

Understanding public attitudes towards early childhood

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

November 2023


ROYAL FOUNDATION
Centre for
Early Childhood

Methodology

- Ipsos interviewed 4,680 adults aged 16+ across the UK through the online Ipsos i-Say panel from the 19th April – 2nd May 2023.
- From these responses, we present nationally representative results from interviews with the **general population based on 4,000 interviews**. This includes grandparents, adults with no children, and those saying they are likely to have children in the near future. Data were weighted by gender, age, region, working status and ethnicity.
- Separately, we present results from interviews with **parents of children aged 0-5 based on 1,011 interviews**. This includes 331 parents of children aged 0-5 from the general population sample, and a boost of a further 680 interviews. Data were weighted by gender, age and ethnicity.
- As this is a sample of the population, all results are subject to a ‘margin of error’, which means small differences may not be statistically significant. Where results do not sum to 100%, this may be due to computer rounding, multiple responses, or the exclusion of “don’t know” categories.
- Please note, for the purpose of this study, the ‘early years’ or ‘early childhood’ was defined within the survey as: **“the period between the start of pregnancy and the age of 5”**.
- This is the second wave of the Annual Perceptions Survey. Where appropriate, we have shown differences compared to the 2022 survey which followed a similar methodology.

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Background to research

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

The research presented in this report builds upon a baseline understanding of the perceived importance of early years which The Royal Foundation and Ipsos established during an [initial wave of research conducted](#) in 2022.

We identified core trackers questions from that wave and repeated them this year to see how understanding has changed in the intervening period. Alongside these trackers, new questions were developed around the role of wider society plays in supporting children, parents and carers during early childhood.

During the period between these waves, the Royal Foundation launched their “[Shaping Us](#)” campaign, led by the Princess of Wales, which aims to raise awareness of the critical importance of early childhood in shaping the adults we become.



The importance of the early years: Key findings

93%

recognise the importance of early childhood in shaping later life, with a small uplift in the proportion saying it is *very* important (70%, +4ppts).

70%

agree the development of children in early childhood should be more of a priority for wider society, compared to around two in five who say it currently is.

19%

identify pregnancy to five as the most important period for shaping a child's future life, which is slightly more than last year (+2ppts) but still low.

The early years eco-system: Key findings

Parents and carers

- 1. The public strongly acknowledge the role that parents and carers play in shaping children.** Three in four agree their own parents' or carers' parenting approach had a big impact in shaping who they are today. They mention loving relationships with parents' and caregivers' parenting styles as key factors which can make the most difference to a child's development.
- 2. They increasingly believe that more support is needed.** The public think the biggest issues facing parents are "cost" and "childcare". Most agree there is not enough support for parents, carers and children in general, and most parents with children aged 0-5 say they have sought support in the past six months.

Wider community

- 3. There is recognition that a wider community also helps shape children, which is most commonly spoken about in terms of extended family, friends and teachers.** Two in three agree the love and support they received from wider family and friends during early childhood had a big impact in shaping who they are today. People reference the care, love and kindness they received during childhood which they say had a positive impact on their learning.
- 4. However, understanding is varied when asked more generally about how local communities can support parents, carers and children.** Awareness of their role was divided, although higher among parents and younger people.

The early years eco-system: Key findings

Early years workforce

- 5. The public have a limited awareness of how many key actors in the early years' workforce can support children's development.** A third or fewer say they understand the role played by health visitors, midwives, informal activity groups etc.
- 6. Even claimed awareness often translates into a superficial understanding of their role.** When asked specifically about health visitors and childcare services, the public's associations were mostly top-level, indicating a narrow understanding which does not fully reflect the complexities of their role.

Employers and businesses

- 7. People initially have limited knowledge about the role employers can play in supporting children and parents during early childhood.** The majority say they know only a little or nothing about their role.
- 8. However, when prompted, they acknowledge a range of support employers can offer to parents and children** – among the most important are paid maternity / paternity leave and a flexible working location. Linked to the challenges facing parents, those with children 0-5 are more likely to mention paid parental leave to look after their children, with this being their second highest priority.

1

Perceived importance of early childhood



Key findings

1.

Nine in ten (93%) recognise the importance of early childhood in shaping later life, with a small uplift in the proportion saying it is *very* important (70%, +4ppts).

Similarly, slightly more, now nearer one in five (19%, +2ppts), identify pregnancy to 5 as the most important period for shaping a child's future life.

2.

In line with previous years, seven in ten (70%) agree the development of children in early childhood should be more of a priority for wider society – around two in five (43%) think it currently is.

There has been an increase in the proportion of parents thinking early childhood needs to be more of a priority, however, there is little change among groups who need the most convincing (e.g. non-parents).

