22	5	-	3	2	-	3	17	16		
	53%	42%	81%	55%	50%	54%	51%	63%	-	64%	60%	-	60%	58%	54%		
Not very reliable	3	3	-	1	2	-	3	*	-	*	-	-	*	3	1		
	6%	8%	-	5%	8%	-	7%	2%	-	6%	-	-	3%	10%	4%		
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Top 2: Reliable	48	34	14	25	20	3	40	7	-	5	2	-	5	26	29		
	94%	92%	100%	95%	92%	100%	93%	98%	-	100%	94%	-	97%	90%	96%		
Bottom 2: Not reliable	3	3	-	1	2	-	3	*	-	*	-	-	*	3	1		
	6%	8%	-	5%	8%	-	7%	2%	-	6%	-	-	3%	10%	4%		
Net difference	45	31	14	23	19	3	38	7	0	5	2	0	5	24	28		

	88%	84%	100%	90%	84%	100%	87%	96%	0%	100%	89%	0%	95%	81%	92%	88%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 321

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	51	40	11	44	7	15	20	9	7	43	3	4	13	18	51
Weighted total	51*	42*	9**	45*	6**	16**	18**	13**	6**	41*	3**	3**	10**	17**	51*
Effective base	42	34	9	36	7	13	15	8	7	34	3	3	12	16	51
Very reliable	21	19	2	19	2	7	8	3	3	18	2	2	6	9	20
41%	41%	45%	25%	44%	28%	41%	46%	33%	44%	43%	68%	67%	38%	55%	39%
Fairly reliable	27	20	7	23	4	7	9	7	4	20	1	1	8	8	28
53%	53%	48%	73%	53%	50%	41%	53%	67%	56%	50%	32%	33%	51%	45%	55%
Not very reliable	3	3	*	1	2	3	*	-	-	3	-	-	2	-	3
6%	6%	7%	2%	3%	23%	18%	1%	-	-	7%	-	-	11%	-	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	48	39	9	42	6	13	18	11	6	38	3	3	14	17	48
94%	94%	93%	98%	97%	77%	82%	99%	100%	100%	93%	100%	100%	89%	100%	94%
Bottom 2: Not reliable	3	3	*	1	2	3	*	-	-	3	-	-	2	-	3
6%	6%	7%	2%	3%	23%	18%	1%	-	-	7%	-	-	11%	-	6%
Net difference	45	36	9	41	4	10	18	11	6	35	3	3	12	17	45
88%	88%	86%	97%	94%	54%	64%	98%	100%	100%	85%	100%	100%	78%	100%	88%

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

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

8 Dec 2025  
 Table 322

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	51	4	3	13	30	51	-	46	5	42	9	40	11	51
Weighted total	51*	4**	3**	15**	28**	51*	-**	47*	4**	40*	11**	40*	11**	51*
Effective base	42	4	3	12	23	42	-	30	4	31	8	33	9	51
Very reliable	21	-	1	7	13	21	-	21	4	18	3	18	3	20
41%	41%	-	34%	50%	46%	41%	-	45%	-	45%	27%	46%	24%	39%
Fairly reliable	27	4	2	7	12	27	-	23	4	21	6	20	6	28
53%	53%	100%	66%	50%	43%	53%	-	48%	100%	52%	57%	51%	60%	55%
Not very reliable	3	-	-	-	3	3	-	3	-	1	2	1	2	3
6%	6%	-	-	-	11%	6%	-	6%	-	3%	16%	3%	16%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	48	4	3	15	25	48	-	44	4	39	9	39	9	48
94%	94%	100%	100%	100%	89%	94%	-	94%	100%	97%	84%	97%	84%	94%
Bottom 2: Not reliable	3	-	-	-	3	3	-	3	-	1	2	1	2	3
6%	6%	-	-	-	11%	6%	-	6%	-	3%	16%	3%	16%	6%
Net difference	45	4	3	15	22	45	0	41	4	36	9	38	7	45
88%	88%	100%	100%	100%	78%	88%	0%	87%	100%	94%	68%	94%	68%	88%

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

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

8 Dec 2025  
 Table 323

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	51	48	3	50	1	-	22	29	31	17	46	5	2	48	7	3	43	6	45	51
Weighted total	51*	48*	3**	50*	1**	-**	21**	30**	28**	20**	46*	5**	1**	49**	g**	3**	42*	5**	46*	51*
Effective base	42	40	3	41	1	-	18	24	25	16	38	5	2	40	7	3	35	6	37	51
Very reliable	21	21	-	21	-	-	7	19	14	5	20	1	1	20	2	1	19	1	20	20
	41%	44%	-	42%	-	-	11%	63%	50%	25%	43%	23%	50%	42%	25%	25%	45%	13%	45%	39%
Fairly reliable	27	24	3	26	1	-	17	9	14	12	23	4	1	25	5	2	21	4	22	28
	53%	50%	100%	52%	100%	-	83%	31%	49%	60%	50%	77%	50%	52%	55%	75%	51%	87%	49%	55%
Not very reliable	3	3	-	3	-	-	1	2	*	3	3	-	-	3	2	-	1	-	3	3
	6%	6%	-	6%	-	-	6%	6%	1%	15%	7%	-	-	6%	20%	-	3%	-	7%	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	48	45	3	47	1	-	20	28	28	17	43	5	1	46	7	3	40	5	43	48
	94%	94%	100%	94%	100%	-	94%	94%	99%	85%	93%	100%	100%	94%	80%	100%	97%	100%	93%	94%
Bottom 2: Not reliable	3	3	-	3	-	-	1	2	*	3	3	-	-	3	2	-	1	-	3	3
	6%	6%	-	6%	-	-	6%	6%	1%	15%	7%	-	-	6%	20%	-	3%	-	7%	6%
Net difference	45	42	3	44	1	0	18	26	28	14	40	5	1	43	5	3	39	5	40	45
	88%	87%	100%	88%	100%	0%	88%	88%	99%	73%	87%	100%	100%	88%	60%	100%	94%	100%	87%	88%

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

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

8 Dec 2025  
 Table 324

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

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total (t)
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	51	35	15	44	7	44	6	12	14	6	10	4	51
Weighted total	51*	35**	14**	42*	8**	43*	7**	10**	15**	5**	11**	7**	51*
Effective base	42	29	13	36	7	36	6	9	13	5	8	3	51
Very reliable	21	20	1	18	3	19	1	7	6	1	4	1	20
	41%	56%	8%	43%	34%	44%	17%	71%	38%	20%	38%	61%	39%
Fairly reliable	27	15	10	21	5	21	5	3	8	4	6	1	28
	53%	44%	71%	50%	66%	49%	83%	29%	51%	77%	52%	39%	55%
Not very reliable	3	-	3	3	-	3	-	2	*	1	-	-	3
	6%	-	21%	7%	-	7%	-	11%	3%	10%	-	-	6%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	48	35	11	40	8	40	7	10	13	5	10	2	48
	94%	100%	79%	93%	100%	93%	100%	89%	97%	90%	100%	100%	94%
Bottom 2: Not reliable	3	-	3	3	-	3	-	3	3	3	3	3	3
	6%	-	21%	7%	-	7%	-	11%	3%	10%	-	-	6%
Net difference	45	35	8	37	8	37	7	10	12	5	9	2	45
	88%	100%	58%	86%	100%	86%	100%	77%	94%	80%	100%	100%	88%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 325

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

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

	TOTAL (a)	Gender			Age			Ethnicity						Age of children			Unweighted Total (t)
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)		
																White (including White minorities) (g)	
Unweighted total	119	61	58	80	32	7	85	32	2	10	30	29	50	86	119		
Weighted total	121*	68*	54*	70*	42**	9**	95*	23**	3**	15**	5**	32**	51*	65*	119		
Effective base	99	51	49	66	29	6	79	18	7	10	19	26	42	52	119		
Very reliable	71	43	28	45	22	5	54	15	3	8	4	18	32	39	74		
	59%	64%	52%	64%	51%	54%	57%	66%	100%	54%	77%	56%	62%	59%	62%		
Fairly reliable	49	23	26	24	20	4	39	8	-	7	1	14	18	27	44		
	40%	35%	48%	35%	49%	46%	41%	34%	-	46%	23%	44%	36%	41%	37%		
Not very reliable	1	1	-	1	-	-	1	-	-	-	-	-	1	-	1		
	1%	2%	-	2%	-	-	1%	-	-	-	-	-	2%	-	1%		
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Top 2: Reliable	120	67	54	69	42	9	94	23	3	15	5	32	50	65	118		
	99%	98%	100%	98%	100%	100%	99%	100%	100%	100%	100%	100%	98%	100%	99%		
Bottom 2: Not reliable	1	1	-	1	-	-	1	-	-	-	-	-	1	-	1		
	1%	2%	-	2%	-	-	1%	-	-	-	-	-	2%	-	1%		
Net difference	119	65	54	68	42	9	93	23	3	15	5	32	49	65	117		

	98%	97%	100%	97%	100%	100%	98%	100%	100%	100%	100%	0%	100%	96%	100%	98%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 326

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	119	90	29	96	23	26	43	38	17	102	12	17	34	43	119
Weighted total	121*	91*	30**	91*	27**	23**	38*	42**	10**	105*	10**	17**	27**	40*	119
Effective base	99	75	24	77	21	24	35	29	15	85	10	16	29	34	119
Very reliable	71	53	18	55	16	18	22	25	7	63	7	8	23	23	74
59%	59%	58%	61%	59%	59%	55%	58%	58%	74%	60%	67%	48%	63%	57%	62%
Fairly reliable	49	37	12	38	11	13	16	17	3	41	3	9	12	18	44
40%	41%	39%	40%	41%	41%	41%	42%	42%	26%	39%	33%	52%	33%	43%	37%
Not very reliable	1	1	-	1	-	1	-	-	-	1	-	-	1	-	1
1%	1%	-	1%	-	4%	-	-	-	-	1%	-	-	3%	-	1%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	120	90	30	93	27	31	38	42	10	104	10	17	36	40	118
99%	99%	100%	100%	99%	100%	96%	100%	100%	100%	99%	100%	100%	97%	100%	99%
Bottom 2: Not reliable	1	1	-	1	-	1	-	-	-	1	-	-	1	-	1
1%	1%	-	1%	-	4%	-	-	-	-	1%	-	-	3%	-	1%
Net difference	119	89	30	92	27	30	38	42	10	103	10	17	34	40	117
98%	98%	100%	98%	100%	93%	100%	100%	100%	100%	98%	100%	100%	94%	100%	98%

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

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

8 Dec 2025  
 Table 327

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	119	11	29	31	46	119	-	112	6	106	13	95	22	119
Weighted total	121*	13**	33**	28**	45*	121*	**	113*	7**	105*	16**	96*	24**	119
Effective base	99	11	24	25	33	99	-	92	6	88	11	79	19	119
Very reliable	71	10	17	11	30	71	-	66	4	66	6	57	14	74
59%	59%	76%	53%	38%	67%	59%	-	58%	59%	62%	35%	59%	60%	62%
Fairly reliable	49	3	15	16	15	49	-	46	3	39	10	38	9	44
40%	40%	24%	47%	58%	33%	40%	-	41%	41%	37%	65%	40%	40%	37%
Not very reliable	1	-	-	1	-	1	-	1	-	1	-	1	-	1
1%	1%	-	-	4%	-	1%	-	1%	-	1%	-	1%	-	1%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	120	13	33	27	45	120	-	112	7	104	16	95	24	118
99%	99%	100%	100%	96%	100%	99%	-	99%	100%	99%	100%	99%	100%	99%
Bottom 2: Not reliable	1	-	-	1	-	1	-	1	-	1	-	1	-	1
1%	1%	-	-	4%	-	1%	-	1%	-	1%	-	1%	-	1%
Net difference	119	13	33	26	45	119	0	110	7	103	16	94	24	117
98%	100%	100%	92%	100%	98%	0%	98%	100%	98%	100%	98%	100%	98%	98%

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

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

8 Dec 2025  
 Table 328

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	119	105	14	111	3	5	59	40	74	38	103	11	12	105	15	14	101	25	93	119
Weighted total	121*	105*	16**	113*	3**	5**	58*	63*	69*	44*	105*	11**	11**	106*	16**	15**	101*	27**	93*	119
Effective base	99	86	13	91	3	4	48	51	59	33	86	9	10	87	13	12	83	23	75	119
Very reliable	71	63	8	64	3	4	57%	38	63%	55%	56%	73%	84%	60	7	60	13	58	58	74
Fairly reliable	49	41	8	48	-	1	25	24	25	20	45	3	2	45	9	9	40	13	34	44
Not very reliable	1	1	-	1	-	-	-	1	1	-	1	-	-	1	-	-	1	-	1	1
Not at all reliable	1%	1%	-	1%	-	-	-	2%	2%	-	1%	-	-	1%	-	-	1%	-	1%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	120	104	16	112	3	5	58	62	68	44	104	11	11	105	16	15	100	27	92	118
Bottom 2: Not reliable	1	1	-	1	-	-	-	1	1	-	1	-	-	1	-	-	1	-	1	1
Net difference	119	103	16	111	3	5	58	61	67	44	103	11	11	104	16	15	99	27	91	117
	98%	98%	100%	98%	100%	100%	100%	96%	97%	100%	98%	100%	100%	98%	100%	100%	98%	100%	98%	98%

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

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

8 Dec 2025  
 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? 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	119	76	40	99	20	90	29	27	25	22	22	18	119
Weighted total	121*	73*	47*	97*	22**	89*	32**	27**	27**	21**	18**	17**	119
Effective base	99	60	37	82	17	73	26	23	21	19	16	16	119
Very reliable	71	48	22	53	18	52	19	24	15	9	10	11	74
Fairly reliable	49	25	23	45	4	36	13	8	12	10	8	7	44
Not very reliable	1	-	1	1	-	1	-	2	1	1	-	-	3
Not at all reliable	1%	-	2%	1%	-	1%	-	-	5%	-	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	120	73	45	98	22	88	32	32	27	20	18	17	118
Bottom 2: Not reliable	1	-	1	1	-	1	-	-	1	-	-	-	1
Net difference	119	73	44	97	22	87	32	32	27	19	18	17	117
	98%	100%	95%	98%	100%	97%	100%	100%	89%	100%	100%	100%	98%

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

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

8 Dec 2025  
 Table 330

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	60	29	31	36	22	2	43	17	2	4	10	1	8	22	43	60
Weighted total	60*	30**	30**	29**	28**	3**	47*	13**	3**	6**	2**	1**	11**	16**	43*	60*
Effective base	50	23	27	30	20	7	40	10	7	4	9	1	8	17	36	50
Very reliable	27	14	12	13	12	1	20	6	2	5	**	-	6	10	17	24
Fairly reliable	30	14	16	14	15	2	25	5	2	2	2	-	3	7	26	33
Not very reliable	3	2	1	2	1	-	2	1	-	-	-	1	1	2	-	3
Not at all reliable	5%	7%	3%	5%	5%	-	3%	11%	-	-	-	100%	13%	9%	-	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	28	29	27	27	3	45	12	3	6	2	-	9	17	43	57
Bottom 2: Not reliable	3	2	1	2	1	-	2	1	-	-	-	1	1	2	-	3
Net difference	54	26	28	26	25	3	43	10	3	6	2	-1	8	15	43	54

	90%	87%	93%	89%	90%	100%	93%	79%	100%	100%	100%	-100%	73%	83%	100%	90%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 331

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	60	41	19	44	16	7	23	10	10	53	5	2	13	32	60
Weighted total	60*	43*	16**	41*	19**	8**	31**	12**	9**	52*	5**	3**	11**	33**	60*
Effective base	50	34	16	36	14	6	28	8	9	44	4	2	10	27	60
Very reliable	27	20	6	22	5	2	15	7	2	24	3	2	7	12	24
44%		47%	38%	49%	30%	21%	45%	62%	36%	46%	57%	55%	61%	37%	40%
Fairly reliable	30	20	10	20	10	6	16	4	4	25	2	3	3	21	33
51%		46%	62%	46%	64%	79%	49%	30%	64%	48%	43%	-	25%	63%	55%
Not very reliable	3	3	-	2	1	-	2	1	-	3	-	1	2	-	3
5%		7%	-	5%	6%	-	6%	8%	-	6%	-	45%	14%	-	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	40	16	42	15	8	32	11	6	49	5	2	9	33	57
95%		93%	100%	95%	94%	100%	94%	100%	100%	94%	100%	55%	86%	100%	95%
Bottom 2: Not reliable	3	3	-	2	1	-	1	-	-	3	-	1	2	-	3
5%		7%	-	5%	6%	-	6%	8%	-	6%	-	45%	14%	-	5%
Net difference	54	37	16	40	14	8	30	10	6	46	5	*	8	33	54
90%		86%	100%	91%	87%	100%	88%	83%	100%	88%	100%	10%	71%	100%	90%

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

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

8 Dec 2025  
 Table 332

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	60	7	14	15	23	59	1	54	6	51	9	39	18	60
Weighted total	60*	5**	15**	16**	23**	59*	1**	53*	7**	51*	9**	36*	20**	60*
Effective base	50	6	17	12	19	49	1	45	5	43	7	32	16	60
Very reliable	27	1	3	9	14	26	1	23	4	24	2	14	12	24
44%		14%	18%	57%	61%	43%	100%	42%	60%	47%	27%	40%	60%	40%
Fairly reliable	30	4	12	5	8	30	-	28	3	25	5	20	8	33
51%		74%	82%	34%	35%	52%	-	52%	40%	49%	61%	57%	37%	55%
Not very reliable	3	1	-	1	1	3	-	3	-	2	1	1	1	3
5%		12%	-	9%	4%	5%	-	6%	-	4%	12%	3%	3%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	4	15	14	22	56	1	50	7	49	8	35	20	57
95%		88%	100%	91%	96%	95%	100%	94%	100%	96%	88%	97%	97%	95%
Bottom 2: Not reliable	3	1	-	1	1	3	-	3	-	2	1	1	1	3
5%		12%	-	9%	4%	5%	-	6%	-	4%	12%	3%	3%	5%
Net difference	54	4	15	13	21	53	1	47	7	47	7	34	19	54
90%		77%	100%	82%	92%	90%	100%	89%	100%	92%	77%	94%	94%	90%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 333

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	60	58	2	54	2	4	27	33	32	25	50	6	8	52	10	8	48	6	51	60
Weighted total	60*	58*	2**	55*	1**	4**	24**	36**	28**	28**	51*	5**	9**	51*	12**	9**	47*	8**	51*	60*
Effective base	50	48	1	45	2	4	22	28	24	23	42	4	7	42	9	8	39	7	42	60*
Very reliable	44%	27	-	44%	73%	40%	22%	59%	15	31%	47%	17%	50%	43%	11%	42%	48%	21%	49%	40%
Fairly reliable	30	30	*	28	*	2	16	15	13	16	25	3	4	26	8	5	21	6	23	33
Not very reliable	3	2	1	3	-	-	3	-	-	3	2	1	-	3	-	-	3	-	3	3
Not at all reliable	5%	3%	83%	5%	-	-	12%	-	-	11%	3%	29%	-	6%	-	-	6%	-	6%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	57	*	52	1	4	21	36	28	25	50	4	9	48	12	9	44	8	48	57
Bottom 2: Not reliable	3	2	1	3	-	-	3	-	-	3	2	1	-	3	-	-	3	-	3	3
Net difference	54	55	-1	49	1	4	18	36	28	22	48	2	9	45	12	9	41	8	45	54
	90%	95%	-6%	89%	100%	100%	79%	100%	100%	79%	94%	43%	100%	76%	100%	100%	87%	100%	88%	90%

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

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

8 Dec 2025  
 Table 334

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
				Unweighted total	60	34	23	47	13	41	19	16	
Weighted total	60*	37**	23**	40*	14**	21*	13**	17**	12**	9**	11**	8**	10*
Effective base	50	29	18	38	11	34	16	13	9	8	9	9	60
Very reliable	27	22	5	23	4	21	6	10	6	4	6	1	24
Fairly reliable	30	14	15	21	9	17	14	7	5	5	4	6	33
Not very reliable	3	1	1	2	1	3	-	4	4	3	3	3	3
Not at all reliable	5%	4%	3%	5%	4%	7%	-	-	-	6%	13%	12%	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	36	20	44	13	38	19	17	12	9	9	7	57
Bottom 2: Not reliable	3	1	1	2	1	3	-	-	-	1	1	3	3
Net difference	54	34	19	41	13	35	19	17	12	8	8	6	54
	90%	92%	94%	90%	91%	85%	100%	100%	100%	87%	74%	76%	90%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 335

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
				Unweighted total	60	30	34	38	28	3	54	15	2	3	9	
Weighted total	70*	37**	34*	31*	35**	4**	60*	10**	3**	4**	2**	1**	20**	36**	32**	69*
Effective base	59	29	31	32	26	3	50	9	2	3	9	1	18	32	25	69
Very reliable	41	25	16	17	21	3	34	7	2	2	1	8	20	21	21	39
Fairly reliable	19	8	11	8	10	1	16	3	1	1	1	-	7	10	7	19
Not very reliable	10	4	6	7	3	-	10	-	-	-	-	-	4	6	3	10
Not at all reliable	14%	10%	18%	22%	8%	-	16%	-	-	-	-	-	20%	16%	10%	14%
Don't know	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1
Top 2: Reliable	60	33	27	24	32	4	50	10	3	4	2	1	15	30	28	58
Bottom 2: Not reliable	10	4	6	7	3	-	10	-	-	-	-	-	4	6	3	10
Net difference	50	29	21	18	29	4	40	10	3	4	2	1	11	25	25	48

	71%	80%	63%	57%	81%	100%	67%	100%	100%	100%	100%	100%	56%	68%	78%	70%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 336

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	69	55	14	53	16	15	25	11	17	48	20	19	24	14	69
Weighted total	70*	57*	13**	51*	19**	17**	23**	12**	13**	50*	18**	13**	22**	18**	69*
Effective base	59	47	12	45	14	14	21	11	16	41	15	12	19	13	69
Very reliable	41	38	3	29	12	13	13	11	4	30	9	5	14	14	39
58%	58%	66%	26%	57%	62%	76%	58%	65%	29%	61%	53%	42%	62%	77%	57%
Fairly reliable	19	13	6	14	5	4	6	3	6	14	4	4	6	3	19
27%	27%	23%	45%	27%	27%	24%	25%	23%	42%	29%	22%	35%	27%	18%	28%
Not very reliable	10	7	3	7	2	-	4	2	3	5	4	3	3	1	10
14%	14%	11%	24%	15%	12%	-	18%	14%	24%	11%	25%	24%	12%	5%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1
1%	1%	-	6%	1%	-	-	-	-	6%	-	-	-	-	-	1%
Top 2: Reliable	60	51	9	43	17	17	19	14	10	45	13	10	19	17	58
85%	85%	89%	71%	84%	88%	100%	82%	86%	71%	89%	75%	76%	88%	95%	84%
Bottom 2: Not reliable	10	7	3	7	2	-	2	3	3	5	4	3	3	1	10
14%	14%	11%	24%	15%	12%	-	18%	14%	24%	11%	25%	24%	12%	5%	14%
Net difference	50	44	6	36	15	17	15	12	6	39	9	7	17	16	48
71%	71%	77%	47%	69%	77%	100%	65%	72%	47%	79%	50%	53%	77%	89%	70%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 337

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	69	7	20	22	17	68	1	60	8	58	11	46	15	69
Weighted total	70*	5**	21**	22**	19**	69*	1**	60*	9**	59*	12**	45*	20**	69*
Effective base	59	5	16	18	16	53	1	51	8	50	9	39	14	69
Very reliable	41	3	9	13	14	40	1	38	4	34	7	22	17	39
58%	58%	51%	42%	63%	76%	58%	100%	62%	39%	58%	58%	50%	85%	57%
Fairly reliable	19	1	9	3	4	19	-	14	5	16	3	14	2	19
27%	27%	25%	41%	16%	19%	27%	-	24%	49%	27%	24%	31%	10%	28%
Not very reliable	10	1	3	5	1	10	-	8	1	8	2	7	1	10
14%	14%	24%	13%	21%	5%	14%	-	13%	11%	13%	17%	17%	5%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	1	-	1	-	1	-	1	-	1
1%	1%	-	4%	-	-	1%	-	1%	-	1%	-	2%	-	1%
Top 2: Reliable	60	4	18	17	18	59	1	52	8	50	10	36	19	58
85%	85%	76%	83%	79%	95%	85%	100%	86%	89%	86%	83%	82%	95%	84%
Bottom 2: Not reliable	10	1	3	5	1	10	-	8	1	8	2	7	1	10
14%	14%	24%	13%	21%	5%	14%	-	13%	11%	13%	17%	17%	5%	14%
Net difference	50	3	15	12	17	49	1	44	7	43	8	29	18	48
71%	71%	53%	70%	57%	89%	71%	100%	74%	78%	73%	65%	65%	90%	70%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 338

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	69	57	12	62	7	3	39	30	36	27	59	7	12	57	10	7	56	14	54	69
Weighted total	70*	59*	12**	63*	3**	4**	38*	32**	33*	30**	59*	7**	12**	58*	10**	7**	57*	12**	58*	69*
Effective base	59	48	11	54	3	3	33	26	30	24	51	6	10	48	10	7	47	12	47	69
Very reliable	41	36	5	35	3	3	18	21	21	19	37	1	4	37	4	2	36	6	34	39
	58%	62%	40%	55%	91%	85%	49%	70%	65%	58%	62%	14%	30%	65%	37%	25%	64%	52%	58%	57%
Fairly reliable	19	14	4	18	*	1	12	7	4	10	14	4	7	12	4	4	12	3	16	19
	27%	25%	38%	28%	9%	15%	31%	22%	12%	34%	24%	58%	55%	21%	44%	21%	22%	22%	28%	28%
Not very reliable	10	7	2	10	-	-	7	3	7	2	8	2	2	8	2	1	8	2	7	10
	14%	12%	21%	15%	-	-	18%	8%	21%	7%	13%	27%	15%	13%	19%	10%	14%	20%	12%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	1	-	1
	1%	1%	-	1%	-	-	2%	-	2%	-	1%	-	-	1%	-	-	1%	6%	-	1%
Top 2: Reliable	60	51	9	53	3	4	31	29	25	28	51	5	11	50	8	6	49	9	50	58
	85%	86%	79%	84%	100%	100%	80%	92%	77%	93%	86%	73%	85%	85%	81%	90%	85%	81%	88%	84%
Bottom 2: Not reliable	10	7	2	10	-	-	7	3	7	2	8	2	2	8	2	1	8	2	7	10
	14%	12%	21%	15%	-	-	18%	8%	21%	7%	13%	27%	15%	13%	19%	10%	14%	20%	12%	14%
Net difference	50	44	7	43	3	4	24	27	18	26	43	3	9	42	6	5	41	7	43	48
	71%	74%	57%	68%	100%	100%	62%	83%	55%	86%	73%	45%	70%	72%	62%	80%	73%	54%	75%	70%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* 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? Health visitor

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	69	38	27	52	16	44	24	13	12	14	20	7	69
Weighted total	70*	38*	23**	55*	15**	45*	23**	13**	11**	13**	19**	9**	69*
Effective base	59	32	24	44	14	37	21	10	10	14	17	6	69
Very reliable	41	28	12	33	8	23	17	7	7	13	7	6	39
	58%	72%	43%	60%	53%	50%	73%	50%	65%	74%	42%	66%	57%
Fairly reliable	19	6	12	16	3	16	3	4	3	3	4	3	19
	27%	15%	42%	29%	20%	34%	14%	34%	28%	20%	24%	34%	28%
Not very reliable	10	5	4	6	4	7	3	2	1	1	6	-	10
	14%	12%	13%	10%	28%	14%	13%	16%	6%	6%	33%	-	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	1	-	-	-	-	-	-	1
	1%	-	3%	1%	-	2%	-	-	-	-	-	-	1%
Top 2: Reliable	60	33	24	49	11	39	21	11	10	16	12	9	58
	85%	88%	84%	89%	72%	84%	87%	84%	94%	94%	67%	100%	84%
Bottom 2: Not reliable	10	5	4	6	4	7	3	2	3	7	1	-	10
	14%	12%	13%	10%	28%	14%	13%	16%	6%	6%	33%	-	14%
Net difference	50	29	21	43	7	32	18	9	10	15	6	9	48
	71%	75%	71%	78%	45%	70%	74%	68%	88%	73%	33%	100%	70%

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

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 Table 340

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	105	46	59	68	31	6	71	33	5	13	13	2	37	44	50	105
Weighted total	109*	48*	61*	62*	39**	8**	74*	32**	8**	19**	13**	3**	41*	45*	50*	105
Effective base	89	36	53	57	28	6	66	23	5	17	12	2	33	37	41	105
Very reliable	60	29	31	35	21	5	36	24	8	12	2	1	19	28	31	57
	55%	61%	51%	56%	55%	56%	49%	74%	100%	66%	70%	54%	47%	62%	61%	54%
Fairly reliable	44	18	26	24	17	3	34	8	-	6	1	1	19	16	17	43
	40%	37%	43%	39%	43%	34%	45%	26%	-	34%	30%	46%	46%	36%	34%	41%
Not very reliable	3	1	2	3	-	-	3	-	-	-	-	-	1	1	2	3
	3%	2%	3%	5%	-	-	4%	-	-	-	-	-	3%	2%	4%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	2	-	1	1	2	-	-	-	-	-	2	-	-	2
	1%	-	3%	-	2%	10%	2%	-	-	-	-	-	4%	-	-	2%
Top 2: Reliable	104	47	57	59	38	7	70	32	8	19	3	3	38	45	48	100
	96%	98%	94%	95%	98%	90%	94%	100%	100%	100%	100%	100%	93%	98%	96%	95%
Bottom 2: Not reliable	3	1	2	3	-	-	3	-	-	-	-	-	1	1	2	3
	3%	2%	3%	5%	-	-	4%	-	-	-	-	-	3%	2%	4%	3%
Net difference	101	46	55	56	38	7	67	32	8	19	3	3	37	44	46	97

	93%	96%	91%	90%	98%	90%	90%	100%	100%	100%	100%	100%	100%	90%	96%	91%	92%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 341

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	105	72	33	77	28	22	41	25	17	88	12	27	26	26	105
Weighted total	109*	76*	32**	77*	31**	23**	30*	34**	12**	89*	13**	28**	28**	25**	105
Effective base	89	62	27	64	26	19	36	23	15	74	10	25	22	21	105
Very reliable	60	44	16	47	13	7	25	22	6	47	8	13	16	14	57
	55%	58%	49%	61%	42%	32%	65%	64%	48%	52%	65%	44%	57%	56%	54%
Fairly reliable	44	30	14	28	16	15	11	12	5	38	4	14	11	10	43
	40%	40%	42%	36%	51%	63%	29%	36%	46%	42%	35%	50%	40%	40%	41%
Not very reliable	3	1	2	1	2	1	2	-	-	3	-	-	1	1	3
	3%	1%	7%	1%	6%	5%	5%	-	-	3%	-	-	3%	4%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	2	-	-	1	-	1	2	-	2	-	-	2
	1%	1%	3%	2%	-	-	2%	-	6%	2%	-	6%	-	-	2%
Top 2: Reliable	104	75	29	75	29	22	37	34	11	85	12	27	27	24	100
	96%	98%	91%	97%	94%	95%	93%	100%	94%	95%	100%	94%	97%	96%	95%
Bottom 2: Not reliable	3	1	2	1	2	1	2	-	-	3	-	1	1	1	3
	3%	1%	7%	1%	6%	5%	5%	-	-	3%	-	-	3%	4%	3%
Net difference	101	74	27	74	27	21	35	34	11	82	12	27	26	23	97
	93%	97%	84%	95%	87%	90%	89%	100%	94%	91%	100%	94%	94%	92%	92%

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

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 Table 342

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	105	8	24	38	34	104	1	90	15	85	20	72	26	105
Weighted total	109*	8**	28**	39*	32**	108*	1**	94*	15**	86*	23**	70*	31**	105
Effective base	89	7	21	33	29	83	1	76	14	72	18	59	24	105
Very reliable	60	3	14	19	23	59	1	55	5	50	10	40	16	57
	55%	41%	48%	49%	72%	55%	100%	59%	34%	59%	43%	58%	52%	54%
Fairly reliable	44	5	14	19	7	44	-	35	9	33	11	26	15	43
	40%	59%	48%	49%	20%	41%	-	38%	56%	38%	49%	37%	48%	41%
Not very reliable	3	-	1	-	2	3	-	2	1	2	1	3	-	3
	3%	-	4%	-	6%	3%	-	2%	6%	2%	4%	4%	-	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	1	-	2	-	1	1	1	1	1	-	2
	1%	-	-	2%	7%	1%	-	1%	5%	1%	3%	1%	-	2%
Top 2: Reliable	104	8	27	38	30	103	1	91	14	83	21	66	31	100
	96%	100%	96%	98%	92%	96%	100%	97%	89%	97%	92%	95%	100%	95%
Bottom 2: Not reliable	3	-	1	-	2	3	-	2	1	2	1	3	-	3
	3%	-	4%	-	6%	3%	-	2%	6%	2%	4%	4%	-	3%
Net difference	101	8	26	38	28	100	1	88	13	81	20	63	31	97
	93%	100%	92%	98%	86%	93%	100%	95%	84%	94%	88%	90%	100%	92%

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

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

8 Dec 2025  
 Table 343

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	105	89	16	97	3	5	69	36	60	38	92	7	15	88	14	13	87	24	81	105
Weighted total	109*	92*	16**	101*	3**	5**	71*	38*	56*	44*	97*	6**	13**	93*	15**	14**	91*	26**	82*	105
Effective base	89	75	15	82	3	4	58	31	50	33	79	5	12	76	12	11	74	22	67	105
Very reliable	60	52	9	58%	-	2	47	18	30	24	54	4	10	49	9	9	50	8	52	57
	55%	56%	53%	58%	-	35%	59%	48%	53%	54%	56%	79%	77%	53%	62%	66%	55%	30%	64%	54%
Fairly reliable	44	38	6	38	3	4	25	18	25	17	39	1	3	39	4	4	37	16	28	43
	40%	41%	38%	37%	100%	65%	36%	49%	44%	40%	40%	21%	23%	42%	30%	26%	41%	60%	34%	41%
Not very reliable	3	3	-	3	-	-	2	1	1	2	3	-	-	3	1	1	2	1	2	3
	3%	3%	-	3%	-	-	3%	3%	2%	5%	3%	-	-	3%	8%	8%	2%	4%	2%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	2	2	-	-	2	-	1	1	1	-	-	2	-	-	2	2	-	2
	1%	-	10%	2%	-	-	2%	-	1%	2%	1%	-	-	2%	-	-	2%	6%	-	2%
Top 2: Reliable	104	89	15	96	3	5	68	37	55	41	93	6	13	88	14	13	87	24	81	100
	96%	97%	90%	95%	100%	100%	95%	97%	97%	94%	96%	100%	100%	95%	92%	92%	96%	90%	98%	95%
Bottom 2: Not reliable	3	3	-	3	-	-	2	1	1	2	3	-	-	3	1	1	2	1	2	3
	3%	3%	-	3%	-	-	3%	3%	2%	5%	3%	-	-	3%	8%	8%	2%	4%	2%	3%
Net difference	101	86	15	93	3	5	66	35	54	39	90	6	13	85	12	12	85	22	79	97
	93%	93%	90%	92%	100%	100%	93%	94%	95%	89%	93%	100%	100%	92%	84%	83%	94%	85%	86%	92%

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

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

8 Dec 2025  
 Table 344

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable		Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
		(b)	Not knowledgeable (c)	(h)	(i)	(j)	(k)	1 - Most deprived (l)	2 (m)	3 (n)	4 (o)	5 - Least deprived (p)	
Unweighted total	105	63	35	81	24	73	31	31	25	10	25	9	105
Weighted total	109*	63*	39*	84*	25**	71*	31**	32**	25**	11**	25**	9**	105
Effective base	89	52	31	68	21	61	27	25	9	21	8	8	105
Very reliable	60	40	19	45	15	42	17	24	10	8	9	4	57
	55%	63%	49%	54%	60%	57%	51%	73%	40%	75%	38%	44%	54%
Fairly reliable	44	23	17	34	10	29	15	9	11	2	16	4	43
	40%	36%	43%	40%	40%	38%	46%	27%	45%	62%	47%	42%	42%
Not very reliable	3	1	2	3	-	2	3	3	-	-	-	-	3
	3%	1%	6%	4%	-	3%	3%	12%	-	-	-	-	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	1	2	-	2	-	1	-	-	1	2	2
	1%	-	2%	2%	-	2%	-	3%	-	-	9%	2%	2%
Top 2: Reliable	104	63	36	79	25	71	33	32	21	10	25	8	100
	96%	99%	92%	95%	100%	95%	97%	100%	85%	100%	100%	91%	95%
Bottom 2: Not reliable	3	1	2	3	-	2	2	2	-	-	-	-	3
	3%	1%	6%	4%	-	3%	3%	12%	-	-	-	-	3%
Net difference	101	62	34	76	25	69	32	32	18	10	25	8	97
	93%	97%	87%	91%	100%	92%	94%	100%	73%	100%	100%	91%	92%

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

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

8 Dec 2025  
 Table 345

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	87	53	34	67	27	3	63	23	2	1	19	1	25	36	52	87
Weighted total	78*	52*	26**	43*	32**	3**	66*	10**	2**	1**	5**	1**	23**	30**	47**	87*
Effective base	70	44	27	45	24	2	57	13	2	1	18	1	21	28	42	87
Very reliable	40	30	9	22	15	3	33	5	2	-	2	-	7	16	28	43
	51%	59%	35%	50%	47%	100%	50%	48%	100%	-	47%	-	29%	55%	59%	49%
Fairly reliable	35	19	16	20	16	-	30	5	-	1	3	1	15	12	18	41
	45%	38%	61%	46%	50%	-	46%	52%	-	100%	53%	100%	66%	39%	39%	47%
Not very reliable	3	2	1	2	1	-	3	-	-	-	-	-	1	2	1	3
	4%	3%	4%	4%	3%	-	4%	-	-	-	-	-	4%	6%	2%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	75	50	25	41	31	3	64	10	2	1	5	1	22	28	46	84
	96%	97%	96%	96%	97%	100%	96%	100%	100%	100%	100%	100%	96%	94%	98%	97%
Bottom 2: Not reliable	3	2	1	2	1	-	3	-	-	-	-	-	1	2	1	3
	4%	3%	4%	4%	3%	-	4%	-	-	-	-	-	4%	6%	2%	3%
Net difference	72	48	24	40	30	3	61	10	2	1	5	1	21	26	45	81

	93%	93%	92%	92%	93%	100%	92%	100%	100%	100%	100%	100%	91%	89%	95%	93%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 346

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	87	58	23	65	22	18	32	17	20	73	14	14	20	29	87
Weighted total	78*	61**	17**	50*	19**	17**	31**	18**	12**	65*	8**	14**	16**	26**	78*
Effective base	70	52	18	51	20	15	27	14	17	59	8	12	15	24	87
Very reliable	40	34	6	32	8	8	18	6	7	34	3	5	7	17	43
	51%	56%	34%	55%	39%	49%	59%	36%	56%	51%	42%	37%	43%	61%	49%
Fairly reliable	35	24	11	25	11	8	11	11	5	20	5	9	8	10	41
	45%	40%	66%	42%	55%	51%	34%	64%	38%	45%	58%	63%	52%	35%	47%
Not very reliable	3	3	-	2	1	-	2	-	1	3	-	-	1	1	3
	4%	5%	-	3%	6%	-	7%	-	6%	4%	-	-	4%	4%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	75	58	17	57	18	17	29	18	12	63	8	14	15	27	84
	96%	95%	100%	97%	94%	100%	93%	100%	94%	96%	100%	100%	96%	96%	97%
Bottom 2: Not reliable	3	3	-	2	1	-	3	-	1	3	-	-	1	1	3
	4%	5%	-	3%	6%	-	7%	-	6%	4%	-	-	4%	4%	3%
Net difference	72	55	17	55	17	17	27	18	11	61	8	14	14	25	81
	93%	91%	100%	94%	89%	100%	87%	100%	89%	92%	100%	100%	91%	92%	93%

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

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

8 Dec 2025  
 Table 347

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	87	10	17	36	33	85	2	79	8	79	8	70	14	87
Weighted total	78*	8**	15**	23**	30**	76*	2**	70*	8**	72*	6**	64*	13**	87*
Effective base	70	9	14	21	26	63	2	62	8	64	6	57	11	67
Very reliable	40	3	6	11	20	39	1	39	1	36	3	36	4	43
	51%	37%	43%	46%	66%	51%	41%	55%	15%	50%	59%	56%	29%	49%
Fairly reliable	35	5	7	12	10	34	1	30	6	33	2	25	9	41
	45%	63%	44%	50%	34%	45%	59%	42%	77%	46%	41%	39%	71%	47%
Not very reliable	3	-	2	1	-	3	-	2	1	3	-	3	-	3
	4%	-	12%	4%	-	4%	-	3%	9%	4%	-	4%	-	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	75	8	13	22	30	73	2	68	7	70	6	62	13	84
	96%	100%	88%	96%	100%	96%	100%	97%	91%	96%	100%	96%	100%	97%
Bottom 2: Not reliable	3	-	2	1	-	3	-	2	1	3	-	3	-	3
	4%	-	12%	4%	-	4%	-	3%	9%	4%	-	4%	-	3%
Net difference	72	8	11	21	30	70	2	66	6	67	6	59	13	81
	93%	100%	76%	92%	100%	93%	100%	94%	82%	92%	100%	91%	100%	93%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 348

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	87	80	7	79	1	7	44	43	55	24	73	7	17	69	16	13	66	19	64	87
Weighted total	78*	71*	7**	71*	1**	6**	38*	40*	51*	19**	65*	7**	15**	61*	15**	13**	56*	18**	60*	87*
Effective base	70	64	6	63	1	6	36	34	44	19	58	6	14	55	14	12	52*	17	53	87
Very reliable	40	39	1	38	1	1	17	23	31	23	35	4	7	31	9	7	27	4	36	43
	51%	55%	10%	54%	100%	13%	45%	68%	61%	32%	54%	57%	47%	51%	55%	58%	48%	21%	60%	49%
Fairly reliable	35	29	6	31	-	4	18	17	18	13	28	3	7	29	5	5	28	12	23	41
	45%	41%	90%	44%	-	69%	47%	44%	35%	68%	44%	43%	46%	46%	33%	37%	49%	67%	39%	47%
Not very reliable	3	3	-	2	-	1	3	-	2	-	2	-	1	2	1	2	2	2	1	3
	4%	4%	-	2%	-	18%	7%	-	4%	-	3%	-	7%	3%	7%	8%	3%	12%	1%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	75	68	7	69	1	5	35	40	49	19	63	7	14	60	14	12	55	16	59	84
	96%	96%	100%	98%	100%	82%	93%	100%	96%	100%	97%	100%	93%	97%	93%	92%	97%	88%	99%	97%
Bottom 2: Not reliable	3	3	-	2	-	1	3	-	2	-	2	-	1	2	1	2	2	2	1	3
	4%	4%	-	2%	-	18%	7%	-	4%	-	3%	-	7%	3%	7%	8%	3%	12%	1%	3%
Net difference	72	65	7	68	1	4	32	40	47	19	61	7	13	58	13	11	53	14	59	81
	93%	92%	100%	95%	100%	63%	92%	100%	92%	100%	95%	100%	87%	85%	87%	85%	94%	77%	98%	93%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 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? 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	87	62	21	77	10	74	13	27	17	14	16	10	87
Weighted total	78*	52*	23**	70*	8**	67*	13**	24**	15**	12**	13**	10**	87*
Effective base	70	48	20	62	8	58	11	21	14	12	11	9	87
Very reliable	40	31	9	35	5	31	8	12	8	7	2	2	43
	51%	59%	39%	50%	61%	48%	66%	51%	51%	55%	22%	49%	
Fairly reliable	35	19	14	33	3	32	4	12	8	3	5	7	41
	45%	36%	61%	46%	39%	49%	29%	49%	49%	25%	40%	68%	47%
Not very reliable	3	3	-	3	-	2	-	-	-	1	1	1	3
	4%	5%	-	4%	-	3%	5%	-	-	8%	5%	11%	3%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	75	49	23	68	8	63	12	24	15	11	13	9	84
	96%	95%	100%	96%	100%	97%	95%	100%	100%	92%	95%	89%	97%
Bottom 2: Not reliable	3	3	-	3	-	1	-	2	2	1	1	3	3
	4%	5%	-	4%	-	3%	5%	-	-	8%	5%	11%	3%
Net difference	72	47	23	65	8	61	11	24	15	10	12	8	81
	93%	89%	100%	92%	100%	94%	89%	100%	100%	84%	90%	78%	93%

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

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

8 Dec 2025  
 Table 350

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	93	50	38	67	21	5	64	29	4	24	1	15	42	46	93	
Weighted total	89*	51*	29**	52*	23**	6**	67*	14**	**	6**	7**	13**	36*	55*	93*	
Effective base	74	45	29	55	17	4	59	16	-	4	23	1	13	34	93	
Very reliable	48	33	15	33	11	4	43	5	-	1	4	-	5	29	55	
	60%	65%	51%	65%	47%	67%	65%	37%	-	23%	56%	-	42%	82%	55%	
Fairly reliable	29	15	13	16	11	2	20	9	-	4	3	1	7	6	34	
	36%	30%	45%	30%	48%	33%	30%	63%	-	77%	44%	100%	55%	16%	41%	
Not very reliable	4	3	1	3	1	-	4	-	-	-	-	-	*	1	2	
	5%	5%	4%	5%	5%	-	5%	-	-	-	-	-	3%	3%	4%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	77	49	28	49	22	6	63	14	-	6	7	1	12	35	89	
	95%	95%	96%	95%	95%	100%	95%	100%	-	100%	100%	100%	97%	97%	96%	
Bottom 2: Not reliable	4	3	1	3	1	-	4	-	-	-	-	-	*	1	2	
	5%	5%	4%	5%	5%	-	5%	-	-	-	-	-	3%	3%	4%	

Net difference	73	46	27	46	21	6	60	14	0	6	7	1	12	34	51	85
	91%	90%	93%	90%	90%	100%	89%	100%	0%	100%	100%	100%	94%	94%	92%	91%

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

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

8 Dec 2025  
 Table 351

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	93	71	22	76	17	16	39	22	16	80	11	7	18	40	93
Weighted total	80*	65*	15**	65*	15**	16**	31*	23**	11**	72*	6**	7**	16**	35*	93*
Effective base	74	55	19	60	14	13	31	18	14	65	9	7	14	51	93
Very reliable	48	42	6	40	8	9	19	14	6	44	4	2	13	17	55
	60%	65%	39%	62%	53%	58%	61%	61%	57%	62%	68%	29%	85%	48%	59%
Fairly reliable	29	20	9	23	6	7	10	8	4	24	2	5	1	16	34
	36%	30%	58%	35%	40%	42%	32%	34%	39%	33%	32%	66%	8%	45%	37%
Not very reliable	4	3	*	3	1	-	2	1	*	4	-	-	1	2	4
	5%	5%	3%	4%	7%	-	7%	5%	4%	5%	-	-	6%	6%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	77	62	15	63	14	16	29	22	11	68	6	7	15	33	89
	95%	95%	97%	96%	93%	100%	93%	95%	96%	95%	100%	94%	94%	94%	96%
Bottom 2: Not reliable	4	3	*	3	1	-	2	1	*	4	-	*	1	2	4
	5%	5%	3%	4%	7%	-	7%	5%	4%	5%	-	6%	6%	6%	4%
Net difference	73	59	15	60	13	16	27	21	10	65	6	6	14	31	85
	91%	90%	95%	92%	86%	100%	86%	90%	93%	90%	100%	89%	87%	87%	91%

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

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

8 Dec 2025  
 Table 352

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	93	5	17	23	47	93	-	85	8	84	9	72	20	93
Weighted total	80*	4**	15**	17**	43**	80*	**	74**	7**	72*	9**	63**	17**	93*
Effective base	74	4	14	18	38	74	-	68	6	66	8	57	17	93
Very reliable	48	1	5	9	31	48	-	42	7	43	6	38	10	55
	60%	39%	33%	50%	73%	60%	-	57%	96%	59%	64%	60%	59%	59%
Fairly reliable	29	2	8	8	10	29	-	28	*	25	3	22	7	34
	36%	61%	57%	44%	24%	36%	-	38%	4%	35%	36%	35%	38%	37%
Not very reliable	4	1	1	1	1	4	-	4	-	4	-	3	*	4
	5%	-	10%	6%	3%	5%	-	5%	-	5%	-	5%	2%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	77	4	13	16	42	77	-	70	7	68	9	60	17	89
	95%	100%	94%	94%	97%	95%	-	95%	100%	95%	100%	95%	98%	96%
Bottom 2: Not reliable	4	1	1	1	1	4	-	4	-	4	-	3	*	4
	5%	-	10%	6%	3%	5%	-	5%	-	5%	-	5%	2%	4%
Net difference	73	4	12	15	41	73	0	66	7	64	9	57	16	85
	91%	100%	80%	88%	95%	91%	0%	90%	100%	90%	100%	90%	95%	91%

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

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

8 Dec 2025  
 Table 353

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	93	89	4	90	2	1	43	50	62	28	82	10	15	78	10	8	81	11	82	93
Weighted total	89*	77*	4**	78*	2**	1**	35*	46*	52*	24**	70*	10**	15**	66*	11**	10**	68*	12**	68*	93*
Effective base	74	71	4	71	2	1	34	41	50	21	65	8	13	61	9	8	63	10	65	93
Very reliable	48	47	1	48	-	-	16	33	31	17	43	5	9	39	6	6	41	7	41	55
	60%	62%	26%	62%	-	-	45%	71%	60%	69%	62%	51%	59%	60%	55%	65%	60%	56%	61%	59%
Fairly reliable	29	26	2	27	2	-	16	12	18	7	25	3	6	23	5	3	24	4	25	34
	36%	34%	63%	35%	100%	-	47%	27%	34%	30%	36%	33%	41%	34%	45%	35%	35%	31%	36%	37%
Not very reliable	4	3	-	3	-	1	3	1	3	*	1	2	4	-	-	-	4	1	2	4
	5%	4%	11%	3%	-	100%	8%	2%	6%	2%	1%	16%	-	6%	-	-	5%	12%	3%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	77	73	3	75	2	-	32	45	49	24	69	8	15	62	11	10	64	11	66	89
	95%	96%	89%	97%	100%	-	92%	98%	94%	98%	99%	84%	100%	94%	100%	100%	95%	88%	97%	96%
Bottom 2: Not reliable	4	3	*	3	-	1	3	1	3	*	1	2	-	4	-	-	4	1	2	4
	5%	4%	11%	3%	-	100%	8%	2%	6%	2%	1%	16%	-	6%	-	-	5%	12%	3%	4%
Net difference	73	70	3	72	2	3	29	44	46	24	68	7	15	58	7	10	60	9	64	85
	91%	92%	79%	93%	100%	-100%	85%	96%	88%	97%	97%	68%	100%	89%	100%	100%	89%	75%	94%	91%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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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? Charity organisation

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	93	76	17	80	13	79	15	27	20	11	23	10	93
Weighted total	89*	63*	15**	60*	11**	60*	15**	22**	16**	10**	21*	9	93*
Effective base	74	60	12	64	11	61	13	18	9	16	9	9	93
Very reliable	48	41	7	41	7	39	9	15	12	5	10	6	55
	60%	65%	48%	60%	61%	60%	60%	68%	58%	57%	63%	60%	59%
Fairly reliable	29	19	8	24	4	23	6	4	6	3	34	3	37%
	36%	29%	52%	35%	39%	35%	37%	30%	32%	43%	37%	29%	37%
Not very reliable	4	4	-	4	-	3	*	2	-	-	1	4	4
	5%	6%	-	5%	-	5%	3%	2%	10%	-	-	11%	4%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	77	59	15	65	11	62	14	22	18	9	16	9	89
	95%	94%	100%	95%	100%	95%	97%	98%	90%	100%	89%	89%	96%
Bottom 2: Not reliable	4	4	-	4	-	4	*	2	3	-	1	4	4
	5%	6%	-	5%	-	5%	3%	2%	10%	-	-	11%	4%
Net difference	73	56	15	62	11	59	14	22	16	9	16	8	85
	91%	88%	100%	89%	100%	90%	95%	96%	79%	100%	100%	79%	91%

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

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 Table 355

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	68	28	40	39	27	2	63	15	3	1	9	2	18	31	37	68
Weighted total	72*	34**	38*	37*	33**	2**	61*	11**	5**	1**	3**	2**	21**	33**	39*	68*
Effective base	50	24	26	31	25	1	50	9	3	1	7	2	17	25	27	65
Very reliable	40	22	17	23	15	1	31	8	3	1	2	1	7	19	23	39
	55%	65%	45%	62%	46%	64%	51%	74%	68%	100%	89%	58%	36%	58%	59%	57%
Fairly reliable	30	10	20	13	16	1	27	3	2	-	*	1	10	13	15	27
	42%	30%	51%	34%	50%	36%	44%	26%	32%	-	11%	42%	51%	39%	38%	40%
Not very reliable	1	1	-	1	-	3	2	-	-	-	-	-	6%	4%	3%	1%
	2%	-	3%	3%	-	3	2%	-	-	-	-	-	6%	4%	3%	1%
Not at all reliable	2	2	-	2	-	2	2	-	-	-	-	2	-	-	1	1
	2%	4%	-	5%	-	2	2%	-	-	-	-	7%	-	-	1%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	70	32	37	36	32	2	58	11	5	1	3	2	18	32	38	66
	96%	96%	97%	97%	95%	100%	96%	100%	100%	100%	100%	100%	87%	96%	97%	97%
Bottom 2: Not reliable	3	2	1	1	2	-	3	-	-	-	-	3	1	1	2	2
	4%	4%	3%	3%	5%	-	4%	-	-	-	-	13%	4%	3%	3%	3%

Net difference	67	31	36	35	30	2	56	11	5	1	3	2	15	31	37	64
	93%	91%	94%	94%	91%	100%	91%	100%	100%	100%	100%	100%	74%	93%	94%	94%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 356

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	67	55	12	25	42	9	11	20	3	58	9	11	19	22	67
Weighted total	72*	58*	14**	61*	11**	9**	31**	26**	6**	60*	7**	12**	18**	22**	68*
Effective base	59	46	13	51	8	8	27	18	8	50	6	10	15	19	68
Very reliable	40	35	5	37	3	6	20	12	1	32	5	5	9	15	39
	55%	60%	33%	60%	25%	65%	64%	42%	21%	53%	74%	42%	48%	69%	57%
Fairly reliable	30	22	8	24	6	3	10	13	5	26	2	6	10	7	27
	42%	37%	58%	40%	51%	34%	31%	48%	79%	43%	26%	46%	52%	31%	40%
Not very reliable	1	-	1	-	1	-	-	1	-	1	-	-	-	-	1
	2%	-	8%	-	10%	-	-	5%	-	2%	-	-	-	-	1%
Not at all reliable	2	2	-	-	2	-	2	-	-	2	-	2	-	-	1
	2%	3%	-	-	13%	-	5%	-	-	2%	-	12%	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	70	56	14	61	9	9	30	25	6	58	7	11	18	22	66
	96%	97%	92%	100%	76%	100%	95%	93%	100%	96%	100%	88%	100%	100%	97%
Bottom 2: Not reliable	3	2	1	-	3	-	2	1	-	3	-	2	-	-	2
	4%	3%	8%	-	24%	-	5%	5%	-	4%	-	12%	-	-	3%
Net difference	67	55	12	61	6	9	28	24	6	55	7	9	18	22	64
	93%	95%	83%	100%	53%	100%	90%	91%	100%	91%	100%	76%	100%	100%	94%

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

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 Table 357

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	68	2	11	18	37	68	-	61	7	60	8	48	17	68
Weighted total	72*	2**	13**	20**	37*	72*	-**	66*	6**	63*	10**	51*	19**	68*
Effective base	59	7	10	17	31	59	-	57	6	51	8	42	15	68
Very reliable	40	-	4	10	25	40	-	37	3	36	4	27	11	39
	55%	-	32%	51%	68%	55%	-	55%	49%	58%	37%	53%	60%	57%
Fairly reliable	30	1	7	10	12	30	-	28	2	25	5	24	5	27
	42%	48%	56%	49%	32%	42%	-	42%	32%	40%	51%	47%	25%	40%
Not very reliable	1	1	-	-	-	1	-	-	1	-	-	1	1	1
	2%	52%	-	-	-	2%	-	-	20%	-	-	12%	-	6%
Not at all reliable	2	-	2	-	-	2	-	2	-	2	-	-	2	1
	2%	-	11%	-	-	2%	-	2%	-	2%	-	-	8%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	70	1	12	20	37	70	-	65	5	61	9	51	16	66
	96%	48%	89%	100%	100%	96%	-	98%	80%	98%	88%	100%	85%	97%
Bottom 2: Not reliable	3	1	2	-	-	3	-	2	1	2	1	-	3	2
	4%	52%	11%	-	-	4%	-	2%	20%	2%	12%	-	15%	3%
Net difference	67	4*	10	20	37	67	0	63	4	60	7	51	13	64
	93%	-4%	77%	100%	100%	93%	0%	95%	61%	95%	76%	100%	71%	94%

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

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

8 Dec 2025  
 Table 358

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	68	57	11	67	-	1	30	38	40	25	60	6	4	64	3	3	64	11	57	68
Weighted total	72*	61*	11**	71*	**	1**	32**	41*	41*	28**	63*	8**	3**	69*	4**	4**	67*	12**	60*	68*
Effective base	59	49	10	58	-	1	27	32	34	23	52	5	3	56	3	3	55	10	49	68
Very reliable	40	37	3	40	-	-	18	22	25	14	38	5	1	39	1	1	38	2	38	39
55%	60%	28%	56%	-	-	-	56%	54%	61%	51%	56%	58%	24%	56%	31%	31%	57%	15%	63%	57%
Fairly reliable	30	25	5	29	-	1	12	18	13	14	26	2	3	27	3	3	26	9	21	27
42%	40%	48%	41%	-	100%	39%	43%	49%	42%	22%	42%	22%	76%	40%	69%	69%	39%	75%	35%	40%
Not very reliable	1	-	1	1	-	-	-	1	1	-	1	-	-	1	-	-	1	1	-	1
2%	-	11%	2%	-	-	-	-	3%	-	-	2%	-	-	2%	-	-	2%	10%	-	1%
Not at all reliable	2	-	2	2	-	-	2	-	2	-	2	-	-	2	-	-	2	-	2	1
2%	-	13%	2%	-	-	-	5%	-	4%	-	-	19%	-	2%	-	-	2%	-	2%	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	70	61	9	69	-	1	30	39	38	28	61	6	3	66	4	4	64	11	59	66
96%	100%	76%	96%	-	100%	95%	97%	93%	100%	98%	81%	100%	96%	100%	100%	100%	96%	90%	98%	97%
Bottom 2: Not reliable	3	-	3	3	-	-	2	1	3	-	1	2	-	3	-	-	3	1	2	2
4%	-	24%	4%	-	-	-	5%	3%	7%	-	2%	19%	-	4%	-	-	4%	10%	2%	3%
Net difference	67	61	6	66	0	1	29	38	36	28	60	5	3	63	4	4	62	10	57	64
93%	100%	52%	92%	0%	100%	91%	94%	87%	100%	96%	61%	100%	92%	100%	100%	92%	92%	80%	95%	94%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 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? 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	68	38	27	49	18	45	23	14	19	12	12	7	68
Weighted total	72*	40*	31**	52*	19**	45*	25**	14**	20**	13**	9**	7	68*
Effective base	59	32	24	42	16	37	22	12	17	11	10	7	68
Very reliable	40	26	14	29	9	28	11	9	10	7	6	5	39
55%	65%	47%	56%	48%	61%	43%	68%	53%	54%	49%	51%	57%	
Fairly reliable	30	12	14	21	9	16	14	4	8	6	5	4	27
42%	31%	49%	41%	45%	35%	52%	32%	41%	46%	39%	49%	40%	
Not very reliable	1	-	1	-	1	-	-	1	-	-	-	-	1
2%	-	4%	-	6%	-	5%	-	6%	-	-	-	-	1%
Not at all reliable	2	2	-	2	-	2	-	-	-	2	-	-	1
2%	4%	-	3%	-	3%	-	-	-	-	12%	-	-	1%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	70	38	28	50	18	44	25	14	18	13	11	9	66
96%	96%	96%	97%	94%	97%	95%	100%	94%	100%	88%	100%	97%	
Bottom 2: Not reliable	3	2	1	2	1	1	1	2	1	2	1	1	3
4%	4%	4%	3%	6%	3%	5%	-	6%	-	12%	-	3%	
Net difference	67	37	27	49	17	43	24	14	17	13	10	9	64
93%	92%	92%	94%	88%	93%	91%	100%	88%	100%	76%	100%	94%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 360

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	58	29	29	38	20	0	43	15	2	2	10	1	9	33	32	58
Weighted total	54*	27**	27**	33*	20**	**	45*	9**	2**	3**	3**	1**	9**	29**	30**	58*
Effective base	50	25	25	34	17	-	41	9	2	2	9	1	9	27	27	58
Very reliable	24	17	7	15	9	-	22	2	-	-	3	-	3	13	14	27
45%	63%	27%	45%	45%	45%	-	50%	21%	-	-	60%	-	31%	46%	48%	47%
Fairly reliable	24	9	15	14	10	-	19	5	1	3	1	-	4	15	12	26
45%	35%	55%	42%	49%	-	43%	55%	37%	100%	40%	-	-	44%	52%	41%	45%
Not very reliable	3	-	3	2	1	-	3	-	-	-	-	-	2	-	1	3
6%	-	13%	6%	6%	-	-	8%	-	-	-	-	-	25%	-	4%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	2	-	-	2	1	-	-	-	1	-	1	2	2
4%	2%	6%	6%	6%	-	-	24%	63%	-	-	-	100%	-	2%	7%	3%
Top 2: Reliable	48	26	22	29	19	-	42	7	1	3	3	-	7	28	27	53
90%	98%	82%	87%	94%	-	92%	76%	37%	100%	100%	-	-	75%	98%	89%	91%
Bottom 2: Not reliable	3	-	3	2	1	-	3	-	-	-	-	-	2	-	1	3
6%	-	13%	6%	6%	-	-	8%	-	-	-	-	-	25%	-	4%	5%
Net difference	45	26	18	27	18	0	38	7	1	3	3	0	4	28	26	50

	83%	98%	69%	81%	88%	0%	85%	76%	37%	100%	100%	0%	50%	98%	85%	86%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 361

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	58	46	10	49	9	13	27	8	10	51	6	9	17	16	58
Weighted total	54*	42*	12**	41*	10**	13**	25**	8**	8**	48*	5**	9**	15**	16**	58*
Effective base	50	41	10	42	8	11	24	7	10	44	5	9	14	14	58
Very reliable	24	20	5	20	4	5	12	4	4	21	2	3	7	8	27
45%	45%	47%	39%	47%	38%	39%	47%	45%	49%	44%	43%	31%	48%	51%	47%
Fairly reliable	24	18	6	19	5	5	13	2	4	22	2	4	8	5	26
45%	45%	44%	49%	44%	47%	40%	51%	27%	51%	47%	36%	44%	52%	32%	45%
Not very reliable	3	3	-	3	-	1	-	2	-	2	1	2	-	1	3
6%	6%	8%	-	8%	-	9%	-	28%	-	5%	20%	25%	-	8%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	1	1	1	1	-	-	2	-	-	-	1	2
4%	4%	1%	12%	1%	15%	12%	2%	-	-	4%	-	-	-	9%	3%
Top 2: Reliable	48	38	10	40	8	10	25	6	8	43	4	7	15	13	53
90%	90%	90%	88%	91%	85%	79%	98%	72%	100%	91%	80%	75%	100%	83%	91%
Bottom 2: Not reliable	3	3	-	3	-	2	-	2	-	2	1	2	-	1	3
6%	6%	8%	-	8%	-	9%	-	28%	-	5%	20%	25%	-	8%	5%
Net difference	45	34	10	36	8	9	25	3	8	41	3	4	15	12	50
83%	83%	82%	88%	83%	85%	70%	98%	43%	100%	86%	59%	50%	100%	75%	86%

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

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 Table 362

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	58	3	14	15	24	56	2	54	4	52	6	43	13	58
Weighted total	54*	4**	12**	14**	22**	52*	2**	51*	3**	48*	5**	39*	13**	58*
Effective base	50	3	17	13	20	43	2	47	3	45	5	36	12	53
Very reliable	24	1	4	5	14	23	1	22	2	23	1	21	3	27
45%	45%	30%	30%	30%	61%	45%	54%	44%	58%	48%	18%	53%	21%	47%
Fairly reliable	24	1	7	6	9	23	1	23	1	21	3	16	8	26
45%	45%	30%	56%	45%	39%	45%	46%	45%	42%	43%	59%	40%	62%	45%
Not very reliable	3	-	1	2	-	3	-	3	-	2	1	1	2	3
6%	6%	-	10%	16%	-	7%	-	7%	-	4%	23%	3%	17%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	-	-	2	-	2	-	2	-	1	-	2
4%	4%	40%	4%	-	-	4%	-	4%	-	4%	-	4%	-	3%
Top 2: Reliable	48	2	11	11	22	46	2	45	3	44	4	37	11	53
90%	90%	60%	85%	84%	100%	89%	100%	89%	100%	91%	77%	93%	83%	91%
Bottom 2: Not reliable	3	-	1	2	-	3	-	3	-	2	1	1	2	3
6%	6%	-	10%	16%	-	7%	-	7%	-	4%	23%	3%	17%	5%
Net difference	45	2	9	9	22	43	2	42	3	42	3	35	9	50
83%	83%	60%	75%	68%	100%	83%	100%	82%	100%	87%	54%	90%	66%	86%

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

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 Table 363

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	58	54	4	54	1	2	26	32	35	23	48	7	5	52	2	2	56	6	51	58
Weighted total	54*	50*	4**	50*	1**	2**	25**	29**	20**	32**	44*	6**	5**	48*	1**	1**	52*	7**	46*	58*
Effective base	50	46	4	46	1	2	23	27	30	18	41	6	5	44	2	2	49	6	43	58
Very reliable	24	21	3	24	1	-	7	17	15	8	21	3	1	23	1	1	23	2	21	27
	45%	43%	71%	48%	100%	-	29%	59%	46%	44%	48%	47%	20%	49%	77%	77%	44%	31%	47%	47%
Fairly reliable	24	24	-	22	-	1	13	11	14	10	20	2	3	19	*	*	24	3	21	26
	45%	48%	-	44%	-	48%	54%	37%	42%	49%	46%	27%	69%	41%	23%	23%	45%	48%	45%	45%
Not very reliable	3	2	1	2	-	1	2	1	3	-	1	1	-	3	-	-	3	-	3	3
	6%	5%	29%	4%	-	52%	9%	4%	11%	-	3%	16%	-	7%	-	-	7%	-	7%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	2	-	2	-	-	2	-	1	1	1	1	1	1	-	-	2	1	1	2
	4%	4%	-	4%	-	-	8%	-	2%	7%	3%	9%	11%	3%	-	-	4%	21%	1%	3%
Top 2: Reliable	48	45	3	45	1	1	21	28	28	19	41	4	4	43	1	1	47	5	42	53
	90%	91%	71%	92%	100%	48%	83%	96%	88%	93%	94%	74%	89%	90%	100%	93%	100%	79%	91%	91%
Bottom 2: Not reliable	3	2	1	2	-	1	2	1	3	-	1	1	-	3	-	-	3	-	3	3
	6%	5%	29%	4%	-	52%	9%	4%	11%	-	3%	16%	-	7%	-	-	7%	-	7%	5%
Net difference	45	43	2	43	1	1	18	26	25	19	40	3	4	39	3	1	43	5	39	50
	83%	87%	41%	87%	100%	4%	74%	91%	77%	53%	91%	58%	89%	82%	100%	100%	83%	78%	84%	86%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 364

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	58	36	20	47	9	42	15	10	15	9	10	13	58
Weighted total	54*	33*	18**	42*	10**	40*	18**	8**	15**	8**	9**	13**	58*
Effective base	50	31	18	40	9	37	12	7	13	8	9	12	58
Very reliable	24	18	6	19	4	20	3	6	6	3	3	3	27
	45%	54%	34%	45%	44%	52%	24%	71%	44%	58%	41%	21%	47%
Fairly reliable	24	13	10	20	4	16	8	1	7	3	4	9	26
	45%	41%	54%	46%	44%	41%	57%	16%	46%	35%	47%	70%	45%
Not very reliable	3	1	2	2	1	2	4	1	-	-	1	1	3
	6%	4%	11%	5%	12%	6%	9%	14%	-	-	12%	9%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	1	1	1	1	1	1	1	1	1	1	1	2
	4%	2%	-	3%	-	1%	11%	-	10%	7%	-	-	3%
Top 2: Reliable	48	31	17	39	8	37	11	7	13	7	7	12	53
	90%	95%	89%	91%	88%	93%	80%	86%	90%	93%	88%	91%	91%
Bottom 2: Not reliable	3	1	2	2	1	2	2	2	2	2	1	3	3
	6%	4%	11%	5%	12%	6%	9%	14%	-	-	12%	9%	5%
Net difference	45	30	15	37	7	34	10	6	13	7	6	11	50
	83%	91%	77%	86%	76%	87%	72%	72%	90%	93%	76%	81%	86%

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

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

8 Dec 2025  
 Table 365

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

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	59	31	28	42	16	1	39	20	4	-	15	1	9	30	41	59
Weighted total	52*	27**	24**	34*	18**	1**	40*	12**	7**	**	4**	1**	7**	25**	38*	59*
Effective base	46	24	22	33	13	1	36	10	4	-	14	1	8	22	33	59
Very reliable	26	16	11	17	9	1	21	5	2	-	3	1	3	16	21	30
	51%	58%	43%	51%	50%	100%	53%	42%	26%	-	61%	100%	35%	65%	56%	51%
Fairly reliable	21	11	10	13	8	-	14	7	5	-	2	-	3	8	13	24
	40%	39%	41%	38%	44%	-	34%	58%	74%	-	39%	-	36%	31%	34%	41%
Not very reliable	5	1	4	4	1	-	5	-	-	-	-	-	2	1	4	5
	9%	4%	16%	11%	6%	-	12%	-	-	-	-	-	29%	4%	10%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	26	21	30	16	1	35	12	7	-	4	1	5	24	34	54
	91%	96%	84%	89%	94%	100%	88%	100%	100%	-	100%	100%	71%	96%	90%	92%
Bottom 2: Not reliable	5	1	4	4	1	-	5	-	-	-	-	-	2	1	4	5
	9%	4%	16%	11%	6%	-	12%	-	-	-	-	-	29%	4%	10%	8%
Net difference	42	25	17	26	15	1	30	12	7	0	4	1	3	23	30	49

	81%	93%	68%	78%	88%	100%	76%	100%	100%	0%	100%	100%	41%	92%	80%	83%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 366

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

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	59	46	13	47	12	7	27	12	13	48	9	5	11	21	59
Weighted total	52*	42*	10**	40*	12**	7**	22**	15**	8**	42*	7**	4**	5**	20**	59*
Effective base	46	37	9	35	11	6	22	10	12	37	7	5	8	17	59
Very reliable	26	23	3	24	3	6	11	6	3	23	2	1	4	8	30
51%	55%	32%	59%	23%	84%	51%	43%	37%	54%	35%	24%	46%	38%	51%	51%
Fairly reliable	21	16	5	16	5	1	7	8	4	15	4	2	5	11	24
40%	38%	50%	38%	45%	16%	31%	57%	54%	37%	50%	51%	54%	53%	41%	41%
Not very reliable	5	3	2	1	4	-	4	-	1	4	1	1	-	2	5
9%	7%	18%	3%	33%	-	18%	-	9%	9%	15%	24%	-	9%	8%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	39	8	39	8	7	18	15	7	38	6	3	9	18	54
91%	93%	82%	97%	67%	100%	82%	100%	11%	91%	91%	85%	76%	100%	91%	92%
Bottom 2: Not reliable	5	3	2	1	4	-	4	-	1	4	1	1	-	2	5
9%	7%	18%	3%	33%	-	18%	-	9%	9%	15%	24%	-	9%	8%	8%
Net difference	42	36	6	38	4	7	14	15	6	34	5	2	9	17	49
81%	85%	63%	95%	35%	100%	63%	100%	82%	82%	71%	51%	100%	83%	83%	83%

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

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

8 Dec 2025  
 Table 367

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

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	59	3	13	9	34	59	-	52	7	53	6	49	7	59
Weighted total	52*	2**	13**	10**	28**	52*	-**	44*	8**	45*	6**	42*	6**	59*
Effective base	46	3	10	8	25	46	-	40	6	41	5	33	5	59
Very reliable	26	4	4	2	20	26	-	24	3	25	1	23	3	30
51%	15%	29%	21%	74%	51%	-	53%	35%	56%	15%	54%	50%	51%	51%
Fairly reliable	21	1	7	6	7	21	-	16	5	15	6	16	2	24
40%	44%	55%	57%	26%	40%	-	36%	65%	33%	85%	39%	38%	41%	41%
Not very reliable	5	1	2	2	-	5	-	5	-	5	-	3	1	5
9%	41%	16%	21%	-	9%	-	11%	-	11%	-	7%	11%	8%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	1	11	8	28	47	-	39	8	40	7	39	6	54
91%	59%	84%	79%	100%	91%	-	89%	100%	89%	100%	93%	89%	89%	92%
Bottom 2: Not reliable	5	1	2	2	-	5	-	5	-	5	-	3	1	5
9%	41%	16%	21%	-	9%	-	11%	-	11%	-	7%	11%	8%	8%
Net difference	42	4	9	6	28	42	0	35	8	36	7	36	5	49
81%	17%	68%	57%	100%	81%	0%	78%	100%	79%	100%	85%	78%	83%	83%

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

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

8 Dec 2025  
 Table 368

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	59	54	5	55	1	3	33	26	42	16	48	7	6	53	4	4	54	9	50	59
Weighted total	52*	47*	5**	48*	1**	3**	30**	22**	38*	13**	41*	7**	5**	47*	3**	3**	47*	10**	42*	59*
Effective base	46	41	5	43	1	2	26	20	32	13	37	6	4	42	4	4	42	8	38	50
Very reliable	26	25	1	28	-	-	17	10	21	5	23	3	2	24	4	4	26	-	26	30
	51%	54%	20%	55%	-	-	56%	44%	56%	37%	56%	47%	41%	52%	15%	15%	55%	-	63%	51%
Fairly reliable	21	18	3	17	1	3	11	10	15	5	13	4	2	18	1	1	18	6	14	24
	40%	38%	60%	35%	100%	100%	35%	46%	39%	40%	32%	53%	45%	39%	26%	26%	39%	62%	34%	41%
Not very reliable	5	4	1	5	-	-	3	2	2	3	5	-	1	4	2	2	3	4	1	5
	9%	8%	21%	10%	-	-	9%	9%	5%	23%	12%	-	15%	9%	60%	60%	7%	38%	2%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	43	4	43	1	3	27	20	36	10	36	7	4	43	1	1	44	6	41	54
	91%	92%	79%	90%	100%	100%	91%	91%	95%	77%	88%	100%	85%	91%	40%	40%	93%	62%	98%	92%
Bottom 2: Not reliable	5	4	1	5	-	-	3	2	2	3	5	-	1	4	2	2	3	4	1	5
	9%	8%	21%	10%	-	-	9%	9%	5%	23%	12%	-	15%	9%	60%	60%	7%	38%	2%	8%
Net difference	42	39	3	38	1	3	24	18	35	10	32	7	3	39	-1	-1	41	3	40	49
	81%	84%	59%	80%	100%	100%	81%	81%	91%	54%	76%	100%	71%	82%	-19%	-19%	87%	25%	95%	83%

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

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

8 Dec 2025  
 Table 369

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMO QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMO QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	59	38	15	49	9	40	19	12	17	16	6	6	59
Weighted total	52*	32**	15**	44*	7**	37**	17**	14**	14**	11**	6**	4**	50*
Effective base	46	29	12	38	7	30	16	10	13	12	5	5	50
Very reliable	26	22	4	23	3	21	5	7	10	4	4	1	30
	51%	71%	25%	52%	40%	60%	32%	47%	69%	38%	70%	15%	51%
Fairly reliable	21	8	10	16	4	12	8	7	3	5	2	2	24
	40%	26%	61%	37%	60%	35%	50%	46%	26%	44%	30%	54%	42%
Not very reliable	5	1	2	5	-	3	1	1	2	-	-	1	5
	9%	3%	13%	11%	-	5%	18%	7%	5%	18%	-	30%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	47	31	13	39	7	33	14	13	13	9	6	3	54
	91%	97%	87%	89%	100%	95%	82%	93%	95%	82%	100%	70%	92%
Bottom 2: Not reliable	5	1	2	5	-	3	1	2	2	5	-	1	5
	9%	3%	13%	11%	-	5%	18%	7%	5%	18%	-	30%	8%
Net difference	42	30	11	34	7	31	11	12	12	7	6	1	49
	81%	94%	73%	78%	100%	90%	63%	86%	90%	64%	100%	40%	83%

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

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

8 Dec 2025  
 Table 370

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

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	60	39	21	39	20	1	44	15	1	1	12	1	7	37	34	60
Weighted total	59*	39*	20**	34*	24**	1**	49*	9**	2**	2**	4**	1**	8**	33**	35**	60*
Effective base	49	31	18	32	17	1	41	7	1	1	11	1	6	28	29	60
Very reliable	23	17	6	14	8	1	21	4	-	-	1	-	2	12	16	20
	39%	44%	30%	41%	33%	100%	42%	7%	-	-	17%	-	23%	36%	45%	33%
Fairly reliable	33	21	13	19	14	-	26	8	2	2	3	1	6	19	19	37
	57%	53%	64%	55%	61%	-	53%	90%	100%	76%	57%	100%	77%	57%	55%	62%
Not very reliable	2	1	1	1	1	-	2	*	-	*	-	-	2	-	3	
	4%	3%	6%	4%	5%	-	5%	3%	-	7%	-	-	8%	-	5%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	57	38	19	33	22	1	46	8	2	2	3	1	8	31	35	57
	96%	97%	94%	96%	95%	100%	95%	97%	100%	93%	100%	100%	100%	92%	100%	95%
Bottom 2: Not reliable	2	1	1	1	1	-	2	*	-	*	-	-	2	-	3	
	4%	3%	6%	4%	5%	-	5%	3%	-	7%	-	-	8%	-	5%	
Net difference	54	36	18	32	21	1	44	8	2	2	3	1	8	28	35	54

	92%	94%	87%	93%	89%	100%	91%	94%	100%	100%	86%	100%	100%	85%	100%	90%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 371

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

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	60	48	11	56	4	17	21	12	10	30	9	4	21	17	60
Weighted total	59*	49*	10**	55*	3**	13**	21**	12**	9**	45*	9**	5**	13**	15**	60*
Effective base	49	41	8	46	3	13	18	9	9	41	7	4	15	16	60
Very reliable	23	20	3	23	-	8	8	6	1	19	4	2	6	9	20
39%	41%	31%	41%	-	47%	47%	39%	47%	9%	38%	31%	37%	31%	49%	33%
Fairly reliable	33	27	7	31	2	10	12	5	7	26	4	3	10	10	37
57%	54%	69%	56%	67%	53%	55%	43%	91%	-	57%	51%	63%	56%	51%	62%
Not very reliable	2	2	-	2	1	-	1	1	-	2	-	-	2	-	3
4%	5%	-	3%	33%	-	6%	11%	-	-	5%	-	-	14%	-	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	47	10	55	2	18	20	11	8	47	9	5	16	19	57
96%	95%	100%	97%	67%	100%	89%	94%	100%	100%	95%	100%	100%	86%	100%	95%
Bottom 2: Not reliable	2	2	-	2	1	-	1	-	-	2	-	-	2	-	3
4%	5%	-	3%	33%	-	6%	11%	-	-	5%	-	-	14%	-	5%
Net difference	54	44	10	53	1	18	19	9	8	44	9	5	13	19	54
92%	90%	100%	95%	33%	100%	88%	79%	100%	100%	90%	100%	100%	72%	100%	90%

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

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

8 Dec 2025  
 Table 372

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

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	60	3	9	13	15	59	1	52	8	53	7	46	14	60
Weighted total	59*	2**	10**	13**	34**	58*	1**	51*	8**	52*	7**	46*	13**	60*
Effective base	49	2	7	11	29	43	1	42	7	44	5	33	11	60
Very reliable	23	-	4	5	14	23	-	20	3	20	3	17	6	20
39%	-	-	37%	42%	41%	40%	-	40%	36%	38%	45%	38%	44%	33%
Fairly reliable	33	2	5	7	19	32	1	28	5	30	4	26	7	37
57%	100%	53%	57%	55%	56%	100%	-	55%	64%	57%	55%	57%	56%	62%
Not very reliable	2	-	1	-	1	2	-	2	-	2	-	2	-	3
4%	-	-	10%	2%	4%	4%	-	5%	-	5%	-	5%	-	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	2	9	12	33	55	1	48	8	50	7	43	13	57
96%	100%	90%	98%	96%	96%	96%	100%	95%	100%	95%	100%	95%	100%	95%
Bottom 2: Not reliable	2	-	1	-	1	2	-	2	-	2	-	2	-	3
4%	-	-	10%	2%	4%	4%	-	5%	-	5%	-	5%	-	5%
Net difference	54	2	8	12	32	53	1	46	8	47	7	41	13	54
92%	100%	80%	96%	93%	91%	100%	-	90%	100%	90%	100%	89%	100%	90%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 373

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

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	60	56	4	58	2	-	23	37	46	13	53	7	3	56	4	1	57	2	54	60
Weighted total	59*	56*	3**	57*	2**	**	23**	36*	44*	14**	52*	7**	2**	55*	1**	1**	55*	2**	57*	60*
Effective base	49	46	3	47	2	-	19	31	37	11	43	6	2	47	1	1	46	2	48	60
Very reliable	23	22	1	22	1	-	7	16	20	3	21	2	2	19	1	1	21	1	22	20
	39%	39%	34%	39%	52%	-	29%	45%	52%	23%	40%	35%	88%	35%	100%	100%	37%	61%	38%	33%
Fairly reliable	33	31	2	33	-	-	15	18	23	10	30	4	4	33	-	-	32	1	33	37
	57%	56%	66%	59%	-	-	66%	50%	52%	77%	57%	51%	12%	60%	-	-	58%	39%	57%	62%
Not very reliable	2	2	-	2	1	-	1	2	1	-	2	1	-	2	-	-	2	-	2	3
	4%	4%	-	3%	48%	-	4%	4%	3%	-	3%	14%	-	5%	-	-	5%	-	4%	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	53	3	55	1	-	22	35	43	14	50	6	2	52	1	1	53	2	55	57
	96%	96%	100%	97%	52%	-	96%	96%	97%	100%	97%	86%	100%	95%	100%	100%	95%	100%	96%	95%
Bottom 2: Not reliable	2	2	-	2	1	-	1	2	1	-	2	1	-	2	-	-	2	-	2	3
	4%	4%	-	3%	48%	-	4%	4%	3%	-	3%	14%	-	5%	-	-	5%	-	4%	5%
Net difference	54	51	3	54	0	0	21	33	42	14	49	5	3	50	3	1	50	2	52	54
	92%	93%	100%	95%	5%	0%	91%	92%	94%	100%	94%	72%	100%	91%	100%	100%	91%	100%	91%	90%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 374

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

Base : All UK adults aged 16+ answering who sought information, support or advice from social media from healthcare organisations

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total (t)
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	60	35	22	53	7	46	14	15	12	14	11	7	60
Weighted total	59*	34**	22**	52*	7**	47*	12**	16**	11**	13**	10**	6**	60*
Effective base	49	30	18	43	6	38	11	12	10	13	8	5	60
Very reliable	23	17	7	23	4	19	4	5	7	7	-	-	20
	39%	48%	29%	44%	-	40%	34%	32%	67%	21%	74%	-	33%
Fairly reliable	33	17	15	28	6	27	7	10	4	11	2	6	37
	57%	48%	66%	53%	85%	57%	53%	64%	33%	70%	24%	100%	62%
Not very reliable	2	1	1	2	1	1	1	1	1	1	1	1	3
	4%	4%	6%	3%	15%	3%	10%	3%	6%	8%	2%	-	5%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	57	33	22	51	6	45	11	15	11	14	10	6	57
	96%	96%	94%	97%	85%	97%	90%	94%	100%	92%	98%	100%	95%
Bottom 2: Not reliable	2	1	1	2	1	1	1	1	1	1	1	1	3
	4%	4%	6%	3%	15%	3%	10%	3%	6%	8%	2%	-	5%
Net difference	54	32	20	49	5	44	10	14	11	13	9	6	54
	92%	93%	89%	94%	70%	95%	80%	88%	100%	83%	95%	100%	90%

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

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 Table 375

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from other personalities and influencers on social media

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total (t)	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	42	19	23	31	11	-	34	8	1	1	6	14	16	21	42	
Weighted total	40*	18**	21**	28**	12**	**	35*	5**	2**	1**	6**	13**	17**	18**	42*	
Effective base	36	16	20	27	9	-	31	4	1	1	6	11	14	18	42	
Very reliable	11	7	4	9	2	-	9	2	2	-	1	4	7	7	13	
	29%	40%	19%	34%	17%	-	26%	52%	100%	-	51%	3%	44%	36%	31%	
Fairly reliable	22	11	11	15	8	-	20	2	-	1	1	8	8	9	23	
	56%	60%	53%	53%	64%	-	58%	48%	-	100%	49%	64%	48%	48%	55%	
Not very reliable	5	-	5	3	2	-	5	-	-	-	-	4	1	2	5	
	13%	-	24%	10%	19%	-	14%	-	-	-	-	32%	8%	12%	12%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	-	1	1	
	2%	-	4%	3%	-	-	2%	-	-	-	-	-	-	5%	2%	
Top 2: Reliable	34	18	15	24	10	-	29	5	2	1	2	9	15	15	36	
	85%	100%	72%	87%	81%	-	83%	100%	100%	100%	100%	68%	92%	84%	86%	
Bottom 2: Not reliable	5	-	5	3	2	-	5	-	-	-	-	4	1	2	5	
	13%	-	24%	10%	19%	-	14%	-	-	-	-	32%	8%	12%	12%	
Net difference	29	18	10	21	7	0	24	5	2	1	2	4	14	13	31	

	72%	100%	48%	77%	61%	0%	69%	100%	100%	100%	100%	0%	35%	85%	72%	74%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 376

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	42	12	9	33	9	11	15	8	8	36	4	10	9	14	42
Weighted total	40*	12**	9**	30**	10**	13**	12**	9**	6**	4**	3**	9**	11**	12**	42*
Effective base	36	28	7	27	9	10	12	7	8	30	4	8	9	12	42
Very reliable	11	10	2	8	4	3	4	3	1	8	1	*	4	4	13
	29%	29%	25%	26%	36%	27%	30%	35%	19%	25%	38%	4%	41%	30%	31%
Fairly reliable	22	19	3	17	5	9	5	4	4	20	2	7	6	7	23
	56%	59%	45%	57%	54%	73%	37%	51%	68%	61%	62%	77%	59%	55%	55%
Not very reliable	5	3	2	4	1	-	3	1	1	4	-	2	-	1	5
	13%	9%	30%	14%	10%	-	26%	14%	12%	12%	-	19%	-	8%	12%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	-	1	-	-	1	-	-	-	1	1
	2%	3%	-	3%	-	-	7%	-	-	3%	-	-	-	7%	2%
Top 2: Reliable	34	29	5	25	9	13	8	8	5	29	4	8	11	10	36
	85%	89%	70%	83%	90%	100%	67%	86%	88%	86%	100%	81%	100%	85%	86%
Bottom 2: Not reliable	5	3	2	4	1	-	3	1	1	4	-	2	-	1	5
	13%	9%	30%	14%	10%	-	26%	14%	12%	12%	-	19%	-	8%	12%
Net difference	29	26	3	21	8	13	5	7	4	25	4	6	11	9	31
	72%	80%	39%	70%	80%	100%	42%	72%	75%	74%	100%	63%	100%	76%	74%

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

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 Table 377

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	42	3	7	13	18	42	-	36	6	33	9	29	12	42
Weighted total	40*	3**	6**	14**	15**	40*	-	33*	7**	29**	11**	27**	12**	42*
Effective base	36	3	6	12	14	36	-	31	5	27	7	24	11	42
Very reliable	11	2	*	4	6	11	-	10	2	8	3	7	4	13
	29%	58%	6%	27%	37%	29%	-	29%	26%	27%	32%	27%	34%	31%
Fairly reliable	22	1	5	10	7	22	-	19	4	17	6	16	5	23
	56%	42%	78%	66%	45%	56%	-	56%	59%	57%	56%	60%	46%	55%
Not very reliable	5	-	1	1	2	5	-	4	1	4	1	3	2	5
	13%	-	16%	7%	12%	13%	-	12%	15%	13%	12%	10%	20%	12%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	1	1	-	1	-	1	-	1	-	1
	2%	-	-	-	6%	2%	-	3%	-	3%	-	3%	-	2%
Top 2: Reliable	34	3	5	13	12	34	-	28	6	25	9	24	9	36
	85%	100%	84%	93%	82%	85%	-	85%	85%	84%	88%	87%	80%	86%
Bottom 2: Not reliable	5	-	1	1	2	5	-	4	1	4	1	3	2	5
	13%	-	16%	7%	12%	13%	-	12%	15%	13%	12%	10%	20%	12%
Net difference	29	3	4	12	10	29	0	24	5	21	8	21	7	31
	72%	100%	68%	86%	70%	72%	0%	73%	70%	71%	76%	77%	60%	74%

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

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 Table 378

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	42	37	5	40	1	1	24	18	24	15	37	4	5	36	6	4	34	5	36	42
Weighted total	40*	36*	4**	38*	1**	1**	23**	17**	24**	13**	35*	4**	4**	35*	4**	3**	35**	4**	35*	42*
Effective base	36	32	5	34	1	1	22	14	21	17	31	3	4	31	5	3	30	4	31	42
Very reliable	11	11	**	11	-	-	25%	33%	34%	26%	29%	35%	75%	25%	69%	62%	24%	41%	28%	31%
Fairly reliable	22	21	1	21	-	1	11	11	14	7	19	3	1	22	1	1	21	2	20	23
Not very reliable	5	3	2	5	-	-	5	-	1	3	5	-	-	4	-	-	4	-	4	5
Not at all reliable	13*	9*	4**	14%	-	-	22%	-	4%	22%	15%	-	-	12%	-	-	12%	-	12%	12%
Don't know	1	1	-	-	1	-	1	-	1	-	1	-	-	1	-	-	1	-	1	1
Top 2: Reliable	34	32	2	33	-	1	17	17	22	10	29	4	4	30	4	3	30	4	30	36
Bottom 2: Not reliable	5	3	2	5	-	-	5	-	1	3	5	-	-	4	-	-	4	-	4	5
Net difference	29	29	2*	28	0	1	12	17	21	8*	23	4	4	26	4	3	26	4	26	31
	72%	79%	2%	73%	0%	100%	52%	100%	88%	56%	68%	100%	100%	74%	100%	100%	74%	100%	74%	74%

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

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 Table 379

QP5E4A. How reliable, if at all, do you find the information or advice about parenting and child development from each of the following? Other personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total (t)
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	42	23	14	34	8	32	9	14	9	4	5	8	42
Weighted total	40*	23**	13**	30**	10**	30**	9**	13**	8**	4**	5**	8**	42*
Effective base	36	15	12	29	8	27	7	12	7	-	3	8	42
Very reliable	11	11	1	9	2	8	3	6	3	-	*	1	13
Fairly reliable	22	11	9	15	8	17	5	7	6	2	3	5	23
Not very reliable	5	4	1	5	-	5	-	5	5	6	6	5	5
Not at all reliable	13*	9*	4**	17%	-	17%	-	-	22%	25%	28%	28%	12%
Don't know	1	1	-	1	-	1	-	1	-	1	-	-	1
Top 2: Reliable	34	21	9	24	10	25	8	13	9	2	3	6	36
Bottom 2: Not reliable	5	4	1	5	-	5	-	4	4	5	5	5	5
Net difference	29	21	5	19	10	20	8	13	9	1	2	3	31
	72%	96%	41%	63%	100%	66%	90%	100%	31%	49%	45%	74%	74%

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

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 Table 380

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

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Gender			Age			Ethnicity					Age of children			Unweighted Total (t)	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	56	22	34	34	22	4	41	15	4	4	11	4	14	21	35	56
Weighted total	52*	20**	32*	28**	25**	**	45*	8**	**	5**	3**	**	13**	21**	33**	56*
Effective base	47	16	31	28	19	-	38	9	-	4	10	-	13	17	29	56
Very reliable	16	9	7	9	6	-	14	2	-	2	-	-	1	8	13	18
Fairly reliable	29	8	21	14	15	-	24	5	-	4	1	-	8	10	17	30
Not very reliable	8	3	4	4	4	-	6	2	-	1	*	-	3	4	3	8
Not at all reliable	14*	16%	13%	14%	14%	-	13%	20%	-	20%	10%	-	26%	17%	9%	14%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	45	17	28	24	21	-	39	6	-	4	3	-	9	17	30	48
Bottom 2: Not reliable	8	3	4	4	4	-	6	2	-	1	*	-	3	4	3	8
Net difference	37	14	24	20	18	0	33	5	0	2	2	0	6	14	27	40

	71%	68%	73%	71%	71%	0%	73%	59%	0%	47%	80%	0%	48%	66%	82%	71%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

8 Dec 2025  
 Table 381

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	56	40	16	47	9	10	23	14	9	48	5	8	11	22	56
Weighted total	52*	39*	14**	42*	10**	9**	21**	12**	6**	44*	5**	7**	12**	20**	56*
Effective base	47	33	14	38	8	8	19	12	8	40	4	7	10	19	56
Very reliable	16	14	2	15	1	2	6	8	*	12	2	*	1	8	18
	30%	36%	14%	35%	10%	27%	27%	46%	2%	28%	43%	5%	13%	39%	32%
Fairly reliable	29	19	10	21	8	6	10	8	5	27	1	4	8	11	30
	55%	48%	77%	50%	77%	69%	50%	48%	74%	61%	19%	58%	70%	58%	54%
Not very reliable	8	6	1	6	1	*	5	1	1	5	2	3	2	1	8
	14%	16%	9%	15%	12%	3%	23%	6%	23%	12%	37%	36%	17%	4%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	45	33	12	36	9	8	16	16	5	39	3	4	10	19	48
	86%	84%	91%	85%	88%	97%	77%	94%	77%	88%	63%	64%	83%	96%	86%
Bottom 2: Not reliable	8	6	1	6	1	*	5	1	1	5	2	3	2	1	8
	14%	16%	9%	15%	12%	3%	23%	6%	23%	12%	37%	36%	17%	4%	14%
Net difference	37	26	11	29	8	8	11	15	3	34	1	2	8	18	40
	71%	68%	81%	70%	76%	93%	54%	88%	54%	77%	25%	27%	65%	92%	71%

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

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

8 Dec 2025  
 Table 382

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	56	4	20	14	18	55	1	51	5	50	6	18	16	56
Weighted total	52*	4**	19**	12**	17**	51*	1**	47**	6**	46*	6**	33*	17**	56*
Effective base	47	4	17	12	14	46	1	42	5	41	6	30	15	56
Very reliable	16	1	2	4	9	16	-	16	5	15	1	11	5	18
	30%	16%	12%	29%	54%	31%	-	34%	-	32%	15%	33%	28%	32%
Fairly reliable	29	3	13	6	7	28	1	24	5	23	6	19	9	30
	55%	84%	68%	46%	42%	54%	100%	52%	87%	51%	85%	59%	51%	54%
Not very reliable	8	-	4	3	1	8	-	7	1	8	-	3	4	8
	14%	-	19%	25%	4%	15%	-	14%	13%	16%	-	8%	21%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	45	4	16	9	17	43	1	40	5	38	6	30	14	48
	86%	100%	81%	75%	96%	85%	100%	86%	87%	84%	100%	92%	79%	86%
Bottom 2: Not reliable	8	-	4	3	1	8	-	7	1	8	-	3	4	8
	14%	-	19%	25%	4%	15%	-	14%	13%	16%	-	8%	21%	14%
Net difference	37	4	12	6	16	36	1	33	4	31	6	28	10	40
	71%	100%	61%	50%	91%	70%	100%	71%	73%	67%	100%	84%	58%	71%

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

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

8 Dec 2025  
 Table 383

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	56	53	3	53	1	2	29	27	37	16	49	5	9	46	9	6	46	6	46	56
Weighted total	52*	50*	2**	50*	1**	2**	26**	26**	33**	17**	45**	5**	8**	44*	8**	4**	44*	8**	42*	56*
Effective base	47	44	2	44	1	2	24	23	29	15	40	5	8	38	8	5	39	7	38	56
Very reliable	16	16	-	16	-	-	7	9	12	2	15	1	2	14	2	1	14	2	14	18
	30%	32%	-	32%	-	-	26%	35%	37%	13%	33%	18%	18%	33%	24%	19%	31%	25%	33%	32%
Fairly reliable	29	28	1	26	1	2	15	14	15	13	24	3	5	24	4	4	25	5	22	30
	55%	56%	31%	53%	100%	100%	58%	53%	46%	75%	54%	50%	64%	54%	57%	81%	55%	66%	52%	54%
Not very reliable	8	6	2	8	-	-	4	3	5	2	6	2	2	6	2	-	6	1	6	8
	14%	12%	69%	15%	-	-	16%	12%	17%	12%	13%	32%	18%	13%	19%	-	14%	9%	15%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	45	44	1	42	1	2	22	23	27	15	39	4	7	38	6	4	38	8	36	48
	86%	88%	31%	85%	100%	100%	84%	88%	83%	88%	87%	68%	82%	87%	81%	100%	86%	91%	85%	86%
Bottom 2: Not reliable	8	6	2	8	-	-	4	3	5	2	6	2	2	6	2	-	6	1	6	8
	14%	12%	69%	15%	-	-	16%	12%	17%	12%	13%	32%	18%	13%	19%	-	14%	9%	15%	14%
Net difference	37	38	-1	35	1	2	17	20	22	13	34	2	5	32	5	4	32	9	29	40
	71%	76%	-38%	70%	100%	100%	67%	75%	66%	76%	74%	37%	65%	74%	61%	100%	73%	82%	69%	71%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 384

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

Base : All UK adults aged 16+ answering who sought information, support or advice from social media content from friends and family

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	56	37	16	47	9	43	13	15	16	8	8	6	56
Weighted total	52*	34*	18**	42*	8**	40**	12**	15**	15**	8**	5**	6**	56*
Effective base	47	30	14	30	8	35	12	14	13	6	6	5	55
Very reliable	16	14	2	15	1	14	2	4	5	4	1	-	18
	30%	43%	9%	33%	13%	35%	16%	27%	35%	50%	15%	-	32%
Fairly reliable	29	13	13	24	5	20	9	9	9	3	3	4	30
	53%	40%	80%	54%	65%	49%	78%	56%	58%	37%	64%	72%	54%
Not very reliable	8	6	2	6	2	7	4	3	1	1	1	1	8
	14%	17%	11%	13%	22%	16%	8%	17%	6%	13%	21%	23%	14%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	45	28	14	39	6	33	11	13	14	7	4	4	48
	86%	83%	89%	87%	78%	84%	92%	83%	94%	87%	79%	77%	86%
Bottom 2: Not reliable	8	6	2	6	2	7	2	3	2	1	1	1	8
	14%	17%	11%	13%	22%	16%	8%	17%	6%	13%	21%	23%	14%
Net difference	37	22	13	33	4	27	10	10	13	6	3	3	40
	71%	66%	79%	74%	56%	67%	84%	67%	87%	74%	58%	54%	71%

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

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

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 Table 385

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

Base : All UK adults aged 16+ answering who sought information, support or advice from online articles or blogs about parenting

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	64	28	36	42	19	3	42	22	2	3	45	2	11	33	40	64
Weighted total	57*	23**	34**	32*	21**	4**	44*	13**	3**	4**	4**	2**	9**	27**	37**	64*
Effective base	52	19	33	32	18	3	40	12	2	3	14	2	9	25	33	64
Very reliable	17	11	6	12	6	-	11	7	3	1	2	-	1	13	11	21
	30%	50%	17%	37%	26%	-	24%	50%	100%	33%	56%	-	12%	47%	29%	33%
Fairly reliable	33	11	22	18	12	3	28	4	-	2	1	1	5	12	21	35
	57%	46%	64%	57%	54%	73%	64%	33%	-	40%	40%	57%	56%	46%	57%	55%
Not very reliable	4	1	3	1	2	1	2	2	-	1	*	1	1	2	3	5
	7%	4%	9%	3%	10%	27%	4%	17%	-	2%	4%	43%	10%	7%	8%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	-	3	1	2	-	3	-	-	-	-	-	2	-	2	3
	6%	-	6%	4%	9%	-	7%	-	-	-	-	-	2%	-	7%	5%
Top 2: Reliable	50	22	28	30	17	3	39	11	3	3	3	1	6	25	32	56
	87%	96%	81%	81%	73%	73%	89%	83%	100%	73%	96%	57%	68%	93%	86%	86%
Bottom 2: Not reliable	4	1	3	1	2	1	2	2	-	1	*	1	1	2	3	5
	7%	4%	9%	3%	10%	27%	4%	17%	-	2%	4%	43%	10%	7%	8%	8%
Net difference	46	21	25	29	15	2	37	9	3	2	3	*	5	24	29	51

	80%	93%	72%	91%	71%	47%	85%	66%	100%	47%	92%	13%	59%	86%	78%	80%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 386

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	64	46	18	55	9	9	27	16	12	59	5	6	16	23	64
Weighted total	57**	47**	10**	46*	9**	5**	21**	19**	9**	54*	3**	19**	13**	22**	64**
Effective base	52	41	12	43	8	7	20	15	12	48	4	6	13	20	64
Very reliable	17	16	2	14	3	3	8	7	-	17	*	1	5	3	21
	30%	34%	15%	30%	31%	31%	38%	35%	-	32%	8%	18%	41%	15%	33%
Fairly reliable	33	28	5	28	5	5	11	10	7	20	3	4	7	15	35
	57%	60%	46%	58%	53%	56%	51%	52%	84%	55%	92%	69%	51%	70%	55%
Not very reliable	4	1	3	3	1	1	2	-	1	4	-	-	1	2	5
	7%	1%	32%	7%	8%	13%	11%	-	8%	8%	-	-	8%	10%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	2	1	2	1	-	-	2	1	3	-	1	-	1	3
	6%	5%	7%	5%	8%	-	-	13%	9%	6%	-	13%	-	6%	5%
Top 2: Reliable	50	43	6	42	8	7	19	16	7	46	3	5	12	19	56
	87%	93%	61%	88%	84%	87%	89%	87%	84%	86%	100%	87%	92%	84%	88%
Bottom 2: Not reliable	4	1	3	3	1	1	2	-	1	4	-	-	1	2	5
	7%	1%	32%	7%	8%	13%	11%	-	8%	8%	-	-	8%	10%	8%
Net difference	46	43	3	39	7	6	16	16	7	42	3	5	11	16	51
	80%	92%	29%	81%	77%	74%	78%	87%	76%	79%	100%	87%	84%	75%	80%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 387

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	64	5	14	20	25	64	-	55	9	56	8	46	15	64
Weighted total	57**	5**	14**	18**	20**	57**	-**	49*	8**	49*	8**	40*	14**	64**
Effective base	52	5	17	16	19	52	-	44	8	44	7	36	13	64
Very reliable	17	1	1	6	9	17	-	16	1	14	3	14	3	21
	30%	23%	7%	32%	46%	30%	-	32%	17%	29%	41%	35%	24%	33%
Fairly reliable	33	3	11	8	11	33	-	30	3	31	1	20	10	35
	57%	54%	84%	41%	54%	57%	-	61%	31%	64%	18%	50%	68%	55%
Not very reliable	4	1	-	3	-	4	-	2	2	2	2	3	1	5
	7%	23%	-	16%	-	7%	-	5%	22%	4%	27%	7%	8%	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	-	1	2	-	3	-	1	2	2	1	3	-	3
	6%	-	9%	11%	-	6%	-	2%	30%	4%	15%	8%	-	5%
Top 2: Reliable	50	4	12	13	20	50	-	46	4	45	5	33	13	56
	87%	77%	91%	73%	100%	87%	-	94%	48%	92%	58%	84%	92%	88%
Bottom 2: Not reliable	4	1	-	3	-	4	-	2	2	2	2	3	1	5
	7%	23%	-	16%	-	7%	-	5%	22%	4%	27%	7%	8%	8%
Net difference	46	43	3	39	20	46	0	44	2	43	3	30	12	51
	80%	54%	91%	57%	100%	80%	0%	89%	26%	88%	32%	77%	85%	80%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 388

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	64	59	5	56	3	4	34	30	38	23	54	5	11	52	6	4	54	12	52	64
Weighted total	57*	53*	4**	50*	3**	3**	28**	29**	23**	23**	50**	4**	9**	47*	6**	4**	47*	11**	46*	57*
Effective base	52	48	4	45	3	3	26	25	29	20	45	3	8	42	5	3	43	10	41	64
Very reliable	17	17	-	14	1	1	9	8	12	5	15	1	2	14	2	2	16	-	17	21
30%	33%	33%	-	29%	32%	32%	33%	27%	27%	23%	29%	19%	19%	31%	24%	38%	33%	-	38%	33%
Fairly reliable	33	29	3	30	2	1	15	17	19	13	29	3	5	28	4	2	27	9	23	35
57%	56%	78%	60%	68%	22%	54%	60%	57%	58%	59%	81%	57%	58%	64%	43%	58%	83%	51%	55%	
Not very reliable	4	4	*	3	-	1	2	2	1	2	3	-	-	4	-	-	3	1	3	5
7%	7%	4%	6%	-	46%	8%	6%	2%	10%	6%	-	-	9%	-	-	6%	10%	6%	8%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	2	1	3	-	-	1	2	1	2	3	-	2	1	1	1	1	1	2	3
6%	5%	19%	6%	-	-	4%	7%	4%	9%	6%	-	-	23%	3%	12%	19%	3%	7%	5%	
Top 2: Reliable	50	47	3	44	3	1	25	25	31	18	44	4	7	42	5	3	43	9	40	56
87%	88%	78%	88%	100%	54%	88%	87%	94%	81%	88%	100%	77%	89%	88%	81%	91%	83%	88%	88%	
Bottom 2: Not reliable	4	4	*	3	-	1	2	2	1	2	3	-	-	4	-	-	3	1	3	5
7%	7%	4%	6%	-	46%	8%	6%	2%	10%	6%	-	-	9%	-	-	6%	10%	6%	8%	
Net difference	46	43	3	42	3	1	22	23	30	16	41	3	7	38	5	3	40	8	38	51
80%	83%	74%	83%	100%	8%	79%	83%	92%	72%	82%	100%	77%	80%	88%	81%	83%	72%	72%	82%	80%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 389

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

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	64	32	28	52	12	50	14	13	18	15	11	7	64
Weighted total	57*	30**	24**	48*	9**	45*	12**	12**	15**	11**	8**	7**	57*
Effective base	52	25	23	42	10	40	12	11	15	13	9	6	64
Very reliable	17	15	3	16	1	15	2	6	7	2	*	2	21
30%	49%	11%	34%	10%	34%	17%	46%	42%	14%	5%	36%	33%	
Fairly reliable	33	15	15	25	7	23	9	7	8	8	5	4	35
57%	53%	63%	80%	63%	80%	52%	78%	54%	51%	58%	68%	64%	55%
Not very reliable	4	-	3	4	*	4	*	-	-	2	2	-	5
7%	8%	12%	8%	2%	9%	1%	-	-	14%	27%	-	-	8%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3	2	3	2	1	2	1	2	1	2	-	1	3
6%	-	14%	5%	8%	5%	6%	-	7%	15%	-	-	-	5%
Top 2: Reliable	50	30	18	42	8	38	11	12	15	10	6	7	56
87%	100%	74%	87%	90%	86%	93%	100%	93%	71%	73%	100%	88%	
Bottom 2: Not reliable	4	-	3	4	*	4	*	-	3	4	-	-	8%
7%	8%	12%	8%	2%	9%	1%	-	-	14%	27%	-	-	8%
Net difference	46	30	15	38	8	34	11	12	15	8	4	7	51
80%	100%	62%	79%	88%	77%	92%	100%	93%	57%	46%	100%	80%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 390

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

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

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	
Unweighted total	64	1	2	1	2	1	13	2	1	1	1	1	2	3	3
Weighted total	4**	2**	2**	1**	3**	1**	2**	1**	1**	1**	1**	1**	2**	3**	3**
Effective base	3	1	2	1	2	1	2	1	1	1	1	1	2	2	2
Very reliable	2	-	100%	100%	42%	-	25%	100%	-	100%	-	-	100%	-	67%
Fairly reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very reliable	2	2	-	-	2	-	2	-	-	-	-	-	2	1	3
48%	100%	-	-	-	58%	-	75%	-	-	-	-	-	100%	33%	
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: Reliable	2	-	2	1	1	1	1	1	1	1	1	1	2	2	
52%	100%	100%	100%	42%	-	25%	100%	-	100%	-	-	100%	-	67%	
Bottom 2: Not reliable	2	2	-	-	2	-	2	-	-	-	-	-	2	1	
48%	100%	-	-	-	58%	-	75%	-	-	-	-	-	100%	33%	
Net difference	*	-2	2	1	*	0	-1	1	0	1	0	0	2	0	-2

	4%	-100%	100%	100%	-15%	0%	-49%	100%	0%	100%	0%	0%	100%	0%	-100%	33%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 391

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

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	3	2	1	1	2	-	1	1	1	3	-	2	-	1	3
Weighted total	4**	2**	1**	2**	2**	**	1**	1**	1**	4**	**	2**	**	1**	3**
Effective base	3	2	1	1	2	-	1	1	1	3	-	2	-	1	3
Very reliable	2	1	1	-	2	-	1	-	1	2	-	2	-	-	2
	52%	25%	100%	-	100%	-	100%	-	100%	52%	-	100%	-	-	67%
Fairly reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very reliable	2	2	-	2	-	-	-	2	-	2	-	-	-	2	1
	48%	75%	-	100%	-	-	-	100%	-	48%	-	-	-	100%	33%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	2	1	1	-	2	-	1	-	1	2	-	2	-	-	2
	52%	25%	100%	-	100%	-	100%	-	100%	52%	-	100%	-	-	67%
Bottom 2: Not reliable	2	2	-	2	-	-	-	2	-	2	-	-	-	2	1
	48%	75%	-	100%	-	-	-	100%	-	48%	-	-	-	100%	33%
Net difference	* -	-1	1	-2	2	0	1	-2	1	* -	0	2	0	-2	1
	4%	-49%	100%	-100%	100%	0%	100%	-100%	100%	4%	0%	100%	0%	-100%	33%

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

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 Table 392

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

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £95,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	3	-	1	-	-	3	-	3	-	3	-	1	-	3
Weighted total	4**	**	1**	**	**	4**	**	4**	**	4**	**	2**	**	3**
Effective base	3	-	1	-	-	3	-	3	-	3	-	1	-	3
Very reliable	2	-	1	-	-	2	-	2	-	2	-	2	-	2
	52%	-	100%	-	-	52%	-	52%	-	52%	-	100%	-	67%
Fairly reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very reliable	2	-	-	-	-	2	-	2	-	2	-	2	-	1
	48%	-	-	-	-	48%	-	48%	-	48%	-	100%	-	33%
Not at all reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	2	-	1	-	-	2	-	2	-	2	-	-	-	2
	52%	-	100%	-	-	52%	-	52%	-	52%	-	-	-	67%
Bottom 2: Not reliable	2	-	-	-	-	2	-	2	-	2	-	2	-	1
	48%	-	-	-	-	48%	-	48%	-	48%	-	100%	-	33%
Net difference	* -	0	1	0	0	* -	0	* -	0	* -	0	-2	0	1
	4%	0%	100%	0%	0%	4%	0%	4%	0%	4%	0%	-100%	0%	33%

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

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 Table 393

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

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total (t)
Unweighted total	3	1	2	2	1	2	1	1	2	3	2	1	2	1	2	1	2	1	1	3
Weighted total	4**	2**	2**	3**	1**	2**	2**	1**	3**	4**	2**	1**	2**	2**	2**	2**	2**	2**	1**	3**
Effective base	3	1	2	2	1	2	1	1	2	3	2	1	2	1	2	1	2	1	1	3
Very reliable	2	-	2	42%	100%	-	100%	-	100%	42%	52%	-	-	100%	-	-	2	-	1	2
Fairly reliable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very reliable	2	2	-	58%	-	-	-	2	-	2	2	-	2	-	2	2	-	2	-	1
Not at all reliable	48%	100%	-	58%	-	-	-	100%	-	58%	48%	-	100%	-	100%	100%	-	100%	-	33%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	2	2	-	42%	100%	-	100%	-	100%	42%	52%	-	-	100%	-	-	2	-	1	2
Bottom 2: Not reliable	2	2	-	58%	-	-	-	2	-	2	2	-	2	-	2	2	-	2	-	1
Net difference	4%	-100%	100%	-15%	100%	0%	100%	-100%	-100%	-15%	4%	0%	-100%	100%	-100%	-100%	100%	-100%	100%	33%

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

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 Table 394

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

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	3	2	1	2	1	1	-	1	-	1	1	1	3
Weighted total	4**	2**	2**	3**	1**	2**	-**	3**	-**	2**	1**	1**	3**
Effective base	3	2	1	2	1	1	-	1	-	1	1	1	3
Very reliable	2	2	-	42%	-	100%	-	-	100%	-	-	100%	67%
Fairly reliable	-	-	-	-	-	-	-	-	-	-	-	-	-
Not very reliable	2	2	-	58%	-	-	-	-	-	2	-	-	1
Not at all reliable	48%	100%	-	58%	-	100%	-	-	-	100%	-	-	33%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: Reliable	2	2	-	42%	-	100%	-	-	100%	-	-	100%	67%
Bottom 2: Not reliable	2	2	-	58%	-	-	-	-	-	2	-	-	1
Net difference	4%	100%	-100%	-15%	0%	100%	-100%	0%	100%	0%	-100%	100%	33%

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

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 Table 395

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? My parents / my partner's parents

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	80	47	33	51	27	2	56	24	1	3	30	12	41	46	80	
Weighted total	72*	45*	27**	36*	34**	1**	60*	11**	2**	5**	5**	11**	37*	41*	80*	
Effective base	61	34	28	39	24	2	51	11	1	3	19	10	30	36	80	
All of the advice	20	15	4	9	12	-	14	6	-	5	1	-	3	10	11	20
Most of the advice	25	14	11	13	11	1	24	2	-	2	-	*	16	16	30	
Some of the advice	32	13	10	13	10	1	19	4	2	2	-	6	11	13	28	
Very little of the advice	2	2	-	2	2	-	2	3	100%	43%	-	57%	30%	31%	35%	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	
Don't know	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	
Top 2: All/most of the advice	46	30	15	22	23	1	38	8	-	5	3	4	26	27	50	
Bottom 3: Some/very little/none	25	15	10	13	11	1	21	4	2	2	-	6	11	14	29	

Net difference	34%	33%	37%	36%	33%	38%	34%	33%	100%	-	43%	-	57%	30%	34%	36%
	21	16	6	9	12	*	17	4	-2	5	1	0	-3	15	13	21
	30%	35%	21%	25%	35%	25%	29%	33%	-100%	100%	13%	0%	-24%	40%	31%	26%

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

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 Table 396

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? My parents / my partner's parents

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	80	60	20	62	18	14	31	15	20	68	7	10	24	27	80
Weighted total	72*	53*	18**	52*	20**	14**	28**	17**	13**	61*	5**	8**	23**	23**	80*
Effective base	61	46	15*	45	16	10	24	12	19	57	4	8	13	22	60
All of the advice	20	17	4	20	1	6	7	5	2	16	**	3	6	7	20
	28%	31%	21%	38%	3%	41%	25%	32%	17%	27%	6%	42%	25%	29%	25%
Most of the advice	25	22	3	17	8	6	11	4	5	23	1	*	10	10	30
	36%	41%	19%	33%	41%	42%	40%	21%	37%	38%	24%	3%	42%	41%	38%
Some of the advice	23	13	10	15	9	2	8	7	6	19	3	3	7	5	28
	32%	25%	54%	28%	42%	16%	30%	40%	45%	31%	71%	40%	32%	24%	35%
Very little of the advice	2	2	-	-	2	-	2	-	-	2	-	-	-	2	1
	2%	3%	-	-	7%	-	5%	-	-	2%	-	-	-	6%	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	-	-	-	-	1	-	-	-	-	-
	2%	-	7%	-	6%	-	-	7%	-	2%	-	15%	-	-	1%
Top 2: All/most of the advice	46	39	7	37	9	12	18	9	7	39	1	4	15	16	50
	64%	72%	39%	72%	44%	84%	65%	53%	55%	65%	29%	46%	68%	70%	63%
Bottom 3: Some/very little/none	25	15	10	15	10	2	10	7	6	20	3	3	7	7	29
	34%	28%	54%	28%	50%	16%	35%	40%	45%	33%	71%	40%	32%	30%	36%
Net difference	21	24	-3	22	-1	9	8	2	1	19	-2	*	8	9	21
	30%	45%	-15%	43%	-6%	67%	30%	14%	9%	31%	-41%	6%	35%	40%	26%

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

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 Table 397

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? My parents / my partner's parents

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	80	7	22	26	25	78	2	22	8	72	8	53	23	80
Weighted total	72*	7**	22**	22**	21**	70*	2**	63*	8**	64*	7**	45*	24**	80*
Effective base	61	6	17	19	19	59	2	54	7	54	7	40	19	60
All of the advice	20	3	5	6	6	20	1	19	2	18	2	9	11	20
	28%	45%	23%	27%	31%	28%	32%	29%	21%	28%	30%	21%	49%	25%
Most of the advice	25	1	10	6	8	24	1	22	3	21	4	19	7	30
	36%	21%	47%	25%	39%	35%	68%	35%	40%	33%	55%	41%	30%	38%
Some of the advice	23	1	7	9	6	23	-	20	3	22	1	16	4	28
	32%	17%	30%	42%	30%	33%	-	31%	38%	34%	15%	36%	19%	35%
Very little of the advice	2	-	-	2	-	2	-	2	-	2	-	2	-	1
	2%	-	-	7%	-	2%	-	2%	-	2%	-	6%	-	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	1	-	1	-	1	-	1	-	1
	2%	17%	-	-	-	2%	-	2%	-	2%	-	3%	-	1%
Top 2: All/most of the advice	46	5	16	11	14	44	2	41	5	40	6	28	18	50
	64%	65%	70%	52%	70%	63%	100%	64%	62%	62%	85%	62%	75%	63%
Bottom 3: Some/very little/none	25	1	7	11	6	25	-	21	3	23	1	16	6	29
	34%	17%	30%	48%	30%	35%	-	34%	38%	37%	15%	36%	25%	36%
Net difference	21	3	9	1	8	19	2	19	2	16	5	12	12	21
	30%	48%	41%	3%	40%	28%	100%	31%	23%	25%	70%	26%	49%	26%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 398

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	80	66	14	74	4	2	52	28	49	28	67	11	5	73	7	1	70	6	72	80
Weighted total	72*	60*	12**	67*	3**	2**	49*	23**	40*	20**	59*	10**	4**	65*	6**	1**	63*	8**	64*	80*
Effective base	61	50	12	56	4	2	40	21	36	23	51	9	5	55	6	2	53	7	55	80
All of the advice	20	17	3	20	-	-	12	8	11	9	17	3	-	20	2	-	19	**	20	20
28%	28%	28%	28%	31%	-	-	25%	36%	28%	32%	25%	30%	-	31%	-	-	30%	4%	32%	25%
Most of the advice	25	23	2	22	2	1	18	8	16	8	21	4	-	25	1	*	23	2	24	30
36%	39%	20%	34%	76%	37%	37%	37%	33%	39%	26%	35%	36%	-	38%	24%	21%	36%	22%	37%	38%
Some of the advice	23	17	6	22	1	-	17	6	13	10	20	3	4	17	3	1	19	5	18	28
32%	26%	51%	33%	24%	-	-	35%	25%	33%	33%	33%	33%	100%	27%	50%	79%	30%	59%	29%	35%
Very little of the advice	2	2	-	2	-	-	2	-	-	2	-	-	-	2	-	-	2	-	2	1
2%	3%	-	2%	-	-	-	3%	-	-	5%	-	-	-	2%	-	-	2%	-	2%	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	1	-	1
2%	2%	-	-	-	63%	-	-	5%	-	4%	-	-	-	2%	-	-	15%	-	-	1%
Top 2: All/most of the advice	46	40	6	43	2	1	30	16	27	17	38	7	-	45	3	*	42	2	44	50
64%	67%	49%	64%	76%	37%	37%	62%	67%	67%	58%	64%	67%	-	69%	50%	21%	66%	26%	69%	63%
Bottom 3: Some/very little/none	25	19	6	24	1	-	19	6	13	11	21	3	4	19	3	1	20	5	20	29
34%	31%	51%	36%	24%	-	-	38%	25%	33%	38%	36%	33%	100%	29%	50%	79%	32%	59%	31%	36%
Net difference	21	21	*	19	2	1	11	10	13	6	17	4	-4	26	*	-1	21	-3	24	21
30%	36%	-2%	29%	51%	37%	37%	23%	44%	33%	19%	29%	33%	-100%	40%	-1%	-58%	33%	-33%	37%	26%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
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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? 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	80	60	20	61	19	61	19	12	15	15	15	15	80
Weighted total	72*	49*	20**	56*	14**	52*	20**	16**	9**	16**	12**	13**	80*
Effective base	61	42	17	46	14	45	17	13	9	14	10	12	80
All of the advice	20	17	4	16	3	12	8	2	1	5	3	5	20
28%	34%	18%	18%	28%	23%	23%	42%	14%	17%	30%	28%	36%	25%
Most of the advice	25	18	8	22	4	22	4	9	4	7	1	4	30
36%	37%	38%	39%	26%	42%	20%	56%	43%	41%	10%	27%	27%	38%
Some of the advice	23	13	8	17	6	17	6	4	3	3	7	5	28
32%	26%	43%	30%	43%	33%	30%	22%	40%	20%	63%	36%	36%	35%
Very little of the advice	2	2	-	2	-	2	-	2	-	2	-	-	1
2%	3%	-	3%	-	-	8%	-	-	-	9%	-	-	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	-	1	-	1	1	-	-	-	-	1
2%	-	-	8%	-	2%	-	2%	-	-	-	-	-	1%
Top 2: All/most of the advice	46	35	11	38	7	34	12	11	5	11	4	9	50
64%	71%	57%	67%	48%	65%	62%	71%	60%	71%	37%	64%	64%	63%
Bottom 3: Some/very little/none	25	14	8	18	6	17	7	4	3	5	7	5	29
34%	29%	43%	33%	43%	33%	38%	22%	40%	29%	63%	36%	36%	36%
Net difference	21	21	3	19	1	17	5	8	2	7	-3	4	21
30%	42%	14%	34%	5%	32%	24%	49%	20%	42%	-25%	4	27%	26%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/h/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 400

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	
Unweighted total	80	40	40	15	15	15	15	15	15	15	15	15	15	15	15
Weighted total	48*	32**	17**	35*	11**	2**	36*	11**	5**	2**	3**	**	11**	23**	24**
Effective base	45	29	15	34	9	2	34	10	3	14	-	9	24	21	58
All of the advice	6	5	1	6	-	-	4	2	-	1	1	-	1	5	1
13%	16%	7%	17%	-	-	-	11%	21%	-	49%	29%	-	9%	24%	17%
Most of the advice	15	8	7	9	5	1	10	3	2	1	1	-	4	7	9
31%	27%	39%	26%	47%	36%	28%	30%	37%	-	40%	-	35%	32%	38%	34%
Some of the advice	22	15	7	16	4	1	17	5	3	1	1	-	5	10	10
45%	48%	40%	46%	39%	64%	46%	50%	63%	51%	31%	-	46%	42%	41%	40%
Very little of the advice	5	3	2	4	2	-	5	-	-	-	-	-	1	1	4
11%	10%	13%	11%	14%	-	-	15%	-	-	-	-	-	11%	3%	17%

None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	<b>21</b>	13	8	15	5	1	14	5	2	1	2	-	5	13	10	30		
	<b>44%</b>	42%	47%	43%	47%	36%	39%	50%	37%	49%	69%	-	43%	55%	42%	52%		
Bottom 3: Some/very little/none	<b>27</b>	18	9	20	6	1	22	5	3	1	1	-	6	10	14	28		
	<b>56%</b>	58%	53%	57%	53%	64%	61%	50%	63%	51%	31%	-	57%	45%	58%	48%		
Net difference	<b>-6</b>	-5	-1	-5	-1	-1	-8	-8	-1	-1	0	-	-1	2	-4	2		
	<b>-12%</b>	-15%	-7%	-13%	-6%	-27%	-21%	*	-25%	-2%	38%	0%	-13%	10%	-17%	3%		

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

	TOTAL (a)	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)		
Unweighted total	58	44	14	46	12	8	27	5	18	49	8	6	21	18	58	
Weighted total	48*	33*	15**	37*	12**	9**	21**	5**	11**	41*	6**	7**	15**	15**	58*	
Effective base	45	36	9	34	11	7	21	4	14	37	6	6	17	13	58	
All of the advice	<b>6</b>	6	*	6	*	1	3	1	1	4	1	-	4	1	10	
	<b>13%</b>	15%	2%	16%	1%	12%	11%	25%	11%	10%	15%	-	26%	4%	17%	
Most of the advice	<b>15</b>	11	4	11	2	2	8	4	4	14	2	4	4	4	20	
	<b>31%</b>	29%	40%	31%	31%	22%	33%	14%	42%	35%	11%	22%	24%	26%	34%	
Some of the advice	<b>22</b>	18	4	16	6	5	10	3	4	19	3	4	8	7	23	
	<b>45%</b>	47%	38%	44%	49%	53%	41%	61%	40%	46%	45%	55%	50%	46%	40%	
Very little of the advice	<b>5</b>	3	2	3	2	1	4	-	1	4	2	1	-	4	5	
	<b>11%</b>	9%	20%	9%	19%	13%	15%	-	6%	9%	29%	18%	-	23%	9%	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	<b>21</b>	17	4	17	4	3	11	2	6	18	2	2	8	5	30	
	<b>44%</b>	44%	42%	47%	32%	34%	44%	39%	53%	45%	26%	27%	50%	31%	52%	
Bottom 3: Some/very little/none	<b>27</b>	21	6	19	8	6	13	3	5	23	4	5	8	10	28	
	<b>56%</b>	56%	58%	53%	68%	66%	56%	61%	47%	55%	74%	73%	50%	69%	48%	
Net difference	<b>-6</b>	-4	-2	-2	-4	-3	-3	-1	1	-4	-3	-3	-	-6	2	
	<b>-12%</b>	-12%	-15%	-5%	-35%	-32%	-31%	-22%	6%	-10%	-48%	-45%	*	-39%	3%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
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 Table 402

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	58	6	14	10	28	58	-	51	7	50	8	41	14	58
Weighted total	48*	6**	11**	9**	22**	43*	-**	41*	4**	33*	6**	34*	12**	58*
Effective base	45	5	11	9	20	45	-	40	5	38	7	31	12	58
All of the advice	<b>6</b>	*	2	2	2	6	-	6	*	5	2	4	2	10
	<b>13%</b>	3%	14%	22%	10%	13%	-	14%	4%	11%	28%	12%	16%	17%
Most of the advice	<b>15</b>	2	3	2	9	15	-	14	1	13	2	12	3	20
	<b>31%</b>	31%	23%	21%	39%	31%	-	32%	24%	30%	37%	34%	30%	34%
Some of the advice	<b>22</b>	4	6	4	8	22	-	20	2	21	1	14	6	23
	<b>45%</b>	65%	54%	44%	36%	45%	-	45%	43%	49%	18%	42%	55%	40%
Very little of the advice	<b>5</b>	-	1	1	3	5	-	4	1	4	1	4	-	5
	<b>11%</b>	-	9%	12%	14%	11%	-	9%	29%	10%	18%	13%	-	9%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	<b>21</b>	2	4	4	11	21	-	20	1	18	4	16	5	30
	<b>44%</b>	35%	37%	43%	50%	44%	-	45%	28%	41%	65%	46%	45%	52%
Bottom 3: Some/very little/none	<b>27</b>	4	7	5	11	27	-	24	3	25	2	19	6	28
	<b>56%</b>	65%	63%	57%	50%	56%	-	55%	72%	59%	35%	54%	55%	48%
Net difference	<b>-6</b>	-2	-3	-1	*	-6	0	-4	-2	-8	2	-3	-1	2
	<b>-12%</b>	-31%	-26%	-13%	-1%	-12%	0%	-10%	-44%	-18%	29%	-9%	-9%	3%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
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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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortab (s)	
Unweighted total	58	48	10	55	1	2	41	17	44	11	49	6	7	49	1	1	55	11	46	58
Weighted total	48*	40*	8**	47*	**	**	32**	17**	35*	10**	43*	19**	5**	41*	1**	45*	10**	37*	53*	
Effective base	45	37	8	43	1	1	30	15	33	9	30	4	5	38	1	1	42	9	34	58
All of the advice	6	5	1	6	-	-	5	1	6	*	6	*	2	4	1	1	4	2	4	10
	13%	12%	16%	13%	-	-	16%	7%	17%	2%	14%	7%	49%	9%	100%	100%	9%	21%	11%	17%
Most of the advice	15	12	3	14	-	1	6	9	11	4	12	2	1	13	-	-	13	3	12	20
	31%	25%	32%	30%	-	100%	19%	53%	29%	43%	28%	52%	16%	31%	-	-	30%	25%	34%	34%
Some of the advice	22	18	4	21	*	-	18	4	16	4	20	1	2	19	-	-	22	5	16	23
	45%	44%	52%	46%	100%	-	56%	24%	45%	45%	46%	41%	36%	47%	-	-	49%	44%	44%	40%
Very little of the advice	5	5	-	5	-	-	3	3	3	1	5	-	-	5	-	-	5	1	4	5
	11%	13%	-	11%	-	-	9%	15%	9%	10%	12%	-	-	13%	-	-	12%	10%	12%	9%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	21	17	4	20	-	1	11	10	17	4	18	2	3	16	1	1	17	5	16	30
	44%	43%	48%	43%	-	100%	35%	60%	46%	45%	42%	59%	64%	40%	100%	100%	39%	46%	45%	52%
Bottom 3: Some/very little/none	27	23	4	27	*	-	21	7	19	5	25	1	2	24	-	-	27	6	20	28
	56%	57%	52%	57%	100%	-	65%	40%	54%	55%	58%	41%	36%	60%	-	-	61%	54%	55%	48%
Net difference	-6	-6	*	-7	*	1	-9	3	-3	-1	-7	1	1	-8	1	1	-10	-1	-4	2
	-12%	-14%	-5%	-14%	-100%	100%	-30%	21%	-8%	-10%	-16%	19%	29%	-20%	100%	100%	-22%	-8%	-11%	3%

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

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	58	34	21	48	10	42	16	9	15	20	8	5	58
Weighted total	48*	28**	17**	40*	8**	34**	14**	9**	13**	19**	4**	4**	58*
Effective base	45	28	15	36	7	31	14	7	11	15	4	4	58
All of the advice	6	6	*	6	-	6	-	1	*	2	1	*	10
	13%	21%	2%	15%	-	18%	-	16%	3%	19%	8%	5%	17%
Most of the advice	15	9	6	12	3	11	4	3	5	4	2	1	20
	31%	24%	33%	30%	36%	32%	29%	32%	38%	33%	27%	19%	34%
Some of the advice	22	10	9	16	5	13	9	3	6	3	6	3	23
	45%	37%	52%	41%	64%	37%	64%	35%	51%	27%	65%	76%	40%
Very little of the advice	5	2	2	5	-	4	1	2	1	3	-	-	5
	11%	8%	13%	13%	-	13%	7%	17%	8%	22%	-	-	9%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	21	15	6	18	3	17	4	4	5	7	3	1	30
	44%	55%	35%	45%	36%	50%	29%	48%	41%	51%	35%	24%	52%
Bottom 3: Some/very little/none	27	12	11	22	5	17	10	4	7	6	6	3	28
	56%	45%	65%	55%	64%	50%	71%	52%	59%	49%	65%	76%	48%
Net difference	-6	3	-5	-4	-2	*	-6	*	-2	*	-3	-2	2
	-12%	10%	-30%	-9%	-28%	*	-43%	-4%	-18%	2%	-31%	-53%	3%

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

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

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

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

	Gender		Age			Ethnicity					Age of children			Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)		2-3 (n)	4-5 (o)
Unweighted total	70	34	36	42	26	2	52	18	3	4	11	-	13	40	37	70
Weighted total	64*	31**	33**	33*	30**	2**	53*	11**	4**	5**	3**	**	12**	37*	34*	70*
Effective base	59	27	32	34	21	2	48	11	3	4	10	-	11	37	31	70
All of the advice	7	6	2	6	2	-	4	3	2	1	*	-	2	5	4	8

	12%	18%	6%	18%	5%	-	8%	30%	46%	24%	18%	-	13%	15%	11%	11%
Most of the advice	22	10	12	14	7	1	19	4	1	2	5*	-	4	14	9	24
34%	33%	35%	44%	22%	53%	35%	31%	30%	46%	9*	-	-	30%	38%	25%	34%
Some of the advice	31	13	18	10	20	1	26	5	1	1	2	-	5	16	17	24
48%	41%	54%	31%	65%	47%	49%	40%	23%	30%	77%	-	-	39%	42%	51%	49%
Very little of the advice	3	3	1	2	2	-	3	-	-	-	-	-	2	2	3	3
5%	8%	3%	6%	5%	-	7%	-	-	-	-	-	-	13%	5%	10%	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	1	-	1	-	-	-	-	-	1	-	1	1
1%	-	2%	-	3%	-	1%	-	-	-	-	-	-	6%	-	2%	1%
Top 2: All/most of the advice	30	16	13	20	8	1	23	7	3	3	1	-	5	19	13	32
46%	51%	41%	62%	27%	53%	43%	60%	77%	70%	23%	-	-	42%	53%	32%	46%
Bottom 3: Some/very little/none	34	15	19	12	21	1	30	5	1	1	2	-	6	18	21	37
53%	49%	57%	38%	70%	47%	56%	40%	23%	30%	77%	-	-	51%	47%	61%	53%
Net difference	-5	1	-5	8	-13	*	-7	2	2	2	-2	0	-1	2	-8	-5
	-7%	2%	-16%	25%	-43%	7%	-13%	21%	53%	39%	-54%	0%	-9%	5%	-24%	-7%

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

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

8 Dec 2025  
 Table 406

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total	
	TOTAL (n)	Working fulltime (n)	Not working full-time (n)	Graduates (n)	Non graduates (n)	North England (n)	South England (n)	Midlands (n)	Devolved nations (n)	Urban (n)	Rural (n)	0-1 (n)	2-3 (n)	4-5 (n)		
Unweighted total	70	53	17	34	16	6	33	14	17	55	8	9	24	17	70	
Weighted total	64*	49*	16**	48*	16**	6**	28**	17**	13**	49*	7**	7**	23**	16**	70*	
Effective base	59	44	15	44	15	5	27	13	16	46	7	7	21	14	70	
All of the advice	12%	15%	2%	13%	6%	-	18%	10%	6%	15%	-	-	21%	9%	3%	11%
Most of the advice	22	19	3	15	7	2	7	4	9	16	3	3	11	4	24	
34%	38%	22%	32%	40%	33%	26%	22%	69%	32%	40%	38%	46%	29%	34%		
Some of the advice	31	20	11	23	8	3	14	11	3	22	4	3	11	11	34	
48%	42%	66%	47%	48%	49%	48%	48%	67%	20%	40%	60%	41%	45%	68%	49%	
Very little of the advice	3	3	1	3	1	1	2	-	-	3	-	-	-	-	3	
5%	5%	5%	5%	5%	5%	18%	8%	-	-	7%	-	-	-	-	4%	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1	-	1	1	-	-	-	-	1	-	-	-	-	-	1	
1%	-	5%	-	-	-	-	-	-	6%	-	-	-	-	-	1%	
Top 2: All/most of the advice	30	26	4	22	8	2	12	5	10	23	3	4	13	5	32	
46%	53%	23%	46%	46%	33%	43%	33%	74%	47%	40%	59%	55%	32%	46%		
Bottom 3: Some/very little/none	34	23	11	25	9	4	16	3	3	26	4	3	11	11	37	
53%	47%	72%	53%	54%	67%	57%	67%	20%	53%	60%	41%	45%	68%	53%		
Net difference	-5	3	-8	-4	-1	-2	-4	-6	7	-3	-1	1	2	-6	-5	
	-7%	6%	-48%	-7%	-7%	-34%	-13%	-35%	55%	-5%	-20%	19%	9%	-36%	-7%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 407

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (n)	Up to £24,999 (n)	£25,000 up to £54,999 (n)	£55,000 up to £99,999 (n)	£100,000 and above (n)	Important (n)	Not important (n)	Knowledgeable (n)	Not knowledgeable (n)	Knowledgeable (n)	Not knowledgeable (n)	Collective (n)	Individual (n)	
Unweighted total	70	10	19	19	13	63	7	5	8	53	15	15	21	70
Weighted total	64*	3**	21**	23**	16**	63*	1**	56*	8**	48*	16**	40*	20**	70*
Effective base	59	3	20	20	15	57	2	52	7	45	14	36	19	70
All of the advice	12%	-	12%	13%	14%	7	-	13%	-	4	3	5	2	8
Most of the advice	22	1	5	10	7	21	1	18	4	15	7	10	9	24
34%	21%	22%	44%	41%	34%	40%	32%	51%	32%	42%	25%	45%	45%	34%
Some of the advice	31	2	11	10	6	30	1	27	4	24	6	21	9	34
48%	79%	54%	44%	37%	47%	47%	60%	49%	50%	40%	51%	44%	49%	49%
Very little of the advice	3	2	2	2	3	3	-	3	-	3	-	3	-	3
5%	-	9%	-	9%	6%	-	6%	-	7%	-	9%	-	4%	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	-	-	1	-	1	-	1	-	1	-	1
1%	-	4%	-	-	1%	-	1%	-	2%	-	2%	-	1%	1%
Top 2: All/most of the advice	30	1	7	13	9	29	1	25	4	20	10	15	11	32
46%	21%	33%	56%	54%	46%	40%	45%	51%	41%	60%	38%	56%	46%	46%
Bottom 3: Some/very little/none	34	2	13	10	7	33	1	30	4	28	6	24	9	37
53%	79%	63%	44%	46%	53%	60%	54%	49%	58%	40%	60%	44%	53%	53%
Net difference	-5	-2	-6	3	1	-4	*	-5	*	-8	3	-9	2	-5
	-7%	-57%	-30%	12%	8%	-7%	-20%	-9%	1%	-17%	20%	-22%	11%	-7%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 408

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	70	63	7	64	2	4	62	28	42	23	61	4	7	61	4	4	63	14	56	70
Weighted total	64*	58*	7**	59*	2**	4**	37*	27**	36*	23**	56*	4**	7**	55**	4**	4**	63	16**	49*	70*
Effective base	59	53	6	54	2	4	36	23	35	20	51	4	7	50	4	5	53	13	46	70
All of the advice	7	7	-	11%	-	24%	11%	12%	18%	6%	12%	-	16%	11%	-	-	11%	1	6	8
Most of the advice	22	18	4	22	-	-	14	8	14	7	18	4	2	19	2	2	19	4	18	24
Some of the advice	31	30	1	26	2	3	15	16	14	15	27	-	5	25	3	3	27	7	24	34
Very little of the advice	3	2	2	44%	100%	76%	40%	57%	38%	64%	49%	-	62%	46%	64%	64%	47%	45%	49%	49%
None of the advice	5	3%	23%	6%	-	-	9%	-	4%	4%	6%	-	3	6%	-	6%	15%	2%	4%	4%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	30	25	4	29	-	1	18	12	20	8	24	4	3	26	2	2	26	6	24	32
Bottom 3: Some/very little/none	34	32	3	30	2	3	18	16	15	16	31	-	5	29	3	30	35	25	37	46%
Net difference	-5	-6	1	-1	-2	-2	-1	-4	5	-8	-6	4	-2	-3	-1	-1	-5	-4	-1	-5
	-7%	-11%	22%	-2%	-100%	-53%	-2%	-15%	14%	-36%	-11%	100%	-24%	-6%	-28%	-28%	-8%	-25%	-2%	-7%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 409

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Friends

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	70	44	26	27	13	59	20	17	11	14	10	11	
Weighted total	64*	38*	26**	54*	10**	45*	20**	17**	9**	12**	9**	9**	
Effective base	59	34	24	47	11	41	15	15	9	12	8	9	
All of the advice	7	7	-	7	1	7	1	4	-	2	-	1	
Most of the advice	22	15	7	17	4	16	6	6	4	4	2	3	
Some of the advice	31	13	18	26	5	19	12	6	6	5	6	4	
Very little of the advice	3	3	1	3	-	2	1	1	-	1	2	3	
None of the advice	5	7%	3%	7%	-	5%	6%	7%	-	7%	16%	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	30	22	7	23	5	23	7	10	4	6	2	4	
Bottom 3: Some/very little/none	34	15	19	30	5	21	13	7	6	7	7	4	
Net difference	-5	7	-11	-12%	2%	3%	-31%	20%	-18%	1%	-60%	-3%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 410

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

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

Gender	Age	Ethnicity	Age of children
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	Unweighted Total
Unweighted total	59	27	32	39	17	3	39	20	4	3	12	1	13	28	34	59
Weighted total	52*	21**	32**	33*	17**	2**	38*	14**	6**	4**	3**	1**	15**	20**	31**	59*
Effective base	48	19	29	31	14	3	36	12	4	3	11	1	11	21	28	59
All of the advice	11	4	8	9	*	1	6	5	2	2	1	-	3	7	5	13
	21%	21%	20%	28%	3%	45%	15%	34%	29%	52%	29%	-	21%	33%	17%	22%
Most of the advice	26	12	14	18	8	-	18	7	4	-	2	1	6	8	16	30
	49%	56%	45%	54%	47%	-	49%	50%	71%	-	62%	100%	42%	40%	53%	51%
Some of the advice	13	5	8	4	7	1	10	2	-	2	*	-	4	6	7	13
	25%	23%	25%	13%	43%	55%	28%	16%	-	48%	8%	-	28%	27%	24%	22%
Very little of the advice	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1
	1%	-	2%	2%	-	-	2%	-	-	-	-	-	-	-	2%	2%
None of the advice	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	1
	2%	-	4%	-	8%	-	3%	-	-	-	-	-	-	-	4%	2%
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	1	-	-	1
	2%	-	4%	4%	-	-	3%	-	-	-	-	-	8%	-	-	2%
Top 2: All/most of the advice	36	16	21	27	8	1	24	12	6	2	3	1	9	15	21	43
	70%	77%	65%	82%	49%	45%	64%	84%	100%	52%	92%	100%	64%	73%	70%	73%
Bottom 3: Some/very little/none	15	5	10	5	9	1	12	2	-	2	*	-	4	6	9	15
	28%	23%	31%	14%	51%	55%	33%	16%	-	48%	8%	-	28%	27%	30%	25%
Net difference	22	11	11	22	*	*	12	10	6	*	3	1	5	9	12	28
	42%	54%	34%	68%	-2%	-11%	32%	68%	100%	5%	83%	100%	35%	45%	40%	47%

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

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

8 Dec 2025  
 Table 411

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	59	32	27	37	20	10	25	14	14	51	8	16	22	22	
Weighted total	52*	27**	26**	32**	20**	10**	23**	8**	8**	46*	6**	20**	13**	13**	
Effective base	48	26	22	30	18	8	22	8	11	41	6	5	13	19	
All of the advice	11	8	3	10	*	4	2	3	1	9	2	1	4	1	
	21%	29%	12%	32%	2%	45%	11%	27%	10%	20%	24%	19%	33%	6%	
Most of the advice	26	14	12	13	12	6	15	4	4	23	3	4	4	13	
	49%	53%	46%	41%	61%	55%	66%	11%	46%	50%	41%	61%	33%	64%	
Some of the advice	13	4	9	7	6	-	5	5	3	11	2	-	4	4	
	25%	14%	35%	23%	27%	-	23%	43%	37%	23%	35%	-	34%	21%	
Very little of the advice	1	-	1	-	-	-	1	-	-	-	-	-	-	1	
	1%	-	2%	-	3%	-	-	-	7%	1%	-	-	-	3%	
None of the advice	1	-	1	-	1	-	1	-	-	1	-	-	-	1	
	2%	-	5%	-	6%	-	11%	-	-	3%	-	-	-	6%	
Don't know	1	1	-	1	-	-	1	-	-	1	-	1	-	1	
	2%	4%	-	4%	-	-	4%	-	-	3%	-	20%	-	2%	
Top 2: All/most of the advice	36	22	15	24	13	10	18	4	5	32	4	5	9	14	
	70%	81%	58%	74%	63%	100%	77%	37%	55%	70%	65%	80%	66%	70%	
Bottom 3: Some/very little/none	15	4	11	7	7	-	5	6	4	12	2	-	4	6	
	28%	14%	42%	23%	37%	-	23%	52%	45%	27%	35%	-	34%	30%	
Net difference	22	18	4	16	5	10	12	-2	1	20	2	5	4	8	
	42%	67%	15%	51%	27%	100%	54%	-14%	11%	43%	30%	80%	32%	40%	

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 412

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	59	8	15	16	19	59	59	51	8	49	7	49	
Weighted total	52*	9**	18**	13**	13**	52*	**	44*	8**	46*	6**	35**	12**	
Effective base	48	7	14	13	13	48	-	40	8	42	6	32	10	
All of the advice	11	*	5	1	5	11	-	7	3	7	4	7	3	
	21%	5%	26%	9%	36%	21%	-	17%	42%	15%	62%	20%	30%	
Most of the advice	26	6	6	7	7	26	-	23	2	24	1	19	6	
	49%	74%	34%	52%	55%	49%	-	53%	30%	53%	19%	54%	52%	
Some of the advice	13	1	7	3	-	13	-	12	1	13	-	9	1	
	25%	14%	40%	28%	-	25%	-	27%	13%	28%	-	26%	8%	
Very little of the advice	1	1	-	-	-	1	-	1	-	1	-	-	-	
	1%	7%	-	-	-	1%	-	1%	-	1%	-	-	-	
None of the advice	1	-	1	-	1	-	-	1	-	1	-	-	1	
	2%	-	-	10%	-	2%	-	3%	-	3%	-	-	11%	
Don't know	1	-	-	-	1	1	-	-	1	-	1	-	1	
	2%	-	-	-	9%	2%	-	-	15%	-	19%	-	2%	

Top 2: All/most of the advice	36	7	11	7	11	36	-	30	6	31	5	26	9	43
	70%	79%	60%	61%	91%	70%	-	69%	72%	68%	81%	74%	81%	73%
Bottom 3: Some/very little/none	15	2	7	5	-	15	-	14	1	15	-	9	2	15
	28%	21%	40%	39%	-	20%	-	31%	13%	32%	-	26%	19%	25%
Net difference	22	5	4	3	11	22	0	17	5	17	5	17	7	28
	42%	58%	21%	23%	91%	42%	0%	38%	59%	36%	81%	48%	62%	47%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 413

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	59	52	7	40	3	6	7	28	27	46	7	11	45	12	9	46	14	44	59	
Weighted total	53*	45*	7**	47*	2**	4**	27**	25**	23**	35**	42*	6**	9**	44*	10**	9**	41*	13**	39*	59*
Effective base	48	42	6	41	2	5	23	25	21	22	38	5	9	39	10	9	36	12	35	59
All of the advice	11	11	-	11	-	-	6	5	6	3	10	1	*	11	1	1	9	1	9	13
	21%	24%	-	23%	-	-	21%	20%	28%	13%	24%	11%	3%	24%	13%	13%	23%	10%	24%	22%
Most of the advice	26	22	4	21	2	3	14	11	13	9	20	3	5	21	3	3	22	7	18	30
	49%	49%	53%	46%	100%	66%	53%	45%	58%	36%	46%	59%	55%	48%	30%	34%	55%	57%	47%	51%
Some of the advice	13	11	2	12	-	1	5	8	2	11	10	2	3	10	4	3	7	2	10	13
	25%	23%	31%	26%	-	20%	19%	30%	8%	44%	24%	29%	36%	22%	39%	33%	18%	18%	25%	22%
Very little of the advice	1	1	-	-	-	1	1	-	-	1	-	-	1	-	1	1	-	1	-	1
	1%	1%	-	-	-	1%	2%	-	-	2%	-	-	7%	-	6%	7%	-	5%	-	2%
None of the advice	1	1	-	1	-	-	-	1	-	1	1	-	-	1	1	1	-	1	-	1
	2%	3%	-	3%	-	-	-	5%	-	5%	3%	-	-	3%	12%	14%	-	10%	-	2%
Don't know	1	-	1	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	1
	2%	-	16%	3%	-	-	4%	-	5%	-	4%	-	-	3%	-	-	3%	-	3%	2%
Top 2: All/most of the advice	36	33	4	32	2	3	20	17	20	12	30	4	5	32	4	4	32	8	28	43
	70%	72%	53%	69%	100%	66%	74%	65%	87%	48%	70%	71%	57%	72%	43%	46%	79%	67%	72%	73%
Bottom 3: Some/very little/none	15	12	2	13	-	1	6	9	2	13	12	2	4	11	6	5	7	4	10	15
	28%	28%	31%	28%	-	34%	22%	35%	8%	52%	27%	29%	43%	25%	57%	54%	18%	33%	25%	25%
Net difference	22	20	2	19	2	1	14	8	18	-1	18	2	1	21	-1	-1	24	4	18	28
	42%	45%	21%	41%	100%	32%	52%	30%	78%	-3%	43%	41%	14%	47%	-14%	-7%	60%	34%	46%	47%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 414

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? GPs or other healthcare professionals

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than year own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	59	29	25	50	9	43	16	17	15	8	9	10	59
Weighted total	53*	26**	22**	41*	8**	36*	15**	17**	10**	5**	11**	9**	59*
Effective base	48	23	20	41	7	35	13	14	11	6	9	9	59
All of the advice	11	7	3	10	1	8	3	6	2	1	1	1	13
	21%	27%	14%	22%	13%	22%	17%	35%	16%	13%	10%	15%	22%
Most of the advice	26	14	10	23	2	19	5	6	8	2	5	4	30
	49%	55%	45%	54%	26%	53%	41%	38%	74%	45%	48%	42%	51%
Some of the advice	13	5	6	9	4	7	6	4	1	1	5	2	13
	25%	18%	29%	20%	46%	20%	35%	23%	10%	20%	42%	25%	22%
Very little of the advice	1	-	-	1	-	1	-	1	-	-	-	-	1
	1%	-	-	1%	-	2%	-	4%	-	-	-	-	2%
None of the advice	1	-	1	-	1	-	1	-	-	-	-	1	1
	2%	-	6%	-	15%	-	8%	-	-	-	-	13%	2%
Don't know	1	-	1	1	-	1	-	-	-	-	-	-	1
	2%	-	6%	3%	-	3%	-	-	-	24%	-	-	2%
Top 2: All/most of the advice	36	22	13	33	3	27	9	12	9	3	6	6	43
	70%	82%	59%	76%	39%	75%	57%	74%	90%	56%	58%	62%	73%
Bottom 3: Some/very little/none	15	5	8	9	5	8	7	4	1	1	5	4	15
	28%	18%	35%	22%	61%	22%	43%	26%	10%	20%	42%	38%	25%
Net difference	22	17	5	24	-2	19	2	8	8	2	2	2	28
	42%	64%	24%	54%	-23%	54%	15%	47%	79%	36%	16%	24%	47%

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

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

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	56	30	26	38	15	3	42	14	3	2	8	1	10	24	33	56
Weighted total	56*	31**	25**	34*	15**	4**	46*	10**	5**	2**	2**	1**	12**	21**	32**	56*
Effective base	48	26	22	32	14	3	40	8	3	2	8	1	10	21	28	56
All of the advice	18	10	9	9	9	-	16	3	2	-	1	-	4	7	13	19
	33%	31%	36%	26%	52%	-	35%	24%	32%	-	54%	-	37%	28%	40%	34%
Most of the advice	23	12	12	17	4	2	16	8	3	3	1	1	6	11	10	23
	42%	38%	47%	50%	22%	67%	34%	74%	68%	100%	37%	100%	53%	46%	33%	43%
Some of the advice	12	8	4	6	5	1	12	*	-	-	*	-	1	4	8	12
	21%	25%	17%	18%	26%	33%	26%	2%	-	-	9%	-	10%	17%	25%	21%
Very little of the advice	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	1
	2%	3%	-	3%	-	-	2%	-	-	-	-	-	-	4%	-	2%
None of the advice	1	1	-	1	-	-	1	-	-	-	-	-	-	1	1	1
	2%	4%	-	3%	-	-	2%	-	-	-	-	-	-	5%	4%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	42	21	20	26	13	2	32	10	5	3	2	1	10	18	23	42
	75%	68%	83%	76%	74%	67%	69%	98%	100%	100%	91%	100%	90%	75%	72%	75%
Bottom 3: Some/very little/none	14	10	4	8	5	1	14	*	-	-	*	-	1	6	9	14
	25%	32%	17%	24%	26%	33%	31%	2%	-	-	9%	-	10%	25%	28%	25%
Net difference	28	12	16	18	9	1	18	10	5	3	2	1	9	12	14	28
	49%	37%	65%	52%	47%	34%	39%	97%	100%	100%	82%	100%	80%	50%	43%	50%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	56	42	14	48	8	12	25	10	9	47	5	4	18	23	56
Weighted total	56*	42*	14**	47*	9**	13**	24**	13**	6**	48*	3**	5**	17**	21**	56*
Effective base	40	36	12	40	6	11	22	9	3	41	4	4	15	10	56
All of the advice	18	17	2	15	3	*	10	5	3	15	*	2	4	7	19
	33%	40%	13%	32%	37%	2%	43%	41%	45%	30%	6%	27%	24%	34%	34%
Most of the advice	23	17	7	21	3	7	9	6	1	21	2	4	8	7	23
	42%	40%	48%	44%	30%	54%	39%	46%	15%	44%	71%	73%	47%	34%	43%
Some of the advice	12	7	5	10	2	7	10	2	2	10	1	-	5	7	12
	21%	16%	39%	21%	22%	36%	14%	13%	40%	21%	23%	-	23%	32%	21%
Very little of the advice	1	1	-	1	-	1	1	-	-	1	-	-	1	-	1
	2%	2%	-	1%	11%	4%	4%	-	-	2%	-	-	6%	-	2%
None of the advice	1	1	-	1	-	1	-	-	-	1	-	-	-	-	1
	2%	3%	-	2%	-	9%	-	-	-	2%	-	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	42	33	9	36	6	7	20	11	3	36	2	5	12	14	42
	75%	79%	61%	76%	67%	56%	82%	77%	60%	75%	77%	100%	71%	68%	75%
Bottom 3: Some/very little/none	14	9	5	11	3	6	4	2	2	12	4	-	7	7	14
	25%	21%	39%	24%	33%	44%	18%	13%	40%	25%	23%	-	29%	32%	25%
Net difference	28	25	3	25	3	2	15	10	1	24	2	5	7	7	28
	49%	59%	22%	52%	35%	12%	64%	74%	20%	49%	53%	100%	42%	36%	50%

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

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IPSO5 UK - CONFIDENTIAL - V9 (weighted)

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £99,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	56	5	11	14	23	56	-	52	4	50	6	42	
Weighted total	56*	4**	10**	15**	23**	56*	**	53*	3**	49*	7**	43*	12**	56*
Effective base	41	4	2	12	20	40	-	41	3	42	6	30	11	50
All of the advice	18	1	2	4	10	18	-	17	1	18	-	15	4	19
	33%	24%	20%	27%	45%	33%	-	33%	31%	38%	-	34%	33%	34%
Most of the advice	23	2	5	8	9	23	-	22	1	18	5	16	7	23
	42%	48%	47%	52%	38%	42%	-	42%	39%	38%	70%	36%	57%	41%
Some of the advice	12	1	3	2	3	12	-	12	-	12	-	12	-	12

	21%	27%	33%	15%	11%	21%	-	23%	-	25%	-	28%	-	21%
Very little of the advice	1	-	-	1	-	1	-	-	-	1	-	1	-	1
	2%	-	-	6%	-	2%	-	30%	-	14%	-	2%	-	2%
None of the advice	1	-	-	1	-	1	-	1	-	1	-	1	-	1
	2%	-	-	5%	-	2%	-	2%	-	16%	-	10%	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	42	3	7	12	19	42	-	40	2	37	5	30	10	42
	75%	73%	67%	79%	84%	75%	-	75%	70%	75%	70%	70%	90%	75%
Bottom 3: Some/very little/none	14	1	3	3	4	14	-	13	1	12	2	13	1	14
	25%	27%	33%	21%	16%	25%	-	25%	30%	25%	30%	30%	10%	25%
Net difference	28	2	3	9	15	28	0	26	1	25	3	17	9	28
	49%	45%	34%	58%	67%	49%	0%	50%	41%	51%	40%	40%	80%	50%

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

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

8 Dec 2025  
 Table 418

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	56	54	2	55	1	-	21	35	39	16	53	3	8	47	9	7	47	8	48	56
Weighted total	56*	54*	2**	55*	1**	-**	20**	36*	37*	18**	53*	3**	8**	47*	10**	8**	46*	10**	46*	56*
Effective base	48	46	2	47	1	-	17	30	32	15	43	1	7	40	7	5	39	7	41	50
All of the advice	18	18	-	18	-	-	7	11	15	2	18	1	2	17	2	2	17	2	17	19
	33%	34%	-	33%	-	-	36%	31%	41%	13%	34%	24%	23%	35%	17%	21%	37%	18%	36%	34%
Most of the advice	23	21	2	23	1	-	9	14	14	9	23	-	1	21	3	2	21	5	18	23
	42%	40%	100%	41%	100%	-	47%	39%	39%	50%	44%	-	14%	45%	24%	20%	46%	54%	39%	41%
Some of the advice	12	12	-	12	-	-	1	11	5	7	11	1	4	8	5	5	7	3	9	12
	21%	22%	-	22%	-	-	6%	30%	14%	37%	20%	42%	48%	17%	47%	59%	16%	29%	42%	21%
Very little of the advice	1	1	-	1	-	-	1	-	1	-	-	1	1	-	-	-	1	-	1	1
	2%	2%	-	2%	-	-	5%	-	3%	-	-	34%	-	2%	-	-	2%	-	2%	2%
None of the advice	1	1	-	1	-	-	1	-	1	-	1	-	1	-	1	-	-	-	1	1
	2%	2%	-	2%	-	-	6%	-	3%	-	2%	-	15%	-	11%	-	-	-	2%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	42	40	2	41	1	-	16	26	30	11	41	1	3	38	4	3	38	7	35	42
	75%	74%	100%	74%	100%	-	83%	70%	80%	63%	78%	24%	37%	80%	42%	41%	82%	71%	75%	75%
Bottom 3: Some/very little/none	14	14	-	14	-	-	3	11	7	7	12	2	5	9	6	5	8	3	11	14
	25%	26%	-	26%	-	-	17%	30%	20%	37%	22%	76%	63%	20%	58%	59%	18%	29%	25%	25%
Net difference	28	26	2	27	1	0	13	15	22	4	29	-2	-2	29	-2	-1	29	4	23	28
	49%	48%	100%	49%	100%	0%	67%	40%	60%	25%	55%	-53%	-26%	61%	-17%	-17%	64%	43%	51%	50%

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

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

8 Dec 2025  
 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? Specialist medical professional or therapist

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	56	34	16	43	13	38	17	9	13	11	6	11	56
Weighted total	56*	33**	18**	43*	13**	37*	16**	10**	13**	9**	10**	10**	56*
Effective base	48	29	14	36	12	31	16	8	12	8	7	10	50
All of the advice	18	16	2	15	4	14	4	2	15	4	14	1	19
	33%	48%	12%	34%	30%	36%	22%	27%	8%	88%	22%	12%	34%
Most of the advice	23	12	9	17	6	18	6	5	8	1	5	5	23
	42%	36%	53%	40%	46%	47%	32%	54%	58%	12%	46%	52%	41%
Some of the advice	12	4	6	9	3	5	7	1	3	-	3	3	12
	21%	13%	35%	21%	24%	13%	40%	8%	27%	-	32%	36%	21%
Very little of the advice	1	-	-	1	-	1	-	1	-	-	-	-	1
	2%	-	-	2%	-	6%	-	8%	-	-	-	-	2%
None of the advice	1	1	-	1	-	1	-	1	-	-	-	-	1
	2%	3%	-	3%	-	3%	-	12%	-	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	42	27	12	32	10	31	9	8	9	9	7	6	42
	75%	84%	65%	74%	76%	84%	54%	81%	66%	100%	68%	64%	75%
Bottom 3: Some/very little/none	14	5	6	11	3	6	8	2	4	3	3	3	14
	25%	16%	35%	26%	24%	16%	46%	19%	34%	-	32%	36%	25%
Net difference	28	22	5	21	7	25	1	6	4	9	4	3	28
	49%	67%	31%	49%	52%	68%	8%	62%	32%	100%	37%	28%	50%

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

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

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

8 Dec 2025  
Table 420

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	69	38	31	40	25	4	52	17	2	2	13	17	37	38	69	
Weighted total	66*	40*	26**	31*	31**	4**	57*	8**	3**	2**	3**	18**	36*	32*	69*	
Effective base	57	31	27	32	23	4	48	9	2	2	12	14	31	30	69	
All of the advice	20	14	6	7	12	1	18	2	1	1	1	2	14	11	18	
	31%	36%	23%	23%	38%	31%	31%	26%	57%	22%	13%	13%	38%	35%	26%	
Most of the advice	30	20	9	15	13	2	28	2	-	2	-	11	14	14	34	
	45%	51%	36%	49%	41%	56%	48%	24%	-	62%	-	62%	39%	43%	49%	
Some of the advice	15	5	10	8	7	1	11	4	1	2	1	4	7	6	16	
	22%	13%	37%	25%	21%	14%	18%	49%	43%	100%	15%	25%	20%	19%	23%	
Very little of the advice	1	-	1	1	-	-	1	-	-	-	-	-	1	1	1	
	2%	-	4%	3%	-	-	2%	-	-	-	-	-	3%	3%	1%	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	50	35	16	22	25	3	46	4	1	-	3	13	27	25	52	
	76%	87%	59%	72%	79%	86%	80%	51%	57%	-	85%	75%	77%	78%	75%	
Bottom 3: Some/very little/none	16	5	11	9	7	1	12	1	1	2	1	4	8	7	17	
	24%	13%	43%	28%	21%	14%	20%	49%	43%	100%	15%	25%	20%	22%	25%	
Net difference	34	29	5	13	18	3	34	*	*	-2	2	0	9	19	18	
	52%	74%	19%	44%	58%	72%	60%	2%	14%	-100%	69%	0%	50%	53%	56%	

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

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J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
Table 421

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

	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	
Unweighted total	69	53	16	32	17	10	23	11	15	55	10	9	17	20
Weighted total	66*	52*	14**	46*	20**	11**	31**	14**	10**	54*	7**	10**	18**	18**
Effective base	57	44	13	41	15	8	28	9	13	46	8	14	16	16
All of the advice	20	17	3	11	9	6	11	2	1	18	-	-	8	5
	31%	32%	25%	24%	47%	54%	36%	15%	12%	34%	-	-	43%	30%
Most of the advice	30	24	6	23	7	4	10	10	6	23	5	6	5	10
	45%	46%	43%	50%	35%	36%	31%	76%	58%	43%	68%	62%	30%	54%
Some of the advice	15	10	5	11	4	1	9	1	3	12	2	4	5	3
	22%	20%	32%	24%	19%	10%	30%	9%	30%	21%	32%	38%	27%	16%
Very little of the advice	1	1	-	1	-	-	1	-	-	1	-	-	-	-
	2%	2%	-	2%	-	-	3%	-	-	2%	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	50	41	9	34	16	10	21	13	7	42	5	6	13	15
	76%	78%	68%	74%	81%	90%	67%	91%	70%	77%	68%	62%	73%	84%
Bottom 3: Some/very little/none	16	11	5	12	4	1	10	1	3	13	2	4	5	3
	24%	22%	32%	26%	19%	10%	33%	9%	30%	23%	32%	38%	27%	16%
Net difference	34	29	5	27	13	9	10	11	4	29	3	2	8	13
	52%	57%	35%	48%	63%	79%	34%	82%	39%	54%	35%	23%	46%	68%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
Table 422

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	69	8	15	18	27	69	-	63	6	53	16	48	17	69

Weighted total	66*	7**	17**	14**	26**	66*	-**	59*	7**	49*	17**	43*	17**	69*
Effective base	57	7	13	14	22	57	-	51	6	44	13	38	15	69
All of the advice	20	2	4	1	13	20	-	20	-	17	3	14	5	18
31%	30%	24%	9%	48%	21%	-	-	34%	-	33%	19%	33%	28%	26%
Most of the advice	30	3	8	7	10	30	-	25	5	20	9	20	8	34
45%	44%	48%	49%	40%	45%	-	-	42%	70%	42%	56%	46%	49%	49%
Some of the advice	15	2	5	5	3	15	-	14	1	10	4	8	4	16
22%	26%	28%	35%	12%	22%	-	-	23%	16%	21%	25%	19%	23%	23%
Very little of the advice	1	-	-	-	-	1	-	-	-	1	-	-	-	1
2%	-	-	8%	-	-	2%	-	-	15%	2%	-	2%	-	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	50	6	12	8	23	50	-	45	5	37	13	34	13	52
76%	74%	72%	57%	88%	76%	-	-	77%	70%	77%	75%	78%	77%	75%
Bottom 3: Some/very little/none	16	2	5	6	3	16	-	14	2	11	4	9	4	17
24%	26%	28%	43%	12%	24%	-	-	23%	30%	23%	25%	22%	23%	25%
Net difference	34	4	7	2	20	34	0	32	3	26	8	25	9	35
52%	49%	44%	14%	76%	52%	0%	-	54%	40%	53%	49%	57%	53%	51%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 423

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Nursery or childcare professionals

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	69	17	52	61	9	5	33	31	45	20	4	50	7	4	61	10	5	10	52	69
Weighted total	66*	64*	2**	50*	2**	5**	34*	32**	41*	21**	5**	50*	50*	3**	59*	15**	50*	15**	50*	69*
Effective base	57	55	2	50	2	4	30	27	36	18	44	9	6	50	5	3	50	15	41	69
All of the advice	20	20	-	19	-	1	7	13	15	4	17	2	1	19	2	*	18	4	16	18
31%	32%	-	32%	-	31%	20%	42%	37%	19%	33%	19%	25%	32%	34%	10%	31%	26%	33%	26%	26%
Most of the advice	30	29	1	27	1	2	17	13	16	12	23	5	3	26	3	2	26	6	24	34
45%	46%	36%	45%	50%	46%	51%	40%	40%	38%	56%	43%	57%	59%	43%	68%	44%	41%	68%	48%	49%
Some of the advice	15	13	1	13	1	1	9	6	9	5	11	2	1	14	1	1	14	5	9	16
22%	21%	64%	21%	50%	23%	26%	19%	23%	25%	22%	24%	17%	23%	12%	23%	24%	33%	17%	23%	23%
Very little of the advice	1	1	-	1	-	-	1	-	-	1	-	-	1	-	-	1	-	1	-	1
2%	2%	-	2%	-	-	3%	2%	-	2%	2%	-	-	2%	-	-	2%	-	2%	-	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	50	49	1	45	1	4	24	26	31	16	40	7	5	44	5	2	44	10	40	52
76%	77%	36%	77%	50%	77%	71%	81%	75%	75%	76%	76%	83%	75%	88%	77%	75%	67%	80%	75%	75%
Bottom 3: Some/very little/none	16	14	1	14	1	1	10	6	10	5	13	2	1	15	1	1	15	5	10	17
24%	23%	64%	23%	50%	23%	29%	19%	25%	25%	24%	24%	17%	25%	12%	23%	25%	33%	20%	25%	25%
Net difference	34	35	-1	32	*	3	14	20	20	11	27	5	4	30	5	2	29	5	30	35
52%	55%	-29%	54%	*	54%	42%	63%	49%	50%	52%	53%	67%	50%	76%	55%	49%	35%	61%	51%	51%

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

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Nursery or childcare professionals

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	69	38	28	55	14	48	20	16	11	14	13	11	69
Weighted total	66*	36*	28*	51*	15**	44*	20**	16**	12**	11**	10**	11**	69*
Effective base	57	31	23	45	12	38	17	13	10	11	9	10	69
All of the advice	20	17	3	15	3	15	4	4	7	4	3	-	18
31%	46%	11%	30%	33%	35%	18%	25%	55%	39%	27%	-	26%	
Most of the advice	30	13	17	21	9	17	13	10	9	14	9	34	
42%	36%	62%	41%	60%	38%	62%	13%	30%	39%	83%	69%	49%	
Some of the advice	15	6	8	14	1	11	3	1	4	3	4	2	16
22%	18%	27%	27%	7%	25%	17%	7%	31%	31%	35%	17%	23%	
Very little of the advice	1	-	-	1	-	1	-	1	-	-	-	-	1
2%	-	-	2%	-	-	2%	-	6%	-	-	-	-	1%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	50	30	20	36	14	32	17	14	9	8	7	9	52
76%	82%	73%	71%	93%	72%	83%	82%	69%	69%	65%	83%	75%	

Bottom 3: Some/very little/none	16	6	8	15	1	12	3	2	4	3	4	2	17
	24%	18%	27%	29%	7%	28%	17%	13%	31%	31%	35%	17%	25%
Net difference	34	23	13	22	13	20	13	12	5	4	3	7	35
	52%	64%	46%	42%	86%	45%	67%	74%	38%	39%	31%	66%	51%

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

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 Table 425

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting support group

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	60	33	27	40	17	3	38	22	2	3	17	-	11	30	41	60
Weighted total	52*	30**	22**	39**	19**	3**	41*	12**	3**	11*	5**	**	5**	28**	37**	60*
Effective base	46	26	21	30	14	3	35	12	2	3	16	-	10	24	32	60
All of the advice	16	8	8	7	6	3	11	5	-	4	1	-	-	9	11	16
	31%	28%	34%	23%	31%	100%	27%	42%	-	100%	23%	-	-	31%	30%	27%
Most of the advice	19	11	8	11	8	-	15	4	1	-	2	-	6	10	11	24
	36%	36%	36%	37%	40%	-	37%	31%	45%	-	47%	-	67%	34%	31%	40%
Some of the advice	14	7	7	10	4	-	11	3	2	-	1	-	3	6	10	16
	26%	23%	30%	33%	20%	-	26%	25%	55%	-	27%	-	33%	20%	28%	27%
Very little of the advice	4	4	-	2	2	-	4	-	-	-	-	-	-	4	4	3
	7%	13%	-	7%	9%	-	10%	-	-	-	-	-	-	14%	11%	5%
None of the advice	+	+	-	+	-	-	-	-	-	-	-	-	-	+	+	1
	+	1%	-	1%	-	-	-	1%	-	-	4%	-	-	1%	+	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	35	19	16	18	13	3	26	9	1	4	3	-	6	18	22	40
	66%	64%	70%	60%	71%	100%	64%	73%	45%	100%	70%	-	67%	65%	61%	67%
Bottom 3: Some/very little/none	18	11	7	12	6	-	15	3	2	-	1	-	3	10	14	20
	34%	36%	30%	40%	29%	-	36%	27%	55%	-	30%	-	33%	35%	39%	33%
Net difference	17	8	9	6	8	3	12	5	+	4	2	0	3	9	8	20
	33%	27%	40%	19%	42%	100%	29%	46%	-9%	100%	39%	0%	3%	31%	21%	33%

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

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 Table 426

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting support group

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	60	50	10	55	5	13	21	12	14	48	6	4	12	22	60
Weighted total	52*	42*	10**	47*	5**	11**	20**	13**	9**	43*	4**	3**	10**	18**	60*
Effective base	46	39	7	42	4	10	16	7	11	38	4	4	8	16	60
All of the advice	16	12	4	15	1	4	5	6	1	13	+	-	5	7	16
	31%	29%	37%	31%	28%	34%	25%	46%	14%	30%	8%	-	53%	41%	27%
Most of the advice	19	18	1	15	4	3	8	2	5	16	2	3	3	4	24
	36%	43%	6%	32%	72%	31%	40%	16%	62%	37%	59%	100%	27%	23%	40%
Some of the advice	14	8	6	14	-	3	6	3	2	11	1	2	6	16	27
	26%	19%	57%	29%	-	24%	30%	24%	22%	24%	33%	-	20%	35%	27%
Very little of the advice	4	4	-	4	-	1	1	2	-	4	-	-	-	-	3
	7%	9%	-	8%	-	10%	5%	13%	-	9%	-	-	-	-	5%
None of the advice	+	+	-	+	-	-	-	-	-	+	-	-	-	-	1
	+	+	-	+	-	-	-	-	2%	+	-	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	35	30	4	30	5	7	13	8	7	29	2	3	8	12	40
	66%	72%	43%	63%	100%	65%	65%	63%	76%	66%	67%	100%	80%	65%	67%
Bottom 3: Some/very little/none	18	12	6	18	-	4	7	5	2	15	1	-	2	6	20
	34%	28%	57%	37%	-	35%	35%	37%	24%	34%	33%	-	20%	35%	33%
Net difference	17	18	-1	12	5	3	6	3	4	14	1	3	6	5	20
	33%	43%	-14%	25%	100%	30%	30%	25%	52%	33%	33%	100%	60%	29%	33%

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

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 Table 427

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting support group

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	60	3	10	14	33	58	2	55	5	55	5	46	
Weighted total	52*	3**	8**	12**	31**	51*	2**	49*	3**	49*	4**	37*	15**	60*
Effective base	46	3	8	11	26	45	2	43	4	43	4	34	13	60
All of the advice	16	1	3	3	8	16	-	16	*	14	2	9	7	16
	31%	54%	38%	29%	27%	32%	-	32%	9%	29%	48%	25%	45%	27%
Most of the advice	19	1	3	3	12	18	1	17	2	18	1	12	7	24
	36%	46%	37%	26%	38%	36%	32%	35%	51%	36%	24%	32%	44%	40%
Some of the advice	14	-	2	4	7	12	1	12	1	13	1	12	2	16
	26%	-	25%	36%	24%	25%	68%	25%	40%	25%	28%	32%	11%	27%
Very little of the advice	4	-	-	1	3	4	-	4	-	4	-	4	-	3
	7%	-	-	8%	9%	8%	-	8%	-	8%	-	10%	-	5%
None of the advice	*	-	-	-	*	*	-	*	-	*	-	*	-	1
	*	-	-	-	1%	-	-	-	-	-	-	-	-	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	35	3	6	6	20	34	1	33	2	32	3	21	13	40
	66%	100%	75%	55%	66%	68%	32%	67%	60%	66%	72%	57%	89%	67%
Bottom 3: Some/very little/none	18	2	5	11	16	1	1	16	1	17	1	16	2	20
	34%	-	25%	45%	34%	32%	68%	33%	40%	34%	28%	43%	11%	33%
Net difference	17	3	4	1	10	18	-1	16	1	15	2	6	12	20
	33%	100%	49%	10%	31%	35%	-36%	33%	19%	32%	44%	15%	77%	33%

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

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 Table 428

QPS4b. 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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)		
	Unweighted total	60	57	3	27	11	2	23	27	15	27	27	3	55	5	55	3	3	13		2
Weighted total	52*	51*	2**	50*	1**	2**	25**	28**	39*	11**	45**	6**	3**	50**	4**	2**	49*	6**	4**	47*	60*
Effective base	46	44	3	44	1	*	23	24	34	10	40	5	3	43	3	2	43	5	42	42	60
All of the advice	16	16	-	16	-	-	4	12	12	3	13	3	1	15	3	2	13	2	34	16	16
	31%	32%	-	31%	-	22%	18%	42%	32%	25%	28%	28%	51%	45%	30%	78%	27%	29%	31%	27%	27%
Most of the advice	19	17	2	17	1	1	10	9	15	3	16	1	1	17	*	*	18	2	16	24	24
	36%	34%	100%	34%	100%	78%	39%	38%	23%	36%	19%	47%	35%	12%	22%	37%	37%	35%	37%	35%	40%
Some of the advice	14	14	-	14	-	-	7	7	9	5	12	2	*	13	*	-	13	2	12	16	16
	26%	27%	-	27%	-	-	27%	25%	23%	42%	25%	30%	8%	27%	6%	-	28%	34%	25%	27%	27%
Very little of the advice	4	4	-	4	-	-	4	3	3	1	4	-	4	-	4	-	4	-	4	3	3
	7%	8%	-	8%	-	-	16%	-	7%	10%	9%	-	8%	-	8%	-	8%	-	8%	5%	5%
None of the advice	*	*	-	*	-	-	-	*	*	-	-	-	*	-	*	-	*	-	*	1	1
	*	*	-	*	-	-	-	1%	*	-	*	-	*	-	*	-	*	-	*	2%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	35	33	2	33	1	1	14	21	27	5	29	4	2	32	3	2	31	4	31	40	40
	66%	65%	100%	65%	100%	100%	57%	74%	70%	48%	65%	70%	92%	65%	94%	100%	64%	66%	66%	67%	67%
Bottom 3: Some/very little/none	18	18	-	18	-	-	10	7	12	6	16	2	*	17	*	-	17	2	16	20	20
	34%	35%	-	35%	-	-	43%	26%	30%	52%	35%	30%	8%	35%	6%	-	36%	34%	34%	34%	33%
Net difference	17	16	2	15	1	1	4	13	16	*	13	2	2	15	3	2	14	2	15	20	20
	33%	30%	100%	30%	100%	100%	15%	48%	40%	-4%	29%	41%	84%	30%	88%	100%	28%	32%	33%	33%	33%

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

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8 Dec 2025  
 Table 429

QPS4b. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
	Unweighted total	60	41	19	11	21	21	13	11	11	11	11	
Weighted total	52*	35*	16**	43*	10**	44*	7**	11**	10**	9**	10**	7**	60*
Effective base	46	32	13	37	10	39	7	10	9	8	8	6	60
All of the advice	16	14	2	13	3	15	1	3	1	2	3	3	16
	31%	40%	11%	31%	27%	33%	18%	31%	13%	26%	31%	42%	27%
Most of the advice	19	13	5	15	4	15	3	5	3	5	3	1	24
	36%	35%	34%	34%	43%	43%	43%	48%	35%	59%	27%	20%	40%
Some of the advice	14	6	8	11	3	11	3	2	2	1	3	3	16
	26%	16%	49%	25%	30%	25%	39%	21%	24%	15%	30%	38%	27%
Very little of the advice	4	3	1	4	-	4	-	-	-	1	-	-	3

	7%	8%	7%	9%	-	9%	-	-	27%	-	12%	-	5%
None of the advice	*	*	-	*	-	*	-	-	*	-	-	-	1
Don't know	-	-	-	-	-	-	-	-	2%	-	-	-	2%
Top 2: All/most of the advice	35	27	7	28	7	29	4	9	5	7	6	4	40
	66%	75%	44%	65%	70%	66%	61%	79%	48%	85%	58%	62%	67%
Bottom 3: Some/very little/none	18	8	3	15	3	15	3	9	5	1	3	3	20
	34%	25%	56%	35%	30%	34%	39%	21%	52%	15%	42%	38%	33%
Net difference	17	18	-2	13	4	14	2	6	*	6	2	2	20
	33%	51%	-11%	31%	41%	33%	22%	58%	-5%	70%	17%	24%	33%

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

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 Table 430

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 books

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	67	34	33	46	18	3	46	21	1	2	17	1	14	36	47	67
Weighted total	58*	32**	26**	34*	22**	2**	48*	10**	2**	5**	1**	1**	12**	29**	42*	67*
Effective base	52	25	27	36	15	3	42	10	1	2	16	1	11	27	37	67
All of the advice	10	7	3	8	6	-	7	3	-	2	3	-	3	3	2	10
	17%	22%	10%	12%	26%	-	14%	30%	-	59%	23%	-	28%	18%	6%	15%
Most of the advice	21	12	10	13	8	-	18	4	-	1	2	-	1	12	20	26
	36%	36%	37%	39%	37%	-	37%	35%	-	41%	48%	-	8%	42%	48%	39%
Some of the advice	26	13	13	17	7	2	22	4	2	-	1	1	8	10	19	29
	44%	41%	48%	48%	32%	100%	46%	35%	100%	-	29%	100%	64%	35%	45%	43%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	2	*	1	*	1	-	2	-	-	-	-	-	-	2	*	2
	3%	1%	5%	1%	6%	-	3%	-	-	-	-	-	-	6%	1%	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	18	12	17	14	-	24	7	-	3	3	-	4	17	22	36
	53%	58%	47%	50%	62%	-	51%	65%	-	100%	71%	-	36%	59%	54%	54%
Bottom 3: Some/very little/none	27	13	14	17	8	2	24	4	2	-	1	1	8	12	19	31
	47%	42%	53%	50%	38%	100%	49%	35%	100%	-	29%	100%	64%	41%	46%	46%
Net difference	4	5	-2	*	5	-2	*	3	-2	3	2	-1	-4	5	3	5
	6%	16%	-6%	1%	25%	-100%	1%	30%	-100%	100%	41%	-100%	-29%	19%	7%	7%

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

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 Table 431

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 books

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	67	50	17	33	9	16	23	6	12	63	3	9	9	19	67
Weighted total	58*	45*	13**	51*	8**	18**	27**	8**	7**	54*	3**	8**	7**	18**	67*
Effective base	52	40	12	44	7	13	26	5	11	48	2	7	6	16	67
All of the advice	10	7	2	9	1	7	3	-	-	10	-	3	4	1	10
	17%	16%	17%	17%	14%	36%	11%	-	-	18%	-	43%	52%	6%	15%
Most of the advice	21	17	5	19	2	3	14	2	2	19	3	1	1	8	26
	36%	37%	35%	38%	27%	17%	52%	32%	32%	35%	26%	12%	4%	46%	39%
Some of the advice	26	20	6	21	4	7	10	4	4	24	2	4	2	9	29
	44%	44%	44%	42%	59%	40%	37%	68%	62%	45%	58%	45%	26%	49%	43%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	2	1	*	2	-	1	-	-	*	1	*	-	1	-	2
	3%	3%	3%	3%	-	7%	-	-	6%	2%	16%	-	18%	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	24	7	28	3	10	17	2	2	29	1	4	4	9	36
	53%	53%	52%	55%	41%	53%	63%	32%	32%	53%	26%	55%	56%	51%	54%
Bottom 3: Some/very little/none	27	21	6	23	4	9	10	4	5	25	2	4	3	9	31
	47%	45%	48%	45%	59%	47%	37%	68%	68%	47%	74%	45%	44%	49%	46%
Net difference	4	3	1	5	-1	1	7	-2	-2	3	-1	1	1	*	5
	6%	6%	5%	10%	-18%	6%	25%	-36%	-35%	6%	-47%	10%	13%	2%	7%

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

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	67	5	24	16	32	66	1	59	7	61	6	45	15	67
Weighted total	58*	4**	22**	13**	30**	57*	1**	50*	6**	52*	6**	43**	15**	67*
Effective base	52	4	11	12	25	51	-	44	6	46	5	36	12	67
All of the advice	10	1	2	1	6	10	-	10	-	10	-	6	3	10
	17%	35%	16%	5%	19%	17%	-	19%	-	18%	-	15%	22%	15%
Most of the advice	21	1	4	6	10	20	1	19	2	21	1	15	6	26
	36%	35%	35%	49%	32%	35%	100%	38%	30%	39%	12%	36%	39%	39%
Some of the advice	26	1	6	5	13	26	-	21	4	20	5	18	6	29
	44%	30%	49%	43%	44%	45%	-	42%	70%	39%	88%	44%	38%	43%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	2	-	-	*	1	2	-	*	-	2	-	2	-	2
	3%	-	-	3%	4%	3%	-	1%	-	3%	-	4%	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	3	6	7	15	30	1	29	2	30	1	21	9	36
	53%	70%	51%	54%	52%	52%	100%	57%	30%	58%	12%	52%	62%	54%
Bottom 3: Some/very little/none	27	1	6	6	15	27	-	22	4	22	5	20	6	31
	47%	30%	49%	46%	48%	48%	-	43%	70%	42%	88%	48%	38%	46%
Net difference	4	1	*	1	1	2	1	7	-3	8	5	1	3	5
	6%	40%	2%	7%	3%	4%	100%	14%	-39%	15%	-77%	4%	23%	7%

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

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	67	62	5	63	1	2	40	27	40	24	57	6	5	60	3	3	62	3	63	67
Weighted total	58*	54*	4**	55*	1**	1**	32**	20**	33**	23**	50*	5**	3**	54*	2**	3	54*	3**	55*	67*
Effective base	52	47	5	46	-	1	21	21	30	19	43	5	4	45	3	3	47	3	48	67
All of the advice	10	10	-	10	-	-	5	5	7	2	9	1	1	9	1	1	9	1	9	10
	17%	18%	-	18%	-	-	16%	18%	22%	10%	17%	20%	33%	16%	51%	51%	16%	40%	16%	15%
Most of the advice	21	21	1	20	1	1	11	10	12	8	20	*	2	20	1	1	21	-	21	26
	36%	38%	16%	36%	100%	46%	34%	37%	33%	41%	5%	49%	37%	29%	29%	38%	-	39%	39%	39%
Some of the advice	26	22	3	24	-	1	16	10	12	13	19	4	1	23	-	2	23	2	23	29
	44%	41%	84%	43%	-	54%	49%	38%	36%	56%	38%	76%	18%	44%	-	43%	60%	43%	43%	43%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	2	2	-	2	-	-	*	1	2	-	2	-	-	2	*	*	1	-	2	2
	3%	3%	-	3%	-	-	1%	5%	5%	-	3%	-	-	3%	20%	20%	2%	3%	3%	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	30	1	29	1	1	16	15	20	10	29	1	3	28	2	2	29	1	30	36
	53%	56%	3	54%	100%	46%	50%	57%	59%	44%	53%	24%	32%	53%	80%	80%	54%	40%	54%	54%
Bottom 3: Some/very little/none	27	24	3	25	-	1	16	11	14	13	21	4	1	25	*	*	25	2	25	31
	47%	44%	84%	46%	-	54%	50%	43%	41%	56%	42%	76%	18%	47%	20%	20%	46%	60%	46%	46%
Net difference	4	6	-3	4	1	*	*	4	6	-3	8	-3	2	3	1	1	5	*	5	5
	6%	12%	-67%	7%	100%	-8%	-1%	14%	18%	-13%	17%	-51%	65%	6%	60%	60%	9%	-19%	9%	7%

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

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	67	45	19	59	7	56	11	15	23	9	12	7	67
Weighted total	58*	39*	17**	53*	5**	50*	8**	16**	19**	7**	10**	5**	67*
Effective base	52	34	15	46	5	43	8	11	16	7	9	7	67

All of the advice	10	7	2	9	*	8	1	7	1	*	1	-	10
	17%	19%	13%	18%	5%	16%	18%	41%	7%	5%	14%	-	15%
Most of the advice	21	18	3	21	-	20	1	2	10	3	4	-	26
	36%	47%	15%	40%	-	40%	15%	14%	55%	42%	42%	-	39%
Some of the advice	26	12	11	22	3	22	4	6	7	4	4	5	29
	44%	32%	65%	42%	67%	44%	46%	37%	37%	54%	39%	100%	43%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	2	*	1	*	1	-	2	1	-	*	-	-	2
	3%	1%	7%	1%	28%	-	21%	8%	-	4%	-	-	3%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	31	26	5	31	*	28	3	9	12	3	6	-	36
	53%	67%	28%	58%	5%	56%	33%	55%	63%	46%	57%	-	54%
Bottom 3: Some/very little/none	27	13	12	23	4	22	5	7	7	4	4	5	31
	47%	33%	72%	42%	95%	44%	67%	45%	37%	54%	43%	100%	46%
Net difference	4	13	-8	8	-4	6	-3	2	5	-1	1	-5	5
	6%	33%	-44%	15%	-8%	12%	-34%	11%	25%	-9%	14%	-100%	7%

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

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025  
 Table 435

Q5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Podcasts

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	51	34	17	31	18	2	38	13	-	3	10	-	7	27	33	51
Weighted total	51*	37**	14**	26**	22**	3**	43**	8**	**	3**	3**	**	6**	29**	31**	51*
Effective base	42	29	14	26	16	2	36	6	-	9	-	-	5	23	27	51
All of the advice	8	6	1	2	5	-	6	2	-	2	*	-	-	4	4	7
	15%	17%	10%	9%	24%	-	13%	27%	-	36%	10%	-	-	14%	12%	14%
Most of the advice	24	15	8	14	8	1	21	3	-	1	1	-	2	14	17	23
	47%	42%	59%	55%	38%	46%	48%	38%	-	30%	52%	-	38%	49%	54%	45%
Some of the advice	18	15	3	8	8	2	16	2	-	2	1	-	3	9	10	19
	35%	41%	21%	31%	38%	54%	36%	31%	-	34%	26%	-	62%	32%	33%	37%
Very little of the advice	1	-	1	1	-	-	1	*	-	-	*	-	-	1	*	2
	3%	-	9%	5%	-	-	2%	4%	-	-	11%	-	-	4%	1%	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	32	22	10	17	14	1	27	5	-	3	2	-	2	19	20	30
	62%	59%	70%	64%	62%	46%	62%	65%	-	66%	62%	-	38%	64%	66%	59%
Bottom 3: Some/very little/none	19	15	4	9	8	2	17	3	-	2	1	-	3	11	10	21
	38%	41%	30%	36%	38%	54%	38%	35%	-	34%	38%	-	62%	36%	34%	41%
Net difference	12	7	6	7	5	*	10	2	0	2	1	0	-1	8	10	9
	24%	18%	39%	28%	23%	-9%	23%	30%	0%	32%	23%	0%	-25%	27%	31%	18%

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

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025  
 Table 436

Q5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Podcasts

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	51	40	11	44	7	15	20	9	7	43	3	4	13	18	51
Weighted total	51*	42*	9**	43*	8**	16**	18**	11**	6**	41*	3**	3**	16**	17**	51*
Effective base	42	34	5	35	7	13	15	8	7	34	3	3	12	15	51
All of the advice	8	6	2	5	2	18	23	6	-	19%	-	-	4	4	7
	15%	14%	20%	12%	32%	18%	23%	6%	-	19%	-	-	26%	20%	14%
Most of the advice	24	21	3	23	1	9	9	6	-	18	2	2	5	7	23
	47%	51%	27%	53%	14%	59%	50%	52%	-	43%	68%	67%	33%	42%	45%
Some of the advice	18	14	4	15	3	3	4	4	6	15	1	1	6	6	19
	35%	34%	42%	34%	41%	21%	22%	41%	100%	35%	32%	33%	35%	37%	37%
Very little of the advice	1	*	1	*	1	*	1	-	-	1	-	-	1	-	2
	3%	1%	13%	1%	14%	2%	6%	-	-	3%	-	-	6%	-	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	32	27	4	28	3	12	13	6	-	25	2	2	9	11	30
	62%	65%	47%	65%	46%	77%	73%	59%	-	61%	68%	67%	59%	63%	59%
Bottom 3: Some/very little/none	19	14	5	15	4	4	5	4	6	16	1	1	7	6	21
	38%	35%	53%	35%	54%	23%	27%	41%	100%	39%	32%	33%	41%	37%	41%
Net difference	12	13	-1	13	-1	9	8	2	-6	9	1	1	3	4	9
	24%	31%	-5%	30%	-9%	54%	45%	17%	-100%	23%	35%	35%	18%	25%	18%

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

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

8 Dec 2025  
 Table 437

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	51	4	3	13	30	51	-	46	5	42	9	40	11	51
Weighted total	51*	4**	3**	15**	28**	51*	**	47*	4**	40*	11**	40*	11**	51*
Effective base	42	4	3	12	23	42	-	38	4	34	5	33	9	51
All of the advice	8	1	-	2	6	8	-	8	-	5	2	3	5	7
	15%	16%	-	10%	20%	15%	-	17%	-	13%	22%	7%	47%	14%
Most of the advice	24	4	-	3	17	24	-	23	1	18	6	22	2	23
	47%	84%	-	20%	63%	47%	-	49%	24%	46%	52%	54%	20%	45%
Some of the advice	18	-	3	9	4	18	-	15	3	15	3	16	2	19
	35%	-	100%	63%	16%	35%	-	32%	69%	38%	26%	39%	21%	37%
Very little of the advice	1	-	-	1	*	1	-	1	*	1	-	-	1	2
	3%	-	-	7%	1%	3%	-	2%	7%	3%	-	-	12%	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	32	4	-	4	23	32	-	31	1	24	8	24	7	30
	62%	100%	-	30%	83%	62%	-	65%	24%	59%	74%	61%	67%	59%
Bottom 3: Some/very little/none	19	-	3	10	5	19	-	16	3	17	3	16	4	21
	38%	-	100%	70%	17%	38%	-	35%	76%	41%	26%	39%	33%	41%
Net difference	12	4	-3	-6	18	12	0	14	-2	7	5	9	4	9
	24%	100%	-100%	-40%	66%	24%	0%	31%	-52%	18%	48%	21%	34%	18%

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

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

8 Dec 2025  
 Table 438

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

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)	(d)	Has a child and lives with partner (e)	Has child / doesn't live with partner (f)	Has child / no partner (g)	Only children aged 0-5 (h)	Older children 5-18 too (i)	Likely (j)	Unlikely (k)	Primary carer (l)	Secondary carer (m)	Yes (n)	No (o)	Yes (p)	SEND (q)	No (r)	Difficult (s)	Coping / comfortable (t)	
Unweighted total	51	48	3	40	1	1	22	29	11	17	26	5	2	46	3	43	7	3	5	15	51
Weighted total	51*	48*	3**	50*	1**	**	21**	30**	28**	20**	46*	5**	1**	49*	g**	3**	42*	5**	46*	15	51*
Effective base	42	40	3	41	1	-	18	24	25	16	38	5	-	40	7	3	35	6	3	37	51
All of the advice	8	7	1	8	-	-	1	7	4	2	7	1	1	7	3	-	4	1	7	7	7
	15%	15%	23%	15%	-	-	3%	24%	15%	9%	15%	14%	37%	14%	-	11%	13%	15%	15%	14%	14%
Most of the advice	24	22	1	24	-	-	12	12	14	9	23	1	-	24	3	-	21	1	23	23	23
	47%	47%	51%	48%	-	-	55%	41%	52%	46%	49%	23%	-	49%	31%	-	51%	20%	50%	45%	45%
Some of the advice	18	17	1	17	1	-	7	11	8	9	15	3	1	17	3	3	15	2	16	19	19
	35%	36%	26%	34%	100%	-	36%	35%	28%	45%	32%	63%	50%	34%	32%	100%	35%	47%	34%	37%	37%
Very little of the advice	1	1	-	1	-	-	1	-	1	-	1	-	-	1	-	1	-	1	*	2	2
	3%	3%	-	3%	-	-	6%	-	5%	-	3%	-	-	3%	-	-	3%	20%	1%	4%	4%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	32	29	2	32	-	-	12	19	19	11	30	2	1	31	6	-	26	2	30	30	30
	62%	61%	74%	63%	-	-	58%	65%	67%	55%	65%	37%	50%	63%	68%	-	62%	33%	65%	59%	59%
Bottom 3: Some/very little/none	19	19	1	18	1	-	9	11	9	9	16	3	1	18	3	3	16	3	16	21	21
	38%	39%	26%	37%	100%	-	42%	35%	33%	45%	35%	63%	50%	37%	32%	100%	38%	67%	35%	41%	41%
Net difference	12	11	-1	13	-1	-	3	9	9	2	14	-1	*	13	3	-3	10	-2	14	9	9
	24%	23%	48%	26%	-100%	0%	16%	30%	34%	10%	30%	-27%	-1%	37%	37%	-100%	24%	-34%	31%	18%	18%

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

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

8 Dec 2025  
 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? Podcasts

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



Top 2: All/most of the advice	91	68	23	67	25	23	28	33	6	76	10	28	32	88
75%	75%	73%	71%	90%	73%	73%	79%	66%	66%	72%	93%	61%	77%	74%
Bottom 3: Some/very little/none	30	23	7	28	3	9	9	3	29	1	7	9	9	31
25%	25%	23%	29%	10%	27%	25%	21%	34%	28%	7%	39%	23%	21%	26%
Net difference	61	45	16	39	22	14	19	25	3	46	9	4	20	23
50%	49%	54%	41%	81%	45%	50%	58%	32%	44%	87%	21%	54%	58%	48%

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

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

8 Dec 2025  
 Table 442

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	119	11	29	31	46	119	-	112	6	106	13	95	22	119
Weighted total	121*	13**	33**	28**	45*	121*	**	113*	7**	105*	16**	96*	24**	119
Effective base	99	11	24	25	38	99	-	92	6	88	11	79	19	119
All of the advice	29	4	9	3	13	29	-	27	-	25	4	24	5	29
24%	24%	29%	27%	10%	29%	24%	-	24%	-	22%	24%	25%	21%	24%
Most of the advice	63	7	17	13	23	63	-	55	7	53	10	51	12	59
52%	52%	56%	51%	47%	50%	52%	-	49%	100%	50%	61%	53%	51%	50%
Some of the advice	29	2	6	12	9	29	-	29	-	28	1	21	7	29
24%	24%	15%	18%	43%	20%	24%	-	26%	-	26%	8%	22%	29%	24%
Very little of the advice	3	-	3	-	*	3	-	3	-	*	*	1	-	2
1%	1%	-	3%	-	*	1%	-	1%	-	*	7%	1%	-	2%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	91	11	26	16	35	91	-	83	7	78	14	74	17	88
75%	75%	85%	78%	57%	79%	75%	-	73%	100%	74%	85%	77%	71%	74%
Bottom 3: Some/very little/none	30	2	7	12	9	30	-	30	-	28	2	22	7	31
25%	25%	15%	22%	43%	21%	25%	-	27%	-	26%	15%	23%	29%	26%
Net difference	61	9	19	4	26	61	0	52	7	50	11	52	10	57
50%	50%	70%	57%	15%	59%	50%	0%	47%	100%	47%	71%	54%	43%	48%

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

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

8 Dec 2025  
 Table 443

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	119	105	14	111	5	5	59	60	74	36	103	11	12	105	15	14	101*	25	93	119
Weighted total	121*	105*	16**	113*	3**	5**	58*	63*	69**	44*	105*	11**	11**	106*	16**	15**	101*	27**	93*	119
Effective base	99	86	13	91	3	4	48	51	59	33	86	9	10	87	13	12	83	23	75	119
All of the advice	29	25	4	27	-	1	12	17	22	5	26	2	3	24	2	2	23	4	25	29
24%	24%	24%	24%	24%	-	24%	20%	26%	32%	12%	24%	15%	29%	22%	15%	12%	23%	14%	47%	24%
Most of the advice	63	54	9	58	2	3	29	34	31	26	52	8	6	55	11	11	50	16	47	59
52%	52%	51%	54%	51%	65%	61%	50%	53%	45%	58%	50%	66%	52%	51%	67%	69%	50%	60%	50%	50%
Some of the advice	29	25	4	28	-	1	17	12	16	12	26	2	2	27	3	3	26	6	22	29
24%	24%	24%	22%	25%	-	16%	29%	19%	23%	27%	25%	19%	19%	25%	18%	19%	26%	22%	23%	24%
Very little of the advice	3	1	-	*	1	-	*	2%	-	3%	1	-	-	1%	-	1%	4%	*	*	2
1%	1%	-	*	35%	-	-	*	2%	-	3%	1%	-	-	1%	-	1%	4%	*	*	2
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	91	79	12	85	2	4	41	50	53	31	78	9	9	78	13	12	74	20	72	88
75%	75%	75%	78%	75%	65%	84%	70%	80%	77%	70%	74%	81%	81%	74%	82%	81%	73%	74%	77%	74%
Bottom 3: Some/very little/none	30	27	4	28	1	1	17	13	16	13	27	2	2	28	3	3	27	3	22	31
25%	25%	25%	22%	25%	16%	16%	30%	20%	23%	30%	26%	19%	19%	26%	18%	19%	27%	26%	23%	26%
Net difference	61	52	9	57	1	3	24	37	37	18	51	7	7	50	10	9	47	13	50	57
50%	50%	50%	55%	50%	30%	69%	41%	59%	54%	40%	48%	62%	62%	47%	63%	62%	46%	47%	53%	48%

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

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
								(n)	(o)	(p)	(q)	(r)	
Unweighted total	119	76	40	26	20	30	27	27	22	22	22	13	119
Weighted total	121*	73*	47*	90*	22**	89*	32**	27**	21**	18**	17**	11	119
Effective base	99	60	37	82	17	73	26	23	21	19	16	16	119
All of the advice	29	26	3	23	5	24	5	8	9	5	3	3	29
	24%	35%	6%	23%	24%	27%	14%	25%	34%	23%	16%	15%	24%
Most of the advice	63	33	28	50	13	44	19	13	11	10	12	12	59
	52%	46%	60%	50%	57%	49%	59%	41%	41%	49%	65%	68%	50%
Some of the advice	29	14	15	25	4	20	9	10	7	6	3	3	29
	24%	19%	31%	25%	17%	23%	27%	30%	25%	29%	18%	17%	24%
Very little of the advice	1	-	1	1	1	1	-	1	-	-	-	-	2
	1%	-	2%	1%	1%	1%	-	4%	-	-	-	-	2%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	91	59	31	73	18	68	24	21	20	15	15	14	88
	75%	81%	66%	74%	82%	76%	73%	66%	75%	71%	82%	83%	74%
Bottom 3: Some/very little/none	30	14	16	26	4	21	9	11	7	6	3	3	31
	25%	19%	34%	26%	18%	24%	27%	34%	25%	29%	18%	17%	26%
Net difference	61	45	15	47	14	46	15	10	14	9	11	11	57
	50%	61%	33%	47%	63%	52%	46%	31%	50%	42%	63%	66%	48%

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

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's school

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
							(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)		(x)
Unweighted total	60	29	31	36	22	2	43	17	2	4	10	1	8	22	43	60
Weighted total	60*	30**	30**	29**	28**	3**	47*	13**	3**	6**	2**	1**	11**	18**	43*	60*
Effective base	50	23	27	30	20	2	40	10	2	4	9	1	8	17	36	60
All of the advice	17	6	11	7	9	1	10	6	2	5	**	-	3	9	9	14
	28%	20%	36%	23%	31%	43%	22%	47%	49%	73%	7%	-	26%	50%	21%	23%
Most of the advice	33	18	15	13	18	2	27	6	2	2	1	1	5	6	26	32
	54%	59%	50%	44%	64%	57%	57%	44%	51%	27%	47%	100%	52%	31%	59%	53%
Some of the advice	11	6	4	9	1	-	10	1	-	-	1	-	2	4	9	14
	18%	21%	15%	33%	5%	-	21%	9%	-	-	46%	-	22%	20%	20%	23%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	49	24	25	19	27	3	37	12	3	6	1	1	8	15	34	46
	82%	79%	85%	67%	95%	100%	79%	91%	100%	85%	54%	100%	78%	80%	80%	77%
Bottom 3: Some/very little/none	11	6	4	9	1	-	10	1	-	-	1	-	2	4	9	14
	18%	21%	15%	33%	5%	-	21%	9%	-	-	46%	-	22%	20%	20%	23%
Net difference	38	17	21	10	25	3	27	11	3	6	*	1	6	11	26	32
	64%	57%	71%	34%	90%	100%	58%	83%	100%	100%	7%	100%	56%	60%	59%	53%

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

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's school

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	60	41	19	16	15	7	23	11	10	13	7	2	2	9	60
Weighted total	60*	43*	16**	44*	16**	8**	34**	12**	6**	52*	5**	3**	11**	33**	60*
Effective base	50	34	16	36	14	6	28	8	9	44	4	2	10	27	60
All of the advice	17	13	4	14	2	-	15	1	*	12	3	-	6	6	14
	28%	30%	22%	32%	14%	-	44%	13%	3%	23%	60%	-	58%	17%	23%

Most of the advice	33	24	9	22	10	6	15	8	4	29	2	3	3	23	32
	54%	55%	52%	50%	65%	72%	45%	65%	58%	56%	40%	100%	23%	68%	53%
Some of the advice	11	7	4	8	3	2	3	3	2	11	-	-	2	5	14
	18%	15%	20%	17%	21%	28%	10%	22%	39%	21%	-	-	18%	15%	23%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	49	37	12	37	13	6	30	9	4	41	5	3	9	29	46
	82%	85%	74%	83%	79%	72%	90%	78%	61%	79%	100%	100%	82%	85%	77%
Bottom 3: Some/very little/none	11	7	4	8	3	2	3	3	2	11	-	-	2	5	14
	18%	15%	20%	17%	21%	28%	10%	22%	39%	21%	-	-	18%	15%	23%
Net difference	38	30	8	29	9	3	27	7	1	30	5	3	7	24	32
	64%	70%	48%	66%	59%	43%	79%	56%	22%	58%	100%	100%	63%	71%	53%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 447

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	60	7	14	15	23	59	1	54	6	51	9	39	18	60
Weighted total	60*	5**	15**	16**	23**	59*	1**	53*	7**	51*	9**	36*	20**	60*
Effective base	50	6	12	12	19	49	1	45	5	43	7	32	16	60
All of the advice	17	4	2	5	9	16	1	17	-	16	1	15	2	14
	28%	4%	16%	34%	37%	26%	100%	31%	-	31%	10%	41%	9%	23%
Most of the advice	33	3	9	9	10	33	-	27	5	26	7	14	15	32
	54%	64%	58%	60%	44%	55%	-	51%	82%	51%	76%	39%	73%	53%
Some of the advice	11	2	4	1	5	11	-	10	1	10	1	7	4	14
	18%	32%	25%	6%	19%	18%	-	18%	18%	19%	14%	20%	19%	23%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	49	3	11	15	19	48	1	44	5	42	7	29	17	46
	82%	68%	75%	94%	81%	82%	100%	82%	82%	81%	86%	80%	81%	77%
Bottom 3: Some/very little/none	11	2	4	1	5	11	-	10	1	10	1	7	4	14
	18%	32%	25%	6%	19%	18%	-	18%	18%	19%	14%	20%	19%	23%
Net difference	38	2	7	14	14	37	1	34	4	32	6	22	13	32
	64%	36%	49%	88%	61%	63%	100%	64%	64%	62%	72%	61%	63%	53%

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

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

8 Dec 2025  
 Table 448

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	60	56	2	54	1**	4**	27	33	32	25	50	9	48	5	10	3	48	5	51	60
Weighted total	60*	58*	2**	55*	1**	4**	24**	36**	28**	26**	51*	9**	48**	12**	9**	47**	8**	5**	51*	60*
Effective base	50	48	1	45	2	4	22	28	24	23	42	4	7	42	8	39	7	42	60	
All of the advice	17	17	-	14	-	2	2	14	9	6	14	-	4	12	6	3	11	1	16	14
	28%	28%	-	26%	-	64%	9%	40%	30%	22%	28%	-	47%	29%	24%	24%	13%	30%	23%	23%
Most of the advice	33	31	2	30	1	1	15	17	15	17	27	4	5	38	4	4	27	5	27	32
	54%	53%	100%	55%	73%	36%	63%	49%	54%	59%	53%	79%	53%	54%	34%	46%	58%	60%	53%	53%
Some of the advice	11	11	-	10	*	-	7	4	5	5	10	*	11	2	2	9	2	9	14	14
	18%	19%	-	19%	27%	-	28%	11%	16%	19%	19%	21%	-	21%	19%	25%	19%	27%	17%	23%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	49	47	2	44	1	4	17	32	24	23	41	4	9	40	10	7	38	6	42	46
	82%	81%	100%	81%	73%	100%	72%	89%	84%	81%	81%	79%	100%	79%	81%	75%	81%	73%	83%	77%
Bottom 3: Some/very little/none	11	11	-	10	*	-	7	4	5	5	10	1	-	11	2	2	9	2	9	14
	18%	19%	-	19%	27%	-	28%	11%	16%	19%	19%	21%	-	21%	19%	25%	19%	27%	17%	23%
Net difference	38	37	2	34	1	4	10	28	19	17	32	3	9	29	4	4	29	4	34	32
	64%	63%	100%	62%	47%	100%	43%	78%	68%	62%	62%	57%	100%	58%	63%	50%	63%	46%	66%	53%

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

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

8 Dec 2025  
 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? Child's school

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	60	34	23	47	13	41	19	16	11	10	11	10	60
Weighted total	60*	37**	20**	46*	14**	41*	19**	17**	12**	9**	11**	8**	60*
Effective base	50	29	18	38	11	34	16	13	9	8	9	9	60
All of the advice	17	15	1	12	5	12	5	4	3	5	1	1	14
	28%	42%	5%	26%	33%	30%	23%	26%	24%	56%	14%	15%	23%
Most of the advice	33	18	12	25	7	21	11	8	6	2	9	6	32
	54%	49%	58%	55%	52%	52%	59%	49%	54%	16%	82%	71%	53%
Some of the advice	11	3	7	9	2	7	3	4	3	3	*	1	14
	18%	9%	37%	19%	15%	18%	18%	25%	22%	28%	5%	14%	23%
Very little of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	49	34	13	37	12	33	16	12	9	7	10	7	46
	82%	91%	63%	81%	85%	82%	82%	75%	78%	72%	95%	86%	77%
Bottom 3: Some/very little/none	11	3	7	9	2	7	3	4	3	3	*	1	14
	18%	9%	37%	19%	15%	18%	18%	25%	22%	28%	5%	14%	23%
Net difference	38	30	5	29	10	26	13	8	6	4	10	6	32
	64%	82%	27%	62%	71%	63%	65%	51%	56%	44%	91%	72%	53%

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

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

8 Dec 2025  
 Table 450

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

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	69	35	34	38	28	3	54	15	2	3	9	1	20	38	29	69
Weighted total	70*	37**	34*	31*	35**	4**	60*	10**	3**	4**	2**	1**	20*	36*	32**	69*
Effective base	59	29	31	32	26	3	50	9	2	3	9	1	18	32	25	69
All of the advice	20	13	7	8	11	1	17	2	-	1	1	-	8	9	8	20
	28%	34%	21%	25%	30%	35%	29%	24%	-	37%	46%	-	39%	24%	26%	29%
Most of the advice	37	18	19	17	17	3	31	5	1	2	1	1	8	20	17	35
	52%	48%	56%	53%	49%	65%	52%	52%	37%	63%	31%	100%	41%	57%	53%	51%
Some of the advice	10	3	7	5	5	-	7	2	2	-	1	-	3	4	4	10
	14%	7%	20%	15%	14%	-	12%	24%	63%	-	23%	-	15%	10%	13%	14%
Very little of the advice	5	4	1	2	3	-	5	-	-	-	-	-	1	3	3	4
	7%	10%	4%	7%	7%	-	8%	-	-	-	-	-	5%	9%	8%	6%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	56	30	26	24	28	4	48	8	4	4	2	1	16	29	25	55
	80%	83%	76%	78%	79%	100%	80%	76%	37%	100%	77%	100%	80%	81%	79%	80%
Bottom 3: Some/very little/none	14	6	8	7	7	-	12	2	2	-	1	-	4	7	7	14
	20%	17%	24%	22%	21%	-	20%	24%	63%	-	23%	-	20%	19%	21%	20%
Net difference	42	24	18	17	21	4	37	5	-1	4	1	1	12	22	18	41
	59%	66%	53%	56%	58%	100%	61%	52%	-25%	100%	54%	100%	60%	62%	57%	59%

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

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

8 Dec 2025  
 Table 451

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

Working status	Education	Region	Urbanity	Age of only child aged 0-5
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	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	Unweighted Total
Unweighted total	69	55	14	57	12	16	23	11	17	46	23	13	24	14	69
Weighted total	70*	57*	13**	51*	19**	17**	23**	11**	13**	50*	18**	13**	22**	18**	69*
Effective base	59	47	12	45	14	14	21	17	16	41	15	12	19	13	69
All of the advice	20	18	2	13	7	5	6	5	4	11	7	5	5	4	20
Most of the advice	37	28	8	28	8	9	14	8	6	29	7	5	13	10	35
Some of the advice	10	8	2	8	2	3	1	3	3	7	1	2	3	3	10
Very little of the advice	5	4	1	2	2	2	1	2	2	2	2	1	2	1	4
None of the advice	7*	6%	9%	5%	12%	-	-	11%	7%	8%	5%	13%	-	5%	6%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	56	46	10	41	15	14	20	13	10	40	14	10	18	14	55
Bottom 3: Some/very little/none	14	11	3	10	4	3	4	4	4	10	4	2	4	4	14
Net difference	42	35	7	31	11	11	16	8	6	30	10	8	14	9	41
	59%	61%	53%	60%	57%	66%	69%	49%	47%	61%	58%	64%	62%	52%	59%

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

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

8 Dec 2025  
 Table 452

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	£25,000 up to £54,999		£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	69	7	20	22	17	8	1	60	8	58	11	45	15	69
Weighted total	70*	5**	21**	23**	15**	69*	1**	60*	9**	59*	12**	45**	21**	69*
Effective base	59	5	18	18	16	58	1	51	8	50	9	39	14	69
All of the advice	20	*	5	7	7	20	-	17	2	18	1	15	3	20
Most of the advice	37	5%	24%	33%	35%	28%	-	29%	24%	31%	12%	33%	15%	29%
Some of the advice	10	*	6	3	*	10	-	10	-	10	-	8	2	10
Very little of the advice	5	1	2	1	2	14%	-	16%	-	16%	-	17%	10%	14%
None of the advice	7*	24%	5%	12%	7%	7%	-	6%	-	6%	9%	5%	8%	6%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	56	4	14	16	18	55	1	47	9	46	11	35	16	55
Bottom 3: Some/very little/none	14	1	7	6	*	14	-	13	-	13	1	10	3	14
Net difference	42	2%	33%	26%	2%	21%	-	22%	-	23%	9%	22%	17%	20%
	59%	42%	35%	40%	97%	59%	100%	56%	100%	55%	82%	57%	66%	59%

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

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

8 Dec 2025  
 Table 453

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	69	57	12	62	4	3	39	30	36	27	59	7	12	57	10	7	56	14	54	69
Weighted total	70*	59*	11**	61*	3**	3	38*	32**	33*	27*	59*	10**	7**	57*	10**	7**	57*	12**	58*	69*
Effective base	59	48	11	54	3	3	33	26	30	24	51	6	10	49	10	7	47	12	47	69
All of the advice	20	16	4	18	2	-	9	11	12	6	19	1	1	19	2	2	17	4	15	20
Most of the advice	37	30	6	33	1	2	19	17	14	17	31	3	7	29	6	4	28	4	33	35
Some of the advice	10	9	1	10	*	2	5	5	5	4	11	1	1	11	1	1	10	3	10	10
Very little of the advice	5	4	1	5	-	-	2	3	3	2	3	2	1	4	1	-	4	1	4	4
None of the advice	7*	6%	9%	7%	-	-	6%	8%	8%	7%	5%	27%	10%	6%	12%	-	6%	8%	6%	6%