One in four (26%) now agree that children's development shouldn't be a priority given other problems facing the UK, which while still a minority is up 4ppts since last year.

3.

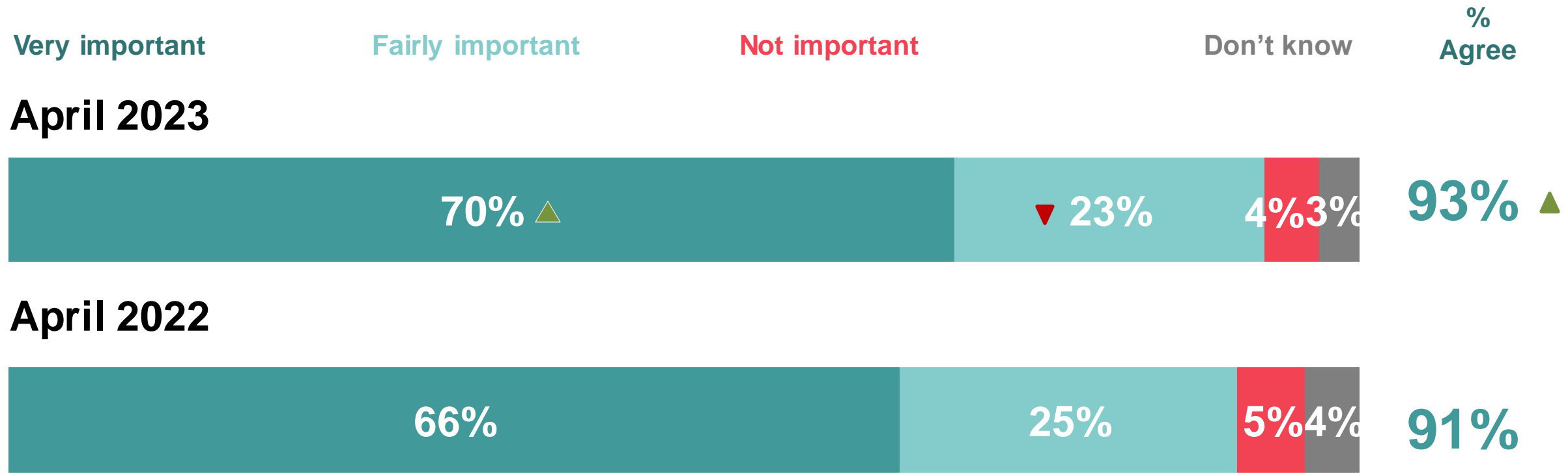
The public make the link between early childhood and a person's future mental health, happiness and relationship skills, with over two in five saying a child's development during this period has a *great* deal of impact on these areas.

However, the association between development in early childhood and a child's future career or academic achievements is weaker (nearer a third saying it has a *great* deal of impact).

People are most motivated by wanting to see children living healthy, happy lives and protecting their mental health. This is true of both potential long and short term benefits.

Nine in ten recognise the importance of early childhood in shaping later life, with the proportion saying it's very important up slightly from last year

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



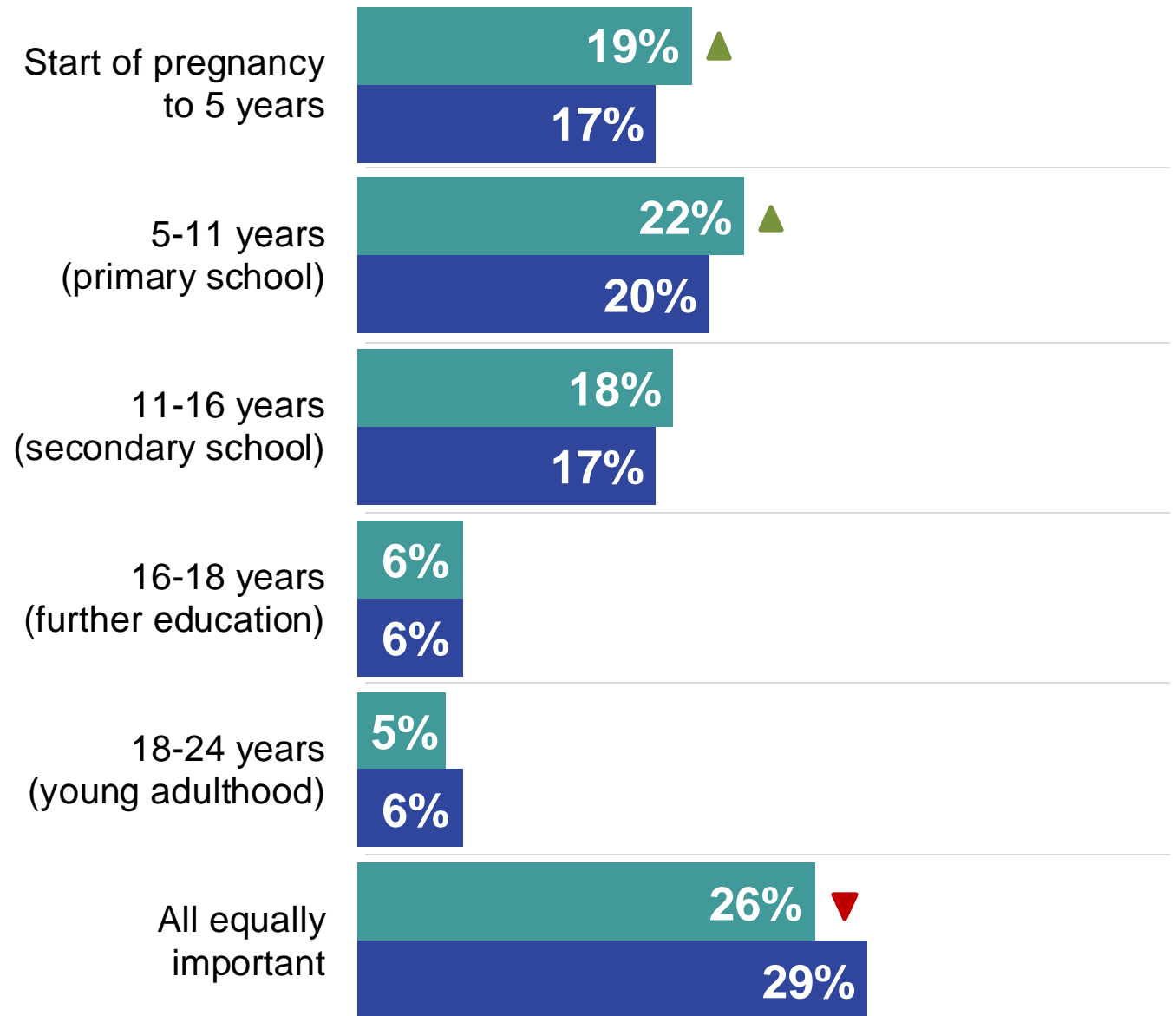
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

▲ ▼ Significantly higher/lower change, 95% CI

However, despite small uplift since last year, there is still relatively low recognition of the importance of early childhood compared with other life stages

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

2023 2022



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

▲ ▼ Significantly higher/lower change, 95% CI

Parents and grandparents are more likely to perceive the early years as important – and increasingly so when comparing figures to last year

| | General Population | Parents of 0-5 year-olds | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|--|--------------------|--------------------------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| % Saying early childhood is very important in shaping future | 70% +4 | 76% | 71% +5 | 76% +4 | 67% | 68% | 56% | 85% | 81% +4 |
| % Pregnancy to 5 most important stage of development | 19% +2 | 26% | 17% | 20% | 18% | 20% | 13% | 29% | 25% |

Only significant changes from 2022 are shown in the bottom right hand corner of boxes.

Colour coding used to illustrate difference between the highest (dark green 85%) and the lowest (dark red 13%) figures between subgroups

Women and older groups also tend to place more value on the early years; male, ethnic minority and younger age groups less so