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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Not working full-time		Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
		Working fulltime (b)	time (c)												
Unweighted total	105	72	33	77	28	22	41	25	17	88	12	27	26	26	105
Weighted total	109*	76*	32**	77*	31**	23**	39*	34**	12**	89*	12**	28**	28**	25**	105
Effective base	89	62	27	64	22	19	35	23	15	74	10	25	22	21	105
All of the advice	27	23	4	23	4	3	15	6	3	23	2	8	6	6	26
Most of the advice	43	28	14	24	19	11	14	12	5	32	6	9	13	9	41
Some of the advice	35	23	12	27	8	9	10	14	3	30	4	19	8	10	34
Very little of the advice	4	2	2	3	1	-	1	2	1	4	-	-	1	-	3
None of the advice	1	1	-	1	-	-	-	-	1	1	-	1	-	-	1
Don't know	-	-	-	-	-	-	-	-	6%	-	-	3%	-	-	1%
Top 2: All/most of the advice	69	51	18	47	22	15	29	18	8	55	8	17	19	15	67
Bottom 3: Some/very little/none	39	25	14	30	9	9	11	16	4	34	4	11	9	10	38
Net difference	30	26	4	17	13	6	18	2	4	21	4	6	10	5	29
	28%	34%	13%	21%	43%	26%	45%	6%	34%	23%	35%	22%	37%	21%	28%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £34,999 (b)	£25,000 up to £99,999 (c)	£55,000 up to £99,999 above (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	105	8	24	38	34	104	1	90	15	85	20	72	26	105
Weighted total	109*	8**	28**	39*	32**	108*	1**	94*	15**	86*	23**	70*	31**	105
Effective base	89	7	21	33	29	83	1	70	14	72	18	59	24	105
All of the advice	27	2	5	6	13	26	1	24	2	25	1	21	3	26
Most of the advice	43	5	11	17	11	43	-	36	7	32	11	27	13	41
Some of the advice	39	59%	38%	43%	33%	40%	-	39%	44%	37%	48%	38%	43%	39%
Very little of the advice	4	1	10	7	35	-	-	30	5	25	10	18	15	34
None of the advice	1	19%	36%	38%	22%	33%	-	33%	31%	30%	42%	26%	47%	32%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	69	6	16	23	24	68	1	60	9	57	13	48	17	67
Bottom 3: Some/very little/none	39	81%	57%	60%	73%	63%	100%	65%	59%	66%	54%	68%	53%	64%
Net difference	30	5	4	7	15	29	1	27	3	28	2	25	2	29
	28%	62%	14%	19%	46%	27%	100%	29%	18%	33%	9%	36%	6%	28%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

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

	Children at school or childcare (0-5)		Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total	
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)		Coping / comfortable (s)
Unweighted total	105	88	16	67	38	3	69	36	69	38	7	15	88	14	11	87	24	81	105	
Weighted total	109*	92*	16**	101*	3**	5**	71*	38*	56*	44*	97*	6**	13**	93*	15**	14**	91*	26**	82*	105
Effective base	89	75	15	82	3	4	58	31	50	33	79	5	12	76	11	74	22	67	105	
All of the advice	27	20	7	27	-	-	18	9	16	7	25	2	3	24	3	3	23	2	25	26
Most of the advice	43	23%	40%	26%	-	-	25%	23%	29%	17%	21%	30%	22%	23%	23%	25%	7%	30%	25%	41

	39%	38%	48%	40%	61%	11%	35%	48%	33%	47%	40%	50%	52%	38%	60%	58%	36%	46%	37%	39%
Some of the advice	35	34	1	29	1	5	24	11	21	12	29	1	3	30	2	2	31	12	23	34
Very little of the advice	4	4	-	4	-	-	4	-	4	-	4	-	4	-	4	-	4	-	4	3
None of the advice	1	-	1	4	-	-	5	-	-	8	4	-	-	4	-	-	4	-	4	3
Don't know	1	-	5	1	-	-	1	-	1	-	1	-	-	1	-	-	1	1	-	1
Top 2: All/most of the advice	69	55	14	67	2	1	42	27	35	28	64	4	10	58	12	11	55	14	56	67
Bottom 3: Some/very little/none	39	37	2	34	1	5	29	11	21	16	33	1	3	34	2	2	35	12	27	38
Net difference	30	17	13	33	1	-4	14	16	13	12	30	3	7	24	10	9	20	1	29	29
	28%	19%	76%	33%	23%	-78%	19%	43%	24%	27%	31%	59%	49%	26%	67%	65%	22%	5%	35%	28%

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

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

8 Dec 2025  
 Table 459

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Child's red book

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week						
								1 - Most deprived	2	3	4	5 - Least deprived	
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	105	63	35	21	24	73	21	25	10	25	9	105	
Weighted total	109*	63*	39*	84*	25**	74*	32**	25**	10**	25**	9**	105	
Effective base	89	52	31	69	21	61	27	25	22	9	8	105	
All of the advice	27	19	7	23	4	21	6	12	2	5	2	26	
Most of the advice	43	24	17	28	14	25	17	11	11	4	3	41	
Some of the advice	35	17	14	30	5	26	9	7	11	11	4	34	
Very little of the advice	4	4	-	2	2	2	2	2	1	-	-	3	
None of the advice	1	-	1	1	-	1	-	-	1	-	-	1	
Don't know	1	-	2	1	-	1	-	3	-	-	-	1	
Top 2: All/most of the advice	69	42	24	51	18	46	23	23	12	9	14	67	
Bottom 3: Some/very little/none	39	21	15	32	7	28	11	10	13	11	4	38	
Net difference	30	22	9	19	11	17	12	13	1	9	4	29	
	28%	34%	23%	23%	43%	23%	34%	40%	-1%	85%	14%	1%	

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

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

8 Dec 2025  
 Table 460

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Local Authority staff / Family Information Service

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3		4-5
Unweighted total	77	53	34	27	27	3	63	23	2	1	10	1	25	35	52	
Weighted total	78*	52*	26**	43*	32**	3**	66*	10**	2**	1**	5**	1**	23**	30**	47*	
Effective base	70	44	27	45	24	2	57	13	2	1	18	1	21	28	42	
All of the advice	21	14	7	13	7	*	17	2	-	-	2	-	7	7	12	
Most of the advice	30	19	12	15	14	1	27	4	1	-	2	1	8	14	16	
Some of the advice	22	15	6	13	7	1	18	4	1	1	1	-	8	6	15	
Very little of the advice	6	4	2	3	3	-	3	3	-	-	3	-	3	4	7	
None of the advice	7	8	6	7	8	-	8	5	-	-	9	-	1	8	8	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	51	32	19	27	22	2	44	5	1	-	3	1	15	21	28	
Bottom 3: Some/very little/none	27	19	8	16	10	1	23	4	1	1	2	-	8	9	19	
Net difference	24	13	11	12	12	-	21	4	-1	-1	2	-1	6	12	11	
	30%	25%	41%	27%	37%	11%	32%	10%	-26%	-100%	34%	100%	29%	41%	20%	

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

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

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

8 Dec 2025  
Table 461

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? 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	87	54	23	65	22	13	22	17	20	23	11	15	20	23	87
Weighted total	78*	61*	17**	59*	19**	17**	31**	15**	12**	66*	8**	14**	16**	28**	87*
Effective base	70	52	18	51	20	15	27	14	17	59	8	12	15	24	87
All of the advice	21	17	4	16	5	5	10	3	3	17	2	6	3	6	23
Most of the advice	26%	27%	22%	27%	25%	28%	31%	18%	24%	26%	24%	40%	18%	23%	26%
Some of the advice	30	22	9	20	10	5	10	9	6	26	5	6	8	10	34
Very little of the advice	6	5	1	4	1	1	3	2	2	4	1	2	2	3	7
None of the advice	7%	9%	2%	7%	7%	7%	8%	2%	13%	6%	18%	-	12%	10%	8%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	51	38	12	36	15	10	20	12	9	43	7	11	11	16	57
Bottom 3: Some/very little/none	27	23	5	23	4	7	12	6	3	23	1	3	4	12	30
Net difference	24	16	8	12	11	3	8	7	6	20	6	8	5	5	27
	30%	26%	46%	21%	58%	18%	25%	38%	49%	30%	65%	60%	44%	16%	31%

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

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

8 Dec 2025  
Table 462

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? 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	87	16	17	26	33	55	2	79	8	29	8	70	16	87
Weighted total	78*	3**	15**	23**	30**	76*	3**	70*	8**	72*	6**	64*	13**	87*
Effective base	70	9	14	21	26	68	2	62	8	64	6	57	11	87
All of the advice	21	2	3	2	14	21	-	21	-	19	2	17	3	23
Most of the advice	26%	21%	22%	8%	45%	27%	-	29%	-	26%	31%	27%	25%	26%
Some of the advice	30	6	5	9	8	29	1	27	4	29	2	28	2	34
Very little of the advice	6	-	2	3	1	6	-	5	1	4	1	4	2	7
None of the advice	7%	-	12%	13%	3%	7%	-	7%	9%	6%	20%	6%	12%	8%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	51	8	8	11	22	50	1	47	4	47	3	45	5	57
Bottom 3: Some/very little/none	27	-	7	12	8	26	1	23	4	25	2	20	7	30
Net difference	24	8	1	14	14	24	-	24	-	23	1	25	-2	27
	30%	100%	6%	-4%	46%	32%	-17%	34%	-2%	31%	19%	39%	-15%	31%

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

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

8 Dec 2025  
Table 463

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? Local Authority staff / Family Information Service

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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	59	40	19	38	15	6	48	11	-	4	6	1	8	29	38	69	
73%	77%	65%	73%	65%	100%	71%	80%	-	74%	82%	100%	67%	82%	68%	74%		
Bottom 3: Some/very little/none	22	12	10	14	8	-	19	3	-	1	1	4	6	17	24		
27%	23%	35%	27%	35%	-	29%	20%	-	26%	18%	-	33%	18%	32%	26%		
Net difference	37	28	9	24	7	6	29	8	0	3	4	1	4	23	20	45	
46%	55%	30%	47%	29%	100%	43%	60%	0%	49%	64%	100%	33%	65%	37%	48%		

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

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8 Dec 2025  
 Table 466

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? Charity organisation

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	53	71	32	16	13	16	22	10	10	80	11	10	40	37	
Weighted total	80*	65*	15**	65*	15**	16**	31*	23**	11**	72*	6**	7**	16**	35*	
Effective base	74	58	16	60	14	13	31	18	14	65	9	7	14	31	
All of the advice	20	19	2	14	6	3	9	6	2	17	3	-	5	6	27
25%	29%	11%	22%	39%	20%	20%	29%	18%	24%	55%	-	34%	18%	29%	
Most of the advice	38	31	8	33	5	9	13	10	6	36	2	5	9	18	42
48%	47%	52%	51%	36%	55%	44%	45%	54%	51%	33%	63%	56%	50%	45%	
Some of the advice	18	12	6	16	2	4	6	7	1	14	1	2	2	9	19
18%	18%	38%	25%	11%	25%	20%	29%	10%	20%	12%	22%	11%	26%	20%	
Very little of the advice	4	4	-	2	2	-	2	-	2	-	-	1	-	2	5
5%	6%	-	3%	14%	-	7%	-	17%	6%	-	15%	-	6%	5%	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	59	49	10	47	11	12	22	16	8	53	5	5	14	24	69
73%	75%	62%	73%	75%	75%	75%	73%	71%	73%	74%	88%	63%	89%	68%	74%
Bottom 3: Some/very little/none	22	16	6	18	4	4	8	7	3	18	1	3	2	12	24
27%	25%	38%	22%	25%	25%	25%	27%	23%	23%	26%	12%	37%	11%	32%	26%
Net difference	37	33	4	29	8	8	14	10	5	35	5	2	12	12	45
46%	51%	25%	45%	49%	51%	47%	42%	45%	49%	77%	26%	78%	35%	48%	

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

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 Table 467

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? Charity organisation

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	53	47	17	17	17	33	13	14	7	72	9	72	20	
Weighted total	80*	4**	15**	17**	43*	80*	**	74*	**	72*	9**	63*	17**	
Effective base	74	4	14	18	38	74	-	68	6	66	8	57	17	
All of the advice	20	1	4	4	12	20	-	18	3	18	2	14	6	27
25%	28%	24%	24%	24%	27%	25%	-	24%	38%	25%	28%	22%	37%	29%
Most of the advice	38	2	6	10	21	38	-	36	3	36	2	31	8	42
48%	45%	40%	40%	56%	49%	48%	-	48%	41%	51%	23%	49%	44%	45%
Some of the advice	18	1	4	2	8	18	-	16	1	14	3	16	2	19
22%	27%	29%	14%	19%	19%	22%	-	22%	22%	20%	38%	25%	12%	20%
Very little of the advice	4	1	1	1	2	4	-	4	1	3	1	3	1	5
5%	-	7%	6%	4%	5%	5%	-	5%	-	4%	11%	4%	6%	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	59	3	10	14	33	59	-	53	5	54	5	45	14	69
73%	73%	64%	80%	76%	73%	73%	-	72%	78%	76%	51%	71%	82%	74%
Bottom 3: Some/very little/none	22	1	5	3	10	22	-	20	1	17	4	18	3	24
27%	27%	36%	20%	24%	27%	27%	-	28%	22%	24%	49%	29%	18%	26%
Net difference	37	2	4	10	23	37	0	33	4	37	**	26	11	45
46%	46%	28%	60%	52%	46%	0%	45%	57%	51%	2%	42%	63%	48%	

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

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 Table 468

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? Charity organisation

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	21	85	1	70	2	1	43	50	62	24	15	16	15	16	10	3	61	11	32	65
Weighted total	80*	77*	4**	78*	2**	1**	35*	46*	52*	24**	70*	10**	15**	66*	11**	10**	68*	12**	68*	93*
Effective base	74	71	4	71	2	1	34	41	50	21	65	8	13	61	9	8	63	10	65	93
All of the advice	20	20	-	20	-	-	11	9	18	3	16	4	5	15	4	2	16	2	18	27
Most of the advice	18	36	2	37	1	-	32*	26*	34*	11*	23*	44*	32*	24*	37*	25*	23*	20*	26*	29*
Some of the advice	18	16	2	17	1	-	44*	51*	43*	57*	52*	21*	39*	50*	27*	32*	52*	32*	51*	45*
Very little of the advice	4	4	-	4	-	-	6	11	9	7	14	3	4	13	4	4	12	5	13	19
None of the advice	5	5	-	4	-	100%	2	2	3	2	4	-	6	6	-	-	4	1	3	5
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	59	57	2	58	1	-	26	32	40	17	52	6	10	48	7	5	51	6	52	69
Bottom 3: Some/very little/none	22	20	2	20	1	1	8	14	12	8	17	3	4	17	4	4	16	6	16	24
Net difference	37	36	1	36	1	-1	18	19	27	9	35	3	6	31	3	1	35	1	36	45
	46%	47%	16%	49%	7%	-100%	52%	41%	52%	36%	50%	31%	41%	47%	27%	14%	51%	4%	53%	48%

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

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8 Dec 2025  
Table 469

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Charity organisation

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	76	14	62	13	73	12	20	11	23	10	10	10	93
Weighted total	80*	63*	15**	60*	11**	66*	15**	22**	21**	9**	16**	10**	93*
Effective base	74	60	12	64	11	61	13	21	18	9	16	9	93
All of the advice	20	17	3	19	1	19	1	7	4	4	3	3	27
Most of the advice	18	33	5	32	7	32	6	12	10	3	9	5	42
Some of the advice	18	9	7	16	2	13	5	3	4	2	5	1	19
Very little of the advice	4	3	-	3	-	2	-	2	1	-	-	-	20
None of the advice	5	4	-	4	-	4	-	4	10	-	-	-	5
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	59	51	8	51	8	51	8	18	14	7	11	8	69
Bottom 3: Some/very little/none	22	12	7	18	3	14	7	4	6	2	5	2	24
Net difference	37	39	1	32	4	37	1	15	8	5	7	6	45
	46%	62%	2%	47%	39%	56%	1%	65%	38%	54%	41%	59%	48%

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

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Table 470

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? NHS website or other official health websites

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	
Unweighted total	68	26	40	39	27	2	53	15	3	1	9	2	15	11	37
Weighted total	72*	34**	38*	37*	33**	2**	61*	11**	5**	1**	3**	2**	21**	2**	39*
Effective base	59	24	36	34	24	2	50	9	3	1	9	2	17	26	32
All of the advice	19	12	8	7	12	-	16	3	2	-	-	1	3	8	10
Most of the advice	18	18	20	19	38	-	27*	28*	36*	-	-	58*	16*	25*	27*
Some of the advice	18	15	20	15	20	-	32	6	3	1	2	9	19	24	38
Very little of the advice	5	5	5	4	4	-	5	8	5	7	6	6	4	4	6
None of the advice	5	5	5	4	4	-	5	8	5	7	6	6	4	4	6
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Net difference	37	39	1	32	4	37	1	15	8	5	7	6	45		
	53%	54%	51%	64%	44%	-	52%	58%	64%	100%	80%	-	44%	56%	60%

Some of the advice	12	2	10	7	3	2	11	2	-	-	1	1	7	5	5	13
	17%	6%	26%	18%	10%	100%	17%	14%	-	-	20%	42%	33%	14%	13%	19%
Very little of the advice	3	2	1	-	3	-	3	-	-	-	-	-	2	1	-	2
	4%	4%	3%	-	8%	-	5%	-	-	-	-	-	7%	4%	-	3%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	57	30	27	30	27	-	48	10	5	1	2	1	12	27	34	53
	79%	89%	71%	82%	82%	-	78%	86%	100%	100%	80%	58%	59%	82%	87%	78%
Bottom 3: Some/very little/none	15	4	11	7	6	2	13	2	-	-	1	1	8	6	5	15
	21%	11%	29%	18%	18%	100%	22%	14%	-	-	20%	42%	41%	18%	13%	22%
Net difference	43	27	16	24	21	2	35	8	5	1	2	4	21	29	38	38
	59%	79%	41%	65%	63%	-100%	57%	72%	100%	100%	59%	16%	19%	63%	74%	56%

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

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 471

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

	TOTAL (a)	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Non graduates (e)	North England (g)	South England (h)	Midlands (i)	Devolved nations (j)	Urban (k)	Rural (l)	0-1 (m)	2-3 (n)	4-5 (o)			
Unweighted total	68	53	15	59	9	31	20	8	58	6	11	18	22	68		
Weighted total	72*	58*	14**	61*	11**	31**	26**	6**	60*	7**	12**	18**	22**	68*		
Effective base	59	46	13	51	8	27	18	8	50	6	10	15	19	59		
All of the advice	19	16	3	18	1	4	8	6	16	1	3	6	8	15		
	27%	28%	21%	30%	11%	44%	26%	25%	27%	17%	26%	31%	35%	22%		
Most of the advice	38	31	7	31	7	4	17	13	31	4	4	8	13	38		
	53%	54%	47%	50%	65%	43%	55%	63%	52%	53%	34%	43%	58%	56%		
Some of the advice	12	8	5	11	1	3	4	5	10	2	3	4	2	13		
	17%	13%	32%	18%	10%	13%	14%	20%	16%	30%	28%	19%	8%	19%		
Very little of the advice	3	3	-	1	2	2	1	-	3	-	2	1	-	2		
	4%	5%	-	2%	13%	-	5%	5%	5%	-	12%	7%	-	3%		
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Top 2: All/most of the advice	57	48	10	49	9	8	25	20	48	5	7	14	21	53		
	79%	82%	68%	80%	76%	87%	81%	76%	79%	70%	60%	74%	92%	78%		
Bottom 3: Some/very little/none	15	10	5	12	3	1	6	6	13	2	5	5	2	15		
	21%	18%	32%	20%	24%	13%	19%	24%	21%	30%	40%	26%	8%	22%		
Net difference	43	37	5	37	6	7	19	13	35	3	3	9	19	38		
	59%	64%	37%	60%	53%	75%	62%	51%	58%	41%	21%	48%	85%	56%		

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 472

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	68	2	11	18	37	68	-	61	7	60	8	48	17	68
Weighted total	72*	2**	13**	20**	37*	72*	-**	66*	6**	63*	10**	51*	19**	68*
Effective base	50	2	10	17	31	59	-	53	5	51	3	42	15	50
All of the advice	19	-	2	4	13	19	-	19	-	17	2	13	5	15
	27%	-	15%	22%	35%	27%	-	29%	-	27%	23%	26%	27%	22%
Most of the advice	38	1	7	15	15	38	-	35	3	33	5	28	9	38
	53%	48%	55%	73%	41%	53%	-	53%	49%	53%	53%	35%	51%	56%
Some of the advice	12	1	2	1	7	12	-	9	3	10	2	9	3	13
	17%	52%	19%	5%	20%	17%	-	14%	51%	16%	24%	17%	14%	19%
Very little of the advice	3	-	2	-	1	3	-	3	-	3	-	1	2	2
	4%	-	11%	-	3%	4%	-	4%	-	4%	-	2%	8%	3%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	57	1	9	19	28	57	-	55	3	50	7	41	14	53
	79%	48%	70%	95%	76%	79%	-	82%	49%	80%	76%	80%	78%	78%
Bottom 3: Some/very little/none	15	1	4	1	9	15	-	12	3	12	2	10	4	15
	21%	52%	30%	5%	24%	21%	-	18%	51%	20%	24%	20%	22%	22%
Net difference	43	*	5	18	19	43	0	43	*	38	5	31	10	38
	59%	-4%	40%	90%	53%	59%	0%	65%	-3%	60%	51%	61%	56%	56%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



Unweighted total	58	29	29	38	20	-	43	15	2	2	10	1	9	33	32	58
Weighted total	54*	27**	27**	33*	20**	**	45*	9**	2**	3**	3**	1**	9**	29**	30**	58*
Effective base	50	25	25	34	17	-	41	9	2	2	9	1	9	27	27	50
All of the advice	13	9	4	7	6	-	12	1	-	-	1	-	2	9	7	13
	25%	34%	16%	21%	31%	-	28%	9%	-	-	25%	-	19%	30%	23%	22%
Most of the advice	15	10	6	13	2	-	12	3	1	1	1	-	2	7	10	18
	28%	36%	23%	40%	9%	-	26%	41%	37%	52%	41%	-	24%	26%	34%	31%
Some of the advice	23	8	15	11	12	-	21	2	-	1	1	-	5	12	11	25
	43%	28%	58%	32%	60%	-	46%	27%	-	48%	35%	-	57%	42%	35%	43%
Very little of the advice	1	1	-	1	-	-	-	1	-	-	-	1	1	1	1	1
	1%	2%	-	2%	-	-	-	6%	-	-	-	100%	-	2%	2%	2%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	1	1	-	-	-	-	-	1	1
	3%	-	6%	4%	-	-	-	17%	63%	-	-	-	-	-	5%	2%
Top 2: All/most of the advice	29	19	10	21	8	-	24	4	1	1	2	-	4	16	17	31
	54%	70%	37%	62%	40%	-	54%	49%	37%	52%	65%	-	43%	56%	58%	53%
Bottom 3: Some/very little/none	23	8	15	11	12	-	21	2	-	1	1	-	5	13	11	26
	44%	30%	58%	34%	60%	-	46%	33%	-	48%	35%	100%	57%	44%	37%	45%
Net difference	5	11	-6	9	-4	0	4	1	1	*	1	-1	-1	3	6	5
	10%	40%	-21%	28%	-20%	0%	9%	16%	37%	4%	31%	-100%	-14%	12%	21%	9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o

\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
Table 476

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total (h)	
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)		
Unweighted total	58	29	29	38	20	-	43	15	2	2	10	1	9	33	32	58
Weighted total	54*	27**	27**	33*	20**	**	45*	9**	2**	3**	3**	1**	9**	29**	30**	58*
Effective base	50	41	10	42	8	-	41	9	2	2	9	1	9	27	27	50
All of the advice	13	12	1	12	2	-	5	5	4	1	11	1	2	5	3	13
	25%	30%	8%	22%	16%	-	12%	30%	18%	8%	24%	45%	19%	32%	20%	22%
Most of the advice	15	13	2	15	2	-	2	9	2	2	15	1	2	3	6	18
	28%	31%	20%	35%	-	-	18%	34%	23%	32%	30%	14%	24%	19%	35%	31%
Some of the advice	23	16	7	16	7	-	4	12	3	5	20	3	5	7	6	25
	43%	38%	59%	37%	69%	-	33%	46%	32%	60%	42%	62%	57%	49%	36%	43%
Very little of the advice	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1
	1%	1%	-	1%	-	-	-	2%	-	-	1%	-	-	-	-	2%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	-	1	1	-	1	-	-	-	1	1
	3%	-	12%	-	15%	-	-	12%	-	-	3%	-	-	-	9%	2%
Top 2: All/most of the advice	29	25	3	27	2	-	7	13	5	3	26	2	4	8	9	31
	54%	61%	29%	62%	16%	-	56%	52%	68%	40%	54%	38%	43%	51%	55%	53%
Bottom 3: Some/very little/none	23	16	7	17	7	-	4	12	3	5	20	3	5	7	6	26
	44%	39%	59%	38%	69%	-	33%	46%	32%	60%	42%	62%	57%	49%	36%	43%
Net difference	5	9	-4	10	-5	3	1	3	-2	5	-1	-1	-1	3	5	5
	10%	21%	-30%	24%	-52%	23%	4%	36%	-21%	12%	-25%	-14%	2%	19%	9%	9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n

\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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Table 477

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total (h)
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (i)	Not knowledgeable (j)	Knowledgeable (k)	Not knowledgeable (l)	Collective (m)	Individual (n)	
Unweighted total	58	13	14	15	24	5	3	21	4	23	5	43	13	58
Weighted total	54*	4**	12**	14**	23**	52*	2**	51*	3**	48*	5**	39*	13**	58*
Effective base	50	3	12	13	20	48	2	47	3	45	5	36	12	58
All of the advice	13	1	3*	4	8	12	1	12	1	12	1	13	-	13
	25%	30%	3%	27%	35%	24%	54%	24%	37%	26%	20%	33%	-	22%
Most of the advice	15	-	5	4	6	14	1	14	1	14	1	10	5	18
	28%	-	40%	28%	29%	28%	46%	28%	35%	30%	18%	25%	40%	31%
Some of the advice	23	1	7	6	8	23	-	22	1	20	3	15	8	25
	43%	30%	52%	45%	36%	44%	-	44%	28%	41%	62%	38%	60%	43%
Very little of the advice	1	-	1	-	-	1	-	1	-	1	-	1	-	1
	1%	-	4%	-	-	1%	-	1%	-	1%	-	1%	-	2%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	-	-	1	-	1	-	1	-	1	-	1
	3%	40%	-	-	-	3%	-	3%	-	3%	-	4%	-	3%
Top 2: All/most of the advice	29	1	5	7	14	27	2	27	2	27	2	23	5	31
	54%	30%	43%	55%	64%	52%	100%	52%	72%	55%	38%	58%	40%	53%
Bottom 3: Some/very little/none	23	1	7	6	8	23	-	23	1	20	3	15	8	26
	44%	30%	57%	45%	36%	45%	-	45%	28%	42%	62%	38%	60%	45%

Net difference	5	0	-2	1	6	3	2	4	1	7	-1	8	-3	5
	10%	0%	-13%	10%	27%	7%	100%	8%	44%	14%	-24%	20%	-20%	9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 478

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	53	54	4	24	2	2	24	32	21	32	26	7	52	2	2	56	6	51	58	
Weighted total	54*	50*	4**	50*	1**	2**	25**	29**	20**	44*	32**	6**	5**	48*	1**	52*	7**	46*	58*	
Effective base	50	46	4	46	1	2	23	27	30	41	6	5	44	2	2	49	6	43	58	
All of the advice	13	12	2	12	1	-	5	8	9	4	11	1	1	11	1	12	1	12	13	
	25%	24%	43%	24%	100%	-	21%	29%	28%	26%	19%	20%	24%	77%	77%	24%	15%	26%	22%	
Most of the advice	15	15	-	15	-	-	6	9	7	14	2	1	14	-	-	15	-	15	18	
	28%	31%	-	31%	-	-	25%	31%	27%	33%	28%	23%	30%	-	-	29%	-	33%	31%	
Some of the advice	23	21	2	20	-	2	11	11	14	8	18	3	2	21	*	*	23	4	18	
	43%	42%	57%	41%	-	100%	46%	40%	43%	38%	40%	44%	45%	43%	23%	23%	43%	64%	40%	
Very little of the advice	1	1	-	1	-	-	1	-	1	-	1	-	1	-	-	1	-	1	1	
	1%	1%	-	1%	-	-	2%	-	2%	-	9%	11%	-	-	-	1%	-	1%	2%	
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Don't know	1	1	-	1	-	-	1	-	1	1	-	-	-	-	-	1	-	-	1	
	3%	3%	-	3%	-	-	6%	-	7%	3%	-	-	3%	-	-	3%	21%	-	2%	
Top 2: All/most of the advice	29	27	2	27	1	-	11	17	18	11	25	3	2	25	1	1	28	1	27	
	54%	54%	43%	55%	100%	-	46%	60%	55%	55%	56%	47%	44%	53%	77%	77%	53%	15%	59%	
Bottom 3: Some/very little/none	23	21	2	21	-	2	12	11	15	2	8	18	3	21	*	*	23	4	19	
	44%	43%	57%	42%	-	100%	48%	40%	45%	38%	40%	53%	56%	43%	23%	23%	44%	64%	41%	
Net difference	5	6	-1	6	1	-2	6	3	3	7	-1	5	1	5	-3	5	-3	8	5	
	10%	12%	-13%	12%	100%	-100%	-3%	21%	10%	17%	16%	-6%	-12%	10%	54%	54%	9%	-49%	17%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/h/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 479

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting apps

Base : All UK adults aged 16+ answering who sought information, support or advice from Parenting apps

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	53	36	20	47	9	42	15	10	15	9	10	13	58
Weighted total	54*	33*	19**	43*	10**	40*	14**	8**	15**	6**	8**	13**	58*
Effective base	50	31	18	40	9	37	12	7	13	8	9	12	58
All of the advice	13	12	1	12	1	12	1	5	2	1	1	2	13
	25%	38%	5%	27%	12%	30%	8%	64%	14%	19%	14%	18%	22%
Most of the advice	15	10	5	13	2	14	1	1	7	2	3	2	18
	28%	31%	27%	31%	21%	36%	8%	6%	49%	28%	38%	16%	31%
Some of the advice	23	10	13	16	6	13	10	2	4	4	4	9	25
	43%	29%	68%	38%	67%	33%	72%	29%	27%	47%	48%	66%	43%
Very little of the advice	1	1	-	-	-	1	-	-	1	-	-	-	1
	1%	2%	-	-	-	1%	-	-	7%	-	-	-	2%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	-	1	-	1	-	1	-	-	-	-	1
	3%	-	-	3%	-	3%	-	10%	-	-	-	-	2%
Top 2: All/most of the advice	29	23	6	25	3	26	2	6	9	4	4	5	31
	54%	69%	32%	58%	33%	65%	17%	71%	63%	46%	52%	34%	53%
Bottom 3: Some/very little/none	23	10	13	16	6	14	10	2	4	4	4	9	26
	44%	31%	68%	38%	67%	35%	72%	29%	27%	54%	48%	66%	45%
Net difference	5	12	-7	9	-3	12	-7	3	5	-1	12	5	5
	10%	38%	-36%	20%	-34%	31%	-55%	41%	36%	-7%	4%	-32%	9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*\* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 480

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Parenting forums or discussion groups





QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	60	39	21	39	20	1	44	15	1	1	12	1	7	37	34	60
Weighted total	59*	39*	20**	34*	24**	1**	49*	9**	2**	2**	4**	1**	8**	33**	35**	60*
Effective base	49	31	18	32	17	1	41	7	1	1	11	1	6	28	29	60
All of the advice	11	8	2	8	3	-	11	-	-	-	-	-	2	3	7	9
	18%	21%	11%	23%	12%	-	22%	-	-	-	-	-	23%	10%	19%	15%
Most of the advice	23	16	7	12	10	1	16	5	2	2	2	-	1	14	16	24
	39%	41%	37%	34%	44%	100%	33%	63%	100%	100%	44%	-	19%	43%	45%	40%
Some of the advice	21	12	9	12	8	-	18	3	-	-	2	1	3	11	12	22
	35%	30%	44%	36%	34%	-	36%	13%	-	-	48%	100%	44%	33%	33%	37%
Very little of the advice	5	3	2	2	2	-	4	4	-	-	*	-	1	5	1	5
	8%	8%	8%	7%	10%	-	9%	3%	-	-	8%	-	14%	14%	3%	8%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	34	24	10	19	13	1	27	5	2	2	2	-	3	18	22	33
	57%	62%	48%	57%	56%	100%	55%	63%	100%	100%	44%	-	42%	53%	63%	55%
Bottom 3: Some/very little/none	25	15	10	15	10	-	22	3	-	-	2	1	4	16	13	27
	43%	38%	52%	43%	44%	-	45%	37%	-	-	56%	100%	58%	47%	37%	45%
Net difference	9	9	-1	5	3	1	4	2	2	2	*	-1	-1	2	9	6
	14%	24%	-4%	13%	12%	100%	9%	26%	100%	100%	-12%	-100%	-15%	6%	27%	10%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o

\* small base; \*\* very small base (under 30) ineligible for sig testing

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	60	49	11	25	4	17	21	12	10	50	9	21	17	20	60
Weighted total	59*	49*	10**	56*	3**	18**	21**	12**	8**	49*	9**	5**	18**	19**	60*
Effective base	49	41	8	46	3	13	18	9	9	41	7	4	15	16	60
All of the advice	11	9	1	9	1	6	2	1	1	9	1	2	2	6	9
	18%	19%	12%	17%	39%	35%	10%	10%	13%	19%	13%	37%	12%	29%	15%
Most of the advice	23	18	5	23	*	5	10	5	3	18	5	1	7	7	24
	39%	37%	51%	41%	14%	26%	49%	42%	42%	37%	58%	15%	38%	39%	40%
Some of the advice	21	17	4	20	*	6	8	4	2	19	1	2	6	6	22
	35%	34%	37%	36%	14%	33%	37%	36%	32%	39%	17%	48%	36%	32%	37%
Very little of the advice	5	5	-	4	1	1	2	1	1	3	1	-	3	5	5
	8%	10%	-	7%	33%	6%	5%	13%	13%	5%	12%	-	14%	-	8%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	34	28	6	32	2	11	12	6	4	28	6	2	9	13	33
	57%	56%	63%	58%	52%	61%	58%	51%	55%	56%	71%	52%	50%	68%	55%
Bottom 3: Some/very little/none	25	22	4	24	1	7	9	6	4	22	2	2	9	6	27
	43%	44%	37%	42%	48%	39%	42%	49%	45%	44%	29%	48%	50%	32%	45%
Net difference	9	6	3	8	*	4	3	*	1	6	4	*	*	7	6
	14%	12%	26%	15%	4%	22%	16%	3%	10%	12%	43%	4%	*	35%	10%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n

\* small base; \*\* very small base (under 30) ineligible for sig testing

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	60	3	13	25	39	1	2	1	1	3	1	45	14	60
Weighted total	59*	2**	10**	13**	34**	58*	1*	52*	8**	52*	7**	46*	13**	60*
Effective base	49	2	7	11	29	48	1	42	7	44	5	38	11	60
All of the advice	11	-	-	4	6	11	-	11	-	11	-	10	1	9
	18%	-	-	35%	18%	18%	-	21%	-	20%	-	21%	7%	15%

Most of the advice	23	*	7	5	11	23	-	19	4	19	4	14	9	24
	39%	22%	68%	41%	32%	40%	-	38%	48%	36%	64%	30%	70%	40%
Some of the advice	21	1	2	2	15	19	1	18	2	18	2	18	3	22
	35%	78%	23%	16%	43%	33%	100%	36%	26%	33%	36%	39%	20%	37%
Very little of the advice	5	-	1	1	3	5	-	3	2	5	-	4	*	5
	8%	-	10%	8%	8%	8%	-	5%	26%	9%	-	10%	2%	8%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	34	*	7	10	17	34	-	30	4	29	4	23	10	33
	57%	22%	68%	76%	49%	58%	-	59%	48%	56%	64%	51%	77%	55%
Bottom 3: Some/very little/none	25	1	2	2	13	24	1	21	4	23	2	22	3	27
	43%	78%	32%	24%	51%	42%	100%	41%	52%	44%	36%	49%	23%	45%
Net difference	9	-1	4	7	*	10	-1	9	*	7	2	1	7	6
	14%	-57%	35%	52%	-1%	17%	-100%	18%	-4%	13%	29%	3%	55%	10%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	60	56	4	27	2	31	23	27	46	11	23	46	1	57	1	1	57	2	53	60
Weighted total	59*	56*	3**	57*	2**	**	23**	36*	44*	14**	52*	7**	2**	55*	1**	1**	55*	2**	57*	60*
Effective base	49	46	3	47	2	19	47	31	37	11	43	6	2	47	1	1	46	2	48	60
All of the advice	11	9	1	11	-	-	2	8	9	1	11	-	-	11	-	-	11	-	11	9
	18%	17%	34%	18%	-	-	10%	23%	21%	8%	20%	-	-	19%	-	-	19%	-	18%	15%
Most of the advice	23	22	1	22	1	-	12	11	19	4	22	2	2	19	1	1	21	-	23	24
	39%	40%	30%	39%	52%	-	52%	31%	44%	28%	42%	21%	88%	35%	100%	100%	37%	-	41%	40%
Some of the advice	21	19	1	21	-	-	6	15	14	7	18	2	*	20	-	-	19	2	19	22
	35%	35%	36%	36%	-	-	24%	42%	32%	48%	35%	34%	12%	37%	-	-	35%	100%	33%	37%
Very little of the advice	5	5	-	4	1	-	3	2	1	2	2	3	-	5	-	-	5	-	5	5
	8%	8%	-	7%	48%	-	14%	4%	3%	16%	3%	45%	-	9%	-	-	9%	-	8%	8%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	34	32	2	33	1	-	14	19	29	5	32	2	2	30	1	1	31	-	34	33
	57%	57%	64%	57%	52%	-	62%	54%	65%	36%	62%	21%	88%	55%	100%	100%	56%	-	59%	55%
Bottom 3: Some/very little/none	25	24	1	24	1	-	9	17	15	9	20	6	*	25	-	-	24	2	23	27
	43%	43%	36%	43%	48%	-	38%	46%	35%	64%	38%	79%	12%	45%	-	-	44%	100%	41%	45%
Net difference	9	8	1	8	*	0	6	3	14	-4	13	-4	2	5	1	1	7	-2	10	6
	14%	14%	29%	15%	5%	0%	25%	8%	31%	-28%	24%	-58%	77%	9%	100%	100%	13%	-100%	18%	10%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media from healthcare organisations

Base: All UK adults aged 16+ answering who sought information, support or advice from Social media from healthcare organisations

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	60	35	22	53	7	45	14	15	12	14	11	7	60
Weighted total	59*	34**	21**	52*	7**	47**	12**	16**	11**	15**	10**	6**	60*
Effective base	49	30	18	43	6	38	11	12	10	13	8	6	60
All of the advice	11	9	2	10	1	8	2	5	2	2	1	-	9
	18%	26%	8%	18%	15%	18%	17%	32%	19%	14%	14%	-	15%
Most of the advice	23	14	8	23	3	20	3	5	5	6	5	2	24
	39%	41%	37%	44%	-	44%	23%	30%	49%	38%	52%	37%	40%
Some of the advice	21	9	10	18	2	17	4	5	3	5	4	3	22
	35%	27%	44%	34%	37%	36%	30%	31%	31%	33%	37%	58%	37%
Very little of the advice	5	2	3	2	3	4	1	1	-	-	-	-	5
	8%	6%	11%	3%	48%	2%	30%	6%	-	15%	-	-	8%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	34	23	10	33	1	29	5	10	8	8	6	2	33
	57%	66%	45%	63%	15%	62%	40%	63%	69%	51%	63%	37%	55%
Bottom 3: Some/very little/none	25	12	13	20	6	18	7	6	3	7	4	4	27
	43%	34%	55%	37%	85%	38%	60%	37%	31%	49%	37%	63%	45%
Net difference	9	11	-2	13	-5	11	-4	4	4	3	-2	6	6
	14%	33%	-11%	25%	-70%	24%	-20%	25%	37%	3%	27%	-26%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 490

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 personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	42	19	23	31	11	-	34	8	1	1	6	-	14	16	21	42
Weighted total	40*	18**	21**	28**	12**	**	35*	5**	2**	1**	5**	-	13**	17**	18**	42*
Effective base	36	16	20	27	9	-	31	4	1	1	6	-	11	14	18	42
All of the advice	4	2	3	4	-	-	3	2	2	-	*	-	-	3	3	5
11%	10%	12%	16%	-	-	-	7%	41%	100%	-	18%	-	-	19%	16%	12%
Most of the advice	12	6	5	8	3	-	11	1	-	-	1	-	3	5	5	14
29%	34%	25%	30%	27%	-	-	30%	22%	-	-	62%	-	22%	30%	28%	33%
Some of the advice	21	10	11	14	8	-	20	2	-	1	*	-	8	7	9	20
53%	54%	53%	49%	63%	-	-	55%	38%	-	100%	20%	-	64%	44%	51%	48%
Very little of the advice	2	-	1	-	1	-	2	-	-	-	-	-	2	1	-	2
4%	2%	6%	1%	10%	-	-	5%	-	-	-	-	-	13%	8%	-	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	-	1	1	-	-	1	-	-	-	-	-	-	-	1	1
2%	-	4%	3%	-	-	-	2%	-	-	-	-	-	-	-	5%	2%
Top 2: All/most of the advice	16	8	8	13	3	-	13	3	2	-	1	-	3	8	8	19
40%	44%	37%	46%	27%	-	-	37%	62%	100%	-	80%	-	22%	49%	44%	45%
Bottom 3: Some/very little/none	23	10	13	14	9	-	21	2	-	1	*	-	10	9	9	22
58%	56%	59%	51%	73%	-	-	60%	38%	-	100%	20%	-	78%	51%	51%	52%
Net difference	-7	-2	-5	-1	-6	0	-8	2	2	-1	0	-	-7	-5	-1	-3
-17%	-13%	-22%	-5%	-47%	0%	-	-23%	25%	100%	-100%	61%	0%	-55%	-3%	-7%	-7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i/j/k/l - a/m/n/o  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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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 personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	42	33	9	33	9	11	15	8	8	36	4	10	9	14	42
Weighted total	40*	32**	8**	30**	10**	13**	12**	9**	6**	31*	4**	9**	11**	12**	40*
Effective base	36	28	7	27	5	10	12	7	8	30	3	8	7	12	42
All of the advice	4	4	*	1	4	-	4	*	-	3	*	-	2	1	5
11%	13%	4%	3%	35%	-	-	34%	3%	-	8%	8%	-	14%	11%	12%
Most of the advice	12	10	1	9	2	5	3	3	1	10	1	3	4	4	14
29%	31%	15%	32%	22%	9	37%	21%	32%	24%	31%	34%	28%	33%	33%	33%
Some of the advice	21	17	4	17	4	8	5	5	4	19	2	6	6	6	20
53%	53%	55%	57%	44%	63%	63%	38%	51%	69%	57%	59%	67%	53%	49%	48%
Very little of the advice	2	-	2	2	-	-	-	1	*	*	-	*	-	-	2
4%	-	22%	6%	-	-	-	-	14%	7%	1%	-	4%	-	-	5%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	1	1	-	1	-	-	1	-	-	1	-	-	-	1	1
2%	3%	-	3%	-	-	-	7%	-	-	3%	-	-	-	7%	2%
Top 2: All/most of the advice	16	14	2	10	6	5	7	3	1	13	2	3	5	5	19
40%	44%	23%	35%	56%	37%	55%	35%	37%	24%	39%	41%	28%	47%	44%	45%
Bottom 3: Some/very little/none	23	17	6	19	4	8	5	6	4	20	2	7	6	6	22
58%	53%	77%	63%	44%	63%	38%	65%	76%	76%	59%	59%	72%	53%	49%	52%
Net difference	-7	-3	-4	-8	1	-3	2	-3	-3	-7	-1	-4	-1	-1	-3
-17%	-9%	-54%	-28%	13%	-27%	17%	-29%	-52%	-20%	-17%	-44%	-6%	-5%	-7%	-7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 492

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 personalities and influencers on social media

Base : All UK adults aged 16+ answering who sought information, support or advice from Other personalities and influencers on social media

Income	Importance of early childhood in shaping future	Knowledge of early childhood	Knowledge of social + emotional development	Views on society
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Don't know	1	1	-	1	-	-	1	-	-	1	-	-	1
	2%	4%	-	3%	-	-	10%	-	-	26%	-	-	2%
Top 2: All/most of the advice	16	10	4	11	5	11	5	5	4	2	1	3	19
	40%	45%	28%	38%	47%	37%	50%	42%	43%	52%	13%	38%	45%
Bottom 3: Some/very little/none	23	11	9	18	5	19	3	8	5	1	3	5	22
	58%	51%	72%	59%	53%	63%	35%	58%	57%	22%	87%	62%	52%
Net difference	-7	-1	-6	-6	-1	-8	2	-2	-1	1	-3	-2	-3
	-17%	-6%	-44%	-21%	-6%	-26%	21%	-17%	-14%	31%	-73%	-25%	-7%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 495

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	56	22	34	34	22	-	41	15	-	4	11	-	14	21	35	56
Weighted total	52*	20**	32*	28**	25**	**	45*	8**	**	5**	3**	**	13**	21**	33**	56*
Effective base	47	16	31	20	10	-	38	9	-	4	10	-	13	17	29	56
All of the advice	5	1	4	4	*	-	4	1	-	-	1	-	-	2	3	6
	9%	4%	11%	15%	1%	-	9%	7%	-	-	19%	-	-	8%	10%	11%
Most of the advice	15	9	6	5	10	-	13	2	-	1	1	-	3	7	10	16
	29%	46%	18%	18%	41%	-	29%	30%	-	26%	37%	-	26%	35%	29%	29%
Some of the advice	23	7	16	12	11	-	21	2	-	1	1	-	7	6	16	24
	43%	33%	50%	43%	43%	-	46%	24%	-	18%	34%	-	56%	27%	48%	43%
Very little of the advice	10	3	7	6	4	-	7	3	-	3	*	-	2	6	4	10
	19%	17%	21%	23%	15%	-	16%	39%	-	55%	10%	-	18%	30%	13%	18%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	20	10	10	9	10	-	17	3	-	1	2	-	3	9	13	22
	38%	50%	30%	34%	42%	-	38%	37%	-	26%	56%	-	26%	44%	40%	39%
Bottom 3: Some/very little/none	33	10	23	18	14	-	28	5	-	4	1	-	9	12	20	34
	62%	50%	70%	66%	58%	-	62%	63%	-	74%	44%	-	74%	56%	60%	61%
Net difference	-13	*	-13	-9	-4	0	-11	-2	0	-2	*	0	-6	-3	-7	-12
	-25%	1%	-41%	-32%	-17%	0%	-25%	-25%	0%	-47%	12%	0%	-47%	-12%	-21%	-21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	56	40	16	47	9	10	23	14	9	48	5	8	12	22	56
Weighted total	52*	39*	14**	42*	10**	9**	21**	17**	6**	44*	5**	7**	12**	20**	56*
Effective base	47	33	**	38	8	8	19	12	8	40	4	7	10	19	56
All of the advice	5	4	**	5	-	-	2	3	-	4	**	-	1	3	6
	9%	11%	2%	11%	-	-	9%	16%	-	10%	6%	-	10%	14%	11%
Most of the advice	15	10	5	12	4	1	8	5	1	12	2	2	2	5	16
	29%	26%	37%	27%	34%	14%	37%	28%	24%	27%	37%	34%	18%	27%	29%
Some of the advice	23	16	7	18	4	6	7	6	3	19	2	3	4	10	24
	43%	40%	52%	44%	40%	71%	33%	37%	53%	44%	40%	44%	33%	50%	43%
Very little of the advice	10	9	1	7	3	1	4	3	1	9	1	2	2	2	10
	19%	23%	9%	18%	26%	15%	21%	19%	23%	20%	16%	22%	38%	9%	18%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	20	14	5	16	4	1	10	7	1	16	2	2	3	8	22
	38%	37%	39%	38%	34%	14%	46%	44%	24%	36%	43%	34%	29%	41%	39%
Bottom 3: Some/very little/none	33	24	8	26	7	7	11	9	5	28	3	5	8	12	34
	62%	63%	61%	62%	66%	86%	54%	56%	76%	64%	57%	66%	71%	59%	61%
Net difference	-13	-10	-3	-10	-3	-6	-2	-2	-3	-12	-1	-2	-5	-4	-12
	-25%	-26%	-22%	-23%	-32%	-71%	-8%	-12%	-53%	-27%	-13%	-33%	-43%	-18%	-21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 497

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media content from friends and family

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	56	4	20	14	18	55	1	51	5	50	6	38	16	56
Weighted total	52*	4**	19**	12**	17**	51*	1**	47*	6**	46*	6**	33*	17**	56*
Effective base	47	4	17	12	14	46	1	42	5	41	6	30	15*	56
All of the advice	5	1	-	-	4	5	-	8	-	5	-	3	-	8
9%	16%	-	-	23%	9%	-	-	10%	-	10%	-	9%	8%	11%
Most of the advice	15	1	6	5	4	15	-	15	-	12	3	10	5	16
29%	31%	30%	39%	21%	30%	-	-	32%	-	27%	43%	31%	29%	29%
Some of the advice	23	2	10	5	5	23	-	20	3	20	2	16	6	24
43%	53%	52%	45%	30%	44%	-	-	43%	45%	44%	35%	48%	34%	43%
Very little of the advice	10	-	4	2	4	9	1	7	3	9	1	4	5	10
19%	-	19%	17%	26%	17%	100%	-	15%	55%	19%	22%	12%	29%	18%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	20	2	6	5	8	20	-	20	-	17	3	13	6	22
38%	47%	30%	39%	44%	39%	-	-	42%	-	37%	43%	40%	37%	39%
Bottom 3: Some/very little/none	33	2	14	10	10	31	1	27	6	29	4	20	11	34
62%	53%	70%	61%	56%	63%	100%	-	58%	100%	63%	57%	60%	63%	61%
Net difference	-13	-	-8	-3	-2	-12	-1	-7	-6	-12	-1	-6	-5	-12
-25%	-6%	-41%	-23%	-13%	-23%	-100%	-	-16%	-100%	-27%	-13%	-20%	-26%	-21%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 498

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media content from friends and family

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	56	53	3	53	1	2	23	27	37	10	40	5	40	5	40	3	40	3	40	56
Weighted total	52*	50*	2**	50*	1**	2**	26**	26**	33**	17**	45*	5**	8**	44*	8**	4**	44*	8**	42*	56*
Effective base	47	44	2	44	1	2	24	23	29	15	40	5	38	8	5	39	7	38	56	
All of the advice	5	5	-	5	-	-	1	4	5	-	5	-	1	4	1	1	4	-	5	6
9%	9%	-	9%	-	-	2%	15%	14%	-	10%	-	7%	9%	8%	-	13%	8%	-	11%	11%
Most of the advice	15	14	1	14	-	1	7	8	9	5	13	1	5	10	3	1	12	4	11	16
29%	29%	31%	28%	-	59%	26%	32%	27%	27%	29%	18%	57%	23%	43%	19%	26%	46%	27%	29%	29%
Some of the advice	23	23	-	21	1	1	10	12	11	10	18	4	3	20	4	3	19	4	19	24
43%	45%	-	42%	100%	41%	40%	46%	34%	61%	40%	69%	36%	45%	49%	68%	42%	45%	44%	43%	43%
Very little of the advice	10	9	2	10	-	-	8	2	8	9	1	-	10	-	10	-	10	1	8	10
19%	17%	69%	20%	-	-	32%	7%	25%	12%	21%	13%	-	23%	-	-	23%	9%	18%	18%	18%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	20	19	1	19	-	1	7	12	13	5	18	1	5	14	4	1	15	4	16	22
38%	38%	31%	37%	-	59%	28%	47%	41%	27%	39%	18%	64%	33%	51%	32%	35%	46%	37%	39%	39%
Bottom 3: Some/very little/none	33	31	2	31	1	1	19	14	19	12	28	4	3	29	4	3	29	4	27	34
62%	62%	69%	63%	100%	41%	72%	53%	59%	73%	61%	82%	36%	67%	49%	68%	65%	54%	63%	61%	61%
Net difference	-13	-12	-1	-13	-1	-1	-11	-6	-8	-10	-3	2	-15	-4	-2	-14	-1	-11	-12	-12
-25%	-24%	-38%	-25%	-100%	18%	-44%	-6%	-18%	-45%	-22%	-63%	29%	-35%	2%	-35%	-30%	-8%	-25%	-21%	-21%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 499

QPSE4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Social media content from friends and family

Base : All UK adults aged 16+ answering who sought information, support or advice from Social media content from friends and family

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	56	37	19	47	9	43	13	15	16	8	8	6	56
Weighted total	52*	34*	18**	44*	8**	40*	12**	15**	15**	8**	5**	6**	56*
Effective base	47	30	14	39	8	35	12	14	13	6	5	5	56
All of the advice	5	5	-	4	1	4	1	1	1	2	*	*	6
9%	14%	-	8%	13%	9%	8%	4%	8%	27%	6%	5%	11%	11%
Most of the advice	15	12	2	15	-	13	2	4	3	3	2	1	16

	29%	37%	12%	34%	-	33%	17%	26%	22%	43%	46%	13%	29%
Some of the advice	23	10	11	17	5	15	7	9	6	1	2	3	24
43%	29%	69%	39%	65%	81	38%	59%	57%	37%	17%	48%	59%	43%
Very little of the advice	10	7	3	8	2	8	2	2	5	1	-	1	10
19%	21%	20%	19%	22%	21%	16%	13%	34%	13%	-	23%	18%	18%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	20	17	2	19	1	17	3	5	4	6	2	1	22
38%	51%	12%	42%	13%	41%	25%	30%	29%	70%	52%	18%	39%	39%
Bottom 3: Some/very little/none	33	17	14	26	7	23	9	11	11	2	2	5	34
62%	49%	88%	47%	87%	59%	75%	70%	71%	30%	48%	82%	61%	61%
Net difference	-13	+4	-12	-7	+6	-7	+6	-6	-4	3	+4	-4	-12
-25%	1%	-77%	-16%	-74%	-17%	-50%	-41%	-41%	40%	3%	-63%	-21%	-21%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 500

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Online articles or blogs about parenting

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	TOTAL (a)	Gender			Age			Ethnicity					Age of children			Unweighted Total
		Male (b)	Female (c)		16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	
Unweighted total	64	24	26	14	10	3	12	22	2	3	15	2	11	13	20	64
Weighted total	57*	23**	34*	32*	21**	4**	44*	13**	3**	4**	4**	2**	9**	27**	37*	64*
Effective base	52	19	33	32	18	3	40	12	2	3	14	2	9	25	33	64
All of the advice	11	7	3	9	2	-	7	4	2	1	1	-	1	8	6	11
19%	12%	10%	29%	10%	7%	-	15%	29%	33%	22%	-	-	14%	28%	17%	17%
Most of the advice	15	5	10	8	6	-	12	2	1	-	1	-	2	8	9	17
26%	21%	29%	26%	30%	-	-	29%	17%	46%	-	23%	-	21%	30%	24%	27%
Some of the advice	26	7	19	14	10	2	21	5	-	1	2	2	5	10	19	30
46%	32%	55%	44%	47%	59%	-	48%	38%	-	27%	45%	100%	57%	36%	51%	47%
Very little of the advice	4	2	2	3	3	-	3	4	-	-	3	-	1	2	1	4
6%	7%	6%	1%	16%	-	-	8%	2%	-	-	7%	-	9%	6%	3%	6%
None of the advice	*	*	-	*	-	-	-	*	-	-	*	-	-	-	*	1
*	1%	-	*	-	-	-	-	1%	-	-	4%	-	-	-	*	2%
Don't know	2	2	-	-	2	-	-	12%	-	46%	-	-	-	-	2	1
3%	7%	-	-	41%	-	-	-	-	-	-	-	-	-	-	4%	2%
Top 2: All/most of the advice	25	12	13	17	8	-	19	6	3	1	2	-	3	16	15	28
45%	53%	39%	55%	37%	-	-	44%	46%	100%	33%	44%	-	34%	58%	41%	44%
Bottom 3: Some/very little/none	30	9	21	14	13	2	24	5	-	1	2	2	6	11	20	35
53%	39%	61%	45%	63%	59%	-	56%	41%	-	27%	56%	100%	66%	42%	55%	55%
Net difference	-5	3	-8	3	-5	-2	-5	1	3	-2	3	-2	-3	4	-5	-7
-8%	14%	-23%	10%	-25%	-59%	-	-12%	5%	100%	6%	-11%	-100%	-31%	16%	-14%	-11%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 501

QP54b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Online articles or blogs about parenting

Base: All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	64	48	16	55	9	27	16	12	59	5	6	16	23	64	
Weighted total	57*	47*	10**	49**	9**	16	2	2	12	2	2	13**	19**	64*	
Effective base	52	41	12	43	8	7	20	12	48	4	6	13	20	64	
All of the advice	11	11	-	9	1	1	3	6	1	10	*	1	3	2	11
19%	23%	-	19%	15%	14%	14%	30%	8%	19%	20%	24%	8%	17%	17%	
Most of the advice	15	13	2	11	3	3	16	2	12	3	2	4	5	17	
26%	28%	19%	24%	37%	31%	28%	23%	23%	32%	70%	30%	30%	4	22%	27%
Some of the advice	26	19	7	23	4	3	9	9	5	25	1	2	4	13	30
46%	41%	70%	47%	40%	36%	43%	47%	61%	48%	22%	38%	33%	57%	47%	
Very little of the advice	4	3	1	3	1	-	3	-	1	4	-	1	2	1	4
6%	6%	10%	6%	8%	-	14%	-	-	9%	7%	-	13%	13%	5%	6%
None of the advice	*	-	*	*	-	-	-	-	*	-	-	-	-	*	5
*	1%	-	*	-	-	1%	-	-	*	-	-	-	-	1%	2%
Don't know	2	2	-	2	-	2	-	-	2	-	-	-	-	2	1
3%	4%	-	3%	-	20%	-	-	-	2%	-	-	-	-	7%	2%
Top 2: All/most of the advice	25	23	2	21	5	4	9	10	3	23	3	3	7	7	28
45%	50%	19%	43%	51%	45%	43%	53%	31%	42%	78%	50%	54%	30%	44%	
Bottom 3: Some/very little/none	30	21	8	25	4	3	12	9	6	29	1	3	6	14	35
53%	46%	81%	53%	49%	36%	57%	47%	69%	54%	22%	50%	46%	62%	55%	
Net difference	-5	3	-8	-5	*	1	-3	1	-3	-6	2	4	-3	-7	-7
-8%	4%	-62%	-10%	3%	9%	-14%	6%	-38%	-12%	56%	-1%	7%	-32%	-11%	

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	64	5	14	20	25	64	-	55	9	56	8	46	15	64
Weighted total	57*	5**	14**	20**	25**	57*	-**	49*	8**	49*	7**	40*	14**	64*
Effective base	52	5	12	16	19	52	-	44	8	44	7	36	13	64
All of the advice	11	-	3	3	5	11	-	10	*	9	1	9	1	11
19%	-	-	20%	18%	22%	19%	-	21%	4%	19%	17%	24%	8%	17%
Most of the advice	15	1	7	7	7	15	-	15	-	14	3	11	3	17
26%	13%	6%	37%	33%	26%	26%	-	30%	-	29%	11%	27%	24%	27%
Some of the advice	26	4	8	6	7	26	-	18	8	21	6	15	8	30
46%	87%	61%	35%	36%	46%	46%	-	38%	96%	42%	70%	39%	58%	47%
Very little of the advice	4	-	2	2	2	4	-	4	-	3	*	2	2	4
6%	-	-	10%	9%	6%	6%	-	7%	-	7%	3%	5%	10%	6%
None of the advice	*	*	*	*	*	*	-	*	-	*	-	*	-	1
Don't know	2	-	2	-	-	2	-	2	-	2	-	2	-	2
3%	-	12%	-	-	3%	-	-	3%	-	3%	-	4%	-	2%
Top 2: All/most of the advice	25	1	4	11	11	25	-	25	*	23	2	20	5	28
45%	13%	26%	55%	55%	45%	-	-	51%	4%	47%	27%	51%	32%	44%
Bottom 3: Some/very little/none	30	4	8	8	9	30	-	22	8	24	6	18	10	35
53%	87%	62%	45%	45%	53%	-	-	45%	96%	49%	73%	45%	68%	55%
Net difference	-5	-4	-5	2	2	-5	0	3	-8	-1	-4	2	-5	-7
-8%	-75%	-36%	10%	10%	-8%	0%	6%	-93%	-	-2%	-46%	6%	-36%	-11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? Online articles or blogs about parenting

Base : All UK adults aged 16+ answering who sought information, support or advice from Online articles or blogs about parenting

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	64	59	5	56	3	4	34	30	38	23	54	5	11	52	6	4	54	12	52	64
Weighted total	57*	53*	4**	50*	3**	3**	28**	29**	32**	23**	50*	4**	9**	47*	6**	4**	47*	11**	46*	64*
Effective base	52	48	4	45	3	3	26	25	22	20	45	3	8	43	5	3	43	10	41	64
All of the advice	11	9	1	11	-	-	5	6	8	3	9	1	2	9	2	-	9	1	9	11
19%	18%	30%	21%	-	-	-	17%	20%	23%	13%	19%	34%	17%	19%	24%	-	19%	11%	21%	17%
Most of the advice	15	14	1	11	2	1	8	7	11	4	13	*	1	13	1	1	13	2	13	17
26%	27%	18%	23%	72%	54%	54%	29%	23%	33%	18%	26%	11%	15%	29%	20%	32%	27%	15%	29%	27%
Some of the advice	26	25	1	23	1	1	12	11	11	13	24	*	3	22	1	*	22	6	20	30
46%	47%	33%	46%	28%	46%	46%	44%	48%	35%	58%	47%	8%	37%	46%	19%	11%	47%	53%	44%	47%
Very little of the advice	4	3	1	4	-	-	1	3	3	1	4	-	3	1	2	2	1	1	3	4
6%	5%	19%	7%	-	-	-	4%	9%	3%	7%	-	-	29%	2%	36%	57%	3%	7%	6%	6%
None of the advice	*	*	-	*	-	-	*	-	-	9	-	4	-	-	-	-	*	-	*	1
Don't know	2	2	-	2	-	-	1%	-	-	-	-	-	2%	-	-	-	-	-	-	2%
3%	3%	-	3%	-	-	-	6%	-	-	7%	-	47%	-	4%	-	-	4%	15%	-	2%
Top 2: All/most of the advice	25	23	2	22	2	1	13	12	18	7	22	2	3	23	3	1	22	3	23	28
45%	44%	48%	44%	72%	54%	54%	46%	43%	56%	32%	45%	45%	63%	48%	45%	32%	47%	26%	49%	44%
Bottom 3: Some/very little/none	30	28	2	27	1	1	14	16	14	14	27	*	6	23	3	3	23	7	23	35
53%	53%	52%	53%	28%	46%	46%	48%	57%	44%	61%	8%	67%	49%	55%	55%	68%	50%	59%	51%	55%
Net difference	-5	-4	*	-5	1	*	-1	-4	4	-7	-5	1	-3	*	-1	-1	-1	-4	-1	-7
-8%	-8%	-5%	-10%	44%	8%	-3%	-13%	12%	-29%	-10%	37%	-35%	-1%	-11%	-12%	-36%	-3%	-34%	-2%	-11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? 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

Knowledge of how employers offer support	Time spent with 0-5	Time spent with children other than your own	IMD QUINTILE
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	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	Unweighted Total
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	64	34	21	22	12	30	14	23	16	11	11	7	64
Weighted total	57*	30**	24**	48*	9**	45*	12**	12**	16**	14**	8**	7**	64*
Effective base	52	25	23	42	10	40	12	11	13	9	6	6	64
All of the advice	11	9	1	11	-	8	3	5	2	2	*	1	11
Most of the advice	15	10	4	12	3	11	4	6	5	3	2	2	17
Some of the advice	26	33%	19%	25%	30%	25%	31%	29%	29%	6%	41%	34%	27%
Very little of the advice	4	2	1	2	2	2	2	2	2	1	1	4	4
None of the advice	*	*	-	*	-	*	-	-	-	-	-	*	1
Don't know	2	2	-	2	-	2	-	-	2	-	-	2	2
Top 2: All/most of the advice	25	19	6	23	3	19	7	9	6	3	4	3	28
Bottom 3: Some/very little/none	30	9	18	24	6	25	5	3	8	11	4	3	35
Net difference	-8%	35%	-53%	-2%	-39%	-13%	11%	44%	-10%	-56%	-10%	2%	-11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/h/i  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 505

QPS4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from elsewhere

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3	4-5	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted total	3	1	2	1	2	-	2	1	1	1	-	2	2	-	3	
Weighted total	4**	2**	2**	1**	2**	**	2**	1**	**	1**	**	**	2**	**	3*	
Effective base	3	1	2	1	2	-	2	1	-	1	-	2	-	1	3	
All of the advice	1	-	1	1	-	-	1	-	-	-	-	1	-	-	1	
Most of the advice	1	-	32%	100%	-	-	25%	-	-	-	-	32%	-	-	33%	
Some of the advice	1	-	68%	-	1	-	1	-	-	1	-	1	-	1	33%	
Very little of the advice	2	2	-	2	2	-	2	-	-	-	-	2	-	2	1	
None of the advice	48%	100%	-	-	58%	-	75%	-	-	-	-	-	-	100%	33%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	2	-	2	1	1	-	1	1	-	1	-	2	-	-	2	
Bottom 3: Some/very little/none	2	2	-	-	2	-	2	-	-	-	-	-	-	2	1	
Net difference	**	-2	100%	100%	42%	-	25%	100%	-	100%	-	100%	-	100%	33%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 506

QPS4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base: All UK adults aged 16+ answering who sought information, support or advice from elsewhere

	TOTAL	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime	Not working full-time	Graduates	Non graduates	North England	South England	Midlands	Devolved nations	Urban	Rural	0-1	2-3	4-5	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	
Unweighted total	3	2	1	1	2	-	1	1	1	3	-	2	-	1	
Weighted total	4**	2**	1**	2**	2**	-	1**	1**	1**	4**	**	2**	**	3**	
Effective base	3	2	1	1	2	-	1	1	1	3	-	2	-	3	
All of the advice	1	1	-	-	1	-	-	-	1	1	-	1	-	1	
Most of the advice	1	25%	-	-	32%	-	-	-	100%	16%	-	32%	-	33%	
Some of the advice	1	-	100%	-	68%	-	100%	-	-	35%	-	68%	-	33%	
Very little of the advice	2	2	-	2	-	-	2	-	2	-	-	-	-	1	
None of the advice	48%	75%	-	100%	-	-	100%	-	48%	-	-	-	-	100%	
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Top 2: All/most of the advice	2	1	1	1	2	-	1	1	1	2	-	2	-	2	
Net difference	52%	25%	100%	-	100%	-	100%	-	100%	52%	-	100%	-	67%	

Bottom 3: Some/very little/none	2	2	-	2	-	-	-	2	-	2	-	-	-	2	1
	48%	75%	-	100%	-	-	-	100%	-	48%	-	-	-	100%	33%
Net difference	+	-1	1	-2	2	0	1	-2	1	+	0	2	0	-2	1
	4%	-49%	100%	-100%	100%	0%	100%	-100%	100%	4%	0%	100%	0%	-100%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 507

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base : All UK adults aged 16+ answering who sought information, support or advice from From elsewhere

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	3	-	1	-	-	3	-	3	-	3	-	1	-	3
Weighted total	4**	-**	1**	-**	-**	4**	-**	4**	-**	4**	-**	2**	-**	3*
Effective base	3	-	1	-	-	3	-	3	-	3	-	1	-	3
All of the advice	1	-	-	-	-	1	-	1	-	1	-	-	-	1
	16%	-	-	-	-	16%	-	16%	-	16%	-	-	-	33%
Most of the advice	1	-	1	-	-	1	-	1	-	1	-	-	-	1
	35%	-	100%	-	-	35%	-	35%	-	35%	-	-	-	33%
Some of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very little of the advice	2	-	-	-	-	2	-	2	-	2	-	2	-	1
	48%	-	-	-	-	48%	-	48%	-	48%	-	100%	-	33%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	2	-	1	-	-	2	-	2	-	2	-	-	-	2
	52%	-	100%	-	-	52%	-	52%	-	52%	-	-	-	67%
Bottom 3: Some/very little/none	2	-	-	-	-	2	-	2	-	2	-	2	-	1
	48%	-	-	-	-	48%	-	48%	-	48%	-	100%	-	33%
Net difference	+	0	1	0	0	+	0	+	0	+	0	-2	0	1
	4%	0%	100%	0%	0%	4%	0%	4%	0%	4%	0%	-100%	0%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 508

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base : All UK adults aged 16+ answering who sought information, support or advice from From elsewhere

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-19 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	3	1	2	2	1	-	2	1	1	2	3	-	1	2	1	1	2	1	1	3
Weighted total	4**	2**	2**	3**	1**	-**	2**	1**	1**	3**	4**	-**	2**	2**	2**	2**	2**	2**	1**	3*
Effective base	3	1	2	2	1	-	2	1	1	2	3	-	1	2	1	1	2	1	1	3
All of the advice	1	-	1	-	1	-	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	16%	-	32%	-	100%	-	32%	-	100%	-	16%	-	-	32%	-	-	32%	-	-	33%
Most of the advice	1	-	1	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	1	1
	35%	-	68%	42%	-	-	68%	-	-	42%	35%	-	-	68%	-	-	68%	-	100%	33%
Some of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very little of the advice	2	2	-	2	-	-	-	2	-	2	2	-	2	2	2	2	2	2	-	1
	48%	100%	-	58%	-	-	-	100%	-	58%	48%	-	100%	-	100%	100%	-	100%	-	33%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	2	-	2	1	1	-	2	-	1	2	2	-	2	2	-	-	2	-	1	2
	52%	-	100%	42%	100%	-	100%	-	100%	42%	52%	-	100%	-	-	100%	-	100%	-	67%
Bottom 3: Some/very little/none	2	2	-	2	-	-	-	2	-	2	2	-	2	2	2	2	2	2	-	1
	48%	100%	-	58%	-	-	-	100%	-	58%	48%	-	100%	-	100%	100%	-	100%	-	33%
Net difference	+	-2	2	+	1	0	2	-2	1	+	+	0	-2	2	-2	-2	2	-2	1	1
	4%	-100%	100%	-15%	100%	0%	100%	-100%	100%	-15%	4%	0%	-100%	100%	-100%	-100%	100%	-100%	100%	33%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 509

QP5E4b. How much if any of the advice or information about children's social or emotional development from each of the following do you typically use? From elsewhere

Base : All UK adults aged 16+ answering who sought information, support or advice from From elsewhere

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUANTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	3	1	1	2	1	1	1	1	1	1	1	1	3
Weighted total	4**	2**	2**	3**	**	1**	2**	**	1**	**	2**	1**	3*
Effective base	3	2	1	2	1	1	1	1	1	1	1	1	3
All of the advice	1	1	-	-	-	-	-	-	-	-	-	-	1
16%	32%	-	-	-	-	-	-	100%	-	-	-	-	33%
Most of the advice	1	1	-	1	-	1	-	-	-	-	-	1	1
35%	68%	-	42%	-	100%	-	-	-	-	-	-	100%	33%
Some of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Very little of the advice	2	-	2	2	-	2	-	-	-	-	2	-	1
48%	-	100%	58%	-	-	100%	-	-	-	100%	-	-	33%
None of the advice	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
Top 2: All/most of the advice	2	2	-	1	-	1	-	1	-	-	-	1	2
52%	100%	-	42%	-	100%	-	-	100%	-	-	-	100%	67%
Bottom 3: Some/very little/none	2	-	2	2	-	2	-	2	-	-	-	-	1
48%	-	100%	58%	-	-	100%	-	-	-	100%	-	-	33%
Net difference	*	2	-2	*	0	1	-2	0	1	0	-2	1	1
4%	100%	-100%	-15%	0%	100%	-100%	0%	100%	0%	-100%	100%	100%	33%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
Table 510

QP5E5. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base : All UK adults aged 16+ living with children aged 0-17

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	583	312	34	76	150	23	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	552	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Very consistent	284	159	125	180	94	10	228	53	9	23	18	2	36	135	188	305
24%	27%	21%	30%	18%	10%	24%	22%	16%	22%	39%	8%	8%	14%	25%	28%	25%
Fairly consistent	491	252	238	229	220	42	377	107	28	43	24	12	104	210	276	504
41%	42%	39%	39%	43%	46%	40%	45%	48%	40%	50%	51%	40%	39%	41%	41%	42%
Neither consistent nor inconsistent	218	98	121	105	95	18	169	49	3	33	4	8	52	103	104	208
18%	16%	20%	18%	18%	20%	18%	20%	6%	31%	9%	32%	20%	19%	16%	17%	
Fairly inconsistent	126	51	74	53	63	10	108	18	11	4	1	1	48	53	60	116
10%	9%	12%	9%	12%	11%	11%	7%	19%	4%	2%	5%	18%	10%	9%	10%	
Very inconsistent	26	13	13	13	9	4	22	4	1	1	-	1	8	7	15	25
2%	2%	2%	2%	2%	4%	2%	2%	2%	1%	-	4%	3%	1%	2%	2%	
Don't know	57	25	32	15	34	7	48	8	6	3	-	-	14	33	22	44
5%	4%	5%	3%	7%	8%	5%	5%	9%	3%	-	-	-	5%	6%	3%	4%
Top 2: Consistent	775	411	363	409	314	52	605	160	38	66	42	14	141	344	463	809
64%	69%	60%	69%	61%	57%	64%	67%	63%	62%	88%	58%	54%	64%	70%	67%	
Bottom 2: Inconsistent	152	64	87	66	72	14	130	21	13	5	1	2	56	60	75	141
13%	11%	14%	11%	14%	15%	14%	9%	21%	5%	2%	9%	21%	11%	11%	12%	
Net difference	624	347	276	344	242	38	475	139	25	61	41	12	84	284	389	668
52%	58%	46%	58%	47%	42%	50%	58%	42%	57%	86%	49%	32%	53%	58%	56%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
Table 511

QP5E5. 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202

Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Very consistent	284 24%	233 28%	51 14%	235 29%	49 13%	72 26%	126 28%	63 21%	23 13%	246 25%	24 16%	23 14%	70 20%	116 27%	305 25%
Fairly consistent	491 41%	344 41%	147 40%	334 41%	158 40%	112 40%	188 42%	111 36%	80 47%	401 41%	58 40%	66 40%	140 41%	192 44%	504 42%
Neither consistent nor inconsistent	218 18%	131 16%	87 23%	122 15%	96 25%	46 16%	77 17%	67 22%	29 17%	171 17%	31 21%	30 18%	77 22%	71 16%	208 17%
Fairly inconsistent	126 10%	75 9%	51 14%	75 9%	51 13%	25 9%	33 7%	42 14%	26 15%	99 10%	20 13%	30 18%	26 8%	35 8%	116 10%
Very inconsistent	26 2%	20 2%	6 2%	13 3%	13 3%	2 1%	10 2%	5 2%	8 5%	24 2%	2 1%	5 3%	5 2%	12 3%	25 2%
Don't know	57 5%	27 3%	30 8%	33 4%	24 6%	20 7%	14 3%	18 6%	5 3%	38 4%	12 8%	10 6%	24 7%	11 3%	44 4%
Top 2: Consistent	775 64%	577 69%	198 53%	568 70%	207 53%	184 67%	314 70%	174 57%	104 60%	647 66%	82 56%	89 54%	210 61%	308 70%	809 67%
Bottom 2: Inconsistent	152 13%	95 11%	57 15%	87 11%	65 16%	27 10%	42 9%	47 15%	34 20%	124 13%	21 14%	35 21%	32 9%	47 11%	141 12%
Net difference	624 52%	482 58%	141 38%	481 59%	142 36%	157 57%	271 61%	142 41%	69 40%	523 53%	61 41%	54 33%	179 52%	261 60%	668 56%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/l/g/h/i - a/j/k - a/l/m/n  
 \*\*small base

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8 Dec 2025  
 Table 512

QP55. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
		1202	175	340	335	367	1170	27	993	199	897	295	779	
Weighted total	1202	119	335	350	350	1171	25**	993	209	871	330	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Very consistent	284 24%	21 18%	42 12%	60 18%	161 46%	282 24%	2 6%	265 27%	18 8%	256 29%	26 8%	207 27%	71 23%	305 25%
Fairly consistent	491 41%	38 32%	153 43%	152 45%	136 39%	480 41%	11 43%	405 41%	83 40%	360 41%	131 41%	333 44%	128 41%	504 42%
Neither consistent nor inconsistent	218 18%	35 30%	73 21%	63 19%	31 9%	206 18%	10 38%	161 16%	56 27%	119 14%	95 30%	96 13%	73 23%	208 17%
Fairly inconsistent	126 10%	9 7%	58 16%	39 12%	13 4%	125 11%	1 4%	99 10%	25 12%	89 10%	37 11%	80 11%	26 8%	116 10%
Very inconsistent	26 2%	2 2%	8 2%	8 3%	6 2%	24 2%	2 8%	20 2%	6 3%	20 2%	6 2%	19 2%	4 1%	25 2%
Don't know	57 5%	13 11%	22 6%	16 5%	3 1%	55 5%	-	34 3%	21 10%	27 3%	26 8%	21 3%	11 4%	44 4%
Top 2: Consistent	775 64%	59 50%	194 55%	212 63%	297 85%	762 65%	13 49%	670 68%	100 48%	616 71%	157 49%	540 71%	199 64%	809 67%
Bottom 2: Inconsistent	152 13%	11 9%	65 18%	48 14%	19 6%	148 13%	3 12%	118 12%	31 15%	109 12%	42 13%	98 13%	30 10%	141 12%
Net difference	624 52%	48 41%	129 36%	165 49%	277 79%	613 52%	10 37%	552 56%	69 33%	507 58%	115 36%	442 58%	169 54%	668 56%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/l/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 513

QP55. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base: All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	Yes (a)	No (b)	(c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202

Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Very consistent	284	271	13	272	5	7	107	177	195	71	258	19	32	250	29	25	247	27	251	305
Effective base	24%	26%	9%	25%	14%	11%	17%	30%	35%	13%	27%	13%	21%	25%	21%	27%	24%	10%	28%	25%
Fairly consistent	491	438	53	440	16	34	251	240	224	230	394	59	54	417	51	32	425	104	373	504
Effective base	41%	41%	38%	40%	51%	48%	40%	41%	40%	43%	40%	40%	35%	42%	36%	34%	42%	39%	41%	42%
Neither consistent nor inconsistent	218	178	41	199	3	15	132	86	71	122	159	41	32	175	30	15	178	56	153	208
Effective base	18%	17%	29%	18%	11%	21%	21%	15%	13%	23%	16%	28%	21%	17%	22%	16%	17%	21%	17%	17%
Fairly inconsistent	126	107	19	115	2	7	83	43	49	65	97	18	15	103	14	10	107	52	73	116
Effective base	10%	10%	13%	10%	8%	10%	13%	7%	9%	12%	10%	12%	10%	10%	10%	11%	11%	20%	8%	10%
Very inconsistent	26	19	7	22	2	1	11	14	16	9	23	2	10	15	8	6	16	5	19	25
Effective base	2%	2%	5%	2%	8%	1%	2%	2%	3%	2%	2%	1%	6%	2%	6%	6%	2%	2%	2%	2%
Don't know	57	48	9	48	2	6	37	19	12	39	42	8	11	43	8	4	42	19	33	44
Effective base	5%	5%	6%	4%	8%	9%	6%	3%	2%	7%	4%	6%	7%	4%	5%	5%	5%	7%	4%	4%
Top 2: Consistent	775	709	66	712	20	42	359	416	419	301	651	78	86	667	80	57	672	131	623	809
Effective base	64%	67%	47%	65%	66%	59%	58%	72%	74%	56%	67%	53%	56%	66%	57%	62%	66%	50%	69%	67%
Bottom 2: Inconsistent	152	126	25	137	5	8	94	58	64	74	120	20	24	118	22	16	124	57	93	141
Effective base	13%	12%	18%	13%	16%	11%	15%	10%	11%	14%	12%	13%	16%	12%	16%	18%	12%	22%	10%	12%
Net difference	624	583	41	575	16	34	255	359	354	227	531	58	62	549	58	40	548	74	531	668
Effective base	52%	55%	29%	52%	50%	48%	43%	62%	63%	42%	55%	40%	41%	55%	41%	44%	54%	28%	59%	56%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table S14

QP55. Generally speaking, how consistent or inconsistent do you think the information or advice about your child's development is from different sources (e.g., teachers vs. family vs. online sources)?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	541	855	307	808	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very consistent	284	231	45	241	43	234	50	76	80	45	47	21	305
Effective base	24%	41%	8%	27%	14%	29%	13%	27%	32%	22%	20%	14%	25%
Fairly consistent	491	238	242	364	122	227	157	108	93	91	99	69	504
Effective base	41%	41%	45%	41%	40%	41%	41%	38%	37%	44%	42%	46%	42%
Neither consistent nor inconsistent	218	61	120	145	72	138	77	55	43	24	49	32	208
Effective base	18%	11%	22%	16%	23%	17%	20%	19%	17%	12%	21%	21%	17%
Fairly inconsistent	126	29	82	90	34	76	50	27	22	30	24	17	116
Effective base	10%	5%	15%	10%	11%	9%	13%	10%	9%	14%	10%	11%	10%
Very inconsistent	26	7	17	20	6	14	12	6	5	7	8	-	25
Effective base	2%	1%	3%	2%	2%	2%	3%	2%	2%	3%	3%	-	2%
Don't know	57	4	36	26	30	17	37	10	9	11	9	12	44
Effective base	5%	1%	7%	3%	10%	2%	10%	4%	4%	5%	4%	8%	4%
Top 2: Consistent	775	459	287	604	165	561	207	185	173	135	146	90	809
Effective base	64%	82%	53%	68%	54%	70%	54%	65%	69%	65%	62%	60%	67%
Bottom 2: Inconsistent	152	36	99	110	40	90	62	33	26	37	32	17	141
Effective base	13%	6%	18%	12%	13%	11%	16%	12%	11%	18%	14%	11%	12%
Net difference	624	423	188	495	124	471	145	151	146	99	114	74	668
Effective base	52%	76%	35%	56%	41%	58%	38%	53%	58%	48%	49%	49%	56%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table S15

QP56. How confident, if at all, are you in deciding which advice or information about parenting and child development is reliable?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007

Very confident	434 36%	252 42%	182 30%	250 42%	160 31%	24 26%	343 36%	88 37%	24 40%	30 28%	28 59%	6 27%	73 28%	208 39%	269 41%	465 39%
Fairly confident	627 52%	292 49%	334 55%	286 48%	292 56%	50 54%	496 52%	124 52%	32 53%	59 55%	18 39%	15 62%	15 58%	154 48%	261 50%	334 50%
Not very confident	96 8%	40 7%	56 9%	35 6%	45 9%	15 17%	77 8%	18 8%	2 3%	12 11%	1 3%	3 12%	28 11%	40 7%	40 6%	93 8%
Not at all confident	7 1%	2 *	5 1%	5 *	1 *	-	4 *	3 1%	-	3 3%	-	-	-	5 1%	3 *	6 *
Don't know	39 3%	13 2%	26 4%	18 3%	18 4%	2 3%	33 3%	6 3%	2 3%	4 4%	-	-	8 3%	26 5%	18 3%	33 3%
Top 2: Confident	1061 88%	544 91%	516 86%	536 90%	452 87%	74 81%	839 88%	211 89%	56 94%	88 82%	46 97%	21 88%	226 86%	469 87%	603 91%	1070 89%
Bottom 2: Not confident	103 9%	42 7%	61 10%	41 7%	47 9%	15 17%	81 8%	21 9%	2 3%	15 14%	1 3%	3 12%	28 11%	45 8%	44 7%	99 8%
Net difference	958 80%	502 84%	455 75%	495 83%	405 78%	58 64%	758 80%	191 80%	54 91%	74 69%	45 94%	18 77%	198 75%	424 78%	560 84%	971 81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table S16

QP56. How confident, if at all, are you in deciding which advice or information about parenting and child development is reliable?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Working status			Education					Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)						
Unweighted total	1202	833	369	839	242	465	252	243	979	155	157	337	439	1202					
Weighted total	1202	830	372	810	392	276	447	307	172	147	164	343	438	1202					
Effective base	1007	698	314	695	322	212	352	219	210	212	116	202	271	1007					
Very confident	434 36%	347 42%	87 23%	348 43%	86 22%	111 40%	174 39%	99 32%	49 29%	361 37%	50 34%	43 26%	112 33%	164 37%	465 39%				
Fairly confident	627 52%	408 49%	219 59%	394 49%	233 59%	129 47%	231 52%	172 56%	95 53%	503 51%	83 56%	97 59%	180 53%	234 54%	605 50%				
Not very confident	96 8%	53 6%	43 12%	47 6%	49 13%	24 9%	28 6%	21 7%	23 13%	82 8%	6 4%	19 12%	33 10%	31 7%	93 8%				
Not at all confident	7 1%	5 1%	1 *	3 *	1 *	-	4 1%	3 1%	-	5 1%	-	-	3 1%	2 *	6 *				
Don't know	39 3%	17 2%	22 6%	18 2%	21 5%	12 4%	9 2%	12 4%	5 3%	28 3%	9 6%	5 3%	14 4%	6 1%	33 3%				
Top 2: Confident	1061 88%	755 91%	305 82%	742 92%	318 81%	240 87%	405 91%	271 84%	145 84%	864 88%	133 90%	140 85%	292 85%	398 91%	1070 89%				
Bottom 2: Not confident	103 9%	58 7%	44 12%	50 6%	33 8%	24 9%	32 7%	24 8%	23 13%	87 9%	6 4%	19 12%	37 11%	33 8%	99 8%				
Net difference	958 80%	697 84%	261 70%	692 85%	266 68%	216 78%	373 83%	247 81%	122 71%	777 79%	127 87%	121 74%	255 74%	365 83%	971 81%				

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table S17

QP56. How confident, if at all, are you in deciding which advice or information about parenting and child development is reliable?

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £34,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	925	173	742	256	637	262	1007
Very confident	434 36%	29 25%	83 23%	95 28%	220 63%	427 36%	6 22%	399 41%	31 15%	383 44%	48 15%	318 42%	96 31%	465 39%
Fairly confident	627 52%	65 55%	222 62%	206 61%	206 32%	617 53%	9 35%	495 50%	131 63%	415 48%	209 65%	378 50%	173 55%	605 50%
Not very confident	96 8%	15 13%	34 9%	31 9%	11 3%	86 7%	9 34%	63 6%	32 15%	49 6%	45 14%	49 6%	36 11%	93 8%
Not at all confident	7 1%	1 *	-	1 *	3 *	6 *	1 *	6 *	1 *	4 *	3 *	3 *	2 *	6 *

	1%	1%	-	*	1%	*	4%	1%	*	1%	*	1%	*	
Don't know	39	7	17	7	3	35	1	21	13	19	15	8	6	33
	3%	6%	5%	2%	1%	3%	5%	2%	6%	2%	5%	1%	2%	3%
	e	e	e	e	e	e	e	ah	ah	j	j	i	i	
Top 2: Confident	1061	94	304	300	333	1044	15	894	162	798	257	696	269	1070
	88%	80%	86%	89%	95%	89%	56%	91%	78%	92%	80%	92%	86%	89%
	bik	b	abcd	b	abcd	i	i	ak	am	am	am	am	am	
Bottom 2: Not confident	103	17	34	32	14	92	10	68	33	53	47	52	38	99
	9%	14%	9%	9%	4%	8%	38%	7%	16%	6%	15%	7%	12%	8%
	e	ae	e	e	e	ad	ad	ah	ah	aj	aj	i	i	
Net difference	958	78	271	268	319	952	5	826	129	745	210	644	231	971
	80%	66%	76%	79%	91%	81%	18%	84%	62%	86%	66%	85%	74%	81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 518

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	595	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Very confident	434	404	30	412	8	13	186	248	271	135	376	42	48	380	46	34	378	47	381	465
	36%	38%	21%	38%	26%	19%	30%	43%	48%	25%	39%	28%	32%	38%	33%	38%	37%	18%	42%	39%
	cfair	c		f			h	ae	ai		i							ar		
Fairly confident	627	539	88	569	17	39	351	276	245	327	497	87	79	520	65	41	535	172	439	605
	52%	51%	62%	52%	55%	55%	56%	48%	43%	61%	51%	59%	52%	52%	46%	44%	53%	65%	49%	50%
	ab	ab		h			h	ae	ai		i							ar		
Not very confident	96	80	16	76	3	14	52	44	36	47	68	10	17	71	22	13	69	32	58	93
	8%	8%	11%	7%	11%	20%	8%	8%	6%	9%	7%	7%	11%	7%	16%	14%	7%	12%	6%	8%
	ad	ad		ad			ad	ae	aj		aj				aq	aq		s		
Not at all confident	7	5	1	6	-	1	6	1	1	4	5	1	-	6	-	-	6	1	5	6
	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	-	1%	-	-	1%	1%	1%	1%
Don't know	39	32	7	33	2	4	28	10	12	23	26	7	8	27	8	3	27	12	19	33
	3%	3%	5%	3%	8%	5%	5%	2%	2%	4%	3%	5%	6%	3%	6%	4%	3%	5%	2%	3%
	h			h			h	ae	aj		aj				s	s		s		
Top 2: Confident	1061	943	117	981	25	52	537	524	516	462	874	128	127	900	111	75	913	219	821	1070
	88%	89%	83%	90%	81%	74%	80%	80%	81%	86%	90%	87%	83%	90%	79%	82%	83%	83%	91%	89%
	for	f		f			e	e	i		m			m	op	op	r			
Bottom 2: Not confident	103	86	17	82	3	15	57	45	37	51	73	11	17	77	22	13	75	33	63	99
	9%	8%	12%	7%	11%	21%	9%	8%	7%	10%	8%	8%	11%	8%	16%	14%	7%	12%	7%	8%
	ad	ad		ad			ad	ae	aj		aj			aj	q	q		s		
Net difference	958	858	100	899	22	37	480	479	479	411	801	117	110	823	89	62	838	186	758	971
	80%	81%	71%	82%	70%	52%	77%	83%	85%	77%	82%	79%	72%	82%	63%	67%	83%	71%	84%	81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 519

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	532	510	859	252	323	353	286	259	213	233	152	209
Weighted total	1202	551	541	865	307	806	383	283	251	207	235	151	202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	182
Very confident	434	301	114	354	78	321	110	124	96	68	76	47	465
	36%	54%	21%	40%	25%	40%	29%	44%	38%	33%	32%	31%	39%
	ca	ca		e		g	g	ah	ah				
Fairly confident	627	226	351	441	181	388	224	133	127	112	125	89	605
	52%	40%	65%	50%	59%	49%	59%	47%	51%	54%	53%	59%	50%
	b	ab	d	d		af						h	
Not very confident	96	29	52	67	29	64	30	22	13	16	25	10	93
	8%	5%	10%	8%	10%	8%	8%	8%	5%	8%	11%	7%	8%
	b	b	b								i		
Not at all confident	7	1	4	6	1	6	1	-	2	3	-	-	6
	1%	1%	1%	1%	1%	1%	1%	-	1%	2%	-	-	1%
Don't know	39	4	18	16	18	16	18	4	12	7	9	5	33
	3%	1%	4%	2%	6%	2%	5%	1%	5%	3%	4%	3%	3%
	b	b	d	d		f		h					
Top 2: Confident	1061	526	465	795	259	720	334	257	224	181	200	136	1070
	88%	94%	86%	90%	84%	89%	87%	91%	89%	87%	85%	90%	89%
	ac	ac		ac		e							
Bottom 2: Not confident	103	30	56	72	30	70	31	22	15	19	25	10	99

	9%	5%	10%	8%	10%	9%	8%	8%	6%	9%	11%	7%	8%
	b	b	b	b	b	b	b	b	b	b	b	b	b
Net difference	958	497	408	722	229	650	304	235	209	162	175	125	971
	80%	89%	75%	82%	75%	81%	79%	83%	83%	78%	75%	83%	81%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 520

QPSE7. 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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	69*	107*	48	24**	213	540	665	1202
Effective base	1007	461	522	587	369	76	821	183	32	73	162	20	217	454	564	1202
Activities to use at home	460	232	228	227	193	40	367	90	23	38	20	9	100	199	266	465
	38%	39%	38%	38%	37%	44%	39%	38%	39%	35%	42%	37%	38%	37%	40%	39%
Guidance from healthcare professionals	459	246	213	225	194	40	362	93	28	31	26	9	98	213	269	484
	38%	41%	35%	38%	38%	44%	38%	39%	46%	29%	54%	36%	37%	39%	41%	40%
Better access to early education / childcare	427	228	199	207	188	32	328	96	27	34	24	10	104	188	236	438
	36%	38%	33%	35%	36%	35%	34%	40%	45%	32%	51%	44%	39%	35%	36%	36%
Regular health service check-ins	415	205	210	207	172	36	326	84	19	38	21	7	96	180	229	432
	35%	34%	35%	35%	33%	40%	34%	35%	31%	35%	43%	28%	36%	33%	34%	36%
Advice from nursery staff / teachers	409	206	204	204	167	38	323	81	17	38	19	8	82	194	233	417
	34%	34%	34%	34%	32%	42%	34%	34%	28%	36%	40%	32%	31%	36%	35%	35%
Support from other family members	376	200	175	179	171	26	290	81	21	40	17	3	81	165	221	380
	31%	33%	29%	30%	33%	29%	30%	34%	35%	38%	35%	12%	31%	31%	33%	32%
Clear developmental milestones for social and emotional development	355	172	182	204	126	24	287	63	19	25	17	3	89	160	191	373
	29%	29%	30%	34%	24%	27%	30%	27%	31%	23%	35%	12%	34%	30%	29%	31%
Support from friends	338	171	167	179	142	17	271	64	23	24	14	4	76	163	176	337
	28%	29%	28%	30%	28%	19%	28%	27%	38%	22%	29%	16%	29%	28%	27%	28%
Employer support for working parents	334	170	164	155	165	15	275	55	18	17	15	5	94	141	181	335
	28%	28%	27%	26%	32%	16%	29%	23%	30%	16%	32%	20%	36%	26%	27%	28%
Support from own / partner's parents	325	179	147	173	133	20	256	67	16	25	20	5	67	156	199	349
	27%	30%	24%	29%	26%	22%	27%	28%	28%	23%	42%	22%	26%	29%	30%	29%
Online expert resources	277	146	131	136	123	18	217	61	10	30	17	4	57	128	159	293
	23%	24%	22%	23%	24%	19%	23%	25%	16%	28%	36%	16%	22%	24%	24%	24%
Parenting workshops or classes	273	141	133	156	99	19	202	69	18	26	20	6	51	127	164	305
	23%	24%	22%	26%	19%	21%	21%	29%	30%	24%	41%	24%	19%	23%	25%	25%
Peer support groups	254	137	117	133	112	9	203	51	14	20	14	2	53	115	149	269
	21%	23%	19%	22%	22%	10%	21%	21%	24%	19%	30%	9%	20%	21%	22%	22%
Informal peer support	190	90	100	99	82	9	147	38	7	21	11	-	37	88	115	197
	16%	15%	17%	17%	16%	10%	15%	16%	12%	19%	22%	-	14%	15%	17%	16%
No additional support needed	28	14	15	8	19	1	22	6	4	1	1	-	7	15	12	26
	2%	2%	2%	1%	4%	2%	2%	3%	7%	1%	2%	-	3%	3%	2%	2%
Other	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	1
	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Don't know	53	21	32	21	26	6	38	15	2	9	*	4	11	26	27	46
	4%	3%	5%	4%	5%	6%	4%	6%	3%	8%	1%	16%	4%	5%	4%	4%
	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k	k

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 521

QPSE7. 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202

Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Activities to use at home	460	325	134	320	140	109	165	120	66	377	60	67	121	172	465
38%	39%	39%	36%	39%	36%	39%	37%	39%	28%	38%	41%	41%	35%	29%	39%
Guidance from healthcare professionals	459	346	112	337	122	102	177	112	68	378	57	53	121	166	484
38%	42%	30%	42%	31%	37%	40%	36%	39%	39%	38%	32%	35%	38%	40%	
Better access to early education / childcare	427	320	107	315	112	99	160	112	55	353	52	68	107	152	438
36%	39%	29%	39%	29%	36%	36%	37%	32%	32%	36%	52%	42%	31%	35%	36%
Regular health service check-ins	415	285	130	305	110	96	146	104	69	348	44	64	110	153	432
35%	34%	35%	38%	28%	35%	33%	34%	40%	40%	36%	30%	39%	32%	35%	36%
Advice from nursery staff / teachers	409	292	118	283	127	99	141	110	59	336	49	49	115	148	417
34%	35%	32%	35%	32%	36%	32%	36%	34%	34%	33%	30%	34%	34%	35%	
Support from other family members	376	260	116	256	120	85	129	100	61	316	37	49	98	140	380
31%	31%	31%	32%	31%	31%	29%	33%	35%	32%	25%	30%	29%	32%	32%	
Clear developmental milestones for social and emotional development	355	269	85	259	95	79	133	86	56	292	47	60	93	117	373
29%	32%	23%	32%	24%	29%	30%	28%	33%	30%	32%	37%	27%	27%	31%	
Support from friends	338	239	99	245	93	76	128	90	44	271	40	51	102	109	337
28%	29%	27%	30%	24%	27%	29%	29%	26%	26%	28%	28%	31%	30%	25%	28%
Employer support for working parents	334	251	83	230	104	74	117	88	54	265	45	55	83	118	335
28%	30%	22%	28%	27%	27%	26%	29%	31%	27%	30%	33%	24%	27%	28%	
Support from own / partner's parents	325	223	103	234	91	78	123	77	47	260	38	33	83	114	349
27%	27%	28%	29%	23%	28%	28%	25%	27%	27%	26%	20%	24%	26%	29%	
Online expert resources	277	202	75	212	65	62	98	78	39	241	23	34	78	100	293
23%	24%	20%	26%	17%	22%	22%	25%	23%	25%	16%	21%	23%	23%	24%	
Parenting workshops or classes	273	213	61	211	62	51	109	75	39	229	25	30	73	103	305
23%	26%	16%	26%	16%	18%	24%	24%	23%	23%	17%	18%	21%	24%	25%	
Peer support groups	254	190	64	201	52	64	98	55	37	204	36	33	65	92	269
21%	23%	17%	25%	13%	23%	22%	18%	21%	21%	25%	20%	19%	21%	22%	
Informal peer support	190	141	49	153	37	44	75	43	27	157	22	21	50	75	197
16%	17%	13%	19%	9%	16%	17%	14%	16%	16%	15%	13%	15%	17%	16%	
No additional support needed	28	16	13	17	11	10	15	*	3	23	5	3	14	6	26
2%	2%	3%	2%	3%	4%	4%	3%	4%	1%	2%	4%	2%	4%	1%	2%
Other	1	-	1	-	1	-	1	-	-	1	-	-	-	1	1
1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	53	23	30	26	27	7	16	24	6	35	11	6	19	17	46
4%	3%	8%	3%	7%	3%	4%	4%	8%	3%	4%	8%	4%	5%	4%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* = small base

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Table 522

Q5E7. 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	255	779	503	1202
Weighted total	1202	118	355	339	350	1171	25**	983	208	874	300	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Activities to use at home	460	38	133	151	120	455	2	389	70	348	110	312	116	465
38%	32%	37%	44%	34%	39%	8%	40%	33%	40%	35%	41%	37%	39%	
Guidance from healthcare professionals	459	29	116	130	170	453	5	386	70	362	97	325	112	484
38%	25%	33%	38%	49%	39%	18%	39%	34%	42%	30%	43%	36%	40%	
Better access to early education / childcare	427	33	117	113	150	419	6	378	48	357	70	301	94	438
36%	28%	33%	33%	43%	36%	25%	38%	23%	41%	22%	40%	30%	36%	
Regular health service check-ins	415	37	104	118	138	408	5	346	67	326	88	291	97	432
35%	31%	29%	35%	40%	35%	18%	35%	32%	37%	28%	37%	31%	36%	
Advice from nursery staff / teachers	409	37	115	117	128	405	3	338	72	307	102	282	104	417
34%	31%	32%	35%	37%	35%	12%	34%	34%	35%	32%	37%	33%	35%	
Support from other family members	376	37	108	98	120	372	4	323	51	297	77	242	104	380
31%	31%	30%	29%	34%	32%	14%	33%	25%	34%	24%	32%	33%	32%	



	21%	22%	17%	21%	22%	16%	20%	23%	25%	18%	22%	18%	21%	21%	19%	20%	21%	16%	23%	22%	
Informal peer support	190 16% f	176 17% c	14 10% d	176 16% e	9 30% f	3 4% g	82 13% h	108 19% i	99 18% j	78 15% k	165 17% l	21 14% m	19 12% n	165 16% o	18 13% p	12 13% q	164 16% r	30 11% s	155 17% t	197 16% u	
No additional support needed	28 2%	22 2%	7 5%	22 2%	1 2%	6 8% ad	13 2%	15 3%	11 2%	17 3%	19 2%	4 2%	1 1%	27 3%	3 2%	-	24 2%	8 3%	20 2%	26 2%	
Other	1 + v	1 + w	- - x	1 + y	- - z	- - aa	1 + ab	- - ac	- - ad	1 + ae	1 + af	- - ag	1 + ah	- - ai	- - aj	- - ak	- - al	1 + am	- - an	1 + ao	1 + ap
Don't know	53 4% i	41 4% j	12 8% k	49 4% l	1 4% m	1 2% n	33 5% o	20 3% p	12 2% q	32 6% r	39 4% s	9 6% t	8 5% u	42 4% v	5 4% w	3 4% x	45 4% y	11 4% z	35 4% aa	46 4% ab	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 524

QP5E7. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived		
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)		
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202	
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202	
Effective base	1007	460	439	744	254	692	312	235	209	177	193	131	1007	
Activities to use at home	460	219	202	355	103	307	150	120	98	74	87	58	465	
	38%	39%	37%	40%	33%	38%	39%	42%	39%	36%	37%	39%	39%	
Guidance from healthcare professionals	459	228	203	353	103	312	143	109	104	68	89	66	484	
	38%	41%	37%	40%	34%	39%	37%	39%	41%	33%	38%	44%	40%	
Better access to early education / childcare	427	216	185	336	90	294	129	108	88	69	78	62	438	
	36%	39%	34%	38%	29%	37%	34%	38%	35%	33%	33%	41%	36%	
Regular health service check-ins	415	196	188	315	100	290	124	113	83	62	81	52	432	
	35%	35%	35%	36%	32%	36%	32%	40%	33%	30%	34%	35%	36%	
Advice from nursery staff / teachers	409	193	188	312	96	272	133	101	84	62	74	65	417	
	34%	34%	35%	35%	31%	34%	35%	36%	33%	30%	31%	43%	35%	
Support from other family members	376	195	157	284	88	275	97	102	83	57	68	43	380	
	31%	35%	29%	32%	29%	34%	25%	36%	33%	27%	29%	29%	32%	
Clear developmental milestones for social and emotional development	355	171	160	273	81	258	93	85	76	58	68	52	373	
	29%	31%	30%	31%	26%	32%	24%	30%	30%	28%	29%	34%	31%	
Support from friends	338	167	150	269	67	256	81	67	91	56	58	39	337	
	28%	30%	28%	30%	22%	32%	21%	24%	36%	27%	25%	26%	28%	
Employer support for working parents	334	150	163	256	78	223	108	72	55	67	66	49	335	
	28%	27%	30%	29%	25%	28%	28%	25%	22%	33%	28%	33%	28%	
Support from own / partner's parents	325	168	135	244	77	227	92	83	68	48	62	37	349	
	27%	30%	25%	28%	25%	28%	24%	29%	27%	23%	26%	24%	29%	
Online expert resources	277	144	120	215	60	199	76	70	47	45	57	45	293	
	23%	26%	22%	24%	20%	25%	20%	25%	19%	22%	24%	30%	24%	
Parenting workshops or classes	273	157	97	230	42	210	62	62	65	42	55	30	305	
	23%	28%	18%	26%	14%	26%	16%	22%	26%	21%	23%	20%	25%	
Peer support groups	254	144	97	205	46	193	59	55	51	46	55	33	269	
	21%	26%	18%	23%	15%	24%	15%	19%	20%	22%	24%	22%	22%	
Informal peer support	190	106	76	152	38	141	46	38	40	27	45	28	197	
	16%	19%	14%	17%	12%	18%	12%	14%	16%	13%	19%	19%	16%	
No additional support needed	28	7	14	12	16	11	18	10	5	5	6	1	26	
	2%	1%	3%	1%	5%	1%	5%	4%	2%	3%	3%	1%	2%	
Other	1 + v	1 + w	- - x	1 + y	- - z	1 + aa	- - ab	- - ac	- - ad	- - ae	1 + af	- - ag	- - ah	1 + ai
Don't know	53 4% i	12 2% j	23 4% k	31 4% l	19 6% m	35 4% n	15 4% o	10 3% p	8 3% q	10 5% r	10 4% s	9 6% t	46 4% u	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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QP5E8. 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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	360	76	821	183	32	73	162	20	217	454	564	1202
Face-to-face conversation with a professional	570	283	287	286	239	45	458	109	27	38	27	16	134	253	320	589
	47%	47%	48%	48%	46%	49%	48%	46%	46%	35%	57%	68%	51%	47%	48%	49%
Links to trusted websites, online articles, or blogs	377	195	182	169	178	31	303	72	24	32	11	4	81	178	213	355
	31%	33%	30%	28%	34%	34%	32%	30%	40%	30%	24%	19%	31%	33%	32%	30%
Parent group discussions facilitated by professionals	332	172	161	189	120	24	260	67	17	21	24	5	64	145	201	367
	28%	29%	27%	32%	23%	26%	27%	28%	29%	20%	50%	19%	24%	27%	30%	31%
Interactive digital tools (apps, quizzes, assessments)	255	131	124	145	94	15	198	53	16	20	15	3	44	132	144	270
	21%	22%	21%	24%	18%	17%	21%	22%	26%	19%	31%	11%	17%	24%	22%	22%
Social media video posts with practical tips	251	132	120	135	104	13	204	44	12	17	12	3	56	117	134	263
	21%	22%	20%	23%	20%	14%	21%	19%	21%	16%	25%	11%	21%	22%	20%	22%
Short videos or films	233	130	103	111	107	15	176	55	15	22	11	6	47	95	134	242
	19%	22%	17%	19%	21%	17%	18%	23%	25%	23%	24%	25%	18%	18%	20%	20%
Short written materials (leaflets, handouts)	211	99	112	108	84	19	174	37	10	17	5	5	42	97	117	202
	18%	16%	19%	18%	16%	21%	18%	16%	18%	16%	10%	21%	16%	18%	18%	17%
Written social media posts with practical tips	188	95	93	97	83	9	155	31	6	18	6	1	43	72	119	188
	16%	16%	15%	16%	16%	10%	16%	13%	11%	16%	13%	4%	16%	13%	18%	16%
Audio content (like podcasts or recorded guidance)	175	106	68	93	65	16	141	34	5	17	7	4	29	81	104	174
	15%	18%	11%	16%	13%	17%	15%	14%	9%	16%	16%	17%	11%	15%	16%	14%
Books or magazines	163	86	77	89	64	11	127	35	11	14	8	2	40	77	79	170
	14%	14%	13%	15%	12%	12%	13%	15%	19%	13%	17%	7%	15%	14%	12%	14%
Other	2	-	2	-	2	-	1	2	2	-	-	-	-	2	-	2
	*	*	*	*	*	-	*	1%	3%	3%	-	-	-	*	*	*
None of the above	39	16	22	7	31	1	26	11	3	7	1	-	8	19	20	32
	3%	3%	4%	1%	6%	2%	3%	5%	5%	7%	1%	-	3%	4%	3%	3%
Don't know	50	18	33	22	20	9	44	5	-	5	-	-	10	23	29	45
	4%	3%	5%	4%	4%	9%	5%	2%	-	4%	-	-	4%	4%	4%	4%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d(e/f - a/g/h/i/j/k/l) - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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QP5E8. 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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	833	369	243	243	243	273	145	155	157	537	433	320
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Face-to-face conversation with a professional	570	397	173	382	188	116	228	138	87	466	67	87	144	202	589
	47%	48%	46%	47%	48%	42%	51%	45%	51%	48%	46%	53%	42%	46%	49%
Links to trusted websites, online articles, or blogs	377	264	113	251	126	95	134	100	48	305	52	44	106	134	355
	31%	32%	30%	31%	32%	34%	30%	33%	28%	31%	35%	27%	31%	31%	30%
Parent group discussions facilitated by professionals	332	263	70	261	72	75	137	82	39	281	32	41	82	133	367
	28%	32%	19%	32%	18%	27%	31%	27%	22%	29%	22%	25%	24%	30%	31%
Interactive digital tools (apps, quizzes, assessments)	255	197	58	183	72	63	98	61	33	215	30	26	77	88	270
	21%	24%	16%	23%	18%	23%	22%	20%	19%	22%	20%	16%	22%	20%	22%
Social media video posts with practical tips	251	183	68	185	66	52	100	65	35	212	25	36	73	90	263
	21%	22%	18%	23%	17%	19%	22%	21%	20%	22%	17%	22%	21%	20%	22%
Short videos or films	233	176	57	156	77	57	88	48	40	195	22	36	60	94	242
	19%	21%	15%	19%	20%	21%	20%	16%	23%	20%	15%	22%	18%	22%	20%
Short written materials (leaflets, handouts)	211	148	63	158	53	56	78	51	26	174	27	25	59	82	202

	18%	18%	17%	20%	13%	20%	17%	17%	15%	18%	18%	16%	17%	19%	17%
Written social media posts with practical tips	188	139	49	132	56	39	80	39	31	157	20	28	39	76	188
	16%	17%	13%	16%	14%	14%	18%	13%	18%	16%	14%	17%	11%	17%	16%
Audio content (like podcasts or recorded guidance)	175	129	45	129	45	53	57	43	22	147	18	12	57	69	174
	15%	16%	12%	16%	12%	19%	13%	14%	13%	15%	12%	7%	16%	16%	14%
Books or magazines	163	112	51	123	40	31	76	32	25	138	19	27	54	50	170
	14%	14%	14%	15%	10%	11%	17%	10%	14%	14%	13%	16%	16%	12%	14%
Other	2	2	-	1	2	-	2	-	1	2	-	-	2	-	2
	+	+	-	+	+	-	+	-	+	+	-	-	+	-	+
None of the above	39	16	22	26	12	11	11	10	7	26	6	1	18	12	32
	3%	2%	6%	3%	3%	4%	2%	3%	4%	3%	4%	1%	5%	3%	3%
Don't know	50	24	27	24	26	9	13	22	6	35	10	6	15	17	45
	4%	3%	7%	3%	7%	3%	3%	7%	4%	4%	7%	4%	4%	4%	4%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table S27

QP58. When receiving information and advice about supporting your child's social and emotional development from a professional (like a health visitor, childcare provider, or GP), which of the following formats would you be MOST likely to engage with?