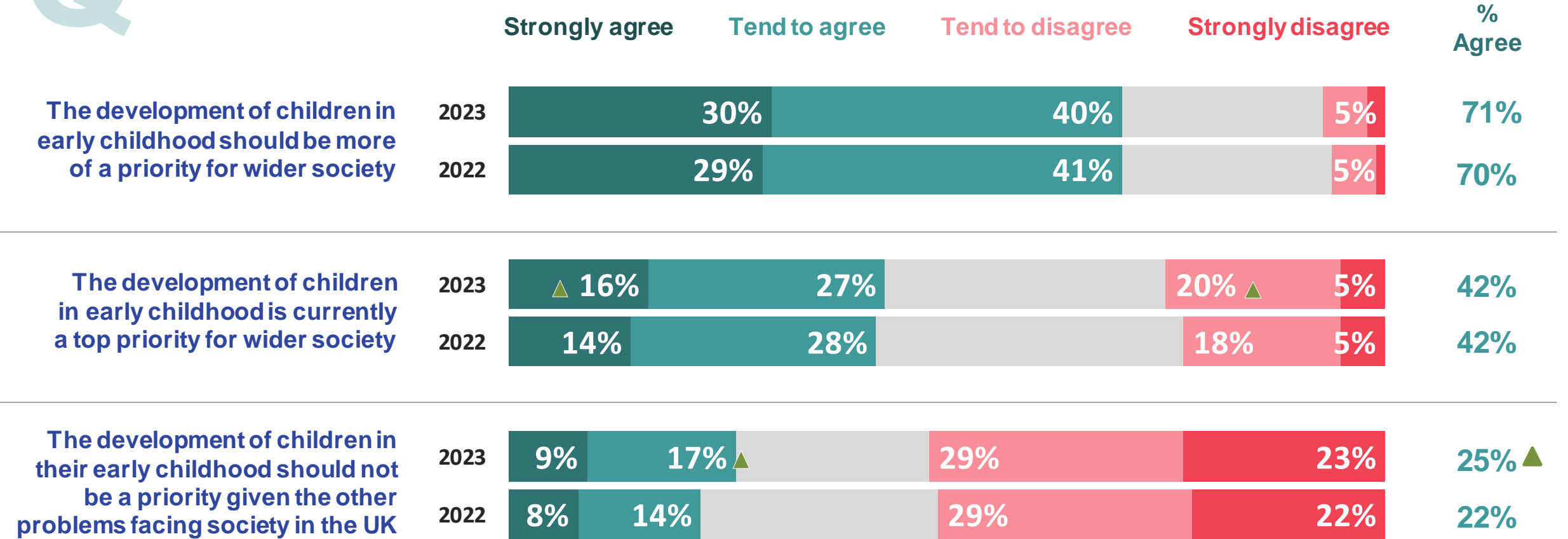
| | General Pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | IMD1 (most deprived) | IMD5 (least deprived) |
|--|-------------|-------|-----------|-----------------|-----------------|---------------|--------------|------------------------|-----------|-------------|----------------------|-----------------------|
| % Saying early childhood is very important in shaping future | 70% +4 | 63% | 76% +3 | 57% | 71% +5 | 78% | 71% | 57% | 68% +4 | 72% | 68% | 75% |
| % Pregnancy to 5 most important stage of development | 19% +2 | 14% | 24% +4 | 13% | 19% +4 | 24% | 20% | 11% | 17% | 22% | 17% | 21% |

Only significant changes from 2022 are shown in the bottom right hand corner of boxes.

Colour coding used to illustrate difference between the highest (dark green 878%) and the lowest (dark red 13%) figures between subgroups

Seven in ten still think the development of children in early childhood should be more of a societal priority; however, marginal increase in proportion who think it should not be a priority given other problems facing the UK

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



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

▲ ▼ Significantly higher/lower change, 95% CI



Compared to last year, there has been an increase in the proportion of parents of younger children who think the development of children needs to be more of a priority

| % Agree with each statement | General Population | Parents of 0-5 year-olds | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|---|--------------------|--------------------------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| The development of children in early childhood should be more of a priority for wider society | 71% | 83% +4 | 77% +6 | 76% | 70% | 60% | 63% | 80% | 79% |
| The development of children in early childhood is currently a top priority for wider society | 42% | 54% | 55% | 46% | 46% | 29% | 38% | 44% | 44% |
| The development of children in their early childhood should not be a priority given the other problems facing society in the UK | 25% | 33% | 37% +6 | 25% +4 | 31% | 18% | 26% | 17% | 19% |

Only significant changes from 2022 are shown in the bottom right hand corner of boxes.

Meanwhile the small increase in the proportion saying it shouldn't be a priority given other problems is driven by women, younger groups and those from white ethnic groups