Base : All UK adults aged 16+ living with children aged 0-17

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (n)	Up to £24,999 (n)	£25,000 up to £54,999 (n)	£55,000 up to £99,999 (n)	£100,000 and above (n)	Important (n)	Not important (n)	Knowledgeable (n)	Not knowledgeable (n)	Knowledgeable (n)	Not knowledgeable (n)	Collective (n)	Individual (n)	
Unweighted total	1202	325	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Face-to-face conversation with a professional	570	49	167	168	166	562	8	476	93	444	124	382	137	589
	47%	41%	47%	50%	47%	48%	29%	48%	45%	51%	39%	51%	44%	49%
Links to trusted websites, online articles, or blogs	377	24	118	123	99	373	4	303	72	285	92	239	107	355
	31%	21%	33%	36%	28%	32%	16%	31%	35%	33%	29%	32%	34%	30%
Parent group discussions facilitated by professionals	332	30	69	72	154	324	8	298	35	278	54	241	82	367
	28%	26%	19%	21%	44%	28%	32%	30%	17%	32%	17%	32%	26%	31%
Interactive digital tools (apps, quizzes, assessments)	255	21	76	57	98	247	8	208	45	195	60	175	73	270
	21%	18%	21%	17%	28%	21%	29%	21%	22%	22%	19%	23%	23%	22%
Social media video posts with practical tips	251	18	60	76	88	249	2	208	42	189	61	180	58	263
	21%	15%	17%	22%	25%	21%	8%	21%	20%	22%	19%	24%	19%	22%
Short videos or films	233	22	72	64	71	232	1	190	42	182	51	153	60	242
	19%	19%	20%	19%	20%	20%	5%	19%	20%	21%	16%	20%	19%	20%
Short written materials (leaflets, handouts)	211	21	55	66	61	206	5	177	33	158	53	142	58	202
	18%	17%	16%	19%	17%	18%	18%	18%	16%	18%	16%	19%	18%	17%
Written social media posts with practical tips	188	14	58	54	56	184	4	154	35	133	55	119	64	188
	16%	12%	18%	16%	16%	16%	14%	16%	17%	15%	17%	16%	20%	16%
Audio content (like podcasts or recorded guidance)	175	14	38	48	71	168	6	155	19	138	36	117	51	174
	15%	12%	11%	14%	20%	14%	22%	16%	9%	16%	11%	15%	16%	14%
Books or magazines	163	13	39	46	60	162	2	135	27	127	37	112	42	170
	14%	11%	11%	14%	17%	14%	7%	14%	13%	15%	11%	15%	14%	14%
Other	2	-	2	-	-	2	-	2	-	2	-	-	1	2
	+	-	1%	-	-	+	-	+	-	+	-	+	+	+
None of the above	39	7	14	12	21	37	1	33	4	19	16	15	8	32
	3%	6%	4%	4%	1%	3%	5%	3%	2%	2%	5%	2%	3%	3%
Don't know	50	15	21	9	2	47	-	30	16	21	24	15	4	45
	4%	13%	6%	3%	1%	4%	-	3%	8%	2%	8%	2%	1%	4%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table S28

QP58. When receiving information and advice about supporting your child's social and emotional development from a professional (like a health visitor, childcare provider, or GP), which of the following formats would you be MOST likely to engage with?

Base : All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	365	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	451	637	816	120	135	835	122	81	864	222	751	1007
Face-to-face conversation with a professional	570	504	66	514	15	38	307	263	272	254	457	69	72	482	67	46	487	128	433	589
	47%	48%	46%	47%	48%	54%	49%	45%	48%	47%	47%	47%	47%	48%	48%	50%	48%	49%	48%	49%
Links to trusted websites, online articles, or blogs	377	342	35	348	10	18	206	171	173	183	306	50	52	308	55	40	314	82	287	355
	31%	32%	25%	32%	33%	25%	33%	30%	31%	34%	31%	34%	34%	31%	39%	44%	31%	31%	32%	30%
Parent group discussions facilitated by professionals	332	305	28	314	9	9	150	182	210	102	292	31	34	292	23	17	299	45	281	367
	28%	29%	20%	29%	30%	13%	24%	31%	29%	30%	30%	21%	22%	24%	17%	19%	29%	17%	31%	31%
Interactive digital tools (apps, quizzes, assessments)	255	239	16	229	10	16	135	121	125	106	201	38	32	217	32	20	216	56	197	270
	21%	23%	11%	21%	32%	23%	22%	21%	22%	20%	21%	26%	21%	22%	23%	22%	21%	21%	22%	22%
Social media video posts with practical tips	251	220	31	233	7	9	120	132	127	104	215	26	31	216	25	19	222	44	206	263
	21%	21%	22%	21%	23%	13%	19%	23%	22%	19%	22%	18%	20%	22%	18%	21%	22%	17%	23%	22%
Short videos or films	233	208	25	211	5	16	106	127	113	101	182	34	21	206	21	13	207	52	175	242
	19%	20%	18%	19%	17%	22%	17%	22%	20%	19%	19%	23%	14%	21%	15%	14%	20%	20%	19%	20%
Short written materials (leaflets, handouts)	211	191	20	187	7	16	115	96	81	106	173	19	33	170	22	14	179	41	166	202
	18%	18%	14%	17%	23%	22%	19%	16%	14%	20%	18%	13%	22%	19%	15%	15%	18%	15%	18%	17%
Written social media posts with practical tips	188	170	18	172	6	11	103	85	93	77	159	18	23	158	24	14	155	47	135	188
	16%	16%	13%	16%	18%	16%	17%	15%	17%	14%	16%	12%	15%	16%	17%	15%	15%	18%	15%	16%
Audio content (like podcasts or recorded guidance)	175	159	16	162	4	8	71	104	101	65	143	23	26	145	26	20	146	41	131	174
	15%	15%	11%	15%	12%	12%	11%	18%	18%	12%	15%	16%	17%	14%	18%	22%	14%	15%	15%	14%
Books or magazines	163	142	21	149	3	10	75	88	100	48	136	15	21	138	20	12	136	32	128	170
	14%	13%	15%	14%	11%	14%	12%	15%	18%	9%	14%	10%	14%	14%	14%	13%	14%	12%	14%	14%
Other	2	2	-	1	-	2	2	1	2	1	1	-	-	2	-	-	2	2	1	2
	*	*	-	*	-	2%	*	*	*	*	*	-	-	*	-	-	*	1%	*	*
None of the above	39	28	10	36	-	2	20	18	11	23	33	3	6	32	6	3	30	15	23	32
	3%	3%	7%	3%	-	3%	3%	3%	2%	4%	3%	2%	4%	3%	4%	4%	3%	6%	6%	3%
Don't know	50	39	11	44	1	5	28	22	9	30	34	8	7	39	6	4	40	16	29	45
	4%	4%	8%	4%	4%	7%	5%	4%	2%	6%	4%	6%	5%	4%	5%	4%	4%	6%	3%	4%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 529

QP5E8. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	610	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	641	865	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	527	741	139	682	312	230	209	177	193	131	1007
Face-to-face conversation with a professional	570	257	313	431	139	380	186	143	124	88	105	74	589
	47%	46%	48%	49%	45%	47%	49%	50%	49%	43%	45%	49%	49%
Links to trusted websites, online articles, or blogs	377	163	214	286	88	251	120	92	68	68	74	55	355
	31%	29%	35%	32%	29%	31%	31%	33%	27%	33%	32%	37%	30%
Parent group discussions facilitated by professionals	332	194	138	270	60	252	78	83	66	60	71	32	367
	28%	35%	23%	31%	20%	31%	21%	29%	26%	29%	30%	21%	31%
Interactive digital tools (apps, quizzes, assessments)	255	143	112	196	56	180	72	83	44	47	46	27	270
	21%	26%	18%	22%	18%	22%	19%	29%	17%	23%	19%	18%	22%
Social media video posts with practical tips	251	135	116	191	59	179	72	52	62	44	52	27	263
	21%	24%	19%	22%	19%	22%	19%	18%	25%	22%	22%	18%	22%
Short videos or films	233	117	116	176	53	156	74	55	52	42	42	26	242
	19%	21%	19%	20%	17%	19%	19%	19%	21%	19%	20%	17%	20%
Short written materials (leaflets, handouts)	211	102	109	160	51	142	69	50	45	31	43	32	202
	18%	18%	17%	18%	17%	18%	18%	18%	18%	15%	18%	21%	17%

Written social media posts with practical tips	188	87	90	149	38	132	54	38	36	40	41	23	188
Audio content (like podcasts or recorded guidance)	16%	15%	17%	17%	12%	16%	14%	14%	14%	19%	17%	15%	16%
Books or magazines	163	85	65	131	31	120	42	34	38	28	35	21	170
Other	2	-	2	1	2	1	2	-	2	1	-	-	2
None of the above	39	11	19	18	21	19	20	7	6	4	13	3	32
Don't know	50	8	27	28	21	30	19	9	10	8	9	8	45

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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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	1202	1202	1202	1202	1202	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202	1202	1202	1202	1202	1202
Effective base	1007	1007	1007	1007	1007	1007	1007	1007	1007
I know a great deal	298	334	403	423	282	299	232	277	308
I know a fair amount	459	493	480	477	440	425	329	427	525
I know just a little	348	298	243	232	346	359	418	337	286
I have heard of them but know nothing about their role	62	56	57	44	97	87	123	118	59
I have never heard of them	9	9	5	6	17	13	33	12	5
Don't know	26	13	14	19	20	18	67	32	19
Top 2: Great deal / fair amount	757	827	883	900	722	724	561	703	832
Bottom 2: Know a little / nothing	410	354	300	276	444	447	541	455	346
Top 4: At least heard of	1167	1181	1183	1176	1165	1171	1102	1158	1178

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QEMP3A: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Midwives

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	922	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	543	523	350	76	831	183	32	72	162	20	212	454	564	1007
I know a great deal	298	132	166	184	105	9	238	60	18	22	13	6	56	138	189	304
I know a fair amount	459	230	229	220	203	37	372	79	22	28	19	9	112	212	238	489
I know just a little	348	183	164	136	175	37	267	77	14	45	13	5	79	150	186	330
I have heard of them but know nothing about their role	62	35	27	32	24	6	46	16	5	9	1	1	12	20	35	63
I have never heard of them	9	4	4	6	2	1	7	1	-	1	-	-	1	4	3	8
Don't know	26	14	12	16	8	2	21	5	-	1	1	3	2	15	12	28
Top 2: Great deal / fair amount	757	362	395	404	308	45	611	139	40	50	33	15	168	350	427	773
Bottom 2: Know a little / nothing	410	218	191	169	199	43	313	93	19	54	14	6	91	171	221	393

	d	ad		ad		ak		ak		ak		ak		ak	
Top 4: At least heard of	1167	580	586	572	507	88	924	232	60	104	47	21	260	521	649
	97%	97%	97%	96%	98%	97%	97%	97%	100%	97%	99%	88%	99%	96%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

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 Table 532

QEMP3A: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Midwives

Base: All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	665	322	212	392	219	220	817	129	136	280	371	1007
I know a great deal	298	222	76	225	73	57	130	76	34	240	36	33	69	112	304
	25%	27%	20%	28%	19%	21%	29%	25%	20%	25%	24%	20%	20%	25%	25%
	e	c		e			f								
I know a fair amount	459	324	135	317	142	113	160	113	73	380	56	72	132	156	469
	38%	39%	30%	39%	36%	41%	36%	37%	42%	39%	38%	44%	38%	36%	39%
I know just a little	348	222	126	205	144	90	111	97	50	272	50	48	108	127	330
	29%	27%	34%	25%	37%	33%	25%	32%	29%	28%	34%	30%	32%	29%	27%
			b		ad		g								
I have heard of them but know nothing about their role	62	39	24	38	24	12	22	15	13	57	2	8	18	30	63
	5%	5%	6%	5%	6%	4%	5%	5%	8%	6%	2%	5%	5%	7%	5%
										k					
I have never heard of them	9	8	1	5	3	-	6	2	-	8	-	1	4	3	8
	1%	1%	0%	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%	1%
Don't know	26	16	10	21	5	4	17	3	2	24	3	1	11	10	28
	2%	2%	3%	3%	1%	1%	4%	1%	1%	2%	2%	1%	3%	2%	2%
							h								
Top 2: Great deal / fair amount	757	546	211	542	215	170	290	190	107	620	92	105	201	267	773
	63%	66%	57%	67%	55%	61%	65%	62%	62%	63%	63%	64%	59%	61%	64%
			c		e										
Bottom 2: Know a little / nothing	410	260	150	242	168	103	133	112	63	330	52	57	126	157	393
	34%	31%	40%	30%	43%	37%	30%	36%	37%	34%	35%	35%	37%	36%	33%
					ad										
Top 4: At least heard of	1167	806	361	784	383	273	424	301	170	950	144	162	327	424	1166
	97%	97%	97%	96%	98%	97%	95%	98%	95%	97%	98%	99%	95%	97%	97%
						g		g	g						

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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QEMP3A: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Midwives

Base: All UK adults aged 16+

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	322	340	325	387	1170	27	999	199	899	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	203	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
I know a great deal	298	27	68	72	124	292	6	272	23	265	29	202	76	304
	25%	23%	19%	21%	35%	25%	21%	28%	11%	30%	9%	27%	24%	25%
I know a fair amount	459	38	124	151	128	451	7	395	62	361	98	308	109	469
	38%	32%	35%	45%	37%	39%	28%	40%	30%	41%	31%	41%	35%	39%
										k				
I know just a little	348	40	129	91	74	341	5	258	87	203	142	197	96	330
	29%	24%	36%	27%	21%	29%	20%	26%	42%	23%	44%	26%	31%	27%
I have heard of them but know nothing about their role	62	8	21	16	16	53	7	37	24	26	36	35	21	63
	5%	7%	6%	5%	5%	5%	26%	4%	12%	3%	11%	5%	7%	5%
I have never heard of them	9	2	2	3	2	9	-	3	5	3	5	3	2	8
	1%	2%	*	1%	1%	1%	-	*	3%	*	2%	*	1%	1%
Don't know	26	2	11	6	6	25	1	18	6	13	9	11	8	28
	2%	1%	3%	2%	2%	2%	4%	2%	3%	1%	3%	1%	3%	2%
Top 2: Great deal / fair amount	757	65	193	223	252	743	13	667	85	626	127	510	185	773
	63%	55%	54%	66%	72%	63%	50%	68%	41%	72%	40%	67%	59%	64%
Bottom 2: Know a little / nothing	410	49	150	107	90	394	12	295	112	229	178	233	117	393
	34%	42%	42%	32%	26%	34%	30%	30%	54%	26%	56%	31%	37%	33%
Top 4: At least heard of	1167	114	343	331	343	1138	25	962	197	855	305	742	302	1166
	97%	97%	97%	97%	98%	97%	96%	98%	95%	98%	95%	98%	97%	97%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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QEMP3A: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Midwives

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	539	565	536	972	147	153	1004	141	92*	1015	264	900	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
I know a great deal	298	268	29	281	6	10	145	152	187	94	261	25	43	250	33	22	261	40	248	304
	25%	25%	21%	26%	18%	14%	23%	26%	33%	18%	27%	17%	28%	25%	24%	24%	26%	15%	28%	25%
I know a fair amount	459	415	44	415	14	30	228	232	215	209	373	54	59	384	57	34	385	115	337	469
	38%	39%	31%	38%	45%	42%	37%	40%	38%	39%	38%	37%	39%	38%	41%	37%	38%	44%	37%	39%
I know just a little	348	295	53	316	7	24	191	158	125	188	268	51	35	296	37	31	294	91	246	330
	29%	28%	38%	29%	28%	34%	31%	27%	22%	35%	28%	35%	23%	30%	27%	33%	29%	35%	27%	27%
I have heard of them but know nothing about their role	62	53	9	50	5	6	36	27	24	29	45	10	13	41	10	4	44	12	45	63
	5%	5%	7%	5%	16%	8%	6%	5%	4%	5%	5%	7%	9%	4%	7%	4%	4%	4%	5%	5%
I have never heard of them	9	6	2	8	-	1	7	2	5	3	7	1	-	9	-	-	9	1	8	8
	1%	1%	2%	1%	-	1%	1%	*	1%	1%	1%	1%	-	1%	-	-	1%	*	1%	1%
Don't know	26	23	3	25	-	1	17	9	9	13	20	5	2	23	2	2	23	4	18	28
	2%	2%	2%	2%	-	1%	3%	2%	2%	2%	2%	4%	1%	2%	2%	2%	2%	2%	2%	2%
Top 2: Great deal / fair amount	757	683	73	697	19	40	373	384	402	303	634	79	63	635	91	56	645	155	585	773
	63%	64%	52%	64%	62%	56%	60%	66%	71%	56%	65%	54%	67%	63%	65%	61%	64%	59%	65%	64%
Bottom 2: Know a little / nothing	410	348	63	366	12	30	226	184	150	217	313	62	48	337	47	34	338	103	290	393
	34%	33%	44%	33%	38%	42%	36%	32%	26%	41%	32%	42%	32%	34%	34%	37%	33%	39%	32%	33%
Top 4: At least heard of	1167	1031	136	1062	31	70	599	568	552	520	946	141	151	972	138	90	984	258	876	1166
	97%	97%	96%	97%	100%	98%	96%	98%	98%	97%	97%	96%	99%	97%	98%	98%	97%	98%	97%	97%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 535

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	610	859	292	122	303	236	250	213	233	152	1202
Weighted total	1202	561	641	885	307	383	283	283	251	207	235	151	1202
Effective base	1007	489	518	744	254	312	236	209	177	193	131	131	1202
I know a great deal	298	212	70	245	52	227	69	73	74	51	49	30	304
	25%	38%	13%	28%	17%	28%	18%	26%	29%	25%	21%	20%	25%
I know a fair amount	459	230	198	330	125	297	157	108	108	65	104	52	469
	38%	41%	37%	37%	41%	37%	41%	38%	43%	32%	44%	34%	39%
I know just a little	348	99	220	252	95	228	116	80	44	75	65	58	330
	29%	18%	41%	28%	31%	28%	30%	28%	18%	36%	28%	39%	27%
I have heard of them but know nothing about their role	62	11	43	38	23	37	23	15	16	12	11	6	63
	5%	2%	8%	4%	8%	5%	6%	5%	6%	6%	5%	4%	5%
I have never heard of them	9	2	4	6	3	4	5	2	4	1	-	-	8
	1%	*	1%	1%	1%	1%	1%	1%	2%	*	-	-	1%
Don't know	26	7	19	15	7	14	11	6	7	3	6	5	28
	2%	1%	1%	2%	3%	2%	3%	2%	2%	1%	3%	2%	2%
Top 2: Great deal / fair amount	757	442	268	574	177	523	227	181	181	116	153	82	773
	63%	79%	50%	65%	58%	65%	59%	64%	72%	56%	65%	54%	64%
Bottom 2: Know a little / nothing	410	110	263	290	118	265	139	95	60	87	75	64	393
	34%	20%	49%	33%	39%	33%	36%	33%	24%	42%	32%	43%	33%
Top 4: At least heard of	1167	552	531	864	295	788	366	276	241	203	228	146	1166
	97%	98%	98%	98%	96%	98%	96%	97%	96%	98%	97%	97%	97%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 536

QEMP38: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Health visitors

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	491	516	567	369	76	721	193	32	73	162	20	217	454	594	1007
I know a great deal	334	163	171	202	113	19	297	67	22	22	17	6	69	165	205	352
28% e	28%	27%	28%	34%	22%	21%	28%	28%	37%	20%	36%	26%	26%	31%	31%	29%
I know a fair amount	493	240	254	222	231	40	387	101	26	44	18	13	119	196	276	488
41% e	41%	40%	42%	37%	45%	43%	41%	43%	44%	41%	38%	55%	45%	36%	41%	41%
I know just a little	298	160	137	124	145	29	238	52	6	32	10	4	63	145	140	281
25% e	25%	27%	23%	21%	28%	31%	25%	22%	10%	30%	21%	16%	24%	27%	21%	23%
I have heard of them but know nothing about their role	56	26	30	33	21	2	42	14	6	7	1	1	6	22	32	55
5% e	5%	4%	5%	5%	4%	2%	4%	6%	9%	6%	2%	2%	2%	4%	5%	5%
I have never heard of them	9	4	5	6	*	2	5	3	-	3	1	-	4	4	4	11
1% e	1%	1%	1%	1%	*	2%	1%	1%	-	2%	1%	-	1%	1%	1%	1%
Don't know	13	6	6	8	5	-	12	1	-	-	1	-	2	8	7	15
1% e	1%	1%	1%	1%	1%	-	1%	*	-	-	2%	-	1%	1%	1%	1%
Top 2: Great deal / fair amount	827	403	425	424	345	58	655	168	48	65	35	19	188	361	481	840
69% e	69%	67%	70%	71%	67%	64%	69%	71%	81%	61%	74%	82%	72%	67%	72%	70%
Bottom 2: Know a little / nothing	354	186	167	157	166	31	281	66	11	39	11	4	69	167	172	336
29% e	29%	31%	28%	26%	32%	34%	29%	28%	19%	37%	23%	18%	26%	31%	26%	28%
Top 4: At least heard of	1181	588	592	581	511	89	935	234	60	105	46	24	257	528	654	1176
98% e	98%	98%	98%	98%	99%	98%	98%	98%	100%	98%	97%	100%	98%	98%	98%	98%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 537

QEMP38: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Health visitors

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	289	371	1007
I know a great deal	334	249	85	257	77	74	136	81	44	267	46	35	83	113	352
28% e	28%	30%	23%	32%	20%	27%	30%	26%	25%	27%	31%	21%	24%	26%	29%
I know a fair amount	493	340	153	333	160	121	177	123	72	410	54	83	125	191	488
41% e	41%	41%	41%	41%	41%	44%	40%	40%	42%	42%	37%	51%	46%	44%	41%
I know just a little	298	191	106	182	115	62	111	83	41	239	40	38	110	101	281
25% e	25%	23%	29%	22%	29%	22%	25%	27%	24%	24%	27%	23%	32%	23%	23%
I have heard of them but know nothing about their role	56	42	14	28	28	17	15	13	11	47	5	5	19	28	55
5% e	5%	5%	4%	3%	7%	6%	3%	4%	6%	5%	3%	3%	6%	6%	5%
I have never heard of them	9	4	5	3	5	1	3	2	2	7	-	2	3	1	11
1% e	1%	*	1%	*	1%	*	1%	1%	1%	1%	-	1%	1%	*	1%
Don't know	13	5	8	7	6	2	5	4	2	10	2	1	4	4	15
1% e	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Top 2: Great deal / fair amount	827	589	238	590	237	194	313	204	116	677	100	118	208	304	840
69% e	69%	71%	64%	73%	61%	70%	70%	66%	67%	69%	68%	72%	61%	69%	70%
Bottom 2: Know a little / nothing	354	233	120	210	144	79	126	97	52	286	45	42	129	130	336
29% e	29%	28%	32%	26%	37%	29%	28%	32%	30%	29%	30%	26%	38%	30%	28%
Top 4: At least heard of	1181	822	359	800	381	273	439	300	168	963	144	160	337	433	1176
98% e	98%	99%	97%	99%	97%	99%	98%	98%	98%	98%	98%	98%	98%	99%	98%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

QEMP38: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Health visitors

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £34,999 (c)	£35,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	125	340	335	367	1170	27	993	159	897	295	779	
Weighted total	1202	118	355	339	350	1171	26**	983	208	671	320	756	313	1202
Effective base	1007	103	293	272	299	972	25	855	173	722	255	637	272	1007
I know a great deal	334	32	69	79	147	327	7	306	26	297	34	225	87	352
28% ck	28%	27%	19%	23%	42%	28%	26%	31%	12%	34%	11%	30%	28%	29%
I know a fair amount	493	43	150	165	123	485	7	429	63	379	114	321	129	488
41% l	41%	36%	42%	49%	35%	41%	26%	44%	30%	43%	36%	42%	41%	41%
I know just a little	298	32	104	80	64	289	7	200	93	159	136	169	80	281
25% eh	25%	27%	29%	23%	18%	25%	27%	20%	45%	18%	42%	22%	26%	23%
I have heard of them but know nothing about their role	56	5	23	12	15	50	6	38	18	29	28	34	15	55
5% e	5%	4%	7%	3%	4%	4%	22%	4%	9%	3%	9%	5%	5%	5%
I have never heard of them	9	2	3	2	*	7	-	3	4	3	6	2	1	11
1% e	1%	2%	1%	1%	*	1%	-	*	2%	*	2%	*	*	1%
Don't know	13	3	5	2	1	13	-	7	3	4	3	5	1	15
1% e	1%	3%	1%	*	*	1%	-	1%	2%	*	1%	1%	*	1%
Top 2: Great deal / fair amount	827	75	219	244	270	813	13	735	89	676	149	546	215	840
69% ck	69%	63%	62%	72%	77%	69%	51%	75%	43%	78%	46%	72%	69%	70%
Bottom 2: Know a little / nothing	354	38	128	91	79	339	13	238	111	188	163	203	96	336
29% eh	29%	32%	36%	27%	23%	29%	49%	24%	53%	22%	51%	27%	31%	28%
Top 4: At least heard of	1181	112	347	336	349	1152	26	973	200	863	312	750	311	1176
98% b	98%	95%	98%	100%	100%	98%	100%	99%	96%	99%	97%	99%	99%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/l/g - a/h/i - a/j/k - a/l/m  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

QEMP38: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Health visitors

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	944	222	781	1007
I know a great deal	334	303	31	314	6	14	154	150	214	97	204	25	43	285	39	20	293	53	274	352
28% jlr	28%	29%	22%	29%	19%	19%	25%	31%	38%	18%	30%	17%	28%	28%	27%	22%	29%	20%	30%	29%
I know a fair amount	493	438	55	446	15	31	245	248	211	248	397	60	55	426	57	41	423	121	363	488
41% l	41%	41%	39%	41%	48%	44%	39%	43%	37%	46%	41%	41%	36%	42%	40%	44%	42%	46%	40%	41%
I know just a little	298	255	43	275	3	17	179	119	117	150	225	53	43	237	33	23	245	78	211	281
25% eh	25%	24%	30%	25%	11%	24%	29%	21%	21%	28%	23%	36%	28%	24%	24%	25%	24%	29%	23%	23%
I have heard of them but know nothing about their role	56	50	7	46	3	7	30	26	16	31	43	7	8	42	9	7	40	8	42	55
5% e	5%	5%	5%	4%	11%	9%	5%	5%	3%	6%	4%	5%	5%	4%	7%	3%	7%	3%	5%	5%
I have never heard of them	9	5	4	5	1	2	6	3	3	3	4	1	2	4	2	1	6	2	5	11
1% e	1%	*	2%	1%	4%	2%	1%	*	1%	1%	*	1%	2%	*	1%	1%	1%	1%	1%	1%
Don't know	13	11	2	9	2	*	9	3	3	6	10	1	2	9	2	1	9	2	7	15
1% e	1%	1%	1%	1%	7%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Top 2: Great deal / fair amount	827	741	86	760	21	45	399	428	425	346	691	85	98	711	94	61	716	174	637	840
69% l	69%	70%	61%	69%	67%	63%	64%	64%	74%	75%	64%	71%	58%	64%	67%	66%	71%	66%	71%	70%
Bottom 2: Know a little / nothing	354	305	49	321	7	24	208	145	134	181	267	60	51	279	43	29	284	86	253	336
29% eh	29%	29%	35%	29%	22%	34%	33%	25%	24%	34%	28%	41%	33%	28%	30%	32%	28%	33%	28%	28%
Top 4: At least heard of	1181	1045	135	1081	28	69	608	573	558	527	958	145	149	991	137	90	1001	260	890	1176
98% c	98%	99%	96%	99%	89%	97%	98%	99%	99%	98%	99%	98%	97%	99%	97%	98%	99%	99%	99%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s

\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 540

QEMP38: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Health visitors

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	550	519	855	252	822	303	256	250	213	153	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
I know a great deal	334	240	79	278	54	253	79	88	81	52	61	30	352
28% ceg	43%	15%	31%	18%	31%	31%	21%	31%	32%	25%	26%	20%	29%
I know a fair amount	493	243	215	346	142	320	166	119	103	77	95	70	488
41% ab	43%	40%	39%	46%	46%	40%	43%	42%	41%	37%	40%	46%	41%
I know just a little	298	63	202	205	92	180	116	56	51	64	63	44	281
25% b	11%	37%	23%	30%	30%	22%	30%	20%	20%	31%	27%	29%	23%
I have heard of them but know nothing about their role	56	12	40	46	10	44	12	16	13	10	10	3	55
5% b	2%	7%	5%	3%	3%	5%	3%	6%	5%	5%	4%	2%	5%
I have never heard of them	9	1	4	4	3	4	4	1	2	2	1	1	11
1% c	+	1%	+	1%	1%	+	1%	+	1%	1%	+	1%	1%
Don't know	13	2	6	6	6	6	5	2	2	1	5	2	15
1% c	+	+	1%	2%	2%	1%	1%	1%	1%	+	2%	2%	1%
Top 2: Great deal / fair amount	827	483	294	624	196	573	245	207	184	130	156	100	840
69% ac	86%	54%	71%	64%	71%	73%	64%	73%	73%	63%	67%	66%	70%
Bottom 2: Know a little / nothing	354	76	242	251	102	224	128	72	64	74	73	47	336
29% b	13%	45%	28%	33%	28%	26%	33%	26%	25%	36%	31%	31%	28%
Top 4: At least heard of	1181	558	537	875	297	796	373	280	248	204	229	147	1176
98% a	100%	99%	99%	97%	97%	99%	98%	99%	99%	99%	98%	98%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/h/i  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 541

QEMP3C: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Early education and childcare services (e.g. nurseries, childminders, pre-school)

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3	4-5	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	
Unweighted total	1202	574	527	702	437	83	883	212	24	76	180	22	255	550	335	1102
Weighted total	1202	598	603	792	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
I know a great deal	403	207	196	237	145	20	317	83	29	20	25	9	79	183	250	432
34% fi	35%	33%	36%	40%	28%	22%	33%	35%	48%	19%	52%	39%	30%	34%	38%	36%
I know a fair amount	480	233	246	214	225	42	385	91	18	48	16	9	120	193	274	468
40% d	39%	41%	36%	44%	46%	46%	40%	38%	30%	45%	33%	39%	46%	36%	41%	39%
I know just a little	243	124	119	97	123	23	190	50	7	34	6	3	48	131	101	227
20% ko	21%	20%	16%	24%	25%	20%	20%	21%	11%	32%	13%	14%	18%	24%	15%	19%
I have heard of them but know nothing about their role	57	27	30	33	19	5	44	12	6	4	+	2	11	22	31	54
5% k	4%	5%	6%	4%	6%	5%	5%	5%	10%	3%	1%	7%	4%	4%	5%	4%
I have never heard of them	5	2	4	4	-	1	4	2	-	1	+	-	3	2	1	6
+	+	1%	1%	-	1%	+	+	1%	-	1%	+	-	1%	+	+	+
Don't know	14	6	8	9	4	-	13	+	-	-	+	-	1	9	8	15
1% ko	1%	1%	2%	1%	-	1%	1%	+	-	-	1%	-	+	2%	1%	1%
Top 2: Great deal / fair amount	883	440	442	451	370	62	702	174	47	68	40	19	199	376	524	900
73% ko	74%	73%	76%	72%	68%	68%	74%	73%	79%	64%	85%	78%	76%	70%	79%	75%
Bottom 2: Know a little / nothing	300	150	149	130	142	28	233	62	13	38	7	5	60	153	132	281
25% ko	25%	25%	22%	27%	31%	25%	25%	26%	21%	35%	14%	22%	23%	28%	20%	23%
Top 4: At least heard of	1183	591	591	581	512	90	935	236	60	106	47	24	259	529	656	1181
98% a	99%	98%	98%	98%	99%	99%	98%	99%	100%	99%	99%	100%	99%	98%	99%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/h/i - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	270	371	1007
I know a great deal	403 34%	297 36%	106 29%	314 39%	89 23%	94 34%	165 37%	102 33%	42 24%	324 33%	57 38%	47 29%	96 28%	151 35%	432 36%
I know a fair amount	480 40%	328 40%	152 41%	371 40%	109 41%	104 37%	180 40%	119 39%	78 45%	396 40%	51 34%	70 43%	121 35%	187 43%	468 39%
I know just a little	243 20%	158 19%	85 23%	130 16%	113 29%	64 23%	74 17%	65 21%	40 23%	198 20%	31 21%	36 22%	101 30%	70 16%	227 19%
I have heard of them but know nothing about their role	57 5%	37 4%	20 5%	34 4%	23 6%	12 4%	19 4%	16 5%	9 5%	46 5%	7 5%	8 5%	18 5%	24 5%	54 4%
I have never heard of them	5 *	3 *	2 *	2 *	3 *	1 *	1 *	2 *	1 *	5 *	- *	2 *	2 *	1 *	6 *
Don't know	14 1%	7 1%	7 2%	10 1%	4 1%	1 *	8 2%	3 1%	1 1%	11 1%	2 2%	1 1%	5 1%	4 1%	15 1%
Top 2: Great deal / fair amount	883 73%	625 75%	258 69%	635 78%	248 63%	198 71%	345 77%	220 72%	120 70%	720 74%	107 73%	117 71%	217 63%	339 77%	900 75%
Bottom 2: Know a little / nothing	300 25%	195 23%	105 28%	164 20%	136 35%	77 28%	93 21%	81 26%	50 29%	244 25%	37 25%	44 27%	119 35%	94 21%	281 23%
Top 4: At least heard of	1183 98%	820 99%	363 98%	799 99%	384 98%	274 99%	438 98%	301 98%	170 99%	964 98%	144 98%	161 98%	337 98%	433 99%	1181 98%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

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+

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	100	1202
Weighted total	1202	119	355	339	350	1171	26**	983	208	871	320	756	113	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	100	1007
I know a great deal	403 34%	34 29%	89 25%	93 27%	179 51%	395 34%	7 25%	372 38%	28 13%	361 41%	38 12%	284 38%	98 31%	432 36%
I know a fair amount	480 40%	38 32%	142 40%	171 50%	113 32%	474 40%	6 23%	400 41%	79 38%	351 40%	129 40%	301 40%	133 42%	468 39%
I know just a little	243 20%	34 29%	98 28%	53 16%	45 13%	235 20%	6 25%	172 17%	67 32%	127 15%	113 35%	135 18%	64 20%	227 19%
I have heard of them but know nothing about their role	57 5%	5 4%	20 6%	18 5%	13 4%	50 4%	6 23%	29 3%	26 13%	23 3%	34 11%	29 4%	16 5%	54 4%
I have never heard of them	5 *	5 4%	* *	1 *	- *	4 *	1 4%	3 *	3 1%	2 *	3 1%	2 *	1 *	6 *
Don't know	14 1%	2 2%	6 2%	3 1%	* *	14 1%	- *	7 1%	5 3%	5 1%	3 1%	5 1%	1 *	15 1%
Top 2: Great deal / fair amount	883 73%	72 61%	232 65%	264 78%	292 83%	869 74%	12 48%	773 79%	107 51%	712 82%	167 52%	586 77%	231 74%	900 75%
Bottom 2: Know a little / nothing	300 25%	39 33%	118 33%	118 33%	58 16%	285 24%	12 48%	201 20%	93 45%	151 17%	147 46%	163 22%	80 26%	281 23%
Top 4: At least heard of	1183 98%	111 94%	349 98%	335 99%	350 98%	1154 99%	25 96%	974 99%	200 96%	863 99%	314 98%	749 99%	311 99%	1181 98%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \*\*small base; \*\* very small base (under 30) ineligible for sig testing

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+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)		Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
		1202	1060	142	1093	31	71	686	536	613	486	976	144	157	1002	181	52	1015	249	516	
Unweighted total	1202	1060	142	1093	31	71	686	536	613	486	976	144	157	1002	181	52	1015	249	516	2026	
Weighted total	1202	1061	141	1095	31**	71*	623	539	565	536	972	147	153	1004	141	52**	1015	264	502	2022	
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202	
I know a great deal	403	375	28	374	11	16	186	217	247	128	356	29	50	347	49	33	348	63	333	432	
	34%	35%	20%	34%	36%	22%	30%	38%	44%	24%	37%	20%	33%	35%	35%	35%	34%	24%	37%	36%	
ci	c			e	f		g	h	i	j	k	l	m	n	o	p	q	r	s	t	
I know a fair amount	480	429	51	436	10	34	242	238	188	260	377	65	50	413	44	32	414	116	354	468	
	40%	40%	36%	40%	31%	48%	39%	41%	33%	49%	39%	44%	33%	41%	31%	35%	41%	44%	39%	39%	
i									ai												
I know just a little	243	196	47	223	6	13	145	98	102	112	188	41	45	185	36	19	194	61	174	227	
	20%	19%	33%	20%	21%	18%	23%	17%	18%	21%	19%	28%	29%	18%	26%	21%	19%	23%	19%	19%	
ab							h				ak		an								
I have heard of them but know nothing about their role	57	47	9	44	3	9	32	24	23	28	36	10	7	42	10	8	41	21	30	54	
	5%	4%	7%	4%	8%	12%	5%	4%	4%	5%	4%	7%	5%	4%	7%	9%	4%	8%	3%	4%	
ad																					
I have never heard of them	5	1	4	5	-	-	5	-	2	2	4	1	1	5	-	-	5	1	4	6	
	*	*	3%	*	-	-	1%	-	*	*	*	1%	*	*	-	-	1%	*	*	*	
ah							h		*	*											
Don't know	14	12	2	12	1	-	12	2	4	7	12	1	1	12	1	-	12	2	8	15	
	1%	1%	1%	1%	4%	-	2%	*	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	1%	
h							h														
Top 2: Great deal / fair amount	883	804	79	810	21	50	428	455	435	388	732	94	100	760	93	64	763	178	687	900	
	73%	76%	56%	74%	67%	70%	69%	75%	77%	72%	75%	64%	65%	76%	67%	64%	75%	68%	66%	75%	
cm		c																			
Bottom 2: Know a little / nothing	300	244	56	267	9	21	178	122	124	140	224	51	52	227	46	27	235	83	204	281	
	25%	23%	40%	24%	29%	30%	23%	23%	22%	26%	23%	35%	30%	23%	33%	30%	23%	31%	23%	23%	
ab							h				ak		an		o			s			
Top 4: At least heard of	1183	1048	135	1078	30	71	605	578	559	528	956	145	152	986	140	92	998	261	891	1181	
	98%	99%	96%	98%	96%	100%	97%	100%	99%	98%	98%	99%	99%	98%	99%	100%	98%	99%	99%	98%	
c		c					ae		ae												

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/h/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
		1202	552	650	859	343	383	236	259	213	233	152	
Unweighted total	1202	552	650	859	343	383	236	259	213	233	152	2026	
Weighted total	1202	561	641	865	307	383	283	251	207	235	151	2022	
Effective base	1007	480	439	744	254	312	236	209	177	193	131	1202	
I know a great deal	403	271	133	324	78	98	99	95	75	75	38	432	
	34%	48%	21%	37%	25%	37%	35%	38%	36%	32%	25%	36%	
ce				e		g						t	
I know a fair amount	480	210	239	353	122	167	112	99	75	89	71	468	
	40%	38%	44%	40%	40%	44%	40%	39%	36%	38%	47%	39%	
b													
I know just a little	243	72	145	164	78	156	55	41	45	52	36	227	
	20%	13%	22%	19%	25%	19%	19%	16%	22%	22%	24%	19%	
bd			ab		d								
I have heard of them but know nothing about their role	57	6	42	33	23	31	12	14	10	12	4	54	
	5%	1%	8%	4%	7%	4%	4%	6%	5%	5%	3%	4%	
bd			ab		d								
I have never heard of them	5	1	1	3	2	2	2	2	-	1	-	6	
	*	*	*	*	1%	*	1%	1%	-	*	-	*	
bd			ab		d								
Don't know	14	1	1	8	5	7	5	2	2	6	2	15	
	1%	*	*	1%	2%	1%	1%	1%	1%	2%	1%	1%	
b													
Top 2: Great deal / fair amount	883	481	352	677	200	265	212	193	150	163	109	900	
	73%	86%	65%	76%	65%	76%	75%	77%	72%	70%	72%	75%	
ce		ac		e		g							
Bottom 2: Know a little / nothing	300	78	187	197	100	109	67	55	55	64	39	281	
	25%	14%	35%	22%	33%	23%	24%	22%	27%	27%	26%	23%	
bd			ab		ad								
Top 4: At least heard of	1183	560	539	874	300	397	279	248	205	228	149	1181	
	98%	100%	99%	99%	98%	99%	98%	99%	99%	97%	99%	98%	
a													

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*\*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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	852	238	60*	107*	48	24**	213	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
I know a great deal	423 35% c	231 39% c	192 32% c	244 41% ae	152 29% ae	28 31% f	342 36% g	80 33% h	25 41% i	26 24% aj	21 44% ak	8 34% al	77 29% am	189 35% an	272 41% ao	436 36% ap
I know a fair amount	477 40% c	246 41% c	231 38% c	207 35% d	235 46% d	35 38% f	376 39% g	97 41% h	27 45% i	40 37% aj	18 49% ak	12 37% al	111 42% am	200 37% an	277 42% ao	473 39% ap
I know just a little	232 19% o	95 16% o	136 23% b	96 16% d	113 22% d	23 25% f	180 19% g	51 21% h	5 8% i	36 34% aj	7 14% ak	4 15% al	68 26% am	116 21% an	78 12% ao	220 18% ap
I have heard of them but know nothing about their role	44 4% e	19 3% e	25 4% e	31 5% e	9 2% e	4 4% f	34 4% g	7 3% h	2 3% i	3 3% aj	1 2% ak	1 2% al	4 1% am	20 4% an	26 4% ao	45 4% ap
I have never heard of them	6 1% *	2 * *	5 1% *	5 1% *	- 1% *	1 1% *	3 * *	3 1% *	1 2% *	1 1% *	- - *	- - *	1 * *	3 1% *	2 * *	6 * *
Don't know	19 2% o	5 1% o	14 2% o	12 2% o	7 1% o	7 1% o	17 2% o	1 * *	- - *	- - *	1 2% *	- - *	2 1% *	13 2% *	10 2% *	22 2% *
Top 2: Great deal / fair amount	900 75% c	477 80% c	423 70% c	451 76% c	387 75% c	62 69% f	718 75% g	176 74% h	52 87% i	67 62% aj	39 81% ak	20 83% al	188 72% am	388 72% an	549 83% ao	909 76% ap
Bottom 2: Know a little / nothing	276 23% o	115 19% o	161 27% b	127 21% d	123 24% d	27 30% f	214 22% g	58 24% h	6 11% i	39 37% aj	8 17% ak	4 17% al	72 27% am	136 25% an	163 16% ao	265 22% ap
Top 4: At least heard of	1176 98% c	592 99% c	584 97% c	578 97% c	509 99% c	89 98% f	932 98% g	234 98% h	58 98% i	106 99% aj	47 98% ak	24 100% al	260 99% am	524 97% an	652 98% ao	1174 98% ap

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total	
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)		
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202	
Effective base	1007	691	314	695	322	212	392	219	220	717	129	136	292	374	1202	
I know a great deal	423 35% ce	324 39% c	100 27% c	338 42% ae	85 22% ae	35% 35% f	39% 39% g	34% 34% h	29% 29% i	50 35% aj	34 39% ak	58 39% al	39 24% am	103 30% an	167 38% ao	436 36% ap
I know a fair amount	477 40% c	326 39% c	151 41% c	305 38% d	172 44% d	111 40% f	166 37% g	116 38% h	84 49% i	388 40% aj	56 38% ak	66 40% al	121 35% am	182 42% an	473 39% ao	
I know just a little	232 19% n	139 17% n	94 25% ab	131 16% ab	101 26% ad	54 19% f	82 18% g	67 22% h	30 18% i	185 19% aj	29 20% ak	54 33% al	92 27% am	60 14% an	220 18% ao	
I have heard of them but know nothing about their role	44 4% e	30 4% e	14 4% e	24 3% e	20 5% e	13 5% f	16 4% g	11 4% h	4 3% i	40 4% aj	1 1% ak	2 1% al	16 5% am	20 5% an	45 4% ao	
I have never heard of them	6 1% *	3 * *	3 1% *	3 1% *	4 1% *	1 1% *	2 1% *	2 1% *	- 1% *	6 1% *	- 1% *	1 1% *	3 1% *	2 1% *	6 * *	
Don't know	19 2% o	8 1% o	11 3% o	9 1% o	10 3% o	2 1% o	7 2% o	6 2% o	4 2% o	17 2% o	2 2% o	1 2% o	8 2% o	5 1% o	22 2% o	
Top 2: Great deal / fair amount	900 75% c	650 78% c	250 67% c	643 79% c	257 66% c	206 75% f	340 76% g	220 72% h	134 78% i	732 75% aj	114 78% ak	105 64% al	224 65% am	349 80% an	909 76% ao	
Bottom 2: Know a little / nothing	276 23% o	169 20% o	107 29% b	156 19% d	121 31% d	66 24% f	97 22% g	78 26% h	35 20% i	225 23% aj	30 21% ak	56 34% al	108 32% am	81 18% an	265 22% ao	
Top 4: At least heard of	1176 98% c	819 99% c	798 96% c	798 99% c	378 97% c	273 99% f	437 98% g	298 97% h	168 98% i	956 98% aj	144 98% ak	162 99% al	332 97% am	430 98% an	1174 98% ao	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* 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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(n)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	355	357	1170	27	93	129	337	255	729	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	300	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
I know a great deal	423	34	88	108	187	419	3	390	31	379	42	297	105	436
35%	187	28%	25%	32%	53%	36%	13%	40%	15%	44%	13%	39%	34%	36%
	ck			abcd				i		ak				
I know a fair amount	477	40	155	151	116	465	11	395	80	347	129	308	120	473
40%	187	34%	44%	44%	33%	42%	42%	40%	38%	40%	40%	41%	38%	39%
	e			e										
I know just a little	232	33	86	61	38	226	3	161	70	120	111	119	70	220
19%	19%	28%	24%	18%	11%	19%	13%	16%	34%	14%	35%	16%	22%	18%
	ej		ade	e				ah		aj				
I have heard of them but know nothing about their role	44	5	15	14	9	37	7	23	20	17	27	26	12	45
4%	4%	5%	4%	4%	2%	3%	27%	2%	9%	2%	8%	3%	4%	4%
	j							ah		aj				
I have never heard of them	6	2	3	-	1	6	-	2	4	1	5	1	-	6
1%	1%	2%	1%	-	*	1%	-	*	2%	*	2%	*	-	*
	k							ah						
Don't know	19	3	8	6	*	18	1	13	4	6	6	4	6	22
2%	2%	3%	2%	2%	*	2%	5%	1%	2%	1%	2%	1%	2%	2%
	e		e	e				j						
Top 2: Great deal / fair amount	900	74	244	258	303	884	14	785	110	726	171	605	226	909
75%	75%	63%	69%	86%	86%	75%	55%	80%	53%	83%	53%	80%	72%	76%
	bcik			bc	abcd			aj		ak		am		
Bottom 2: Know a little / nothing	276	38	101	75	46	263	10	184	89	137	138	145	82	265
23%	23%	33%	28%	22%	13%	22%	40%	19%	43%	16%	43%	19%	26%	22%
	efj		ade	e				ah		aj				
Top 4: At least heard of	1176	112	344	323	249	1147	25	969	200	863	309	750	307	1174
98%	98%	95%	97%	98%	100%	98%	95%	99%	96%	99%	96%	99%	98%	98%
				abc				i		ak		a		

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	TOTAL	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes	No		Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
		(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	
Unweighted total	1202	1060	142	1093	34	71	686	556	813	486	976	144	157	1002	181	52	1015	249	916	200	
Weighted total	1202	1061	141	1095	31**	71*	623	579	866	536	972	147	153	1004	141	92*	1015	264	909	1202	
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202	
I know a great deal	423	394	30	393	12	17	185	238	245	156	370	36	59	359	47	31	370	60	356	436	
35%	187	37%	21%	36%	39%	23%	30%	41%	43%	29%	38%	24%	38%	36%	33%	34%	36%	23%	40%	36%	
	cgijr			f			ag	aj	aj		i							e	f		
I know a fair amount	477	419	57	435	11	31	219	258	202	239	376	65	52	411	60	42	400	120	344	473	
40%	187	40%	41%	40%	35%	43%	35%	45%	45%	45%	39%	44%	34%	41%	43%	46%	39%	45%	38%	39%	
	e			e			k		i												
I know just a little	232	184	48	204	5	21	164	68	96	105	172	37	32	184	21	13	194	64	160	220	
19%	19%	17%	34%	19%	16%	29%	26%	12%	17%	20%	18%	25%	21%	18%	15%	14%	19%	24%	18%	18%	
	h		ab			d	ah				k							s			
I have heard of them but know nothing about their role	44	42	1	40	1	3	32	12	15	23	33	7	8	29	8	3	32	14	25	45	
4%	4%	4%	1%	4%	3%	4%	5%	2%	3%	4%	3%	4%	5%	3%	6%	3%	3%	5%	3%	4%	
						h															
I have never heard of them	6	4	2	6	-	-	6	-	1	3	5	1	1	4	2	2	4	1	6	6	
1%	1%	*	2%	1%	-	-	1%	-	*	1%	*	1%	*	*	1%	2%	*	*	1%	*	
Don't know	19	17	2	16	2	-	16	3	6	10	17	1	2	16	2	1	16	5	10	22	
2%	2%	2%	1%	2%	7%	-	3%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	
							h														
Top 2: Great deal / fair amount	900	813	87	828	23	47	404	496	447	395	746	101	111	770	107	73	769	180	701	909	
75%	75%	77%	62%	76%	74%	67%	65%	86%	79%	74%	77%	69%	72%	77%	76%	73%	76%	68%	70%	76%	
	qr		c				ag											e			
Bottom 2: Know a little / nothing	276	227	50	244	6	24	196	80	112	128	205	44	40	213	29	16	226	78	185	265	
23%	23%	21%	35%	22%	19%	33%	32%	14%	20%	24%	21%	30%	26%	21%	21%	17%	22%	30%	21%	22%	
	h			d			ah		k									rs			
Top 4: At least heard of	1176	1039	137	1073	29	71	604	604	576	559	951	145	151	983	136	88	995	258	886	1174	
98%	98%	98%	97%	98%	93%	100%	96%	99%	97%	97%	98%	98%	99%	98%	97%	96%	98%	98%	98%	98%	
							ag														

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	552	510	859	252	823	383	286	259	213	233	152	1202
Weighted total	1202	561	541	865	257	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
I know a great deal	423	285	116	354	67	321	99	109	100	70	71	53	436
	35%	51%	21%	40%	22%	40%	26%	38%	40%	34%	30%	35%	36%
I know a fair amount	477	211	233	340	132	309	163	114	87	83	104	55	473
	40%	38%	43%	38%	43%	38%	43%	40%	35%	40%	44%	37%	39%
I know just a little	232	54	153	148	84	138	94	45	44	42	46	36	220
	19%	10%	28%	17%	27%	17%	25%	16%	18%	21%	20%	24%	18%
I have heard of them but know nothing about their role	44	6	32	32	11	26	16	13	14	7	5	3	45
	4%	1%	6%	4%	4%	3%	4%	4%	6%	3%	2%	2%	4%
I have never heard of them	6	1	3	4	2	4	2	1	4	2	-	-	6
	1%	*	1%	*	1%	*	1%	*	1%	1%	-	-	*
Don't know	19	3	4	8	10	9	9	3	2	2	9	4	22
	2%	*	1%	3%	3%	1%	2%	3%	1%	1%	4%	2%	2%
Top 2: Great deal / fair amount	900	497	349	694	200	629	261	222	187	153	175	108	909
	75%	89%	64%	78%	65%	78%	68%	79%	75%	74%	75%	72%	76%
Bottom 2: Know a little / nothing	276	60	185	180	95	164	110	57	58	49	51	39	265
	23%	11%	34%	20%	31%	20%	29%	20%	23%	24%	22%	26%	22%
Top 4: At least heard of	1176	557	534	873	295	793	371	280	246	203	226	147	1174
	98%	99%	99%	99%	96%	98%	97%	99%	98%	98%	96%	98%	98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*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+

	Gender		Age			Ethnicity					Age of children			Unweighted Total		
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)		2-3 (n)	4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	69*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
I know a great deal	282	147	135	164	112	6	223	59	20	21	14	3	55	125	171	293
	23%	25%	22%	28%	22%	7%	23%	25%	34%	20%	30%	13%	21%	23%	26%	24%
I know a fair amount	440	209	231	209	201	30	337	98	23	39	22	13	113	186	240	447
	37%	35%	38%	35%	39%	33%	35%	41%	39%	37%	47%	55%	43%	34%	36%	37%
I know just a little	346	173	173	147	155	44	281	61	13	35	8	6	64	176	173	333
	29%	29%	29%	23%	30%	48%	29%	26%	21%	32%	17%	24%	24%	33%	26%	28%
I have heard of them but know nothing about their role	97	52	45	54	35	8	86	11	2	8	1	1	26	29	67	90
	8%	9%	8%	9%	7%	9%	9%	5%	3%	7%	3%	3%	10%	5%	10%	7%
I have never heard of them	17	8	8	10	3	3	10	4	2	1	1	-	2	11	5	16
	1%	1%	1%	2%	1%	3%	1%	2%	3%	1%	2%	-	1%	2%	1%	1%
Don't know	20	10	10	11	10	-	16	5	-	3	1	1	3	12	9	23
	2%	2%	2%	2%	2%	-	2%	2%	-	2%	2%	4%	1%	2%	1%	2%
Top 2: Great deal / fair amount	722	356	366	373	313	36	560	157	43	61	37	16	169	311	411	740
	60%	59%	61%	63%	61%	39%	59%	66%	73%	57%	77%	69%	64%	58%	62%	62%
Bottom 2: Know a little / nothing	444	224	218	203	191	52	366	73	14	42	9	6	90	205	240	423
	37%	37%	36%	34%	37%	37%	38%	30%	24%	40%	20%	27%	34%	38%	36%	35%
Top 4: At least heard of	1165	580	584	574	503	88	927	230	58	103	46	23	258	516	651	1163
	97%	97%	97%	97%	97%	97%	97%	96%	97%	96%	97%	96%	98%	96%	98%	97%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \*small base; \*\* very small base (under 30) ineligible for sig testing



\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 554

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+

	TOTAL	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	800	142	1053	34	71	646	556	813	486	976	144	157	1002	141	52	1015	249	316	1202	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92**	1015	264	902	1202	
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202	
I know a great deal	282	258	23	262	4	15	129	153	166	98	244	21	30	248	27	17	254	37	242	293	
	23%	24%	17%	24%	12%	22%	21%	26%	29%	18%	25%	1	14%	25%	19%	19%	25%	14%	27%	24%	
I know a fair amount	440	388	52	410	11	18	214	226	213	191	363	57	56	372	52	37	369	94	332	447	
	37%	37%	37%	37%	35%	25%	34%	39%	38%	36%	37%	39%	37%	37%	37%	40%	36%	36%	37%	37%	
I know just a little	346	301	45	311	8	26	198	148	139	179	271	45	55	269	43	24	288	88	247	333	
	29%	28%	32%	28%	27%	37%	32%	26%	25%	33%	28%	31%	36%	27%	30%	26%	28%	33%	27%	28%	
I have heard of them but know nothing about their role	97	89	9	82	6	8	54	44	35	53	71	15	8	82	14	10	75	35	57	90	
	8%	8%	6%	8%	20%	11%	9%	8%	6%	10%	7%	10%	5%	8%	10%	11%	7%	13%	6%	7%	
I have never heard of them	17	9	7	13	1	3	12	4	7	5	9	5	4	13	3	3	12	3	13	16	
	1%	1%	5%	1%	2%	4%	2%	1%	1%	1%	1%	4%	2%	1%	2%	3%	1%	1%	1%	1%	
Don't know	20	15	5	18	1	1	15	5	5	12	15	3	1	19	2	1	18	7	10	23	
	2%	1%	4%	2%	4%	2%	2%	1%	1%	2%	2%	2%	*	2%	1%	1%	2%	3%	1%	2%	
Top 2: Great deal / fair amount	722	646	75	672	15	33	343	378	379	288	607	79	85	620	79	54	623	131	574	740	
	60%	61%	53%	61%	47%	46%	55%	65%	67%	54%	62%	54%	56%	62%	56%	59%	61%	50%	64%	62%	
Bottom 2: Know a little / nothing	444	390	54	393	15	34	252	192	174	231	342	60	63	351	57	34	363	123	304	423	
	37%	37%	38%	36%	47%	48%	40%	33%	31%	43%	40%	41%	41%	35%	40%	37%	36%	47%	34%	35%	
Top 4: At least heard of	1165	1036	129	1065	29	67	595	570	553	519	949	139	149	972	136	88	986	254	878	1163	
	97%	98%	91%	97%	94%	94%	96%	98%	98%	97%	98%	94%	97%	97%	96%	95%	97%	96%	97%	97%	

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 555

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+

	TOTAL	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	
Unweighted total	1202	592	610	897	292	122	383	236	250	212	233	152	1202
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	489	518	744	254	682	312	236	209	177	193	131	1202
I know a great deal	282	227	46	244	37	228	53	74	62	51	51	26	293
	23%	41%	9%	28%	12%	28%	14%	26%	25%	25%	22%	18%	24%
I know a fair amount	440	218	193	334	102	296	137	91	104	67	93	62	447
	37%	39%	36%	38%	33%	37%	36%	32%	32%	33%	40%	41%	37%
I know just a little	346	92	222	229	115	199	146	87	60	66	68	40	333
	29%	16%	41%	26%	38%	25%	38%	31%	24%	32%	29%	27%	28%
I have heard of them but know nothing about their role	97	19	69	62	34	64	32	26	20	19	10	18	90
	8%	3%	12%	7%	11%	8%	8%	9%	8%	9%	4%	12%	7%
I have never heard of them	17	1	10	7	9	10	6	4	3	1	5	2	16
	1%	*	2%	1%	3%	1%	2%	1%	1%	*	2%	1%	1%
Don't know	20	3	1	10	1	9	9	3	3	2	7	2	23
	2%	1%	*	1%	3%	1%	2%	1%	1%	1%	3%	2%	2%
Top 2: Great deal / fair amount	722	446	240	578	139	524	189	165	166	118	144	89	740
	60%	79%	44%	65%	45%	65%	49%	58%	66%	57%	61%	59%	62%
Bottom 2: Know a little / nothing	444	111	291	291	149	263	178	113	80	85	78	58	423
	37%	20%	54%	33%	49%	33%	47%	40%	32%	41%	33%	39%	35%
Top 4: At least heard of	1165	556	531	869	288	786	367	277	246	203	222	147	1163
	97%	99%	98%	98%	94%	98%	96%	98%	98%	98%	95%	97%	97%

e	a	e			
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Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 556

QEMP3F: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Local informal social activities (e.g. parent and toddler groups, walks and talks)

Base: All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	447	83	683	312	24	76	100	22	255	550	1202	
Weighted total	1202	598	603	595	91*	91*	952	238	60*	107**	48	24**	263	540	665	
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	
I know a great deal	299	156	143	186	102	11	234	62	21	22	13	5	56	145	188	
25%	25%	26%	24%	31%	20%	12%	25%	26%	35%	21%	27%	21%	21%	27%	26%	
ef				ef										m		
I know a fair amount	425	206	218	203	189	33	323	98	22	44	26	5	101	179	230	
35%	35%	34%	36%	34%	37%	37%	34%	41%	38%	41%	55%	23%	39%	33%	35%	
agh																
I know just a little	359	181	178	140	183	36	300	56	12	29	6	9	70	175	180	
30%	30%	30%	30%	24%	35%	40%	31%	24%	21%	27%	13%	37%	27%	32%	27%	
dk				d			hk		k							
I have heard of them but know nothing about their role	87	44	44	43	37	8	68	18	2	10	1	4	23	27	52	
7%	7%	7%	7%	7%	7%	9%	7%	7%	3%	9%	3%	19%	9%	5%	8%	
k							k									
I have never heard of them	13	5	8	11	1	1	10	3	2	1	*	-	6	3	6	
1%	1%	1%	2%	*	1%	1%	1%	1%	3%	1%	1%	-	2%	1%	1%	
e																
Don't know	18	8	11	12	5	1	18	1	-	-	1	-	6	10	9	
2%	1%	2%	2%	1%	2%	2%	2%	*	-	-	1%	-	2%	2%	1%	
2%	1%	2%	2%	1%	2%	2%	2%	*	-	-	1%	-	2%	2%	1%	
Top 2: Great deal / fair amount	724	361	362	389	291	45	557	160	43	67	39	10	157	325	418	
60%	60%	60%	60%	65%	56%	49%	59%	67%	73%	62%	82%	44%	60%	60%	63%	
ef				ef							agh					
Bottom 2: Know a little / nothing	447	225	222	183	219	44	368	74	14	39	8	13	93	202	231	
37%	38%	37%	31%	42%	48%	39%	39%	31%	24%	36%	16%	56%	36%	37%	35%	
dk				d		d	k		k							
Top 4: At least heard of	1171	586	583	572	510	89	925	234	58	106	47	24	251	526	649	
97%	98%	97%	96%	99%	97%	97%	97%	98%	97%	99%	98%	100%	95%	98%	97%	

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 557

QEMP3F: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Local informal social activities (e.g. parent and toddler groups, walks and talks)

Base: All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	405	252	243	979	155	157	337	439	
Weighted total	1202	820	372	810	392	272	447	307	172	979	147	164	343	438	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	
I know a great deal	299	229	70	236	63	76	117	73	33	241	36	28	74	107	
25%	25%	28%	19%	29%	16%	27%	26%	24%	19%	25%	25%	17%	22%	25%	
cel			c	e											
I know a fair amount	425	282	143	288	137	85	166	108	65	366	40	68	118	158	
35%	34%	34%	38%	36%	35%	31%	37%	35%	38%	37%	27%	42%	34%	36%	
dk										k					
I know just a little	359	238	121	222	138	87	124	95	53	277	55	46	125	125	
30%	30%	29%	33%	27%	35%	32%	28%	31%	31%	28%	37%	28%	37%	29%	
dk				d											
I have heard of them but know nothing about their role	87	64	24	47	40	23	28	22	14	72	10	14	19	40	
7%	8%	6%	6%	6%	10%	8%	6%	7%	8%	7%	7%	8%	6%	9%	
k															
I have never heard of them	13	11	2	6	7	1	4	5	2	12	-	4	2	4	
1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	-	2%	1%	1%	
e															
Don't know	18	6	12	11	7	4	7	3	5	12	5	4	5	4	
2%	1%	3%	1%	2%	2%	1%	2%	1%	3%	1%	4%	3%	1%	1%	
b															
Top 2: Great deal / fair amount	724	512	213	524	200	161	284	181	98	607	76	96	191	265	
60%	60%	62%	57%	65%	51%	58%	63%	59%	57%	62%	52%	59%	56%	61%	
e				e						k					
Bottom 2: Know a little / nothing	447	302	145	269	178	110	152	117	67	349	65	59	145	165	
37%	36%	39%	33%	45%	45%	40%	34%	38%	39%	36%	44%	36%	42%	38%	
dk				d											
Top 4: At least heard of	1171	813	357	793	378	271	436	298	165	956	142	156	336	430	
97%	98%	96%	98%	96%	96%	98%	98%	97%	96%	98%	96%	95%	98%	98%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 558

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+

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	112	1202
Effective base	1007	108	292	277	290	975	25	825	173	742	255	637	262	1007
I know a great deal	259	27	58	67	143	293	5	277	20	262	34	210	75	307
ck	25%	23%	16%	20%	41%	25%	20%	28%	10%	30%	11%	28%	24%	26%
					abcd			i		ak				
I know a fair amount	425	34	133	137	112	415	10	378	46	340	85	283	112	450
ik	35%	29%	38%	40%	32%	35%	37%	38%	22%	39%	27%	37%	36%	37%
					abc			j		k				
I know just a little	359	39	119	105	78	348	8	254	100	220	136	204	93	327
ej	30%	33%	34%	31%	22%	30%	30%	26%	48%	25%	43%	27%	30%	27%
					ef			ah		aj				
I have heard of them but know nothing about their role	87	10	30	25	17	84	3	55	30	36	51	47	28	83
il	7%	9%	9%	7%	5%	7%	13%	6%	15%	4%	16%	6%	9%	7%
					ij			ah		aj				
I have never heard of them	13	3	5	4	1	13	-	8	5	5	7	5	3	13
lm	1%	3%	1%	1%	*	1%	-	1%	2%	1%	2%	1%	1%	1%
					*									
Don't know	18	4	10	2	*	18	-	10	7	7	6	8	2	22
kn	2%	4%	3%	1%	*	2%	-	1%	3%	1%	2%	1%	1%	2%
					*				h					
Top 2: Great deal / fair amount	724	61	191	204	254	709	15	656	66	602	119	493	187	757
ik	60%	51%	54%	60%	73%	60%	57%	67%	32%	69%	37%	65%	60%	63%
					abcd			ai		ak		a		
Bottom 2: Know a little / nothing	447	50	149	130	94	431	11	309	131	257	187	251	121	410
jk	37%	42%	42%	38%	27%	37%	43%	31%	63%	29%	59%	33%	39%	34%
					ef			ah		aj				
Top 4: At least heard of	1171	110	341	333	349	1140	26	965	197	858	307	744	308	1167
bl	97%	93%	96%	98%	100%	97%	100%	98%	95%	99%	96%	98%	98%	97%
					abc			i		k				

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 559

QEMP3F: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Local informal social activities (e.g. parent and toddler groups, walks and talks)

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	537	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
I know a great deal	259	281	18	282	5	11	147	152	190	95	262	24	26	268	23	18	269	35	254	307
ck	25%	27%	13%	26%	16%	16%	24%	26%	34%	18%	27%	16%	17%	27%	20%	20%	27%	13%	28%	26%
					c				aj		l		m		o		r			
I know a fair amount	425	376	49	386	11	27	183	242	207	195	353	44	58	359	51	34	365	108	311	450
ik	35%	35%	35%	35%	36%	37%	29%	42%	37%	36%	36%	30%	38%	36%	36%	36%	36%	41%	34%	37%
					ef				ah		aj		ak							
I know just a little	359	308	51	323	11	24	217	142	122	191	270	58	58	280	43	22	290	89	259	327
ej	30%	29%	36%	30%	34%	34%	35%	25%	22%	36%	28%	40%	38%	28%	31%	24%	29%	34%	29%	27%
					ef				ah		aj		n							
I have heard of them but know nothing about their role	87	75	12	78	3	6	54	34	36	41	64	17	10	68	20	15	64	21	62	83
il	7%	7%	9%	7%	9%	8%	9%	6%	6%	8%	7%	12%	7%	7%	14%	16%	6%	8%	7%	7%
					ij						ak		aq							
I have never heard of them	13	6	7	12	-	1	10	3	6	5	9	3	-	13	-	-	13	5	8	13
lm	1%	1%	5%	1%	-	1%	2%	1%	1%	1%	1%	2%	-	1%	-	-	1%	2%	1%	1%
Don't know	18	15	4	14	1	2	12	6	4	10	14	1	1	16	3	2	14	6	9	22
kn	2%	1%	3%	1%	4%	3%	2%	1%	1%	2%	1%	1%	1%	2%	2%	3%	1%	2%	1%	2%
Top 2: Great deal / fair amount	724	657	67	667	16	38	330	394	396	290	615	68	84	627	74	52	634	143	565	757
ik	60%	62%	48%	61%	52%	53%	53%	68%	70%	54%	63%	46%	55%	63%	53%	57%	62%	54%	63%	63%
					ef			ah		ai			o				r			
Bottom 2: Know a little / nothing	447	383	64	402	14	30	271	176	159	231	334	75	68	348	63	37	354	110	321	410
jk	37%	36%	45%	37%	44%	42%	44%	30%	28%	43%	34%	51%	44%	35%	45%	40%	35%	42%	36%	34%
					ef			ah		ai		ak		n						
Top 4: At least heard of	1171	1040	131	1069	30	68	601	570	555	523	950	143	152	975	117	89	988	253	885	1167
bl	97%	98%	93%	98%	96%	96%	97%	98%	98%	97%	98%	97%	99%	97%	98%	97%	97%	96%	98%	97%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 560

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	532	510	859	252	823	383	286	259	213	233	152	1202
Weighted total	1202	561	541	865	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
I know a great deal	299 25% ce	235 42% ac	58 11% e	249 28% e	49 16% e	228 28% e	69 18% g	73 26% h	77 31% i	51 25% j	47 20% k	29 19% l	307 26% m
I know a fair amount	425 35% ce	203 36% ac	199 37% e	330 37% e	91 30% e	290 36% e	130 34% g	93 33% h	85 34% i	81 39% j	96 41% k	52 34% l	450 37% m
I know just a little	359 30% b	100 18% b	224 41% ab	235 27% ad	121 39% ad	217 27% af	138 36% af	84 30% g	65 26% h	58 28% i	67 29% j	57 38% k	327 27% l
I have heard of them but know nothing about their role	87 7% b	20 4% b	52 10% b	54 6% d	32 11% d	53 7% d	34 9% g	27 10% h	19 8% i	10 5% j	16 7% k	11 7% l	83 7% m
I have never heard of them	13 1% b	2 * b	5 1% b	7 1% b	5 2% b	6 1% b	6 1% b	3 1% b	4 2% b	2 1% b	3 1% b	- - b	13 1% b
Don't know	18 2% b	1 * b	3 1% b	10 1% b	8 3% b	11 1% b	6 2% b	3 1% b	1 1% b	4 2% b	6 2% b	3 2% b	22 2% b
Top 2: Great deal / fair amount	724 60% ce	438 78% ac	257 47% e	579 65% e	140 46% e	519 64% e	199 52% g	166 59% h	162 64% i	133 64% j	143 61% k	80 53% l	757 63% m
Bottom 2: Know a little / nothing	447 37% bd	120 21% bd	276 51% ab	289 33% ad	153 50% ad	270 33% af	172 45% af	111 39% g	84 33% h	68 33% i	83 36% j	67 45% k	410 34% l
Top 4: At least heard of	1171 97% a	558 100% a	533 98% a	867 98% e	294 96% e	788 98% e	371 97% g	277 98% h	245 98% i	201 97% j	226 96% k	148 98% l	1167 97% m

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*\*small base

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 Table 561

QEMP3G: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Business and employers

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	578	527	702	417	83	883	312	34	76	180	22	255	550	975	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	46	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
I know a great deal	232 19% fm	133 22% fm	99 16% e	145 24% ef	82 16% f	5 5% f	184 19% g	46 19% h	7 11% i	23 21% j	14 29% k	3 12% l	30 12% m	109 20% n	155 23% o	244 20% p
I know a fair amount	329 27% fm	183 31% fm	145 24% e	174 29% ef	130 25% f	25 27% f	259 27% g	70 25% h	18 31% i	26 25% j	19 40% k	6 27% l	71 27% m	132 25% n	193 29% o	348 29% p
I know just a little	418 35% dso	198 33% dso	220 36% e	174 29% d	208 40% d	37 40% d	330 35% k	78 47% k	28 47% k	34 32% k	9 19% k	6 27% l	100 38% m	210 39% n	199 30% o	389 32% p
I have heard of them but know nothing about their role	123 10% n	55 9% n	68 11% e	59 10% e	50 10% e	14 16% e	100 11% g	23 10% h	5 9% i	10 10% j	4 8% k	4 15% l	35 13% m	43 8% n	75 11% o	121 10% p
I have never heard of them	33 3% n	14 2% n	18 3% e	14 2% e	12 2% e	7 7% e	24 2% g	9 4% h	- - i	7 7% j	* 1% k	2 7% l	9 3% m	14 3% n	13 2% o	30 2% p
Don't know	67 6% b	15 3% b	52 9% ab	29 5% ab	34 7% ab	4 4% ab	55 6% g	12 5% h	1 2% i	7 6% j	2 3% k	3 12% l	17 7% m	32 6% n	30 5% o	70 6% p
Top 2: Great deal / fair amount	561 47% cfm	316 53% ac	245 41% e	319 54% ef	212 41% f	29 32% f	443 47% g	116 49% h	25 42% i	49 46% j	33 69% k	9 39% l	101 38% m	241 45% n	348 52% o	592 49% p
Bottom 2: Know a little / nothing	541 45% dk	253 42% dk	288 48% ab	233 39% ad	258 50% ad	51 56% ad	431 45% g	101 42% h	33 56% i	44 41% j	13 27% k	10 42% l	136 52% m	253 47% n	274 41% o	510 42% p
Top 4: At least heard of	1102	569	532	551	470	81	874	217	58	94	46	19	236	495	622	1102

	92%	95%	88%	93%	91%	88%	92%	91%	98%	87%	96%	81%	90%	92%	94%	92%
	c	ac									j					

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 562

QEMP3G: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Business and employers

Base : All UK adults aged 16+

	TOTAL (g)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total (h)
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	855	347	242	465	252	243	919	155	157	337	433	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
I know a great deal	232 19% cal	194 23% ac	38 10% e	187 23% e	45 12% e	43 15% f	106 24% f	58 19% f	26 15% f	189 19% g	27 19% g	14 9% g	59 17% g	96 22% g	244 20% g
I know a fair amount	329 27% c	251 30% ac	78 21% e	224 28% e	105 27% e	74 27% f	127 28% f	85 28% f	42 25% f	272 28% g	41 28% g	50 31% g	78 23% g	135 31% g	348 29% g
I know just a little	418 35% n	268 32% n	150 40% b	271 33% b	147 38% b	104 38% b	137 31% b	108 35% b	70 40% b	335 34% c	55 37% c	61 37% c	146 42% c	126 29% c	389 32% c
I have heard of them but know nothing about their role	123 10% c	76 9% c	48 13% b	76 9% b	48 12% b	33 12% b	37 8% b	35 12% b	18 10% b	106 11% c	7 5% c	19 11% c	26 8% c	50 11% c	121 10% c
I have never heard of them	33 3% c	15 2% c	17 5% c	16 2% c	16 4% c	10 4% c	15 3% c	6 2% c	2 1% c	25 3% c	6 4% c	7 4% c	13 4% c	10 2% c	30 2% c
Don't know	67 6% b	26 3% b	41 11% ab	37 5% ab	30 8% d	13 5% d	25 6% d	14 5% d	15 9% d	51 5% e	10 7% e	13 8% e	21 6% e	22 5% e	70 6% e
Top 2: Great deal / fair amount	561 47% ceim	445 54% ac	115 31% e	410 51% e	150 38% e	117 42% f	233 52% f	143 47% f	68 39% f	461 47% g	69 47% g	65 39% g	137 40% g	231 53% g	592 49% g
Bottom 2: Know a little / nothing	541 45% e	344 41% e	198 53% ab	347 43% ab	195 50% d	137 50% d	174 39% d	143 51% d	88 42% d	441 45% e	62 42% e	79 49% e	171 50% e	175 40% e	510 42% e
Top 4: At least heard of	1102 92% c	789 95% ac	313 84% e	757 93% e	345 88% e	254 92% f	407 91% f	286 93% f	155 90% f	903 92% g	131 89% g	144 88% g	309 90% g	406 93% g	1102 92% g

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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8 Dec 2025  
 Table 563

QEMP3G: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Business and employers

Base : All UK adults aged 16+

	TOTAL (g)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total (h)
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	360	315	367	1170	27	983	159	877	255	779	305	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
I know a great deal	232 19% ck	14 12% ck	37 10% c	55 16% c	124 35% abcd	227 19% f	5 18% g	214 22% h	15 7% i	198 23% k	30 10% k	156 21% l	66 21% l	244 20% l
I know a fair amount	329 27% ik	23 19% ik	97 27% e	96 28% e	108 31% b	323 28% f	5 18% g	296 30% h	32 15% i	276 32% k	52 16% k	227 30% l	82 26% l	348 29% l
I know just a little	418 35% e	42 35% e	138 39% e	133 39% e	87 25% b	406 35% f	10 40% g	318 32% h	96 46% i	271 31% k	145 45% k	249 33% l	109 35% l	389 32% l
I have heard of them but know nothing about their role	123 10% ej	15 13% ej	45 13% e	39 11% e	19 5% e	117 10% f	6 24% g	82 8% h	40 19% i	65 7% k	59 18% k	73 10% l	35 11% l	121 10% l
I have never heard of them	33 3% ade	9 8% ade	11 3% ade	8 2% ade	4 1% ade	30 3% f	- - ade	22 2% ade	10 5% ade	16 2% ade	17 5% ade	19 2% ade	7 2% ade	30 2% ade
Don't know	67 6% de	15 13% de	27 8% de	9 3% de	8 2% de	67 6% f	- - de	51 5% h	17 7% i	44 5% k	17 5% k	33 4% l	14 5% l	70 6% l
Top 2: Great deal / fair amount	561 47% bck	37 31% bck	134 38% c	151 45% c	132 66% abcd	550 47% f	9 36% g	510 52% h	47 22% i	475 55% k	82 26% k	383 51% l	148 47% l	592 49% l
Bottom 2: Know a little / nothing	541 45% ej	57 48% ej	183 51% e	171 51% e	107 30% e	523 45% f	16 64% g	400 41% h	136 65% i	336 39% k	204 64% k	322 43% l	144 46% l	510 42% l

Top 4: At least heard of	1102	94	316	322	338	1074	26	910	183	811	286	704	292	1102
	92%	79%	89%	95%	97%	92%	100%	93%	88%	93%	89%	93%	93%	92%
	b		b	bc	abc			i						

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 564

QEMP3G: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? Business and employers

Base: All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (e)	Has child / doesn't live with partner (f)	Has child / no partner (g)	Only children aged 0-5 (h)	Older children 5-18 too (i)	Likely (j)	Unlikely (k)	Primary carer (l)	Secondary carer (m)	Yes (n)	No (o)	Yes (p)	SEND (q)	No (r)	Difficult (s)	Coping / comfortable (t)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61*	536	472	491	437	816	120	133	835	122	81	844	222	751	1007
I know a great deal	232	222	10	221	2	9	102	130	152	69	202	21	27	200	26	18	200	28	200	244
	19%	21%	7%	20%	6%	13%	16%	22%	27%	13%	21%	14%	17%	20%	19%	20%	20%	11%	22%	20%
	cfr	c					e	f	g	h	i	j	k	l	m	n	o	p	q	r
I know a fair amount	329	291	38	298	14	14	156	173	186	117	266	43	35	291	31	17	293	54	268	348
	27%	27%	27%	27%	46%	20%	25%	33%	30%	22%	27%	29%	23%	25%	22%	19%	29%	20%	26%	29%
	f						h	i	j	k	l	m	n	o	p	q	r	s	t	u
I know just a little	418	361	57	384	9	24	231	187	161	221	334	58	53	347	39	25	353	100	307	389
	35%	34%	41%	35%	28%	34%	37%	32%	41%	32%	34%	39%	34%	35%	28%	27%	35%	38%	34%	32%
	v						h	i	j	k	l	m	n	o	p	q	r	s	t	u
I have heard of them but know nothing about their role	123	108	15	109	3	11	73	51	32	73	95	16	24	87	26	19	89	48	68	121
	10%	10%	11%	10%	9%	16%	12%	9%	6%	14%	10%	11%	16%	9%	19%	20%	9%	18%	8%	10%
	is						h	i	j	k	l	m	n	o	p	q	r	s	t	u
I have never heard of them	33	24	9	27	-	6	21	12	11	16	23	4	5	25	7	7	23	8	24	30
	3%	2%	6%	2%	-	8%	3%	2%	2%	3%	2%	3%	4%	2%	5%	7%	2%	3%	3%	2%
	ad						h	i	j	k	l	m	n	o	p	q	r	s	t	u
Don't know	67	55	13	56	3	7	40	27	21	41	52	6	9	54	10	6	56	26	36	70
	6%	5%	9%	5%	11%	10%	7%	5%	4%	8%	5%	4%	6%	5%	7%	6%	6%	10%	4%	6%
	av						h	i	j	k	l	m	n	o	p	q	r	s	t	u
Top 2: Great deal / fair amount	561	513	47	519	16	24	258	303	339	186	468	63	61	491	58	36	494	82	468	592
	47%	48%	33%	47%	52%	33%	41%	52%	60%	35%	48%	43%	40%	49%	41%	39%	49%	31%	52%	49%
	cfgr	c		f			h	i	j	k	l	m	n	o	p	q	r	s	t	u
Bottom 2: Know a little / nothing	541	469	73	494	12	35	304	238	194	294	429	74	77	434	66	44	442	148	374	510
	45%	44%	52%	45%	37%	49%	49%	41%	34%	55%	44%	50%	50%	43%	47%	48%	44%	56%	42%	42%
	v						h	i	j	k	l	m	n	o	p	q	r	s	t	u
Top 4: At least heard of	1102	982	120	1013	28	59	562	540	532	480	898	137	138	925	123	80	936	230	842	1102
	92%	93%	85%	92%	89%	82%	90%	93%	94%	89%	92%	93%	90%	92%	88%	87%	92%	87%	93%	92%
	cfr	c		f			h	i	j	k	l	m	n	o	p	q	r	s	t	u

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

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 Table 565

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	592	510	89	292	363	823	286	213	233	152	1202		
Weighted total	561	541	85	285	307	806	283	251	207	235	151		
Effective base	489	439	74	244	254	682	212	236	209	177	131		
I know a great deal	232	232	0	201	30	190	38	55	57	44	16	244	
	19%	41%	-	23%	10%	24%	10%	20%	23%	21%	19%	20%	
	ce0l	ac		e		af	g	h	i	j	k	l	
I know a fair amount	329	329	-	254	71	236	90	90	70	58	29	348	
	27%	59%	-	29%	23%	29%	23%	32%	28%	28%	19%	29%	
	d	ac				af	g	h	i	j	k	l	
I know just a little	418	-	418	302	113	256	158	88	78	65	87	389	
	35%	-	77%	34%	37%	32%	41%	31%	31%	32%	37%	32%	
	b		ab			af					ahij		
I have heard of them but know nothing about their role	123	-	123	75	47	73	48	29	25	23	17	121	
	10%	-	23%	8%	15%	9%	13%	10%	10%	11%	7%	10%	
	b		ab			ad							
I have never heard of them	33	-	33	18	15	18	15	7	8	4	6	30	
	3%	-	5%	2%	5%	2%	4%	3%	3%	2%	3%	2%	
	bc		d										
Don't know	67	-	67	35	31	33	34	13	13	12	14	70	
	6%	-	10%	4%	10%	4%	9%	4%	5%	6%	6%	6%	
	bc		ad			af							
Top 2: Great deal / fair amount	561	561	-	455	101	426	138	146	127	102	110	592	
	47%	100%	-	51%	33%	53%	33%	52%	50%	49%	47%	49%	



Bottom 2: Know a little / nothing	455 38%	279 34%	176 47%	261 32%	194 50%	116 42%	141 32%	116 38%	81 47%	357 36%	63 43%	77 47%	133 39%	156 36%	428 36%	
Top 4: At least heard of	1158 96%	811 98%	347 93%	783 97%	375 96%	270 98%	429 96%	293 96%	166 96%	948 97%	141 96%	270 95%	155 95%	325 98%	431 96%	1157 96%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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8 Dec 2025  
 Table 568

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	327	1170	27	993	329	697	295	729	500	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
I know a great deal	277	21	49	70	135	270	6	257	16	249	25	200	67	299
23%	18%	14%	21%	39%	39%	23%	22%	26%	8%	29%	8%	26%	21%	25%
ck				c	abcd			i	ak					
I know a fair amount	427	40	125	118	137	418	9	375	50	337	90	273	115	430
35%	34%	35%	35%	39%	36%	33%	33%	38%	24%	39%	28%	36%	37%	36%
ik										k				
I know just a little	337	40	117	106	57	326	8	249	86	201	134	195	90	323
28%	34%	33%	31%	31%	16%	28%	32%	25%	41%	23%	42%	26%	29%	27%
ej		e	e	e				ah		aj				
I have heard of them but know nothing about their role	118	7	47	38	20	114	2	74	42	62	54	73	28	105
10%	6%	13%	11%	6%	10%	6%	6%	8%	20%	7%	17%	10%	9%	9%
ej		be	e					ah		aj				
I have never heard of them	12	3	5	2	-	11	1	5	6	4	8	2	5	11
1%	3%	1%	1%	-	1%	4%	4%	1%	3%	*	2%	*	2%	1%
e														
Don't know	32	6	12	6	1	32	1	23	8	19	9	14	8	34
3%	5%	3%	2%	*	3%	3%	3%	2%	4%	2%	3%	2%	3%	3%
e		e	e											
Top 2: Great deal / fair amount	703	61	174	188	272	688	14	632	67	585	115	472	182	729
59%	52%	49%	55%	78%	59%	55%	55%	64%	32%	67%	36%	62%	58%	61%
ck					abcd			ai		ak				
Bottom 2: Know a little / nothing	455	47	164	143	77	441	10	323	127	263	188	268	118	428
38%	40%	46%	42%	22%	38%	38%	33%	33%	61%	30%	59%	35%	38%	36%
ep		ae	e					ah		aj				
Top 4: At least heard of	1158	108	337	321	249	1129	24	955	194	848	203	740	300	1157
96%	92%	95%	97%	100%	96%	94%	97%	93%	93%	97%	95%	98%	96%	96%
b			b	abcd			i			k				

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 569

QEMP3H: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? School nurses

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1095	34	71	646	556	613	496	976	144	182	141	92	1015	249	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	555	536	972	147	153	141	92*	1015	264	902	1202	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	122	81	844	222	751	1202	1007
I know a great deal	277	262	15	262	5	10	118	159	186	73	252	15	30	28	21	246	28	241	299	299
23%	25%	11%	11%	17%	14%	14%	19%	27%	33%	14%	26%	10%	20%	20%	23%	24%	11%	27%	25%	25%
cp									c	aj								f		
I know a fair amount	427	386	41	389	10	26	191	235	204	194	337	60	54	53	29	366	103	318	430	430
35%	36%	29%	32%	37%	37%	37%	31%	41%	36%	35%	41%	35%	36%	38%	32%	36%	39%	35%	36%	36%
ik																				
I know just a little	337	282	55	303	10	24	207	130	117	187	259	50	41	36	24	277	90	232	323	323
28%	27%	39%	28%	31%	33%	33%	33%	22%	21%	35%	27%	34%	27%	25%	26%	27%	34%	26%	27%	27%
hi			ab				ah		ai								s			
I have heard of them but know nothing about their role	118	98	19	107	3	7	75	44	42	66	97	12	18	15	11	95	32	83	105	105
10%	9%	14%	10%	10%	9%	9%	12%	7%	7%	12%	10%	8%	12%	10%	12%	9%	12%	9%	9%	9%
ej							h		i											
I have never heard of them	12	6	6	8	1	2	8	3	7	4	6	4	1	2	1	8	2	9	11	11
1%	1%	4%	1%	4%	3%	3%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
e			ab																	
Don't know	32	26	6	26	2	3	23	9	9	13	21	6	9	7	6	23	9	18	34	34
3%	2%	4%	2%	7%	4%	4%	4%	2%	2%	2%	2%	4%	6%	5%	7%	2%	3%	2%	3%	3%

	g			h			i			j			k			l				
Top 2: Great deal / fair amount	703	648	56	651	15	36	309	394	390	267	589	75	84	607	81	50	612	131	559	729
	59%	61%	39%	59%	48%	50%	50%	68%	69%	50%	61%	51%	55%	60%	58%	54%	60%	50%	62%	61%
Bottom 2: Know a little / nothing	455	381	74	410	13	30	282	172	159	253	356	62	59	364	50	35	372	122	315	428
	38%	36%	37%	37%	41%	40%	45%	30%	28%	47%	37%	42%	39%	36%	36%	38%	37%	46%	35%	36%
Top 4: At least heard of	1158	1028	130	1061	28	66	591	566	549	520	945	137	143	971	131	84	984	253	874	1157
	96%	97%	92%	97%	89%	93%	95%	98%	97%	97%	94%	93%	94%	97%	93%	92%	96%	96%	97%	96%
	e	c		e			e	e	e	e	i			e	e		e	e	e	e

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 570

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+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	392	510	899	292	823	383	286	213	233	152	1202	
Weighted total	1202	561	241	885	307	806	383	283	251	207	235	151	
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	
I know a great deal	277	234	41	242	32	227	48	86	57	45	49	24	299
	23%	42%	8%	27%	11%	28%	13%	30%	23%	22%	21%	16%	25%
	ce	ac		de		ef		gh					
I know a fair amount	427	227	178	302	121	285	137	104	102	65	86	52	430
	35%	40%	33%	34%	39%	35%	36%	37%	41%	32%	37%	34%	36%
	ce	c		de		ef		gh					
I know just a little	337	73	233	231	104	195	138	68	70	59	72	46	323
	28%	13%	43%	26%	24%	24%	30%	24%	28%	29%	31%	30%	27%
	b		ab		d		af						
I have heard of them but know nothing about their role	118	23	80	84	34	73	43	19	14	31	21	21	105
	10%	4%	15%	9%	11%	9%	11%	7%	6%	15%	9%	14%	9%
	b		ab				ah				hi		
I have never heard of them	12	1	6	7	3	7	5	2	3	2	-	2	11
	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
Don't know	32	3	4	19	13	19	12	5	6	4	6	7	34
	3%	1%	1%	2%	4%	2%	3%	2%	2%	2%	3%	4%	3%
	bc												
Top 2: Great deal / fair amount	703	460	219	545	153	512	185	189	159	110	136	75	729
	59%	82%	40%	62%	50%	63%	48%	67%	63%	53%	58%	50%	61%
	ce	ac		e		ef		gh					
Bottom 2: Know a little / nothing	455	96	313	314	138	268	181	87	84	90	92	67	428
	38%	17%	58%	36%	45%	33%	47%	31%	33%	44%	39%	44%	36%
	bh		ab		ad		af			hi			
Top 4: At least heard of	1158	556	532	859	291	780	366	276	243	200	228	142	1157
	96%	99%	98%	97%	95%	97%	96%	97%	97%	97%	97%	94%	96%
		a											

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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8 Dec 2025  
 Table 571

QEMP3I: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? GPs and practice nurses

Base: All Parents of children aged 0-5

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	598	504	555	510	137	872	230	107	177	111	21	60	144	190	212
Weighted total	308	158	150	175	113	20	242	65	21	20	13	11	60	144	190	212
Effective base	266	133	133	150	98	16	207	59	19	17	11	9	51	119	159	176
I know a great deal	266	26%	25%	29%	22%	22%	25%	27%	35%	19%	28%	45%	23%	27%	29%	26%
		e		e			e									
I know a fair amount	525	247	277	249	237	39	421	97	21	45	21	9	134	220	279	524
	44%	41%	46%	42%	46%	43%	44%	41%	42%	45%	40%	40%	51%	41%	42%	44%
I know just a little	286	149	136	123	137	26	221	61	12	38	9	2	57	138	148	277
	24%	25%	23%	21%	27%	29%	23%	26%	21%	35%	20%	7%	22%	26%	22%	23%
					d					ag						
I have heard of them but know nothing about their role	59	33	26	33	22	4	48	11	6	3	2	1	8	25	38	60
	5%	6%	4%	6%	4%	5%	5%	5%	9%	2%	4%	3%	3%	5%	6%	5%
I have never heard of them	5	3	2	5	-	-	4	2	-	1	*	-	1	3	2	6
				1%	-	-	1%	-	-	1%	-	-	1%	-	-	1%
				10	8	1	16	2	-	1	1	1	4	11	8	23
Don't know	19	8	11	2%	2%	1%	2%	1%	-	-	-	-	2%	2%	1%	2%
	2%	1%	2%	2%	2%	1%	2%	1%	-	-	-	-	3%	2%	1%	2%
Top 2: Great deal / fair amount	832	405	427	423	349	59	663	162	42	65	35	20	194	363	469	836
	69%	68%	71%	71%	68%	65%	70%	68%	70%	61%	73%	85%	74%	67%	71%	70%

Bottom 2: Know a little / nothing	346 29%	183 31%	162 27%	156 26%	159 31%	31 34%	269 28%	72 30%	18 30%	40 38%	11 23%	2 10%	64 25%	162 30%	186 28%	337 28%
Top 4: At least heard of	1178 98%	588 98%	589 98%	579 97%	509 98%	90 99%	932 98%	234 98%	60 100%	106 99%	46 96%	23 96%	258 98%	526 97%	655 99%	1173 98%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \*small base; \*\* very small base (under 30) ineligible for six testing

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8 Dec 2025  
 Table 572

QEMP3: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? GPs and practice nurses

Base: All Parents of children aged 0-5

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Total	1202	310	372	310	372	270	272	272	272	272	147	143	143	143	1202
I know a great deal	308 26% ce	239 29% c	68 18% e	239 28% e	79 20% e	60 22% f	122 27% g	89 29% h	37 22% i	252 26% j	41 28% k	38 23% l	74 21% m	113 26% n	312 26% o
I know a fair amount	525 44%	361 43%	163 44%	359 44%	166 44%	135 49%	184 41%	129 42%	76 44%	426 43%	66 45%	85 52%	146 43%	190 43%	524 44%
I know just a little	286 24%	177 21% ab	109 29% d	173 21% d	114 29% d	64 23% f	100 22% g	72 23% h	50 29% i	234 24% j	33 22% k	36 22% l	97 28% m	100 23% n	277 23% o
I have heard of them but know nothing about their role	59 5%	40 5% e	19 5% e	33 4% e	26 7% e	14 5% f	26 6% g	13 4% h	6 6% i	50 5% j	5 3% k	2 1% l	18 5% m	29 7% n	60 5% o
I have never heard of them	5 + +	4 1% +	1 + +	3 + +	2 1% +	- - -	3 1% +	1 + +	1 + +	5 - -	- - -	- - -	2 1% m	2 1% n	6 + +
Don't know	19 2% e	8 1% b	11 3% d	14 2% d	5 1% d	3 1% f	11 2% g	3 1% h	2 1% i	13 1% j	2 1% k	3 2% l	8 2% m	4 1% n	23 2% o
Top 2: Great deal / fair amount	832 69% ce	600 72% c	232 62% e	588 72% e	245 62% e	195 71% f	306 68% g	218 71% h	113 66% i	678 69% j	107 73% k	123 75% l	217 63% m	303 69% n	836 70% o
Bottom 2: Know a little / nothing	346 29%	218 26% e	128 34% d	206 25% d	140 36% d	78 28% f	127 28% g	84 28% h	57 33% i	284 29% j	38 26% k	38 23% l	115 34% m	129 29% n	337 28% o
Top 4: At least heard of	1178 98%	818 98% e	590 97% e	793 98% e	384 99% e	273 98% f	482 97% g	302 99% h	170 99% i	961 98% j	145 99% k	161 98% l	332 97% m	431 99% n	1173 98% o

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

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8 Dec 2025  
 Table 573

QEMP3: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood? GPs and practice nurses

Base: All Parents of children aged 0-5

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Total	1202	113	355	339	350	1171	26**	933	208	271	320	756	313	1202
I know a great deal	308 26% dik	27 23% d	71 20% c	66 19% c	139 40% abcd	302 26% f	5 20% g	282 29% h	23 11% i	273 31% j	29 9% k	268 28% l	78 25% m	312 26% n
I know a fair amount	525 44%	49 42% e	150 42% e	169 50% e	134 38% e	516 44% f	8 32% g	460 47% h	61 29% i	405 47% j	119 37% k	339 45% l	135 43% m	524 44% n
I know just a little	286 24%	28 23% ehj	111 31% e	90 27% e	51 15% e	278 24% f	4 15% g	187 19% h	97 47% i	152 17% j	132 41% k	167 22% l	77 25% m	277 23% n
I have heard of them but know nothing about their role	59 5%	8 7% e	16 5% e	10 3% e	21 6% e	51 4% f	8 32% g	38 4% h	20 9% i	28 3% j	30 9% k	31 4% l	20 7% m	60 5% n
I have never heard of them	5 + +	1 1% +	1 + +	1 + +	2 1% +	5 - -	- - -	5 - -	1 + +	2 + +	3 + +	3 - -	- - -	6 + +
Don't know	19 2% e	4 4% e	6 2% e	4 1% e	3 1% e	19 2% f	- - -	11 1% h	7 4% i	9 1% j	6 2% k	8 1% l	3 1% m	23 2% n
Top 2: Great deal / fair amount	832 69% dik	76 65% c	221 62% e	235 69% e	273 78% abcd	819 70% f	14 52% g	742 76% h	84 40% i	679 78% j	149 46% k	547 72% l	213 68% m	836 70% n
Bottom 2: Know a little / nothing	346 29% ehj	36 31% e	127 36% e	100 29% e	72 21% e	329 28% f	12 48% g	225 23% h	116 56% i	180 21% j	162 51% k	198 26% l	98 31% m	337 28% n
Top 4: At least heard of	1178 98%	112 95% e	348 98% e	335 99% e	345 99% e	1148 98% f	26 100% g	968 98% h	200 96% i	859 99% j	311 97% k	745 99% l	310 99% m	1173 98% n

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 574

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Total	1202	1061	141	1095	311**	71*	623	579	565	535	972	147	153	1004	141	92*	1015	264	902	1202
I know a great deal	308 26%	279 26%	28 20%	276 25%	14 45%	16 23%	154 25%	154 27%	186 33%	101 19%	262 27%	28 19%	37 24%	269 27%	33 24%	19 21%	271 27%	43 16%	256 28%	312 26%
I know a fair amount	525 44%	470 44%	54 38%	484 44%	8 25%	31 43%	241 39%	284 49%	239 42%	250 47%	432 44%	57 38%	61 40%	446 44%	61 43%	47 51%	448 44%	129 49%	388 43%	524 44%
I know just a little	286 24%	242 23%	44 31%	260 24%	9 29%	18 25%	175 28%	111 19%	109 19%	149 28%	219 23%	48 32%	42 27%	228 23%	39 28%	20 22%	228 22%	70 27%	208 23%	277 23%
I have heard of them but know nothing about their role	59 5%	51 5%	8 6%	53 5%	* 1%	6 8%	35 6%	24 4%	22 4%	26 5%	39 4%	12 8%	8 5%	41 4%	5 3%	3 4%	48 5%	16 6%	35 4%	60 5%
I have never heard of them	5 *	3 *	2 1%	5 *	- -	- -	3 1%	2 *	2 *	2 *	5 1%	* *	3 2%	2 *	1 1%	1 1%	4 *	- -	5 1%	6 *
Don't know	19 2%	15 1%	4 3%	18 2%	- -	1 2%	14 2%	4 1%	7 1%	8 1%	15 2%	2 1%	2 2%	16 2%	2 2%	2 2%	16 2%	5 2%	11 1%	23 2%
Top 2: Great deal / fair amount	832 69%	750 71%	83 58%	760 69%	22 70%	47 66%	395 63%	437 75%	425 75%	352 66%	694 71%	85 58%	99 65%	715 71%	94 67%	66 72%	719 71%	172 65%	643 71%	836 70%
Bottom 2: Know a little / nothing	346 29%	293 28%	53 37%	312 29%	9 30%	23 33%	210 34%	136 23%	131 23%	175 33%	258 27%	60 41%	49 32%	269 27%	43 31%	23 25%	275 27%	86 33%	243 27%	337 28%
Top 4: At least heard of	1178 98%	1042 98%	135 96%	1072 98%	31 100%	70 98%	605 97%	573 98%	556 98%	527 98%	952 98%	145 98%	148 97%	985 98%	137 98%	89 97%	995 98%	259 98%	886 98%	1173 98%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 575

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than year olds		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Total	1202	571	631	215	357	200	213	213	251	207	215	151	1202
I know a great deal	308 26%	229 41%	67 12%	247 28%	60 19%	220 29%	75 20%	85 30%	78 31%	52 25%	49 21%	28 19%	312 26%
I know a fair amount	525 44%	246 44%	246 45%	382 43%	138 45%	344 43%	174 45%	115 43%	97 39%	94 46%	112 48%	73 49%	524 44%
I know just a little	286 24%	70 12%	184 34%	200 23%	84 27%	179 22%	106 28%	61 22%	62 25%	48 23%	57 24%	39 26%	277 23%
I have heard of them but know nothing about their role	59 5%	14 2%	40 7%	40 5%	18 6%	40 5%	17 4%	17 6%	10 4%	11 6%	8 4%	8 5%	60 5%
I have never heard of them	5 *	2 *	1 *	5 *	- -	4 *	2 *	1 *	1 *	- -	2 *	- -	6 *
Don't know	19 2%	* *	3 *	10 1%	8 3%	9 1%	9 2%	4 1%	3 1%	3 1%	5 2%	2 2%	23 2%
Top 2: Great deal / fair amount	832 69%	475 85%	313 58%	629 71%	198 64%	575 71%	248 65%	200 70%	175 70%	146 71%	162 71%	102 67%	836 70%
Bottom 2: Know a little / nothing	346 29%	84 15%	225 42%	240 27%	101 33%	218 27%	123 32%	79 28%	72 29%	59 29%	66 28%	47 31%	337 28%
Top 4: At least heard of	1178 98%	558 100%	538 99%	869 98%	299 97%	793 98%	372 97%	278 98%	247 98%	205 99%	227 97%	148 98%	1173 98%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

QBAU1. I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	437	83	833	312	24	76	150	22	255	550	105	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
...will lead to more children having healthy and happy childhoods	301	122	179	145	130	26	244	57	22	18	9	7	82	134	156	304
	25%	20%	30% ab	24%	25%	28%	26%	24%	37% i	17%	20%	31%	31%	25%	23%	25%
...will help children develop social skills and friendships	270	141	129	147	101	22	223	44	15	13	9	7	61	126	152	275
	22%	24%	21%	25%	20%	24%	23%	18%	25%	12%	20%	28%	23%	23%	23%	23%
...will support children to be mentally healthy	266	115	151	138	108	21	205	59	18	20	13	9	61	128	144	272
	22%	19%	25% b	23%	21%	23%	22%	25%	30%	19%	27%	38%	23%	24%	22%	23%
...will create a happier society in the future	221	116	104	111	98	12	177	42	7	17	14	4	52	104	121	234
	18%	19%	17%	19%	19%	13%	19%	18%	12%	15%	29% aphil	19%	20%	19%	18%	19%
...will help children learn to talk and communicate with others	198	109	89	98	84	16	146	50	16	24	9	2	29	94	108	198
	16%	18%	15%	16%	16%	17%	15%	21%	26%	23%	18%	7%	11%	17%	16%	16%
...will mean fewer people have mental health problems in the future	153	76	78	65	73	15	125	28	9	10	5	4	35	76	81	148
	13%	13%	13%	11%	14%	17%	13%	12%	16%	9%	10%	16%	13%	14%	12%	12%
...will create a loving society in the future	152	81	71	79	65	8	116	33	10	14	8	2	34	55	88	152
	13%	14%	12%	13%	13%	9%	12%	14%	17%	13%	16%	7%	13%	10%	13%	13%
...will support children to be physically healthy	147	82	66	71	61	15	115	28	4	15	7	3	25	71	90	150
	12%	14%	11%	12%	12%	17%	12%	12%	7%	14%	15%	11%	9%	13%	14%	12%
...will mean more children are ready for school	123	71	51	54	55	13	101	18	3	11	2	3	24	46	75	114
	10%	12%	9%	9%	11%	15%	11%	8%	5%	10%	4%	12%	9%	9%	11%	9%
...will lead to higher levels of academic achievement in the future	118	65	52	64	46	8	96	21	2	13	6	1	18	53	69	123
	10%	11%	9%	11%	9%	9%	10%	9%	3%	13%	12%	3%	7%	10%	10%	10%
...will lead to lower levels of social inequality in the future	97	43	54	47	46	4	79	19	3	11	4	1	25	40	62	96
	8%	7%	9%	8%	9%	4%	8%	8%	6%	10%	8%	5%	10%	7%	9%	8%
...will mean fewer people have physical health problems in the future	69	31	38	42	25	2	55	12	-	9	4	-	15	26	33	73
	6%	5%	6%	7%	5%	2%	6%	5%	-	8%	8%	-	6%	5%	5%	6%
...will lead to people living longer in the future	60	36	24	34	26	-	45	15	-	9	4	1	8	24	32	66
	5%	6%	4%	6%	5%	-	5%	6%	-	8%	9%	6%	3%	5%	5%	5%
Something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	15	9	6	4	8	3	11	3	-	3	-	-	3	9	6	12
	1%	1%	1%	1%	2%	3%	1%	1%	-	3%	-	-	1%	2%	1%	1%
Don't know	49	22	27	16	29	4	39	10	2	6	-	2	12	22	26	39
	4%	4%	4%	3%	6%	5%	4%	4%	3%	6%	-	7%	5%	4%	4%	3%
NET: Long term reason	697	364	332	353	305	39	557	134	29	63	32	11	144	309	392	708
	58%	61%	55%	59%	59%	42%	58%	56%	48%	59%	67%	44%	55%	57%	59%	59%
NET: Short term reason	917	460	457	462	383	71	728	179	53	72	34	20	192	419	515	921
	76%	77%	76%	78%	74%	78%	76%	75%	89%	67%	71%	82%	73%	78%	78%	77%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

Working status	Education	Region	Urbanity	Age of only child aged 0-5
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	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	Unweighted Total
Unweighted total	1202	833	369	857	345	242	405	225	243	979	155	157	377	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
... will lead to more children having healthy and happy childhoods	301	192	109	190	111	64	101	78	57	236	43	54	80	98	304
	25%	23%	29%	23%	28%	23%	23%	26%	33%	24%	30%	33%	23%	22%	25%
... will help children develop social skills and friendships	270	200	70	187	83	58	106	66	40	224	30	36	72	95	275
	22%	24%	19%	23%	21%	21%	24%	22%	23%	23%	21%	22%	21%	22%	23%
... will support children to be mentally healthy	266	180	86	184	82	61	103	67	35	223	32	30	80	91	272
	22%	22%	23%	23%	21%	22%	23%	22%	20%	23%	22%	19%	23%	21%	23%
... will create a happier society in the future	221	162	59	159	62	54	94	42	32	184	28	35	61	72	234
	18%	19%	16%	20%	16%	19%	21%	14%	18%	19%	19%	22%	18%	16%	19%
... will help children learn to talk and communicate with others	198	140	57	136	62	34	64	67	32	163	20	24	63	79	198
	16%	17%	15%	17%	16%	12%	14%	22%	19%	17%	14%	14%	18%	18%	16%
... will mean fewer people have mental health problems in the future	153	102	51	108	45	39	48	42	24	130	15	21	45	48	148
	13%	12%	14%	13%	11%	14%	11%	14%	14%	13%	10%	13%	13%	11%	12%
... will create a loving society in the future	152	111	41	105	47	49	51	35	17	132	16	24	38	66	152
	13%	13%	11%	13%	12%	18%	11%	12%	10%	14%	11%	14%	11%	15%	13%
... will support children to be physically healthy	147	109	38	96	52	32	76	23	17	126	12	15	40	54	150
	12%	13%	10%	12%	13%	12%	17%	7%	10%	12%	8%	9%	12%	12%	12%
... will mean more children are ready for school	123	88	35	75	48	30	44	31	18	101	15	13	33	55	114
	10%	11%	9%	9%	12%	11%	10%	10%	11%	10%	10%	8%	10%	13%	9%
... will lead to higher levels of academic achievement in the future	118	89	28	89	28	32	42	24	19	98	16	12	34	49	123
	10%	11%	8%	11%	7%	12%	9%	8%	11%	10%	11%	7%	10%	11%	10%
... will lead to lower levels of social inequality in the future	97	66	32	72	26	17	37	29	15	73	16	11	21	37	96
	8%	8%	9%	9%	7%	6%	8%	9%	9%	7%	11%	6%	6%	8%	8%
... will mean fewer people have physical health problems in the future	69	49	20	50	18	15	32	17	5	56	9	14	21	28	73
	6%	6%	5%	6%	5%	5%	7%	5%	3%	6%	6%	8%	6%	7%	6%
... will lead to people living longer in the future	60	45	15	45	14	10	31	14	5	47	5	7	20	27	66
	5%	5%	4%	6%	4%	4%	7%	5%	3%	5%	4%	5%	6%	6%	5%
Something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	15	7	8	8	7	6	2	4	2	11	3	2	7	4	12
	1%	1%	2%	1%	2%	2%	*	1%	1%	1%	2%	1%	2%	1%	1%
Don't know	49	24	25	26	23	12	10	22	4	27	11	6	17	15	39
	4%	3%	7%	3%	6%	4%	2%	7%	2%	3%	7%	4%	5%	3%	3%
NET: Long term reason	697	498	198	503	193	174	265	161	97	576	85	94	195	262	708
	58%	60%	53%	62%	49%	63%	59%	53%	56%	59%	58%	58%	57%	60%	59%
NET: Short term reason	917	644	273	619	298	206	348	225	138	755	107	117	258	336	921
	76%	78%	73%	76%	76%	74%	78%	73%	80%	72%	73%	72%	75%	77%	77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/l/g/h/i - a/j/k - a/l/m/n  
 \*\*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 578

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	993	208	874	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
... will lead to more children having healthy and happy childhoods	301	26	93	92	71	299	2	255	45	228	71	209	57	304
	25%	22%	26%	27%	20%	25%	9%	26%	22%	26%	22%	28%	18%	25%
... will help children develop social skills and friendships	270	18	68	85	89	265	5	220	49	201	68	184	71	275
	22%	16%	19%	25%	25%	23%	21%	22%	23%	23%	21%	24%	23%	23%

... will support children to be mentally healthy	266	22	75	92	67	260	5	223	42	209	56	167	76	272
	22%	19%	21%	27%	19%	22%	19%	23%	20%	24%	18%	22%	24%	23%
... will create a happier society in the future	221	17	79	47	70	217	4	179	42	165	55	145	67	234
	18%	14%	22%	14%	20%	19%	17%	18%	20%	19%	17%	19%	21%	19%
... will help children learn to talk and communicate with others	198	18	63	50	65	195	3	165	32	154	43	123	56	198
	16%	15%	18%	15%	19%	17%	11%	17%	16%	18%	13%	16%	18%	16%
... will mean fewer people have mental health problems in the future	153	15	48	53	30	150	2	130	23	119	34	104	36	148
	13%	13%	14%	16%	9%	13%	8%	13%	11%	14%	11%	14%	11%	12%
... will create a loving society in the future	152	17	30	41	60	152	-	130	22	116	34	107	34	152
	13%	14%	9%	12%	17%	13%	-	13%	11%	13%	11%	14%	11%	13%
... will support children to be physically healthy	147	14	34	43	50	143	3	124	23	115	33	89	51	150
	12%	12%	10%	13%	14%	12%	14%	13%	11%	13%	10%	12%	16%	12%
... will mean more children are ready for school	123	12	37	32	41	118	4	104	19	87	36	71	37	114
	10%	10%	11%	9%	12%	10%	17%	11%	9%	10%	11%	9%	12%	9%
... will lead to higher levels of academic achievement in the future	118	10	32	28	47	118	-	102	14	92	25	84	27	123
	10%	9%	9%	8%	14%	10%	-	10%	7%	11%	8%	11%	9%	10%
... will lead to lower levels of social inequality in the future	97	7	31	23	34	93	5	78	19	76	22	66	24	96
	8%	6%	9%	7%	10%	8%	18%	8%	9%	9%	7%	9%	8%	8%
... will mean fewer people have physical health problems in the future	69	9	18	18	23	66	3	55	13	46	23	40	27	73
	6%	7%	5%	5%	7%	6%	10%	6%	6%	5%	7%	5%	9%	6%
... will lead to people living longer in the future	60	4	17	16	22	58	2	53	6	46	14	39	19	66
	5%	3%	5%	5%	6%	5%	7%	5%	3%	5%	4%	5%	6%	5%
Something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	15	5	7	2	-	13	-	10	4	1	13	2	2	12
	1%	4%	2%	1%	-	1%	-	1%	2%	+	4%	+	1%	1%
Don't know	49	11	20	9	3	47	-	25	18	14	29	11	5	39
	4%	9%	6%	3%	1%	4%	-	3%	9%	2%	9%	1%	1%	3%
NET: Long term reason	697	65	192	189	231	683	12	587	105	532	162	473	178	708
	58%	56%	54%	56%	66%	58%	47%	60%	51%	61%	50%	63%	57%	59%
NET: Short term reason	917	82	250	274	279	896	18	771	142	697	216	602	237	921
	76%	69%	70%	81%	80%	77%	71%	76%	68%	80%	67%	80%	76%	77%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 579

QBAU1. I'm now going to show you a list of things some people say are important reasons for investing in early childhood. Which, if any, of the following statements MOST appeal to you? Please select up to two statements: Focusing greater attention and investment on helping children develop in early childhood today...

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	623	505	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	636	472	621	491	816	120	135	935	122	81	864	222	751	1007
... will lead to more children having healthy and happy childhoods	301	254	47	271	8	19	156	145	122	153	246	33	47	246	43	26	244	77	220	304
	25%	24%	33%	25%	26%	27%	25%	25%	22%	29%	25%	22%	31%	25%	31%	29%	24%	29%	24%	25%
... will help children develop social skills and friendships	270	245	26	243	7	19	141	130	143	114	223	28	36	229	31	21	231	55	208	275
	22%	23%	18%	22%	23%	26%	23%	22%	25%	21%	23%	19%	24%	23%	22%	22%	23%	21%	23%	23%
... will support children to be mentally healthy	266	242	24	240	9	15	141	126	129	116	217	29	36	222	31	23	229	54	205	272
	22%	23%	17%	22%	28%	21%	23%	22%	23%	22%	22%	19%	23%	22%	22%	25%	23%	21%	23%	23%
... will create a happier society in the future	221	184	37	203	3	15	116	105	115	91	173	33	27	187	23	12	190	50	168	234
	18%	17%	26%	19%	10%	21%	19%	18%	20%	17%	18%	23%	18%	19%	16%	13%	19%	19%	19%	19%
... will help children learn to talk and communicate with others	198	174	23	183	3	12	102	95	87	97	160	26	20	172	21	14	175	40	153	198
	16%	16%	17%	17%	9%	12%	16%	16%	15%	18%	16%	17%	13%	17%	15%	16%	17%	15%	17%	16%
... will mean fewer people have mental health problems in the future	153	134	19	137	4	12	87	66	62	73	123	17	22	128	19	14	126	46	104	148
	13%	13%	13%	13%	13%	16%	14%	11%	11%	14%	13%	11%	14%	13%	14%	15%	12%	18%	12%	12%

... will create a loving society in the future	152	137	14	144	3	5	65	87	84	56	122	24	22	123	15	9	132	29	119	152
	13%	13%	10%	13%	8%	7%	10%	15%	15%	11%	13%	17%	14%	12%	11%	10%	13%	11%	13%	13%
... will support children to be physically healthy	147	139	8	138	3	6	69	78	84	51	127	15	17	123	22	14	121	28	115	150
	12%	13%	6%	13%	11%	8%	11%	14%	15%	10%	13%	10%	11%	12%	15%	16%	12%	11%	13%	12%
... will mean more children are ready for school	123	112	10	113	4	4	59	64	56	58	95	21	11	103	13	8	104	28	91	114
	10%	11%	7%	10%	14%	6%	9%	11%	10%	11%	10%	15%	7%	10%	9%	9%	10%	11%	10%	9%
... will lead to higher levels of academic achievement in the future	118	104	14	112	1	5	50	67	62	49	98	14	11	107	7	7	109	20	94	123
	10%	10%	10%	10%	2%	6%	8%	12%	11%	9%	10%	10%	7%	11%	5%	8%	11%	8%	10%	10%
... will lead to lower levels of social inequality in the future	97	87	11	88	3	6	51	47	46	44	84	7	16	79	14	11	79	17	75	96
	8%	8%	8%	8%	11%	9%	8%	8%	8%	8%	9%	5%	10%	8%	10%	12%	8%	7%	8%	8%
... will mean fewer people have physical health problems in the future	69	63	5	63	2	2	30	39	40	21	61	4	7	60	11	6	56	11	58	73
	6%	6%	4%	6%	8%	3%	5%	7%	7%	4%	6%	3%	5%	6%	8%	6%	6%	4%	6%	6%
... will lead to people living longer in the future	60	54	5	54	3	3	26	33	36	20	53	4	7	52	11	7	45	9	50	66
	5%	5%	4%	5%	10%	4%	4%	6%	6%	4%	5%	3%	5%	5%	8%	8%	4%	4%	6%	5%
Something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of the above	15	9	6	13	-	2	9	5	4	8	9	4	2	12	1	1	12	4	11	12
	1%	1%	4%	1%	-	2%	1%	1%	1%	2%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%
Don't know	49	43	6	42	2	4	34	15	9	27	33	8	4	39	2	1	41	17	25	39
	4%	4%	4%	4%	6%	6%	5%	6%	2%	5%	3%	5%	3%	4%	1%	1%	4%	6%	3%	3%
NET: Long term reason	697	616	81	642	16	37	343	353	355	289	573	83	91	587	82	52	590	142	540	708
	58%	58%	57%	59%	52%	52%	55%	61%	63%	54%	59%	57%	59%	58%	58%	57%	58%	54%	60%	59%
NET: Short term reason	917	819	98	836	24	53	468	449	442	409	746	110	120	765	115	75	772	191	703	921
	76%	77%	69%	76%	76%	74%	75%	77%	78%	76%	77%	75%	78%	76%	82%	82%	76%	72%	78%	77%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 580

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	610	899	292	823	363	286	250	213	152	1202	
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	517	714	254	682	312	236	209	177	193	131	1007
... will lead to more children having healthy and happy childhoods	301	116	186	228	72	199	100	56	62	61	48	51	304
	25%	21%	29%	26%	24%	25%	26%	20%	25%	30%	21%	34%	25%
... will help children develop social skills and friendships	270	126	142	206	62	189	77	66	58	46	56	28	275
	22%	22%	24%	23%	20%	23%	20%	23%	23%	22%	24%	19%	23%
... will support children to be mentally healthy	266	113	153	196	70	190	76	67	63	37	51	37	272
	22%	20%	21%	22%	23%	24%	20%	24%	25%	18%	22%	24%	23%
... will create a happier society in the future	221	101	120	176	43	147	73	49	43	42	48	29	234
	18%	18%	19%	20%	14%	18%	19%	17%	17%	21%	20%	19%	19%
... will help children learn to talk and communicate with others	198	102	96	146	50	142	55	58	37	30	28	30	198
	16%	18%	16%	17%	16%	18%	14%	21%	15%	14%	12%	20%	16%
... will mean fewer people have mental health problems in the future	153	61	92	116	38	98	55	33	36	24	32	20	148
	13%	13%	15%	13%	12%	12%	14%	12%	14%	11%	14%	14%	12%
... will create a loving society in the future	152	81	71	106	45	91	61	44	23	32	33	17	152
	13%	15%	11%	12%	15%	11%	16%	15%	9%	16%	14%	11%	13%
... will support children to be physically healthy	147	81	66	115	32	109	36	33	35	23	36	11	150
	12%	14%	11%	13%	10%	14%	9%	12%	14%	11%	15%	7%	12%
... will mean more children are ready for school	123	65	58	90	30	81	39	29	23	15	31	18	114
	10%	12%	9%	10%	10%	10%	10%	10%	9%	7%	13%	12%	9%
... will lead to higher levels of academic achievement in the future	118	71	47	80	37	78	38	31	25	26	17	14	123
	10%	13%	7%	9%	12%	10%	10%	11%	10%	13%	7%	10%	10%

		c		69		60		22		12		18		12		96	
...will lead to lower levels of social inequality in the future	<b>97</b>	57	36	69	27	60	36	22	25	12	18	12	18	12	12	96	
	<b>8%</b>	10%	7%	8%	9%	7%	9%	8%	10%	6%	8%	8%	8%	8%	8%	8%	
...will mean fewer people have physical health problems in the future	<b>69</b>	41	26	55	13	52	17	18	20	14	11	3	3	3	3	73	
	<b>6%</b>	7%	5%	6%	4%	6%	4%	6%	8%	7%	5%	2%	2%	2%	6%	6%	
...will lead to people living longer in the future	<b>60</b>	36	22	47	11	46	14	9	10	12	14	8	8	8	8	66	
	<b>5%</b>	6%	4%	5%	4%	6%	4%	3%	4%	6%	6%	6%	6%	6%	5%	5%	
Something else	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
None of the above	<b>15</b>	1	12	9	5	6	8	5	2	2	5	-	-	-	-	12	
	<b>1%</b>	*	2%	1%	2%	1%	2%	2%	1%	1%	2%	-	-	-	-	1%	
Don't know	<b>49</b>	12	23	26	20	26	20	8	6	10	8	6	6	6	39	39	
	<b>4%</b>	2%	4%	3%	7%	3%	5%	3%	3%	5%	3%	4%	4%	4%	3%	3%	
NET: Long term reason	<b>697</b>	357	294	528	165	462	230	166	148	131	135	82	82	82	708	708	
	<b>58%</b>	64%	54%	60%	54%	57%	60%	58%	59%	63%	57%	54%	54%	54%	59%	59%	
NET: Short term reason	<b>917</b>	434	411	696	218	635	274	222	195	154	174	118	118	118	921	921	
	<b>76%</b>	77%	76%	79%	71%	79%	72%	78%	78%	74%	74%	78%	78%	78%	77%	77%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table S81

QBAU2. The early years workforce includes lots of different practitioners, including midwives, health visitors, staff in nurseries, childminders and people who run groups and activities for children and families. Please list up to three specific qualities or skills you consider most important for these professionals to have when working with you and your child.

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	521	552	511	369	76	811	183	32	73	102	20	217	454	561	1007
Accessible / available / time	<b>6</b>	4	2	1	2	3	6	1	-	-	1	-	1	3	3	7
	<b>1%</b>	1%	*	*	*	3%	1%	-	-	-	1%	-	*	1%	*	1%
Accountable	<b>1</b>	-	1	1	-	-	1	-	-	-	-	-	-	1	-	1
	<b>*</b>	-	*	*	-	-	*	-	-	-	-	-	-	*	-	*
Accuracy / no faults / mistakes	<b>2</b>	1	1	2	-	-	2	*	-	-	*	-	*	1	2	3
	<b>*</b>	*	*	*	-	-	*	-	-	1%	-	-	*	*	*	*
Adaptable / flexible / responsive	<b>30</b>	15	15	20	10	-	27	3	-	2	1	-	2	16	20	28
	<b>3%</b>	3%	3%	3%	2%	-	3%	1%	-	2%	1%	-	1%	3%	3%	2%
Admin / record keeping skills	<b>3</b>	2	2	3	-	-	3	1	-	-	1	-	1	1	1	6
	<b>*</b>	*	*	*	-	-	*	*	-	-	2%	-	*	*	*	*
Advice / educative / informative	<b>66</b>	25	41	29	36	1	43	22	7	8	2	5	18	28	32	62
	<b>5%</b>	4%	7%	5%	7%	2%	4%	9%	12%	8%	3%	20%	7%	5%	5%	5%
Approachable	<b>30</b>	4	26	12	18	-	23	7	4	3	-	-	11	14	10	28
	<b>2%</b>	1%	4%	2%	3%	-	2%	3%	6%	3%	-	-	4%	3%	1%	2%
Artistic skills	<b>6</b>	2	4	6	-	-	6	-	-	-	-	-	-	2	4	6
	<b>*</b>	*	1%	1%	-	-	1%	-	-	-	-	-	-	*	1%	*
Assessment skills	<b>5</b>	3	1	5	-	-	5	-	-	-	-	-	1	1	4	5
	<b>*</b>	1%	*	1%	-	-	*	-	-	-	-	-	*	*	1%	*
Attention to detail / observation skills	<b>24</b>	13	11	13	9	1	18	6	-	3	4	-	3	10	19	32
	<b>2%</b>	2%	2%	2%	2%	1%	2%	3%	-	2%	7%	-	1%	2%	3%	3%
Attentive	<b>13</b>	9	4	6	7	-	11	2	-	1	-	-	4	5	8	14
	<b>1%</b>	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	2%	1%	1%	1%
Bold / courageous	<b>4</b>	4	-	3	2	-	4	-	-	-	-	-	-	4	4	4
	<b>*</b>	1%	-	*	*	-	*	-	-	-	-	-	-	1%	*	*
Calm / easy-going	<b>26</b>	10	16	14	10	2	23	3	-	2	1	-	7	7	16	33
	<b>2%</b>	2%	3%	2%	2%	2%	2%	1%	-	4%	2%	-	3%	1%	2%	3%
Caring / nurturing / comforting skills	<b>135</b>	71	64	84	41	10	104	31	8	15	5	3	26	60	84	138
	<b>11%</b>	12%	11%	14%	8%	11%	11%	13%	14%	14%	10%	14%	10%	11%	13%	11%
Certified / trained / qualified in the relevant field	<b>46</b>	25	21	21	19	6	35	11	2	3	2	4	11	14	31	47
	<b>4%</b>	4%	4%	4%	4%	6%	4%	4%	3%	3%	4%	18%	4%	3%	5%	4%
Child centered / understanding / good way with them	<b>32</b>	14	18	20	8	4	27	5	2	1	-	-	6	20	16	34
	<b>3%</b>	2%	3%	3%	2%	4%	3%	2%	3%	1%	3%	-	2%	4%	2%	3%
Child development skills	<b>41</b>	21	20	21	17	2	29	12	5	4	3	-	7	22	24	43
	<b>3%</b>	4%	3%	4%	3%	2%	3%	5%	9%	4%	6%	-	3%	4%	4%	4%
Clean / hygienic	<b>5</b>	4	2	4	2	-	5	1	-	-	1	-	*	3	3	6
	<b>*</b>	1%	*	1%	*	-	1%	*	-	-	1%	-	*	1%	*	*
Confidence	<b>10</b>	5	5	4	4	2	10	-	-	-	-	-	2	3	8	9
	<b>1%</b>	1%	1%	1%	1%	3%	1%	-	-	-	-	-	1%	1%	1%	1%
Creative / different approaches for different children	<b>28</b>	13	15	14	13	1	22	6	-	1	2	3	4	15	17	30
	<b>2%</b>	2%	3%	2%	3%	1%	2%	2%	-	1%	3%	12%	2%	3%	3%	2%
Critical thinking	<b>2</b>	1	2	1	2	-	2	1	-	-	1	-	-	2	2	4

	*	*	*	*	*	-	*	*	-	-	1%	-	-	*	*	*	
Diagnosis / swift diagnosis	11	5	6	3	8	-	7	3	-	3	ag	-	-	2	4	8	9
1%	1%	1%	1%	1%	1%	-	1%	1%	-	3%	-	-	-	1%	1%	1%	1%
Disciplined	13	9	3	11	2	-	9	2	2	-	1	-	-	9	7	13	13
1%	2%	1%	2%	*	-	-	1%	1%	3%	-	1%	-	-	2%	1%	1%	1%
Emotional Intelligence	13	8	5	10	2	1	11	2	-	-	2	-	-	2	8	8	18
1%	1%	1%	2%	*	1%	-	1%	1%	-	-	4%	-	-	1%	1%	1%	1%
Empathetic / sympathetic / sensitive	198	88	110	103	81	14	159	39	10	13	12	4	-	45	93	110	212
16%	15%	18%	17%	16%	16%	-	17%	16%	17%	12%	25%	15%	-	17%	17%	17%	18%
Endurance	10	3	7	8	2	-	7	2	2	-	1	-	-	*	3	9	10
1%	*	1%	1%	*	-	-	1%	1%	3%	-	1%	-	-	*	1%	1%	1%
Enthusiastic / hard...working / passionate	33	17	16	16	16	1	28	5	3	1	2	-	-	6	21	18	36
3%	3%	3%	3%	3%	3%	1%	3%	2%	5%	1%	3%	-	-	2%	4%	3%	3%
Ethics / morals / good person	11	10	2	5	7	-	9	2	-	-	2	-	-	4	6	9	16
1%	2%	*	1%	1%	-	-	1%	1%	-	-	4%	-	-	2%	1%	1%	1%
Experienced	50	28	22	18	26	6	41	9	2	4	aghi	2	2	10	22	26	49
4%	5%	4%	3%	5%	7%	-	4%	4%	3%	4%	4%	7%	-	4%	4%	4%	4%
Factual	7	5	2	1	5	-	7	-	-	-	-	-	-	3	-	4	6
1%	1%	*	1%	1%	-	-	1%	-	-	-	-	-	-	1%	-	1%	*
Focused / vigilant / Diligent	13	10	3	7	5	1	8	4	2	2	*	-	-	*	9	7	11
1%	2%	*	1%	1%	2%	-	1%	2%	3%	2%	1%	-	-	*	2%	1%	1%
Friendly / playful / fun	79	43	36	39	36	4	59	19	3	10	3	3	-	22	33	41	75
7%	7%	6%	7%	7%	5%	-	6%	8%	5%	9%	5%	12%	-	8%	6%	6%	6%
Good / flexible communication / listening skills	259	131	128	136	101	22	209	50	14	22	13	1	-	52	113	160	257
22%	22%	21%	23%	20%	24%	-	22%	21%	24%	21%	26%	5%	-	20%	21%	24%	21%
Good manner / bedside manner	4	2	2	3	1	-	2	2	2	2	*	-	-	3	1	3	6
*	*	*	1%	*	-	-	*	1%	3%	-	1%	-	-	1%	*	*	*
Happy / positive attitude	20	10	10	15	4	1	12	8	1	3	1	2	-	6	7	9	21
2%	2%	2%	3%	1%	1%	-	1%	3%	3%	3%	2%	9%	-	2%	1%	1%	2%
Healthy / physically able	15	6	8	11	2	1	12	2	-	1	1	-	-	5	3	8	16
1%	1%	1%	2%	*	2%	-	1%	1%	-	1%	3%	-	-	2%	1%	1%	1%
Helpful	15	5	9	7	6	1	13	2	-	1	1	-	-	1	6	10	15
1%	1%	2%	1%	1%	2%	1%	1%	1%	-	1%	1%	-	-	1	1%	2%	1%
Honesty / sincerity / truthful	46	27	19	22	12	3	37	9	4	3	1	-	-	12	19	29	47
4%	5%	3%	5%	2%	3%	-	4%	4%	8%	3%	3%	-	-	5%	3%	4%	4%
Humble / not arrogant / condescending / patronising	11	7	5	9	2	-	11	1	-	-	1	-	-	1	4	8	12
1%	1%	1%	2%	*	-	-	1%	*	-	-	1%	-	-	*	1%	1%	1%
Invested	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	1	1
*	*	-	*	-	-	-	*	-	-	-	-	-	-	*	-	*	*
Kind / considerate / gentle	87	46	41	43	41	3	67	20	8	6	5	2	-	21	39	49	95
7%	8%	7%	7%	8%	3%	-	7%	8%	13%	5%	7%	3%	-	8%	7%	7%	8%
Knowledgeable / smart / expert in necessary field	163	81	81	69	79	15	126	37	12	14	7	4	-	44	69	87	163
14%	14%	14%	12%	15%	16%	-	13%	16%	20%	13%	15%	19%	-	17%	13%	13%	14%
Leadership / role model	7	5	2	2	3	1	6	1	-	-	1	-	-	4	3	8	8
1%	1%	*	*	1%	1%	-	1%	*	-	-	1%	-	-	1%	*	1%	1%
Love / loving	37	26	12	23	11	3	29	7	-	3	4	-	-	4	18	25	42
3%	4%	2%	4%	2%	3%	-	3%	3%	-	3%	8%	-	-	2%	3%	4%	3%
Loyalty	4	4	-	2	2	-	4	-	-	-	-	-	-	-	4	2	3
*	1%	-	*	*	-	-	*	-	-	-	-	-	-	-	1%	*	*
Mentally stable	3	2	1	1	1	-	1	2	-	1	1	-	-	1	1	3	4
*	*	*	*	*	-	-	*	1%	-	1%	1%	-	-	*	*	*	*
Monitoring	6	1	5	4	1	-	6	-	-	-	-	-	-	2	1	3	5
*	*	1%	1%	*	-	-	1%	-	-	-	-	-	-	1%	*	1%	*
Neat / tidy / well presented	7	5	2	7	-	-	1	5	5	-	-	-	-	2	4	7	5
1%	1%	*	1%	-	-	-	*	2%	9%	-	-	-	-	1%	1%	1%	*
Non-judgemental / Open-minded	55	23	32	12	37	5	41	14	2	8	1	3	-	16	32	18	45
5%	4%	5%	2%	7%	6%	-	4%	6%	3%	7%	1%	15%	-	6%	6%	3%	4%
Parenting experience	8	6	2	3	2	2	6	2	2	-	1	-	-	0	0	3	7
1%	1%	*	1%	1%	2%	-	1%	1%	3%	-	1%	-	-	1%	*	1%	1%
Patient / patience	187	102	84	100	73	14	145	42	14	15	11	2	-	28	88	120	198
16%	17%	14%	17%	14%	16%	-	15%	18%	23%	14%	23%	10%	-	11%	16%	18%	16%
Persistence / persistent	3	2	1	3	*	-	2	1	-	-	1	-	-	-	2	2	4
*	*	*	*	*	-	-	*	*	-	-	1%	-	-	-	*	*	*
Planning	1	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1
Polite	6	2	4	3	3	-	2	4	-	4	-	-	-	3	3	2	5
*	*	1%	*	1%	-	-	*	2%	-	3%	-	-	-	1%	*	*	*
Practical / realistic skills	14	6	8	9	2	2	13	*	-	-	*	-	-	1	3	12	15
1%	1%	1%	2%	*	2%	-	1%	*	-	-	1%	-	-	*	*	2%	1%
Proactive	6	4	2	4	3	-	6	*	-	-	*	-	-	4	*	5	7
1%	1%	*	1%	1%	-	-	1%	*	-	-	1%	-	-	1%	*	1%	1%
Problem solving / solution skills	12	6	7	9	1	2	10	3	1	-	-	1	-	-	4	10	12
1%	1%	1%	2%	*	2%	-	1%	1%	3%	-	-	5%	-	-	1%	2%	1%
Professional / respectful behaviour	49	28	22	29	17	4	40	9	3	-	4	2	-	15	26	20	62
4%	5%	4%	5%	3%	4%	-	4%	4%	5%	-	9%	9%	-	6%	5%	3%	5%
Providing follow ups / keeping track	4	2	1	1	2	1	3	*	-	-	*	-	-	2	1	1	4

Punctuality / time management	4	3	1	1	3	1%	3	2	-	1%	-	1%	*	*	*
Quality	9	6	2	5	3	1%	5	4	-	3	1	-	1	5	6
Relationship / rapport building	16	8	8	8	5	3%	11	5	-	2	*	2	6	7	11
Reliable	15	23	17	14	17	3%	26	9	5	3	*	10%	6	6	19
Reputation / good reputation	3	3	-	3	-	-	2	2	-	2	-	-	2	-	3
Responsible	6	5	1	6	-	-	5	*	*	*	-	-	3	3	7
Safeguarding / protection skills	5	3	2	3	1	1	5	*	-	*	-	-	2	3	6
Social / sociable / people skills	25	13	12	13	12	*	19	6	4	1	1	-	3	10	17
Supportive / emotionally supportive	39	19	20	27	20	2	33	7	1	3	2	-	12	18	21
Teamworker	5	3	3	4	2	-	5	*	-	-	*	-	4	2	6
Thoughtful	2	2	-	2	-	-	2	-	-	-	-	-	2	2	2
Tolerance	22	15	7	10	11	*	16	5	3	2	1	-	5	8	11
Transparent / clear	12	6	5	5	6	-	9	3	1	-	-	2	3	7	5
Trust / trustworthy	50	22	28	33	15	2	41	9	-	5	*	3	13	24	23
Understanding	87	37	50	42	35	10	75	12	-	7	4	1	24	44	41
Wisdom	3	3	-	1	2	-	3	-	-	-	-	-	-	3	2
Other	26	13	13	16	9	1	22	2	-	-	1	1	5	10	16
Don't know	11	6	5	7	3	-	9	2	-	1	*	-	2	2	8
No answer	13	9	4	5	4	4	13	-	-	4	-	-	13	5	6
Job titles mentioned only	14	7	7	4	10	-	10	4	2	1	1	-	3	7	8
Don't know	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	-	1%	1%	1%
	1%	2%	1%	1%	1%	4%	1%	-	-	-	-	-	4%	1%	1%
	1%	2%	1%	1%	1%	4%	1%	-	-	-	-	-	4%	1%	1%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d(e/f) - a/g/h(i/j)/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table S82

QBAU2. The early years workforce includes lots of different practitioners, including midwives, health visitors, staff in nurseries, childminders and people who run groups and activities for children and families. Please list up to three specific qualities or skills you consider most important for these professionals to have when working with you and your child.

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	830	369	857	343	212	405	232	243	379	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	479	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Accessible / available / time	6	5	1	4	2	2	1	1	2	4	1	1	2	2	7
Accountable	1	1	-	1	1%	1%	-	-	1%	*	1%	*	1%	*	1%
Accuracy / no faults / mistakes	2	2	-	2	-	-	1	-	1	2	-	-	-	1	3
Adaptable / flexible / responsive	30	22	8	26	4	11	5	12	2	23	4	2	8	13	28
Admin / record keeping skills	3	2	*	2	*	-	*	*	2	2	*	1	*	*	6
Advice / educative / informative	66	45	21	44	22	15	26	15	11	54	10	13	20	21	62
Approachable	30	17	12	18	12	10	4	8	8	23	6	10	10	6	28
Artistic skills	6	1	5	6	-	2	4	-	-	5	1	-	2	4	6
Assessment skills	5	5	-	5	-	-	2	1	1	3	1	1	-	3	5
Attention to detail / observation skills	24	18	5	20	4	3	14	4	3	20	1	1	3	11	32
Attentive	13	10	3	8	5	1	4	4	3	11	2	1	3	4	14

	1%	1%	1%	1%	1%	*	1%	1%	2%	1%	2%	1%	1%	1%	1%
Bold / courageous	4	4	-	4	-	1	3	-	-	4	-	-	-	1	4
	1%	1%	-	1%	-	-	1%	-	-	1%	-	-	-	-	1%
Calm / easy-going	26	14	11	17	8	5	11	3	6	21	4	6	4	12	33
	2%	2%	3%	2%	2%	2%	3%	1%	4%	2%	3%	4%	1%	3%	3%
Caring / nurturing / comforting skills	135	96	39	90	44	29	47	34	23	115	9	12	36	53	138
	11%	12%	10%	11%	11%	11%	11%	11%	14%	12%	6%	7%	11%	12%	11%
Certified / trained / qualified in the relevant field	46	33	13	27	20	17	19	4	6	40	3	7	8	22	47
	4%	4%	4%	3%	5%	6%	4%	1%	4%	4%	2%	4%	2%	5%	4%
Child centered / understanding / good way with them	32	22	10	25	7	14	10	5	4	27	5	5	10	7	34
	3%	3%	3%	3%	2%	5%	2%	2%	2%	3%	3%	3%	3%	2%	3%
Child development skills	41	32	9	32	9	9	20	6	6	33	5	4	13	12	43
	3%	4%	2%	4%	2%	3%	5%	2%	3%	3%	4%	3%	4%	3%	4%
Clean / hygienic	5	4	1	5	-	3	3	-	-	5	*	*	2	2	6
	*	1%	*	1%	-	1%	1%	-	-	1%	*	*	1%	*	*
Confidence	10	8	2	7	3	2	4	2	1	9	1	2	2	5	9
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%
Creative / different approaches for different children	28	20	8	23	5	9	7	8	4	22	4	*	10	9	30
	2%	2%	2%	3%	1%	3%	2%	3%	2%	2%	3%	*	3%	2%	2%
Critical thinking	2	2	-	2	-	2	*	-	1	2	-	-	-	1	4
	*	*	-	*	-	1%	*	-	*	*	-	-	-	*	*
Diagnosis / swift diagnosis	11	9	1	10	1	-	9	2	-	8	3	-	1	7	9
	1%	1%	*	1%	*	-	2%	1%	-	1%	2%	-	*	2%	1%
Disciplined	13	11	1	11	1	4	5	3	2	10	2	-	6	3	13
	1%	1%	*	1%	*	1%	1%	1%	1%	1%	1%	-	2%	1%	1%
Emotional Intelligence	13	11	2	12	1	3	6	4	1	11	1	2	2	4	18
	1%	1%	*	2%	*	1%	1%	1%	*	1%	*	1%	1%	1%	1%
Empathetic / sympathetic / sensitive	198	136	62	155	43	40	58	65	35	160	31	30	56	66	212
	16%	16%	17%	19%	11%	14%	13%	21%	20%	16%	21%	18%	16%	15%	18%
Endurance	10	8	1	8	1	1	6	2	-	10	-	-	-	6	10
	1%	1%	*	1%	*	-	1%	1%	-	1%	-	-	-	1%	1%
Enthusiastic / hard...working / passionate	33	25	8	24	9	8	12	4	9	30	4	2	10	8	36
	3%	3%	2%	3%	2%	3%	3%	1%	5%	3%	2%	1%	3%	2%	3%
Ethics / morals / good person	11	9	2	10	2	4	4	1	2	7	3	1	1	1	16
	1%	1%	1%	1%	*	1%	1%	*	1%	1%	2%	1%	*	*	1%
Experienced	50	28	22	28	22	15	9	18	8	36	12	6	18	19	49
	4%	3%	6%	3%	6%	5%	2%	6%	5%	4%	8%	4%	5%	4%	4%
Factual	7	6	1	4	2	-	5	-	2	5	-	3	-	4	6
	1%	1%	*	1%	1%	-	1%	-	1%	1%	-	2%	-	1%	*
Focused / vigilant / Diligent	13	8	4	11	2	3	7	2	1	10	1	*	6	3	11
	1%	1%	1%	1%	*	1%	2%	1%	1%	1%	*	*	2%	1%	1%
Friendly / playful / fun	79	49	31	60	19	22	31	15	11	61	12	13	23	26	75
	7%	6%	8%	7%	5%	8%	7%	5%	6%	6%	8%	8%	7%	6%	6%
Good / flexible communication / listening skills	259	199	61	192	67	69	98	73	19	211	35	27	64	103	257
	22%	24%	16%	24%	17%	25%	22%	24%	11%	22%	24%	17%	19%	24%	21%
Good manner / bedside manner	4	1	3	1	3	2	1	-	1	4	*	1	-	1	6
	*	*	1%	*	1%	-	*	1%	-	*	*	1%	-	*	*
Happy / positive attitude	20	17	2	13	7	7	9	1	3	18	*	6	5	7	21
	2%	2%	1%	2%	2%	2%	2%	*	2%	2%	*	4%	1%	2%	2%
Healthy / physically able	15	12	2	13	1	6	4	4	*	10	5	4	1	8	16
	1%	1%	1%	2%	*	2%	1%	1%	*	1%	3%	2%	*	2%	1%
Helpful	15	10	5	11	4	1	8	4	2	12	1	-	4	8	15
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-	1%	2%	1%
Honesty / sincerity / truthful	46	36	10	36	10	13	24	4	5	37	3	7	9	17	47
	4%	4%	3%	4%	3%	5%	5%	1%	3%	4%	2%	4%	3%	4%	4%
Humble / not arrogant / condescending / patronising	11	9	2	9	2	5	3	4	-	8	2	1	3	7	12
	1%	1%	1%	1%	1%	2%	1%	1%	-	1%	2%	1%	1%	2%	1%
Invested	1	1	-	1	-	-	-	1	-	1	-	-	-	-	1
	*	*	-	*	-	-	-	*	-	*	-	-	-	-	*
Kind / considerate / gentle	87	65	22	65	22	20	30	16	21	69	13	13	23	30	95
	7%	8%	6%	8%	6%	7%	7%	5%	12%	7%	9%	8%	7%	7%	8%
Knowledgeable / smart / expert in necessary field	163	108	55	113	50	23	63	50	27	130	28	28	45	53	163
	14%	13%	15%	14%	13%	8%	14%	16%	15%	13%	19%	17%	13%	12%	14%
Leadership / role model	7	6	*	3	3	2	4	-	*	7	-	-	4	3	8
	1%	1%	*	*	1%	1%	1%	-	*	1%	-	-	1%	1%	1%
Love / loving	37	34	3	33	5	8	23	5	2	35	1	2	10	16	42
	3%	4%	1%	4%	1%	3%	5%	2%	1%	4%	1%	1%	3%	4%	3%
Loyalty	4	3	1	2	2	3	-	1	-	2	-	-	-	-	3
	*	*	*	*	*	1%	-	-	*	*	-	-	1%	-	*
Mentally stable	3	2	1	3	-	-	1	*	1	2	1	-	-	*	4
	*	*	*	*	-	-	*	-	1%	*	1%	-	-	*	*
Monitoring	6	3	2	3	2	-	1	5	-	3	2	2	-	2	5
	*	*	1%	*	1%	-	*	2%	-	*	1%	1%	-	1%	*
Neat / tidy / well presented	7	4	2	5	2	2	-	4	1	7	-	-	-	1	5
	1%	1%	1%	1%	*	1%	-	1%	*	1%	-	-	-	*	*
Non-judgemental / Open-minded	55	32	23	36	19	15	20	17	3	42	11	12	23	10	45
	5%	4%	6%	4%	5%	5%	4%	5%	2%	4%	8%	7%	7%	2%	4%



Accuracy / no faults / mistakes	2	-	-	-	2	2	-	2	-	2	-	*	2	3
Adaptable / flexible / responsive	30	1	3	11	15	30	-	24	5	26	4	26	3	28
Admin / record keeping skills	3	-	*	*	2	3	-	3	-	3	-	2	1	6
Advice / educative / informative	66	8	16	30	12	66	-	56	10	56	10	44	16	62
Approachable	30	2	9	10	5	30	-	21	9	21	9	20	9	28
Artistic skills	6	-	*	-	1	6	-	6	5	6	5	1	5	6
Assessment skills	5	-	-	2	3	5	-	5	-	5	-	5	-	5
Attention to detail / observation skills	24	*	5	8	9	24	-	23	*	24	-	19	5	32
Attentive	13	1	5	5	2	13	-	11	2	9	4	10	2	14
Bold / courageous	4	-	2	1	2	4	-	4	1	4	-	4	-	4
Calm / easy-going	26	3	6	11	5	26	-	25	*	21	5	20	5	33
Caring / nurturing / comforting skills	135	10	32	41	50	134	*	112	22	107	27	98	31	138
Certified / trained / qualified in the relevant field	46	5	17	10	14	46	-	41	5	38	8	33	11	47
Child centered / understanding / good way with them	32	2	7	10	11	32	-	28	4	27	5	19	9	34
Child development skills	41	2	11	9	19	40	1	38	3	35	6	28	9	43
Clean / hygienic	5	-	*	4	*	5	-	5	4	5	5	5	5	6
Confidence	10	-	5	2	2	10	-	7	3	7	3	8	2	9
Creative / different approaches for different children	28	3	8	6	11	28	*	28	*	23	5	20	7	30
Critical thinking	2	-	*	*	2	1	1	2	*	2	-	2	-	4
Diagnosis / swift diagnosis	11	-	2	5	3	11	-	9	2	7	4	6	4	9
Disciplined	13	3	1	4	5	13	-	13	-	10	2	9	4	13
Emotional intelligence	13	1	2	3	9	13	1	11	2	10	4	12	3	18
Empathetic / sympathetic / sensitive	198	9	49	73	60	198	-	167	31	163	35	146	37	212
Endurance	10	-	1	3	6	8	1	7	3	7	2	5	4	10
Enthusiastic / hard-working / passionate	33	-	13	7	14	33	-	29	5	24	9	21	8	36
Ethics / morals / good person	11	-	1	*	8	11	-	10	2	11	-	8	2	16
Experienced	50	2	17	21	8	50	-	37	13	36	13	30	16	49
Factual	7	1	2	1	3	7	-	7	-	6	1	4	2	6
Focused / vigilant / Diligent	13	3	1	2	6	13	-	11	1	11	1	10	3	11
Friendly / playful / fun	79	9	19	33	15	79	-	72	7	66	14	59	19	75
Good / flexible communication / listening skills	259	24	58	73	96	257	3	225	32	211	48	180	64	257
Good manner / bedside manner	4	*	3	*	1	4	-	4	-	3	1	4	-	6
Happy / positive attitude	20	2	5	2	10	20	-	18	1	16	3	12	5	21
Healthy / physically able	15	2	3	4	5	15	-	10	4	12	3	9	4	16
Helpful	15	3	4	3	5	15	-	13	1	9	5	9	5	15
Honesty / sincerity / truthful	46	2	13	13	19	46	-	44	2	41	5	34	10	47
Humble / not arrogant / condescending / patronising	11	-	2	2	7	11	-	10	2	10	1	8	3	12
Invested	1	-	1	-	2	1	-	1	-	1	-	1	-	1
Kind / considerate / gentle	87	6	28	23	28	86	1	72	13	67	19	64	18	95
	7%	5%	8%	7%	8%	7%	3%	7%	6%	8%	6%	9%	6%	8%

Knowledgeable / smart / expert in necessary field	163	8	48	58	45	161	2	139	24	134	29	122	35	163
	14%	7%	14%	17%	13%	14%	8%	14%	11%	15%	9%	16%	11%	14%
Leadership / role model	7	-	2	1	4	7	-	5	2	5	2	3	3	8
	1%	-	*	*	1%	1%	-	1%	1%	1%	1%	*	1%	1%
Love / loving	37	1	5	9	22	37	-	35	2	33	4	29	5	42
	3%	1%	1%	3%	6%	3%	-	4%	1%	4%	1%	4%	2%	3%
Loyalty	4	-	1	-	3	4	-	4	-	1	3	1	2	3
	*	-	*	-	1%	*	-	*	-	*	1%	*	1%	*
Mentally stable	3	-	1	-	2	3	-	3	-	2	-	2	-	4
	*	-	*	-	*	*	-	*	-	*	-	*	-	*
Monitoring	6	1	1	1	2	6	-	6	-	6	-	6	-	5
	*	1%	*	*	1%	*	-	1%	-	1%	-	1%	-	*
Neat / tidy / well presented	7	-	2	2	2	7	-	7	-	7	-	7	-	5
	1%	-	*	1%	1%	1%	-	1%	-	1%	-	1%	-	*
Non-judgemental / Open-minded	55	2	26	21	5	55	-	48	7	45	10	34	16	45
	5%	2%	7%	6%	1%	5%	-	5%	3%	5%	3%	4%	5%	4%
Parenting experience	8	1	-	2	5	8	-	7	1	8	-	7	1	7
	1%	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	*	1%
Patient / patience	187	11	38	54	78	184	3	168	18	163	24	136	42	198
	16%	10%	11%	16%	22%	16%	12%	17%	9%	15%	8%	18%	13%	16%
Perseverance / persistent	3	1	-	*	2	3	-	3	*	3	*	2	1	4
	*	1%	-	*	*	*	-	*	*	*	*	*	*	*
Planning	1	-	-	-	1	1	-	1	-	1	-	1	-	1
	*	-	-	-	*	*	-	*	-	*	-	*	-	*
Polite	6	2	3	1	-	6	-	5	1	3	3	4	1	5
	*	1%	1%	*	-	*	-	*	1%	*	1%	1%	*	*
Practical / realistic skills	14	2	2	3	6	14	-	14	-	13	1	9	1	15
	1%	2%	1%	1%	2%	1%	-	1%	-	1%	*	1%	*	1%
Proactive	6	-	2	2	1	6	-	6	-	6	-	6	*	7
	1%	-	1%	*	*	1%	-	1%	-	1%	-	1%	*	1%
Problem solving / solution skills	12	1	-	2	10	12	-	12	-	12	-	12	-	12
	1%	1%	-	*	3%	1%	-	1%	-	1%	-	1%	2%	1%
Professional / respectful behaviour	49	5	6	14	22	49	*	39	11	42	8	37	11	62
	4%	4%	2%	4%	6%	4%	2%	4%	5%	5%	2%	5%	3%	5%
Providing follow ups / keeping track	4	1	2	-	1	4	-	4	-	2	2	1	2	4
	*	1%	1%	-	*	*	-	*	-	*	1%	*	1%	*
Punctuality / time management	4	1	-	-	3	4	-	4	-	4	-	1	4	4
	*	1%	-	-	1%	*	-	*	-	1%	-	*	1%	*
Quality	9	1	1	3	4	9	-	9	-	7	2	7	2	8
	1%	1%	*	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%
Relationship / rapport building	16	2	3	2	8	15	1	11	5	12	4	12	2	17
	1%	1%	1%	1%	2%	1%	5%	1%	5%	1%	1%	2%	1%	1%
Reliable	35	-	9	14	12	35	-	29	6	29	6	27	5	28
	3%	-	2%	4%	4%	3%	-	3%	3%	3%	2%	4%	2%	2%
Reputation / good reputation	3	-	3	-	-	3	-	3	-	3	-	3	-	3
	*	-	1%	*	-	*	-	*	-	*	-	*	-	*
Responsible	6	1	1	1	3	5	*	5	*	5	1	4	2	7
	*	*	*	*	1%	*	1%	*	*	1%	*	*	*	1%
Safeguarding / protection skills	5	1	1	3	1	5	-	3	3	4	1	2	4	6
	*	1%	*	1%	*	*	-	*	1%	*	*	*	1%	*
Social / sociable / people skills	25	1	10	5	9	25	-	21	4	19	6	19	4	22
	2%	1%	3%	1%	3%	2%	-	2%	2%	2%	2%	2%	1%	2%
Supportive / emotionally supportive	39	7	7	16	10	39	-	36	3	33	6	25	12	43
	3%	6%	2%	5%	3%	3%	-	4%	2%	4%	2%	3%	4%	4%
Teamworker	5	-	2	-	4	5	-	4	2	4	1	*	5	6
	*	-	*	-	1%	*	-	*	1%	*	*	*	2%	*
Thoughtful	2	-	1	-	1	2	-	2	-	2	-	1	1	2
	*	-	*	-	*	*	-	*	-	*	-	*	*	*
Tolerance	22	1	*	6	14	21	1	22	-	21	1	18	3	19
	2%	1%	*	2%	4%	2%	4%	2%	-	2%	*	2%	1%	2%
Transparent / clear	12	-	3	-	3	12	-	11	1	9	3	12	-	10
	1%	-	1%	1%	1%	1%	-	1%	*	1%	1%	2%	-	1%
Trust / trustworthy	50	3	17	11	18	50	-	46	4	40	10	33	15	47
	4%	2%	3%	5%	3%	5%	-	5%	2%	5%	3%	4%	5%	4%
Understanding	87	11	19	30	24	87	-	70	15	65	22	52	25	91
	7%	10%	5%	9%	7%	7%	-	7%	7%	8%	7%	7%	8%	8%
Wisdom	3	-	-	-	3	3	-	3	-	3	-	3	-	2
	*	-	-	-	1%	*	-	*	-	*	-	*	-	*
Other	26	3	6	6	11	26	-	23	3	21	6	19	6	30
	2%	2%	2%	2%	3%	2%	-	2%	2%	2%	2%	3%	2%	3%
Don't know	11	2	1	4	4	9	1	8	2	8	3	6	4	10
	1%	1%	*	1%	1%	1%	6%	1%	1%	1%	1%	1%	1%	1%
No answer	13	2	6	2	4	10	3	7	6	6	7	6	4	13
	1%	2%	2%	1%	1%	1%	10%	1%	3%	1%	2%	1%	1%	1%
Job titles mentioned only	14	1	4	4	4	14	-	13	1	9	5	8	6	13
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	2%	1%	2%	1%
Don't know	362	52	139	92	58	341	17	258	97	193	158	171	108	343
	30%	44%	33%	27%	17%	29%	66%	26%	47%	22%	49%	23%	34%	29%
		ej	ade	ade	e			ah	ah	ai	ai	l		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/l/g - a/h/i - a/j/k - a/l/m  
 \*\*small base; \*\* very small base (under 30) ineligible for sig testing

QBAU2. The early years workforce includes lots of different practitioners, including midwives, health visitors, staff in nurseries, childminders and people who run groups and activities for children and families. Please list up to three specific qualities or skills you consider most important for these professionals to have when working with you and your child.

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	833	175	913	30	61	536	492	491	477	815	120	135	835	122	81	844	222	751	1007
Accessible / available / time	6	5	1	6	-	-	4	2	*	*	6	1	-	6	-	-	1%	2	4	7
	1%	*	1%	1%	-	-	1%	*	*	1%	*	1%	-	1%	-	-	1%	1%	*	1%
Accountable	1	1	-	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	1
	*	*	-	*	-	-	*	-	*	-	*	-	-	*	-	-	*	-	*	*
Accuracy / no faults / mistakes	2	2	-	2	-	-	1	1	*	1	2	-	-	2	-	-	2	-	2	3
	*	*	-	*	-	-	*	*	*	*	*	-	-	*	-	-	*	-	*	*
Adaptable / flexible / responsive	30	28	2	29	-	1	13	17	17	11	27	3	1	27	4	3	26	2	28	28
	3%	3%	1%	3%	-	2%	2%	3%	3%	2%	3%	2%	1%	3%	3%	3%	3%	1%	3%	2%
Admin / record keeping skills	3	3	-	2	-	-	1	1	1	*	2	-	-	3	-	-	3	-	3	6
	*	*	-	*	-	-	*	*	*	*	*	-	-	*	-	-	*	-	*	*
Advice / educative / informative	66	61	5	57	3	7	33	33	32	29	55	4	9	56	6	4	58	19	47	62
	5%	6%	4%	5%	9%	9%	5%	6%	6%	5%	6%	3%	6%	6%	4%	4%	6%	7%	5%	5%
Approachable	30	23	6	28	-	2	16	14	12	14	27	1	4	25	3	3	25	4	25	28
	2%	2%	5%	3%	-	3%	3%	2%	2%	3%	3%	1%	3%	2%	2%	4%	2%	2%	3%	2%
Artistic skills	6	6	-	6	-	-	-	6	6	-	6	-	1	5	1	1	5	-	6	6
	*	1%	-	1%	-	-	-	1%	1%	-	1%	-	*	1%	*	1%	1%	-	1%	*
Assessment skills	5	5	-	5	-	-	1	4	4	-	5	-	-	5	-	-	5	-	5	5
	*	*	-	*	-	-	*	1%	1%	-	*	-	-	*	-	-	*	-	1%	*
Attention to detail / observation skills	24	24	-	22	1	-	12	12	13	9	23	*	1	23	1	1	23	2	21	32
	2%	2%	-	2%	4%	-	2%	2%	2%	2%	2%	*	1%	2%	1%	1%	2%	1%	2%	3%
Attentive	13	13	*	12	-	1	8	5	5	8	9	3	3	9	3	1	10	7	6	14
	1%	1%	*	1%	-	2%	1%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	3%	1%	1%
Bold / courageous	4	4	-	4	-	-	2	2	3	1	4	-	2	2	2	-	3	-	4	4
	*	*	-	*	-	-	*	*	1%	*	*	-	1%	*	1%	*	*	-	*	*
Calm / easy-going	26	23	3	22	1	2	15	11	12	12	20	3	4	21	1	1	22	4	21	33
	2%	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	2%	3%
Caring / nurturing / comforting skills	135	117	17	125	4	5	64	70	68	57	119	10	12	123	15	8	116	31	104	138
	11%	11%	12%	11%	13%	8%	10%	12%	12%	11%	12%	6%	8%	12%	10%	9%	11%	12%	11%	11%
Certified / trained / qualified in the relevant field	46	43	3	38	5	3	22	24	20	22	32	10	7	39	7	3	39	16	30	47
	4%	4%	2%	4%	15%	5%	3%	4%	3%	4%	3%	7%	4%	4%	5%	3%	4%	6%	3%	4%
Child centered / understanding / good way with them	32	30	2	28	1	3	22	10	18	12	27	1	1	31	-	3%	4%	3	28	34
	3%	3%	2%	3%	5%	4%	4%	2%	3%	2%	3%	1%	*	3%	-	-	3%	1%	3%	3%
Child development skills	41	39	2	36	-	5	18	23	27	13	34	2	4	37	-	-	41	8	33	43
	3%	4%	1%	3%	-	7%	3%	4%	5%	2%	4%	1%	3%	4%	-	-	4%	3%	4%	4%
Clean / hygienic	5	5	*	4	1	-	1	4	4	1	5	-	-	5	-	-	5	-	5	6
	*	*	*	*	3%	-	*	1%	1%	*	1%	-	-	1%	-	-	1%	-	1%	*
Confidence	10	8	2	10	-	-	5	6	5	5	8	2	1	9	-	-	10	2	8	9
	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	2%	*	1%	-	-	1%	1%	1%	1%
Creative / different approaches for different children	28	25	3	28	-	*	11	17	15	11	27	*	6	22	7	4	21	5	22	30
	2%	2%	2%	3%	-	*	2%	3%	3%	2%	3%	*	4%	2%	5%	4%	2%	2%	2%	2%
Critical thinking	2	2	-	2	-	-	2	1	2	-	2	-	-	2	-	-	2	-	2	4
	*	*	-	*	-	-	*	*	*	-	*	-	-	*	-	-	*	-	*	*
Diagnosis / swift diagnosis	11	11	-	10	1	-	7	4	4	5	11	-	2	9	-	-	11	1	9	9
	1%	1%	-	1%	3%	-	1%	1%	1%	1%	1%	-	1%	1%	-	-	1%	*	1%	1%
Disciplined	13	13	-	11	-	1	5	8	9	*	11	*	1	11	1	1	11	3	9	13
	1%	1%	-	1%	-	2%	1%	2%	1%	2%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Emotional Intelligence	13	12	2	12	-	1	8	5	11	2	10	1	*	13	-	-	13	2	12	18
	1%	1%	1%	1%	-	2%	1%	2%	2%	*	1%	1%	*	1%	-	-	1%	1%	1%	1%
Empathetic / sympathetic / sensitive	198	173	25	183	4	12	95	103	97	91	171	14	29	166	21	16	171	45	150	212
	16%	16%	18%	17%	12%	16%	15%	18%	17%	17%	18%	10%	19%	17%	15%	18%	17%	17%	17%	18%
Endurance	10	10	-	10	-	-	4	5	5	3	9	*	2	8	2	2	7	1	8	10
	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	*	1%	1%	1%	2%	1%	*	1%	1%
Enthusiastic / hard-working / passionate	33	29	4	28	-	5	18	16	21	11	26	2	6	28	3	1	30	8	25	36
	3%	3%	3%	3%	-	7%	3%	3%	4%	2%	3%	2%	4%	3%	2%	1%	3%	3%	3%	3%
Ethics / morals / good person	11	8	3	11	-	-	9	2	6	5	11	1	1	11	-	-	11	2	8	16
	1%	1%	2%	1%	-	-	1%	*	1%	1%	1%	*	*	1%	-	-	1%	1%	1%	1%
Experienced	50	43	7	45	3	1	24	26	13	35	42	5	4	44	6	5	42	12	37	49
	4%	4%	5%	4%	10%	2%	4%	5%	2%	6%	4%	3%	3%	4%	4%	5%	4%	5%	4%	4%
Factual	7	4	2	6	-	1	4	3	6	1	4	2	1	5	1	1	6	1	6	6
	1%	*	2%	1%	-	1%	1%	1%	1%	*	*	1%	1%	1%	*	1%	1%	*	1%	*
Focused / vigilant / Diligent	13	11	1	13	-	-	5	7	5	5	11	2	1	13	2	-	11	3	10	11
	1%	1%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%
Friendly / playful / fun	79	65	14	76	-	4	42	37	46	30	67	8	13	63	9	4	65	16	61	75
	7%	6%	10%	7%	-	5%	7%	6%	8%	6%	7%	6%	9%	6%	7%	5%	6%	6%	7%	6%
Good / flexible communication / listening skills	259	236	23	239	9	12	125	135	135	110	221	27	30	228	24	14	230	47	210	257

	22%	22%	16%	22%	28%	16%	20%	23%	24%	21%	23%	18%	20%	23%	17%	15%	23%	18%	23%	21%	
Good manner / bedside manner	4	3	1	4	-	-	3	2	1	4	2	2	*	4	*	-	4	*	4	6	
	*	*	1%	-	-	-	*	-	*	1%	-	1%	*	*	-	-	*	*	*		
Happy / positive attitude	20	14	5	18	1	1	10	10	14	4	15	3	3	15	2	1	17	2	16	21	
	2%	1%	4%	2%	2%	1%	2%	2%	3%	1%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	
Healthy / physically able	15	12	2	15	-	-	9	5	10	4	13	2	1	13	-	-	15	2	11	16	
	1%	1%	2%	1%	-	-	2%	1%	2%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	
Helpful	15	13	1	14	-	*	7	7	9	5	14	*	4	11	3	9	2	11	5	10	15
	1%	1%	1%	1%	-	*	1%	1%	2%	1%	1%	*	3%	1%	2%	2%	1%	2%	1%	1%	1%
Honesty / sincerity / truthful	46	41	6	45	-	2	20	27	26	16	39	5	9	37	6	4	39	9	37	47	
	4%	4%	4%	4%	-	2%	3%	5%	5%	3%	4%	4%	6%	4%	5%	4%	4%	3%	4%	4%	4%
Humble / not arrogant / condescending / patronising	11	10	1	11	-	-	4	8	9	1	11	-	3	8	1	-	10	-	11	12	
	1%	1%	1%	1%	-	-	1%	1%	2%	*	1%	-	2%	1%	1%	-	1%	-	1%	1%	1%
Invested	1	1	-	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1	-	1	-
	*	*	-	*	-	-	*	-	-	*	-	*	-	*	-	*	-	*	-	*	-
Kind / considerate / gentle	87	74	13	82	2	3	39	48	50	32	75	8	9	75	12	9	71	20	66	95	
	7%	7%	9%	7%	7%	4%	6%	8%	9%	6%	8%	6%	4%	8%	9%	10%	7%	8%	7%	8%	8%
Knowledgeable / smart / expert in necessary field	163	141	22	151	3	8	75	87	58	93	143	11	18	143	15	10	144	32	131	163	
	14%	13%	15%	14%	11%	12%	12%	15%	10%	17%	15%	8%	11%	12%	14%	11%	10%	14%	12%	14%	14%
Leadership / role model	7	7	-	7	-	-	*	6	3	3	5	1	-	7	3	-	3	-	7	8	
	1%	1%	-	1%	-	-	*	1%	1%	1%	1%	1%	-	1%	2%	-	1%	-	1%	1%	1%
Love / loving	37	37	-	37	*	-	18	20	25	11	33	5	-	34	-	-	36	5	32	42	
	3%	4%	-	3%	1%	-	3%	3%	4%	2%	3%	3%	-	3%	-	-	4%	2%	4%	3%	4%
Loyalty	4	4	-	4	-	-	2	2	1	2	4	-	1	3	2	-	2	-	4	3	3
	*	*	-	*	-	-	*	*	*	*	*	-	*	*	1%	-	*	-	*	*	*
Mentally stable	3	3	-	3	-	-	3	-	2	*	2	*	*	2	-	-	3	-	3	4	4
	*	*	-	*	-	-	*	-	*	*	*	*	*	*	-	-	*	-	*	*	*
Monitoring	6	5	1	4	-	1	2	4	4	1	4	-	1	5	1	-	5	2	3	5	5
	*	*	1%	*	-	2%	*	1%	1%	*	*	-	1%	*	1%	-	*	1%	*	*	*
Neat / tidy / well presented	7	7	-	7	-	-	4	2	4	2	4	2	-	7	-	-	7	-	7	5	5
	1%	1%	-	1%	-	-	1%	*	1%	*	*	2%	-	1%	-	-	1%	-	1%	*	*
Non-judgemental / Open-minded	55	44	11	50	-	5	28	28	18	36	40	10	10	43	13	7	40	17	38	45	
	5%	4%	8%	5%	-	7%	4%	5%	3%	7%	4%	7%	6%	4%	9%	8%	4%	6%	4%	4%	4%
Parenting experience	8	8	-	8	-	-	2	6	8	*	7	1	-	8	-	-	8	2	6	7	7
	1%	1%	-	1%	-	-	*	1%	1%	*	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%
Patient / patience	187	174	13	175	3	8	90	97	95	74	155	23	20	166	17	15	166	27	158	198	
	16%	16%	9%	16%	10%	12%	14%	17%	17%	14%	16%	15%	13%	17%	12%	17%	16%	10%	18%	16%	16%
Perseverance / persistent	3	3	-	3	-	-	2	1	2	1	2	1	-	3	-	-	3	-	3	4	4
	*	*	-	*	-	-	*	*	*	*	*	*	-	*	-	-	*	-	*	*	*
Planning	1	1	-	1	-	-	-	1	-	-	1	-	-	1	-	-	1	-	1	1	1
	*	*	-	*	-	-	-	*	-	-	*	-	-	*	-	-	*	-	*	*	*
Polite	6	2	4	5	-	1	4	1	1	3	4	1	2	4	2	1	4	4	2	5	5
	*	*	3%	*	-	1%	1%	*	*	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%
Practical / realistic skills	14	13	1	14	-	-	2	11	7	7	12	1	1	13	2	2	11	2	11	15	15
	1%	1%	1%	1%	-	-	*	2%	1%	1%	1%	1%	*	1%	2%	3%	1%	1%	1%	1%	1%
Proactive	6	5	1	6	-	-	3	4	2	4	5	1	3	3	4	4	3	3	3	7	7
	1%	1%	1%	1%	-	-	*	1%	*	1%	1%	1%	2%	*	3%	4%	*	1%	*	1%	1%
Problem solving / solution skills	12	12	-	11	1	-	5	8	9	1	12	-	1	11	-	-	12	-	11	12	12
	1%	1%	-	1%	3%	-	1%	1%	1%	*	1%	-	1%	1%	-	-	1%	-	1%	1%	1%
Professional / respectful behaviour	49	41	8	45	2	2	30	19	27	19	44	3	7	41	4	2	45	8	40	62	62
	4%	4%	6%	4%	7%	3%	5%	3%	5%	3%	5%	2%	5%	4%	3%	2%	4%	3%	4%	5%	5%
Providing follow ups / keeping track	4	4	-	3	-	1	4	-	1	2	3	-	2	2	*	*	3	1	3	4	4
	*	*	-	*	-	1%	1%	-	*	*	*	-	1%	*	*	*	*	*	*	*	*
Punctuality / time management	4	3	1	4	-	-	-	4	3	2	4	-	-	4	-	-	4	-	4	4	4
	*	*	1%	*	-	-	-	1%	*	*	*	-	-	*	-	-	*	-	*	*	*
Quality	9	8	2	8	1	-	2	7	6	3	8	2	2	7	1	1	8	2	8	8	8
	1%	1%	1%	1%	3%	-	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Relationship / rapport building	16	14	2	15	-	1	7	10	7	5	14	1	2	15	1	1	15	3	12	17	17
	1%	1%	2%	1%	-	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Reliable	35	33	2	32	-	3	15	20	20	10	30	3	7	28	7	4	28	6	30	37	28
	3%	3%	2%	3%	-	4%	2%	4%	4%	2%	3%	2%	4%	3%	2%	3%	2%	3%	3%	2%	2%
Reputation / good reputation	3	3	-	3	-	-	2	1	-	3	1	2	-	3	-	-	3	-	3	3	3
	*	*	-	*	-	-	*	*	-	1%	*	1%	-	*	-	-	*	-	*	*	*
Responsible	6	6	-	4	*	1	2	4	3	3	4	*	*	5	1	1	4	-	6	7	7
	*	1%	-	*	1%	1%	*	1%	*	1%	*	*	*	1%	1%	1%	*	-	1%	1%	1%
Safeguarding / protection skills	5	5	-	5	1	-	3	3	-	5	5	-	1	4	1	-	5	2	4	6	6
	*	1%	-	*	2%	-	*	*	-	1%	1%	-	*	*	1%	-	*	1%	*	*	*
Social / sociable / people skills	25	25	*	22	1	2	15	10	16	9	23	*	2	23	1	1	24	5	20	22	22
	2%	2%	*	2%	2%	3%	2%	2%	3%	2%	2%	*	2%	2%	1%	1%	2%	2%	2%	2%	2%
Supportive / emotionally supportive	39	32	7	37	-	3	19	20	18	19	33	3	4	35	4	2	35	11	28	43	43
	3%	3%	5%	3%	-	4%	3%	3%	3%	4%	3%	2%	3%	3%	3%	2%	3%	4%	3%	4%	4%
Teamworker	5	5	-	5	-	-	*	5	1	3	5	-	-	5	2	-	4	-	5	6	6
	*	*	-	*	-	-	*	1%	*	*	1%	-	-	1%	-	-	*	-	1%	*	*
Thoughtful	2	2	-	2	-	-	2	-	-	1	2	-	-	2	-	-	2	-	2	2	2
	*	*	-	*	-	-	*	-	-	*	*	-	-	*	-	-	*	-	*	*	*
Tolerance	22	22	-	22	-	-	5	17	11	11	20	2	2	20	2	2	20	2	19	19	19
	2%	2%	-	2%	-	-	1%	3%	2%	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	2%	2%
Transparent / clear	12	12	-	10	1	-	3	9	7	5	12	-	2	9	1	1	11	3	8	10	10
	1%	1%	-	1%	3%	-	*	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%
Trust / trustworthy	50	46	4	46	-	3	22	27	28	18	45	1	4	46	4	3	46	10	40	47	47
	4%	4%	3%	4%	-	5%	4%	5%	5%	3%	5%	1%	3%	5%	3%	3%	5%	4%	4%	4%	4%

Understanding	87 7%	68 6%	19 13%	78 7%	3 10%	6 9%	46 7%	42 7%	46 8%	36 7%	1 8%	7 5%	17 11%	69 7%	19 14%	14 15%	67 7%	29 11%	58 6%	91 8%
Wisdom	3 *	3 *	-	3 *	-	-	1 *	2 *	3 *	-	2 *	1 1%	-	3 *	-	-	3 *	-	3 *	2 *
Other	26 2%	24 2%	2 2%	26 2%	-	-	11 2%	15 2%	14 2%	11 2%	24 2%	2 1%	1 3%	25 3%	1 1%	-	24 2%	5 2%	21 2%	30 2%
Don't know	11 1%	11 1%	-	10 1%	1 1%	-	5 1%	5 1%	9 2%	1 *	8 1%	3 2%	1 1%	8 1%	1 1%	-	9 1%	1 *	8 1%	10 1%
No answer	13 1%	13 1%	1 *	10 1%	1 3%	1 2%	6 1%	7 1%	7 1%	5 1%	7 1%	2 2%	5 3%	7 1%	3 2%	3 3%	9 1%	2 1%	10 1%	13 1%
Job titles mentioned only	14 1%	13 1%	1 1%	14 1%	-	-	7 1%	7 1%	9 2%	3 1%	14 1%	-	1 1%	13 1%	1 1%	-	10 1%	3 1%	11 1%	13 1%
Don't know	362 30%	313 30%	49 34%	322 29%	9 27%	28 40%	225 36%	137 24%	129 23%	189 35%	264 27%	65 1%	43 28%	287 29%	43 31%	29 32%	296 29%	97 33%	239 27%	343 29%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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QBAU2. The early years workforce includes lots of different practitioners, including midwives, health visitors, staff in nurseries, childminders and people who run groups and activities for children and families. Please list up to three specific qualities or skills you consider most important for these professionals to have when working with you and your child.

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than year own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
				(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	899	510	899	292	823	383	286	250	213	233	152	1202
Weighted total	1202	561	543	895	307	806	382	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Accessible / available / time	6 1%	* *	4 1%	5 1%	1 *	4 1%	2 1%	1 *	* *	1 *	1 1%	1 1%	7 1%
Accountable	1 *	1 *	-	1 *	-	1 *	-	-	-	-	1 *	-	1 *
Accuracy / no faults / mistakes	2 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	1 *	* *	-	3 *
Adaptable / flexible / responsive	30 3%	22 4%	6 1%	20 2%	11 3%	20 2%	10 3%	8 3%	8 3%	1 1%	5 2%	5 3%	28 2%
Admin / record keeping skills	3 *	1 *	1 *	3 *	-	1 *	2 *	-	1 *	-	-	2 1%	6 *
Advice / educative / informative	66 5%	26 5%	34 6%	45 5%	21 7%	42 5%	23 7%	18 6%	9 4%	14 7%	15 6%	8 6%	62 5%
Approachable	30 2%	4 1%	20 4%	22 3%	7 2%	20 2%	10 3%	5 2%	-	7 3%	13 5%	4 3%	28 2%
Artistic skills	6 *	5 1%	1 *	5 1%	1 *	6 1%	-	2 1%	1 *	3 *	-	-	6 *
Assessment skills	5 *	4 1%	1 *	4 *	1 *	3 *	2 *	2 1%	1 *	1 *	-	1 *	5 *
Attention to detail / observation skills	24 2%	11 2%	13 2%	21 2%	2 1%	18 2%	5 1%	6 2%	6 3%	2 2%	6 2%	1 1%	32 3%
Attentive	13 1%	4 1%	9 2%	12 1%	1 *	8 1%	5 1%	5 2%	-	3 2%	2 1%	3 2%	14 1%
Bold / courageous	4 *	3 1%	1 *	4 *	-	4 1%	-	3 1%	-	-	1 *	-	4 *
Calm / easy-going	26 2%	9 2%	14 3%	17 2%	8 3%	15 2%	10 3%	7 2%	7 3%	4 2%	4 2%	4 2%	33 3%
Caring / nurturing / comforting skills	135 11%	71 13%	61 11%	101 11%	32 10%	94 12%	41 11%	31 11%	28 11%	22 11%	26 11%	17 11%	138 11%
Certified / trained / qualified in the relevant field	46 4%	22 4%	20 4%	28 3%	18 6%	23 3%	23 6%	13 4%	7 3%	7 4%	7 3%	10 6%	47 4%
Child centered / understanding / good way with them	32 3%	13 2%	16 3%	27 3%	5 2%	24 3%	8 2%	8 3%	8 3%	3 2%	5 2%	8 5%	34 3%
Child development skills	41 3%	22 4%	16 3%	32 4%	9 3%	29 4%	12 3%	8 3%	11 4%	7 4%	10 4%	3 2%	43 4%
Clean / hygienic	5 *	4 1%	1 *	5 *	* *	5 *	* *	1 *	3 *	* *	1 *	-	6 *
Confidence	10 1%	4 1%	6 1%	6 1%	4 1%	6 1%	4 1%	1 1%	2 1%	1 1%	2 1%	3 1%	9 1%
Creative / different approaches for different children	28 2%	17 3%	9 2%	22 2%	6 2%	22 3%	6 2%	11 4%	2 1%	3 1%	7 3%	5 3%	30 2%
Critical thinking	2 *	2 *	-	2 *	-	2 *	-	1 *	-	-	* *	-	4 *
Diagnosis / swift diagnosis	11 1%	4 1%	5 1%	9 1%	2 1%	9 1%	2 1%	2 1%	3 1%	2 1%	1 *	4 2%	9 1%
Disciplined	13 1%	9 2%	2 *	11 1%	2 1%	9 1%	1 1%	4 1%	4 1%	* *	2 1%	2 1%	13 1%
Emotional intelligence	13 1%	10 2%	2 *	11 1%	2 1%	10 1%	3 1%	4 1%	1 *	2 *	2 1%	4 3%	18 1%

Empathetic / sympathetic / sensitive	198	87	101	157	41	132	66	43	38	33	42	35	212
Endurance	16%	10%	19%	18%	13%	16%	17%	15%	15%	16%	18%	23%	18%
Enthusiastic / hard-working / passionate	10	6	4	9	1	8	2	3	1	2	2	1	10
Ethics / morals / good person	33	18	15	29	5	22	11	9	6	4	6	7	36
Experienced	3%	3%	3%	3%	1%	3%	3%	3%	2%	2%	3%	5%	3%
Factual	11	7	4	10	1	9	3	2	2	2	3	1	16
Focused / vigilant / Diligent	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%
Friendly / playful / fun	50	23	23	32	18	28	22	6	10	4	15	14	49
Good / flexible communication / listening skills	4%	4%	4%	4%	6%	3%	6%	2%	4%	2%	6%	9%	4%
Good manner / bedside manner	7	5	1	6	1	6	1	1	-	2	2	-	6
Happy / positive attitude	1%	1%	*	1%	*	1%	*	*	-	1%	1%	-	*
Healthy / physically able	13	6	6	9	4	9	4	3	1	2	3	2	11
Helpful	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Honesty / sincerity / truthful	79	34	37	67	12	63	17	14	17	7	25	9	75
Humble / not arrogant / condescending / patronising	7%	6%	7%	8%	4%	8%	4%	5%	7%	3%	11%	6%	6%
Invested	259	132	115	203	56	176	82	69	57	39	47	32	257
Kind / considerate / gentle	4	3	1	3	1	3	1	2	1	-	-	1	6
Knowledgeable / smart / expert in necessary field	* 1	1%	*	*	*	*	*	1%	*	-	-	1%	*
Leadership / role model	20	10	8	16	3	15	4	5	4	4	6	-	21
Love / loving	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	3%	2%	2%
Loyalty	15	8	6	13	1	13	2	3	4	1	3	4	16
Mentally stable	1%	1%	1%	1%	*	2%	*	1%	2%	1%	1%	2%	1%
Monitoring	15	6	8	12	2	10	5	5	1	1	1	4	15
Neat / tidy / well presented	1%	1%	1%	1%	1%	1%	1%	2%	1%	+	1%	3%	1%
Non-judgemental / Open-minded	46	23	20	35	11	31	15	14	6	6	10	3	47
Parenting experience	4%	4%	4%	4%	4%	4%	4%	5%	3%	3%	4%	2%	4%
Perseverance / persistent	11	9	1	11	-	9	2	4	1	2	2	-	12
Polite	1%	2%	*	1%	-	1%	1%	2%	1%	1%	1%	-	1%
Practical / realistic skills	1	-	1	1	-	1	-	1	-	-	-	-	1
Professional / respectful behaviour	* 1	-	*	*	-	*	-	*	-	-	-	-	*
Providing follow ups / keeping track	87	29	54	70	15	54	33	17	18	15	21	11	95
Punctuality / time management	7%	5%	10%	8%	5%	7%	8%	6%	7%	7%	9%	7%	8%
Quality	163	64	86	126	37	114	47	31	30	21	41	35	163
Relationship / rapport building	14%	11%	16%	14%	12%	14%	12%	11%	12%	10%	18%	23%	14%
Reliable	7	2	4	4	3	4	3	2	3	-	1	*	8
Reputation / good reputation	1%	*	1%	*	1%	*	1%	1%	1%	-	1%	*	1%
Responsible	37	29	8	33	5	31	7	4	15	6	8	3	42
Sensitive	3%	5%	1%	4%	2%	4%	2%	1%	5%	3%	4%	2%	3%
Supportive	4	2	2	4	-	4	-	2	2	-	-	-	3
Talkative	3	1	1	3	-	3	-	1	-	-	-	1	4
Team player	* 1	1%	*	1%	*	1%	*	1%	*	-	1%	1%	1%
Trustworthy	6	3	1	4	1	5	1	3	-	1	-	1	5
Understanding	* 1	1%	*	1%	*	1%	*	1%	-	1%	-	1%	*
Well organized	7	6	1	7	-	7	-	5	-	1	1	-	5
Willing to help	1%	1%	*	1%	-	1%	-	2%	-	*	*	-	*
Willing to listen	55	14	34	41	14	36	19	12	8	5	19	10	45
Willing to work	5%	3%	6%	5%	5%	4%	5%	4%	3%	2%	8%	7%	4%
Willing to work hard	8	3	4	8	-	7	1	3	-	1	2	1	7
Willing to work long hours	1%	1%	1%	1%	-	1%	*	1%	-	1%	1%	1%	1%
Willing to work overtime	187	98	78	150	37	126	59	37	43	25	42	28	198
Willing to work weekends	16%	17%	14%	17%	12%	16%	15%	13%	17%	12%	18%	19%	16%
Willing to work night shifts	3	2	1	3	*	3	-	1	1	-	-	-	4
Willing to work on weekends	1	1	-	1	-	1	-	-	-	-	-	1	1
Willing to work on weekends	* 1	-	*	*	-	*	-	*	-	-	*	-	*
Willing to work on weekends	6	4	2	4	2	4	2	2	1	2	-	-	5
Willing to work on weekends	* 1	1%	*	1%	*	1%	*	1%	1%	1%	-	-	*
Willing to work on weekends	14	6	5	8	5	10	3	4	-	5	2	2	15
Willing to work on weekends	1%	1%	1%	1%	2%	1%	1%	1%	-	2%	1%	2%	1%
Willing to work on weekends	6	*	6	6	-	5	2	2	1	1	2	-	7
Willing to work on weekends	1%	*	1%	1%	-	1%	*	1%	*	1%	1%	-	1%
Willing to work on weekends	12	11	1	12	-	11	1	3	3	2	4	1	12
Willing to work on weekends	1%	2%	*	1%	-	1%	*	1%	1%	1%	2%	1%	1%
Willing to work on weekends	49	28	16	36	13	32	17	9	14	7	11	4	62
Willing to work on weekends	4%	5%	3%	4%	4%	4%	5%	3%	6%	4%	5%	3%	5%
Willing to work on weekends	4	3	1	4	-	4	-	-	1	1	2	-	4
Willing to work on weekends	* 1	*	*	*	-	*	-	*	*	*	1%	-	*
Willing to work on weekends	4	3	-	4	-	4	-	-	3	-	1	-	4
Willing to work on weekends	* 1	1%	-	1%	-	1%	-	1%	1%	-	-	-	1%
Willing to work on weekends	9	6	3	9	-	9	-	1	4	4	-	-	8
Willing to work on weekends	1%	1%	*	1%	-	1%	-	*	-	2%	2%	-	1%
Willing to work on weekends	16	7	8	12	4	12	4	2	2	-	1	7	17
Willing to work on weekends	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	5%	1%
Willing to work on weekends	35	25	10	28	7	26	9	8	8	11	7	1	28
Willing to work on weekends	3%	4%	2%	3%	2%	3%	2%	3%	3%	5%	3%	1%	2%
Willing to work on weekends	3	2	2	3	-	3	-	2	1	-	-	-	3
Willing to work on weekends	* 1	*	*	*	-	*	-	1%	*	-	-	-	*
Willing to work on weekends	6	4	2	6	-	4	1	1	1	-	2	2	7
Willing to work on weekends	*	1%	*	1%	-	1%	*	*	*	-	1%	1%	1%

Safeguarding / protection skills	5 *	1 *	4 1%	5 1%	1 *	2 *	3 1%	-	1 *	1 *	1 *	2 h	6 *
Social / sociable / people skills	25 2%	14 2%	10 2%	18 2%	8 2%	14 2%	11 3%	7 2%	5 2%	1 *	4 2%	7 4%	22 2%
Supportive / emotionally supportive	39 3%	17 3%	19 3%	29 3%	10 3%	27 3%	13 3%	8 3%	8 3%	5 2%	10 4%	8 5%	43 4%
Teamworker	5 *	4 1%	2 *	4 *	2 *	4 *	2 *	4 1%	* *	1 *	* *	- .	6 *
Thoughtful	2 *	-	2 *	2 *	-	1 *	1 *	1 *	-	1 *	-	-	2 *
Tolerance	22 2%	12 2%	10 2%	19 2%	3 1%	16 2%	6 1%	6 2%	1 *	6 3%	6 3%	2 1%	19 2%
Transparent / clear	12 1%	8 1%	3 1%	11 1%	1 *	8 1%	3 1%	4 1%	2 1%	1 *	3 1%	-	10 1%
Trust / trustworthy	50 4%	27 5%	18 3%	37 4%	13 4%	36 4%	14 4%	14 5%	8 3%	12 6%	10 4%	6 4%	47 4%
Understanding	87 7%	35 6%	43 8%	60 7%	25 8%	58 7%	29 8%	23 8%	18 7%	14 8%	18 7%	11 7%	91 8%
Wisdom	3 *	3 *	-	3 *	-	3 *	-	-	1 *	2 1%	-	-	2 *
Other	26 2%	17 3%	8 1%	19 2%	8 3%	16 2%	10 3%	5 2%	5 2%	4 2%	9 4%	3 2%	30 2%
Don't know	11 1%	7 1%	4 1%	7 1%	3 1%	10 1%	3 *	3 1%	3 1%	2 *	1 1%	2 1%	10 1%
No answer	13 1%	7 1%	5 1%	11 1%	2 1%	12 1%	1 *	2 1%	3 1%	4 2%	1 *	4 3%	13 1%
Job titles mentioned only	14 1%	10 2%	3 1%	13 2%	1 *	11 1%	3 1%	* *	4 2%	7 3%	2 1%	* *	13 1%
Don't know	362 30%	140 25%	176 32%	230 26%	124 40%	215 27%	137 36%	91 32%	80 32%	66 32%	57 24%	29 19%	343 29%
	bl		b		ad	f	f	l	l	l			

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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Table 586

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	1202	1202	1202	1202
Weighted total	1202	1202	1202	1202
Effective base	1007	1007	1007	1007
Strongly agree	339 28%	389 32%	328 27%	526 44%
Tend to agree	461 38%	461 39%	388 32%	434 36%
Neither agree nor disagree	229 19%	225 19%	265 22%	163 14%
Tend to disagree	100 8%	73 6%	142 12%	43 4%
Strongly disagree	55 5%	37 3%	54 4%	15 1%
Don't know	18 1%	16 1%	25 2%	20 2%
Top 2: Agree	800 67%	851 71%	716 60%	960 80%
Bottom 2: Disagree	155 13%	110 9%	196 16%	58 5%
Net difference	646 54%	740 62%	520 43%	902 75%

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Table 587

A11.1. To what extent do you agree or disagree, if either, with each of the following statements? I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up

Base : All UK adults aged 16+ living with children aged 0-17

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	437	83	437	83	312	24	76	180	24	255	635	310
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202

Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	339	160	180	165	151	23	269	69	25	26	12	7	91	149	191	335
28%	27%	30%	28%	29%	25%	29%	28%	41%	24%	20%	29%	35%	28%	29%	28%	28%
Tend to agree	461	226	234	211	207	43	269	87	15	47	16	10	108	194	254	456
38%	38%	39%	36%	40%	47%	39%	37%	25%	44%	33%	40%	41%	36%	38%	38%	38%
Neither agree nor disagree	229	124	105	113	102	15	181	46	14	20	8	4	44	104	104	225
19%	21%	17%	19%	20%	16%	19%	19%	24%	24%	19%	17%	17%	17%	19%	19%	19%
Tend to disagree	100	54	45	63	30	6	75	23	6	7	8	2	6	55	52	110
8%	9%	7%	11%	6%	7%	8%	10%	10%	6%	18%	9%	2%	10%	8%	9%	9%
Strongly disagree	55	25	30	36	18	1	48	7	-	4	3	-	10	27	38	60
5%	4%	5%	6%	3%	1%	5%	3%	-	4%	6%	1	-	4%	5%	6%	5%
Don't know	18	9	9	6	8	3	11	5	-	3	*	1	3	11	6	16
1%	1%	1%	1%	2%	3%	1%	1%	2%	-	3%	1%	4%	1%	2%	1%	1%
Top 2: Agree	800	386	413	376	358	66	637	157	39	73	28	17	199	343	444	791
67%	64%	69%	63%	69%	73%	67%	67%	66%	66%	68%	59%	69%	76%	63%	67%	66%
Bottom 2: Disagree	155	80	75	99	48	7	122	31	6	11	11	2	16	82	90	170
13%	13%	12%	17%	9%	8%	13%	13%	10%	10%	10%	24%	9%	6%	15%	13%	14%
Net difference	646	306	339	277	211	59	515	126	33	62	17	14	183	261	355	621
54%	51%	56%	47%	60%	64%	54%	54%	53%	56%	58%	35%	60%	70%	48%	53%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* 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 588

A11.1. To what extent do you agree or disagree, if either, with each of the following statements? I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	405	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	299	371	1007
Strongly agree	339	231	109	228	111	81	126	84	49	274	45	53	81	115	335
28%	28%	29%	28%	28%	28%	29%	28%	27%	28%	28%	31%	24%	26%	28%	28%
Tend to agree	461	321	140	309	152	95	176	118	73	373	60	73	124	173	456
38%	39%	38%	38%	38%	39%	34%	39%	38%	43%	38%	41%	45%	36%	39%	38%
Neither agree nor disagree	229	156	73	153	76	58	76	63	32	187	23	26	74	88	225
19%	19%	20%	19%	19%	19%	21%	17%	21%	19%	19%	16%	16%	21%	20%	19%
Tend to disagree	100	79	21	72	28	20	43	29	8	89	8	6	42	38	110
8%	9%	6%	9%	7%	7%	7%	10%	9%	5%	9%	5%	3%	12%	9%	9%
Strongly disagree	55	38	17	40	15	15	24	9	7	42	8	3	13	20	60
5%	5%	5%	5%	5%	4%	5%	5%	3%	4%	4%	5%	2%	4%	5%	5%
Don't know	18	6	12	9	9	8	3	4	3	14	4	2	9	4	16
1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	3%	2%	3%	1%	1%
Top 2: Agree	800	552	248	537	263	175	301	201	122	647	105	126	205	288	791
67%	66%	67%	66%	67%	63%	63%	67%	66%	71%	66%	71%	77%	60%	66%	66%
Bottom 2: Disagree	155	117	38	111	43	35	67	38	15	132	15	9	55	58	170
13%	14%	10%	14%	11%	13%	15%	12%	9%	13%	13%	10%	5%	16%	13%	14%
Net difference	646	435	211	426	220	140	235	163	108	516	90	117	150	230	621
54%	52%	57%	53%	56%	51%	51%	53%	53%	62%	53%	61%	72%	44%	53%	52%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 589

A11.1. To what extent do you agree or disagree, if either, with each of the following statements? I feel uncertain about how artificial intelligence (AI) will shape the workplace when my child(ren) grows up

Base: All UK adults aged 16+ living with children aged 0-17

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £24,999 (c)	£25,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	159	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	103	292	277	229	972	25	825	172	722	265	637	212	1007
Strongly agree	339	41	105	94	89	334	5	290	49	275	65	229	74	335
28%	35%	30%	28%	25%	29%	20%	29%	24%	32%	20%	30%	24%	28%	28%
Tend to agree	461	37	146	139	125	451	10	370	90	324	136	289	142	456
38%	31%	41%	41%	36%	38%	38%	38%	38%	43%	37%	42%	38%	45%	38%
Neither agree nor disagree	229	27	63	62	66	221	6	180	44	136	90	125	61	225
19%	23%	18%	18%	19%	19%	23%	18%	21%	16%	16%	28%	16%	20%	19%

Tend to disagree	100 8%	3 3%	18 5%	32 9%	46 13%	94 8%	4 17%	84 9%	16 8%	81 9%	19 6%	71 9%	19 6%	110 9%
Strongly disagree	55 5%	6 5%	13 4%	24 3%	24 7%	54 5%	1 3%	45 5%	6 3%	48 6%	6 2%	37 5%	12 4%	60 5%
Don't know	18 1%	5 4%	10 3%	1 2%	1 *	17 1%	-	14 1%	3 1%	7 1%	5 2%	5 1%	5 1%	16 1%
Top 2: Agree	800 67%	77 66%	251 71%	233 69%	213 61%	785 67%	15 58%	660 67%	139 63%	599 69%	201 63%	518 69%	216 69%	791 66%
Bottom 2: Disagree	155 13%	9 8%	31 9%	43 13%	70 20%	149 13%	5 20%	129 13%	22 11%	129 15%	24 8%	108 14%	31 10%	170 14%
Net difference	646 54%	68 58%	219 62%	189 56%	143 41%	636 54%	10 38%	531 54%	117 56%	470 54%	176 55%	410 54%	185 59%	621 52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 590

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61*	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Strongly agree	339	291	48	306	5	27	192	147	163	148	268	40	63	267	52	36	275	109	224	335
28%	28%	27%	34%	28%	16%	38%	31%	25%	29%	28%	28%	16%	27%	41%	37%	39%	27%	41%	25%	28%
Tend to agree	461	403	58	422	15	24	232	229	209	219	381	53	55	396	47	30	398	85	360	456
38%	38%	41%	39%	47%	47%	33%	37%	39%	37%	41%	39%	36%	39%	33%	33%	39%	32%	40%	38%	38%
Neither agree nor disagree	229	208	22	210	5	13	119	110	92	107	181	33	29	189	32	20	186	42	178	225
19%	20%	15%	19%	15%	19%	19%	19%	19%	16%	20%	19%	23%	19%	23%	22%	18%	16%	20%	19%	19%
Tend to disagree	100	95	4	92	6	2	42	57	62	34	85	12	2	89	4	2	90	15	82	110
8%	9%	3%	8%	18%	3%	7%	10%	11%	6%	9%	8%	2%	9%	3%	2%	9%	6%	9%	9%	9%
Strongly disagree	55	50	5	52	1	2	26	29	36	15	47	5	3	47	5	4	50	8	46	60
5%	5%	4%	5%	4%	2%	4%	5%	6%	3%	5%	3%	2%	5%	4%	4%	5%	3%	5%	5%	5%
Don't know	18	14	4	14	-	3	11	7	4	12	10	3	1	15	1	-	16	5	12	16
1%	1%	3%	1%	-	5%	2%	1%	1%	2%	1%	2%	1%	2%	1%	-	2%	2%	1%	1%	1%
Top 2: Agree	800	694	106	728	20	51	425	376	372	368	649	93	118	663	99	66	674	194	584	791
67%	65%	75%	66%	63%	71%	68%	65%	67%	69%	67%	63%	63%	77%	66%	70%	72%	66%	74%	65%	66%
Bottom 2: Disagree	155	145	10	144	7	4	68	86	98	50	132	17	6	137	9	6	140	23	128	170
13%	14%	7%	13%	22%	5%	11%	15%	17%	9%	14%	12%	6%	14%	6%	7%	14%	9%	14%	14%	14%
Net difference	646	550	96	583	13	47	356	290	274	318	516	76	112	526	90	60	534	171	456	621
54%	52%	68%	53%	41%	66%	57%	50%	49%	59%	53%	51%	73%	52%	64%	63%	53%	65%	51%	52%	52%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 591

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	873	363	286	250	213	233	152	1202
Weighted total	1202	561	541	865	307	806	389	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	632	312	236	209	172	193	131	1007
Strongly agree	339	173	138	254	82	213	123	90	67	72	49	41	335
28%	31%	26%	29%	27%	27%	26%	32%	32%	27%	35%	21%	27%	28%
Tend to agree	461	212	215	346	113	324	134	107	93	80	95	57	456
38%	38%	40%	39%	37%	37%	40%	35%	38%	37%	39%	41%	38%	38%
Neither agree nor disagree	229	79	131	154	72	137	88	48	45	32	49	35	225
19%	14%	24%	17%	23%	17%	17%	23%	17%	18%	16%	21%	23%	19%
Tend to disagree	100	53	40	82	18	80	18	19	20	13	26	9	110
8%	9%	7%	9%	6%	6%	10%	5%	7%	12%	6%	11%	6%	9%

Strongly disagree	55 5%	38 7%	12 2%	42 5%	12 4%	R 42 5%	11 3%	14 5%	14 6%	4 2%	9 4%	8 5%	60 5%
Don't know	18 1%	5 1%	5 1%	6 1%	11 4%	10 1%	7 2%	6 2%	1 *	4 2%	6 2%	1 *	16 1%
Top 2: Agree	800 67%	386 69%	353 65%	600 68%	195 63%	537 67%	257 67%	197 69%	160 64%	153 62%	145 65%	88 65%	791 66%
Bottom 2: Disagree	155 13%	91 16%	53 10%	124 14%	30 10%	121 15%	30 8%	33 12%	45 18%	18 8%	35 15%	17 11%	170 14%
Net difference	646 54%	295 53%	301 56%	476 54%	165 54%	416 52%	227 59%	164 58%	115 46%	135 65%	110 47%	82 54%	621 52%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 592

A11.2. To what extent do you agree or disagree, if either, with each of the following statements? I am concerned about how the changing world of work will impact my child(ren)'s future career opportunities

Base: All UK adults aged 16+ living with children aged 0-17

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	437	83	833	312	34	74	180	23	255	550	635	1202
Weighted total	1202	588	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	389 32%	191 32%	199 33%	204 34%	165 32%	20 22%	320 34%	70 29%	19 31%	27 25%	17 35%	7 30%	94 36%	181 33%	210 32%	406 34%
Tend to agree	461 38%	238 40%	224 37%	218 37%	198 38%	45 50%	359 38%	96 40%	24 41%	43 40%	17 36%	12 49%	97 37%	188 35%	261 39%	459 38%
Neither agree nor disagree	225 19%	111 19%	113 19%	107 18%	100 19%	18 19%	168 18%	53 22%	10 16%	32 30%	8 17%	4 15%	42 16%	115 21%	121 18%	213 18%
Tend to disagree	73 6%	33 6%	40 7%	37 6%	32 6%	4 5%	63 7%	10 4%	5 8%	2 2%	3 6%	-	15 6%	35 6%	37 6%	69 6%
Strongly disagree	37 3%	20 3%	18 3%	21 4%	15 3%	1 1%	30 3%	7 3%	2 3%	3 3%	2 5%	-	11 4%	14 3%	26 4%	39 3%
Don't know	16 1%	6 1%	10 2%	7 1%	7 1%	2 2%	13 1%	2 1%	-	-	*	2 7%	3 1%	6 1%	9 1%	16 1%
Top 2: Agree	851 71%	428 72%	422 70%	422 71%	363 70%	363 72%	428 71%	363 70%	43 72%	70 65%	34 71%	19 78%	191 73%	369 68%	471 71%	865 72%
Bottom 2: Disagree	110 9%	53 9%	57 10%	58 10%	47 9%	5 6%	93 10%	18 7%	7 11%	6 5%	5 11%	-	27 10%	49 9%	63 9%	108 9%
Net difference	740 62%	375 63%	365 61%	364 61%	316 61%	60 66%	586 62%	148 62%	64 61%	29 60%	19 60%	19 78%	164 62%	320 59%	409 61%	757 63%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 593

A11.2. To what extent do you agree or disagree, if either, with each of the following statements? I am concerned about how the changing world of work will impact my child(ren)'s future career opportunities

Base: All UK adults aged 16+ living with children aged 0-17

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	695	322	212	352	210	122	817	150	150	269	371	1202
Strongly agree	389 32%	284 34%	106 28%	284 35%	106 27%	93 34%	155 35%	83 27%	58 34%	306 31%	58 39%	63 37%	103 30%	132 30%	406 34%
Tend to agree	461 38%	315 38%	146 39%	308 38%	153 39%	100 36%	171 38%	116 38%	75 43%	389 40%	51 35%	69 42%	123 36%	188 43%	459 38%
Neither agree nor disagree	225 19%	148 18%	77 21%	131 16%	94 24%	51 18%	76 17%	72 23%	27 15%	182 19%	23 15%	24 15%	77 22%	71 16%	213 18%
Tend to disagree	73 6%	46 6%	27 7%	52 6%	20 5%	14 5%	24 5%	28 9%	8 4%	60 6%	9 6%	5 3%	29 8%	25 6%	69 6%
Strongly disagree	37 3%	30 4%	8 2%	30 4%	8 2%	12 4%	18 4%	4 1%	4 2%	30 3%	4 2%	3 2%	7 2%	14 3%	39 3%
Don't know	16 1%	8 1%	8 2%	6 1%	10 3%	7 2%	7 1%	4 1%	1 1%	13 1%	3 2%	2 1%	5 1%	7 2%	16 1%
Top 2: Agree	851 71%	599 72%	252 68%	592 73%	259 66%	193 70%	326 73%	199 65%	132 77%	695 71%	109 74%	129 79%	226 66%	320 73%	865 72%

Bottom 2: Disagree	110 9%	76 9%	34 9%	82 10%	28 7%	26 9%	41 9%	31 10%	12 7%	90 9%	13 9%	8 5%	36 10%	39 9%	108 9%
Net difference	740 62%	523 63%	218 59%	510 63%	231 59%	168 61%	285 64%	168 55%	121 70%	605 62%	96 66%	122 74%	190 55%	282 64%	757 63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 594

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	874	300	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Strongly agree	389 32%	35 30%	90 25%	123 36%	131 37%	384 33%	4 17%	349 35%	40 19%	330 38%	59 18%	264 35%	94 30%	406 34%
Tend to agree	461 38%	44 37%	153 43%	125 37%	127 36%	454 39%	7 28%	381 39%	79 38%	330 38%	129 40%	296 39%	123 39%	459 38%
Neither agree nor disagree	225 19%	31 26%	73 20%	56 16%	56 16%	210 18%	12 47%	165 17%	54 26%	131 15%	91 29%	117 15%	66 21%	213 18%
Tend to disagree	73 6%	3 3%	19 5%	22 7%	22 6%	70 6%	2 8%	49 5%	23 11%	46 5%	27 9%	53 7%	15 5%	69 6%
Strongly disagree	37 3%	2 2%	12 3%	11 3%	12 4%	37 3%	- -	27 3%	9 4%	28 3%	7 2%	23 3%	11 3%	39 3%
Don't know	16 1%	3 3%	8 2%	2 1%	2 *	15 1%	- -	11 1%	4 2%	6 1%	6 2%	3 *	4 1%	16 1%
Top 2: Agree	851 71%	79 67%	248 68%	248 73%	258 74%	838 72%	12 45%	730 74%	119 57%	659 76%	188 59%	560 74%	217 69%	865 72%
Bottom 2: Disagree	110 9%	5 4%	31 9%	33 10%	35 10%	107 9%	2 8%	77 8%	31 15%	74 9%	35 11%	76 10%	26 8%	108 9%
Net difference	740 62%	74 63%	211 60%	214 63%	223 64%	731 62%	10 37%	653 66%	87 42%	585 67%	154 48%	484 64%	191 61%	757 63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 595

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1000	182	1098	71	71	686	596	813	496	71	976	184	1000	141	92	1015	289	916	1202
Weighted total	1202	1061	141	1055	31**	71*	623	539	665	972	147	1153	1004	141	92*	1015	264	930	1202	
Effective base	883	913	125	913	30	61	536	472	611	437	120	835	122	811	844	222	811	751	1202	
Strongly agree	389 32%	337 32%	53 37%	351 37%	11 36%	27 38%	203 33%	186 32%	211 37%	151 28%	316 33%	44 30%	59 38%	322 32%	48 34%	37 41%	329 32%	92 35%	289 32%	406 34%
Tend to agree	461 38%	410 39%	52 36%	432 39%	12 38%	15 21%	214 34%	247 43%	219 39%	208 39%	385 40%	58 40%	47 30%	402 40%	45 32%	31 34%	400 39%	101 38%	348 39%	459 38%
Neither agree nor disagree	225 19%	200 19%	25 18%	198 18%	6 19%	20 28%	134 22%	91 16%	74 13%	122 23%	170 17%	32 22%	32 21%	179 18%	33 23%	16 17%	180 18%	52 20%	162 18%	213 18%
Tend to disagree	73 6%	68 6%	4 3%	68 6%	1 3%	4 6%	43 7%	30 5%	37 7%	29 5%	62 6%	6 4%	12 8%	54 5%	11 8%	4 5%	58 6%	13 5%	56 6%	69 6%
Strongly disagree	37 3%	34 3%	3 2%	35 3%	1 4%	2 2%	19 3%	19 3%	21 4%	17 3%	31 3%	5 3%	3 2%	32 3%	3 2%	2 2%	34 3%	2 1%	35 4%	39 3%
Don't know	16 1%	12 1%	4 3%	12 1%	- 1%	3 5%	10 2%	7 1%	4 1%	10 2%	9 1%	3 2%	1 1%	13 1%	2 1%	1 1%	14 1%	3 1%	12 1%	16 1%
Top 2: Agree	851 71%	746 70%	104 74%	783 71%	23 74%	42 59%	417 67%	434 75%	429 76%	359 67%	701 72%	102 69%	105 69%	724 72%	92 66%	69 75%	729 72%	193 73%	637 71%	865 72%
Bottom 2: Disagree	110 9%	103 10%	8 5%	102 9%	2 7%	6 8%	62 10%	48 8%	58 10%	46 8%	93 10%	11 10%	15 10%	87 9%	14 10%	6 9%	92 9%	15 6%	91 10%	108 9%
Net difference	740 62%	644 63%	97 7%	681 63%	21 7%	36 7%	355 62%	385 66%	372 67%	313 66%	608 69%	91 66%	91 69%	638 69%	79 69%	62 66%	638 69%	177 69%	546 66%	757 63%

	62%	61%	68%	62%	67%	51%	57%	66%	66%	58%	63%	62%	59%	64%	56%	68%	63%	67%	61%	63%
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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 596

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	532	670	859	343	823	379	236	250	213	233	152	202
Weighted total	1202	561	641	865	307	806	383	283	251	207	235	151	212
Effective base	1007	480	527	744	254	682	312	236	209	177	193	131	1202
Strongly agree	389 32%	229 41%	132 24%	302 34%	85 28%	264 33%	124 32%	103 36%	82 33%	72 35%	66 28%	41 27%	406 34%
Tend to agree	461 38%	204 36%	220 41%	328 37%	129 42%	313 39%	145 38%	110 39%	87 34%	85 41%	96 41%	62 41%	459 38%
Neither agree nor disagree	225 19%	77 14%	128 24%	167 19%	57 19%	146 18%	74 19%	49 17%	52 21%	31 15%	44 19%	28 19%	213 18%
Tend to disagree	73 6%	25 4%	41 8%	56 6%	16 5%	50 6%	22 6%	12 4%	19 8%	12 6%	17 7%	9 6%	69 6%
Strongly disagree	37 3%	23 4%	14 3%	26 3%	12 4%	23 3%	13 4%	7 2%	9 3%	2 1%	9 4%	7 5%	39 3%
Don't know	16 1%	2 *	8 1%	6 1%	8 3%	11 1%	4 1%	2 1%	2 1%	4 2%	4 2%	3 2%	16 1%
Top 2: Agree	851 71%	433 77%	352 65%	630 71%	214 70%	576 72%	269 70%	212 75%	169 67%	158 76%	161 69%	103 68%	865 72%
Bottom 2: Disagree	110 9%	48 9%	54 10%	82 9%	28 9%	73 9%	36 9%	19 7%	28 11%	14 7%	25 11%	16 11%	108 9%
Net difference	740 62%	386 69%	297 55%	549 62%	186 61%	504 63%	233 61%	193 68%	141 56%	144 70%	136 58%	87 58%	757 63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 597

A11.3. To what extent do you agree or disagree, if either, with each of the following statements? I am confident that today's education is preparing my child(ren) with the technical skills that will be needed for future jobs

Base : All UK adults aged 16+ living with children aged 0-17

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	546	587	369	76	821	183	32	73	162	20	217	454	564	1202
Strongly agree	328 27%	197 33%	131 22%	195 33%	116 23%	17 19%	273 33%	54 23%	10 17%	16 15%	23 48%	5 19%	50 19%	159 29%	212 32%	364 30%
Tend to agree	388 32%	196 33%	192 32%	184 31%	171 33%	33 36%	295 31%	85 36%	28 48%	36 34%	17 36%	4 15%	59 22%	186 35%	202 30%	388 32%
Neither agree nor disagree	265 22%	118 20%	147 24%	123 21%	118 23%	24 26%	203 21%	59 25%	12 20%	36 33%	4 8%	7 30%	67 26%	109 20%	152 23%	243 20%
Tend to disagree	142 12%	54 9%	87 14%	63 11%	67 13%	12 14%	118 12%	24 10%	3 4%	12 11%	3 6%	6 27%	54 21%	54 10%	61 9%	138 11%
Strongly disagree	54 4%	27 5%	26 4%	23 4%	26 5%	4 5%	42 4%	12 5%	5 8%	5 5%	1 1%	1 4%	26 10%	18 3%	27 4%	47 4%
Don't know	25 2%	6 1%	19 3%	7 1%	17 3%	1 1%	21 2%	5 2%	2 3%	1 1%	-	1 5%	6 2%	13 2%	10 2%	22 2%
Top 2: Agree	716 60%	393 66%	323 54%	378 64%	287 56%	50 55%	568 60%	58 23%	38 64%	52 49%	40 84%	8 34%	109 42%	345 64%	414 62%	752 63%
Bottom 2: Disagree	196 16%	82 14%	113 19%	86 14%	94 18%	16 18%	160 17%	36 15%	7 12%	17 16%	4 8%	7 31%	80 30%	73 13%	88 13%	185 15%
Net difference	520 43%	210 52%	210 35%	293 49%	194 37%	34 37%	408 43%	103 43%	31 52%	35 33%	37 77%	1 3%	29 11%	273 51%	326 49%	567 47%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o

\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 598

A11.3. To what extent do you agree or disagree, if either, with each of the following statements? I am confident that today's education is preparing my child(ren) with the technical skills that will be needed for future jobs

Base : All UK adults aged 16+ living with children aged 0-17

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	853	349	242	455	222	243	373	155	157	337	433	1202
Weighted total	1202	830	372	810	392	276	447	307	172	379	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	317	129	136	280	371	1202
Strongly agree	328 27%	274 33%	54 15%	276 34%	52 13%	78 28%	140 31%	72 23%	39 22%	281 29%	31 21%	30 19%	78 23%	129 29%	364 30%
Tend to agree	388 32%	277 33%	110 30%	235 29%	153 39%	81 29%	162 36%	92 30%	52 30%	323 33%	42 28%	43 26%	136 40%	150 34%	388 32%
Neither agree nor disagree	265 22%	154 19%	110 30%	168 21%	97 25%	56 20%	86 19%	83 27%	40 23%	207 21%	35 24%	39 24%	71 21%	94 21%	243 20%
Tend to disagree	142 12%	86 10%	56 15%	89 11%	54 14%	39 14%	38 8%	37 12%	29 17%	103 10%	32 22%	35 21%	42 12%	41 9%	138 11%
Strongly disagree	54 4%	27 3%	27 7%	27 3%	26 7%	14 5%	16 4%	14 5%	10 6%	45 5%	5 3%	13 8%	7 2%	16 4%	47 4%
Don't know	25 2%	12 1%	13 4%	15 2%	10 3%	9 3%	4 1%	9 3%	4 2%	22 2%	2 1%	3 2%	9 3%	9 2%	22 2%
Top 2: Agree	716 60%	551 66%	165 44%	511 63%	205 52%	159 58%	303 68%	164 53%	91 53%	604 62%	73 50%	73 45%	214 62%	278 64%	752 63%
Bottom 2: Disagree	196 16%	112 14%	83 22%	116 14%	80 20%	53 19%	54 12%	38 17%	38 22%	147 15%	37 25%	48 29%	49 14%	57 13%	185 15%
Net difference	520 43%	439 53%	81 22%	395 48%	125 32%	106 38%	249 56%	113 37%	52 30%	456 47%	36 24%	26 16%	164 48%	221 51%	567 47%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPPOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 599

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	
Weighted total	1202	118	355	339	350	1171	26**	993	208	871	320	756	313	1202
Effective base	1007	108	322	277	290	972	25	835	172	762	265	637	302	1002
Strongly agree	328 27%	23 20%	52 15%	68 20%	185 53%	325 28%	3 10%	303 31%	22 11%	287 33%	40 13%	237 31%	76 24%	364 30%
Tend to agree	388 32%	29 25%	119 34%	137 40%	93 27%	378 32%	8 32%	336 34%	49 24%	293 34%	93 29%	253 33%	109 35%	388 32%
Neither agree nor disagree	265 22%	37 32%	98 27%	66 20%	46 13%	255 22%	8 32%	181 18%	78 38%	140 16%	121 38%	139 18%	68 22%	243 20%
Tend to disagree	142 12%	17 14%	55 15%	46 14%	20 6%	137 12%	6 22%	100 10%	42 20%	97 11%	46 14%	85 11%	39 12%	138 11%
Strongly disagree	54 4%	9 8%	21 6%	14 4%	4 1%	53 4%	1 4%	43 4%	11 5%	41 5%	12 4%	29 4%	14 5%	47 4%
Don't know	25 2%	2 2%	11 3%	8 2%	1 *	25 2%	-	19 2%	5 3%	13 1%	8 3%	13 2%	6 2%	22 2%
Top 2: Agree	716 60%	53 45%	171 48%	205 60%	278 79%	703 60%	11 43%	639 65%	72 35%	580 67%	133 42%	490 65%	185 59%	752 63%
Bottom 2: Disagree	196 16%	26 22%	76 21%	60 18%	25 7%	189 16%	7 26%	143 15%	53 25%	138 16%	58 18%	114 15%	53 17%	185 15%
Net difference	520 43%	26 22%	95 27%	145 43%	254 72%	514 44%	4 17%	496 50%	19 9%	442 51%	75 23%	375 50%	132 42%	567 47%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5+ (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	125	913	30	61	536	472	491	437	816	120	135	833	122	81	914	222	751	1007
Strongly agree	328	315	14	316	7	6	131	157	221	85	201	31	32	291	30	23	292	29	293	364
	27%	30%	10%	29%	21%	9%	21%	34%	39%	16%	30%	21%	21%	29%	21%	25%	29%	11%	32%	30%
	cfajr	c		f			ag	ah	ai		il		m				ar			
Tend to agree	388	352	35	346	10	31	183	205	175	182	315	38	34	345	37	23	348	79	302	388
	32%	33%	25%	32%	31%	43%	29%	35%	31%	34%	32%	26%	22%	34%	26%	25%	34%	30%	34%	32%
	m																			
Neither agree nor disagree	265	221	44	243	7	13	167	98	99	142	202	43	36	209	33	19	213	66	182	243
	22%	21%	31%	22%	22%	18%	27%	17%	18%	26%	21%	29%	23%	21%	23%	21%	21%	25%	20%	20%
	hi			ab			ah				k									
Tend to disagree	142	109	33	136	6	11	89	53	45	86	109	22	27	106	21	14	109	54	82	138
	12%	10%	23%	12%	18%	15%	14%	9%	8%	16%	11%	15%	18%	11%	15%	15%	11%	21%	9%	11%
	i		ab				h						an				as			
Strongly disagree	54	41	12	43	2	8	35	19	17	30	34	11	19	33	19	12	33	27	25	47
	4%	4%	9%	4%	7%	11%	6%	3%	3%	6%	4%	8%	12%	3%	13%	14%	3%	10%	3%	4%
Don't know	25	22	4	22	-	3	18	8	8	12	20	2	5	20	2	1	20	7	17	22
	2%	2%	3%	2%	-	4%	3%	1%	1%	2%	2%	2%	3%	2%	1%	1%	2%	3%	2%	2%
Top 2: Agree	716	667	49	662	16	37	314	402	396	266	607	69	66	636	67	45	640	108	595	752
	60%	63%	35%	60%	52%	52%	50%	69%	70%	50%	62%	47%	43%	63%	48%	49%	63%	41%	66%	63%
	cgimr	c					ag	aj			il		m		op		ar			
Bottom 2: Disagree	196	151	45	169	8	19	124	72	62	117	143	33	46	139	39	26	142	82	108	185
	16%	14%	32%	15%	25%	26%	20%	12%	11%	22%	15%	22%	20%	14%	28%	28%	14%	31%	12%	15%
	ik		ab				h		ai				an		aq		as			
Net difference	520	516	4	492	8	18	380	330	334	18	463	36	20	497	28	19	498	26	487	567
	43%	49%	3%	45%	27%	26%	31%	57%	59%	28%	48%	25%	13%	50%	20%	21%	49%	10%	54%	47%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	692	312	236	209	177	193	131	1007
Strongly agree	328	249	74	270	57	250	76	91	76	61	56	28	364
	27%	44%	14%	30%	18%	31%	20%	32%	30%	29%	24%	18%	30%
	cegl	ac		e		g		i	j	k			
Tend to agree	388	191	168	297	86	267	116	93	90	60	79	43	388
	32%	34%	31%	34%	28%	33%	30%	33%	36%	29%	33%	29%	32%
Neither agree nor disagree	265	68	166	174	88	158	101	49	51	39	60	43	243
	22%	12%	31%	20%	29%	20%	26%	17%	20%	19%	25%	28%	20%
	b		ab		ad		f			h		h	
Tend to disagree	142	32	91	91	51	86	57	33	20	37	24	19	138
	12%	6%	17%	10%	17%	11%	15%	12%	8%	18%	10%	13%	11%
			ab		ad					aik			
Strongly disagree	54	15	31	39	15	30	22	12	10	8	11	9	47
	4%	3%	6%	4%	5%	4%	6%	4%	4%	4%	5%	6%	4%
			b										
Don't know	25	5	12	15	11	15	10	4	3	2	5	9	22
	2%	1%	2%	2%	3%	2%	3%	2%	1%	1%	2%	6%	2%
												ahj	
Top 2: Agree	716	440	242	567	142	518	193	185	166	120	135	71	752
	60%	78%	45%	64%	46%	64%	50%	65%	66%	58%	57%	47%	63%
	cegl	ac		e		g		i	j	k			
Bottom 2: Disagree	196	47	122	129	66	115	79	45	30	45	35	28	185
	16%	8%	23%	15%	23%	14%	21%	16%	12%	22%	15%	19%	15%
			ab		d								
Net difference	520	392	119	438	76	402	114	139	136	75	99	42	567
	43%	70%	22%	49%	25%	50%	30%	49%	54%	36%	42%	28%	47%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	Gender		Age			Ethnicity						Age of children			Unweighted Total	
	TOTAL (n)	Male (n)	Female (n)	16-34 (n)	35-44 (n)	45+ (n)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (n)	Mixed / multiple ethnic groups (n)	Asian (n)	Black (n)	Other ethnicity (n)	0-1 (n)	2-3 (n)		4-5 (n)
Unweighted total	1202	574	627	702	417	83	583	332	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	922	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Strongly agree	526	277	250	279	212	35	418	106	28	38	28	12	112	235	311	551
	44%	46%	41%	47%	41%	38%	44%	45%	47%	36%	30%	50%	43%	44%	47%	46%
Tend to agree	434	210	223	201	193	40	333	93	28	39	17	9	94	194	228	425
	36%	35%	37%	34%	37%	44%	35%	39%	47%	37%	35%	38%	36%	36%	34%	35%
Neither agree nor disagree	163	78	85	73	79	10	134	27	2	22	3	2	30	81	84	148
	14%	13%	14%	12%	15%	11%	14%	11%	3%	20%	5%	7%	11%	15%	13%	12%
Tend to disagree	43	21	22	24	16	3	39	4	-	4	*	-	14	14	24	43
	4%	3%	4%	4%	3%	4%	4%	2%	-	4%	1%	-	5%	3%	4%	4%
Strongly disagree	15	7	8	9	4	3	10	5	-	4	-	1	7	8	4	15
	1%	1%	1%	1%	1%	3%	1%	2%	-	4%	-	5%	3%	1%	1%	1%
Don't know	20	6	15	9	12	-	18	2	2	-	*	-	0	7	13	20
	2%	1%	2%	1%	2%	-	2%	1%	3%	-	1%	-	2%	1%	2%	2%
Top 2: Agree	960	487	473	481	405	75	751	199	56	77	44	21	206	429	539	976
	80%	81%	78%	81%	78%	82%	79%	84%	94%	72%	93%	88%	78%	79%	81%	81%
Bottom 2: Disagree	58	28	30	32	20	6	49	10	-	8	-	1	21	22	28	58
	5%	5%	5%	5%	4%	7%	5%	4%	-	8%	1%	5%	8%	4%	4%	5%
Net difference	902	459	442	448	385	69	702	189	56	69	44	20	185	407	511	918
	75%	77%	73%	75%	74%	76%	74%	80%	94%	65%	93%	84%	70%	75%	77%	76%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total	
	TOTAL (n)	Working fulltime (n)	Not working full-time (n)	Graduates (n)	Non graduates (n)	North England (n)	South England (n)	Midlands (n)	Devolved nations (n)	Urban (n)	Rural (n)	0-1 (n)	2-3 (n)		4-5 (n)
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Strongly agree	526	385	141	393	133	127	196	130	74	441	59	74	130	192	551
	44%	46%	38%	40%	34%	46%	44%	42%	43%	45%	40%	45%	38%	44%	46%
Tend to agree	434	304	130	285	149	106	167	101	60	353	55	61	131	164	425
	36%	37%	35%	35%	38%	38%	37%	33%	35%	36%	37%	37%	38%	38%	35%
Neither agree nor disagree	163	94	68	89	74	29	58	55	21	127	21	15	61	56	148
	14%	11%	18%	11%	19%	11%	13%	18%	12%	13%	14%	9%	18%	13%	12%
Tend to disagree	43	33	11	26	17	6	18	9	10	32	9	7	10	18	43
	4%	4%	3%	3%	4%	2%	4%	3%	6%	3%	6%	4%	3%	4%	4%
Strongly disagree	15	7	8	9	7	4	5	3	4	9	2	5	6	-	15
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	3%	2%	-	1%
Don't know	20	7	13	8	12	4	4	9	4	17	2	2	5	8	20
	2%	1%	4%	1%	3%	2%	1%	3%	2%	2%	1%	1%	1%	2%	2%
Top 2: Agree	960	689	271	679	282	233	362	231	135	794	114	135	261	356	976
	80%	83%	73%	84%	72%	84%	81%	75%	78%	81%	78%	82%	76%	81%	81%
Bottom 2: Disagree	58	40	18	35	24	10	23	12	13	42	11	12	17	18	58
	5%	5%	5%	4%	6%	4%	5%	4%	8%	4%	7%	7%	5%	4%	5%
Net difference	902	649	253	644	258	222	340	219	121	752	103	123	244	338	918
	75%	78%	68%	79%	66%	80%	76%	73%	70%	77%	70%	75%	71%	77%	76%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgable (h)	Not knowledgable (i)	Knowledgable (j)	Not knowledgable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	976	25	825	173	742	255	637	262	1007
Strongly agree	516	43	139	138	195	519	7	468	57	445	82	382	107	516
	44%	37%	39%	41%	56%	44%	26%	48%	27%	51%	26%	50%	34%	46%
	ikm				abcd			i		ak		am		
Tend to agree	434	30	138	144	109	428	6	348	85	297	136	264	134	425
	36%	26%	39%	42%	31%	37%	22%	35%	41%	34%	42%	35%	43%	35%
	b				bc					l		al		
Neither agree nor disagree	163	30	47	45	27	151	9	114	44	86	73	73	47	148
	14%	26%	13%	13%	8%	13%	33%	12%	21%	10%	23%	10%	15%	12%
	ej				e			ah		aj				
Tend to disagree	43	17	13	7	17	40	3	33	10	30	14	24	18	43
	4%	5%	4%	2%	5%	3%	12%	3%	5%	3%	6%	3%	6%	4%
	acde				e									
Strongly disagree	15	4	7	2	1	14	1	8	7	4	11	6	4	15
	1%	3%	2%	1%	*	1%	4%	1%	3%	1%	3%	1%	1%	1%
	de				*			ah		aj				
Don't know	20	5	11	3	1	19	1	13	5	9	5	8	4	20
	2%	4%	3%	1%	*	2%	3%	1%	3%	1%	2%	1%	1%	2%
	de				e									
Top 2: Agree	960	74	277	282	304	947	12	816	142	741	217	645	242	976
	80%	63%	78%	83%	87%	81%	48%	83%	68%	85%	68%	85%	77%	81%
	ikl				abc			i		ak		am		
Bottom 2: Disagree	58	9	20	9	18	54	4	41	17	34	24	30	21	58
	5%	8%	6%	3%	5%	5%	16%	4%	8%	4%	8%	4%	7%	5%
	d							h		l				
Net difference	902	65	258	273	286	893	8	776	125	707	183	616	220	918
	75%	55%	73%	81%	82%	76%	32%	79%	60%	81%	60%	81%	70%	76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 605

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	114	913	30	61	816	672	691	615	915	120	111	814	122	81	914	222	751	1007
Strongly agree	526	471	55	485	15	25	388	289	282	203	449	49	69	447	64	46	450	117	395	551
	44%	44%	39%	44%	48%	35%	38%	50%	50%	38%	46%	33%	45%	45%	46%	50%	44%	45%	44%	46%
	gj							ag		aj										
Tend to agree	434	385	49	395	10	27	222	212	190	211	342	60	44	377	37	21	382	81	346	425
	36%	36%	34%	36%	32%	38%	36%	37%	34%	39%	35%	41%	29%	38%	27%	23%	38%	31%	38%	35%
	op																			
Neither agree nor disagree	163	142	21	145	4	12	104	59	59	85	121	26	25	123	24	15	127	39	114	148
	14%	13%	15%	13%	12%	17%	17%	10%	10%	16%	12%	18%	17%	12%	17%	17%	12%	15%	13%	12%
	ej																			
Tend to disagree	43	36	7	41	1	1	31	12	19	22	36	6	5	33	6	5	32	13	26	43
	4%	3%	5%	4%	4%	1%	5%	2%	3%	4%	4%	4%	3%	3%	4%	5%	3%	5%	3%	4%
	de						h													
Strongly disagree	15	9	6	12	1	2	13	3	7	7	8	6	5	8	6	4	8	3	10	15
	1%	1%	4%	1%	4%	2%	2%	*	1%	1%	1%	6%	3%	1%	4%	5%	1%	1%	1%	1%
	acde						h				ak		n		aq	aq				
Don't know	20	17	4	16	-	4	15	5	7	10	16	-	5	15	3	1	17	10	10	20
	2%	2%	3%	1%	-	5%	2%	1%	2%	2%	2%	-	3%	1%	2%	1%	2%	4%	4%	2%
	de					ad														
Top 2: Agree	960	856	104	881	25	52	460	501	472	413	791	109	113	824	102	67	831	158	741	976
	80%	81%	73%	80%	80%	74%	74%	86%	84%	77%	81%	74%	74%	82%	72%	73%	82%	75%	82%	81%
	g						ag		j					m			r			
Bottom 2: Disagree	58	45	13	54	2	2	44	15	27	28	44	12	10	42	12	9	40	17	37	58
	5%	4%	9%	5%	8%	4%	7%	3%	5%	5%	5%	8%	7%	4%	8%	9%	4%	6%	4%	5%
	h						h													
Net difference	902	811	91	827	23	50	416	486	445	385	747	97	103	782	90	58	791	182	704	918
	75%	76%	64%	75%	73%	70%	67%	84%	79%	72%	77%	66%	67%	78%	64%	64%	78%	69%	78%	76%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 606

A11.4. To what extent do you agree or disagree, if either, with each of the following statements? In a world increasingly driven by technology and AI, social and emotional skills are more important than ever

Base : All UK adults aged 16+ living with children aged 0-17

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
	Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	682	312	236	209	177	193	131	1007
Strongly agree	516	297	201	419	106	379	144	138	111	79	111	60	551
ce	44%	53%	37%	47%	35%	47%	38%	49%	44%	38%	47%	40%	46%
Tend to agree	434	182	218	315	115	281	148	96	100	78	70	63	425
36%	32%	40%	36%	37%	35%	35%	39%	34%	40%	38%	30%	42%	35%
Neither agree nor disagree	163	58	86	104	55	98	60	36	30	32	32	18	148
14%	10%	16%	12%	18%	12%	16%	16%	13%	12%	15%	14%	12%	12%
Tend to disagree	43	16	24	29	13	26	17	5	5	10	15	6	43
4%	3%	4%	3%	4%	3%	4%	4%	2%	2%	5%	6%	4%	4%
Strongly disagree	15	2	7	7	8	8	7	3	3	1	2	2	15
1%	*	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%
Don't know	20	5	6	10	10	13	7	4	2	6	4	2	20
2%	1%	1%	1%	3%	3%	2%	2%	2%	1%	3%	2%	1%	2%
Top 2: Agree	960	479	420	734	221	660	292	235	212	157	181	123	976
80%	85%	78%	83%	72%	82%	83%	78%	83%	84%	76%	77%	81%	81%
Bottom 2: Disagree	58	18	30	36	20	34	24	8	7	12	17	9	58
5%	3%	6%	4%	7%	4%	6%	6%	3%	3%	6%	7%	6%	5%
Net difference	902	461	389	698	200	627	268	226	205	146	165	114	918
75%	82%	72%	79%	65%	78%	78%	70%	80%	81%	71%	70%	76%	76%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 607

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+

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	527	702	447	83	683	312	34	76	160	24	255	550	335	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
A - A society which emphasises the social and collective provision of welfare	756	402	353	390	316	50	602	146	41	50	39	16	164	340	437	779
i	63%	67%	59%	66%	61%	55%	63%	61%	69%	47%	82%	65%	62%	63%	66%	65%
B - A society where the individual is encouraged to look after themselves	313	146	167	157	132	24	250	61	10	41	7	4	67	139	163	300
k	26%	24%	28%	26%	26%	26%	26%	26%	17%	38%	14%	15%	25%	26%	25%	25%
No opinion	81	34	47	26	40	15	54	24	6	11	2	5	22	36	40	77
7%	6%	8%	4%	8%	16%	16%	6%	10%	11%	4%	20%	8%	8%	7%	6%	6%
Don't know	52	16	36	21	28	3	46	6	2	5	-	-	11	26	24	46
4%	3%	6%	4%	5%	3%	3%	5%	3%	3%	4%	-	-	4%	5%	4%	4%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 608

QVAL1. People have different views about the ideal society. Please read the pair of statements and then select the one which comes closest to your ideal - statement A or statement B.

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	665	327	212	372	219	220	817	129	136	280	371	1007
A - A society which emphasises the social and collective provision of welfare	756	572	184	556	200	166	292	196	102	634	88	96	199	278	779
ce	63%	69%	49%	69%	51%	60%	65%	64%	59%	65%	60%	59%	58%	63%	65%

B - A society where the individual is encouraged to look after themselves	313	199	114	192	121	77	124	66	46	254	36	46	99	117	300
	26%	24%	31% b	24%	31% d	28%	28%	21%	27%	26%	24%	28%	29%	27%	25%
No opinion	81	38	43	33	48	24	19	22	16	58	13	15	25	24	77
	7%	5%	11% c	4%	12% ad	9%	4%	7%	9%	6%	9%	9%	7%	6%	6%
Don't know	52	21	31	29	23	9	12	23	8	33	10	7	20	18	46
	4%	3%	8% ab	4%	6% e	3%	3%	7% f	5%	3%	7%	4%	6%	4%	4%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 609

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	351	367	1170	57	983	159	897	295	779	309	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
A - A society which emphasises the social and collective provision of welfare	756	49	198	226	271	742	12	636	117	591	163	756	-	779
	63%	41%	56%	67%	77%	63%	47%	65%	56%	68%	51%	100%	-	65%
	bckm	b	bc	abcd	abcd	i		i	ak	ak	am			
B - A society where the individual is encouraged to look after themselves	313	41	105	83	73	301	12	256	56	217	94	-	313	300
	26%	34%	30%	24%	21%	26%	48%	26%	27%	25%	29%	-	100%	25%
	l	de	e										al	
No opinion	81	16	31	22	3	80	1	59	18	37	41	-	-	77
	7%	13%	9%	7%	1%	7%	5%	6%	9%	4%	13%	-	-	6%
	ejlm	ade	e	e							aj			
Don't know	52	13	20	8	3	49	-	32	17	26	23	-	-	46
	4%	13%	6%	2%	1%	4%	-	3%	8%	3%	7%	-	-	4%
	eln	ade	de					ah		i				

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 610

QVAL1. People have different views about the ideal society. Please read the pair of statements and then select the one which comes closest to your ideal - statement A or statement B.

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	125	913	30	51	536	472	491	437	815	120	135	835	122	81	844	222	751	1007
A - A society which emphasises the social and collective provision of welfare	756	682	74	702	20	33	359	396	372	324	645	75	93	640	80	57	650	141	596	779
	63%	64%	52%	64%	64%	47%	58%	68%	66%	60%	66%	51%	61%	64%	57%	63%	64%	54%	66%	65%
	cdqr	c		f	f		g	h	ij	kl	kl	m	n	o	p	q	r	s	t	
B - A society where the individual is encouraged to look after themselves	313	276	37	277	7	26	179	134	153	140	241	43	45	260	44	24	260	78	226	300
	26%	26%	26%	25%	23%	36%	29%	23%	27%	26%	25%	29%	29%	26%	31%	26%	26%	30%	25%	25%
	h						h													
No opinion	81	59	22	71	4	6	50	31	22	43	47	23	11	62	14	9	63	26	50	77
	7%	6%	15% ab	6%	13%	9%	8%	5%	4%	8%	5%	16%	7%	6%	10%	9%	6%	10%	6%	6%
	i										l	ak						s	f	
Don't know	52	43	9	46	-	6	34	18	18	29	39	7	4	42	3	2	43	18	30	46
	4%	4%	6%	4%	-	8%	5%	3%	3%	5%	4%	4%	3%	4%	2%	2%	4%	7%	3%	4%
																		s		

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	172	193	131	1007
A - A society which emphasises the social and collective provision of welfare	756	383	322	591	162	536	214	176	159	135	157	95	779
	63%	68%	59%	67%	53%	67%	56%	62%	63%	65%	67%	63%	65%
B - A society where the individual is encouraged to look after themselves	313	148	144	224	86	196	113	75	71	48	59	36	300
	26%	26%	27%	25%	28%	24%	30%	27%	28%	23%	25%	24%	25%
No opinion	81	19	48	47	32	52	27	25	13	14	8	11	77
	7%	3%	9%	5%	10%	6%	7%	9%	5%	7%	3%	7%	6%
Don't know	52	11	28	23	27	22	29	7	8	9	10	8	46
	4%	2%	6%	3%	9%	3%	7%	2%	3%	5%	4%	5%	4%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSOs UK - CONFIDENTIAL - V9 (weighted)

QD1. Before we start, can you please say what your age was last birthday?

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	527	761	419	83	683	212	24	76	150	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
16-24	72	24	48	72	-	-	55	16	5	5	4	2	18	30	35	115
	6%	4%	8%	12%	-	-	6%	7%	9%	5%	8%	7%	7%	5%	5%	10%
	ef	ef	b	aef												
25-34	522	228	294	522	-	-	430	87	25	29	29	4	106	251	301	587
	43%	38%	49%	88%	-	-	45%	36%	42%	27%	60%	16%	40%	47%	45%	49%
	efi	efi	ab	aef			hi			aph						
35-44	516	276	240	-	516	-	396	116	28	61	13	14	122	225	274	417
	43%	46%	40%	-	100%	-	42%	49%	47%	57%	27%	59%	47%	42%	41%	35%
	dfk	c	adf		adf		k	k	k	agk						
45-54	75	60	15	-	-	75	57	17	1	10	1	4	13	24	48	68
	6%	10%	2%	-	-	82%	6%	7%	2%	10%	2%	19%	5%	4%	7%	6%
	ceik	ac	ac			ade	k	k	k	k						
55-64	6	2	3	-	-	6	5	1	-	-	1	-	1	4	4	7
	1%	*	1%	-	-	7%	1%	*	-	-	2%	-	*	1%	1%	1%
						ade	k	k			ae					
65+	10	8	2	-	-	10	9	1	-	1	-	-	1	7	3	8
	1%	1%	*	-	-	11%	1%	1%	-	-	-	-	*	1%	*	1%
	d					ade										

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSOs UK - CONFIDENTIAL - V9 (weighted)

QD1. Before we start, can you please say what your age was last birthday?

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
16-24	72	46	27	35	37	15	28	16	13	62	7	13	21	28	115
	6%	5%	7%	4%	9%	6%	6%	5%	8%	6%	5%	8%	6%	6%	10%
					ad										
25-34	522	393	129	397	126	127	212	115	68	445	53	65	144	180	587
	43%	47%	35%	49%	32%	46%	48%	37%	40%	45%	36%	40%	42%	41%	49%
	ce	c	ae	ae		h									
35-44	516	337	180	330	186	112	177	154	73	400	71	76	154	185	417
	43%	41%	48%	41%	47%	40%	40%	50%	43%	41%	48%	47%	45%	42%	35%

			b		d	afg									
45-54	75	50	24	41	34	19	24	20	12	61	12	10	15	40	68
	6%	6%	7%	5%	9%	7%	5%	7%	7%	6%	8%	6%	4%	9%	6%
55-64	6	3	4	2	4	1	2	1	2	6	1	-	3	3	7
	1%	*	1%	*	1%	*	1%	*	1%	1%	1%	-	1%	1%	1%
65+	10	2	8	5	5	3	3	1	3	7	3	-	2	2	8
	1%	*	2%	1%	1%	1%	1%	*	2%	1%	2%	-	2%	*	1%
			ab												

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 614

QD1. Before we start, can you please say what your age was last birthday?

Base : All UK adults aged 16+

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	983	208	871	330	756	313	1202
Effective base	1007	103	292	277	299	972	25	835	173	742	256	637	262	1007
16-24	72	23	19	11	17	65	6	51	21	48	23	40	23	115
	6%	19%	5%	3%	5%	6%	23%	5%	10%	6%	7%	5%	7%	10%
		acde								ah				
25-34	522	45	125	136	207	506	14	436	83	401	117	350	135	587
	43%	38%	35%	40%	59%	43%	54%	44%	40%	46%	37%	46%	43%	49%
		ck			abcd					k				
35-44	516	39	184	157	112	510	5	427	83	368	142	316	132	417
	43%	33%	52%	46%	32%	44%	19%	43%	40%	42%	44%	42%	42%	35%
		be			ab									
45-54	75	8	22	28	14	74	1	60	15	46	29	43	19	68
	6%	7%	6%	8%	4%	6%	3%	6%	7%	5%	9%	6%	6%	6%
				e										
55-64	6	2	1	3	1	6	-	5	1	5	1	4	2	7
	1%	1%	*	1%	*	1%	-	1%	*	1%	*	*	1%	1%
65+	10	1	4	5	-	10	-	4	6	3	7	3	3	8
	1%	1%	1%	1%	-	1%	-	*	3%	*	2%	*	1%	1%
				e				ah		j				

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 615

QD1. Before we start, can you please say what your age was last birthday?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	698	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
16-24	72	57	16	59	5	7	59	13	41	27	52	12	15	50	15	9	53	16	53	115
	6%	5%	11%	5%	16%	10%	9%	2%	7%	5%	5%	8%	10%	5%	11%	10%	9%	6%	6%	10%
		h		ab		ah			ah				n		o					
25-34	522	466	56	490	11	21	313	210	329	157	448	50	61	444	45	31	460	94	404	587
	43%	44%	40%	45%	35%	29%	50%	36%	58%	29%	46%	34%	40%	44%	32%	34%	45%	36%	45%	49%
		im							ah				o							
35-44	516	453	63	475	8	30	221	295	183	283	422	61	58	439	59	37	434	131	378	417
	43%	43%	45%	43%	27%	43%	36%	51%	43%	53%	43%	41%	38%	44%	42%	40%	43%	50%	42%	35%
									ah											
45-54	75	70	5	62	4	8	24	51	12	60	44	22	15	58	18	13	57	19	54	68
	6%	7%	3%	6%	14%	11%	4%	9%	2%	11%	5%	15%	10%	6%	13%	15%	6%	7%	6%	6%
								ah		ai			ak		al					
55-64	6	5	1	3	1	2	3	4	-	4	3	1	2	5	3	1	4	3	4	7
	1%	1%	1%	*	3%	3%	*	1%	-	1%	*	1%	1%	*	2%	1%	*	1%	*	1%
						ad									q					
65+	10	9	1	6	1	2	3	6	-	6	3	1	2	8	-	-	8	-	-	10
	1%	1%	1%	1%	4%	3%	1%	1%	-	1%	*	1%	1%	1%	1%	-	1%	-	1%	1%
						ad				i										

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*small base; \*\* very small base (under 30) ineligible for sig testing



Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 619

QD2. Which of the following describes how you think of yourself?

Base : All UK adults aged 16+

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	255	637	262	1007
Male	598	30	167	188	200	588	10	487	107	425	169	402	146	574
	50%	26%	47%	55%	57%	50%	40%	50%	51%	49%	53%	53%	47%	48%
		b		bc	abc									
Female	603	87	188	151	150	583	16	495	101	445	151	353	167	627
	50%	74%	53%	45%	43%	50%	60%	50%	49%	51%	47%	47%	53%	52%
		c	acde	de										
Another gender	1	-	-	-	1	1	-	1	-	1	-	1	-	1
	*	-	-	-	*	*	-	*	-	*	-	*	-	*
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 620

QD2. Which of the following describes how you think of yourself?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	486	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	665	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	893	122	913	30	61	536	472	491	437	816	120	135	914	122	81	914	222	791	1007
Male	598	550	49	561	13	23	293	305	291	264	443	125	66	910	62	38	519	100	485	574
	50%	52%	34%	51%	41%	32%	47%	53%	52%	49%	46%	85%	43%	51%	44%	41%	51%	38%	54%	48%
		cfr	c	f		ak												r		
Female	603	511	92	535	18	48	329	273	274	222	529	21	87	492	78	54	496	163	417	627
	50%	48%	65%	49%	56%	68%	53%	47%	48%	51%	54%	14%	57%	49%	56%	59%	49%	62%	46%	52%
			ab			ad												as		
Another gender	1	-	1	-	1	-	-	1	-	1	-	1	-	1	-	-	1	1	-	1
	*	-	1%	-	3%	-	-	*	-	*	-	1%	-	*	-	-	*	*	-	*
			b									k								
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 621

QD2. Which of the following describes how you think of yourself?

Base : All UK adults aged 16+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	592	510	899	292	823	383	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Male	598	316	253	449	144	406	187	150	136	104	112	65	574
	50%	56%	47%	51%	47%	50%	49%	53%	54%	51%	48%	43%	48%
		ac											
Female	603	245	288	435	163	399	195	133	115	101	122	85	627
	50%	44%	53%	49%	53%	50%	51%	47%	46%	49%	52%	57%	52%
		b	b										
Another gender	1	-	1	1	-	1	-	-	-	1	-	-	1
	*	-	*	*	-	*	-	-	-	*	-	-	*

Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k - a/m/n/o  
 \* small base

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 Table 622

QD3. Where do you live?

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-4 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	542	587	369	76	821	183	32	73	162	70	217	454	504	1202
North East	31	12	19	13	16	3	29	2	-	1	1	1	6	15	15	27
	3%	2%	3%	2%	3%	3%	3%	1%	-	-	2%	5%	2%	3%	2%	2%
North West	173	86	86	96	63	15	132	39	13	15	8	3	40	83	87	154
	14%	14%	14%	16%	12%	16%	14%	16%	22%	16%	12%	12%	15%	15%	13%	13%
Yorkshire and Humberside	73	33	40	34	33	5	59	14	4	8	2	1	17	34	35	61
	6%	5%	7%	6%	6%	6%	6%	6%	6%	7%	4%	4%	7%	6%	5%	5%
West Midlands	130	64	65	64	55	11	87	43	15	22	4	1	22	65	80	106
	11%	11%	11%	11%	11%	12%	9%	18%	26%	21%	9%	5%	8%	12%	12%	9%
East Midlands	74	34	40	25	45	4	62	11	-	5	2	4	19	35	34	60
	6%	6%	7%	4%	9%	5%	7%	5%	-	5%	5%	17%	7%	7%	5%	5%
East of England	103	53	49	41	55	7	71	33	6	19	5	2	25	49	54	86
	9%	9%	8%	7%	11%	8%	7%	14%	11%	18%	12%	7%	9%	9%	8%	7%
South West	70	39	31	31	33	6	62	6	-	2	2	2	20	34	35	67
	6%	7%	5%	5%	6%	6%	7%	3%	-	2%	5%	10%	8%	6%	5%	6%
South East	130	55	75	56	60	14	107	20	3	10	2	4	33	41	75	124
	11%	9%	12%	9%	12%	15%	11%	8%	6%	10%	5%	17%	13%	8%	11%	10%
Greater London	247	138	108	153	84	10	188	55	15	19	17	4	37	106	156	274
	21%	23%	18%	26%	16%	11%	20%	23%	26%	18%	35%	16%	14%	20%	23%	23%
Wales	52	28	25	26	20	6	50	2	-	2	-	1	13	23	27	78
	4%	5%	4%	4%	4%	6%	5%	1%	-	4%	2%	5%	4%	4%	4%	6%
Scotland	87	39	48	40	39	8	76	10	2	6	1	-	18	45	48	120
	7%	7%	8%	7%	8%	9%	8%	4%	4%	5%	3%	-	7%	8%	7%	10%
Northern Ireland	33	17	16	15	14	4	31	3	-	1	*	1	13	11	19	45
	3%	3%	3%	3%	3%	4%	3%	1%	-	1%	1%	5%	5%	2%	3%	4%
Net: England	1030	514	514	513	443	74	796	224	57	100	44	22	219	461	571	959
	86%	86%	85%	86%	86%	81%	84%	94%	96%	94%	92%	93%	83%	85%	86%	80%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 623

QD3. Where do you live?

Base : All UK adults aged 16+

	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total	
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)		4-5 (n)
Unweighted total	1202	833	369	855	383	342	465	255	243	978	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
North East	31	17	14	16	15	31	-	-	-	22	8	5	12	10	27
	3%	2%	4%	2%	4%	11%	-	-	-	2%	5%	3%	3%	2%	2%
North West	173	114	59	126	47	173	-	-	-	149	10	28	53	55	154
	14%	14%	16%	16%	12%	62%	-	-	-	15%	7%	17%	15%	13%	13%
Yorkshire and Humberside	73	39	34	43	29	73	-	-	-	60	8	12	25	24	61
	6%	5%	9%	5%	8%	26%	-	-	-	6%	5%	7%	7%	5%	5%
West Midlands	130	94	36	83	46	-	-	130	-	110	14	10	38	44	106
	11%	11%	10%	10%	12%	-	-	42%	-	11%	10%	6%	11%	10%	9%
East Midlands	74	46	27	42	32	-	-	74	-	50	17	11	24	23	60
	6%	6%	7%	5%	8%	-	-	24%	-	5%	12%	7%	7%	5%	5%
East of England	103	66	37	70	33	-	-	103	-	79	13	14	30	37	86
	9%	8%	10%	9%	8%	-	-	14%	-	8%	9%	8%	9%	9%	7%

	fgi					afgi									
South West	70	51	19	37	34	-	70	-	-	54	14	14	20	18	67
	6%	6%	5%	5%	9%	-	16%	-	-	6%	9%	9%	6%	4%	6%
	fhi	fsi	d				afhi				n				
South East	130	85	45	86	44	-	130	-	-	102	22	23	30	58	124
	11%	10%	12%	11%	11%	-	29%	-	-	10%	15%	14%	9%	13%	10%
	fhi						afhi								
Greater London	247	201	45	206	40	-	247	-	-	231	-	21	63	110	274
	21%	24%	12%	25%	10%	-	55%	-	-	24%	-	13%	18%	25%	23%
	cefhikl	c	ae	d			afhi			k			lm		
Wales	52	41	11	27	25	-	-	-	52	37	13	10	15	18	78
	4%	5%	3%	3%	6%	-	-	-	30%	4%	9%	6%	4%	4%	6%
	fgh	d							afgh	nl					
Scotland	87	54	33	51	36	-	-	-	87	61	20	10	28	27	120
	7%	7%	9%	6%	9%	-	-	-	50%	6%	13%	6%	8%	6%	10%
	fgh								afgh	aj					
Northern Ireland	33	21	12	22	11	-	-	-	33	23	8	6	5	12	45
	3%	3%	3%	3%	3%	-	-	-	19%	2%	6%	4%	2%	3%	4%
	fgh								afgh	i					
Net: England	1030	714	316	711	319	276	447	307	-	858	106	138	295	380	959
	86%	86%	85%	88%	82%	100%	100%	100%	-	88%	72%	84%	86%	87%	80%
	ik			e		ai	ai	ai		k					

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 624

QD3. Where do you live?

Base: All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	159	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	972	25	925	173	742	256	537	262	1007
North East	31	2	13	8	6	31	-	22	8	22	8	15	6	27
	3%	2%	4%	2%	2%	3%	-	2%	4%	3%	2%	2%	2%	2%
North West	173	26	46	38	63	166	6	146	25	128	44	108	46	154
	14%	22%	13%	11%	18%	14%	23%	15%	12%	15%	14%	14%	15%	13%
	afg													
Yorkshire and Humber	73	13	24	23	8	73	-	62	9	51	21	39	25	61
	6%	11%	7%	7%	2%	6%	-	6%	4%	6%	7%	5%	8%	5%
	e	e	e	e										
West Midlands	130	13	34	33	46	125	4	105	24	92	36	84	34	106
	11%	11%	10%	10%	13%	11%	17%	11%	11%	11%	11%	11%	11%	9%
East Midlands	74	7	27	22	9	74	-	57	17	47	25	53	6	60
	6%	6%	8%	7%	3%	6%	-	6%	8%	5%	8%	7%	2%	5%
	em													
East of England	103	10	38	31	19	102	1	81	21	62	40	59	26	86
	9%	8%	11%	9%	5%	9%	4%	8%	10%	7%	13%	8%	8%	7%
		e									j			
South West	70	5	23	25	15	69	1	57	13	48	22	43	22	67
	6%	4%	6%	7%	4%	6%	4%	6%	6%	5%	7%	6%	7%	6%
South East	130	9	43	44	29	125	3	104	26	95	34	74	45	124
	11%	8%	12%	13%	8%	11%	12%	11%	12%	11%	11%	10%	14%	10%
Greater London	247	11	43	67	122	241	5	209	35	201	44	175	58	274
	21%	9%	12%	20%	35%	21%	20%	21%	17%	23%	14%	23%	18%	23%
	bc			bc	abcd					k				
Wales	52	4	21	16	9	50	2	43	10	33	19	31	14	78
	4%	4%	6%	5%	2%	4%	7%	4%	5%	4%	6%	4%	5%	6%
		e												
Scotland	87	13	29	23	20	84	3	70	15	67	18	52	24	120
	7%	11%	8%	7%	6%	7%	13%	7%	7%	8%	6%	7%	8%	10%
Northern Ireland	33	5	14	9	4	32	-	27	6	25	7	19	8	45
	3%	4%	4%	3%	1%	3%	3%	3%	3%	3%	2%	3%	2%	4%
		e												
Net: England	1030	96	291	291	318	1006	21	844	178	745	276	654	267	959
	86%	81%	82%	86%	82%	86%	80%	86%	85%	86%	86%	87%	85%	80%
				abc										

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 625

QD3. Where do you live?

Base: All UK adults aged 16+

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
North East	31	28	3	27	1	2	11	2	7	16	25	2	4	26	4	4	27	9	22	27
	3%	3%	2%	2%	4%	3%	2%	3%	1%	3%	3%	1%	2%	3%	3%	4%	3%	3%	2%	2%
North West	173	157	16	162	3	8	90	82	87	69	145	19	19	146	23	10	147	42	127	154
	14%	15%	11%	15%	8%	11%	15%	14%	15%	13%	15%	13%	12%	15%	16%	11%	14%	16%	14%	13%
Yorkshire and Humberside	73	64	9	64	3	6	32	41	31	38	60	6	12	57	7	4	64	19	52	61
	6%	6%	6%	6%	9%	8%	5%	7%	6%	7%	6%	4%	8%	6%	5%	5%	6%	7%	6%	5%
West Midlands	130	120	10	120	3	6	75	55	69	51	114	10	12	116	16	11	114	22	103	106
	11%	11%	7%	11%	11%	8%	12%	9%	12%	9%	12%	7%	8%	12%	11%	12%	11%	8%	11%	9%
East Midlands	74	64	10	63	2	9	38	36	21	40	57	7	9	62	8	7	59	25	47	60
	6%	6%	7%	6%	6%	13%	6%	6%	4%	7%	6%	5%	6%	6%	5%	7%	6%	9%	5%	5%
East of England	103	87	16	97	1	4	61	43	41	56	81	17	15	85	11	7	87	24	78	86
	9%	8%	12%	9%	3%	6%	10%	7%	7%	10%	8%	12%	10%	8%	7%	8%	9%	9%	9%	7%
South West	70	56	14	66	3	1	42	28	30	37	53	16	6	62	6	4	64	15	53	67
	6%	5%	10%	6%	10%	1%	7%	5%	5%	7%	5%	11%	4%	6%	4%	5%	6%	6%	6%	6%
South East	130	112	18	120	1	8	76	54	51	70	99	22	15	106	14	11	105	31	95	124
	11%	11%	13%	12%	4%	12%	12%	9%	9%	13%	10%	15%	10%	11%	10%	12%	10%	12%	11%	10%
Greater London	247	232	14	225	6	14	102	144	163	65	207	24	28	208	26	18	209	25	210	274
	21%	22%	10%	21%	20%	20%	16%	25%	29%	12%	21%	16%	19%	21%	19%	20%	21%	10%	23%	23%
Wales	52	43	9	46	3	4	32	20	21	26	37	9	10	41	9	5	43	15	35	78
	4%	4%	6%	4%	8%	5%	5%	3%	4%	5%	4%	6%	7%	4%	6%	5%	4%	6%	4%	6%
Scotland	87	73	14	75	4	7	45	42	31	50	69	19	17	68	11	6	72	27	58	120
	7%	7%	10%	7%	14%	9%	7%	7%	5%	9%	7%	7%	11%	7%	8%	7%	7%	10%	6%	10%
Northern Ireland	33	25	9	30	1	3	19	14	13	19	26	5	5	27	7	4	25	11	21	45
	3%	2%	6%	3%	2%	4%	3%	2%	2%	3%	3%	3%	4%	3%	5%	5%	2%	4%	2%	4%
Net: England	1030	920	110	945	24	58	527	502	500	442	841	124	121	868	114	77	876	211	787	959
	86%	87%	78%	86%	76%	82%	85%	87%	89%	82%	86%	84%	79%	87%	81%	83%	86%	80%	87%	80%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 626

Q03. Where do you live?

Base: All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
North East	31	10	15	17	14	18	13	12	6	2	5	5	27
	3%	2%	3%	2%	3%	2%	3%	4%	2%	3%	2%	4%	2%
North West	173	79	78	137	36	119	54	63	37	17	36	7	154
	14%	14%	14%	15%	12%	15%	14%	22%	15%	8%	15%	4%	13%
Yorkshire and Humberside	73	27	43	49	22	45	26	24	14	12	7	11	61
	6%	5%	8%	6%	7%	6%	7%	8%	5%	6%	3%	7%	5%
West Midlands	130	82	42	102	26	96	32	55	29	18	15	8	106
	11%	15%	8%	12%	8%	12%	8%	19%	11%	9%	6%	5%	9%
East Midlands	74	23	44	42	32	46	27	14	5	12	19	18	60
	6%	4%	8%	5%	10%	6%	7%	5%	2%	6%	8%	12%	5%
East of England	103	39	57	79	22	69	33	3	25	27	20	17	86
	9%	7%	11%	9%	7%	9%	9%	1%	10%	13%	9%	11%	7%
South West	70	29	34	50	20	47	22	12	14	16	21	6	67
	6%	5%	6%	6%	6%	6%	6%	4%	6%	8%	9%	4%	6%
South East	130	50	60	89	41	72	57	9	20	29	31	35	124
	11%	9%	11%	10%	13%	9%	15%	3%	8%	14%	13%	23%	10%
Greater London	247	153	80	203	43	191	55	53	76	38	50	15	274
	21%	27%	15%	23%	14%	24%	14%	19%	30%	18%	21%	10%	23%
Wales	52	21	22	36	15	35	15	16	8	11	5	9	78
	4%	4%	4%	4%	5%	4%	4%	6%	3%	6%	2%	6%	6%
Scotland	87	35	44	59	26	50	36	18	11	20	18	15	120
	7%	6%	8%	7%	8%	6%	9%	6%	4%	10%	8%	10%	10%
Northern Ireland	33	11	21	23	10	18	14	6	7	6	8	5	45
	3%	2%	6%	3%	3%	2%	4%	2%	4%	3%	4%	4%	4%
Net: England	1030	493	454	767	256	703	318	243	226	170	203	122	959
	86%	88%	84%	87%	83%	87%	83%	86%	90%	82%	87%	81%	80%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025  
 Table 627

QD4. What is your ethnic group?

Base: All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	360	78	921	183	32	73	162	20	212	454	564	1007
English / Welsh / Scottish / Northern Irish / British	878	453	426	458	357	64	878	-	-	-	-	-	186	387	504	814
73% hjk	76%	71%	77%	69%	70%	92%	-	-	-	-	-	-	71%	72%	76%	68%
Irish	21	10	11	12	7	2	21	-	-	-	-	-	5	6	14	23
2% h	2%	2%	2%	2%	1%	2%	2%	-	-	-	-	-	2%	1%	2%	2%
Gypsy or Irish Traveller	2	2	-	2	-	-	2	-	-	-	-	-	1	2	1	2
Any other White background	51	20	31	13	33	5	51	-	-	-	-	-	20	17	24	44
4% dhk	3%	5%	2%	6%	5%	5%	5%	-	-	-	-	-	7%	3%	4%	4%
White and Black Caribbean	16	9	7	7	9	-	-	16	16	-	-	-	2	7	10	8
1% g	2%	1%	1%	2%	2%	-	-	7%	27%	-	-	-	1%	1%	2%	1%
White and Black African	23	12	10	14	9	-	-	23	23	-	-	-	4	12	13	13
2% k	2%	2%	2%	2%	2%	-	-	10%	38%	-	-	-	2%	2%	2%	1%
White and Asian	11	1	9	3	7	-	-	11	11	-	-	-	3	5	7	6
1% g	*	2%	1%	1%	-	-	-	4%	18%	-	-	-	1%	1%	1%	*
Any other Mixed / multiple ethnic background	10	3	7	6	3	1	-	10	10	-	-	-	3	1	8	7
1% k	1%	1%	1%	1%	1%	1%	-	4%	17%	-	-	-	1%	*	1%	1%
Indian	48	17	31	13	30	5	-	48	-	48	-	-	10	28	16	33
4% dqk	3%	5%	2%	6%	5%	5%	-	20%	-	44%	-	-	4%	5%	2%	3%
Pakistani	30	11	19	12	18	-	-	30	-	30	-	-	3	20	8	20
2% k	2%	3%	2%	3%	-	-	-	13%	-	28%	-	-	1%	4%	1%	2%
Bangladeshi	5	2	3	3	1	1	-	5	-	5	-	-	2	3	1	4
5% *	*	*	*	*	*	1%	-	2%	-	5%	-	-	1%	*	*	*
Chinese	13	7	6	2	9	2	-	13	-	13	-	-	3	5	10	9
1% k	1%	1%	1%	*	2%	2%	-	6%	-	12%	-	-	1%	1%	1%	1%
Any other Asian background	11	4	8	5	2	4	-	11	-	11	-	-	3	4	6	10
1% g	1%	1%	1%	1%	*	4%	-	5%	-	11%	-	-	1%	1%	1%	1%
African	35	20	15	24	10	1	-	35	-	-	35	-	7	19	21	18
3% k	3%	3%	3%	4%	2%	1%	-	15%	-	74%	-	-	3%	4%	3%	11%
Caribbean	6	2	3	4	2	-	-	6	-	-	6	-	*	3	3	21
1% *	*	1%	1%	*	-	-	-	2%	-	12%	-	-	*	1%	*	2%
Any other Black / African / Caribbean background	7	4	1	4	1	1	-	7	-	-	7	-	2	4	5	23
1% k	1%	*	1%	*	1%	-	-	3%	-	-	14%	-	1%	1%	1%	2%
Arab	13	9	4	5	5	2	-	13	-	-	-	-	13	5	6	13
1% g	1%	1%	1%	1%	1%	3%	-	6%	-	-	-	-	1%	1%	1%	1%
Any other ethnic group, please write in	10	4	6	-	8	2	-	10	-	-	-	10	3	3	5	9
1% dr	1%	1%	1%	-	2%	2%	-	4%	-	-	-	44%	1%	1%	1%	1%
Prefer not to answer	7	6	1	5	3	-	-	-	-	-	-	-	3	2	3	4
1% g	1%	*	*	1%	*	-	-	-	-	-	-	-	1%	*	*	*
Consent not granted	4	2	3	2	1	1	-	-	-	-	-	-	-	4	-	3
1% *	*	*	*	*	1%	-	-	-	-	-	-	-	-	1%	-	*
White	952	484	468	485	396	71	952	-	-	-	-	-	211	412	542	883
79% hjk	81%	78%	82%	77%	78%	78%	100%	-	-	-	-	-	80%	76%	82%	73%
Mixed / multiple ethnic groups	60	26	33	30	28	1	-	60	60	28	-	-	13	26	39	34
5% k	4%	6%	5%	5%	1%	-	-	25%	100%	-	-	-	5%	5%	6%	3%
Asian / Asian British	107	41	66	35	61	12	-	107	-	107	-	-	21	61	41	76
9% dgk	7%	11%	6%	12%	13%	-	-	45%	-	100%	-	-	8%	11%	6%	6%
Black / African / Caribbean / Black British	48	26	20	33	13	2	-	48	-	-	48	-	8	27	29	180
4% k	4%	3%	5%	3%	2%	-	-	20%	-	100%	-	-	3%	5%	4%	15%
Other ethnic group	24	13	11	5	14	4	-	24	-	-	24	-	6	8	10	22
2% g	2%	2%	1%	3%	5%	-	-	10%	-	-	100%	-	2%	2%	2%	2%
Ethnic minority	238	107	130	103	116	19	-	238	60	107	48	24	49	121	119	312
20% d	18%	22%	17%	23%	21%	-	-	100%	100%	100%	100%	100%	19%	22%	18%	26%

	e		d	ac	ac	ac	ac		
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Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 628

QD4. What is your ethnic group?

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	405	232	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	372	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
English / Welsh / Scottish / Northern Irish / British	878	640	239	581	297	209	320	207	142	701	121	117	234	334	814
	73%	77%	64%	72%	76%	75%	72%	68%	82%	72%	82%	72%	68%	76%	68%
	c	c	c	e	e	f	g	h	gh	aj	aj	l	m	m	
Irish	21	18	3	17	4	4	6	1	10	18	3	3	2	11	23
	2%	2%	1%	2%	1%	1%	1%	*	6%	2%	2%	2%	1%	3%	2%
									afgh						
Gypsy or Irish Traveller	2	1	1	2	-	2	-	-	-	1	1	-	1	-	2
	*	*	*	*	-	1%	-	-	-	*	1%	-	*	-	*
Any other White background	51	26	25	27	24	5	30	11	5	46	1	14	10	18	44
	4%	3%	7%	3%	6%	2%	7%	4%	3%	5%	1%	9%	3%	4%	4%
				b	d		afh			k		am			
White and Black Caribbean	16	9	7	2	14	7	4	5	-	14	2	-	6	7	8
	1%	1%	2%	*	4%	2%	1%	2%	-	1%	1%	-	2%	2%	1%
	d			ad	i										
White and Black African	23	17	6	18	5	7	9	7	-	21	-	3	7	7	13
	2%	2%	2%	2%	1%	2%	2%	2%	-	2%	-	2%	2%	2%	1%
	i			i											
White and Asian	11	7	4	7	3	2	3	6	-	11	-	2	1	2	6
	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	-	1%	*	*	*
Any other Mixed / multiple ethnic background	10	6	4	6	4	1	3	4	2	9	1	2	-	6	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%
Indian	48	27	21	40	8	6	17	22	2	40	1	7	25	9	33
	4%	3%	6%	5%	2%	2%	4%	7%	1%	4%	1%	4%	7%	2%	3%
				e			i	gh				gh			
Pakistani	30	6	24	23	7	11	4	14	1	27	3	1	6	7	20
	2%	1%	6%	3%	2%	4%	1%	5%	1%	3%	2%	1%	6%	2%	2%
	bg		ab			gi		gi				aln			
Bangladeshi	5	1	4	1	4	-	2	1	1	4	-	1	3	-	4
	*	*	1%	*	1%	-	1%	*	1%	*	-	1%	-	-	*
Chinese	13	10	4	12	1	5	5	2	2	10	2	1	3	5	9
	1%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any other Asian background	11	3	8	8	4	1	3	7	1	7	2	1	3	5	10
	1%	*	2%	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	1%	1%
African	35	28	7	33	3	8	17	8	3	31	4	3	10	12	136
	3%	3%	2%	4%	1%	3%	4%	3%	1%	3%	3%	2%	3%	3%	11%
	e			e											
Caribbean	6	4	1	4	2	1	2	2	*	4	1	*	2	2	21
	*	1%	*	*	*	*	*	1%	*	*	1%	*	1%	*	2%
Any other black / African / Caribbean background	7	4	3	6	1	2	2	2	1	6	1	*	1	2	23
	1%	*	1%	1%	*	1%	1%	1%	*	1%	1%	*	*	*	2%
Arab	13	8	5	10	4	4	4	4	2	11	2	3	4	5	13
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%
Any other ethnic group, please write in	10	5	5	6	5	1	6	3	-	9	2	3	3	5	9
	1%	1%	1%	1%	1%	*	1%	1%	-	1%	1%	2%	1%	1%	1%
Prefer not to answer	7	7	-	7	-	-	7	-	-	6	-	3	2	3	4
	1%	1%	-	1%	-	-	2%	-	-	1%	-	2%	*	1%	*
							h								
Consent not granted	4	3	1	2	3	2	1	-	1	4	-	-	4	-	3
	*	*	*	*	1%	1%	*	-	1%	*	-	-	1%	-	*
White	952	685	268	627	326	219	357	219	156	766	126	134	248	363	883
	79%	82%	72%	77%	83%	79%	80%	72%	91%	78%	86%	82%	72%	83%	73%
	chm	c	d	e	d		h	afgh		m		m		m	
Mixed / multiple ethnic groups	60	39	21	33	26	17	18	22	2	55	3	6	15	21	34
	5%	5%	6%	4%	7%	6%	4%	7%	1%	6%	2%	4%	4%	5%	3%
	i			i		i		i							
Asian / Asian British	107	47	60	84	24	23	31	46	7	88	8	11	54	26	76
	9%	6%	10%	8%	6%	8%	7%	15%	4%	9%	5%	7%	10%	6%	6%
	hi	ab		e			afgi					gh			
Black / African / Caribbean / Black British	48	37	11	42	5	11	21	12	4	40	6	3	13	15	180
	4%	4%	3%	5%	1%	4%	5%	4%	2%	4%	4%	2%	4%	3%	15%
				h											
Other ethnic group	24	13	11	15	8	5	10	7	2	20	4	6	8	10	22
	2%	2%	3%	2%	2%	2%	2%	2%	1%	2%	3%	4%	2%	2%	2%
Ethnic minority	238	135	103	175	63	55	81	87	15	203	21	27	89	72	312
	20%	16%	28%	22%	16%	20%	18%	28%	8%	21%	14%	16%	26%	16%	26%
	i		ab	e		i	i	afgi				gh			

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

Q4. What is your ethnic group?

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
English / Welsh / Scottish / Northern Irish / British	878	75	237	243	293	856	20	707	163	642	229	562	225	814
73% bc		64%	67%	72%	84% abcd	73%	79%	72%	78%	74%	71%	74%	72%	68%
Irish	21	1	6	6	8	20	-	17	3	17	4	10	9	23
2% 1%		2%	2%	2%	2%	2%	-	2%	1%	2%	1%	1%	3%	2%
Gypsy or Irish Traveller	2	-	-	1	-	2	-	1	1	-	1	1	1	2
* -		-	-	*	-	*	-	*	*	-	*	*	*	*
Any other White background	51	8	24	15	2	51	-	40	11	32	19	29	15	44
4% 4%		7%	7%	4%	1%	4%	-	4%	5%	4%	6%	4%	5%	4%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
White and Black Caribbean	16	3	5	5	2	16	-	14	2	12	4	10	4	8
1% 3%		1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%
White and Black African	23	-	3	10	10	22	1	21	2	21	2	21	1	13
2% -		1%	3%	3%	3%	2%	3%	2%	1%	2%	1%	3%	*	1%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
White and Asian	11	-	5	4	1	11	-	9	2	7	4	3	4	6
1% -		2%	1%	*	-	1%	-	1%	1%	1%	1%	*	1%	*
Any other Mixed / multiple ethnic background	10	-	6	4	-	10	-	7	3	7	3	6	1	7
1% -		2%	1%	-	-	1%	-	1%	2%	1%	1%	1%	*	1%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Indian	48	8	16	17	3	43	3	43	4	31	16	25	15	33
4% 4%		7%	5%	5%	1%	4%	11%	4%	2%	4%	5%	3%	5%	3%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Pakistani	30	8	10	10	-	30	-	30	-	21	7	12	13	20
2% 2%		7%	3%	3%	-	3%	-	3%	-	2%	2%	2%	4%	2%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Bangladeshi	5	-	5	-	-	5	-	4	1	2	3	1	3	4
* -		1%	-	-	-	*	-	*	1%	*	1%	*	1%	*
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Chinese	13	-	7	-	5	13	-	8	5	6	7	6	7	9
1% -		2%	-	2%	-	1%	-	1%	3%	1%	2%	1%	2%	1%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Any other Asian background	11	4	6	1	-	11	-	7	4	5	6	7	4	10
1% 3%		2%	*	-	-	1%	-	1%	2%	1%	2%	1%	1%	1%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
African	35	2	8	12	14	35	*	32	4	30	5	30	4	19
3% 2%		2%	3%	3%	4%	3%	1%	3%	2%	3%	2%	4%	1%	11%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Caribbean	6	1	2	1	2	5	*	5	1	4	2	4	1	21
* -		1%	*	*	1%	*	1%	*	*	*	1%	*	*	2%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Any other Black / African / Caribbean background	7	-	1	-	5	7	-	6	-	6	-	5	1	23
1% -		*	*	*	1%	1%	-	1%	*	1%	*	1%	*	2%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Arab	13	4	6	3	-	13	-	12	1	13	1	9	3	13
1% 3%		2%	1%	-	-	1%	-	1%	1%	1%	*	1%	1%	1%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Any other ethnic group, please write in	10	1	5	5	-	10	-	9	2	9	2	7	1	9
1% 1%		1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	*	1%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Prefer not to answer	7	1	2	-	4	7	-	7	-	4	3	6	2	4
1% 1%		1%	*	-	1%	1%	-	1%	-	*	1%	1%	1%	*
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Consent not granted	4	-	2	3	-	3	1	4	-	-	3	2	-	3
* -		1%	1%	-	-	*	5%	*	-	-	1%	*	-	*
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
White	952	85	266	264	303	928	20	765	177	691	253	602	250	883
79%		72%	75%	78%	86% abcd	79%	79%	78%	85%	79%	79%	80%	80%	73%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Mixed / multiple ethnic groups	60	3	20	23	14	59	1	51	8	47	13	41	10	34
5% 3%		6%	6%	7%	4%	5%	3%	5%	4%	5%	4%	5%	3%	3%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Asian / Asian British	107	20	45	28	8	103	3	92	15	67	39	50	41	76
9% 17%		13%	8%	2%	9%	9%	11%	9%	7%	8%	12%	7%	13%	6%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Black / African / Caribbean / Black British	48	3	11	13	21	47	*	43	5	40	7	39	7	180
4% 2%		3%	4%	6%	4%	4%	2%	4%	2%	5%	2%	5%	2%	15%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Other ethnic group	24	5	11	8	-	24	-	21	3	22	2	16	4	22
2% 4%		3%	3%	-	-	2%	-	2%	2%	2%	1%	2%	1%	2%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e
Ethnic minority	238	32	86	72	43	233	4	207	31	176	61	146	61	312
20%		27%	24%	21%	12%	20%	16%	21%	15%	20%	19%	19%	20%	26%
e -		e	e	e	e	e	-	e	e	e	e	e	e	e

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/h/i/g - a/h/l - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Q4. What is your ethnic group?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	539	565	536	972	147	153	1004	141	92*	1015	264	902	1202
White	1007	883	125	913	30	51	536	422	491	377	815	120	135	835	122	81	914	222	751	1007
English / Welsh / Scottish / Northern Irish / British	878	785	93	807	22	47	449	429	422	390	718	105	122	723	111	71	731	181	670	814
	73%	74%	66%	74%	70%	66%	72%	74%	75%	73%	74%	71%	80%	72%	79%	77%	72%	69%	74%	68%
Irish	21	19	3	16	1	4	7	14	8	10	15	2	3	18	3	2	18	6	14	23
	2%	2%	2%	1%	5%	5%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Gypsy or Irish Traveller	2	2	-	1	-	-	-	2	1	1	1	-	-	1	-	-	1	-	1	2
	+	+	-	+	-	-	+	+	+	+	+	-	-	+	-	-	+	-	+	+
Any other White background	51	36	15	46	1	5	37	14	14	30	41	5	6	44	5	4	42	24	25	44
	4%	3%	10%	4%	2%	6%	6%	2%	3%	6%	4%	3%	4%	4%	5%	4%	9%	3%	4%	4%
White and Black Caribbean	16	16	-	12	-	4	11	5	8	6	12	-	-	16	-	-	16	7	9	8
	1%	1%	-	1%	-	5%	2%	1%	1%	1%	1%	-	-	2%	-	-	2%	3%	1%	1%
White and Black African	23	23	-	21	2	-	8	15	12	8	19	3	-	23	2	2	21	2	21	13
	2%	2%	-	2%	6%	-	1%	3%	2%	1%	2%	2%	-	1%	2%	2%	1%	2%	2%	1%
White and Asian	11	11	-	7	-	4	7	4	7	4	7	-	2	9	-	-	11	2	9	6
	1%	1%	-	1%	-	5%	1%	1%	1%	1%	1%	-	1%	1%	-	-	1%	1%	1%	*
Any other Mixed / multiple ethnic background	10	10	-	10	-	-	6	4	3	7	6	4	3	6	4	4	6	1	9	7
	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%	3%	2%	1%	3%	5%	1%	+	1%	1%
Indian	48	38	10	48	-	-	21	26	15	24	43	5	7	39	2	1	43	10	35	33
	4%	4%	7%	4%	-	-	3%	4%	3%	4%	4%	3%	4%	4%	2%	2%	4%	4%	4%	3%
Pakistani	30	23	7	27	-	1	16	14	19	10	26	1	1	27	1	-	29	9	20	20
	2%	2%	5%	2%	-	2%	3%	2%	3%	2%	3%	1%	1%	3%	1%	-	3%	3%	2%	2%
Bangladeshi	5	5	-	3	2	-	1	4	1	2	4	1	1	4	1	-	4	-	5	4
	+	+	-	+	8%	-	+	1%	+	+	+	1%	1%	+	1%	-	+	-	1%	+
Chinese	13	12	1	12	-	1	8	5	2	9	11	2	-	13	-	-	13	2	11	9
	1%	1%	1%	1%	-	1%	1%	1%	+	2%	1%	1%	-	1%	-	-	1%	1%	1%	1%
Any other Asian background	11	7	4	9	-	3	8	4	3	6	7	1	2	9	5	3	6	6	6	10
	1%	1%	3%	1%	-	4%	1%	1%	1%	1%	1%	-	1%	1%	4%	3%	1%	2%	1%	1%
African	35	24	11	34	1	1	18	17	27	8	30	5	2	32	3	3	31	3	32	116
	3%	3%	1%	3%	2%	1%	3%	3%	5%	1%	3%	3%	2%	3%	2%	3%	3%	1%	4%	11%
Caribbean	6	5	+	5	+	+	4	2	4	1	5	1	1	4	1	+	5	1	5	21
	+	+	+	+	1%	+	+	+	1%	+	+	1%	+	+	1%	+	+	+	+	2%
Any other Black / African / Caribbean background	7	6	1	6	1	-	3	4	5	2	5	2	+	6	+	+	6	1	5	23
	1%	1%	1%	1%	3%	-	+	1%	1%	+	1%	1%	+	1%	+	+	1%	+	1%	2%
Arab	13	12	1	12	1	1	4	9	3	9	8	5	1	12	1	-	13	2	11	13
	1%	1%	1%	1%	3%	1%	1%	2%	+	2%	1%	3%	+	1%	+	-	1%	1%	1%	1%
Any other ethnic group, please write in	10	7	4	10	-	-	6	4	1	7	7	4	1	9	1	1	10	5	4	9
	1%	1%	3%	1%	-	-	1%	1%	+	1%	1%	3%	1%	1%	1%	1%	1%	2%	+	1%
Prefer not to answer	7	7	-	7	-	-	3	4	7	-	6	2	-	6	-	-	6	1	6	4
	1%	1%	-	1%	-	-	+	1%	1%	-	1%	1%	-	1%	-	-	1%	1%	1%	*
Consent not granted	4	3	1	3	-	1	3	1	2	3	3	-	3	-	-	4	1	3	3	3
	+	+	1%	+	-	2%	1%	+	+	+	+	-	+	-	-	+	+	+	+	+
White	952	842	110	870	24	55	493	459	446	431	775	112	132	786	119	77	793	211	710	883
	79%	79%	78%	79%	77%	78%	79%	79%	79%	80%	80%	76%	86%	78%	84%	84%	78%	80%	79%	73%
Mixed / multiple ethnic groups	60	60	-	50	2	7	32	27	30	25	45	8	5	53	6	6	53	12	48	34
	5%	6%	-	5%	6%	10%	5%	5%	5%	5%	5%	5%	3%	5%	4%	7%	5%	5%	5%	3%
Asian / Asian British	107	85	22	98	2	5	55	52	40	51	90	10	12	93	10	4	95	26	77	76
	9%	8%	16%	9%	8%	7%	9%	9%	7%	9%	9%	7%	8%	9%	7%	5%	9%	10%	9%	6%
Black / African / Caribbean / Black British	48	45	3	45	2	1	25	23	36	11	39	7	4	43	4	3	42	5	43	180
	4%	4%	2%	4%	6%	2%	4%	4%	6%	2%	4%	5%	2%	4%	3%	3%	4%	2%	5%	15%
Other ethnic group	24	19	5	22	1	1	11	13	4	17	14	9	2	21	1	1	22	7	15	22
	2%	2%	3%	2%	3%	1%	2%	2%	1%	3%	1%	6%	1%	2%	1%	1%	2%	3%	2%	2%
Ethnic minority	238	208	30	215	7	14	123	115	110	103	189	34	22	210	22	14	213	50	182	312
	20%	20%	21%	20%	23%	20%	20%	20%	19%	19%	19%	23%	14%	21%	16%	16%	21%	19%	20%	26%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Q4. What is your ethnic group?

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
				(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
English / Welsh / Scottish / Northern Irish / British	878	414	392	651	220	597	270	199	175	162	167	120	814
	73%	74%	72%	74%	72%	74%	71%	70%	70%	79%	71%	79%	68%
Irish	21	13	8	17	3	16	5	7	5	3	2	4	23
	2%	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%
Gypsy or Irish Traveller	2	2	-	2	-	2	-	1	-	-	-	1	2
	*	*	-	*	-	*	-	*	-	-	-	*	*
Any other White background	51	14	32	35	16	29	20	9	16	7	7	8	44
	4%	2%	6%	4%	5%	4%	5%	3%	6%	3%	3%	5%	4%
			b										
White and Black Caribbean	16	3	12	10	6	6	10	6	6	3	2	-	8
	1%	*	2%	1%	2%	1%	3%	2%	2%	1%	1%	-	1%
			b										
White and Black African	23	14	8	21	2	16	7	9	4	3	6	-	13
	2%	3%	2%	2%	1%	2%	2%	3%	2%	1%	3%	-	1%
			b										
White and Asian	11	5	6	9	2	7	4	2	2	4	3	-	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	*
Any other Mixed / multiple ethnic background	10	3	8	7	3	5	6	3	4	1	2	-	7
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	-	1%
Indian	48	20	21	32	14	32	16	9	8	4	14	6	33
	4%	4%	4%	4%	5%	4%	4%	3%	3%	2%	6%	4%	3%
Pakistani	30	17	10	23	7	21	9	12	7	3	6	1	20
	2%	3%	2%	3%	2%	3%	2%	4%	3%	2%	3%	1%	2%
Bangladeshi	5	2	3	4	1	4	1	1	1	-	-	1	4
	*	*	*	*	*	*	*	*	1%	-	-	1%	*
Chinese	13	4	6	10	3	10	3	3	4	2	1	2	9
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%
Any other Asian background	11	5	5	8	3	9	2	4	1	9	1	1	10
	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	*	1%	1%
African	35	23	10	29	6	29	6	12	6	7	7	2	136
	3%	4%	2%	3%	2%	4%	2%	4%	3%	4%	3%	1%	11%
			c										
Caribbean	6	5	1	4	2	3	2	1	2	1	1	1	21
	*	1%	*	*	1%	*	1%	*	1%	*	*	*	2%
Any other black / African / Caribbean background	7	5	2	6	*	6	1	1	2	1	2	1	23
	1%	1%	*	1%	*	1%	*	1%	1%	1%	1%	*	2%
Arab	13	3	9	5	8	5	9	2	4	2	3	2	13
	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%
			d										
Any other ethnic group, please write in	10	6	1	7	3	8	3	1	2	2	4	2	9
	1%	1%	*	1%	1%	1%	1%	*	1%	1%	2%	1%	1%
Prefer not to answer	7	2	6	3	4	2	6	-	3	-	3	-	4
	1%	*	1%	*	1%	*	1%	-	1%	-	1%	-	*
			e										
Consent not granted	4	-	4	2	3	1	3	-	-	-	4	-	3
	*	-	1%	*	1%	*	1%	-	-	-	2%	-	*
			b										
White	952	443	431	705	240	643	296	216	196	172	176	132	883
	79%	79%	80%	80%	78%	80%	77%	76%	78%	83%	75%	87%	73%
			ahk										
Mixed / multiple ethnic groups	60	25	33	48	12	34	25	19	16	10	13	-	34
	5%	4%	6%	5%	4%	4%	7%	7%	6%	5%	6%	-	3%
			i										
Asian / Asian British	107	49	44	76	29	75	32	30	21	11	22	12	76
	9%	9%	8%	9%	10%	9%	8%	11%	8%	5%	9%	8%	6%
Black / African / Caribbean / Black British	48	33	13	39	8	38	9	14	10	10	10	3	180
	4%	6%	2%	4%	3%	5%	2%	5%	4%	5%	4%	2%	15%
			e										
Other ethnic group	24	9	10	12	11	12	11	3	6	4	7	4	22
	2%	2%	2%	1%	4%	2%	3%	1%	2%	2%	3%	3%	2%
			d										
Ethnic minority	238	116	101	175	60	160	78	67	52	35	51	19	312
	20%	21%	19%	20%	20%	20%	20%	24%	21%	17%	22%	13%	26%
			i										

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 632

Q05. At present, are you...?

Base : All UK adults aged 16+

TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
1202	574	627	702	417	83	883	312	34	76	180	22	255	350	675	1202

Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Working - Full-time (30+ hours per week)	830	502	329	439	337	55	685	135	39	47	37	13	165	382	472	833
69%	ch	84%	55%	74%	65%	60%	72%	57%	65%	44%	77%	54%	63%	71%	71%	69%
Working - Part-time (8-29 hours per week)	156	30	126	74	73	8	124	31	5	16	7	3	41	68	78	174
13%	b	5%	21%	13%	14%	9%	13%	13%	8%	15%	16%	13%	16%	13%	12%	14%
Working - Part-time (under 8 hours per week)	9	2	7	4	4	-	6	3	2	1	-	-	2	6	5	7
1%	*	1%	1%	1%	1%	-	1%	1%	3%	1%	-	-	1%	1%	1%	1%
Self-employed	66	39	27	19	40	6	37	29	8	18	2	1	20	22	38	55
5%	d	6%	4%	3%	8%	7%	4%	12%	13%	17%	4%	4%	7%	4%	6%	5%
Looking after the home	65	3	62	21	40	3	43	22	2	16	1	3	16	29	32	61
5%	bk	1%	10%	4%	8%	3%	5%	9%	3%	15%	1%	14%	6%	5%	5%	5%
Retired	8	6	3	1	-	8	8	-	-	-	-	-	1	7	3	8
1%	*	1%	*	*	-	9%	1%	-	-	-	-	-	*	1%	*	1%
Unemployed but looking for work	15	6	8	9	4	2	8	7	3	1	1	1	4	9	9	13
1%	*	1%	1%	2%	1%	2%	1%	3%	5%	1%	2%	5%	1%	2%	1%	1%
Permanently sick/disabled	19	4	15	11	6	2	17	2	2	-	-	-	6	6	9	18
2%	b	1%	2%	2%	1%	2%	2%	1%	3%	-	-	-	2%	1%	1%	1%
On a training scheme	1	1	-	-	-	1	-	1	-	1	-	-	1	-	1	1
*	*	-	-	-	-	1%	-	1%	-	1%	-	-	*	-	*	*
Voluntary work	1	-	1	-	1	-	1	-	-	-	-	-	-	-	1	1
*	-	*	-	*	-	-	*	-	-	-	-	-	-	-	*	*
Student	7	2	5	5	2	-	2	5	-	3	*	1	1	4	3	8
1%	*	1%	1%	*	-	-	*	2%	-	3%	1%	5%	*	1%	*	1%
Full-time carer	9	-	9	1	7	2	6	3	-	3	-	-	2	3	6	9
1%	-	2%	*	1%	2%	2%	1%	1%	-	3%	-	-	1%	1%	1%	1%
Other	15	4	11	9	2	3	14	1	-	3	-	1	5	4	8	14
1%	b	1%	2%	2%	*	4%	1%	*	-	-	-	5%	2%	1%	1%	1%
NET: Working	1061	572	489	537	454	70	852	198	53	82	46	17	228	477	593	1069
88%	ch	96%	81%	90%	88%	77%	89%	83%	89%	76%	96%	72%	87%	88%	89%	89%
NET: Not in work	141	26	114	57	62	21	100	40	7	25	2	7	35	63	72	133
12%	bk	4%	19%	10%	12%	23%	11%	17%	11%	24%	4%	28%	13%	12%	11%	11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 633

QD5. At present, are you...?

Base: All UK adults aged 16+

	TOTAL (n)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Working - Full-time (30+ hours per week)	830	830	-	615	216	171	338	206	116	683	103	109	227	309	833
69%	cef	100%	-	76%	55%	62%	76%	67%	68%	70%	70%	67%	66%	71%	69%
Working - Part-time (8-29 hours per week)	156	-	156	87	69	39	57	38	23	120	19	26	48	52	174
13%	b	-	42%	11%	18%	14%	13%	12%	13%	12%	13%	16%	14%	12%	14%
Working - Part-time (under 8 hours per week)	9	-	9	8	1	2	-	5	2	6	2	-	4	1	7
1%	b	-	2%	1%	*	1%	-	2%	1%	1%	1%	-	1%	*	1%
Self-employed	66	-	66	44	22	28	20	13	5	58	3	10	15	28	55
5%	ab	-	18%	5%	6%	10%	4%	4%	3%	6%	2%	6%	4%	6%	5%
Looking after the home	65	-	65	29	36	17	17	19	11	51	10	11	22	22	61
5%	b	-	18%	4%	9%	6%	4%	6%	7%	5%	7%	7%	6%	5%	5%
Retired	8	-	8	5	3	3	3	1	2	8	1	-	6	2	8
1%	b	-	1%	1%	3%	1%	1%	*	1%	1%	1%	-	2%	*	1%
Unemployed but looking for work	15	-	15	5	10	4	3	7	1	11	3	-	6	3	13
1%	b	-	4%	1%	3%	2%	1%	2%	1%	1%	2%	-	2%	1%	1%
Permanently sick/disabled	19	-	19	2	17	4	2	9	4	13	3	3	5	8	18
2%	bd	-	5%	*	4%	1%	*	3%	3%	1%	2%	2%	2%	2%	1%
On a training scheme	1	-	1	-	1	-	-	-	1	1	-	-	-	-	1
*	*	-	*	-	*	-	-	-	1%	*	-	-	-	-	*
Voluntary work	1	-	1	-	1	-	-	1	-	1	-	-	-	1	1
*	*	-	*	-	*	-	-	*	-	*	-	-	-	*	*

Student	7 1%	-	7 2%	4 *	3 1%	-	*	5 2%	2 1%	7 1%	-	*	4 1%	3 1%	8 1%
Full-time carer	9 1%	-	9 2%	4 1%	5 1%	3 1%	2 1%	1 *	2 1%	7 1%	2 1%	-	3 1%	4 1%	9 1%
Other	15 1%	-	15 4%	9 1%	6 2%	6 2%	6 1%	1 *	1 1%	13 1%	1 1%	4 3%	3 1%	6 1%	14 1%
NET: Working	1061 88%	830 100%	231 62%	753 93%	308 79%	239 87%	414 93%	261 85%	146 85%	867 89%	127 87%	145 89%	293 86%	390 89%	1069 89%
NET: Not in work	144 12%	-	141 38%	ae 7%	83 21%	37 13%	33 7%	45 15%	26 8%	112 11%	20 13%	19 11%	50 14%	48 11%	133 11%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 634

QD5. At present, are you...?

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (n)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	355	387	1170	27	983	199	897	255	779	310	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Working - Full-time (30+ hours per week)	830	33	193	260	325	811	17	678	148	613	216	572	199	833
	69%	28%	54%	77%	93%	69%	67%	69%	71%	70%	68%	76%	64%	69%
	bc		b	abc	abcd							am		
Working - Part-time (8-29 hours per week)	156	28	70	40	10	153	2	131	23	109	45	86	44	174
	13%	23%	20%	12%	3%	13%	9%	13%	11%	13%	14%	11%	14%	14%
	e	ade	e	e										
Working - Part-time (under 8 hours per week)	9	1	6	2	-	9	-	6	2	6	3	4	3	7
	1%	1%	2%	1%	-	1%	-	1%	1%	1%	1%	*	1%	1%
Self-employed	66	6	30	19	9	64	1	57	9	45	21	32	21	55
	5%	5%	8%	6%	3%	5%	6%	6%	4%	5%	6%	4%	7%	5%
	e	e	e	e										
Looking after the home	65	19	33	10	-	63	-	53	11	46	15	23	30	61
	5%	16%	9%	3%	-	5%	-	5%	5%	5%	5%	3%	9%	5%
	el	acde	ade	e									af	
Retired	8	1	3	4	-	8	-	5	4	3	5	4	3	8
	1%	1%	1%	1%	-	1%	-	*	2%	*	2%	1%	1%	1%
Unemployed but looking for work	15	6	4	2	1	13	2	8	4	6	5	6	2	13
	1%	5%	1%	1%	*	1%	8%	1%	2%	1%	2%	1%	1%	1%
		acde												
Permanently sick/disabled	19	11	4	2	-	17	2	16	2	15	3	9	6	18
	2%	10%	1%	*	-	1%	8%	2%	1%	2%	1%	1%	2%	1%
	e	acde												
On a training scheme	1	-	1	-	-	1	-	-	1	1	-	-	-	1
	*	-	*	-	-	*	-	-	1%	*	-	-	-	*
Voluntary work	1	1	-	-	-	1	-	1	-	1	-	1	-	1
	*	1%	-	-	-	*	-	*	-	*	-	*	-	*
	a													
Student	7	3	4	-	-	7	-	5	2	4	3	3	1	8
	1%	3%	1%	-	-	1%	-	1%	1%	*	1%	*	*	1%
		ade												
Full-time carer	9	3	4	-	-	9	1	7	2	7	2	4	2	9
	1%	2%	1%	-	-	1%	2%	1%	1%	1%	1%	*	1%	1%
		de												
Other	15	5	3	1	5	15	-	15	-	13	1	11	2	14
	1%	4%	1%	*	2%	1%	-	2%	-	2%	*	2%	1%	1%
		acd		abc	abcd									
NET: Working	1061 88%	88 57%	299 84%	321 95%	344 98%	1037 89%	21 82%	872 89%	182 88%	774 89%	284 89%	695 92%	267 85%	1069 89%
	b		b	abc	abcd							am		
NET: Not in work	141 12%	50 43%	56 16%	18 5%	6 2%	134 11%	5 18%	111 11%	26 12%	97 11%	36 11%	61 8%	46 15%	133 11%
	del	acde	de	e									l	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 635

QD5. At present, are you...?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Caping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	365	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	61	431	816	120	135	835	122	81	864	222	751	1007
Working - Full-time (30+ hours per week)	830	757	73	780	17	32	433	398	437	331	664	129	81	724	69	46	735	123	685	833
69%		71%	52%	71%	56%	44%	70%	69%	77%	62%	68%	88%	53%	72%	49%	50%	72%	47%	76%	69%
Working - Part-time (8-29 hours per week)	156	130	26	133	4	19	84	72	54	84	131	3	18	132	22	15	126	64	88	174
13%		12%	19%	12%	11%	26%	13%	12%	9%	16%	13%	2%	12%	13%	16%	16%	12%	24%	10%	14%
Working - Part-time (under 8 hours per week)	9	6	3	8	-	1	5	4	6	2	8	-	3	6	4	1	5	4	5	7
1%		1%	2%	1%	-	2%	1%	1%	1%	*	1%	-	2%	1%	3%	1%	*	2%	1%	1%
Self-employed	66	56	10	59	2	5	34	32	25	37	52	9	13	49	9	5	56	19	45	55
5%		5%	7%	5%	7%	6%	5%	6%	4%	7%	5%	6%	8%	5%	7%	5%	6%	7%	5%	5%
Looking after the home	65	47	19	63	*	2	26	39	18	43	63	*	2	12	10	50	12	24	39	61
5%		4%	13%	6%	1%	3%	4%	7%	3%	8%	6%	*	8%	5%	8%	11%	5%	9%	4%	5%
Retired	8	7	1	5	-	2	3	5	-	5	4	-	1	7	-	-	7	-	8	8
1%		1%	1%	*	-	3%	1%	1%	-	1%	*	-	1%	1%	-	-	1%	-	1%	1%
Unemployed but looking for work	15	13	2	12	3	-	13	2	5	7	13	3	2	10	3	2	10	7	6	13
1%		1%	2%	1%	10%	-	2%	*	1%	1%	1%	2%	1%	1%	2%	2%	1%	3%	1%	1%
Permanently sick/disabled	19	16	3	10	3	4	10	8	6	10	13	-	16	-	13	8	2	9	7	18
2%		1%	2%	1%	11%	6%	2%	1%	1%	2%	1%	-	11%	-	9%	9%	*	3%	1%	1%
On a training scheme	1	1	-	-	1	-	-	1	-	1	-	1	-	1	-	-	-	-	1	1
* * * * *		*	-	-	4%	-	-	*	-	*	-	1%	-	1%	-	-	-	-	*	*
Voluntary work	1	1	-	-	-	1	-	1	-	1	-	-	-	1	-	-	1	1	-	1
* * * * *		*	-	-	2%	2%	-	*	-	*	-	-	-	*	-	-	*	*	*	*
Student	7	7	-	5	-	2	6	1	4	3	4	1	1	6	1	1	6	3	4	8
1%		1%	-	*	-	2%	1%	*	1%	1%	*	1%	2%	1%	1%	1%	1%	1%	*	1%
Full-time carer	9	8	1	7	-	2	3	7	3	6	7	-	3	6	4	3	5	3	5	9
1%		1%	1%	1%	-	2%	*	1%	1%	1%	1%	-	2%	1%	3%	3%	*	1%	1%	1%
Other	15	11	4	13	-	2	6	9	7	6	13	-	3	12	2	1	13	5	9	14
1%		1%	3%	1%	-	3%	1%	2%	1%	1%	1%	-	2%	1%	2%	2%	1%	2%	1%	1%
NET: Working	1061	950	112	980	23	56	586	521	454	855	142	118	910	105	67	922	210	823	1069	
Effective base	883	800	79%	809	74%	78%	80%	87%	92%	85%	88%	96%	74%	91%	74%	73%	81%	80%	91%	89%
NET: Not in work	141	111	30	116	8	15	67	74	44	82	117	5	39	93	36	25	93	54	79	133
12%		10%	21%	11%	26%	22%	11%	13%	8%	15%	12%	4%	26%	9%	26%	27%	9%	20%	9%	11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/h/f - a/g/h - a/i/j - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 636

QD5. At present, are you...?

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	429	744	254	682	312	236	209	177	193	131	1007
Working - Full-time (30+ hours per week)	830	445	344	643	183	582	242	196	180	150	165	96	833
69%		79%	63%	73%	59%	72%	63%	69%	72%	73%	70%	64%	69%
Working - Part-time (8-29 hours per week)	156	49	85	107	47	102	51	33	27	21	32	26	174
13%		9%	16%	12%	15%	13%	12%	11%	10%	10%	14%	17%	14%
Working - Part-time (under 8 hours per week)	9	1	8	8	1	4	5	1	2	2	1	2	7
1%		*	1%	1%	*	*	1%	*	1%	1%	1%	1%	1%
Self-employed	66	29	30	45	19	38	25	21	10	15	11	4	55
5%		5%	6%	5%	6%	5%	7%	7%	4%	7%	5%	2%	5%
Looking after the home	65	11	38	35	30	34	31	14	15	5	17	11	61
5%		2%	7%	4%	10%	4%	8%	5%	6%	2%	7%	7%	5%
Retired	8	2	7	8	1	5	3	2	1	1	1	1	8
1%		*	1%	1%	*	1%	1%	1%	*	1%	*	2%	1%





Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total		
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)								
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)			
Unweighted total	1202	574	627	702	417	83	312	34	76	180	22	255	550	675	1202
Weighted total	1202	574	627	702	417	83	312	34	76	180	22	255	550	675	1202
Effective base	1007	461	546	587	369	76	211	183	32	73	162	20	217	454	564
1 child	405	150	210	125	122	15	211	49	13	21	8	6	263	38	68
	34%	27%	39%	32%	40%	31%	40%	34%	35%	30%	31%	42%	42%	34%	34%
2 children	574	296	239	433	135	396	169	130	109	104	125	66	584	49%	49%
3 children	182	99	70	146	35	135	46	47	46	33	27	15	168	14%	14%
4 children or more	41	15	23	27	15	25	16	10	8	7	9	5	39	3%	3%
Any children (1 or more)	1202	561	541	885	307	806	383	283	251	207	235	151	1202	100%	100%
do not have parental responsibility for any children aged 17 or under	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025  
 Table 642

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

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Effective base	1007	461	546	587	369	76	821	183	32	73	162	20	217	454	564	1202
0 - 1 years old	263	105	156	125	122	15	211	49	13	21	8	6	263	38	68	255
	22%	18%	26%	21%	24%	17%	22%	20%	22%	20%	18%	25%	100%	7%	10%	21%
2 - 3 years old	540	278	262	281	225	34	412	121	26	61	27	8	540	166	166	550
	45%	46%	43%	47%	44%	37%	43%	51%	43%	57%	56%	35%	15%	100%	25%	46%
4 - 5 years old	665	360	304	336	274	55	542	119	39	41	29	10	68	166	665	675
	55%	60%	50%	56%	57%	61%	57%	50%	65%	38%	62%	43%	26%	31%	100%	56%
6 - 10 years old	476	253	222	200	235	41	374	98	26	42	19	11	62	194	278	455
	40%	42%	37%	34%	46%	45%	39%	41%	44%	40%	40%	44%	24%	36%	42%	38%
11 - 15 years old	191	106	84	49	115	27	147	43	6	24	7	6	33	74	111	179
	16%	18%	14%	8%	22%	30%	15%	18%	11%	22%	15%	24%	12%	14%	17%	15%
16 - 17 years old	32	16	16	5	17	9	22	10	3	4	1	2	4	15	20	29
	3%	3%	3%	1%	3%	10%	2%	4%	5%	4%	1%	8%	2%	3%	3%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 0 - 5 years old	1202	598	603	595	516	91	952	238	60	107	48	24	263	540	665	1202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - v9 (weighted)

8 Dec 2025  
 Table 643

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	999	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	316	693	322	212	372	219	220	717	129	136	280	371	1202
0 - 1 years old	263	165	97	172	91	63	90	66	44	209	24	164	-	-	255
	22%	20%	26%	21%	23%	23%	20%	21%	25%	23%	23%	100%	-	-	21%
2 - 3 years old	540	382	158	370	170	131	181	148	79	423	81	343	-	-	550
	45%	46%	43%	46%	43%	48%	41%	48%	46%	43%	55%	100%	-	-	46%

	ln									aj		aln			
4 - 5 years old	665 55%	472 57%	192 52%	461 57%	203 52%	136 49%	266 60%	168 55%	94 54%	554 57%	70 47%	- -	438 100%	675 56%	
6 - 10 years old	476 40%	334 40%	142 38%	344 42%	132 34%	117 42%	190 42%	114 37%	56 32%	400 41%	49 33%	36 22%	159 46%	227 52%	455 38%
11 - 15 years old	191 16%	125 15%	66 18%	118 15%	73 19%	53 19%	69 15%	35 11%	14 20%	158 16%	20 14%	26 16%	54 16%	87 20%	179 15%
16 - 17 years old	32 3%	16 2%	16 4%	17 2%	15 4%	9 3%	7 1%	9 3%	7 4%	27 3%	3 2%	2 1%	10 3%	14 3%	29 2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 0 - 5 years old	1202 100%	830 100%	372 100%	810 100%	392 100%	276 100%	447 100%	307 100%	172 100%	979 100%	147 100%	164 100%	343 100%	438 100%	1202 100%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 644

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £94,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	125	340	335	367	1170	27	993	159	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	972	25	875	172	742	256	637	262	1007
0 - 1 years old	263	25	104	80	41	260	2	204	57	183	76	164	67	255
2 - 3 years old	540	51	144	144	178	526	12	445	88	388	146	340	139	550
4 - 5 years old	665	59	181	183	224	647	16	553	106	502	157	437	163	675
6 - 10 years old	476	32	103	138	192	474	2	416	58	388	87	333	105	455
11 - 15 years old	191	18	58	47	64	188	1	172	17	156	33	126	48	179
16 - 17 years old	32	5	10	12	2	32	-	30	1	24	6	17	8	29
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 0 - 5 years old	1202	118	355	339	350	1171	26	983	208	871	320	756	313	1202

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 645

QD7. And which of the following age brackets do these children belong to? Please select as many as apply.

Base : All UK adults aged 16+ living with children aged 0-17

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1050	142	1095	74	71	646	356	813	496	970	144	157	1002	151	92	1015	249	316	1202
Weighted total	1202	1063	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92**	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
0 - 1 years old	263	172	91	239	8	12	184	79	126	111	209	38	36	217	26	17	230	76	180	255
2 - 3 years old	540	483	57	495	6	35	316	224	264	227	439	58	67	457	50	22	471	117	407	550
4 - 5 years old	665	656	8	613	21	30	315	350	300	319	546	85	83	559	86	74	545	130	513	675
6 - 10 years old	476	446	30	441	11	24	-	476	200	240	409	40	61	408	69	46	399	86	384	455
11 - 15 years old	191	177	14	172	11	7	-	191	81	92	165	17	21	165	29	15	154	41	146	179

	16%	17%	10%	16%	35%	10%	-	33%	14%	17%	17%	11%	13%	16%	21%	16%	15%	16%	16%	15%
16-17 years old	32	28	3	29	1	1	-	32	9	22	26	3	6	24	9	7	20	9	20	29
	3%	3%	2%	3%	2%	2%	-	5%	2%	4%	3%	2%	4%	2%	7%	8%	2%	7%	2%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 0-5 years old	1202	1061	141	1095	31	71	623	579	565	936	972	147	153	1004	141	92	1015	264	902	1202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 646

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	430	744	254	682	312	236	200	172	193	131	1007
0-1 years old	263	101	136	177	85	163	97	62	53	43	46	40	255
	22%	18%	25%	20%	28%	20%	25%	22%	21%	21%	19%	27%	21%
2-3 years old	540	241	253	410	126	363	172	130	111	80	114	60	550
	45%	43%	47%	46%	41%	45%	45%	46%	44%	43%	48%	40%	46%
4-5 years old	665	348	274	511	147	468	185	160	139	123	122	79	675
	55%	62%	51%	58%	48%	58%	48%	57%	55%	60%	52%	53%	56%
6-10 years old	476	247	200	357	115	316	135	103	103	87	97	59	455
	40%	44%	37%	40%	38%	42%	35%	36%	41%	42%	41%	39%	38%
11-15 years old	191	110	68	146	42	135	54	48	39	39	40	12	179
	16%	20%	13%	17%	14%	17%	14%	17%	16%	19%	17%	8%	15%
16-17 years old	32	11	17	26	5	22	10	11	5	1	7	6	29
	3%	2%	3%	3%	2%	3%	3%	4%	2%	1%	3%	4%	2%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: 0-5 years old	1202	561	541	885	307	806	383	283	251	207	235	151	1202
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 647

QD8. Do any of those children aged 5 or under currently attend nursery/pre-school or primary school?

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-4 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	48	24**	263	540	665	564	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Yes - nursery/pre-school	805	415	390	407	343	55	638	160	46	64	38	13	141	446	430	814
	67%	69%	65%	69%	66%	60%	67%	67%	77%	60%	79%	55%	54%	83%	65%	68%
Yes - primary school	461	254	207	229	197	34	376	81	23	32	20	6	48	157	386	461
	38%	42%	34%	38%	38%	38%	39%	34%	39%	29%	41%	27%	18%	29%	58%	38%
No	141	49	92	71	63	7	110	30	-	22	3	5	91	57	8	142
	12%	8%	15%	12%	12%	8%	12%	13%	-	21%	6%	20%	35%	11%	1%	12%
NET: Yes	1061	550	511	523	453	84	842	208	60	85	45	19	172	483	656	1060
	88%	92%	85%	88%	88%	92%	88%	87%	100%	79%	94%	80%	65%	89%	99%	88%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 648

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	829	373	242	465	243	478	155	157	137	439	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	
Yes - nursery/pre-school	805	586	219	564	241	187	307	205	106	658	99	72	278	247	
67%	71%	59%	62%	68%	62%	68%	69%	67%	61%	67%	67%	44%	81%	56%	
	cd		e									aln	l	i	
Yes - primary school	461	333	128	328	132	113	179	114	56	382	48	16	58	259	
38%	40%	34%	40%	34%	41%	41%	40%	37%	32%	39%	33%	10%	17%	59%	
	lm		e									alm		38%	
No	141	73	68	78	64	28	46	36	32	110	22	79	48	3	
12%	9%	18%	10%	16%	10%	10%	10%	12%	18%	11%	15%	49%	14%	1%	
	n		ab		ad			afgh				amn	n		
NET: Yes	1061	757	303	733	328	249	401	271	141	869	125	84	295	435	
88%	91%	82%	90%	84%	90%	90%	90%	88%	82%	89%	85%	51%	86%	99%	
	col	c	e			l	l	l				l	l	am	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 649

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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £4,999 (c)	£5,000 up to £9,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	
Weighted total	1202	118	355	339	350	1171	25**	983	208	871	300	756	313	1202
Effective base	1007	103	292	277	299	972	25	895	173	742	256	637	262	1007
Yes - nursery/pre-school	805	63	220	240	258	779	23	664	132	592	208	520	210	814
67%	54%	18%	62%	71%	74%	67%	90%	68%	63%	68%	65%	69%	67%	68%
	b		cd		abc									
Yes - primary school	461	35	111	119	129	454	7	386	70	367	90	298	121	461
38%	30%	31%	35%	51%	51%	39%	25%	39%	33%	42%	28%	39%	39%	38%
	ck		abcd		abcd									
No	141	29	60	32	16	139	1	109	32	85	54	74	37	142
12%	25%	17%	9%	4%	12%	12%	2%	11%	15%	10%	17%	10%	12%	12%
	e		ade		e									
NET: Yes	1061	89	295	307	334	1033	25	875	176	786	266	682	276	1060
88%	75%	83%	91%	96%	96%	88%	98%	89%	85%	90%	83%	90%	88%	88%
	bck		bc		abcd									

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 650

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

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	Unweighted total	1202	1050	152	1093	34	71	636	566	613	486	376	144	157	1002	321	32	1015	248	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Yes - nursery/pre-school	805	805	-	726	24	52	424	381	399	333	665	79	85	688	81	47	694	159	615	814
67%	76%	-	66%	76%	72%	72%	68%	66%	71%	62%	68%	54%	56%	69%	58%	52%	68%	60%	68%	68%
	clmop	ac																		
Yes - primary school	461	461	-	435	8	16	160	301	197	230	394	47	62	387	74	56	380	75	376	461
38%	43%	-	40%	27%	23%	26%	52%	35%	43%	40%	40%	32%	40%	39%	53%	61%	37%	29%	42%	38%
	qlr	ac													qr	rs				
No	141	-	141	131	3	8	104	38	77	54	103	29	27	108	14	6	116	52	86	142
12%	-	100%	12%	9%	11%	17%	6%	14%	10%	11%	20%	17%	11%	10%	6%	11%	20%	20%	10%	12%
	bh		ab			ah						ak	n				as			
NET: Yes	1061	1061	-	964	28	64	519	542	488	483	869	118	127	895	126	86	899	211	816	1060
88%	100%	-	88%	91%	89%	89%	83%	94%	86%	90%	89%	80%	83%	89%	80%	94%	89%	80%	90%	88%
	qrlr	ac						aq			l		m				r			

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\*small base; \*\* very small base (under 30) ineligible for sig testing

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

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	430	744	254	682	312	236	209	177	193	131	1007
Yes - nursery/pre-school	805	383	360	617	180	559	238	188	172	141	149	106	814
	67%	68%	66%	70%	59%	69%	62%	66%	69%	68%	64%	71%	68%
Yes - primary school	461	243	190	355	102	322	121	106	101	79	95	49	461
	38%	43%	35%	40%	33%	41%	32%	37%	40%	38%	41%	32%	38%
No	141	47	73	89	52	80	60	31	32	26	27	16	142
	12%	8%	13%	10%	17%	10%	16%	11%	13%	12%	11%	11%	12%
NET: Yes	1061	513	469	796	255	726	323	252	219	181	208	135	1060
	88%	92%	87%	90%	83%	90%	84%	89%	87%	88%	89%	89%	88%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	491	522	557	369	70	821	183	32	73	162	20	217	456	564	1007
Yes	243	127	116	128	101	14	199	44	10	23	10	2	33	114	140	249
	20%	21%	19%	21%	20%	16%	21%	19%	16%	21%	21%	7%	12%	21%	21%	21%
No	954	468	486	464	415	75	751	192	50	82	38	22	229	423	521	948
	79%	78%	81%	78%	80%	83%	79%	80%	84%	78%	79%	93%	87%	78%	78%	79%
Prefer not to say	5	4	1	3	-	2	2	2	-	2	-	-	1	3	3	5
	*	1%	*	1%	-	2%	*	1%	-	2%	-	-	*	1%	*	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Yes	243	184	59	169	74	41	112	53	36	210	21	24	74	101	249
	20%	22%	16%	21%	19%	15%	25%	17%	21%	21%	14%	14%	22%	23%	21%
No	954	644	310	637	318	233	333	253	135	764	126	140	267	335	948
	79%	78%	84%	79%	81%	84%	74%	83%	79%	78%	86%	86%	78%	77%	79%
Prefer not to say	5	2	2	5	-	2	2	-	1	5	-	-	2	2	5
	*	*	1%	1%	-	1%	*	-	*	*	-	-	1%	*	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £34,999	£25,000 up to £34,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Yes	243	24	55	65	95	229	14	194	45	188	59	159	66	249
	20%	20%	15%	19%	27%	20%	52%	20%	22%	21%	18%	21%	21%	21%
No	954	94	288	274	255	937	12	785	161	684	260	594	246	948
	79%	79%	84%	81%	73%	80%	48%	80%	78%	79%	81%	79%	79%	79%
Prefer not to say	5	1	2	e	1	5	-	3	1	3	1	3	1	5
	*	1%	*	-	*	*	-	*	1%	*	*	*	*	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	98	71	686	506	813	496	976	144	157	1002	141	92	1015	289	916	1202
Weighted total	1202	1061	141	1095	11**	71*	623	579	865	536	922	147	153	1004	141	92*	1015	264	930	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Yes	243	222	21	224	7	11	126	116	123	99	207	23	40	191	34	22	192	39	189	249
	20%	21%	15%	20%	24%	16%	20%	20%	22%	18%	21%	16%	26%	19%	24%	24%	19%	15%	21%	21%
No	954	835	120	868	24	59	492	462	442	434	764	122	113	809	107	69	820	223	712	948
	79%	79%	85%	79%	76%	83%	79%	80%	78%	81%	79%	83%	74%	81%	76%	76%	81%	84%	79%	79%
Prefer not to say	5	4	1	3	-	1	4	1	-	4	2	2	-	4	-	-	4	2	1	5
	*	*	*	*	-	1%	1%	*	-	1%	*	1%	-	*	-	-	*	1%	*	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QD9. Do you have any children aged 17 or under who are not currently living with you?

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	592	510	899	292	873	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	490	439	744	254	682	312	236	209	177	193	131	1007
Yes	243	135	89	194	47	181	59	63	58	52	42	16	249
	20%	24%	17%	22%	15%	22%	16%	22%	23%	25%	18%	10%	21%
No	954	422	451	686	260	621	322	220	191	153	193	133	948
	79%	75%	83%	78%	85%	77%	84%	77%	76%	74%	82%	88%	79%
Prefer not to say	5	3	1	5	-	4	1	1	2	1	-	2	5
	*	1%	*	1%	-	*	*	*	1%	*	-	1%	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

QD10. And do you have any children aged 18 or over? Please include any children who live with you or who live elsewhere.

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	852	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	369	269	76	821	183	32	73	162	20	217	454	564	1202
Yes, they live with me	236	127	110	130	84	22	189	47	10	29	7	2	33	103	149	237
	20%	21%	18%	22%	16%	24%	20%	20%	18%	27%	14%	7%	12%	19%	22%	20%
Yes, they live elsewhere	42	26	15	12	10	20	34	7	1	2	3	1	6	24	19	46
	3%	4%	2%	2%	2%	22%	4%	3%	2%	7%	3%	3%	2%	4%	3%	4%
No	927	447	480	452	421	55	733	182	48	77	38	20	223	418	496	923
	77%	75%	80%	76%	81%	60%	77%	77%	80%	72%	79%	85%	85%	77%	75%	77%
Prefer not to say	3	2	1	1	3	-	2	1	-	-	-	1	2	1	2	3
	*	*	*	*	1%	-	*	*	-	-	-	5%	1%	*	*	*
NET: Yes	271	149	122	142	93	36	217	55	12	30	10	2	38	122	167	276
	23%	25%	20%	24%	18%	40%	23%	23%	20%	28%	21%	10%	14%	23%	25%	23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

QD10. And do you have any children aged 18 or over? Please include any children who live with you or who live elsewhere.

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	487	276	172	979	147	154	343	436	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	293	371	1202
Yes, they live with me	236	166	70	158	79	45	100	58	34	200	24	23	63	103	237
	20%	20%	19%	19%	20%	16%	22%	19%	20%	20%	16%	14%	18%	23%	20%
Yes, they live elsewhere	42	19	23	21	21	8	19	5	9	32	9	4	18	13	46
	3%	2%	6%	3%	5%	3%	4%	2%	5%	3%	6%	3%	5%	3%	4%
No	927	644	283	634	293	222	330	243	131	748	115	136	267	321	923
	77%	78%	76%	78%	75%	80%	74%	79%	76%	76%	78%	83%	78%	73%	77%
Prefer not to say	3	3	1	2	2	1	2	1	-	3	-	1	-	2	3
	*	*	*	*	*	*	*	*	-	*	-	1%	-	*	*
NET: Yes	271	184	87	174	97	53	115	62	41	228	32	26	76	116	276
	23%	22%	24%	22%	25%	19%	20%	20%	24%	23%	22%	16%	22%	26%	23%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

QD10. And do you have any children aged 18 or over? Please include any children who live with you or who live elsewhere.

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	983	208	874	320	756	318	1202
Effective base	1007	108	292	277	299	976	25	835	173	742	256	637	262	1202
Yes, they live with me	236	29	58	55	91	219	17	180	52	160	74	141	68	237
	20%	25%	16%	16%	26%	19%	64%	18%	25%	18%	23%	19%	22%	20%
Yes, they live elsewhere	42	8	15	11	7	41	*	34	7	26	16	18	18	46
	3%	7%	4%	3%	2%	4%	1%	3%	3%	3%	5%	2%	6%	4%
No	927	80	284	274	254	914	9	770	152	685	234	597	229	923
	77%	68%	80%	81%	73%	78%	36%	78%	73%	79%	73%	79%	73%	77%
Prefer not to say	3	-	-	3	-	3	-	3	1	3	-	3	1	3
	*	-	-	1%	-	*	-	*	*	*	-	*	*	*
NET: Yes	271	37	71	63	96	254	17	211	56	183	86	156	84	276
	23%	32%	20%	19%	27%	22%	64%	21%	27%	21%	27%	21%	27%	23%



Yes - partner lives in household	1095 91%	561 94%	535 89%	549 92%	475 92%	72 78%	870 91%	215 90%	50 84%	98 92%	45 93%	22 94%	239 91%	495 92%	613 92%	1093 91%
No - has a partner but does not live in household	31 3%	13 2%	18 3%	16 3%	8 2%	7 7%	24 3%	7 3%	2 3%	2 2%	2 4%	1 4%	8 3%	6 1%	21 3%	34 3%
No - does not have a partner	71 6%	23 4%	48 8%	28 5%	30 6%	13 14%	55 6%	14 6%	7 12%	5 5%	1 2%	1 2%	12 5%	35 7%	30 4%	71 6%
Prefer not to say	4 *	2 *	2 *	2 *	2 *	-	3 *	1 1%	-	1 1%	-	-	3 1%	3 1%	1 *	4 *
NET: No	102 9%	36 6%	66 11%	44 7%	39 8%	20 22%	79 8%	22 9%	9 16%	8 7%	3 7%	1 6%	21 8%	42 8%	51 8%	105 9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 663

QD11. Do you currently live with a partner?

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	859	343	242	465	255	243	979	155	157	377	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Yes - partner lives in household	1095 91%	780 94%	315 85%	766 94%	330 84%	253 92%	412 87%	280 91%	151 87%	895 91%	136 93%	148 90%	307 89%	395 90%	1093 91%
No - has a partner but does not live in household	31 3%	17 2%	14 4%	12 1%	19 5%	7 2%	11 2%	6 2%	8 4%	28 3%	2 1%	6 4%	4 1%	17 4%	34 3%
No - does not have a partner	71 6%	32 4%	40 11%	30 4%	41 11%	16 6%	23 5%	19 6%	13 8%	53 5%	8 5%	9 5%	31 9%	26 6%	71 6%
Prefer not to say	4 *	1 *	3 1%	3 1%	1 *	1 *	1 *	1 1%	1 1%	3 *	1 1%	1 1%	1 *	-	4 *
NET: No	102 9%	49 6%	53 14%	42 5%	61 16%	23 8%	34 8%	25 8%	21 12%	81 8%	10 7%	15 9%	35 10%	43 10%	105 9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 664

QD11. Do you currently live with a partner?

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £95,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	113	1202
Effective base	1007	108	292	277	299	976	25	825	173	742	256	637	262	1007
Yes - partner lives in household	1095 91%	86 73%	315 89%	319 94%	342 98%	1070 91%	22 86%	900 92%	188 90%	800 92%	286 89%	702 93%	277 88%	1093 91%
No - has a partner but does not live in household	31 3%	6 5%	12 3%	6 2%	6 2%	30 3%	1 4%	26 3%	3 1%	26 3%	4 1%	20 3%	7 2%	34 3%
No - does not have a partner	71 6%	24 21%	26 7%	14 4%	2 1%	67 6%	3 11%	55 6%	16 7%	42 5%	29 9%	33 4%	26 8%	71 6%
Prefer not to say	4 *	1 *	2 1%	-	-	4 *	-	2 *	2 1%	2 *	1 *	1 *	3 1%	4 *
NET: No	102 9%	31 26%	53 11%	20 6%	8 2%	97 8%	4 14%	81 8%	19 9%	68 8%	33 10%	53 7%	33 11%	105 9%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



	38%	49%	27%	34%	42%	39%	38%	37%	38%	39%	38%	27%	32%	37%	40%	37%
	c	ac		d	d										m	
Prefer not to say	5	4	1	1	4	4	5	-	-	-	-	-	1	3	1	5
	*	1%	*	*	5%	5%	1%	-	-	-	-	-	*	1%	*	*
Don't know	2	1	1	2	-	-	2	-	-	-	-	-	-	1	2	2
	*	*	*	*	-	-	*	-	-	-	-	-	-	*	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 668

QD12. Thinking now about your child(ren) aged 5 and under for which you have parental responsibility. Do you, or does your partner spend the most time caring for them? This would include, for example, preparing their meals, changing their nappies or taking them to the toilet.

Base : All UK adults aged 16+ who are parents of children aged 0-5 and have a partner

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total (n)
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1127	895	322	895	322	228	442	236	221	923	146	146	308	411	1127
Weighted total	1127	798	329	778	349	260	423	286	158	923	138	154	311	412	1127
Effective base	943	670	272	656	287	198	372	204	200	770	121	126	255	348	1127
I personally spend the most time caring	544	335	210	379	165	129	205	137	74	451	59	81	160	181	560
	48%	42%	64%	49%	47%	50%	48%	48%	47%	49%	43%	53%	51%	44%	50%
My partner spends the most time caring	147	129	18	88	59	27	62	35	23	111	27	23	33	60	144
	13%	16%	5%	11%	17%	10%	15%	12%	15%	12%	20%	15%	11%	14%	13%
Me and my partner equally	428	330	98	307	121	101	154	114	58	356	50	49	115	170	416
	38%	41%	30%	39%	35%	39%	37%	40%	37%	39%	36%	32%	37%	41%	37%
Prefer not to say	5	3	2	3	2	2	1	-	3	4	2	1	3	1	5
	*	*	1%	*	1%	1%	*	-	2%	*	1%	1%	1%	*	*
Don't know	2	1	1	1	1	1	1	-	-	1	-	-	-	1	2
	*	*	*	*	*	*	*	-	-	*	-	-	-	*	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 669

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total (n)
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1127	96	313	322	366	1100	24	937	181	851	268	744	273	1127
Weighted total	1127	92*	327	325	348	1100	23**	926	191	826	290	722	284	1127
Effective base	943	82	269	266	299	915	22	727	157	703	232	607	230	1127
I personally spend the most time caring	544	49	154	149	178	532	11	463	74	425	112	361	133	560
	48%	53%	47%	46%	51%	48%	46%	50%	39%	51%	39%	50%	47%	50%
My partner spends the most time caring	147	11	64	40	27	143	3	110	36	96	51	75	43	144
	13%	11%	20%	12%	8%	13%	14%	12%	19%	12%	17%	10%	15%	13%
Me and my partner equally	428	33	106	134	142	419	9	349	79	303	123	285	108	416
	38%	36%	32%	41%	41%	38%	40%	38%	41%	37%	43%	39%	38%	37%
Prefer not to say	5	-	3	2	1	5	-	4	2	3	3	2	-	5
	*	-	1%	1%	-	*	-	*	1%	*	1%	*	-	*
Don't know	2	-	1	-	-	2	-	-	-	-	2	-	-	2
	*	-	-	*	-	*	-	-	-	-	1%	-	-	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 670

QD12. Thinking now about your child(ren) aged 5 and under for which you have parental responsibility. Do you, or does your partner spend the most time caring for them? This would include, for example, preparing their meals, changing their nappies or taking them to the toilet.

Base : All UK adults aged 16+ who are parents of children aged 0-5 and have a partner

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
	Unweighted total	1127	995	132	1093	34	-	598	529	994	457	976	144	141	951	129	83	962	213	
Weighted total	1127	993	134	1095	31**	-	579	547	545	496	972	147	136	954	130	84*	960	226	870	1127
Effective base	943	826	117	913	30	-	496	447	475	402	816	120	121	793	112	73	800	192	723	1127
I personally spend the most time caring	544	469	75	526	19	-	260	285	280	218	544	-	70	49	457	-	-	108	427	560
48%	48%	47%	56%	48%	60%	-	45%	52%	51%	44%	56%	-	51%	49%	56%	58%	48%	48%	49%	50%
My partner spends the most time caring	147	118	29	143	5	-	99	48	56	80	-	147	20	115	18	12	120	33	109	144
13%	13%	12%	22%	13%	15%	-	17%	9%	10%	16%	-	100%	15%	12%	14%	15%	13%	15%	13%	13%
Me and my partner equally	428	400	28	421	7	-	216	212	209	195	428	-	46	366	38	22	377	84	330	416
38%	38%	40%	21%	38%	23%	-	37%	39%	38%	39%	44%	-	34%	38%	29%	27%	39%	37%	38%	37%
Prefer not to say	5	3	2	4	1	-	3	3	1	3	-	-	-	5	1	-	4	2	3	5
* * * * *	*	*	1%	*	3%	-	*	*	*	1%	-	-	-	1%	1%	-	*	1%	*	*
Don't know	2	2	-	2	-	-	2	-	-	-	-	-	-	-	-	-	1	-	-	2
* * * * *	*	*	-	*	-	-	*	-	-	-	-	-	-	-	-	-	*	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 671

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
	Unweighted total	1127	567	475	850	267	774	337	267	236	201	222	
Weighted total	1127	535	505	837	280	756	357	263	236	195	223	143	1127
Effective base	943	459	409	702	222	632	251	221	197	165	163	124	1127
I personally spend the most time caring	544	276	224	423	119	394	147	120	110	104	113	63	560
48%	48%	52%	44%	51%	42%	52%	41%	46%	46%	53%	51%	44%	50%
My partner spends the most time caring	147	63	74	86	59	77	69	37	31	31	22	17	144
13%	13%	12%	15%	10%	21%	10%	19%	14%	13%	16%	10%	12%	13%
Me and my partner equally	428	183	205	334	102	281	141	104	95	61	88	59	416
38%	38%	36%	41%	39%	36%	37%	39%	39%	40%	31%	39%	41%	37%
Prefer not to say	5	3	1	5	1	5	1	2	-	-	-	3	5
* * * * *	*	1%	*	1%	*	1%	*	1%	-	-	-	2%	*
Don't know	2	-	1	-	-	-	-	1	-	-	-	-	2
* * * * *	*	-	1	-	-	-	-	-	-	-	-	-	*

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 Table 672

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base: All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
	Unweighted total	1202	574	527	702	417	83	883	312	34	76	180	22	255	550	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	45	24**	263	440	665	1202
Effective base	1007	461	552	587	369	76	811	183	32	73	162	20	217	454	564	1202
Grandparent	65	30	34	22	20	22	50	15	-	12	3	-	15	31	29	65
5%	5%	5%	6%	4%	4%	25%	5%	6%	-	11%	6%	-	6%	6%	4%	5%
Uncle / Aunt	530	269	261	230	260	40	421	106	25	25	21	13	116	241	302	535
44%	44%	45%	43%	39%	50%	43%	44%	44%	41%	44%	44%	55%	44%	45%	45%	45%
Brother / sister	152	68	84	100	42	10	123	28	3	14	10	1	34	61	97	175
13%	13%	11%	14%	17%	8%	11%	13%	12%	5%	13%	21%	6%	13%	11%	15%	15%
Step parent	40	17	22	23	15	1	35	4	2	-	2	1	11	17	19	41
3%	3%	3%	4%	4%	3%	1%	4%	2%	3%	-	4%	2%	4%	3%	3%	3%

Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	90	35	54	70	19	1	75	12	3	5	4	-	21	36	52	97
	7%	6%	9%	12%	4%	1%	8%	5%	6%	5%	8%	-	8%	7%	8%	8%
Work with children aged 6-17 as a core part of my job	94	46	48	46	43	5	79	15	5	4	4	2	31	33	53	97
	8%	8%	8%	8%	8%	6%	8%	6%	8%	4%	9%	7%	12%	6%	8%	8%
Another type of relationship	112	58	54	58	48	5	89	22	9	4	7	2	32	52	63	121
	9%	10%	9%	10%	9%	6%	9%	9%	16%	4%	14%	10%	12%	10%	9%	10%
None of the above	386	197	188	182	172	32	295	84	19	43	13	8	85	181	207	366
	32%	33%	31%	31%	33%	35%	31%	35%	32%	40%	27%	33%	32%	34%	31%	30%
NET: Some kind of relationship	816	401	414	413	345	59	657	155	40	64	35	16	178	359	457	836
	68%	67%	69%	69%	67%	65%	69%	65%	68%	60%	73%	67%	68%	66%	69%	70%
NET: Family relationship or work with children	743	359	383	374	314	55	599	139	33	61	30	15	159	327	415	758
	62%	60%	64%	63%	61%	61%	63%	58%	55%	57%	64%	62%	61%	60%	62%	63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 673

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (n)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	857	345	212	405	232	213	979	155	157	337	438	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Grandparent	65	37	28	37	28	15	24	15	11	44	15	12	24	20	65
	5%	4%	8%	5%	7%	6%	5%	5%	6%	4%	10%	7%	7%	5%	5%
Uncle / Aunt	530	367	163	364	165	108	197	133	92	428	72	68	148	190	535
	44%	44%	44%	45%	42%	39%	44%	43%	53%	44%	49%	41%	43%	44%	45%
Brother / sister	152	110	42	100	51	30	62	35	25	125	15	22	31	61	175
	13%	13%	11%	12%	13%	11%	14%	11%	14%	13%	16%	13%	9%	14%	15%
Step parent	40	28	12	21	19	10	17	7	4	32	6	5	14	14	41
	3%	3%	3%	3%	5%	4%	4%	2%	2%	3%	4%	3%	4%	3%	3%
Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	90	67	23	56	34	13	36	25	15	74	7	11	25	36	97
	7%	8%	6%	7%	9%	5%	8%	8%	9%	8%	4%	7%	7%	8%	8%
Work with children aged 6-17 as a core part of my job	94	60	34	74	20	14	30	33	17	69	15	19	20	33	97
	8%	7%	9%	9%	5%	5%	7%	11%	10%	7%	10%	11%	6%	8%	8%
Another type of relationship	112	81	31	76	36	26	48	21	18	95	11	17	29	32	121
	9%	10%	8%	9%	9%	9%	11%	7%	10%	10%	8%	10%	8%	7%	10%
None of the above	386	258	128	265	121	105	136	102	43	314	46	55	111	135	366
	32%	31%	34%	33%	31%	38%	30%	33%	25%	32%	31%	34%	32%	31%	30%
NET: Some kind of relationship	816	573	244	546	270	171	311	205	129	665	101	108	232	303	836
	68%	69%	66%	67%	69%	62%	70%	67%	75%	68%	69%	66%	68%	69%	70%
NET: Family relationship or work with children	743	517	226	498	244	153	281	191	117	603	95	99	214	278	758
	62%	62%	61%	62%	62%	55%	63%	62%	68%	62%	64%	61%	62%	63%	63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

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 Table 674

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base : All UK adults aged 16+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	25**	983	208	871	330	756	313	1202
Effective base	1007	108	292	277	299	978	25	835	173	742	256	637	262	1202
Grandparent	65	8	23	10	10	64	1	56	8	38	23	27	26	65
	5%	6%	7%	6%	3%	5%	2%	6%	4%	4%	7%	4%	8%	5%
Uncle / Aunt	530	37	154	167	157	525	5	442	84	405	118	349	192	535

	44%	31%	43%	49%	45%	45%	19%	45%	41%	47%	37%	46%	42%	45%
Brother / sister	152	17	40	39	49	146	5	131	18	122	27	99	41	175
	13%	14%	11%	12%	14%	13%	20%	13%	9%	14%	8%	13%	13%	15%
Step parent	40	6	13	11	9	36	3	29	11	29	9	23	13	41
Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	90	7	24	22	33	78	11	65	24	59	30	60	23	97
	7%	6%	7%	7%	9%	7%	41%	7%	11%	7%	9%	8%	7%	8%
Work with children aged 6-17 as a core part of my job	94	5	28	32	26	93	1	80	13	79	14	66	20	97
	8%	4%	8%	10%	7%	8%	4%	8%	6%	9%	4%	9%	6%	8%
Another type of relationship	112	7	38	19	44	108	3	99	12	91	19	74	28	121
	9%	6%	11%	6%	12%	9%	11%	10%	6%	10%	6%	10%	9%	10%
None of the above	386	47	119	104	100	383	1	306	74	259	123	219	110	366
	32%	40%	33%	31%	28%	33%	4%	31%	35%	30%	38%	29%	35%	30%
NET: Some kind of relationship	816	71	236	235	251	789	25	678	134	611	197	537	203	836
	68%	60%	67%	69%	72%	67%	96%	69%	65%	70%	62%	71%	65%	70%
NET: Family relationship or work with children	743	66	212	219	226	718	23	610	128	554	182	489	184	758
	62%	56%	60%	65%	64%	61%	90%	62%	62%	64%	57%	65%	59%	63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 675

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1050	152	1053	38	71	686	516	613	488	976	144	157	1002	141	52	1015	249	516	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	609	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Grandparent	65	56	9	59	1	4	34	31	22	33	50	7	12	51	13	8	49	22	42	65
	5%	5%	7%	5%	3%	6%	5%	5%	4%	6%	5%	5%	8%	5%	9%	9%	5%	8%	5%	5%
Uncle / Aunt	530	468	62	492	15	22	260	270	240	255	440	64	63	453	67	46	442	125	396	535
	44%	44%	44%	45%	47%	32%	42%	47%	43%	48%	45%	44%	42%	45%	48%	51%	44%	47%	44%	45%
Brother / sister	152	138	14	138	5	7	77	75	89	52	129	15	22	119	25	17	119	34	112	175
	13%	13%	10%	13%	16%	10%	12%	13%	16%	10%	13%	10%	15%	12%	18%	19%	12%	13%	12%	15%
Step parent	40	36	3	36	-	2	18	22	22	16	27	8	6	29	6	4	30	15	23	41
	3%	3%	2%	3%	-	3%	3%	4%	4%	3%	3%	6%	3%	3%	4%	5%	3%	6%	3%	3%
Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	90	83	7	81	3	5	54	36	48	36	74	10	15	64	18	8	60	18	60	97
	7%	8%	5%	7%	9%	7%	9%	6%	9%	7%	8%	7%	9%	6%	13%	8%	6%	7%	7%	8%
Work with children aged 6-17 as a core part of my job	94	77	17	86	2	6	38	56	39	50	74	12	18	74	23	13	68	28	64	97
	8%	7%	12%	8%	5%	8%	6%	10%	7%	9%	8%	8%	12%	7%	16%	14%	7%	11%	7%	8%
Another type of relationship	112	98	14	101	4	6	54	58	60	44	89	15	14	95	13	13	93	15	93	121
	9%	9%	10%	9%	12%	8%	9%	10%	11%	8%	9%	10%	9%	9%	9%	14%	9%	6%	10%	10%
None of the above	386	337	49	348	8	28	203	183	179	165	312	43	40	335	26	15	309	82	293	366
	32%	32%	34%	32%	27%	39%	33%	32%	32%	31%	32%	29%	26%	33%	19%	16%	35%	31%	33%	30%
NET: Some kind of relationship	816	724	93	747	23	43	419	397	386	372	660	104	114	669	114	77	665	182	609	836
	68%	68%	66%	68%	73%	61%	67%	68%	68%	69%	68%	71%	74%	67%	81%	84%	65%	69%	67%	70%
NET: Family relationship or work with children	743	656	87	683	20	38	384	358	352	337	608	91	103	606	107	70	601	175	545	758
	62%	62%	62%	62%	64%	53%	62%	62%	62%	63%	62%	62%	68%	60%	76%	76%	59%	66%	60%	63%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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Table 676

QD13. Do you have any of the following relationships with any children aged 17 or under?

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than year own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	692	312	236	209	177	193	131	1007
Grandparent	65	33	25	53	12	49	16	12	10	14	11	11	65
	5%	6%	5%	6%	4%	6%	4%	4%	4%	7%	5%	8%	5%
Uncle / Aunt	530	227	266	387	139	346	178	110	115	91	101	85	535
	44%	41%	49% b	44%	45%	43%	46%	39%	46%	44%	43%	56%	45%
Brother / sister	152	99	44	116	35	119	31	47	36	23	16	18	175
	13%	18%	8%	13%	12%	15%	8%	17%	14%	13%	7%	12%	15%
Step parent	40	17	22	31	8	30	9	13	6	11	6	3	41
	3%	3%	4%	4%	3%	4%	2%	4%	2%	5%	2%	2%	3%
Work with children aged 0-5 as a core part of my job (including people who are pregnant or expecting a baby)	90	49	35	78	10	80	8	24	18	16	17	6	97
	7%	9%	6%	9%	3%	10%	2%	8%	7%	8%	7%	4%	8%
Work with children aged 6-17 as a core part of my job	94	50	37	77	15	68	24	19	14	16	18	17	97
	8%	9%	7%	9%	5%	8%	6%	7%	6%	8%	7%	11%	8%
Another type of relationship	112	61	42	88	22	83	28	30	28	19	15	15	121
	9%	11%	8%	10%	7%	10%	7%	11%	11%	9%	6%	10%	10%
None of the above	386	179	163	264	117	233	146	93	78	66	84	38	366
	32%	22%	30%	30%	38%	29%	38%	33%	21%	32%	36%	25%	30%
NET: Some kind of relationship	816	381	379	621	190	573	237	190	173	141	150	113	836
	68%	68%	70%	70%	62%	71%	62%	67%	69%	68%	64%	75%	70%
NET: Family relationship or work with children	743	339	354	565	173	522	214	166	156	129	140	107	758
	62%	60%	65%	64%	56%	65%	56%	59%	62%	62%	60%	71%	63%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 677

QD14. And which of the following age brackets do these children belong to?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	758	354	403	450	258	50	563	192	18	44	117	13	163	343	425	758
Weighted total	743	359	383	374	314	55*	599	139	13**	61*	30	15**	159	327	415	758
Effective base	693	319	353	375	228	45	622	109	17	42	102	12	132	292	353	758
0-1 years old	115	45	69	50	55	9	84	30	8	18	4	1	54	49	38	107
	15%	13%	18%	13%	18%	17%	14%	22%	23%	30%	12%	7%	34%	15%	9%	14%
2-3 years old	233	111	122	127	86	20	184	47	9	25	10	3	46	149	100	243
	31%	31%	32%	34%	27%	37%	31%	34%	28%	41%	32%	22%	29%	46%	24%	32%
4-5 years old	300	136	163	156	126	18	242	58	14	26	14	4	44	127	197	311
	40%	38%	43%	42%	40%	33%	40%	42%	44%	42%	46%	26%	28%	39%	48%	41%
6-10 years old	365	175	189	158	177	30	283	78	18	35	15	11	63	166	209	361
	49%	49%	49%	42%	56%	54%	47%	56%	54%	57%	50%	74%	40%	51%	50%	48%
11-15 years old	267	135	131	115	128	24	214	49	11	20	11	7	58	119	152	269
	36%	38%	34%	31%	41%	44%	36%	36%	35%	32%	37%	47%	36%	36%	37%	35%
16-17 years old	160	84	75	79	60	20	127	30	6	14	7	3	35	65	94	162
	22%	23%	20%	21%	19%	36%	21%	22%	17%	23%	24%	18%	22%	20%	23%	21%
Don't know	4	4	-	3	1	-	4	*	-	-	*	-	1	1	4	5
	1%	1%	-	1%	*	-	1%	*	-	-	1%	-	*	*	1%	1%
NET: 0-5 years old	479	225	253	243	198	38	386	92	24	45	18	5	103	226	247	482
	65%	63%	66%	65%	63%	69%	64%	66%	72%	74%	60%	33%	65%	64%	60%	64%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 678

QD14. And which of the following age brackets do these children belong to?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	758	528	230	529	229	136	297	158	167	615	103	100	215	277	758
Weighted total	743	517	226	498	246	153	281	191	117	603	95*	99*	214	278	758
Effective base	633	441	192	428	205	112	249	139	152	513	84	56	103	214	758
0-1 years old	115	71	44	85	30	25	36	37	17	91	18	35	34	22	107
	15%	14%	19%	17%	12%	17%	13%	19%	14%	15%	19%	36%	16%	8%	14%
2-3 years old	233	154	79	148	85	57	86	50	41	197	29	22	105	50	243
	31%	30%	35%	30%	35%	37%	30%	26%	35%	33%	30%	22%	49%	18%	32%
4-5 years old	300	198	102	207	94	54	118	80	48	249	34	26	74	136	311
	40%	38%	45%	41%	38%	35%	42%	42%	41%	41%	35%	26%	35%	49%	41%
6-10 years old	365	235	129	254	110	69	149	91	55	294	46	38	112	143	361
	49%	46%	57%	51%	45%	45%	53%	47%	47%	49%	48%	39%	53%	51%	48%
11-15 years old	267	179	88	168	88	54	100	63	51	208	39	34	75	98	269
	36%	35%	39%	34%	40%	35%	35%	33%	43%	35%	41%	34%	35%	35%	35%
16-17 years old	160	109	51	111	49	35	57	43	25	129	22	18	45	66	162
	22%	21%	22%	22%	20%	23%	20%	23%	21%	21%	24%	18%	21%	24%	21%
Don't know	4	3	1	3	1	1	1	1	1	3	-	-	*	3	5
	1%	1%	*	1%	*	*	*	*	*	1%	1%	*	*	1%	1%
NET: 0-5 years old	479	322	158	318	161	102	176	125	76	400	58	65	156	166	482
	65%	62%	70%	64%	66%	67%	63%	65%	65%	66%	61%	66%	73%	60%	64%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO'S UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 679

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	758	72	204	221	243	732	54	650	124	174	516	189	58	
Weighted total	743	66*	212	219	226	718	23**	610	128	554	489	184	758	
Effective base	633	62	177	183	196	609	22	521	108	478	150	159	758	
0-1 years old	115	7	41	39	24	113	1	96	19	83	30	69	107	
	15%	11%	19%	18%	10%	16%	3%	16%	14%	15%	17%	14%	14%	
2-3 years old	233	22	68	71	71	224	7	189	42	175	58	148	243	
	31%	33%	32%	31%	32%	31%	31%	31%	33%	32%	32%	30%	35%	
4-5 years old	300	28	88	83	84	291	10	250	47	222	79	201	311	
	40%	42%	41%	38%	42%	40%	42%	41%	37%	40%	41%	41%	41%	
6-10 years old	365	32	92	114	117	359	6	312	52	284	78	244	361	
	49%	49%	43%	52%	52%	50%	25%	51%	41%	51%	43%	50%	43%	
11-15 years old	267	26	73	80	84	263	4	223	42	204	61	183	269	
	36%	40%	34%	37%	37%	37%	18%	37%	33%	37%	33%	37%	28%	
16-17 years old	160	12	40	57	47	157	3	137	23	127	31	114	162	
	22%	18%	19%	26%	21%	22%	15%	22%	18%	23%	17%	23%	21%	
Don't know	4	*	1	1	1	3	1	2	2	1	2	1	3	
	1%	*	1%	*	*	5%	*	1%	1%	*	1%	*	1%	
NET: 0-5 years old	479	43	146	131	144	461	17	390	86	349	128	306	482	
	65%	66%	69%	60%	64%	64%	71%	64%	67%	63%	70%	63%	71%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO'S UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 680

QD14. And which of the following age brackets do these children belong to?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	758	665	93	697	23	36	406	352	400	311	624	91	106	621	107	70	617	165	570	758
Weighted total	743	656	87*	683	20**	38*	384	358	337	608	337	608	103*	606	107*	70*	601	175	545	758
Effective base	633	551	83	500	19	32	336	298	315	277	510	76	91	515	92	61	511	149	462	758
0-1 years old	115	98	17	107	3	3	66	49	43	63	104	5	21	91	14	8	99	24	80	107
	15%	15%	19%	16%	16%	9%	17%	14%	12%	19%	17%	5%	20%	15%	13%	12%	16%	20%	15%	14%

	i																			
2-3 years old	233 31%	206 31%	28 32%	216 32%	9 44%	8 22%	115 30%	119 33%	119 34%	119 27%	195 30%	27 29%	40 38%	188 31%	38 36%	22 31%	185 31%	64 36%	164 30%	243 32%
4-5 years old	300 40%	265 40%	36 41%	281 41%	5 26%	14 37%	136 35%	140 46%	130 40%	255 39%	31 42%	46 34%	238 39%	49 46%	24 35%	235 39%	71 40%	213 39%	311 41%	
6-10 years old	365 49%	319 49%	46 53%	332 49%	12 58%	21 55%	161 42%	204 57%	167 47%	171 51%	306 50%	34 38%	54 52%	299 49%	55 52%	35 50%	294 49%	90 51%	269 49%	361 48%
11-15 years old	267 36%	234 36%	33 38%	249 36%	5 27%	12 33%	112 29%	155 43%	124 35%	122 36%	221 36%	31 34%	35 34%	224 37%	34 32%	24 34%	223 37%	72 41%	191 35%	269 35%
16-17 years old	160 22%	142 22%	18 21%	145 21%	4 18%	12 31%	62 16%	88 27%	78 22%	67 20%	139 21%	19 21%	18 18%	137 23%	20 19%	17 24%	135 22%	50 29%	107 20%	162 21%
Don't know	4 1%	4 1%	-	3 *	-	-	2 1%	2 *	2 1%	2 1%	1 *	2 2%	2 *	2 *	3 1%	3 1%	3 1%	-	3 1%	5 1%
NET: 0-5 years old	479 65%	419 64%	60 69%	445 65%	12 59%	22 58%	241 63%	238 66%	227 65%	211 63%	398 66%	53 59%	78 76%	380 63%	74 69%	42 60%	381 63%	115 66%	344 63%	482 64%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 681

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	IMD QUINTILE					
								1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	758	370	341	589	165	538	213	174	160	137	143	104	758
Weighted total	743	339	354	565	173	522	214	166	156	129	140	107*	758
Effective base	633	294	296	485	145	446	181	144	133	117	117	91	758
0-1 years old	115 15%	48 14%	56 16%	85 15%	27 16%	75 14%	37 17%	26 16%	15 10%	15 12%	30 21%	24 22%	107 14%
2-3 years old	233 31%	104 31%	118 33%	181 32%	51 30%	171 33%	61 28%	58 35%	49 31%	38 29%	37 26%	44 41%	243 32%
4-5 years old	300 40%	145 43%	139 39%	243 43%	53 31%	230 44%	65 31%	58 35%	78 50%	53 41%	57 40%	37 34%	311 41%
6-10 years old	365 49%	161 47%	180 51%	279 49%	82 48%	257 49%	104 48%	77 46%	62 40%	65 51%	79 56%	57 53%	361 48%
11-15 years old	267 36%	124 37%	122 34%	196 35%	67 39%	176 34%	85 40%	56 34%	52 33%	59 46%	48 34%	32 30%	269 35%
16-17 years old	160 22%	74 22%	75 21%	117 21%	42 24%	104 20%	54 25%	44 26%	32 21%	37 28%	21 15%	18 16%	162 21%
Don't know	4 1%	3 1%	1 *	3 1%	1 *	3 1%	1 *	1 *	1 *	-	-	1 1%	5 1%
NET: 0-5 years old	479 65%	220 65%	231 65%	379 67%	96 56%	349 67%	125 58%	106 64%	108 69%	81 63%	92 65%	72 67%	482 64%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 682

QD15. Generally, how often, if at all, do you have responsibility for caring for any of these children?

Base : All UK adults aged 16+ who have some kind of family relationship or work with children

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-4 (m)	2-3 (n)		4-5 (o)
Unweighted total	758	354	403	450	258	50	563	192	18	44	117	13	163	343	425	758
Weighted total	743	359	383	374	314	55*	599	139	33**	61*	30	15**	159	327	415	758
Effective base	633	283	353	375	228	45	523	109	17	43	103	12	137	282	353	758
Every day	233 31%	117 32%	116 30%	123 33%	89 29%	21 37%	186 31%	45 33%	16 48%	20 32%	10 34%	-	51 32%	101 31%	127 31%	242 32%
A couple of times a week	143 19%	76 21%	67 17%	97 26%	34 11%	11 21%	120 20%	23 17%	6 19%	8 13%	8 27%	1 6%	23 14%	62 19%	87 21%	157 21%
Once a week	29 4%	12 3%	18 5%	18 5%	11 4%	-	25 4%	5 3%	2 5%	-	2 7%	1 8%	3 2%	10 3%	22 5%	34 4%
A couple of times a month	69 9%	37 10%	32 8%	40 11%	27 8%	3 5%	56 9%	11 8%	3 8%	3 5%	6 19%	-	10 7%	35 11%	40 10%	78 10%

		19	18	5	7	3	1	-	3	7	13	19	33			
Once a month	37 5%	5%	5%	10%	5%	10%	2%	-	19%	5%	4%	5%	4%			
Less often than once a month	66 9%	25 7%	41 11%	26 7%	39 12%	1 2%	57 10%	7 5%	-	3 9%	-	15 8%	26 9%	38 9%	67 9%	
None of the above, I do not have responsibility for caring for these children	163 22%	74 21%	88 23%	53 14%	96 31%	14 25%	124 21%	39 28%	4 11%	24 39%	1 4%	10 67%	49 31%	79 24%	78 19%	144 19%
Don't know	4 *	-	4 1%	1 *	2 1%	-	2 *	1 1%	-	1 2%	-	-	4 1%	3 *	-	-
NET: At least weekly	405 55%	204 57%	201 52%	238 64%	135 43%	32 58%	330 55%	73 53%	23 71%	27 45%	21 68%	2 14%	77 49%	173 53%	236 57%	433 57%
NET: At least monthly	511 69%	260 72%	250 65%	284 79%	176 56%	40 73%	415 69%	92 66%	29 89%	31 51%	26 87%	5 33%	95 60%	222 68%	296 71%	544 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 683

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	758	523	233	525	228	316	297	158	107	515	183	160	215	277	758
Weighted total	743	517	226	498	244	153	281	191	117	603	85*	99*	214	278	743
Effective base	633	441	192	428	205	117	249	139	152	513	84	86	180	234	758
Every day	233 31%	178 34%	55 24%	178 36%	55 22%	42 27%	99 35%	55 29%	37 31%	182 30%	33 35%	38 38%	66 31%	83 30%	242 32%
A couple of times a week	143 19%	113 22%	29 13%	97 20%	45 19%	22 14%	72 26%	33 17%	16 13%	128 21%	13 14%	12 12%	39 18%	63 23%	157 21%
Once a week	29 4%	22 4%	7 3%	19 4%	10 4%	7 5%	13 5%	4 2%	2 2%	25 4%	1 1%	1 2%	6 3%	16 6%	34 4%
A couple of times a month	69 9%	52 10%	17 8%	49 10%	20 8%	22 14%	17 6%	18 9%	12 10%	56 9%	7 7%	7 7%	21 10%	26 9%	78 10%
Once a month	37 5%	22 4%	14 6%	15 3%	21 9%	11 7%	8 3%	10 5%	8 7%	31 5%	5 5%	7 7%	11 5%	17 6%	33 4%
Less often than once a month	66 9%	39 8%	26 12%	34 7%	32 13%	17 11%	25 9%	10 5%	13 11%	52 9%	10 11%	9 9%	18 8%	26 9%	67 9%
None of the above, I do not have responsibility for caring for these children	163 22%	88 17%	75 33%	103 21%	60 24%	33 21%	45 16%	55 29%	30 26%	126 21%	25 27%	26 26%	54 25%	43 16%	144 19%
Don't know	4 *	1 *	2 1%	2 *	1 1%	-	2 1%	1 1%	-	4 1%	-	-	-	4 1%	3 *
NET: At least weekly	405 55%	314 61%	91 40%	295 59%	110 45%	71 46%	184 65%	96 63%	54 46%	335 56%	48 50%	51 51%	111 52%	162 58%	433 57%
NET: At least monthly	511 69%	388 75%	123 54%	359 72%	152 62%	104 68%	209 74%	124 65%	75 64%	422 70%	59 63%	65 65%	142 67%	205 74%	544 72%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 684

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	758	72	204	221	243	732	24	630	124	578	174	516	180	758
Weighted total	743	66*	212	226	243	718	23**	610	128	554	182	489	184	743
Effective base	633	62	177	183	196	599	22	521	108	479	150	420	159	633
Every day	233 31%	15 23%	53 25%	66 30%	93 41%	221 32%	2 7%	203 32%	29 7%	195 35%	26 19%	171 35%	48 26%	242 32%
A couple of times a week	143 19%	14 21%	38 18%	46 21%	45 20%	129 18%	12 5%	109 18%	32 25%	94 17%	49 27%	96 20%	38 20%	157 21%

Once a week	29 4%	3 5%	8 4%	8 4%	9 9%	29 4%	* 1%	29 5%	1 1%	26 5%	3 2%	21 4%	8 4%	34 4%
A couple of times a month	69 9%	10 16%	11 5%	14 7%	33 15%	65 9%	4 19%	63 10%	7 5%	57 10%	13 7%	50 10%	19 11%	78 10%
Once a month	37 5%	3 4%	16 8%	11 5%	7 3%	35 5%	2 8%	30 5%	6 5%	27 5%	10 5%	21 4%	11 6%	33 4%
Less often than once a month	66 9%	5 8%	23 11%	18 8%	20 9%	63 9%	3 13%	58 10%	7 6%	48 9%	14 8%	37 8%	20 11%	67 9%
None of the above, I do not have responsibility for caring for these children	163 22%	13 19%	64 30%	56 25%	20 9%	163 23%	- -	116 19%	47 36%	103 19%	58 32%	92 19%	40 22%	144 19%
Don't know	4 *	4 4%	- -	1 *	- -	4 *	- -	2 *	- -	4 1%	- -	1 *	1 1%	3 *
NET: At least weekly	405 55%	33 50%	98 46%	120 55%	147 65%	389 54%	14 60%	341 56%	61 48%	315 57%	88 48%	288 59%	93 51%	433 57%
NET: At least monthly	511 69%	46 69%	125 59%	145 66%	186 82%	489 68%	20 87%	434 71%	74 58%	399 72%	110 60%	359 73%	123 67%	544 72%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 685

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

	TOTAL	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes	No		Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
Unweighted total	758	665	93		697	23	36	466	352	400	311	624	91	106	611	107	70	617	165	570	758
Weighted total	743	656	87*		683	20**	38*	384	358	352	337	608	91*	103*	606	107*	70*	601	175	545	758
Effective base	633	551	83		580	19	32	336	298	315	277	519	76	91	515	92	61	511	149	462	758
Every day	233 31%	212 32%	21 24%		216 32%	3 16%	13 34%	98 26%	135 38%	116 33%	98 29%	195 32%	23 25%	36 34%	189 31%	38 36%	26 38%	190 32%	51 28%	180 33%	242 32%
A couple of times a week	143 19%	133 20%	10 11%		129 20%	9 46%	5 12%	79 20%	64 18%	84 24%	51 15%	120 20%	16 18%	22 18%	109 18%	26 24%	15 22%	103 17%	26 15%	104 19%	157 21%
Once a week	29 4%	28 4%	2 2%		26 4%	* 2%	3 7%	20 5%	9 3%	20 6%	9 3%	23 4%	3 4%	4 4%	25 4%	3 4%	23 4%	3 2%	26 5%	34 4%	
A couple of times a month	69 9%	64 10%	5 6%		64 10%	3 15%	3 8%	33 9%	36 10%	43 12%	22 7%	60 10%	6 7%	5 5%	62 10%	6 6%	2 3%	59 10%	11 6%	56 10%	78 10%
Once a month	37 5%	32 5%	4 5%		32 5%	2 9%	3 7%	14 4%	22 6%	15 4%	18 5%	24 4%	9 9%	3 3%	31 5%	7 6%	4 5%	30 5%	11 7%	25 5%	33 4%
Less often than once a month	66 9%	58 9%	7 9%		63 9%	1 7%	2 4%	36 9%	29 8%	21 6%	39 11%	59 10%	5 6%	8 8%	56 9%	4 4%	3 4%	56 9%	15 9%	49 9%	67 9%
None of the above, I do not have responsibility for caring for these children	163 22%	125 19%	37 43%		151 22%	1 4%	10 27%	101 26%	62 17%	51 14%	99 29%	122 20%	28 31%	26 25%	130 21%	18 17%	16 22%	137 23%	57 33%	103 19%	144 19%
Don't know	4 *	4 4%	- -		4 4%	- -	- -	2 2%	1 1%	2 1%	1 1%	4 1%	- -	- -	4 1%	1 1%	1 1%	2 1%	- -	2 1%	3 1%
NET: At least weekly	405 55%	372 57%	33 38%		371 54%	13 65%	20 54%	197 51%	220 58%	210 62%	158 47%	319 56%	42 47%	62 60%	324 53%	71 66%	44 64%	317 53%	80 46%	310 57%	433 57%
NET: At least monthly	511 69%	468 71%	42 49%		466 68%	18 89%	26 69%	245 64%	266 74%	278 79%	198 59%	423 70%	57 63%	70 67%	417 69%	83 78%	50 72%	406 67%	103 59%	391 72%	544 72%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 686

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

Knowledge of how employers offer support	Time spent with 0-5	Time spent with children other than your own	IMD QUINTILE
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	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	Unweighted Total
Unweighted total	728	370	344	569	155	516	211	174	160	137	143	104	758
Weighted total	743	339	354	565	173	522	214	166	156	129	140	107*	758
Effective base	633	294	296	485	145	446	181	144	133	112	117	91	758
Every day	233	138	83	200	33	185	47	49	49	35	51	32	242
31% ce	41%	23%	35%	19%	22%	29%	31%	27%	37%	30%			32%
A couple of times a week	143	82	55	118	23	120	22	38	36	28	26	12	157
19% k	24%	15%	21%	13%	10%	23%	10%	23%	23%	22%	19%	11%	21%
Once a week	29	21	7	27	2	22	7	3	10	6	3	3	34
4% c	6%	2%	5%	1%	4%	4%	3%	2%	7%	5%	2%	3%	4%
A couple of times a month	69	31	36	57	12	50	19	16	14	16	9	8	78
9% r	9%	10%	10%	7%	10%	9%	9%	9%	9%	12%	7%	7%	10%
Once a month	37	19	15	25	10	27	10	11	8	7	9	1	33
5% e	6%	4%	5%	6%	5%	4%	4%	7%	5%	6%	6%	1%	4%
Less often than once a month	66	18	43	41	24	37	29	13	9	10	12	19	67
9% s	5%	12%	7%	14%	14%	7%	14%	8%	5%	7%	9%	18%	9%
None of the above, I do not have responsibility for caring for these children	163	30	112	95	67	81	79	36	28	26	28	32	144
22% tdf	9%	31%	17%	38%	15%	37%	22%	18%	20%	20%	30%	19%	
Don't know	4	-	4	1	2	1	2	-	1	1	-	1	3
* u	-	1%	-	1%	-	1%	-	1%	1%	1%	-	1%	3
NET: At least weekly	405	241	145	345	57	327	75	90	95	69	81	47	433
55% ce	71%	41%	61%	33%	63%	35%	54%	61%	54%	58%	44%	44%	57%
NET: At least monthly	511	291	196	428	80	404	104	117	118	92	100	55	544
69% ceg	86%	55%	76%	46%	77%	48%	70%	76%	71%	71%	52%	52%	72%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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8 Dec 2025  
Table 687

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	1202	1202	1202	1202	1202	1202	1202	1202	1194	1137
Weighted total	1202	1202	1202	1202	1202	-	1202	1202	1194	1137
Effective base	1007	1007	1007	1007	1007	-	1007	1007	1000	951
Very likely	203	301	550	256	113	-	297	83	50	50
17%	25%	40%	21%	9%	-	25%	7%	4%	4%	4%
Fairly likely	166	316	362	336	211	-	268	129	54	69
14%	26%	30%	28%	18%	-	22%	11%	4%	6%	6%
Fairly unlikely	98	209	128	265	284	-	188	216	133	117
8%	17%	11%	22%	24%	-	16%	18%	11%	10%	10%
Very unlikely	327	265	114	232	497	-	349	615	789	731
27%	22%	10%	19%	41%	-	29%	51%	66%	64%	64%
Not applicable	388	58	13	44	55	-	45	117	150	148
32%	5%	1%	4%	5%	-	4%	10%	13%	13%	13%
Don't know	20	52	35	69	41	-	56	42	18	22
2%	4%	3%	6%	3%	-	5%	4%	1%	2%	2%
Top 2: Likely	369	618	911	592	324	-	565	213	103	119
31%	51%	76%	49%	27%	-	47%	18%	9%	10%	10%
Bottom 2: Unlikely	425	474	243	497	781	-	536	830	922	848
35%	39%	20%	41%	65%	-	45%	69%	77%	75%	75%
NET Difference	-55	144	669	95	-457	0	28	-618	-819	-729
-5%	12%	56%	8%	-38%	0%	2%	-51%	-69%	-64%	-64%

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8 Dec 2025  
Table 688

QD16A. Within the next five years, how likely or unlikely are you to do each of the following? Buy a home for the first time

Base: All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	852	238	69*	107*	48	24**	213	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very likely	203	109	94	126	73	4	153	49	5	27	16	1	38	89	121	233
17%	18%	16%	16%	14%	14%	4%	16%	21%	8%	26%	33%	3%	14%	17%	18%	19%
Fairly likely	166	80	86	94	64	8	120	44	11	17	8	9	30	80	95	177
14%	13%	14%	14%	12%	9%	9%	13%	19%	18%	16%	17%	37%	12%	15%	14%	15%

	κ																
Fairly unlikely	98 8%	58 10%	40 7%	60 10%	31 6%	7 7%	73 8%	25 10%	4 7%	10 10%	5 11%	5 23%	18 7%	44 8%	48 7%	104 9%	
Very unlikely	327 27%	148 25%	178 29%	138 23%	157 30%	31 34%	272 29%	52 22%	17 28%	23 21%	10 12%	3 12%	72 27%	146 27%	179 27%	311 26%	
Not applicable	388 32%	197 33%	192 32%	161 27%	187 36%	40 44%	320 34%	63 26%	23 39%	26 24%	8 17%	6 25%	102 39%	172 32%	210 32%	356 30%	
Don't know	20 2%	6 1%	13 2%	14 2%	5 1%	1 1%	15 2%	5 2%	- -	4 4%	1 1%	- -	2 1%	9 2%	12 2%	21 2%	
Top 2: Likely	369 31%	189 32%	180 30%	220 37%	137 26%	12 13%	272 29%	180 39%	137 26%	12 41%	93 50%	16 40%	144 50%	24 40%	10 31%	169 31%	410 34%
Bottom 2: Unlikely	425 35%	206 34%	217 36%	199 33%	188 36%	38 42%	345 36%	77 32%	21 35%	33 31%	15 31%	8 35%	90 34%	190 35%	227 34%	415 35%	
NET Difference	-5%	-17%	-3%	-6%	4%	-10%	-28%	-8%	7%	-8%	10%	19%	5%	-8%	-4%	-2%	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 689

QD16A. Within the next five years, how likely or unlikely are you to do each of the following? Buy a home for the first time

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total					
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)						
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202					
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202					
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202					
Very likely	203 17%	164 20%	38 10%	151 19%	52 13%	37 14%	90 20%	52 17%	23 14%	170 17%	24 16%	25 15%	52 15%	81 19%	233 19%					
Fairly likely	166 14%	112 14%	54 15%	111 14%	55 14%	35 13%	67 15%	43 14%	21 12%	130 14%	15 10%	17 10%	50 13%	63 14%	177 15%					
Fairly unlikely	98 8%	72 9%	26 7%	60 7%	38 10%	18 7%	43 10%	26 6%	11 6%	85 9%	4 3%	14 9%	36 10%	37 8%	104 9%					
Very unlikely	327 27%	198 24%	129 35%	194 24%	133 34%	101 37%	90 20%	80 32%	56 32%	262 27%	50 34%	42 26%	98 28%	118 27%	311 26%					
Not applicable	388 32%	272 33%	117 31%	285 35%	103 26%	84 30%	151 34%	96 31%	58 33%	307 31%	52 35%	64 39%	101 29%	131 30%	356 30%					
Don't know	20 2%	12 1%	8 2%	9 1%	10 3%	1 *	6 1%	10 3%	3 2%	16 2%	3 2%	2 1%	6 2%	8 2%	21 2%					
Top 2: Likely	369 31%	277 33%	92 25%	262 32%	107 27%	73 26%	157 35%	95 31%	45 26%	309 32%	39 26%	42 25%	102 30%	144 33%	410 34%					
Bottom 2: Unlikely	425 35%	270 33%	155 42%	254 31%	171 44%	119 43%	133 30%	106 35%	67 39%	347 35%	54 37%	56 34%	133 39%	154 35%	415 35%					
NET Difference	-5%	7%	-6%	1%	-17%	8%	-6%	1%	-16%	-47%	24%	-11%	-22%	-38%	-15%	-15%	-31%	-10%	-5%	*

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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8 Dec 2025  
 Table 690

QD16A. Within the next five years, how likely or unlikely are you to do each of the following? Buy a home for the first time

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	349	255	397	1170	27	983	199	897	255	779	305	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Very likely	203 17%	15 13%	62 17%	53 16%	71 20%	199 17%	3 12%	176 11%	24 11%	162 19%	39 12%	140 19%	56 18%	233 19%
Fairly likely	166 14%	25 21%	51 14%	52 15%	35 10%	156 13%	9 36%	138 14%	28 13%	119 14%	45 14%	104 14%	47 15%	177 15%
Fairly unlikely	98 8%	8 7%	29 8%	29 9%	29 8%	92 8%	6 24%	78 8%	19 9%	65 7%	33 10%	61 8%	30 10%	104 9%
Very unlikely	327 27%	44 38%	107 30%	79 23%	90 26%	320 27%	4 16%	251 25%	73 35%	230 26%	92 29%	200 26%	80 26%	311 26%

Not applicable	388 32%	20 17%	99 28%	124 36%	123 35%	385 33%	3 13%	325 33%	61 29%	282 32%	105 33%	246 33%	96 31%	356 30%
Don't know	20 2%	5 5%	7 2%	3 1%	3 1%	20 2%	-	16 2%	4 2%	13 1%	6 2%	5 1%	4 1%	21 2%
Top 2: Likely	369 31%	40 34%	112 32%	105 31%	106 30%	355 30%	12 48%	314 32%	52 25%	281 32%	84 26%	245 32%	103 33%	410 34%
Bottom 2: Unlikely	425 35%	53 45%	136 38%	108 32%	119 34%	411 35%	10 40%	329 33%	92 44%	295 34%	135 39%	261 35%	111 35%	415 35%
NET Difference	-55 -5%	-13 -11%	-24 -7%	-3 -1%	-13 -4%	-57 -5%	2 8%	-15 -1%	-40 -19%	-14 -2%	-41 -13%	-16 -2%	-8 -2%	-5 *

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 691

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5+ (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	572	491	517	415	170	115	115	814	122	81	814	272	751	1007
Very likely	203	181	22	179	9	14	108	95	150	40	167	19	31	169	28	18	170	32	161	233
Fairly likely	166	154	12	148	5	13	87	79	91	61	137	17	19	141	25	19	136	37	121	177
Fairly unlikely	98	86	12	93	4	1	45	53	46	46	80	16	11	79	8	2	86	19	75	104
Very unlikely	327	281	46	290	11	24	163	164	122	188	261	38	51	264	47	27	269	95	229	311
Not applicable	388	342	46	368	2	18	205	183	152	195	314	54	41	333	32	26	336	73	305	356
Don't know	20	17	3	18	-	2	14	6	4	6	14	3	1	17	1	-	0	8	10	21
Top 2: Likely	369	335	34	327	14	27	196	174	241	101	304	36	50	309	53	37	306	68	282	410
Bottom 2: Unlikely	425	366	58	383	15	25	208	217	168	234	341	55	62	344	55	29	356	114	304	415
NET Difference	-55	-31	-24	-56	-2	1	-12	-43	73	-133	-36	-19	-12	-34	-2	8	-50	-45	-22	-5
	-5%	-3%	-17%	-5%	-5%	2%	-2%	-7%	13%	-25%	-4%	-13%	-8%	-3%	-1%	8%	-5%	-17%	-2%	*

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*\*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 692

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+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)		
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very likely	203	144	51	166	36	156	46	60	46	30	37	20	233
Fairly likely	166	144	9%	166	12%	19%	12%	21%	19%	15%	16%	13%	19%
Fairly unlikely	98	83	74	126	39	122	44	46	32	28	31	17	177
Very unlikely	327	120	173	234	90	208	113	66	71	55	70	50	311
Not applicable	388	159	189	272	113	235	148	79	70	73	79	56	356

Don't know	20	8	5	16	3	16	3	7	4	4	1	2	21
	2%	2%	1%	2%	1%	2%	1%	3%	1%	2%	*	1%	2%
Top 2: Likely	369	227	124	293	75	278	91	106	79	59	68	36	410
	31%	41%	23%	33%	24%	34%	24%	37%	31%	28%	29%	24%	34%
	cd	ac	e	e	e	g	af	af	af	af	af	af	af
Bottom 2: Unlikely	425	166	223	304	116	277	141	90	98	71	86	56	415
	35%	30%	41%	34%	38%	34%	37%	32%	39%	34%	37%	37%	35%
	b	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab	ab
NET Difference	-65	61	-99	-11	-41	1	-51	16	-20	-12	-18	-19	-5
	-5%	11%	-18%	-1%	-14%	*	-13%	6%	-8%	-6%	-8%	-13%	*

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 693

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+

	TOTAL (a)	Gender		Age			Ethnicity						Age of children			Unweighted Total
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	527	702	437	83	833	212	24	76	180	22	255	550	675	2102
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very likely	301	140	160	172	114	15	224	76	18	35	16	6	77	140	168	309
	25%	23%	27%	29%	22%	17%	24%	24%	31%	33%	34%	26%	29%	26%	25%	26%
				ef			g						af			
Fairly likely	316	143	173	167	127	22	246	71	19	29	16	7	69	143	174	330
	26%	24%	29%	28%	25%	24%	26%	30%	32%	27%	33%	29%	26%	26%	26%	27%
Fairly unlikely	209	110	99	95	97	18	181	29	8	13	6	2	45	85	116	211
	17%	18%	16%	16%	19%	20%	19%	12%	13%	12%	14%	7%	17%	16%	17%	18%
							h									
Very unlikely	265	144	121	110	129	26	214	44	10	19	8	7	51	124	146	256
	22%	24%	20%	19%	25%	28%	23%	18%	17%	17%	18%	28%	19%	23%	22%	21%
							d									
Not applicable	58	35	23	31	25	3	47	8	2	5	1	-	11	27	29	52
	5%	6%	4%	5%	5%	3%	5%	3%	4%	5%	1%	-	4%	5%	4%	4%
Don't know	52	26	26	20	25	7	41	11	2	7	*	2	10	21	33	44
	4%	4%	4%	3%	5%	8%	4%	5%	3%	6%	1%	9%	4%	4%	5%	4%
							k									
Top 2: Likely	618	283	334	339	242	38	470	147	37	64	32	13	146	282	342	639
	51%	47%	55%	57%	47%	41%	49%	62%	63%	60%	67%	55%	55%	52%	51%	53%
				b	aef		h									
Bottom 2: Unlikely	474	254	219	205	225	44	395	72	18	31	15	8	96	209	261	467
	39%	43%	36%	34%	44%	48%	41%	30%	30%	29%	31%	36%	37%	39%	39%	39%
				c	d	d	l									
NET Difference	144	29	114	134	16	-6	75	74	19	33	17	5	50	73	80	172
	12%	5%	19%	23%	3%	-7%	8%	31%	32%	31%	36%	20%	19%	14%	12%	14%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l/n - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 694

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+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	353	353	242	455	243	212	155	157	237	433	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	1202	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	
Very likely	301	212	89	215	86	65	123	82	31	254	30	47	78	97	
	25%	26%	24%	27%	22%	24%	28%	27%	18%	26%	20%	29%	23%	22%	
							i								
Fairly likely	316	222	95	212	104	71	119	84	43	266	34	42	91	117	
	26%	27%	26%	26%	27%	26%	27%	27%	25%	27%	23%	25%	26%	27%	
Fairly unlikely	209	148	61	142	67	55	63	45	47	169	26	29	57	86	
	17%	18%	16%	18%	17%	20%	14%	15%	27%	17%	18%	17%	17%	20%	
										agh					
Very unlikely	265	174	91	164	101	62	94	68	41	201	46	32	82	95	
	22%	21%	24%	20%	26%	22%	21%	22%	24%	21%	31%	20%	24%	22%	
										ai					
Not applicable	58	42	17	50	9	12	34	8	4	50	6	7	22	21	
	5%	5%	5%	6%	2%	4%	8%	3%	3%	5%	4%	5%	6%	5%	
				e			ahi								
Don't know	52	32	20	27	25	12	14	20	5	40	5	6	13	22	
	4%	4%	5%	3%	6%	5%	3%	7%	3%	4%	3%	4%	4%	5%	
Top 2: Likely	618	434	184	427	191	136	242	165	74	520	64	89	169	214	
	51%	52%	49%	53%	49%	49%	54%	54%	43%	53%	44%	54%	49%	49%	
							i			k					
Bottom 2: Unlikely	474	323	151	306	167	116	156	113	88	370	72	61	139	182	
	39%	39%	41%	38%	43%	42%	35%	37%	51%	38%	49%	37%	41%	42%	

NET Difference	144	111	33	120	23	20	86	52	-14	151	-8	28	30	32	172
	12%	13%	9%	15%	6%	7%	19%	17%	-8%	15%	-5%	17%	9%	7%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 695

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL	Up to £24,999	£25,000 up to £99,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	978	25	875	173	742	256	637	262	1007
Very likely	301	31	88	78	101	297	3	254	45	236	64	194	89	309
	25%	26%	25%	23%	29%	25%	13%	26%	22%	27%	20%	26%	29%	26%
Fairly likely	316	28	85	102	85	309	5	262	53	229	85	202	78	330
	26%	24%	24%	30%	24%	26%	19%	27%	26%	27%	27%	27%	25%	27%
Fairly unlikely	209	17	63	59	64	201	8	170	38	147	62	132	59	211
	17%	14%	18%	17%	18%	17%	32%	17%	18%	17%	19%	18%	19%	18%
Very unlikely	265	29	83	77	67	256	7	218	47	187	73	170	63	256
	22%	25%	23%	23%	19%	22%	28%	22%	23%	22%	23%	22%	20%	21%
Not applicable	58	6	17	8	22	56	2	40	13	41	15	36	14	52
	5%	5%	5%	2%	8%	5%	7%	4%	6%	5%	5%	5%	4%	4%
Don't know	52	7	21	15	5	52	-	39	11	30	21	22	11	44
	4%	6%	6%	5%	1%	4%	-	4%	5%	3%	6%	3%	3%	4%
Top 2: Likely	618	59	172	180	186	607	8	516	98	465	149	395	167	639
	51%	50%	49%	53%	53%	52%	32%	52%	47%	53%	47%	52%	53%	53%
Bottom 2: Unlikely	474	46	145	136	131	457	16	388	85	334	136	302	122	467
	39%	39%	41%	40%	37%	39%	61%	39%	41%	38%	42%	40%	39%	39%
NET Difference	144	13	27	44	55	129	-7	129	13	131	94	93	46	172
	12%	11%	8%	13%	16%	13%	-29%	13%	6%	15%	4%	12%	15%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 696

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	516	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very likely	301	258	43	268	11	20	161	140	188	96	250	29	42	253	39	29	259	69	221	309
	25%	24%	31%	24%	35%	27%	26%	24%	33%	26%	26%	20%	27%	25%	27%	32%	25%	26%	24%	26%
Fairly likely	316	284	32	288	7	22	169	147	166	129	263	30	41	266	37	26	265	63	245	330
	26%	27%	23%	26%	22%	31%	27%	25%	29%	24%	27%	20%	27%	27%	27%	24%	26%	24%	27%	27%
Fairly unlikely	209	182	27	198	5	6	104	105	82	115	172	30	27	177	24	16	179	45	163	211
	17%	17%	19%	18%	16%	8%	17%	18%	14%	22%	18%	21%	18%	18%	17%	17%	18%	17%	18%	18%
Very unlikely	265	236	29	241	7	17	136	128	91	155	206	41	29	224	25	11	229	61	195	256
	22%	22%	20%	22%	22%	24%	22%	22%	16%	29%	21%	28%	19%	22%	18%	12%	23%	23%	22%	21%
Not applicable	58	54	4	55	-	2	22	36	26	21	46	7	5	47	8	6	47	7	51	52
	5%	5%	3%	5%	-	3%	4%	6%	5%	4%	5%	5%	4%	5%	6%	6%	5%	3%	6%	4%
Don't know	52	46	6	45	1	5	29	23	13	20	35	10	9	37	7	4	37	19	28	44
	4%	4%	4%	4%	5%	7%	5%	4%	2%	4%	4%	7%	6%	4%	5%	4%	4%	7%	3%	4%
Top 2: Likely	618	542	76	556	18	41	330	287	354	225	513	59	83	519	76	55	524	132	466	639
	51%	51%	53%	51%	58%	58%	53%	50%	63%	42%	53%	40%	54%	52%	54%	60%	52%	50%	52%	53%
Bottom 2: Unlikely	474	418	56	439	12	23	241	233	172	270	377	71	56	401	49	27	408	106	358	467
	39%	39%	39%	40%	38%	33%	39%	40%	31%	50%	39%	40%	36%	40%	35%	29%	40%	40%	40%	39%
NET Difference	144	124	20	117	6	18	90	54	181	-45	136	-12	28	119	27	28	116	26	108	172
	12%	12%	14%	11%	20%	25%	14%	9%	32%	-8%	14%	-8%	18%	12%	19%	31%	11%	10%	12%	14%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s

\* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
Table 697

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+

	TOTAL (g)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (h)	Not knowledgeable (i)	Once a week or more (j)	Less than once a week (k)	Once a week or more (l)	Less than once a week (m)	1 - Most deprived (n)	2 (o)	3 (p)	4 (q)	5 - Least deprived (r)	
Unweighted total	1202	550	519	855	292	822	303	256	250	213	153	152	1202
Weighted total	1202	561	541	865	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very likely	301	184	98	228	72	204	96	80	67	55	52	30	309
	25%	33%	18%	26%	23%	25%	25%	28%	27%	27%	22%	20%	26%
Fairly likely	316	150	141	239	77	219	97	77	72	50	66	34	330
	26%	27%	26%	27%	25%	27%	25%	27%	29%	24%	28%	23%	27%
Fairly unlikely	209	74	120	160	47	143	65	48	39	38	37	33	211
	17%	13%	22%	18%	15%	18%	17%	17%	15%	18%	16%	22%	18%
Very unlikely	265	103	132	177	86	164	96	47	54	51	58	37	256
	22%	18%	24%	20%	28%	20%	25%	17%	22%	25%	25%	25%	21%
Not applicable	58	34	21	47	11	42	15	17	10	8	13	8	52
	5%	6%	4%	5%	4%	5%	4%	6%	4%	4%	5%	5%	4%
Don't know	52	16	28	35	14	33	15	15	9	4	8	9	44
	4%	3%	5%	4%	4%	4%	4%	5%	3%	2%	3%	6%	4%
Top 2: Likely	618	334	240	466	149	424	192	157	140	105	119	64	639
	51%	60%	44%	53%	49%	53%	50%	55%	56%	51%	51%	42%	53%
Bottom 2: Unlikely	474	177	253	337	134	307	160	95	93	89	95	70	467
	39%	32%	47%	38%	44%	38%	42%	34%	37%	43%	41%	46%	39%
NET Difference	144	157	-13	129	15	117	32	62	47	17	24	-6	172
	12%	28%	-2%	15%	5%	14%	8%	22%	19%	8%	10%	-4%	14%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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Table 698

QD16C. Within the next five years, how likely or unlikely are you to do each of the following? Buy a car

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total
	TOTAL (g)	Male (h)	Female (i)	16-34 (j)	35-44 (k)	45+ (l)	White (including White minorities) (m)	Ethnic minorities (excl. White minorities) (n)	Mixed / multiple ethnic groups (o)	Asian (p)	Black (q)	Other ethnicity (r)	0-1 (s)	2-3 (t)	
Unweighted total	1202	574	627	702	417	883	883	312	34	76	180	215	510	674	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564
Very likely	550	312	238	312	206	31	425	116	33	42	35	6	104	243	332
	46%	52%	39%	53%	40%	35%	45%	49%	55%	39%	74%	26%	40%	45%	50%
Fairly likely	362	162	200	155	175	31	285	74	17	38	8	11	86	165	187
	30%	27%	33%	26%	34%	34%	30%	31%	29%	35%	17%	46%	33%	30%	28%
Fairly unlikely	128	53	75	60	60	9	116	12	3	4	1	3	33	56	66
	11%	9%	12%	10%	12%	9%	12%	5%	5%	4%	3%	14%	13%	10%	10%
Very unlikely	114	55	58	44	56	14	92	22	6	12	3	1	31	48	59
	10%	9%	10%	7%	11%	15%	10%	9%	11%	11%	5%	5%	12%	9%	9%
Not applicable	13	4	9	8	3	2	8	5	-	4	*	1	2	5	8
	1%	1%	2%	1%	1%	3%	1%	2%	-	4%	1%	4%	1%	1%	1%
Don't know	35	12	23	15	17	3	26	9	-	7	*	1	7	22	13
	3%	2%	4%	2%	3%	4%	3%	4%	-	7%	*	5%	3%	4%	2%
Top 2: Likely	911	473	438	468	381	63	710	190	50	79	43	17	190	408	519
	76%	79%	73%	74%	69%	83%	75%	80%	84%	74%	91%	72%	72%	76%	78%
Bottom 2: Unlikely	243	109	133	104	116	23	208	34	10	16	4	4	64	105	125
	20%	18%	22%	17%	22%	25%	22%	14%	16%	15%	8%	18%	24%	19%	19%
NET Difference	669	365	305	364	265	40	501	155	40	63	39	13	126	303	394
	56%	61%	51%	61%	51%	44%	53%	65%	67%	59%	83%	54%	48%	56%	59%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\*\*small base; \*\* very small base (under 30) ineligible for sig testing

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+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	827	383	212	405	232	213	379	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	479	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Very likely	550	444	106	427	122	122	234	127	66	459	65	70	139	213	586
	46%	53%	28%	53%	31%	44%	52%	42%	38%	47%	44%	43%	40%	49%	49%
	cei	ac		ae			ah						m		
Fairly likely	362	226	136	238	124	92	116	101	54	291	41	53	112	122	341
	30%	27%	36%	29%	32%	33%	26%	33%	31%	30%	28%	32%	33%	28%	28%
		ab													
Fairly unlikely	128	82	46	74	54	30	51	23	25	100	19	19	37	48	127
	11%	10%	12%	9%	14%	11%	12%	7%	14%	10%	13%	11%	11%	11%	11%
				d					h						
Very unlikely	114	55	59	48	66	24	31	41	19	92	19	16	35	40	101
	10%	7%	16%	6%	17%	9%	7%	13%	11%	9%	13%	10%	10%	9%	8%
	bd		ab					k							
Not applicable	13	7	7	8	5	3	4	4	2	13	-	1	4	7	14
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	2%	1%
Don't know	35	17	18	15	20	6	10	11	7	24	4	5	16	8	33
	3%	2%	5%	2%	5%	2%	2%	4%	4%	2%	2%	3%	5%	2%	3%
Top 2: Likely	911	670	241	665	246	214	350	228	119	750	105	123	250	335	927
	76%	81%	65%	82%	63%	77%	78%	74%	69%	77%	72%	75%	73%	77%	77%
	cei	ac		ae			i								
Bottom 2: Unlikely	243	137	106	122	120	53	82	64	43	191	38	35	73	88	228
	20%	16%	28%	15%	31%	19%	18%	21%	25%	20%	26%	21%	21%	20%	19%
	d		ab		ad			r							
NET Difference	669	533	136	543	126	161	268	164	76	558	67	88	178	247	699
	56%	64%	36%	67%	32%	58%	60%	54%	44%	57%	45%	54%	52%	56%	58%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* 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+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	290	978	25	825	173	742	256	637	262	1007
Very likely	550	27	123	147	248	544	6	484	62	448	100	383	127	586
	46%	23%	35%	43%	71%	46%	21%	49%	30%	52%	31%	51%	41%	49%
		bck		b	abcd			i		ak		m		
Fairly likely	362	32	118	123	71	351	10	286	75	255	103	216	105	341
	30%	27%	33%	36%	20%	30%	39%	29%	36%	29%	32%	29%	34%	28%
		e		ae										
Fairly unlikely	128	14	47	39	17	123	4	94	35	79	49	75	36	127
	11%	12%	13%	12%	5%	10%	16%	10%	17%	9%	15%	10%	12%	11%
		e		e				ah		aj				
Very unlikely	114	25	53	24	8	109	3	85	26	60	51	64	30	101
	10%	21%	15%	7%	2%	9%	11%	9%	12%	7%	16%	8%	9%	8%
		ei	ade									ai		
Not applicable	13	6	4	-	4	12	1	9	4	9	5	4	6	14
	1%	5%	1%	-	1%	1%	4%	1%	2%	1%	1%	1%	2%	1%
		acde												
Don't know	35	13	11	5	2	32	2	26	6	20	13	14	9	33
	3%	11%	3%	1%	1%	3%	8%	3%	3%	2%	4%	2%	3%	3%
		e	acde											
Top 2: Likely	911	60	241	270	319	895	16	770	138	703	203	599	232	927
	76%	50%	68%	80%	91%	76%	60%	78%	66%	81%	63%	79%	74%	77%
		bck	b	bc	abcd			i		ak				
Bottom 2: Unlikely	243	39	99	64	25	232	7	179	61	138	100	139	66	228
	20%	33%	28%	19%	7%	20%	28%	18%	29%	16%	31%	18%	21%	19%
		ai	ade											
NET Difference	669	20	141	206	294	663	9	591	103	565	103	460	167	699
	56%	17%	40%	61%	84%	57%	33%	60%	37%	65%	32%	61%	53%	58%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1063	31	71	646	556	613	486	976	144	157	1002	151	92	1015	248	316	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very likely	550	502	47	513	13	21	247	303	347	170	467	59	44	491	46	37	490	79	459	586
	46%	47%	33%	47%	41%	30%	40%	52%	51%	32%	48%	40%	29%	49%	33%	40%	48%	30%	51%	49%
	cfefimr	c		f			ag	ah	aj	ak	al	am		an	ao		aq	ar	as	at
Fairly likely	362	319	43	332	10	18	194	168	133	201	303	36	56	293	55	30	294	87	268	341
	30%	30%	30%	30%	32%	26%	31%	29%	24%	37%	31%	25%	37%	29%	39%	33%	29%	33%	30%	28%
Fairly unlikely	128	117	12	120	1	7	80	48	43	73	100	21	16	103	13	7	107	32	89	127
	11%	11%	8%	11%	3%	10%	13%	8%	8%	14%	10%	14%	10%	13%	9%	8%	10%	12%	10%	11%
Very unlikely	114	92	23	93	6	15	71	43	30	74	76	22	24	87	19	12	88	48	62	101
	10%	9%	16%	8%	20%	21%	11%	7%	5%	14%	8%	15%	15%	9%	13%	13%	9%	18%	7%	8%
	is	ab		ad			ah	ai	aj	ak	al	am		an	ao		aq	ar	as	at
Not applicable	13	10	4	12	*	2	8	6	5	8	9	3	2	10	3	1	9	5	7	14
	1%	1%	3%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%
Don't know	35	22	13	26	1	8	23	12	7	10	18	7	12	20	4	4	28	12	17	33
	3%	2%	9%	2%	2%	11%	4%	2%	1%	2%	2%	5%	8%	2%	3%	4%	3%	5%	2%	3%
Top 2: Likely	911	821	90	845	23	40	441	471	481	371	770	95	100	784	101	67	784	166	727	927
	76%	77%	64%	77%	73%	56%	71%	81%	85%	69%	79%	64%	65%	78%	72%	73%	77%	63%	81%	77%
Bottom 2: Unlikely	243	208	35	212	7	22	151	72	72	148	116	43	39	190	32	20	194	80	151	228
	20%	20%	24%	19%	24%	31%	24%	16%	13%	28%	18%	29%	26%	19%	23%	21%	19%	30%	17%	19%
NET Difference	669	613	56	633	16	18	290	379	408	223	594	52	61	594	69	48	590	85	575	699
	56%	58%	39%	58%	50%	25%	47%	65%	72%	42%	61%	35%	40%	59%	49%	52%	58%	32%	64%	58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 702

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h) to 5 - Least deprived (l)					
								1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	
Unweighted total	1202	592	610	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	492	519	744	252	692	312	230	209	177	193	131	1007
Very likely	550	348	202	441	105	410	136	131	122	98	120	52	586
	46%	62%	33%	50%	34%	51%	36%	46%	49%	47%	51%	34%	49%
		cegl	ac	e		ag		i	j	k	l		
Fairly likely	362	136	226	266	94	238	120	86	60	56	64	66	341
	30%	24%	35%	30%	31%	29%	31%	30%	24%	27%	27%	44%	28%
		b										ahik	
Fairly unlikely	128	31	97	85	43	74	52	26	27	23	26	17	127
	11%	6%	15%	10%	14%	9%	14%	9%	11%	11%	11%	11%	11%
		b	ab	d		f							
Very unlikely	114	32	82	60	52	56	58	32	26	25	20	7	101
	10%	6%	12%	7%	17%	7%	15%	11%	10%	12%	9%	5%	8%
		bd	b			af		i					
Not applicable	13	4	9	9	4	8	5	1	6	1	2	2	14
	1%	1%	2%	1%	1%	1%	1%	+	2%	1%	1%	2%	1%
Don't know	35	9	26	23	8	20	12	7	10	3	1	7	33
	3%	2%	3%	3%	3%	2%	3%	3%	4%	1%	1%	4%	3%
Top 2: Likely	911	484	427	707	199	647	256	217	182	154	184	118	927
	76%	86%	68%	80%	65%	80%	67%	76%	72%	75%	79%	78%	77%
		ce	ac	ae		af		ah					
Bottom 2: Unlikely	243	63	180	145	95	131	110	58	53	48	46	24	228
	20%	11%	28%	16%	31%	16%	29%	20%	21%	23%	20%	16%	19%
		bf	ab			af							
NET Difference	669	421	248	562	193	516	146	159	129	105	138	94	699
	56%	75%	40%	64%	34%	64%	38%	56%	51%	51%	59%	62%	58%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*\*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 703

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+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	417	83	83	883	312	24	76	180	22	255	500	679	1202
Weighted total	1202	598	603	505	516	81*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very likely	256	122	133	142	103	11	176	76	17	40	13	7	68	132	123	266
	21%	20%	22%	24%	20%	12%	18%	32%	28%	37%	26%	30%	26%	24%	18%	22%
Fairly likely	336	158	179	171	148	17	268	64	17	23	16	8	69	143	196	350
	28%	26%	30%	29%	29%	19%	28%	27%	29%	22%	34%	33%	26%	27%	29%	29%
Fairly unlikely	265	142	122	131	109	25	218	47	17	13	12	4	58	115	142	265
	22%	24%	20%	22%	21%	27%	23%	20%	29%	12%	25%	18%	22%	21%	21%	22%
Very unlikely	232	120	112	105	98	29	190	38	8	20	5	4	43	95	148	215
	19%	20%	19%	18%	19%	32%	20%	16%	14%	19%	11%	16%	16%	18%	22%	18%
Not applicable	44	27	17	22	20	2	37	7	-	6	1	-	7	19	27	42
	4%	5%	3%	4%	4%	2%	4%	3%	-	6%	2%	-	3%	3%	4%	3%
Don't know	69	29	40	24	39	7	63	6	-	5	1	1	17	36	29	64
	6%	5%	7%	4%	7%	7%	5%	3%	-	5%	1%	2%	7%	7%	4%	5%
Top 2: Likely	592	280	312	313	251	28	444	140	34	63	29	15	137	275	318	616
	49%	47%	52%	53%	49%	31%	47%	59%	57%	59%	60%	63%	52%	51%	48%	51%
Bottom 2: Unlikely	497	263	234	236	207	54	408	84	26	33	17	8	101	210	290	480
	41%	44%	39%	40%	40%	59%	43%	35%	43%	31%	36%	35%	39%	39%	44%	40%
NET Difference	95	17	79	77	44	-26	36	56	8	30	11	7	36	65	29	136
	8%	3%	13%	13%	9%	-28%	4%	24%	14%	28%	24%	29%	14%	12%	4%	11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base, \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 704

QD16D. Within the next five years, how likely or unlikely are you to do each of the following? Start a new job

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	853	353	214	455	232	213	379	155	157	337	433	1202
Weighted total	1202	830	372	810	392	276	447	307	172	379	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	317	129	136	280	371	1202
Very likely	256	165	90	166	89	56	99	63	38	204	36	42	81	67	266
	21%	20%	24%	21%	23%	20%	22%	21%	22%	21%	25%	26%	24%	15%	22%
Fairly likely	336	233	103	238	98	74	133	81	49	278	37	40	93	134	350
	28%	28%	28%	29%	25%	27%	30%	26%	28%	28%	25%	25%	27%	31%	29%
Fairly unlikely	265	196	69	182	83	58	95	73	40	230	21	40	76	102	265
	22%	24%	19%	22%	21%	21%	21%	24%	23%	24%	14%	24%	22%	23%	22%
Very unlikely	232	162	71	148	84	58	81	63	32	189	34	23	57	98	215
	19%	19%	19%	18%	22%	21%	18%	20%	18%	19%	23%	14%	17%	22%	18%
Not applicable	44	31	13	36	8	13	19	8	3	31	8	7	10	18	42
	4%	4%	3%	4%	2%	5%	4%	3%	2%	3%	5%	4%	3%	4%	3%
Don't know	69	43	26	40	29	19	21	19	11	48	11	11	26	20	64
	6%	5%	7%	5%	7%	7%	5%	6%	7%	5%	7%	7%	8%	4%	5%
Top 2: Likely	592	398	194	404	188	130	231	144	86	482	74	83	174	200	616
	49%	48%	52%	50%	48%	47%	52%	47%	50%	49%	50%	51%	51%	46%	51%
Bottom 2: Unlikely	497	358	139	330	168	115	175	135	71	419	55	63	133	200	480
	41%	43%	38%	41%	43%	42%	39%	44%	41%	43%	37%	38%	39%	46%	40%
NET Difference	95	41	54	75	20	15	56	9	15	63	19	20	41	1	136
	8%	5%	15%	9%	5%	5%	13%	3%	9%	6%	13%	12%	12%	*	11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 705

QD16D. Within the next five years, how likely or unlikely are you to do each of the following? Start a new job

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	311	1202

Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Very likely	256	32	84	75	56	249	4	219	33	199	54	166	70	266
	21%	28%	24%	22%	16%	21%	16%	22%	16%	23%	17%	22%	22%	22%
Fairly likely	336	31	90	103	99	329	8	282	53	246	89	217	82	350
	28%	26%	25%	30%	28%	28%	29%	29%	25%	28%	28%	29%	26%	29%
Fairly unlikely	265	25	75	75	80	253	11	208	57	182	82	168	68	265
	22%	21%	21%	22%	23%	22%	42%	21%	27%	21%	26%	22%	22%	22%
Very unlikely	232	15	57	83	83	228	3	180	50	163	67	142	64	215
	19%	13%	22%	17%	24%	19%	12%	18%	24%	19%	21%	19%	20%	18%
Not applicable	44	5	5	10	20	44	-	39	4	38	5	29	10	42
	4%	5%	1%	3%	6%	4%	-	4%	2%	4%	2%	4%	3%	3%
Don't know	69	9	23	19	12	69	-	55	11	43	24	34	19	64
	6%	8%	7%	6%	3%	6%	-	6%	5%	5%	7%	5%	6%	5%
Top 2: Likely	592	63	174	177	155	578	12	502	86	445	143	382	152	616
	49%	54%	49%	52%	44%	49%	45%	51%	41%	51%	45%	51%	49%	51%
Bottom 2: Unlikely	497	40	152	132	163	481	14	388	107	344	149	310	132	480
	41%	34%	43%	39%	47%	41%	55%	39%	52%	40%	46%	41%	42%	40%
NET Difference	95	23	22	45	-8	97	-3	114	-22	101	-6	72	20	136
	8%	20%	6%	13%	-2%	8%	-10%	12%	-10%	12%	-2%	10%	6%	11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 706

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+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	376	972	147	153	1004	141	92*	1015	254	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very likely	256	216	40	224	11	18	157	99	139	98	210	25	33	210	30	20	215	72	173	266
	21%	20%	28%	20%	35%	26%	17%	25%	18%	22%	17%	22%	21%	22%	22%	20%	21%	27%	19%	22%
Fairly likely	336	300	37	307	9	21	167	169	172	136	281	33	43	287	47	28	279	85	256	350
	28%	28%	26%	28%	28%	29%	27%	29%	31%	25%	29%	22%	28%	29%	33%	30%	28%	29%	28%	29%
Fairly unlikely	265	236	29	251	3	10	139	126	115	137	214	39	34	220	24	18	233	43	214	265
	22%	22%	21%	23%	10%	14%	22%	22%	20%	26%	22%	27%	22%	22%	17%	20%	23%	16%	24%	22%
Very unlikely	232	211	21	215	6	11	106	127	93	121	184	35	30	192	31	21	191	49	178	215
	19%	20%	15%	20%	20%	16%	17%	22%	16%	23%	19%	24%	19%	19%	22%	23%	19%	24%	20%	18%
Not applicable	44	40	4	42	-	1	15	28	22	13	36	6	7	35	5	2	35	5	36	42
	4%	4%	2%	4%	-	1%	2%	5%	4%	2%	4%	4%	4%	3%	3%	2%	3%	2%	4%	3%
Don't know	69	58	12	57	2	10	39	30	23	32	48	8	7	60	3	2	62	19	45	64
	6%	5%	8%	5%	7%	14%	6%	5%	4%	6%	5%	6%	6%	6%	2%	3%	6%	7%	5%	5%
Top 2: Likely	592	516	76	531	20	39	324	268	312	234	490	58	76	497	77	48	494	148	429	616
	49%	49%	54%	48%	63%	55%	52%	46%	55%	44%	50%	40%	50%	50%	55%	52%	49%	56%	48%	51%
Bottom 2: Unlikely	497	447	50	466	9	21	244	253	208	258	398	75	63	412	56	39	423	92	392	480
	41%	42%	35%	43%	30%	30%	39%	44%	37%	48%	41%	51%	41%	41%	40%	43%	42%	35%	43%	40%
NET Difference	95	69	26	65	10	18	80	15	103	-24	93	-16	13	85	21	9	71	56	37	136
	8%	6%	19%	6%	33%	25%	13%	3%	18%	-4%	10%	-11%	8%	8%	15%	10%	7%	21%	4%	11%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 707

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	256	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very likely	256	121	112	195	58	181	72	63	58	38	52	29	266
	21%	23%	21%	22%	19%	22%	19%	22%	23%	19%	22%	20%	22%
Fairly likely	336	167	144	259	76	243	91	72	73	49	71	49	350

	28%	30%	27%	29%	25%	30%	24%	25%	29%	24%	30%	33%	29%
Fairly unlikely	265 22%	110 20%	139 26%	201 23%	64 21%	175 22%	88 23%	75 26%	48 19%	48 23%	53 22%	27 18%	265 22%
Very unlikely	232 19%	124 22%	94 17%	162 18%	68 22%	150 19%	80 21%	53 19%	50 20%	59 29%	38 16%	23 15%	215 18%
Not applicable	44 4%	26 5%	16 3%	33 4%	11 3%	31 4%	13 3%	9 3%	8 3%	8 2%	5 4%	8 5%	42 3%
Don't know	69 6%	12 2%	37 7%	45 4%	31 10%	26 3%	39 10%	12 4%	13 5%	7 3%	12 5%	14 9%	64 5%
Top 2: Likely	592 49%	288 51%	256 47%	454 51%	134 44%	425 53%	163 43%	134 47%	131 52%	88 42%	123 53%	79 52%	616 51%
Bottom 2: Unlikely	497 41%	234 42%	233 43%	363 41%	131 43%	325 40%	168 44%	128 45%	99 39%	107 52%	90 39%	50 33%	480 40%
NET Difference	95 8%	54 10%	23 4%	91 10%	3 1%	100 12%	-5 -1%	7 2%	32 13%	-19 -9%	33 14%	29 19%	136 11%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 708

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-4 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	542	587	369	76	821	183	32	73	162	20	217	454	564	1007
Very likely	113	71	43	70	40	3	86	26	1	15	8	1	26	57	63	126
9%	12%	7%	12%	8%	4%	9%	9%	11%	3%	14%	18%	4%	10%	10%	9%	10%
Fairly likely	211	113	98	123	72	16	154	56	13	24	12	6	29	91	126	227
18%	19%	16%	21%	14%	17%	16%	23%	22%	23%	26%	24%	11%	17%	19%	19%	19%
Fairly unlikely	284	139	145	141	122	21	221	59	18	24	13	3	69	125	153	286
24%	23%	24%	24%	24%	23%	23%	25%	30%	23%	28%	14%	26%	23%	23%	24%	24%
Very unlikely	497	226	270	216	233	49	409	84	27	34	11	12	121	222	262	471
41%	38%	45%	36%	45%	53%	43%	43%	35%	45%	32%	24%	49%	46%	41%	39%	39%
Not applicable	55	31	24	28	28	-	49	6	-	5	1	-	10	28	35	52
5%	5%	4%	5%	5%	-	5%	3%	-	5%	2%	-	4%	5%	5%	4%	4%
Don't know	41	18	23	17	21	3	33	8	-	2	2	2	8	17	26	40
3%	3%	4%	3%	4%	3%	4%	3%	-	4%	3%	9%	3%	3%	4%	3%	3%
Top 2: Likely	324	184	141	193	112	19	240	81	15	39	21	7	55	147	188	353
27%	31%	23%	32%	22%	21%	25%	34%	25%	37%	44%	28%	21%	27%	28%	29%	29%
Bottom 2: Unlikely	781	365	415	357	355	70	630	143	45	59	24	15	190	347	415	757
65%	61%	69%	60%	69%	76%	66%	60%	75%	55%	51%	63%	72%	64%	62%	63%	63%
NET Difference	-457 -38%	-182 -30%	-274 -45%	-164 -28%	-242 -47%	-51 -56%	-390 -41%	-61 -26%	-30 -50%	-20 -18%	-4 -8%	-8 -35%	-135 -51%	-200 -37%	-227 -34%	-404 -34%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 709

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base : All UK adults aged 16+

	Working status		Education		Region				Urbanity		Age of only child aged 0-5				Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	665	322	212	372	210	120	817	159	136	293	371	1007
Very likely	113	94	19	84	29	22	44	35	13	101	9	13	33	37	126
9%	11%	5%	10%	8%	8%	10%	11%	7%	10%	6%	8%	10%	8%	10%	10%
Fairly likely	211	152	59	162	50	47	83	58	23	179	25	19	61	96	227
18%	18%	16%	19%	13%	17%	17%	19%	13%	18%	17%	18%	12%	18%	22%	19%
Fairly unlikely	284	211	73	187	96	62	105	73	44	237	27	44	78	99	286
24%	25%	20%	23%	25%	22%	24%	24%	25%	24%	24%	18%	27%	23%	23%	24%
Very unlikely	497	317	180	330	177	125	170	117	85	388	75	77	147	170	471
41%	38%	48%	39%	45%	45%	45%	38%	38%	49%	40%	51%	47%	43%	39%	39%

Not applicable	55 5%	37 4%	19 5%	38 5%	17 4%	10 4%	29 6%	12 4%	5 3%	38 4%	10 7%	5 3%	13 4%	19 4%	52 4%
Don't know	41 3%	19 2%	22 6%	20 2%	21 5%	10 4%	15 3%	12 4%	4 2%	36 4%	1 1%	5 3%	10 3%	16 4%	40 3%
Top 2: Likely	324 27%	246 30%	79 21%	246 30%	79 20%	70 25%	127 30%	92 30%	35 20%	280 29%	33 23%	33 20%	94 28%	133 30%	353 29%
Bottom 2: Unlikely	781 65%	529 64%	253 68%	507 63%	274 70%	187 68%	276 62%	190 62%	129 75%	625 64%	102 69%	121 74%	225 66%	270 62%	757 63%
NET Difference	-457 -38%	-283 -34%	-174 -47%	-262 -32%	-195 -50%	-117 -42%	-148 -33%	-98 -32%	-94 -54%	-345 -35%	-68 -47%	-89 -54%	-130 -38%	-136 -31%	-404 -34%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 710

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base: All UK adults aged 16+

	TOTAL (n)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999	£25,000 up to £54,999	£55,000 up to £99,999	£100,000 and above	Important	Not important	Knowledgeable	Not knowledgeable	Knowledgeable	Not knowledgeable	Collective	Individual	
		(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	
Unweighted total	1202	122	340	355	387	1170	27	993	199	897	255	779	310	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Very likely	113 9%	14 12%	29 8%	28 8%	42 12%	109 9%	4 16%	96 10%	16 8%	83 10%	29 9%	72 10%	38 12%	126 10%
Fairly likely	211 18%	20 17%	59 17%	52 15%	76 22%	202 17%	9 35%	182 18%	29 14%	159 16%	51 16%	135 18%	63 20%	227 19%
Fairly unlikely	284 24%	19 16%	86 24%	82 24%	91 26%	277 24%	5 19%	224 23%	59 29%	203 23%	79 25%	187 25%	68 22%	286 24%
Very unlikely	497 41%	51 43%	153 43%	158 47%	116 33%	487 42%	7 25%	402 41%	92 44%	360 41%	133 42%	316 42%	117 37%	471 39%
Not applicable	55 5%	7 6%	14 4%	8 2%	22 6%	55 5%	1 2%	46 5%	6 3%	47 5%	7 2%	27 4%	17 5%	52 4%
Don't know	41 3%	8 7%	14 4%	12 4%	4 1%	41 3%	* 2%	33 3%	5 2%	19 2%	21 6%	19 2%	11 3%	40 3%
Top 2: Likely	324 27%	33 28%	88 25%	79 23%	117 34%	311 27%	13 51%	278 28%	45 22%	242 28%	80 25%	207 27%	101 32%	353 29%
Bottom 2: Unlikely	781 65%	70 59%	239 67%	240 71%	207 59%	765 65%	12 45%	626 64%	151 73%	562 65%	212 66%	503 67%	185 59%	757 63%
NET Difference	-457 -38%	-36 -31%	-151 -43%	-161 -47%	-89 -26%	-454 -39%	2 7%	-348 -35%	-106 -51%	-320 -37%	-132 -41%	-296 -39%	-84 -27%	-404 -34%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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8 Dec 2025  
 Table 711

QD16E. Within the next five years, how likely or unlikely are you to do each of the following? Move to a different part of the country

Base: All UK adults aged 16+

	TOTAL (n)	Children at school or childcare (0-5)		Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
		(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Very likely	113 9%	101 10%	13 9%	106 10%	2 8%	4 6%	61 10%	52 9%	87 15%	22 4%	98 10%	10 7%	12 8%	94 9%	14 10%	11 12%	98 10%	19 7%	90 10%	126 10%
Fairly likely	211 18%	199 19%	12 8%	192 18%	4 12%	15 21%	104 17%	107 18%	138 24%	58 11%	180 19%	15 10%	32 21%	173 17%	31 22%	21 23%	171 17%	45 17%	157 17%	227 19%
Fairly unlikely	284 24%	244 23%	40 28%	262 24%	8 25%	14 20%	148 24%	136 23%	125 22%	135 25%	231 24%	38 26%	25 16%	250 25%	27 19%	14 16%	251 25%	56 21%	226 25%	286 24%
Very unlikely	497 41%	428 40%	69 49%	450 41%	14 44%	31 44%	254 41%	243 42%	174 31%	288 54%	391 40%	70 47%	75 49%	402 40%	57 41%	36 39%	416 41%	119 45%	364 40%	471 39%

Not applicable	55 5%	52 5%	4 3%	50 5%	- -	4 6%	33 5%	23 4%	30 5%	14 3%	39 4%	11 7%	3 2%	51 5%	5 3%	4 4%	49 5%	9 3%	45 5%	52 4%
Don't know	41 3%	36 3%	4 3%	36 3%	3 10%	2 3%	22 4%	19 3%	10 2%	19 4%	33 3%	4 3%	6 4%	33 3%	8 5%	5 6%	31 3%	16 6%	20 2%	40 3%
Top 2: Likely	324 27%	300 28%	25 17%	298 27%	6 20%	19 27%	166 27%	159 27%	225 40%	80 15%	278 29%	25 17%	44 29%	267 27%	44 32%	33 36%	269 27%	64 24%	247 27%	353 29%
Bottom 2: Unlikely	781 65%	672 63%	109 77%	712 65%	22 71%	45 64%	402 65%	379 65%	300 53%	423 79%	622 64%	108 73%	100 65%	652 65%	84 60%	50 54%	666 66%	175 66%	590 65%	757 63%
NET Difference	-457 -38%	-372 -35%	-84 -60%	-413 -38%	-16 -51%	-26 -36%	-236 -38%	-210 -38%	-75 -13%	-243 -44%	-343 -35%	-82 -56%	-56 -36%	-385 -38%	-39 -28%	-17 -19%	-397 -39%	-111 -42%	-343 -38%	-404 -34%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 712

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than year own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
								Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	551	544	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very likely	113 9%	76 14%	33 6%	86 10%	26 9%	86 11%	27 7%	33 12%	24 10%	23 11%	16 7%	12 8%	126 10%
Fairly likely	211 18%	115 21%	90 17%	174 20%	36 12%	160 20%	51 13%	54 19%	44 18%	36 17%	47 20%	23 15%	227 19%
Fairly unlikely	284 24%	115 21%	143 26%	208 24%	73 24%	179 22%	103 27%	75 27%	54 22%	48 23%	55 24%	31 21%	286 24%
Very unlikely	497 41%	206 37%	240 44%	350 40%	145 47%	323 40%	171 45%	99 35%	103 41%	102 42%	88 43%	72 48%	471 39%
Not applicable	55 5%	38 7%	11 2%	41 5%	15 5%	39 5%	14 4%	13 5%	15 6%	6 3%	9 4%	5 4%	52 4%
Don't know	41 3%	9 2%	25 5%	26 3%	12 4%	20 3%	16 4%	9 3%	11 4%	5 2%	5 2%	7 4%	40 3%
Top 2: Likely	324 27%	192 34%	123 23%	261 29%	62 20%	246 30%	79 21%	87 31%	69 27%	59 29%	63 27%	36 24%	353 29%
Bottom 2: Unlikely	781 65%	321 57%	383 71%	558 63%	218 71%	501 62%	273 71%	174 62%	157 62%	136 66%	157 67%	103 68%	757 63%
NET Difference	-457 -38%	-129 -23%	-260 -48%	-297 -34%	-156 -51%	-255 -32%	-194 -51%	-88 -31%	-88 -35%	-76 -37%	-94 -40%	-67 -45%	-404 -34%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*small base

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 Table 718

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

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
							Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total	Unweighted Total		Unweighted Total
Unweighted total	1202	574	627	702	417	83	883	312	34	180	22	255	550	675	1202	
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	
Effective base	1007	491	516	577	369	76	821	193	32	73	12	217	454	556	1007	
Very likely	297 25%	163 27%	134 22%	202 34%	134 17%	87 9%	234 25%	60 25%	18 30%	17 16%	23 48%	2 7%	60 23%	141 26%	169 25%	337 28%
Fairly likely	268 22%	128 21%	140 23%	168 28%	96 19%	4 5%	212 22%	50 21%	12 21%	23 22%	13 26%	2 10%	66 25%	123 23%	132 20%	276 23%
Fairly unlikely	188 16%	94 16%	94 16%	91 15%	92 18%	5 5%	157 17%	30 13%	6 9%	16 15%	3 6%	6 26%	52 20%	74 14%	99 15%	179 15%
Very unlikely	349 29%	170 28%	177 29%	93 16%	181 37%	64 71%	274 29%	72 30%	19 33%	35 16%	7 44%	10 44%	59 22%	153 28%	220 33%	317 26%
Not applicable	45 4%	20 3%	25 4%	17 3%	22 4%	7 7%	35 4%	10 4%	- -	8 8%	1 1%	1 4%	7 3%	21 4%	22 3%	43 4%

	d					k										
Don't know	56	23	33	24	28	3	40	15	4	8	1	2	18	28	23	50
	5%	4%	5%	4%	6%	3%	4%	6%	7%	7%	2%	10%	7%	5%	3%	4%
Top 2: Likely	565	291	274	370	183	12	446	110	30	40	36	4	126	264	300	613
	47%	49%	45%	62%	35%	13%	47%	46%	51%	38%	75%	17%	48%	49%	45%	51%
Bottom 2: Unlikely	536	264	272	184	283	69	431	103	25	51	11	17	111	227	310	486
	45%	44%	45%	31%	55%	76%	45%	43%	42%	47%	22%	69%	42%	42%	48%	41%
NET Difference	28	27	2	186	-101	-57	15	7	5	-10	25	-13	15	37	-19	117
	2%	5%	*	31%	-19%	-63%	2%	3%	9%	-10%	53%	-53%	6%	7%	-3%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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 Table 719

QD16G. Within the next five years, how likely or unlikely are you to do each of the following? Have another child

Base: All UK adults aged 16+ with any children

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	137	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	143	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Very likely	297	243	54	233	64	70	130	67	30	252	30	44	79	103	337
	25%	29%	15%	29%	16%	25%	29%	22%	17%	26%	21%	27%	23%	23%	28%
Fairly likely	268	194	73	199	69	56	114	64	35	222	33	48	83	86	276
	22%	23%	20%	25%	18%	20%	25%	21%	20%	23%	22%	29%	24%	20%	23%
Fairly unlikely	188	131	57	123	65	43	72	45	28	151	19	30	51	69	179
	16%	16%	15%	15%	17%	15%	16%	15%	17%	15%	13%	18%	15%	16%	15%
Very unlikely	349	200	148	198	151	80	101	102	66	274	57	26	95	148	317
	29%	24%	40%	24%	39%	29%	23%	33%	38%	28%	39%	16%	28%	34%	26%
Not applicable	45	30	15	29	16	9	20	11	5	37	5	5	18	17	43
	4%	4%	4%	4%	4%	3%	5%	4%	3%	4%	4%	3%	5%	4%	4%
Don't know	56	32	23	29	27	19	10	18	8	44	2	11	17	14	50
	5%	4%	6%	4%	7%	7%	2%	6%	5%	4%	1%	7%	5%	3%	4%
Top 2: Likely	565	437	127	432	133	126	244	131	65	475	63	92	162	189	613
	47%	53%	34%	53%	34%	45%	55%	43%	38%	48%	43%	56%	47%	43%	51%
Bottom 2: Unlikely	536	331	205	321	216	123	172	147	95	424	76	55	146	217	486
	45%	40%	55%	40%	55%	44%	39%	48%	55%	43%	52%	34%	43%	50%	41%
NET Difference	28	106	-78	112	-83	3	71	-16	-30	50	-13	36	16	-28	117
	2%	13%	-21%	14%	-21%	1%	16%	-5%	-17%	5%	-9%	22%	5%	-6%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 Table 720

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	103	277	277	290	972	25	925	173	742	255	637	292	1007
Very likely	297	18	58	77	143	291	6	252	40	237	57	217	66	337
	25%	15%	16%	23%	41%	25%	23%	26%	19%	27%	18%	29%	21%	28%
Fairly likely	268	25	77	71	85	260	7	235	32	203	63	155	87	276
	22%	21%	22%	21%	24%	22%	26%	24%	15%	23%	20%	20%	28%	23%
Fairly unlikely	188	17	63	54	46	179	8	147	41	134	54	115	47	179
	16%	14%	18%	16%	13%	15%	30%	15%	20%	15%	17%	15%	15%	15%
Very unlikely	349	41	120	116	59	343	5	277	69	232	110	208	93	317
	29%	35%	34%	34%	17%	29%	18%	28%	33%	27%	34%	28%	30%	26%
Not applicable	45	4	12	12	13	43	1	33	12	33	12	30	8	43
	4%	3%	3%	3%	4%	4%	4%	3%	6%	4%	4%	4%	3%	4%
Don't know	56	13	24	9	4	55	-	39	15	31	24	31	11	50
	5%	11%	7%	3%	1%	5%	-	4%	7%	4%	8%	4%	4%	4%
Top 2: Likely	565	43	135	148	228	552	12	487	71	440	121	372	153	613
	47%	36%	38%	44%	65%	47%	48%	50%	34%	51%	38%	49%	49%	51%

Bottom 2: Unlikely	536	58	183	170	106	522	12	424	110	366	163	324	140	496
45%	49%	52%	50%	30%	45%	48%	43%	53%	42%	51%	43%	45%	41%	
e	e	ae	e					ah						
NET Difference	28	-15	-48	-22	122	29	*	63	-38	74	-43	48	13	117
2%	-13%	-13%	-7%	35%	3%	*	6%	-18%	8%	-13%	6%	4%	10%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/l/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 721

QD16G. Within the next five years, how likely or unlikely are you to do each of the following? Have another child

Base : All UK adults aged 16+ with any children

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	254	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Very likely	297	260	37	282	6	7	161	136	297	-	267	21	33	252	30	21	256	36	252	337
25%	25%	26%	26%	20%	10%	26%	23%	53%	-	27%	14%	22%	25%	21%	23%	25%	14%	28%	14%	28%
fjlr	f	f	f	f	f	f	f	aj		i		i		i		i		r	r	r
Fairly likely	268	228	39	249	8	11	162	106	268	-	222	35	24	237	17	10	247	50	211	276
22%	22%	28%	23%	25%	16%	16%	18%	47%	-	23%	24%	15%	24%	12%	11%	24%	19%	23%	19%	23%
jop	j	j	j	j	j	j	h	ai		m		m		m		m		op	op	op
Fairly unlikely	188	169	19	170	6	11	103	85	-	188	142	33	25	153	26	16	152	43	139	179
16%	16%	13%	16%	8%	16%	17%	15%	-	35%	15%	23%	16%	17%	18%	18%	15%	16%	15%	16%	15%
ak	ak	ak	ak	ak	ak	ak	ak	ak		ak		ak		ak		ak		ak	ak	ak
Very unlikely	349	314	35	310	10	27	140	208	-	349	270	47	57	281	58	38	278	105	238	317
29%	30%	25%	28%	32%	38%	23%	36%	-	65%	28%	32%	37%	28%	41%	37%	27%	40%	26%	26%	26%
ri	ri	ri	ri	ri	ri	ri	ri	ar	ai	ar	ar	ar	ar	ar	ar	ar	ar	ar	ar	ar
Not applicable	45	43	2	37	1	7	15	30	-	-	31	5	7	35	6	4	33	10	32	43
4%	4%	1%	3%	3%	10%	2%	5%	-	-	3%	3%	5%	3%	4%	4%	3%	4%	4%	4%	4%
ij	ij	ij	ij	ad		ad	ad	ad		ad		ad		ad		ad		ad	ad	ad
Don't know	56	47	9	48	1	7	41	15	-	-	41	6	7	46	4	2	50	20	31	50
5%	4%	6%	4%	2%	10%	7%	3%	-	-	4%	4%	5%	5%	3%	2%	5%	7%	3%	3%	4%
il	il	il	il	il	il	il	il	il		il		il		il		il		il	il	il
Top 2: Likely	565	488	77	531	14	19	323	242	565	-	488	56	57	489	47	32	503	87	463	613
47%	46%	54%	48%	45%	26%	52%	42%	100%	-	50%	38%	37%	49%	33%	34%	50%	33%	51%	51%	51%
fjmopr	f	f	f	f	f	h	h	aj		i		m		op		op		r	r	r
Bottom 2: Unlikely	536	483	54	480	16	38	243	293	-	536	413	80	82	434	84	54	430	148	376	496
45%	46%	38%	44%	50%	53%	39%	51%	-	100%	42%	51%	43%	43%	60%	59%	42%	56%	56%	42%	41%
gi	gi	gi	gi	ar	ai	ar	ar	ai		ak		ak		ak		ak		ak	ak	ak
NET Difference	28	6	23	51	-2	-19	80	-51	565	-536	76	-24	-25	55	-37	-23	73	-61	86	117
2%	1%	16%	5%	-5%	-27%	13%	-9%	100%	-100%	8%	-17%	-16%	6%	-26%	-25%	7%	-23%	10%	10%	10%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/a - a/t/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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8 Dec 2025  
 Table 722

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	610	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	641	865	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	527	744	254	682	312	236	209	177	183	131	1202
Very likely	297	196	88	249	46	228	69	72	69	54	60	28	337
25%	35%	16%	28%	15%	28%	18%	25%	27%	26%	26%	26%	19%	28%
ceg	ac		e		g								
Fairly likely	268	143	106	194	73	180	85	68	64	40	58	26	276
22%	25%	20%	22%	24%	22%	22%	24%	25%	19%	25%	19%	17%	23%
h	h	h	h	h	h	h	h	h	h	h	h	h	h
Fairly unlikely	188	68	109	147	39	133	55	42	46	29	28	25	179
16%	12%	20%	17%	13%	16%	14%	15%	18%	14%	12%	12%	17%	15%
il	il	il	il	il	il	il	il	il	il	il	il	il	il
Very unlikely	349	118	185	217	128	196	147	73	51	73	72	62	317
29%	21%	34%	25%	34%	42%	24%	38%	26%	20%	36%	30%	41%	26%
bdff	b	b	b	ad		af		hi	i	ahkk			
Not applicable	45	23	19	36	8	29	15	12	8	7	8	7	43
4%	4%	3%	4%	3%	4%	4%	4%	4%	3%	3%	4%	5%	4%
Don't know	56	13	35	42	12	41	12	17	14	4	8	3	50
5%	2%	6%	5%	4%	3%	5%	3%	6%	5%	2%	4%	2%	4%
b	b	b	b	b	b	b	b	b	b	b	b	b	b
Top 2: Likely	565	339	194	443	120	408	154	140	132	94	118	54	613
47%	60%	36%	50%	39%	51%	40%	49%	53%	45%	50%	36%	36%	51%
cegl	ac		e		g		i		g		g		g
Bottom 2: Unlikely	536	186	294	364	167	328	202	115	97	102	100	87	496

	45%	33%	54%	41%	54%	41%	53%	40%	39%	49%	42%	58%	41%
	b	ab	ab	ad	ad	af	af	i	i	ahk	ahk	ahk	ahk
NET Difference	28	153	-100	79	-47	80	-48	25	35	-8	18	-34	117
	2%	27%	-19%	9%	-15%	10%	-13%	9%	14%	-4%	8%	-22%	10%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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8 Dec 2025  
 Table 723

QD16H. Within the next five years, how likely or unlikely are you to do each of the following? Adopt or foster a child

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	922	238	60*	107*	48	24**	213	540	665	1202
Effective base	1007	461	522	587	369	76	821	183	32	73	162	20	217	454	564	1202
Very likely	83	48	36	50	31	2	68	15	1	9	5	-	13	47	47	90
	7%	8%	6%	8%	6%	3%	7%	7%	3%	8%	11%	-	5%	9%	7%	7%
Fairly likely	129	71	58	76	50	3	97	32	13	11	8	1	24	48	84	135
	11%	12%	10%	13%	10%	4%	10%	14%	21%	10%	17%	5%	9%	9%	13%	11%
Fairly unlikely	216	109	106	120	82	13	176	40	4	18	11	7	42	98	118	228
	18%	18%	18%	20%	16%	14%	18%	17%	7%	16%	11	30%	16%	18%	18%	19%
Very unlikely	615	295	319	265	285	65	494	115	33	53	18	10	153	273	333	592
	51%	49%	53%	45%	55%	72%	52%	48%	55%	50%	38%	43%	58%	51%	50%	49%
Not applicable	117	60	57	58	53	6	87	26	5	16	3	3	22	56	61	109
	10%	10%	9%	10%	10%	6%	9%	11%	9%	15%	6%	12%	8%	10%	9%	9%
Don't know	42	16	27	26	16	1	32	9	3	1	3	2	9	18	22	48
	4%	3%	4%	4%	3%	1%	3%	4%	4%	1%	6%	10%	3%	3%	3%	4%
Top 2: Likely	213	119	94	126	81	6	155	48	14	19	13	1	37	95	111	225
	18%	20%	16%	21%	16%	6%	17%	20%	24%	18%	28%	5%	14%	18%	20%	19%
Bottom 2: Unlikely	830	404	425	385	367	78	669	155	37	71	29	18	194	371	451	820
	69%	68%	71%	65%	71%	86%	70%	65%	63%	66%	61%	74%	74%	69%	68%	68%
NET Difference	-618	-285	-332	-259	-286	-73	-504	-107	-23	-52	-15	-16	-157	-276	-319	-595
	-51%	-48%	-55%	-44%	-55%	-80%	-53%	-45%	-39%	-48%	-32%	-69%	-60%	-51%	-48%	-50%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 724

QD16H. Within the next five years, how likely or unlikely are you to do each of the following? Adopt or foster a child

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	853	349	212	405	222	243	379	155	157	137	439	
Weighted total	1202	830	372	810	392	276	447	307	172	479	147	164	143	438	
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	
Very likely	83	68	15	64	20	19	38	18	8	74	8	8	26	25	
	7%	8%	4%	8%	5%	7%	9%	6%	5%	8%	5%	5%	8%	6%	
Fairly likely	129	97	32	94	35	27	56	35	11	107	17	15	28	59	
	11%	12%	9%	12%	9%	10%	12%	11%	7%	11%	11%	9%	8%	13%	
Fairly unlikely	216	155	60	156	60	52	81	54	28	187	18	28	66	83	
	18%	19%	16%	19%	15%	19%	18%	18%	16%	19%	12%	17%	19%	19%	
Very unlikely	615	405	210	385	230	137	202	169	107	487	88	91	170	214	
	51%	49%	56%	48%	59%	50%	45%	55%	62%	50%	60%	56%	50%	49%	
Not applicable	117	74	43	83	33	30	53	23	12	88	12	15	39	40	
	10%	9%	11%	10%	8%	11%	12%	7%	7%	9%	8%	9%	11%	9%	
Don't know	42	30	12	28	14	11	17	7	7	36	5	6	14	16	
	4%	4%	3%	3%	4%	4%	4%	2%	4%	4%	3%	4%	4%	4%	
Top 2: Likely	213	165	47	158	54	46	94	53	19	181	25	23	55	84	
	18%	20%	13%	20%	14%	17%	21%	17%	11%	18%	17%	14%	16%	19%	
Bottom 2: Unlikely	830	561	270	541	290	189	283	224	134	674	105	119	235	297	
	69%	68%	73%	67%	74%	68%	63%	73%	78%	69%	72%	73%	69%	68%	
NET Difference	-618	-395	-223	-383	-235	-143	-189	-170	-115	-493	-81	-96	-181	-213	
	-51%	-48%	-60%	-47%	-60%	-52%	-42%	-56%	-67%	-50%	-55%	-59%	-53%	-49%	

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	355	357	1170	27	933	159	287	255	779	310	1202
Weighted total	1202	118	355	330	350	1171	26**	983	208	271	300	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Very likely	83	4	18	22	39	80	3	72	10	68	13	56	26	90
	7%	3%	5%	6%	11%	7%	12%	7%	5%	8%	4%	7%	8%	7%
Fairly likely	129	11	31	36	50	126	3	117	12	98	30	88	34	135
	11%	9%	11%	14%	14%	11%	13%	12%	6%	11%	9%	12%	11%	11%
Fairly unlikely	216	16	61	60	76	204	12	172	42	169	45	147	55	228
	18%	14%	17%	18%	22%	17%	46%	18%	20%	19%	14%	19%	18%	19%
Very unlikely	615	61	202	180	143	607	5	496	118	429	181	384	152	592
	51%	51%	53%	53%	41%	52%	20%	50%	57%	49%	57%	51%	49%	49%
Not applicable	117	22	32	26	32	113	3	89	21	76	40	60	35	109
	10%	19%	9%	8%	9%	10%	10%	9%	10%	9%	12%	8%	11%	9%
Don't know	42	4	10	16	10	42	-	37	4	30	10	21	12	48
	4%	3%	3%	5%	3%	4%	-	4%	2%	3%	3%	3%	4%	4%
Top 2: Likely	213	15	49	58	89	206	6	189	22	166	44	144	60	225
	18%	13%	14%	17%	25%	18%	25%	19%	11%	19%	14%	19%	19%	19%
Bottom 2: Unlikely	830	77	263	240	219	811	17	668	161	599	226	530	207	820
	69%	65%	74%	71%	63%	69%	65%	68%	77%	69%	71%	70%	66%	68%
NET Difference	-618	-62	-214	-182	-130	-605	-10	-479	-139	-433	-183	-386	-147	-595
	-51%	-53%	-60%	-54%	-37%	-52%	-40%	-49%	-67%	-50%	-57%	-51%	-47%	-50%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	TOTAL (a)	Children at school or childcare (0-5)		Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5- 18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	31	71	686	516	613	486	976	144	157	1002	181	52	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	693	529	595	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Very likely	83	80	3	76	2	4	40	43	73	11	72	6	13	70	13	11	70	8	74	90
	7%	8%	2%	7%	6%	5%	7%	7%	13%	2%	7%	4%	9%	7%	10%	12%	7%	3%	8%	7%
Fairly likely	129	117	12	120	5	4	61	68	93	29	118	7	19	109	22	12	103	22	101	135
	11%	11%	9%	11%	17%	6%	10%	12%	16%	5%	12%	5%	12%	11%	15%	13%	10%	8%	11%	11%
Fairly unlikely	216	196	20	201	7	7	107	108	119	80	185	22	22	178	17	12	186	40	167	228
	18%	18%	14%	18%	22%	10%	17%	19%	21%	15%	19%	15%	15%	18%	12%	13%	18%	15%	19%	19%
Very unlikely	615	527	88	553	14	46	324	291	215	366	474	90	83	515	69	44	523	156	446	592
	51%	50%	62%	50%	45%	64%	52%	50%	38%	68%	49%	61%	54%	51%	69%	51%	51%	59%	49%	49%
Not applicable	117	104	13	110	1	6	69	48	50	37	90	18	11	97	13	8	90	45	86	109
	10%	10%	9%	10%	4%	8%	11%	8%	9%	7%	9%	12%	7%	10%	9%	9%	10%	10%	9%	9%
Don't know	42	37	6	36	2	4	22	21	16	14	34	4	5	36	6	4	35	13	28	48
	4%	3%	4%	3%	7%	6%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	3%	5%	3%	4%
Top 2: Likely	213	197	16	196	7	8	102	111	166	40	190	13	32	179	35	23	173	30	176	225
	18%	19%	11%	18%	22%	12%	16%	19%	29%	7%	20%	9%	21%	18%	25%	25%	17%	11%	19%	19%
Bottom 2: Unlikely	830	723	108	754	21	53	431	400	333	446	659	112	106	693	87	56	709	196	613	820
	69%	68%	76%	69%	74%	74%	69%	69%	59%	83%	68%	76%	69%	69%	62%	61%	70%	74%	68%	68%
NET Difference	-618	-526	-92	-558	-14	-45	-329	-289	-168	-406	-469	-99	-74	-514	-52	-33	-536	-166	-437	-595
	-51%	-50%	-65%	-51%	-45%	-63%	-53%	-50%	-30%	-76%	-48%	-67%	-48%	-51%	-37%	-36%	-53%	-63%	-48%	-50%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	592	510	859	292	822	363	236	250	212	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Very likely	83	65	15	72	12	72	11	27	14	16	20	5	90
	7%	12%	3%	8%	4%	9%	3%	10%	5%	8%	8%	3%	7%
Fairly likely	129	80	43	107	22	98	31	41	28	20	16	19	135
	11%	14%	8%	12%	7%	12%	8%	14%	11%	10%	7%	12%	11%
Fairly unlikely	216	102	102	176	40	166	49	49	49	33	53	20	228
	18%	18%	19%	20%	13%	21%	13%	17%	20%	16%	23%	14%	19%
Very unlikely	615	250	308	420	188	379	229	131	119	118	114	94	592
	51%	45%	57%	47%	61%	47%	60%	46%	48%	57%	49%	62%	49%
Not applicable	117	46	55	78	36	64	48	27	28	14	22	9	109
	10%	8%	10%	9%	12%	8%	13%	10%	11%	7%	9%	6%	9%
Don't know	42	17	18	32	9	26	15	8	13	6	9	4	48
	4%	3%	3%	4%	3%	3%	4%	3%	5%	3%	4%	3%	4%
Top 2: Likely	213	145	58	179	33	171	42	68	41	37	36	23	225
	18%	26%	11%	20%	11%	21%	11%	24%	16%	18%	15%	16%	19%
Bottom 2: Unlikely	830	352	411	596	228	545	278	180	169	150	167	114	820
	69%	63%	76%	67%	74%	68%	73%	63%	67%	73%	71%	76%	68%
NET Difference	-618	-207	-353	-417	-195	-375	-236	-111	-127	-114	-131	-91	-595
	-51%	-37%	-65%	-47%	-63%	-46%	-62%	-39%	-51%	-55%	-56%	-60%	-50%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

QD16I. Within the next five years, how likely or unlikely are you to do each of the following? Retire

Base : All UK adults aged 16+ who are not retired

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3		4-5
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)		(o)
Unweighted total	1194	569	624	701	417	76	875	312	34	76	180	22	254	544	672	1194
Weighted total	1194	593	600	594	516	83*	944	238	60*	107**	48	24**	262	533	662	1194
Effective base	1000	457	543	505	360	69	814	193	32	73	107	20	216	448	562	1000
Very likely	50	34	16	27	22	1	44	5	-	4	1	1	6	24	32	48
	4%	6%	3%	5%	4%	1%	5%	2%	-	4%	2%	2%	2%	4%	5%	4%
Fairly likely	54	22	32	35	16	2	38	14	-	11	3	1	9	26	31	58
	4%	4%	5%	6%	3%	2%	4%	6%	-	10%	6%	5%	4%	5%	5%	5%
Fairly unlikely	133	75	58	79	44	10	105	28	8	9	7	3	14	54	84	138
	11%	13%	10%	13%	9%	12%	11%	12%	14%	9%	14%	15%	5%	10%	13%	12%
Very unlikely	789	395	393	363	365	61	627	153	46	60	33	14	193	353	422	784
	66%	67%	66%	61%	71%	74%	66%	64%	78%	56%	69%	60%	74%	66%	64%	66%
Not applicable	150	57	93	81	62	7	117	32	5	21	4	2	36	68	86	147
	13%	10%	16%	14%	12%	8%	12%	13%	8%	20%	8%	9%	14%	13%	13%	12%
Don't know	18	10	8	9	7	2	13	5	-	2	1	2	4	9	7	19
	1%	2%	1%	2%	1%	2%	1%	2%	-	2%	1%	2%	1%	2%	1%	2%
Top 2: Likely	103	55	48	63	38	3	82	20	-	15	4	2	15	49	63	106
	9%	9%	8%	11%	7%	3%	9%	8%	-	14%	8%	7%	6%	9%	10%	9%
Bottom 2: Unlikely	922	470	451	441	409	72	732	181	55	69	40	18	207	407	506	922
	77%	79%	75%	74%	79%	86%	78%	92%	64%	64%	84%	75%	79%	76%	76%	77%
NET Difference	-819	-415	-403	-379	-371	-69	-650	-162	-55	-54	-36	-16	-192	-358	-443	-816
	-69%	-70%	-67%	-64%	-72%	-82%	-69%	-68%	-92%	-51%	-76%	-68%	-73%	-67%	-67%	-68%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

QD161. 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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1194	833	363	824	370	239	463	241	241	972	154	157	332	437	1194
Weighted total	1194	830	363	805	388	274	444	306	170	972	146	164	337	436	1194
Effective base	1000	694	306	680	319	209	390	218	218	811	128	136	276	369	1194
Very likely	50	39	11	32	18	11	23	11	4	44	4	3	14	21	48
4%	4%	5%	3%	4%	5%	4%	5%	4%	2%	5%	3%	2%	4%	5%	4%
Fairly likely	54	38	16	31	23	9	23	15	7	43	8	5	15	22	58
4%	4%	5%	4%	4%	6%	3%	5%	5%	4%	4%	5%	3%	4%	5%	5%
Fairly unlikely	133	109	24	100	33	27	62	31	13	116	9	11	37	67	138
11%	11%	13%	7%	12%	9%	10%	14%	10%	8%	12%	6%	7%	11%	15%	12%
Very unlikely	789	544	245	524	265	192	261	214	122	631	110	119	225	273	784
66%	66%	65%	68%	65%	68%	70%	59%	70%	72%	65%	76%	73%	67%	63%	66%
Not applicable	150	91	59	108	43	8	70	32	21	120	14	22	39	49	147
13%	13%	11%	16%	13%	11%	10%	16%	10%	12%	12%	10%	13%	12%	11%	12%
Don't know	18	10	7	11	7	7	5	2	3	16	*	4	7	5	19
1%	1%	1%	2%	1%	2%	3%	1%	1%	2%	2%	*	2%	2%	1%	2%
Top 2: Likely	103	76	27	63	40	20	46	26	11	88	12	8	29	43	106
9%	9%	9%	8%	8%	10%	7%	10%	9%	6%	9%	8%	5%	9%	10%	9%
Bottom 2: Unlikely	922	653	269	624	298	219	323	245	135	747	119	131	262	339	922
77%	77%	79%	74%	77%	77%	80%	73%	80%	79%	77%	82%	80%	78%	78%	77%
NET Difference	-819	-577	-242	-561	-258	-199	-277	-219	-124	-660	-108	-123	-232	-297	-816
-69%	-69%	-69%	-67%	-70%	-66%	-73%	-62%	-72%	-73%	-68%	-74%	-75%	-69%	-68%	-68%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 730

QD161. 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

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
	Unweighted total	1194	174	337	332	367	1102	27	988	196	894	291	775	
Weighted total	1194	117	352	335	350	1163	26**	930	204	868	315	752	310	1194
Effective base	1000	107	289	274	299	971	25	820	170	739	253	633	260	1194
Very likely	50	6	14	11	19	46	3	42	7	32	17	29	21	48
4%	4%	5%	4%	3%	6%	4%	13%	4%	4%	4%	6%	4%	7%	4%
Fairly likely	54	8	17	13	14	49	13	44	7	35	17	28	22	58
4%	4%	7%	5%	4%	4%	4%	16%	5%	4%	4%	5%	4%	7%	5%
Fairly unlikely	133	7	29	36	61	123	10	110	23	104	28	88	42	138
11%	11%	6%	8%	11%	17%	11%	39%	11%	11%	12%	9%	12%	13%	12%
Very unlikely	789	69	248	236	208	778	7	639	146	569	213	512	181	784
66%	66%	59%	70%	70%	59%	67%	29%	65%	72%	66%	68%	68%	58%	66%
Not applicable	150	22	36	36	47	150	1	132	16	117	32	85	41	147
13%	13%	19%	10%	11%	13%	13%	3%	13%	8%	13%	10%	11%	13%	12%
Don't know	18	4	8	3	1	16	-	12	4	10	7	8	3	19
1%	1%	3%	2%	1%	*	1%	-	1%	2%	1%	2%	1%	1%	2%
Top 2: Likely	103	14	31	24	33	96	8	86	15	67	35	57	43	106
9%	9%	12%	9%	7%	9%	8%	29%	9%	7%	8%	11%	8%	14%	9%
Bottom 2: Unlikely	922	77	277	271	269	901	18	748	170	673	241	601	223	922
77%	77%	66%	79%	81%	77%	77%	68%	76%	83%	78%	77%	80%	72%	77%
NET Difference	-819	-63	-247	-247	-236	-805	-10	-662	-155	-606	-206	-543	-180	-816
-69%	-69%	-54%	-70%	-74%	-67%	-69%	-38%	-68%	-76%	-70%	-65%	-72%	-58%	-68%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 731

QD161. 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

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	1194	1053	141	1088	34	69	643	551	613	491	972	144	156	996	141	92	1009	249	909	1194
Weighted total	1194	1053	140	1090	31**	69*	619	574	565	531	968	147	152	997	141	92*	1008	264	894	1194
Effective base	1000	876	124	908	30	59	533	467	491	432	812	120	134	829	122	81	839	222	745	1194
Very likely	50 4%	46 4%	4 3%	46 4%	3 2%	2 3%	26 4%	24 4%	41 7%	7 1%	41 4%	5 4%	33 9%	35 4%	12 8%	8 8%	37 4%	8 3%	38 4%	48 4%
Fairly likely	54 4%	51 5%	2 2%	50 5%	1 5%	1 1%	30 5%	23 4%	37 7%	15 3%	48 5%	4 2%	10 7%	41 4%	6 8%	6 6%	40 4%	14 5%	36 4%	58 5%
Fairly unlikely	113 11%	127 12%	6 5%	121 11%	4 12%	8 12%	64 10%	70 12%	82 15%	40 7%	114 12%	10 7%	14 9%	115 11%	14 10%	8 8%	116 12%	11 4%	116 13%	138 12%
Very unlikely	789 66%	683 65%	106 76%	719 66%	24 77%	45 65%	406 66%	383 67%	333 59%	410 77%	637 66%	104 70%	94 62%	671 67%	84 60%	56 62%	677 67%	193 73%	583 65%	784 66%
Not applicable	150 13%	133 13%	17 12%	137 13%	1 4%	12 18%	83 13%	68 12%	66 12%	55 10%	115 12%	23 16%	19 12%	123 12%	18 13%	14 15%	124 12%	33 13%	109 12%	147 12%
Don't know	18 1%	13 1%	4 3%	18 2%	-	-	11 2%	7 1%	5 1%	6 1%	14 1%	1 1%	2 1%	2 1%	-	15 1%	4 2%	4 2%	12 1%	19 2%
Top 2: Likely	103 9%	98 9%	4 4%	96 9%	2 7%	3 4%	56 9%	47 8%	78 14%	22 4%	89 9%	9 6%	24 16%	76 8%	22 16%	13 15%	77 8%	22 8%	74 8%	106 9%
Bottom 2: Unlikely	922 77%	809 77%	113 80%	840 77%	28 89%	53 78%	469 76%	453 79%	445 74%	440 85%	750 77%	114 78%	114 71%	785 79%	98 70%	64 70%	793 79%	204 77%	699 78%	922 77%
NET Difference	-819 -69%	-712 -68%	-107 -76%	-744 -67%	-26 -82%	-51 -73%	-413 -67%	-406 -71%	-338 -60%	-428 -81%	-661 -66%	-105 -71%	-84 -55%	-709 -71%	-76 -54%	-51 -55%	-717 -81%	-182 -69%	-625 -70%	-816 -68%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 732

QD16. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h) to 5 - Least deprived (l)					
								1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	
Unweighted total	1194	590	604	892	291	818	360	284	249	212	232	149	1194
Weighted total	1194	559	635	877	306	801	379	281	250	205	234	148	1194
Effective base	1000	478	522	733	253	678	309	234	208	170	192	128	1000
Very likely	50 4%	35 6%	15 2%	47 5%	3 1%	47 6%	3 1%	15 6%	14 6%	8 4%	6 3%	4 3%	48 4%
Fairly likely	54 4%	35 6%	17 3%	40 5%	12 4%	38 5%	15 4%	18 6%	10 4%	9 4%	8 3%	6 4%	58 5%
Fairly unlikely	113 11%	76 14%	37 10%	116 13%	17 6%	109 14%	24 6%	35 12%	26 10%	22 11%	34 15%	9 6%	138 12%
Very unlikely	789 66%	325 58%	464 74%	559 64%	224 73%	502 63%	279 73%	168 60%	158 63%	147 72%	156 67%	112 76%	784 66%
Not applicable	150 13%	84 15%	66 9%	105 12%	44 14%	96 12%	52 14%	38 14%	37 15%	19 9%	26 11%	14 10%	147 12%
Don't know	18 1%	4 1%	14 2%	10 1%	8 2%	9 1%	7 2%	6 2%	6 2%	* 1%	3 1%	2 1%	19 2%
Top 2: Likely	103 9%	70 12%	33 5%	87 10%	15 5%	84 11%	18 5%	34 12%	24 10%	17 8%	14 6%	10 7%	106 9%
Bottom 2: Unlikely	922 77%	401 72%	499 84%	675 77%	241 79%	612 76%	303 80%	203 72%	184 74%	169 82%	190 81%	121 82%	922 77%
NET Difference	-819 -69%	-331 -59%	-420 -79%	-587 -67%	-226 -74%	-527 -66%	-284 -75%	-168 -60%	-160 -64%	-153 -74%	-176 -75%	-111 -75%	-816 -68%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \*\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 733

QD16. Within the next five years, how likely or unlikely are you to do each of the following? Become a grandparent

Base: All UK adults aged 16+ who are not grandparents

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1137	547	590	674	400	63	836	294	34	67	171	22	240	520	643	1137

Weighted total	1137	568	569	572	496	69*	902	223	60*	95*	45	24**	247	509	635	1137
Effective base	951	438	521	564	353	57	778	170	32	64	159	20	204	427	538	1137
Very likely	50	32	18	27	21	1	39	9	-	7	2	-	6	26	30	47
4%	6%	6%	3%	5%	4%	2%	4%	4%	-	8%	4%	-	3%	5%	5%	4%
Fairly likely	69	37	32	45	23	2	56	12	2	5	2	3	10	20	48	71
6%	7%	6%	8%	5%	3%	3%	6%	5%	3%	6%	5%	12%	4%	4%	8%	6%
Fairly unlikely	117	63	53	63	41	13	99	17	4	9	4	-	12	59	67	122
10%	11%	9%	11%	8%	18%	18%	11%	8%	7%	9%	10%	-	5%	12%	11%	11%
Very unlikely	731	360	371	358	331	42	576	146	47	55	32	13	172	328	401	731
64%	63%	65%	63%	67%	62%	62%	64%	66%	78%	57%	72%	54%	70%	64%	63%	64%
Not applicable	148	70	78	72	70	6	112	36	7	19	4	6	43	69	73	143
13%	12%	14%	13%	14%	9%	9%	12%	16%	12%	20%	8%	27%	17%	14%	11%	13%
Don't know	22	5	17	7	10	5	20	2	-	-	1	2	3	7	16	23
2%	1%	3%	1%	2%	7%	8%	2%	1%	-	-	1%	8%	1%	1%	2%	2%
Top 2: Likely	119	69	50	72	44	3	95	21	2	13	4	3	16	46	78	118
10%	12%	9%	13%	9%	5%	3%	10%	10%	3%	14%	9%	12%	7%	9%	12%	10%
Bottom 2: Unlikely	848	423	424	421	372	55	676	163	50	63	37	13	185	387	469	853
75%	75%	75%	74%	75%	79%	75%	75%	73%	85%	67%	82%	54%	75%	76%	74%	75%
NET Difference	-729	-355	-374	-349	-328	-51	-581	-142	-49	-50	-33	-10	-169	-341	-391	-735
-64%	-62%	-66%	-61%	-66%	-74%	-64%	-64%	-64%	-82%	-53%	-73%	-43%	-68%	-67%	-61%	-65%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025

Table 734

QD16: 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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1137	793	344	788	339	229	438	241	229	933	142	146	315	417	1137
Weighted total	1137	794	343	774	363	261	423	292	161	935	132	152	319	418	1137
Effective base	951	561	291	651	300	200	370	200	207	779	117	126	250	255	1137
Very likely	50	42	8	39	11	8	25	12	4	43	5	2	14	20	47
4%	5%	2%	2%	5%	3%	3%	6%	4%	2%	5%	3%	1%	4%	5%	4%
Fairly likely	69	55	15	42	27	16	33	12	8	66	3	5	16	41	71
6%	7%	4%	4%	5%	8%	6%	8%	4%	5%	7%	2%	3%	5%	10%	6%
Fairly unlikely	117	91	26	73	44	22	41	31	22	102	11	8	39	47	122
10%	11%	8%	9%	12%	10%	8%	10%	11%	14%	11%	8%	5%	12%	11%	11%
Very unlikely	731	502	229	500	231	180	250	197	104	593	95	108	201	256	731
64%	63%	67%	65%	64%	69%	69%	59%	68%	65%	63%	72%	71%	63%	61%	64%
Not applicable	148	93	55	112	36	32	69	29	19	114	18	27	44	41	143
13%	12%	16%	14%	10%	10%	12%	16%	10%	12%	12%	14%	18%	14%	10%	13%
Don't know	22	11	11	8	14	5	5	9	3	18	1	2	4	12	23
2%	1%	3%	1%	4%	2%	2%	1%	3%	2%	2%	1%	1%	1%	3%	2%
Top 2: Likely	119	97	22	81	38	24	58	25	12	108	7	7	31	61	118
10%	12%	7%	10%	11%	11%	9%	14%	9%	8%	12%	6%	5%	10%	15%	10%
Bottom 2: Unlikely	848	593	255	573	275	201	291	229	127	695	105	116	240	303	853
75%	75%	74%	74%	76%	77%	77%	69%	78%	79%	74%	79%	76%	75%	73%	75%
NET Difference	-729	-496	-233	-492	-237	-178	-232	-204	-114	-587	-98	-109	-210	-242	-735
-64%	-63%	-68%	-64%	-65%	-68%	-68%	-55%	-70%	-71%	-63%	-74%	-72%	-66%	-58%	-65%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025

Table 735

QD16: 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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1137	110	220	317	325	1107	25	136	32	457	214	750	175	1137
Weighted total	1137	110	332	319	340	1107	25**	136	32	833	297	729	287	1137
Effective base	951	100	273	261	289	923	24	776	167	708	238	613	241	1137
Very likely	50	6	11	11	22	49	1	44	5	39	11	33	16	47
4%	5%	3%	3%	3%	7%	4%	4%	5%	3%	5%	4%	5%	6%	4%

Fairly likely	69 6%	9 8%	16 5%	23 7%	21 6%	61 5%	9 34%	58 6%	11 6%	43 5%	26 9%	47 6%	20 7%	71 6%
Fairly unlikely	117 10%	13 12%	30 9%	28 9%	45 13%	111 10%	6 23%	93 10%	22 11%	83 10%	22 11%	83 10%	33 11%	122 11%
Very unlikely	731 64%	63 57%	227 68%	213 67%	209 61%	720 65%	8 32%	592 64%	137 68%	188 65%	188 63%	487 67%	167 58%	731 64%
Not applicable	148 13%	15 13%	40 12%	41 13%	40 12%	144 13%	2 7%	126 14%	21 11%	115 14%	32 11%	81 11%	46 16%	143 13%
Don't know	22 2%	5 4%	8 2%	3 1%	2 1%	22 2%	-	14 2%	4 2%	7 2%	5 2%	6 2%	6 2%	23 2%
Top 2: Likely	119 10%	15 13%	27 8%	34 11%	43 13%	109 10%	10 38%	102 11%	17 8%	82 10%	37 12%	80 11%	36 13%	118 10%
Bottom 2: Unlikely	848 75%	76 69%	257 77%	241 76%	254 75%	831 75%	14 55%	685 74%	159 79%	221 75%	221 74%	563 77%	200 69%	853 75%
NET Difference	-729 -64%	-61 -55%	-230 -69%	-207 -65%	-210 -62%	-722 -65%	-4 -17%	-583 -63%	-142 -71%	-540 -65%	-184 -62%	-483 -66%	-163 -57%	-735 -65%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 736

QD161. Within the next five years, how likely or unlikely are you to do each of the following? Become a grandparent

Base : All UK adults aged 16+ who are not grandparents

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1137	1004	133	1034	33	87	632	505	505	468	925	138	187	950	129	85	868	229	872	1137
Weighted total	1137	1005	132	1036	30**	67*	589	543	503	453	923	140	142	953	128	83*	867	242	860	1137
Effective base	951	835	116	863	29	57	507	445	470	409	773	115	126	791	112	74	803	203	715	1137
Very likely	50 4%	47 5%	2 2%	48 5%	1 2%	-	26 4%	24 4%	41 8%	8 2%	5 2%	3 2%	13 9%	34 4%	13 10%	10 12%	35 4%	8 3%	37 4%	47 4%
Fairly likely	69 6%	67 7%	2 2%	64 6%	12 12%	2 3%	31 5%	38 7%	50 9%	18 3%	9 6%	9 6%	11 8%	48 5%	14 11%	9 10%	48 5%	7 3%	54 6%	71 6%
Fairly unlikely	117 10%	106 11%	10 8%	107 10%	3 10%	6 8%	57 10%	59 11%	54 10%	51 10%	101 11%	9 6%	14 10%	100 11%	19 15%	12 14%	97 10%	22 9%	91 11%	122 11%
Very unlikely	731 64%	637 63%	94 71%	665 64%	21 68%	46 68%	368 62%	364 66%	320 59%	377 75%	592 64%	93 66%	80 56%	632 66%	64 50%	41 49%	642 66%	168 70%	555 65%	731 64%
Not applicable	148 13%	137 13%	22 16%	136 13%	1 2%	10 15%	94 16%	54 10%	70 13%	42 8%	116 13%	21 15%	21 15%	124 13%	13 10%	9 11%	130 13%	29 12%	112 13%	143 13%
Don't know	22 2%	20 2%	2 1%	17 2%	2 6%	4 5%	13 2%	9 2%	7 1%	8 2%	11 1%	6 4%	3 2%	14 2%	5 4%	3 4%	16 2%	7 3%	11 1%	23 2%
Top 2: Likely	119 10%	114 11%	5 4%	112 11%	4 14%	2 3%	57 10%	62 11%	91 17%	25 5%	104 11%	12 8%	24 17%	83 9%	27 21%	19 22%	83 9%	16 6%	91 11%	118 10%
Bottom 2: Unlikely	848 75%	744 74%	104 79%	772 74%	24 78%	51 76%	425 72%	423 77%	375 69%	428 85%	692 75%	102 72%	94 66%	732 77%	83 65%	53 63%	739 76%	191 79%	646 75%	853 75%
NET Difference	-729 -64%	-629 -63%	-99 -75%	-660 -64%	-19 -64%	-49 -73%	-368 -63%	-360 -66%	-284 -52%	-403 -80%	-588 -64%	-90 -64%	-70 -49%	-360 -68%	-56 -44%	-34 -41%	-656 -68%	-175 -72%	-554 -65%	-735 -65%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/a - a/t/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 737

QD161. 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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1137	558	486	845	281	774	348	272	239	201	222	141	1137
Weighted total	1137	528	517	832	295	757	367	271	241	193	223	139	1137
Effective base	951	452	418	698	244	640	299	225	200	166	184	122	1137
Very likely	50 4%	40 8%	9 2%	46 6%	4 1%	43 6%	6 2%	17 6%	15 6%	11 6%	1 *	4 3%	47 4%
Fairly likely	69 6%	37 7%	29 6%	46 7%	10 4%	61 8%	25 2%	17 9%	15 5%	11 7%	4 6%	4 4%	71 6%
Fairly unlikely	117 10%	63 6%	47 7%	89 7%	27 4%	85 8%	32 2%	35 9%	28 5%	16 7%	24 6%	10 4%	122 11%

	10%	12%	9%	11%	9%	11%	9%	13%	11%	8%	11%	7%	11%
Very unlikely	731 64%	308 58%	369 71%	517 62%	208 71%	465 61%	259 71%	159 59%	147 61%	130 67%	155 69%	96 69%	731 64%
Not applicable	148 13%	76 14%	52 10%	111 13%	37 12%	96 13%	49 13%	28 10%	36 15%	18 9%	30 13%	21 15%	143 13%
Don't know	22 2%	5 1%	11 2%	10 1%	9 3%	8 1%	12 3%	7 2%	4 2%	4 2%	1 *	4 3%	23 2%
Top 2: Likely	119 10%	77 15%	38 7%	105 13%	14 5%	104 14%	15 4%	42 16%	27 11%	24 13%	14 6%	9 6%	118 10%
Bottom 2: Unlikely	848 75%	370 70%	416 80%	605 73%	235 80%	549 73%	291 79%	154 72%	174 72%	147 76%	179 80%	106 76%	853 75%
NET Difference	-729 -64%	-293 -56%	-378 -73%	-500 -60%	-221 -75%	-445 -59%	-276 -75%	-152 -56%	-148 -61%	-122 -63%	-166 -74%	-97 -69%	-735 -65%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)  
 8 Dec 2025

Table 738

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? 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	1202	1202
Weighted total	1202	1202
Effective base	1007	1007
Every day	242 20%	173 14%
A couple of times a week	426 35%	420 35%
Once a week	217 18%	213 18%
Less often than once a week	223 19%	277 23%
None - I don't have any contact	84 7%	106 9%
Don't know	10 1%	14 1%
Top 3: Once a week or more	885 74%	806 67%
Bottom 2: Less than once a week	307 26%	383 32%

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 739

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? Other parents of children aged 0-5

Base: All UK adults aged 16+ who are parents of children aged 0-5

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (n)	Male (n)	Female (n)	16-34 (n)	35-44 (n)	45+ (n)	White (including White minorities) (n)	Ethnic minorities (excl. White minorities) (n)	Mixed / multiple ethnic groups (n)	Asian (n)	Black (n)	Other ethnicity (n)	0-1 (n)	2-3 (n)	4-5 (n)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Every day	242 20%	121 26%	121 20%	129 22%	93 18%	20 22%	190 20%	53 22%	13 22%	27 26%	10 21%	2 10%	44 17%	120 22%	158 24%	249 21%
A couple of times a week	426 35%	219 37%	207 34%	228 38%	170 33%	27 30%	353 37%	72 30%	25 41%	25 23%	18 38%	4 17%	81 31%	192 36%	242 36%	431
Once a week	217 18%	109 18%	107 18%	106 18%	94 18%	17 18%	163 17%	51 21%	10 17%	24 23%	11 23%	5 22%	52 20%	98 18%	112 17%	219
Less often than once a week	223 19%	103 17%	119 20%	93 16%	117 23%	13 15%	177 19%	42 18%	5 9%	23 21%	6 13%	8 32%	63 24%	89 16%	109 16%	211
None - I don't have any contact	84 7%	41 7%	44 7%	33 6%	38 7%	14 15%	63 7%	19 8%	7 11%	7 6%	2 4%	4 15%	22 8%	37 7%	38 6%	81
Don't know	10 1%	6 1%	4 1%	6 1%	4 1%	1 1%	8 1%	2 1%	- 1%	- 1%	- 1%	1 5%	1 *	4 1%	7 1%	11
Top 3: Once a week or more	885 74%	449 75%	435 72%	464 78%	358 69%	64 70%	705 74%	175 74%	48 80%	76 71%	39 83%	12 49%	177 67%	410 76%	511 77%	899
Bottom 2: Less than once a week	307 26%	144 24%	163 27%	125 21%	155 30%	27 29%	240 25%	60 25%	12 20%	20 27%	8 17%	11 46%	85 32%	126 23%	147 22%	292
	dk			d	d	d	k						ano			24%

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Every day	242	169	74	184	58	53	107	50	32	201	26	19	63	84	249
	20%	20%	20%	23%	15%	19%	24%	16%	19%	21%	17%	11%	18%	19%	21%
	ei			e		h								i	
A couple of times a week	426	321	105	309	117	100	150	120	56	353	49	56	119	163	431
	35%	39%	28%	38%	30%	36%	34%	39%	32%	36%	33%	34%	35%	37%	36%
	abc			e											
Once a week	217	153	63	139	78	49	85	53	30	183	22	31	64	78	219
	18%	18%	17%	17%	20%	18%	19%	17%	17%	18%	15%	19%	19%	18%	18%
	ef			e											
Less often than once a week	223	140	82	137	86	51	81	57	34	176	35	42	63	80	211
	19%	17%	22%	17%	22%	19%	18%	19%	20%	18%	24%	26%	18%	18%	18%
	cd			b								a			
None - I don't have any contact	84	42	42	36	48	21	23	23	17	59	15	15	31	28	81
	7%	5%	11%	4%	12%	8%	5%	7%	10%	6%	10%	9%	9%	6%	7%
	d		ab						g						
Don't know	10	5	5	5	5	1	1	4	3	7	-	1	2	5	11
	1%	1%	1%	1%	1%	*	*	1%	2%	1%	-	*	1%	1%	1%
									k						
Top 3: Once a week or more	885	643	242	632	253	203	342	222	118	737	97	106	246	325	899
	74%	77%	65%	78%	65%	73%	77%	73%	68%	75%	66%	65%	72%	74%	75%
	cel	c		ae			i			k				i	
Bottom 2: Less than once a week	307	183	124	173	134	72	103	80	51	235	50	57	94	108	292
	26%	22%	33%	21%	34%	26%	23%	26%	30%	24%	34%	35%	27%	25%	24%
	d		ab		ad					al		an			

Proportions/Mean: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*small base

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

	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total	
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)		Individual (m)
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	100	1202
Weighted total	1202	119	355	339	350	1171	25**	983	208	871	320	756	113	1202
Effective base	1007	108	292	277	299	978	25	835	173	742	256	637	262	1007
Every day	242	20	56	57	99	238	4	223	18	200	39	146	70	249
	20%	17%	16%	17%	28%	20%	16%	23%	9%	23%	12%	19%	22%	21%
	ix			abcd				i		k				
A couple of times a week	426	31	116	127	144	414	11	354	69	327	98	306	95	431
	35%	26%	33%	37%	41%	35%	42%	36%	33%	38%	31%	40%	30%	36%
				b	bc							am		
Once a week	217	20	70	70	51	211	4	170	47	148	68	140	59	219
	18%	17%	20%	21%	15%	18%	15%	17%	22%	17%	21%	18%	19%	18%
	ef													
Less often than once a week	223	26	77	61	52	218	5	164	56	145	75	125	63	211
	19%	22%	22%	18%	15%	19%	19%	17%	27%	17%	23%	17%	20%	18%
			e					ah		j				
None - I don't have any contact	84	21	30	23	4	81	2	65	18	47	33	36	23	81
	7%	18%	9%	7%	1%	7%	7%	7%	9%	5%	10%	5%	7%	7%
	e	acde		e						i				
Don't know	10	1	6	1	1	10	-	7	1	3	7	3	3	11
	1%	*	2%	*	*	1%	-	1%	*	*	2%	*	1%	1%
Top 3: Once a week or more	885	70	241	254	294	862	19	747	134	675	206	591	224	899
	74%	60%	68%	75%	84%	74%	74%	76%	64%	78%	64%	78%	72%	75%
	bik			b	abcd			i		k		am		
Bottom 2: Less than once a week	307	47	107	84	56	299	7	229	74	193	107	162	86	292
	26%	40%	30%	25%	16%	26%	26%	23%	35%	22%	33%	21%	28%	24%
	d	ade	e	e				ah		al		i		

Proportions/Mean: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \*small base; \*\* very small base (under 30) ineligible for sig testing

QD17.1. In a typical week, how often, if at all, do you spend time with each of the following? Other parents of children aged 0-5

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	31	71	646	556	613	496	976	144	157	1002	141	92	1015	269	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	645	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Every day	242	222	20	231	5	6	108	134	125	99	213	21	34	203	33	24	204	36	201	249
	20%	21%	14%	21%	15%	9%	17%	23%	22%	18%	22%	14%	22%	26%	24%	26%	20%	14%	22%	21%
A couple of times a week	426	388	38	392	10	23	211	235	221	164	370	30	50	363	46	28	360	75	335	431
	35%	37%	27%	36%	32%	32%	34%	37%	39%	30%	38%	21%	33%	36%	33%	30%	35%	29%	37%	36%
Once a week	217	186	31	194	7	14	133	84	97	101	164	35	28	177	17	9	193	51	161	219
	18%	18%	22%	18%	21%	20%	21%	14%	17%	19%	17%	24%	19%	18%	12%	9%	19%	19%	16%	18%
Less often than once a week	223	188	35	199	7	17	125	98	99	112	170	36	28	186	29	19	184	65	151	211
	19%	18%	25%	18%	22%	23%	20%	17%	18%	21%	18%	24%	18%	20%	21%	21%	18%	25%	17%	18%
None - I don't have any contact	84	67	17	71	3	11	40	44	21	55	50	23	13	67	14	11	66	33	49	81
	7%	6%	12%	6%	9%	15%	6%	8%	4%	10%	5%	16%	8%	7%	10%	12%	6%	13%	5%	7%
Don't know	10	10	1	9	1	1	6	4	2	5	5	3	1	8	1	1	9	3	5	11
	1%	1%	*	1%	2%	1%	1%	1%	*	1%	1%	2%	*	1%	1%	1%	1%	1%	1%	1%
Top 3: Once a week or more	885	796	89	816	21	43	452	433	443	364	747	86	112	743	96	60	757	162	697	899
	74%	75%	63%	75%	68%	61%	73%	75%	78%	68%	77%	58%	73%	74%	68%	66%	75%	61%	77%	75%
Bottom 2: Less than once a week	307	255	52	270	10	27	165	142	120	167	220	59	40	253	44	31	250	99	200	292
	26%	24%	37%	25%	31%	38%	26%	25%	21%	31%	23%	40%	26%	25%	31%	34%	25%	25%	22%	24%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s

\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 743

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	610	899	292	823	383	250	213	233	152	1202	
Weighted total	1202	561	641	885	307	806	383	251	207	235	151	1202	
Effective base	1007	480	439	744	254	692	312	236	209	177	103	1202	
Every day	242	152	79	242	-	214	28	58	53	43	27	249	
	20%	27%	15%	27%	-	27%	7%	20%	21%	21%	18%	21%	
A couple of times a week	426	208	184	426	-	376	48	96	89	79	49	431	
	35%	37%	34%	48%	-	47%	13%	34%	36%	38%	38%	36%	
Once a week	217	95	114	217	-	151	66	49	43	39	41	219	
	18%	17%	21%	24%	-	19%	17%	17%	17%	19%	18%	18%	
Less often than once a week	223	82	118	-	223	55	165	59	44	31	44	211	
	19%	15%	22%	-	73%	7%	43%	21%	17%	15%	19%	18%	
None - I don't have any contact	84	18	41	-	84	10	74	22	21	11	14	81	
	7%	3%	8%	-	27%	1%	19%	8%	8%	5%	6%	7%	
Don't know	10	5	5	-	-	1	3	-	1	3	2	11	
	1%	1%	1%	-	-	1	1%	-	+	1%	1%	1%	
Top 3: Once a week or more	885	455	377	885	-	740	142	203	186	162	175	108	
	74%	81%	70%	100%	-	92%	37%	72%	74%	78%	75%	75%	
Bottom 2: Less than once a week	307	101	160	-	307	86	238	81	64	42	58	292	
	26%	18%	30%	-	100%	8%	62%	28%	26%	20%	25%	24%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l

\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 744

QD17.2. In a typical week, how often, if at all, do you spend time with each of the following? Children other than your own aged 0-5 years

Base : All UK adults aged 16+ who are parents of children aged 0-5

Gender	Age	Ethnicity	Age of children
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	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	Unweighted Total
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1202
Every day	173	83	90	102	61	10	138	35	5	19	7	3	36	84	107	179
	14%	14%	15%	17%	12%	11%	15%	15%	9%	17%	16%	14%	14%	16%	16%	15%
A couple of times a week	420	213	206	224	165	31	336	83	20	38	20	5	72	183	248	430
	35%	36%	34%	38%	32%	34%	35%	35%	33%	36%	41%	20%	27%	34%	37%	36%
Once a week	213	109	103	105	91	17	169	42	9	18	11	4	55	96	113	214
	18%	18%	17%	18%	18%	19%	18%	18%	15%	17%	23%	18%	21%	18%	17%	18%
Less often than once a week	277	132	145	114	146	18	225	48	17	20	8	4	72	125	137	266
	23%	22%	24%	19%	28%	19%	24%	20%	28%	18%	17%	19%	28%	23%	21%	22%
None - I don't have any contact	106	56	50	43	48	14	71	29	9	12	1	7	25	47	49	97
	9%	9%	8%	7%	9%	16%	7%	12%	15%	11%	3%	29%	9%	9%	7%	8%
Don't know	14	6	8	7	6	1	13	4*	-	-	-	-	3	4	11	16
	1%	1%	1%	1%	1%	1%	1%	*	-	-	1%	-	1%	1%	2%	1%
Top 3: Once a week or more	806	406	399	431	316	58	643	160	34	75	38	12	163	363	468	823
	67%	68%	66%	73%	61%	64%	68%	67%	57%	70%	80%	52%	62%	67%	70%	68%
Bottom 2: Less than once a week	383	187	195	157	194	32	296	78	25	32	9	11	97	172	185	363
	32%	31%	32%	26%	38%	35%	31%	33%	43%	30%	19%	48%	37%	32%	28%	30%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 745

QD17.2. In a typical week, how often, if at all, do you spend time with each of the following? Children other than your own aged 0-5 years

Base: All UK adults aged 16+ who are parents of children aged 0-5

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	485	252	243	979	223	157	337	438	1202
Weighted total	1202	830	372	810	392	276	447	307	372	979	247	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Every day	173	121	52	134	39	44	62	46	21	145	21	17	48	57	179
	14%	15%	14%	17%	10%	16%	14%	15%	12%	15%	14%	11%	14%	13%	15%
A couple of times a week	420	314	105	294	126	87	173	109	51	345	45	46	116	174	430
	35%	38%	28%	36%	32%	31%	39%	30%	30%	35%	31%	28%	34%	40%	36%
Once a week	213	146	67	134	79	51	75	55	32	175	29	34	57	71	214
	18%	19%	18%	17%	20%	18%	17%	18%	15%	18%	20%	21%	17%	16%	18%
Less often than once a week	277	183	94	189	88	64	105	60	48	227	36	46	84	93	266
	23%	22%	25%	23%	23%	23%	24%	20%	28%	23%	25%	28%	24%	21%	22%
None - I don't have any contact	106	59	47	55	51	29	28	32	17	78	13	18	37	36	97
	9%	7%	13%	7%	13%	10%	6%	10%	10%	8%	9%	11%	11%	8%	8%
Don't know	14	7	6	6	8	2	3	4	4	8	3	2	1	6	16
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	*	1%	1%
Top 3: Once a week or more	806	582	224	561	244	182	310	211	103	666	95	98	221	302	823
	67%	70%	60%	69%	62%	66%	69%	69%	60%	68%	65%	60%	65%	69%	68%
Bottom 2: Less than once a week	383	242	141	243	139	93	134	92	65	305	49	64	121	129	363
	32%	29%	38%	30%	36%	33%	30%	30%	38%	31%	33%	31%	35%	29%	30%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \*\*small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 746

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	175	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	138	355	339	350	1171	21**	983	209	874	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1202
Every day	173	11	43	42	72	169	4	152	18	139	31	108	44	179
	14%	9%	12%	12%	21%	14%	14%	15%	9%	16%	10%	14%	14%	15%

A couple of times a week	420 35%	40 34%	112 31%	108 32%	152 43%	404 35%	16 60%	357 36%	62 30%	326 37%	93 29%	285 38%	103 33%	430 36%
Once a week	213 18%	20 17%	68 19%	67 20%	51 15%	208 18%	3 11%	171 17%	41 20%	149 18%	64 20%	144 19%	48 15%	214 18%
Less often than once a week	277 23%	22 19%	95 27%	84 25%	15 19%	274 23%	2 7%	210 21%	63 30%	180 21%	94 30%	162 21%	81 26%	266 22%
None - I don't have any contact	106 9%	25 21%	31 9%	33 10%	8 2%	102 9%	2 8%	83 8%	21 10%	70 8%	33 10%	52 7%	32 10%	97 8%
Don't know	14 1%	* 2%	6 2%	5 1%	1 1%	14 1%	- 0%	10 1%	2 1%	8 1%	5 2%	6 1%	4 1%	16 1%
Top 3: Once a week or more	806 67%	71 60%	223 63%	217 64%	275 79%	782 67%	22 85%	680 69%	121 58%	613 70%	188 59%	536 71%	196 63%	823 68%
Bottom 2: Less than once a week	383 32%	47 40%	126 36%	117 35%	74 21%	376 32%	4 15%	293 30%	85 41%	249 29%	127 40%	214 28%	113 36%	363 30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/l/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 747

QD17.2. In a typical week, how often, if at all, do you spend time with each of the following? Children other than your own aged 0-5 years

Base : All UK adults aged 16+ who are parents of children aged 0-5

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	665	506	972	147	153	1004	141	93*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	944	222	751	1007
Every day	173	157	16	167	1	4	79	94	87	71	147	19	25	147	21	13	148	30	139	179
A couple of times a week	420	384	36	382	14	24	199	221	235	150	368	28	48	355	53	40	348	75	325	430
Once a week	213	184	29	188	5	17	121	92	86	108	160	30	32	170	23	12	182	44	164	214
Less often than once a week	277	231	46	254	7	16	161	116	128	132	215	46	33	232	25	17	238	72	201	266
None - I don't have any contact	106	92	14	92	4	10	56	50	26	70	73	23	13	89	16	10	87	37	66	97
Don't know	14	12	2	13	1	-	8	6	3	6	10	6	1	10	2	1	11	5	6	16
Top 3: Once a week or more	806	726	80	736	20	45	399	407	408	328	675	77	105	672	97	64	679	149	629	823
Bottom 2: Less than once a week	383	323	60	346	10	26	216	166	154	202	287	69	46	321	42	27	325	110	267	363

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 748

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

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)		5 - Least deprived (l)
Unweighted total	1202	992	210	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	961	241	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1007
Every day	173	111	62	167	6	173	-	44	39	36	32	15	179
A couple of times a week	420	218	202	393	27	420	-	99	93	69	78	51	430
Once a week	213	97	116	181	32	213	-	54	38	39	48	25	214
Less often than once a week	277	99	178	116	160	-	277	63	54	49	55	42	266

None - I don't have any contact	106 9% bdf	29 5%	51 9%	26 3%	78 25%	-	106 28%	24 8%	23 9%	11 5%	17 7%	16 11%	97 8%
Don't know	14 1% f	6 1%	6 1%	3 *	4 1%	-	-	1 *	4 2%	2 1%	3 1%	1 1%	16 1%
Top 3: Once a week or more	806 67% ac	426 76%	329 61%	740 84%	65 21%	806 100%	-	196 69%	170 68%	144 70%	159 68%	91 60%	823 68%
Bottom 2: Less than once a week	383 32% bdf	128 23%	206 38%	142 16%	238 78%	-	383 100%	86 30%	77 31%	60 29%	73 31%	58 39%	363 30%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 749

QD18. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household? Please include all your income sources : salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	547	567	369	76	821	183	32	73	162	20	217	454	561	1007
Under £5,000	13	5	8	7	2	3	8	4	-	1	1	2	-	10	5	15
1%	1%	1%	1%	1%	*	4%	1%	2%	-	1%	1%	10%	-	2%	1%	1%
£5,000 - £9,999	17	2	15	9	6	2	11	4	1	2	*	-	4	2	13	17
1%	*	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	-	1%	*	2%	1%
£10,000 - £14,999	24	7	17	15	9	-	20	4	-	4	*	-	3	8	13	28
2%	1%	3%	3%	2%	-	-	2%	2%	-	3%	1%	-	1%	2%	2%	2%
£15,000 - £19,999	29	7	22	19	9	1	19	10	-	7	1	2	10	15	9	29
2%	1%	4%	3%	2%	1%	-	2%	4%	-	7%	1%	7%	4%	3%	1%	2%
£20,000 - £24,999	36	9	27	18	13	4	27	9	2	6	1	1	8	16	18	36
3%	2%	4%	3%	3%	5%	-	3%	4%	3%	5%	2%	5%	3%	3%	3%	3%
£25,000 - £34,999	98	43	55	44	46	8	71	25	4	16	3	2	29	46	36	97
8%	7%	9%	7%	9%	9%	-	7%	11%	7%	15%	7%	9%	11%	9%	5%	8%
£35,000 - £44,999	125	58	67	41	74	10	90	34	10	15	4	5	37	42	76	118
10%	10%	11%	7%	14%	11%	-	9%	14%	17%	14%	8%	23%	14%	8%	11%	10%
£45,000 - £54,999	132	66	66	59	64	9	104	26	5	14	4	3	38	56	69	125
11%	11%	11%	10%	12%	10%	-	11%	11%	9%	13%	8%	14%	15%	10%	10%	10%
£55,000 - £99,999	339	188	151	147	157	35	264	72	23	28	13	8	80	144	183	335
28%	21%	25%	25%	30%	38%	-	28%	30%	38%	20%	27%	33%	30%	27%	28%	28%
£100,000 or more	350	200	150	224	112	15	303	43	14	8	21	-	41	178	224	367
29%	33%	25%	38%	22%	16%	-	32%	18%	23%	7%	45%	-	16%	33%	34%	31%
Prefer not to answer	40	14	26	12	24	4	34	6	-	6	-	-	13	23	18	35
3%	2%	4%	2%	5%	4%	-	4%	2%	-	5%	-	-	5%	4%	3%	3%
NET: Up to £24,999	118	30	87	68	39	11	85	32	3	20	3	5	25	51	59	125
10%	5%	15%	11%	8%	12%	-	9%	13%	5%	19%	6%	22%	9%	9%	9%	10%
NET: £25,000 up to £54,999	355	167	188	144	184	27	266	86	20	45	11	11	104	144	181	340
30%	28%	31%	24%	36%	30%	-	28%	36%	33%	42%	22%	45%	40%	27%	27%	28%
NET: £55,000 up to £99,999	339	188	151	147	157	35	264	72	23	28	13	8	80	144	183	335
28%	31%	25%	25%	30%	38%	-	28%	30%	38%	20%	27%	33%	30%	27%	28%	28%
NET: £100,000 and above	350	200	150	224	112	15	303	43	14	8	21	-	41	178	224	367
29%	33%	25%	38%	22%	16%	-	32%	18%	23%	7%	45%	-	16%	33%	34%	31%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-Q23254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 750

QD18. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household? Please include all your income sources : salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	685	322	212	392	219	220	829	129	136	311	371	1007
Under £5,000	13	1	11	4	9	3	4	3	2	10	2	-	7	3	15

	1% b	* 3	3% 15 ab	* 6	2% 11 d	1% 6	1% 5	1% 4	1% 2	1% 15	2% 1	- 2	2% 2	1% 12	1% 17
£5,000 - £9,999	17 1%	3 1%	15 4%	6 1%	11 3%	6 2%	5 1%	4 1%	2 1%	15 1%	1 1%	2 1%	2 1%	12 3%	17 1%
£10,000 - £14,999	24 2%	8 1%	16 4%	6 1%	18 5%	9 3%	4 1%	4 1%	7 4%	21 2%	1 1%	3 2%	8 2%	12 3%	28 2%
£15,000 - £19,999	29 2%	11 1%	17 5%	11 1%	17 4%	10 3%	4 1%	9 3%	6 3%	23 2%	3 2%	7 4%	11 3%	7 1%	29 2%
£20,000 - £24,999	36 3%	10 1%	26 7%	12 1%	24 6%	13 5%	8 2%	5 3%	5 3%	31 3%	2 1%	5 3%	12 3%	13 3%	36 3%
£25,000 - £34,999	98 8%	44 5%	55 15%	43 5%	55 14%	23 8%	31 7%	26 8%	19 11%	76 8%	14 9%	21 13%	38 11%	26 6%	97 8%
£35,000 - £44,999	125 10%	63 8%	61 17%	61 8%	64 16%	25 9%	36 8%	38 13%	26 15%	99 10%	19 13%	17 11%	29 8%	48 11%	118 10%
£45,000 - £54,999	132 11%	86 10%	45 12%	84 10%	48 12%	35 13%	42 9%	35 12%	20 11%	105 11%	19 13%	24 14%	34 10%	44 10%	125 10%
£55,000 - £99,999	339 28%	260 31%	260 21%	241 30%	241 25%	68 25%	136 30%	85 28%	48 28%	276 28%	46 31%	51 31%	95 28%	129 29%	335 28%
£100,000 or more	350 29%	325 39%	26 7%	314 39%	37 9%	78 28%	166 37%	74 24%	32 19%	302 31%	36 24%	28 17%	94 28%	136 31%	367 31%
Prefer not to answer	40 3%	20 2%	20 5%	10 4%	10 2%	7 3%	11 2%	17 6%	5 3%	20 2%	5 3%	5 3%	13 4%	8 2%	35 3%
NET: Up to £24,999	118 10%	33 4%	85 23%	85 5%	80 20%	41 15%	25 6%	30 10%	22 13%	100 10%	9 6%	17 10%	40 12%	46 11%	125 10%
NET: £25,000 up to £54,999	355 30%	193 23%	161 43%	188 23%	167 43%	83 30%	109 24%	99 32%	64 37%	281 29%	52 35%	62 38%	102 30%	118 27%	340 28%
NET: £55,000 up to £99,999	339 28%	260 31%	260 21%	241 30%	241 25%	68 25%	136 30%	86 28%	48 28%	276 28%	46 31%	51 31%	95 28%	129 29%	335 28%
NET: £100,000 and above	350 29%	325 39%	26 7%	314 39%	37 9%	78 28%	166 37%	74 24%	32 19%	302 31%	36 24%	28 17%	94 28%	136 31%	367 31%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 751

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+

	Income					Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
	TOTAL (a)	Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	357	1170	27	933	159	297	255	729	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	271	220	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	242	256	637	262	1202
Under £5,000	13 1%	13 11%	-	-	-	12 1%	1 2%	9 1%	2 1%	8 1%	4 1%	3 *	5 2%	15 1%
£5,000 - £9,999	17 1%	17 14%	-	-	-	16 1%	1 4%	14 1%	3 1%	9 1%	8 3%	12 2%	1 *	17 1%
£10,000 - £14,999	24 2%	24 20%	-	-	-	21 2%	3 10%	23 2%	1 *	17 2%	6 2%	8 1%	13 4%	28 2%
£15,000 - £19,999	29 2%	29 24%	-	-	-	26 2%	2 6%	22 2%	5 2%	15 2%	13 4%	11 1%	8 3%	29 2%
£20,000 - £24,999	36 3%	36 30%	-	-	-	34 3%	2 8%	31 3%	4 2%	25 3%	10 3%	14 2%	15 5%	36 3%
£25,000 - £34,999	98 8%	-	98 28%	-	-	97 8%	1 3%	76 8%	22 11%	60 7%	35 11%	53 7%	33 11%	97 8%
£35,000 - £44,999	125 10%	-	125 35%	-	-	121 10%	2 6%	95 10%	29 14%	84 10%	40 12%	76 10%	29 9%	118 10%
£45,000 - £54,999	132 11%	-	132 37%	-	-	129 11%	3 10%	102 10%	28 13%	83 10%	47 15%	70 9%	43 14%	125 10%
£55,000 - £99,999	339 28%	-	-	339 100%	-	335 29%	4 14%	277 28%	60 29%	251 29%	87 27%	226 30%	83 26%	335 28%
£100,000 or more	350 29%	-	-	-	350 100%	341 29%	9 37%	303 31%	45 22%	297 34%	53 17%	271 36%	73 23%	367 31%
Prefer not to answer	40 3%	-	-	-	-	40 3%	-	30 3%	8 4%	22 3%	16 5%	12 2%	11 4%	35 3%
NET: Up to £24,999	118 10%	118 100%	-	-	-	109 9%	8 30%	99 10%	15 7%	73 8%	42 13%	49 6%	41 13%	125 10%

	cdel	acde													
NET: £25,000 up to £54,999	355	-	355	-	-	346	5	273	79	228	122	198	105	340	
	30%	-	100%	-	-	30%	20%	28%	38%	26%	38%	26%	34%	28%	
	bde	-	abde	-	-			ah	aj						
NET: £55,000 up to £99,999	339	-	-	339	-	335	4	277	60	251	87	226	83	335	
	28%	-	-	100%	-	29%	14%	28%	29%	27%	30%	30%	26%	28%	
	bce	-	-	abce	-										
NET: £100,000 and above	350	-	-	-	350	341	9	303	45	297	53	271	73	367	
	29%	-	-	-	100%	29%	37%	31%	22%	34%	17%	36%	23%	31%	
	bcik	-	-	-	abcd					ak		am			

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 752

QD18. What is the COMBINED TOTAL ANNUAL INCOME (pre-tax) earned by all members of your household? Please include all your income sources : salaries, scholarships, pension and Social Security benefits, dividends from shares, income from rental properties, child support and alimony etc.

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL	Yes	No	Has a child and lives with partner	Has child / doesn't live with partner	Has child / no partner	Only children aged 0-5	Older children 5-18 too	Likely	Unlikely	Primary carer	Secondary carer	Yes	No	Yes	SEND	No	Difficult	Coping / comfortable	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	254	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Under £5,000	13	11	2	9	1	2	7	6	4	7	10	1	4	9	4	2	8	5	5	15
	1%	1%	1%	1%	5%	3%	1%	1%	1%	1%	1%	*	3%	1%	3%	3%	1%	2%	1%	1%
£5,000 - £9,999	17	17	*	8	1	7	11	6	4	11	9	*	2	12	3	1	14	11	6	17
	1%	2%	*	1%	4%	10%	2%	1%	2%	1%	1%	*	1%	1%	2%	1%	1%	4%	1%	1%
£10,000 - £14,999	24	17	6	16	3	5	13	11	9	12	15	3	11	12	11	8	11	14	8	28
	2%	2%	4%	1%	9%	7%	2%	2%	2%	2%	2%	2%	7%	1%	8%	9%	1%	5%	1%	2%
£15,000 - £19,999	29	16	12	22	1	6	20	9	13	9	19	4	8	18	2	2	26	13	15	29
	2%	2%	9%	2%	2%	9%	3%	1%	2%	2%	2%	3%	5%	2%	2%	3%	5%	2%	2%	2%
£20,000 - £24,999	36	28	8	32	-	4	23	12	14	19	30	2	6	29	5	2	27	19	15	36
	3%	3%	5%	3%	-	4	4%	2%	2%	4%	3%	2%	4%	3%	4%	2%	4%	7%	2%	3%
£25,000 - £34,999	98	78	20	78	9	10	63	35	33	56	70	14	18	79	19	11	74	36	61	97
	8%	7%	14%	7%	27%	14%	10%	6%	6%	10%	7%	9%	12%	8%	14%	13%	7%	14%	7%	8%
£35,000 - £44,999	125	107	17	115	3	7	69	56	45	61	93	24	19	102	19	12	103	48	73	118
	10%	10%	12%	10%	11%	9%	11%	10%	8%	11%	10%	16%	12%	10%	13%	13%	10%	18%	8%	10%
£45,000 - £54,999	132	110	22	122	-	10	83	49	57	67	96	26	19	107	16	10	111	34	96	125
	11%	10%	16%	11%	-	13%	13%	8%	10%	12%	10%	18%	13%	11%	12%	11%	11%	13%	11%	10%
£55,000 - £99,999	339	307	32	319	6	14	171	168	148	170	283	40	29	295	31	21	297	65	268	335
	28%	29%	22%	29%	21%	20%	28%	26%	32%	32%	29%	27%	19%	28%	22%	23%	29%	25%	30%	28%
£100,000 or more	350	334	16	342	6	2	135	215	228	106	320	27	30	315	24	16	316	12	331	367
	29%	32%	11%	31%	19%	3%	22%	37%	40%	20%	33%	18%	19%	31%	17%	17%	31%	5%	37%	31%
Prefer not to answer	40	35	5	34	1	5	27	13	11	19	28	6	8	27	5	5	29	8	24	35
	3%	3%	4%	3%	2%	7%	4%	2%	2%	4%	3%	4%	3%	3%	4%	5%	3%	3%	3%	3%
NET: Up to £24,999	118	89	29	86	6	24	74	44	43	58	82	11	31	79	25	16	86	61	49	125
	10%	8%	20%	8%	20%	34%	12%	8%	8%	11%	8%	7%	20%	8%	18%	17%	8%	23%	5%	10%
NET: £25,000 up to £54,999	355	295	60	315	12	26	215	140	135	183	260	64	56	287	55	34	288	118	220	340
	30%	28%	42%	29%	38%	36%	35%	24%	24%	34%	27%	43%	37%	29%	39%	37%	28%	45%	25%	28%
NET: £55,000 up to £99,999	339	307	32	319	6	14	171	168	148	170	283	40	29	295	31	21	297	65	268	335
	28%	29%	22%	29%	21%	20%	28%	26%	32%	32%	29%	27%	19%	28%	22%	23%	29%	25%	30%	28%
NET: £100,000 and above	350	334	16	342	6	2	135	215	228	106	320	27	30	315	24	16	316	12	331	367
	29%	32%	11%	31%	19%	3%	22%	37%	40%	20%	33%	18%	19%	31%	17%	17%	31%	5%	37%	31%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 753

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+

	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total	
	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived		
	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)		
Unweighted total	1202	952	510	899	292	823	363	286	250	213	233	152	1202

Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1202
Under £5,000	13	4	6	9	4	9	4	2	6	1	1	3	15
1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	2%	1%
£5,000 - £9,999	17	4	5	13	4	13	4	7	3	4	-	2	17
1%	1%	1%	2%	1%	2%	2%	1%	3%	1%	2%	-	1%	1%
£10,000 - £14,999	24	9	11	12	11	12	12	10	4	5	2	1	28
2%	2%	2%	1%	4%	3%	1%	3%	4%	2%	3%	1%	1%	2%
£15,000 - £19,999	29	10	14	18	11	20	9	8	9	4	3	1	29
2%	2%	3%	2%	4%	2%	2%	2%	3%	4%	2%	1%	1%	2%
£20,000 - £24,999	36	10	20	18	17	18	17	18	4	3	6	2	36
3%	2%	4%	2%	6%	2%	5%	5%	6%	1%	2%	2%	1%	3%
£25,000 - £34,999	98	35	48	64	35	63	36	34	20	14	12	11	97
8%	6%	9%	7%	11%	8%	9%	9%	12%	8%	7%	5%	7%	8%
£35,000 - £44,999	125	54	61	82	38	76	46	30	29	25	21	13	118
10%	10%	11%	9%	12%	9%	12%	10%	10%	12%	12%	9%	9%	10%
£45,000 - £54,999	132	45	73	96	35	84	44	27	28	22	29	18	125
11%	8%	14%	11%	11%	10%	11%	11%	10%	11%	11%	12%	12%	10%
£55,000 - £99,999	339	151	171	254	84	217	117	61	76	63	75	47	335
28%	27%	32%	29%	27%	27%	31%	21%	23%	30%	30%	32%	31%	28%
£100,000 or more	350	232	107	294	56	275	74	83	68	65	80	42	367
29%	41%	20%	33%	18%	34%	19%	29%	29%	27%	31%	34%	28%	31%
Prefer not to answer	40	7	25	26	12	20	18	4	4	-	8	9	35
3%	1%	5%	3%	4%	3%	5%	5%	1%	2%	-	3%	6%	3%
NET: Up to £24,999	118	37	57	70	47	71	47	45	26	18	11	9	125
10%	7%	10%	8%	15%	9%	12%	16%	16%	10%	9%	5%	6%	10%
NET: £25,000 up to £54,999	355	134	183	241	107	223	126	90	77	61	61	43	340
30%	24%	34%	27%	35%	28%	33%	32%	32%	31%	30%	26%	28%	28%
NET: £55,000 up to £99,999	339	151	171	254	84	217	117	61	76	63	75	47	335
28%	27%	32%	29%	27%	27%	31%	21%	23%	30%	30%	32%	31%	28%
NET: £100,000 and above	350	232	107	294	56	275	74	83	68	65	80	42	367
29%	41%	20%	33%	18%	34%	19%	29%	29%	27%	31%	34%	28%	31%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

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 Table 754

QD19. What is the highest level of education you have attained?

Base : All UK adults aged 16+

	Gender			Age			Ethnicity						Age of children			Unweighted Total
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)	4-5 (o)	
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Primary school or Secondary school (age under 15 years old)	12	5	6	3	5	4	11	1	-	-	1	-	4	5	5	11
1%	1%	1%	1%	*	1%	4%	1%	*	-	-	2%	-	2%	1%	1%	1%
GCSEs	61	23	38	26	28	8	56	5	-	3	*	2	15	19	33	60
5%	4%	6%	4%	5%	5%	9%	6%	2%	-	3%	1%	9%	6%	4%	5%	5%
k							hk									
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / SCE standard	27	16	12	10	13	4	20	6	-	6	*	-	7	12	13	24
2%	3%	2%	2%	3%	5%	2%	2%	3%	-	5%	1%	-	3%	2%	2%	2%
NVQ Level 1, NVQ Level 2	25	13	12	9	15	1	19	6	2	1	-	3	2	11	14	21
2%	2%	2%	1%	3%	1%	2%	2%	2%	3%	1%	-	11%	1%	2%	2%	2%
A-levels or AS levels	90	42	48	37	47	6	68	22	12	8	**	2	17	44	50	75
7%	7%	8%	6%	9%	7%	7%	7%	9%	21%	8%	1%	8%	7%	8%	7%	6%
k							k	k	agk	k						
NVQ Level 3	47	16	31	20	23	4	45	1	-	1	*	-	21	19	19	43
4%	3%	5%	3%	5%	4%	4%	5%	1%	-	1%	1%	-	8%	4%	3%	4%
hk							hk						no			
SCE Higher Grade (Level 2) / Scottish Certificate of Sixth Year Studies	6	2	4	1	2	3	3	1	1	-	*	-	-	4	4	6
*	*	1%	*	*	3%	*	*	1%	2%	-	*	-	-	1%	1%	*
ade							ade									
General National Vocational Qualification (GNVQ) Advanced Level	13	6	7	2	10	1	13	-	-	-	-	-	4	2	8	11
1%	1%	1%	*	2%	1%	1%	1%	-	-	-	-	-	2%	*	1%	1%
d							d									
NVQ Level 4	40	17	22	21	17	1	35	5	2	1	*	1	6	18	23	37
3%	3%	4%	4%	3%	2%	2%	4%	2%	3%	1%	1%	5%	2%	3%	3%	3%
Higher National Certificate (HNC) / Higher National Diploma (HND)	53	26	26	26	21	6	41	12	6	3	2	1	9	26	26	58
4%	4%	4%	4%	4%	7%	7%	4%	5%	10%	3%	5%	2%	3%	5%	4%	5%

Diploma in HE (including nurses training)	5	3	3	2	2	2	3	2	2	-	-	-	1	4	3	5
	*	*	*	*	*	2%	*	1%	3%	-	-	-	*	1%	*	*
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	424	205	220	223	169	32	336	85	16	46	16	7	93	214	219	425
	35%	34%	36%	38%	33%	35%	35%	36%	27%	43%	34%	30%	35%	40%	33%	35%
NVQ Level 5	13	8	5	7	3	3	11	2	1	-	*	-	5	7	5	12
	1%	1%	1%	1%	1%	4%	1%	1%	3%	-	1%	-	2%	1%	1%	1%
Master's degree (MSc, MA, MBA, etc.)	246	141	105	123	111	11	175	66	14	32	18	2	57	103	146	268
	20%	24%	17%	21%	22%	12%	18%	28%	23%	30%	39%	7%	22%	19%	22%	22%
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	140	77	63	86	50	5	116	24	3	6	8	7	22	54	96	146
	12%	13%	11%	14%	10%	5%	12%	10%	6%	6%	16%	28%	8%	10%	15%	12%
NET: Graduates	810	422	388	432	330	48	627	175	33	84	42	15	172	370	461	839
	67%	71%	64%	73%	64%	53%	66%	73%	56%	8%	89%	65%	65%	69%	69%	70%
NET: Non graduates	392	176	214	162	186	43	326	63	26	24	5	8	94	170	203	363
	33%	29%	36%	27%	36%	47%	34%	27%	44%	22%	11%	35%	35%	31%	31%	30%
	dk		b		d	ad	hk	k	hk	k						

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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 Table 755

QD19. What is the highest level of education you have attained?

Base : All UK adults aged 16+

	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
	TOTAL (a)	Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	405	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	322	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1202
Primary school or Secondary school (age under 15 years old)	12	2	9	-	12	4	3	2	3	9	2	3	4	4	11
	1%	*	3%	-	3%	2%	1%	1%	2%	1%	2%	2%	1%	1%	1%
	d		ab	-	ad										
GCSEs	61	26	35	-	61	18	11	18	14	49	10	13	14	29	60
	5%	3%	10%	-	16%	6%	2%	6%	8%	5%	7%	8%	4%	7%	5%
	bdg		ab	-	ad	k	k	k	k						
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / SCE standard	27	17	10	-	27	5	10	7	4	23	3	4	11	9	24
	2%	2%	3%	-	7%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%
	d		ad	-	ad										
NVQ Level 1, NVQ Level 2	25	8	18	-	25	5	6	10	4	21	4	2	9	12	21
	2%	1%	5%	-	6%	2%	1%	3%	3%	2%	3%	1%	3%	3%	2%
	d		ab	-	ad										
A-levels or AS levels	90	56	34	-	90	20	28	34	9	75	11	8	27	36	75
	7%	7%	9%	-	23%	7%	6%	11%	5%	8%	8%	5%	8%	8%	6%
	d		ad	-	ad			g							
NVQ Level 3	47	22	25	-	47	14	12	13	8	34	6	10	14	10	43
	4%	3%	7%	-	12%	5%	3%	4%	5%	4%	4%	6%	4%	2%	4%
	d		ab	-	ad							n			
SCE Higher Grade (Level 2)/ Scottish Certificate of Sixth Year Studies	6	5	1	-	6	-	3	1	1	5	1	-	1	2	6
	*	1%	*	-	1%	-	1%	*	1%	*	1%	-	*	*	*
	d		d	-	d										
General National Vocational Qualification (GNVQ) Advanced Level	13	7	6	-	13	1	7	2	3	9	3	3	1	6	11
	1%	1%	2%	-	3%	*	2%	1%	1%	1%	2%	2%	*	1%	1%
	d		ad	-	ad										
NVQ Level 4	40	28	12	-	40	8	14	15	3	35	3	3	14	15	37
	3%	3%	3%	-	10%	3%	3%	5%	2%	4%	2%	2%	4%	4%	3%
	d		ad	-	ad										
Higher National Certificate (HNC) / Higher National Diploma (HND)	53	33	20	-	53	12	15	5	20	41	8	5	21	20	58
	4%	4%	5%	-	13%	4%	3%	2%	12%	4%	5%	3%	6%	4%	5%
	d		ad	-	ad				afgh						
Diploma in HE (including nurses training)	5	2	3	-	5	2	2	-	2	5	-	-	1	2	5
	*	*	1%	-	1%	1%	*	-	1%	1%	-	-	*	*	*
	d		d	-	d										
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	424	303	122	424	-	99	157	111	57	342	52	58	138	130	425
	35%	36%	33%	52%	-	36%	35%	36%	33%	35%	35%	36%	40%	30%	35%
	en		ae	-					n						
NVQ Level 5	13	10	3	-	13	1	8	3	1	12	-	2	4	3	12
	1%	1%	1%	-	3%	*	2%	1%	*	1%	-	1%	1%	1%	1%
	d		ad	-	ad										
Master's degree (MSc, MA, MBA, etc.)	246	192	54	246	-	52	98	64	32	205	28	36	56	95	268
	20%	23%	15%	30%	-	19%	22%	21%	19%	21%	19%	22%	16%	22%	22%
	e	ae	ae	-											
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	140	120	20	140	-	35	74	20	11	114	15	14	27	66	146
	12%	14%	5%	17%	-	13%	16%	7%	7%	12%	10%	9%	8%	15%	12%

NET: Graduates	cehi 810 67%	c 615 74%	196 53%	ae 810 100%	-	hi 186 67%	ahi 329 74%	196 64%	100 58%	661 68%	95 65%	109 67%	222 65%	m 290 66%	839 70%
NET: Non graduates	ceh 392 33%	c 216 26%	176 47%	ae 392 100%	-	hi 90 33%	ahi 118 26%	111 36%	72 42%	318 32%	52 35%	54 33%	121 35%	147 34%	363 30%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 756

QD19. What is the highest level of education you have attained?

Base : All UK adults aged 16+

	TOTAL (n)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (n)	£25,000 up to £54,999 (n)	£55,000 up to £99,999 (n)	£100,000 and above (n)	Important (n)	Not important (n)	Knowledgeable (n)	Not knowledgeable (n)	Knowledgeable (n)	Not knowledgeable (n)	Collective (n)	Individual (n)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Primary school or Secondary school (age under 15 years old)	12	3	4	3	2	11	1	10	1	7	5	5	5	11
	1%	3%	1%	1%	1%	1%	4%	1%	1%	1%	2%	1%	1%	1%
GCSEs	61	24	29	6	1	59	3	42	17	38	21	20	24	60
	5%	20%	8%	2%	*	5%	10%	4%	8%	4%	7%	3%	8%	5%
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / SCE standard	27	8	12	5	3	23	4	21	6	11	15	10	11	24
	2%	7%	3%	1%	1%	2%	17%	2%	3%	1%	5%	1%	3%	2%
NVQ Level 1, NVQ Level 2	25	9	12	5	-	23	2	19	6	17	8	11	8	21
	2%	7%	3%	1%	-	2%	7%	2%	3%	2%	3%	1%	3%	2%
A-levels or AS levels	90	12	45	26	5	87	2	67	22	56	33	48	32	75
	7%	10%	13%	8%	2%	7%	8%	7%	11%	6%	10%	6%	10%	6%
NVQ Level 3	47	9	21	12	1	46	1	38	8	34	11	26	6	43
	4%	8%	6%	4%	*	4%	3%	4%	4%	4%	3%	3%	2%	4%
SCE Higher Grade (Level 2)/ Scottish Certificate of Sixth Year Studies	6	1	1	4	-	6	-	6	*	4	1	1	2	6
	*	*	*	1%	-	*	-	1%	*	*	*	*	1%	*
General National Vocational Qualification (GNVQ) Advanced Level	13	-	7	5	-	13	-	12	1	5	7	7	3	11
	1%	-	2%	2%	-	1%	-	1%	*	1%	2%	1%	1%	1%
NVQ Level 4	40	3	16	6	13	36	4	29	11	27	12	30	8	37
	3%	3%	5%	2%	4%	3%	17%	3%	5%	3%	4%	4%	2%	3%
Higher National Certificate (HNC) / Higher National Diploma (HND)	53	7	16	20	6	50	2	41	10	34	18	29	18	58
	4%	6%	5%	6%	2%	4%	6%	4%	5%	4%	6%	4%	6%	5%
Diploma in HE (including nurses training)	5	3	1	1	-	5	-	5	-	5	-	3	2	5
	*	3%	*	*	-	*	-	1%	-	1%	-	*	1%	*
Bachelor's degree (BA, BSc, BEd, Beng, MB, BDS, BV, etc.)	424	28	122	140	117	415	6	342	80	301	120	275	104	425
	35%	23%	34%	41%	33%	35%	24%	35%	38%	35%	37%	36%	33%	35%
NVQ Level 5	13	-	3	5	5	13	-	11	2	12	1	9	4	12
	1%	-	1%	2%	1%	1%	-	1%	1%	1%	*	1%	1%	1%
Master's degree (MSc, MA, MBA, etc.)	246	7	51	73	105	246	-	217	28	201	44	176	59	268
	20%	6%	14%	22%	30%	21%	-	22%	14%	23%	14%	23%	19%	22%
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	140	4	15	27	92	139	1	124	15	118	22	105	28	146
	12%	3%	4%	8%	26%	12%	5%	13%	7%	14%	7%	14%	9%	12%
NET: Graduates	810	38	188	241	314	800	8	682	123	620	186	556	192	839
	67%	32%	53%	71%	90%	68%	29%	69%	59%	71%	58%	74%	61%	70%
NET: Non graduates	392	80	167	98	37	372	18	301	85	250	134	200	121	363
	33%	68%	47%	29%	10%	32%	71%	31%	41%	29%	42%	26%	39%	30%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
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Table 757

QD19. What is the highest level of education you have attained?

Base : All UK adults aged 16+

	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	586	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1202
Primary school or Secondary school (age under 15 years old)	12	7	5	6	2	3	3	9	-	10	7	1	6	6	6	5	5	8	3	11
	1%	1%	3%	1%	8%	5%	*	2%	-	2%	1%	1%	4%	1%	4%	5%	1%	3%	*	1%
GCSEs	61	50	12	48	6	8	34	27	19	36	44	9	16	42	15	9	45	24	33	60
	5%	5%	8%	4%	18%	11%	6%	5%	3%	7%	5%	6%	10%	4%	10%	10%	4%	9%	4%	5%
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVD / SCE standard)	27	23	4	24	-	3	19	9	12	8	17	7	7	18	6	2	20	14	14	24
	2%	2%	3%	2%	-	5%	3%	2%	2%	2%	2%	5%	5%	2%	4%	2%	2%	5%	2%	2%
NVQ Level 1, NVQ Level 2	25	22	4	19	1	5	14	11	7	16	16	4	8	12	8	3	16	12	13	21
	2%	2%	3%	2%	3%	7%	2%	2%	1%	3%	2%	3%	5%	2%	5%	3%	2%	5%	1%	2%
A-levels or AS levels	90	79	11	82	1	8	51	39	33	49	67	15	14	72	12	6	77	26	63	75
	7%	7%	8%	7%	3%	11%	8%	7%	6%	9%	7%	10%	9%	7%	8%	7%	8%	10%	7%	6%
NVQ Level 3	47	36	11	37	3	6	24	23	16	24	33	6	8	35	10	8	34	22	22	48
	4%	3%	8%	3%	10%	8%	4%	4%	3%	4%	3%	4%	6%	4%	7%	8%	3%	8%	3%	4%
SCE Higher Grade (Level 2) / Scottish Certificate of Sixth Year Studies	6	4	1	4	-	1	3	3	*	6	3	-	1	-	6	-	6	2	4	6
	*	*	1%	*	-	2%	*	*	*	1%	*	-	1%	-	1%	-	1%	1%	*	*
General National Vocational Qualification (GNVQ) Advanced Level	13	9	4	13	-	-	7	6	3	7	12	-	-	13	-	-	13	2	9	11
	1%	1%	3%	1%	-	-	1%	1%	*	1%	1%	-	-	1%	-	-	1%	1%	1%	1%
NVQ Level 4	40	37	3	32	3	4	21	19	14	24	30	4	5	34	7	6	32	16	23	37
	3%	3%	2%	3%	11%	6%	3%	3%	2%	4%	3%	3%	3%	3%	5%	6%	3%	6%	3%	3%
Higher National Certificate (HNC) / Higher National Diploma (HND)	53	46	6	49	2	2	23	30	21	30	41	10	8	45	11	7	39	13	37	58
	4%	4%	5%	4%	5%	3%	4%	5%	4%	6%	4%	7%	5%	4%	8%	8%	4%	5%	4%	5%
Diploma in HE (including nurses training)	5	5	-	4	1	1	3	2	-	3	4	-	1	4	-	-	5	4	1	5
	*	*	-	*	2%	1%	*	*	-	*	*	-	*	*	-	-	1%	2%	*	*
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	424	377	47	399	5	21	247	178	209	179	350	49	41	368	31	22	368	75	332	425
	35%	36%	33%	36%	16%	29%	40%	31%	37%	33%	36%	34%	27%	37%	22%	24%	36%	28%	37%	35%
NVQ Level 5	13	10	3	12	1	-	8	5	8	4	12	1	1	12	1	1	12	1	12	12
	1%	1%	2%	1%	3%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Master's degree (MSc, MA, MBA, etc.)	246	223	24	228	7	9	121	125	148	84	211	24	23	216	18	9	223	30	212	268
	20%	21%	17%	21%	21%	13%	19%	26%	16%	16%	22%	16%	15%	22%	13%	10%	22%	11%	24%	22%
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	140	133	7	139	-	-	46	95	75	58	125	14	15	122	16	14	120	15	124	146
	12%	13%	5%	13%	-	-	7%	16%	13%	11%	13%	10%	10%	12%	12%	15%	12%	6%	14%	12%
NET: Graduates	810	733	78	766	12	30	413	397	432	321	686	88	79	706	65	45	711	119	669	839
	67%	69%	55%	70%	38%	42%	66%	69%	76%	60%	71%	60%	52%	70%	46%	49%	70%	45%	74%	70%
NET: Non graduates	392	328	64	330	19	41	210	182	133	216	287	59	74	297	75	47	304	144	233	363
	33%	31%	45%	30%	62%	58%	34%	31%	24%	40%	29%	40%	48%	30%	54%	51%	30%	55%	26%	30%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base: \*\* very small base (under 30) ineligible for sig testing

QD19. What is the highest level of education you have attained?

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	470	764	254	682	312	236	209	177	193	131	1007
Primary school or Secondary school (age under 15 years old)	12	2	4	6	6	6	6	5	2	2	2	-	11
	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	1%	-	1%

GCSEs	61 5%	23 4%	30 6%	36 4%	23 8%	36 5%	24 6%	22 8%	11 4%	15 7%	8 3%	3 2%	60 5%
General National Vocational Qualification Foundation (Level 1) or Intermediate Level (Level 2) (GNVQ, GSVQ) / SCE standard	27	11	14	19	8	19	8	10	5	6	2	4	24
NVQ Level 1, NVQ Level 2	25 2%	10 2%	12 2%	13 2%	10 3%	15 2%	9 2%	11 4%	7 3%	7 2%	2 1%	2 1%	21 2%
A-levels or AS levels	90 7%	35 6%	48 9%	54 6%	36 12%	47 6%	41 11%	20 7%	23 9%	19 9%	15 6%	10 6%	75 6%
NVQ Level 3	47 4%	17 3%	21 4%	25 3%	21 7%	30 4%	15 4%	8 3%	10 4%	6 3%	12 5%	4 3%	43 4%
SCE Higher Grade (Level 2) / Scottish Certificate of Sixth Year Studies	6	-	6	4	2	5	1	-	*	2	1	2	6
General National Vocational Qualification (GNVQ) Advanced Level	13	5	6	11	2	10	2	1	3	4	3	1	11
NVQ Level 4	40 3%	18 3%	20 4%	30 3%	10 3%	10 4%	10 3%	10 4%	7 3%	7 3%	8 3%	4 2%	37 3%
Higher National Certificate (HNC) / Higher National Diploma (HND)	53 4%	20 4%	27 5%	40 5%	12 4%	34 4%	19 5%	15 5%	16 6%	8 4%	4 2%	5 3%	58 5%
Diploma in HE (including nurses training)	5	2	4	2	3	2	4	3	1	-	-	2	5
Bachelor's degree (BA, BSc, BEd, BEng, MB, BDS, BV, etc.)	424 35%	186 33%	208 38%	328 37%	94 31%	290 36%	131 34%	100 35%	90 36%	57 27%	87 37%	61 40%	425 35%
NVQ Level 5	13	8	5	11	2	10	3	4	1	2	3	2	12
Master's degree (MSc, MA, MBA, etc.)	246 20%	139 25%	87 16%	187 21%	27 18%	170 21%	75 20%	49 17%	53 21%	44 21%	53 22%	35 23%	268 22%
Post-graduate diplomas and certificates / Doctorate (Ph.D.)	140 12%	85 15%	51 9%	117 13%	22 7%	102 13%	38 10%	24 8%	22 9%	31 15%	35 15%	17 11%	146 12%
NET: Graduates	810 67%	410 73%	347 64%	632 71%	173 56%	561 70%	243 64%	173 61%	165 66%	132 64%	174 74%	113 75%	839 70%
NET: Non graduates	392 33%	150 27%	195 36%	253 29%	134 44%	244 30%	139 36%	111 39%	86 34%	75 36%	60 26%	38 25%	363 30%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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IPSOs UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 759

QD20. Do you have any long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to trouble you over a period of at least 12 months.

Base: All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total	
	TOTAL (a)	Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	69*	107*	48	24**	263	540	665	1202
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564	1007
Yes	153 13%	66 11%	87 14%	76 13%	58 11%	19 21%	132 14%	22 9%	5 8%	12 11%	4 7%	2 7%	36 14%	67 12%	83 12%	157 13%
No	1004 83%	510 85%	492 82%	495 83%	439 85%	70 77%	786 83%	210 88%	53 90%	93 86%	43 90%	21 88%	217 83%	457 85%	559 84%	1002 83%
Don't know	17	8	9	8	8	-	11	3	1	1	1	-	3	8	5	15
Prefer not to say	1%	1%	1%	1%	2%	-	1%	1%	2%	1%	1%	-	1%	2%	1%	1%
	29	14	14	15	13	2	24	3	1	1	1	1	6	7	18	28
	2%	2%	2%	3%	2%	2%	2%	1%	-	1%	2%	4%	2%	1%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSOs UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 760

QD20. Do you have any long-standing physical or mental impairment, illness or disability? By 'long-standing' I mean anything that has troubled you over a period of at least 12 months or that is likely to trouble you over a period of at least 12 months.

Base: All UK adults aged 16+

	TOTAL (a)	Working status			Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)		
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202	
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202	
Effective base	1007	694	314	665	322	212	372	210	220	817	129	136	295	372	1007	
Yes	153	81	73	79	74	35	50	36	32	123	20	16	46	59	157	
	13%	10%	20%	10%	19%	13%	11%	12%	19%	13%	14%	10%	13%	13%	13%	
No	1004	724	280	706	297	230	376	263	135	820	123	139	283	358	1002	
	83%	87%	75%	87%	76%	83%	84%	86%	79%	84%	84%	85%	83%	82%	83%	
Don't know	17	5	12	8	9	6	4	5	2	12	3	3	8	5	15	
Prefer not to say	29	21	7	17	11	6	18	3	2	24	1	5	6	16	28	
	2%	3%	2%	2%	3%	2%	4%	1%	1%	2%	1%	3%	2%	4%	2%	

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
 \* small base

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 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 761

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+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	223	340	355	367	1170	27	293	129	697	255	729	800	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1002
Yes	153	31	56	29	30	147	5	134	19	114	40	93	45	157
	13%	26%	16%	9%	8%	13%	18%	14%	9%	13%	12%	12%	14%	13%
No	1004	79	287	295	315	988	14	823	171	738	255	640	260	1002
	83%	67%	81%	87%	90%	84%	53%	84%	82%	85%	80%	85%	83%	83%
Don't know	17	4	7	6	7	14	2	9	8	3	13	4	5	15
Prefer not to say	29	4	4	10	6	23	6	17	10	16	12	19	4	28
	2%	4%	1%	3%	2%	2%	21%	2%	5%	2%	4%	3%	1%	2%

Proportions/Means: Columns Tested [5% risk level] - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 762

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+

	TOTAL (a)	Children at school or childcare (0-5)			Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)		
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202	
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202	
Effective base	1007	823	125	913	30	51	536	492	491	477	815	120	135	835	123	81	844	222	751	1002	
Yes	153	127	27	128	7	16	77	77	57	82	116	20	153	100%	84	48	60	68	79	157	
	13%	12%	19%	12%	23%	23%	12%	13%	10%	15%	12%	13%	100%	59%	52%	6%	26%	9%	13%	13%	
No	1004	895	108	991	23	48	512	492	489	434	834	115	-	1004	54	42	933	190	799	1002	
	83%	84%	77%	85%	74%	68%	82%	85%	87%	81%	86%	78%	-	100%	39%	45%	92%	72%	89%	83%	
Don't know	17	13	4	13	*	3	14	3	8	9	8	6	-	14	-	3	2	9	2	13	15
Prefer not to say	29	26	2	23	1	3	20	8	11	12	15	6	-	20	-	13	3	11	28	28	
	2%	2%	2%	2%	3%	5%	3%	1%	2%	2%	2%	4%	-	-	-	1%	1%	1%	1%	2%	2%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

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+

	TOTAL (a)	Knowledge of how employers offer support		Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
		Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h)	2 (i)	3 (j)	4 (k)	5 - Least deprived (l)	
Unweighted total	1202	592	510	859	292	822	363	236	250	213	233	152	1202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	489	439	744	254	682	312	236	209	177	193	131	1002
Yes	153	61	77	112	40	105	46	42	37	23	24	18	157
13%	11%	14%	13%	13%	13%	13%	12%	15%	15%	11%	10%	12%	13%
No	1004	491	434	743	253	672	321	231	204	180	201	128	1002
83%	88%	80%	84%	82%	83%	82%	84%	82%	81%	87%	86%	85%	83%
Don't know	17	2	13	10	6	9	7	4	5	1	3	1	15
1%	*	2%	1%	2%	1%	2%	2%	2%	2%	*	1%	1%	1%
Prefer not to say	29	6	17	19	7	19	7	6	6	2	7	4	28
2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
\* small base

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

	TOTAL (a)	Gender		Age			Ethnicity					Age of children			Unweighted Total	
		Male (b)	Female (c)	16-34 (d)	35-44 (e)	45+ (f)	White (including White minorities) (g)	Ethnic minorities (excl. White minorities) (h)	Mixed / multiple ethnic groups (i)	Asian (j)	Black (k)	Other ethnicity (l)	0-1 (m)	2-3 (n)		4-5 (o)
Unweighted total	1202	574	627	702	417	83	883	312	34	76	180	22	255	550	675	1202
Weighted total	1202	598	603	595	516	91*	952	238	60*	107**	48	24**	263	540	665	1202
Effective base	1007	461	523	567	349	76	821	183	32	73	162	70	212	454	564	1002
Yes - Special Educational Needs or Disabilities	92	38	54	40	37	14	77	14	6	4	3	1	17	22	74	92
8%	6%	9%	7%	7%	16%	8%	6%	10%	4%	7%	3%	6%	4%	11%	8%	
Yes - other long-standing physical or mental impairment, illness or disability	49	24	24	20	22	7	41	8	-	6	1	1	9	27	28	49
4%	4%	4%	3%	4%	8%	4%	3%	3%	5%	3%	2%	3%	5%	3%	4%	
No	1015	519	496	513	434	69	793	213	53	95	42	22	230	471	545	1015
84%	87%	82%	86%	84%	75%	83%	89%	90%	88%	88%	94%	88%	87%	82%	84%	
Don't know	25	8	17	7	18	-	23	2	-	1	1	-	5	13	7	24
2%	1%	3%	1%	3%	-	2%	1%	-	1%	1%	-	2%	2%	1%	2%	
Prefer not to say	21	10	11	15	5	1	18	2	-	1	1	-	2	7	16	22
2%	2%	2%	3%	1%	1%	2%	1%	-	1%	1%	-	1%	1%	2%	2%	
NET: Yes	141	62	78	60	59	22	119	22	6	10	4	1	26	50	96	141
12%	10%	13%	10%	11%	24%	12%	9%	10%	9%	9%	6%	10%	9%	15%	12%	

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
\* small base; \*\* very small base (under 30) ineligible for sig testing

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

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working fulltime (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	691	314	685	322	212	392	216	220	817	120	136	300	372	1002
Yes - Special Educational Needs or Disabilities	92	46	45	45	47	18	34	25	15	77	6	4	13	54	92
8%	6%	12%	6%	12%	6%	8%	8%	9%	8%	4%	3%	4%	12%	8%	
Yes - other long-standing physical or mental impairment, illness or disability	49	23	26	20	29	16	13	9	11	38	8	5	20	14	49
4%	3%	7%	2%	7%	6%	3%	3%	7%	4%	5%	3%	6%	3%	4%	

No	1015 84%	735 88%	280 75%	711 88%	304 78%	237 86%	378 85%	260 85%	140 81%	831 85%	124 84%	148 91%	293 85%	350 80%	1015 84%
Don't know	25 2%	11 1%	14 4%	16 2%	9 2%	5 2%	8 2%	8 3%	4 2%	14 1%	8 5%	5 3%	12 4%	6 1%	24 2%
Prefer not to say	21 2%	15 2%	6 2%	18 2%	3 1%	1 *	14 3%	5 2%	2 1%	19 2%	1 1%	1 1%	5 1%	14 3%	22 2%
NET: Yes	141 12%	69 8%	71 19%	65 8%	75 19%	33 12%	46 10%	34 11%	27 15%	114 12%	14 10%	9 5%	33 10%	67 15%	141 12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 766

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

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £24,999 (b)	£25,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Yes - Special Educational Needs or Disabilities	92	16	34	21	16	88	4	78	12	70	22	57	24	92
8%		13%	10%	6%	4%	8%	15%	8%	6%	8%	7%	8%	8%	8%
Yes - other long-standing physical or mental impairment, illness or disability	49	9	21	10	8	48	1	39	10	31	17	22	20	49
4%		8%	6%	3%	2%	4%	4%	4%	5%	4%	5%	3%	6%	4%
No	1015	86	288	297	316	996	16	841	166	745	260	650	260	1015
84%		73%	81%	88%	90%	85%	63%	86%	80%	86%	81%	86%	83%	84%
Don't know	25	5	8	5	3	22	1	13	11	13	11	11	6	24
2%		4%	2%	1%	1%	2%	2%	1%	5%	2%	4%	1%	2%	2%
Prefer not to say	21	2	5	6	7	17	4	12	9	11	10	16	3	22
2%		1%	1%	2%	2%	1%	16%	1%	4%	1%	3%	2%	1%	2%
NET: Yes	141	25	50	31	24	136	5	117	22	101	39	80	44	141
12%		22%	15%	9%	7%	12%	19%	12%	11%	12%	12%	11%	14%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sit testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 767

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

	TOTAL (a)	Children at school or childcare (0-5)		Household composition			Age of children		Likelihood to have another child		Caring responsibilities		Disability		Child disability			Household income		Unweighted Total
		Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	476	972	147	153	1004	141	92*	1015	254	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Yes - Special Educational Needs or Disabilities	92	86	6	80	4	8	31	61	32	54	72	12	48	48	92	92	-	40	51	92
8%		8%	4%	7%	13%	11%	5%	11%	6%	10%	7%	8%	31%	4%	65%	100%	-	15%	6%	8%
Yes - other long-standing physical or mental impairment, illness or disability	49	40	8	41	5	3	20	28	16	30	39	5	36	13	49	-	-	20	28	49
4%		4%	6%	4%	15%	4%	3%	5%	3%	6%	4%	4%	23%	1%	35%	-	-	8%	3%	4%
No	1015	899	116	938	22	52	542	473	503	430	834	120	60	933	-	-	1015	191	805	1015
84%		85%	82%	86%	70%	73%	87%	82%	89%	80%	86%	82%	73%	93%	-	-	100%	72%	89%	84%
Don't know	25	17	8	19	1	5	15	10	7	14	14	5	7	13	-	-	-	6	15	24
2%		2%	5%	2%	2%	7%	2%	2%	1%	3%	1%	3%	4%	1%	-	-	-	2%	2%	2%
Prefer not to say	21	18	3	18	-	3	14	7	8	9	13	4	3	2	-	-	-	6	3	22
2%		2%	2%	2%	-	4%	2%	1%	1%	2%	1%	3%	2%	*	-	-	-	2%	*	2%
NET: Yes	141	126	14	121	9	11	51	15	19	84	111	18	84	54	141	92	-	60	79	141
12%		12%	10%	11%	28%	15%	8%	15%	8%	16%	11%	12%	55%	5%	100%	100%	-	23%	9%	12%

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Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 768

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

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUANTILE					Unweighted Total
	TOTAL	Knowledgeable	Not knowledgeable	Once a week or more	Less than once a week	Once a week or more	Less than once a week	1 - Most deprived	2	3	4	5 - Least deprived	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	
Unweighted total	1202	532	510	859	252	823	383	236	259	213	283	152	202
Weighted total	1202	561	541	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	439	744	254	682	312	236	209	177	193	131	1202
Yes - Special Educational Needs or Disabilities	92	36	44	60	31	64	27	27	19	15	15	7	92
8%		6%	8%	7%	10%	8%	7%	10%	7%	6%	6%	5%	8%
Yes - other long-standing physical or mental impairment, illness or disability	49	22	22	36	13	33	15	18	14	6	3	4	49
4%		4%	4%	4%	4%	4%	4%	6%	6%	3%	1%	3%	4%
No	1015	494	442	757	250	679	325	231	206	178	207	132	1015
84%		88%	82%	85%	81%	84%	85%	82%	82%	86%	88%	87%	84%
Don't know	25	4	18	16	9	15	10	4	5	3	4	6	24
2%		1%	3%	2%	3%	2%	3%	1%	2%	2%	2%	4%	2%
Prefer not to say	21	6	15	17	4	15	6	3	7	3	6	2	22
2%		1%	3%	2%	1%	2%	2%	1%	3%	2%	2%	1%	2%
NET: Yes	141	58	66	96	44	97	42	45	33	21	18	11	141
12%		10%	12%	11%	14%	12%	11%	16%	13%	10%	8%	7%	12%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 769

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base : All UK adults aged 16+

	Gender			Age			Ethnicity					Age of children			Unweighted Total
	TOTAL	Male	Female	16-34	35-44	45+	White (including White minorities)	Ethnic minorities (excl. White minorities)	Mixed / multiple ethnic groups	Asian	Black	Other ethnicity	0-1	2-3	
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)
Unweighted total	1202	574	627	702	417	83	883	112	34	76	180	22	255	550	675
Weighted total	1202	598	603	595	516	91*	952	238	60*	107*	48	24**	263	540	665
Effective base	1007	461	552	587	369	76	821	183	32	73	162	20	217	454	564
Finding it very difficult on present income	83	40	42	39	32	12	67	16	4	9	2	1	20	39	48
7%		7%	7%	7%	6%	13%	7%	7%	7%	8%	4%	5%	8%	7%	7%
Finding it difficult on present income	180	60	121	71	99	10	144	34	8	18	3	6	56	78	82
15%		10%	20%	12%	19%	11%	15%	14%	13%	16%	6%	24%	21%	14%	12%
Coping on present income	469	226	243	200	222	47	353	113	29	54	20	10	122	188	256
39%		38%	40%	34%	43%	52%	37%	47%	48%	50%	41%	43%	46%	35%	39%
Living comfortably on present income	433	259	173	257	156	20	357	70	19	23	23	5	58	219	256
36%		43%	29%	43%	30%	22%	38%	29%	32%	21%	48%	20%	22%	41%	39%
Don't know	17	7	10	10	4	2	13	3	-	1	-	2	3	11	7
1%		1%	2%	2%	1%	2%	1%	1%	-	1%	-	8%	1%	2%	1%
Prefer not to say	20	7	13	17	3	-	17	3	-	3	*	-	4	5	14
2%		1%	2%	3%	1%	-	2%	1%	-	3%	1%	-	1%	1%	2%
NET: Difficult	264	100	163	110	131	22	211	50	12	26	5	7	76	117	130
22%		17%	27%	18%	25%	24%	22%	21%	20%	24%	10%	29%	29%	22%	20%

Proportions/Means: Columns Tested [5% risk level] - a/b/c - a/d/e/f - a/g/h/i/j/k/l - a/m/n/o  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025

Table 770

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base : All UK adults aged 16+

	TOTAL (a)	Working status		Education		Region				Urbanity		Age of only child aged 0-5			Unweighted Total
		Working full-time (b)	Not working full-time (c)	Graduates (d)	Non graduates (e)	North England (f)	South England (g)	Midlands (h)	Devolved nations (i)	Urban (j)	Rural (k)	0-1 (l)	2-3 (m)	4-5 (n)	
Unweighted total	1202	833	369	839	363	242	465	252	243	979	155	157	337	439	1202
Weighted total	1202	830	372	810	392	276	447	307	172	979	147	164	343	438	1202
Effective base	1007	694	314	685	322	212	392	219	220	817	129	136	280	371	1007
Finding it very difficult on present income	83	37	46	30	53	24	21	20	18	68	14	8	23	29	78
7% bd		5%	12%	4%	13%	9%	5%	7%	10%	7%	9%	5%	7%	7%	6%
Finding it difficult on present income	180	86	95	89	91	45	50	50	35	146	24	30	58	59	171
15% bd		10%	26%	11%	23%	16%	11%	16%	20%	15%	16%	18%	17%	13%	14%
Coping on present income	469	323	147	307	163	96	168	135	70	373	61	81	123	173	467
39% bd		39%	39%	38%	42%	35%	38%	44%	41%	38%	41%	50%	36%	39%	39%
Living comfortably on present income	433	362	70	362	70	105	190	93	45	368	43	40	130	162	449
36% cd		44%	19%	45%	18%	38%	43%	30%	26%	38%	29%	25%	38%	37%	37%
Don't know	17	10	7	8	9	4	4	5	4	10	4	3	6	3	16
1% d		1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	1%
Prefer not to say	20	13	8	14	6	2	14	2	1	15	2	1	3	13	21
2% e		2%	2%	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%	3%	2%
NET: Difficult	264	123	141	119	144	69	71	70	53	213	38	38	82	87	249
22% bdg		15%	38%	15%	37%	25%	16%	23%	31%	22%	26%	23%	24%	20%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g/h/i - a/j/k - a/l/m/n  
\* small base

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 771

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base : All UK adults aged 16+

	TOTAL (a)	Income				Importance of early childhood in shaping future		Knowledge of early childhood		Knowledge of social + emotional development		Views on society		Unweighted Total
		Up to £34,999 (b)	£35,000 up to £54,999 (c)	£55,000 up to £99,999 (d)	£100,000 and above (e)	Important (f)	Not important (g)	Knowledgeable (h)	Not knowledgeable (i)	Knowledgeable (j)	Not knowledgeable (k)	Collective (l)	Individual (m)	
Unweighted total	1202	125	340	335	367	1170	27	993	199	897	295	779	300	1202
Weighted total	1202	118	355	339	350	1171	26**	983	208	871	320	756	313	1202
Effective base	1007	108	292	277	299	978	25	825	173	742	256	637	262	1007
Finding it very difficult on present income	83	26	34	14	4	82	1	71	13	58	23	52	18	78
7% e		22%	10%	4%	1%	7%	4%	7%	6%	7%	7%	7%	6%	6%
Finding it difficult on present income	180	35	84	51	8	176	4	144	34	125	54	89	60	171
15% e		30%	24%	15%	2%	15%	16%	15%	16%	14%	17%	12%	19%	14%
Coping on present income	469	39	167	148	95	460	8	380	87	319	146	288	130	467
39% e		33%	47%	44%	27%	39%	30%	39%	42%	37%	46%	38%	42%	39%
Living comfortably on present income	433	10	62	120	236	427	4	366	63	353	78	309	95	449
36% bcd		8%	17%	35%	67%	36%	17%	37%	30%	41%	24%	41%	30%	37%
Don't know	17	6	5	-	2	13	2	10	5	7	9	7	4	16
1% d		5%	1%	-	1%	1%	8%	1%	2%	1%	3%	1%	1%	1%
Prefer not to say	20	3	2	6	5	13	6	13	6	9	10	12	5	21
2% e		2%	1%	2%	1%	1%	25%	1%	3%	1%	3%	2%	1%	2%
NET: Difficult	264	61	118	65	12	258	5	215	47	182	77	141	78	249
22% e		52%	33%	19%	3%	22%	20%	22%	22%	21%	24%	19%	25%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e - a/f/g - a/h/i - a/j/k - a/l/m  
\* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
IPSO5 UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
Table 772

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base : All UK adults aged 16+

Children at school or childcare (0-5)	Household composition	Age of children	Likelihood to have another child	Caring responsibilities	Disability	Child disability	Household income
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	TOTAL (a)	Yes (b)	No (c)	Has a child and lives with partner (d)	Has child / doesn't live with partner (e)	Has child / no partner (f)	Only children aged 0-5 (g)	Older children 5-18 too (h)	Likely (i)	Unlikely (j)	Primary carer (k)	Secondary carer (l)	Yes (m)	No (n)	Yes (o)	SEND (p)	No (q)	Difficult (r)	Coping / comfortable (s)	Unweighted Total
Unweighted total	1202	1060	142	1093	34	71	646	556	613	496	976	144	157	1002	141	92	1015	249	916	1202
Weighted total	1202	1061	141	1095	31**	71*	623	579	565	536	972	147	153	1004	141	92*	1015	264	902	1202
Effective base	1007	883	125	913	30	61	536	472	491	437	816	120	135	835	122	81	844	222	751	1007
Finding it very difficult on present income	83	70	13	67	5	11	46	37	25	48	60	11	31	52	29	22	49	83	-	78
7% s	7%	7%	9%	6%	16%	16%	7%	6%	4%	9%	6%	8%	20%	5%	20%	24%	5%	32%	-	6%
Finding it difficult on present income	180	141	39	148	6	26	107	73	61	99	132	22	38	138	31	19	142	180	-	171
15% is	13%	13%	28%	14%	20%	36%	17%	13%	11%	19%	14%	15%	25%	14%	22%	20%	14%	68%	-	14%
Coping on present income	469	409	61	440	13	15	254	215	201	236	386	66	49	405	47	29	413	-	469	467
39% f	39%	39%	43%	40%	42%	21%	41%	37%	36%	44%	40%	45%	32%	40%	34%	32%	41%	-	52%	39%
Living comfortably on present income	433	407	25	412	5	14	187	245	261	140	372	43	30	394	32	21	391	-	433	449
36% g	38%	18%	38%	17%	20%	30%	42%	46%	26%	38%	29%	20%	39%	22%	23%	39%	-	48%	-	37%
Don't know	17	15	1	12	2	3	11	5	8	6	10	3	4	9	2	1	11	-	-	16
1% s	1%	1%	1%	1%	6%	4%	2%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	-	-	1%
Prefer not to say	20	18	2	16	-	2	17	3	8	6	13	3	2	5	-	-	9	-	-	21
2% ns	2%	2%	1%	1%	-	3%	3%	1%	1%	1%	1%	2%	1%	*	-	-	1%	-	-	2%
NET: Difficult	264	211	52	215	11	37	153	110	87	148	192	33	68	190	60	40	191	264	-	249
22% is	20%	37%	20%	36%	52%	ad	25%	19%	15%	27%	20%	22%	45%	19%	43%	44%	19%	100%	-	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e/f - a/g/h - a/i/j - a/k/l - a/m/n - a/o/p/q - a/r/s  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

J25-023254-01 - The Royal Foundation Annual Perceptions 2025 Study - Parents - 30th April - 15th May 2025  
 IPSOS UK - CONFIDENTIAL - V9 (weighted)

8 Dec 2025  
 Table 773

QD22. Which of the descriptions comes closest to how you feel about your household's income nowadays?

Base : All UK adults aged 16+

	Knowledge of how employers offer support			Time spent with 0-5		Time spent with children other than your own		IMD QUINTILE					Unweighted Total
	TOTAL (a)	Knowledgeable (b)	Not knowledgeable (c)	Once a week or more (d)	Less than once a week (e)	Once a week or more (f)	Less than once a week (g)	1 - Most deprived (h) to 5 - Least deprived (l)					
								1 (h)	2 (i)	3 (j)	4 (k)	5 (l)	
Unweighted total	1202	592	610	899	292	823	363	286	250	213	233	152	1202
Weighted total	1202	561	641	885	307	806	383	283	251	207	235	151	1202
Effective base	1007	480	529	764	254	692	312	236	209	177	193	131	1007
Finding it very difficult on present income	83	23	49	54	27	46	36	21	23	19	11	8	78
7% b	4%	9%	9%	6%	9%	6%	9%	7%	9%	9%	5%	5%	6%
Finding it difficult on present income	180	59	99	108	71	104	74	44	31	30	38	27	171
15% b	10%	18%	12%	23%	13%	19%	15%	12%	15%	16%	18%	14%	14%
Coping on present income	469	184	244	352	113	311	153	110	92	84	83	65	467
39% b	33%	45%	40%	37%	39%	39%	40%	39%	37%	41%	35%	43%	39%
Living comfortably on present income	433	284	130	345	87	318	114	106	95	68	97	45	449
36% ce	51%	24%	39%	28%	39%	30%	37%	38%	33%	41%	30%	37%	37%
Don't know	17	6	8	12	3	13	2	1	6	2	4	2	16
1% f	1%	1%	1%	1%	1%	2%	*	*	2%	1%	2%	1%	1%
Prefer not to say	20	5	11	14	5	15	4	2	5	4	3	3	21
2% ns	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	2%
NET: Difficult	264	82	148	162	99	149	110	65	54	49	48	36	249
22% b	15%	27%	18%	32%	19%	29%	af	23%	21%	24%	21%	24%	21%

Proportions/Means: Columns Tested (5% risk level) - a/b/c - a/d/e - a/f/g - a/h/i/j/k/l  
 \* small base