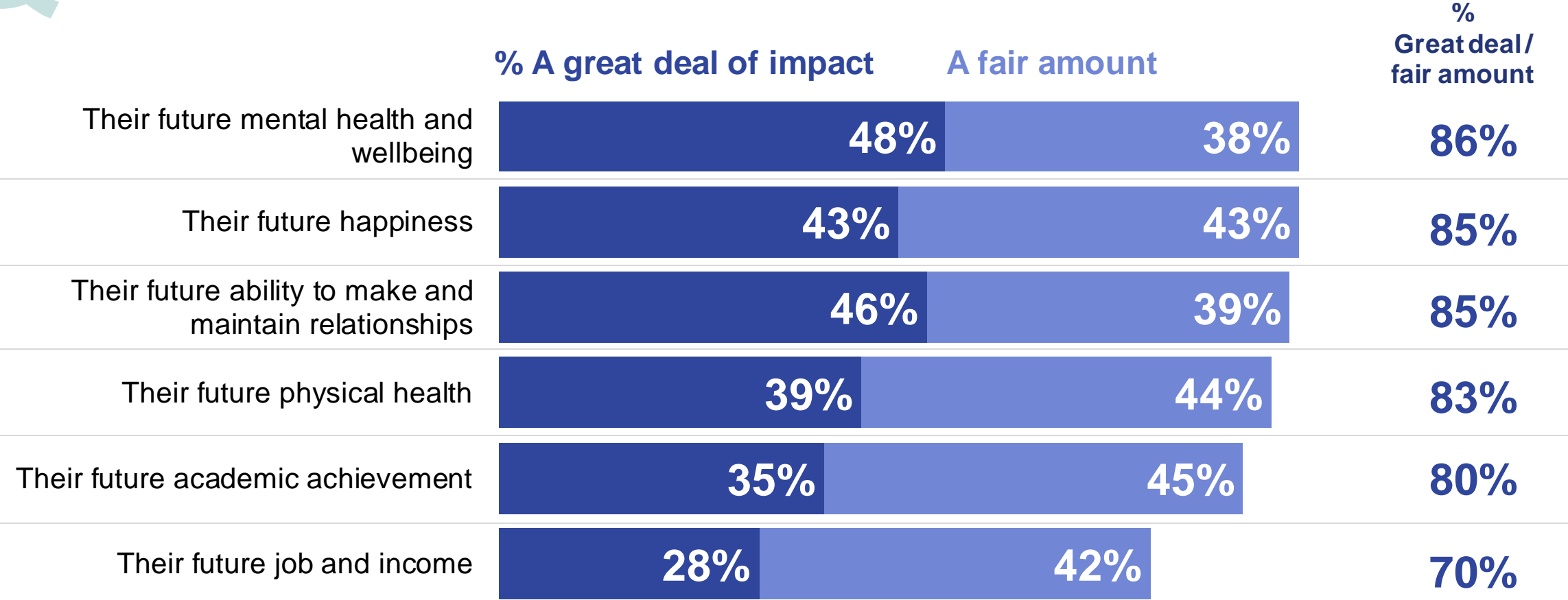
| % Agree with each statement | General Pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | IMD1 (most deprived) | IMD5 (least deprived) |
|---|-------------|-------|-----------|-----------------|-----------------|---------------|--------------|------------------------|---------|-------------|----------------------|-----------------------|
| The development of children in early childhood should be more of a priority for wider society | 71% | 67% | 74% | 68% | 71% | 73% | 71% | 69% | 71% | 70% | 72% | 72% |
| The development of children in early childhood is currently a top priority for wider society | 42% | 42% | 42% | 50% | 43% | 36% | 42% | 52% | 45% | 37% | 46% | 41% |
| The development of children in their early childhood should not be a priority given the other problems facing society in the UK | 25% +3 | 28% | 22% +3 | 34% +4 | 27% | 16% | 25% +5 | 31% | 29% | 19% | 29% | 19% |

Only significant changes from 2022 are shown in the bottom right hand corner of boxes.

Over two in five say early childhood has a *great deal* of impact on a person's future mental health, happiness and ability to maintain relationships as an adult



Thinking about different aspects of adult life, how much impact, if any, do you think a child's development during their early childhood has on each of the following?



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.



Parents and grandparents are consistently more likely to think early childhood has an impact on later adult life – non-parents less so

| <i>% Saying it has a great deal/fair amount of impact</i> | General Population | Parents of 0-5 year-olds | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|---|--------------------|--------------------------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| ... Their future mental health and wellbeing | 86% | 91% | 89% | 89% | 87% | 82% | 82% | 93% | 91% |
| ... Their future happiness | 85% | 89% | 88% | 88% | 85% | 81% | 78% | 92% | 91% |
| ... Their future ability to make and maintain relationships | 85% | 92% | 90% | 88% | 86% | 80% | 79% | 90% | 90% |
| ... Their future physical health | 83% | 89% | 87% | 87% | 80% | 79% | 74% | 90% | 90% |
| ... Their future academic achievement | 80% | 85% | 84% | 83% | 79% | 74% | 74% | 86% | 85% |
| ... Their future job and income | 70% | 78% | 78% | 74% | 69% | 61% | 61% | 77% | 75% |

Q: Thinking about different aspects of adult life, how much impact, if any, do you think a child's development during their early childhood has on each of the following? (First two statements)
 Colour coding used to illustrate difference between the highest (dark green 93%) and the lowest (dark red 61%) figures between subgroups

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

Men, younger people and lower earners are also slightly less likely to think the early years have an impact on adulthood

| % Saying it has a great deal/fair amount of impact | General Pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | <£25k per year | >£100k per year |
|---|-------------|-------|--------|-----------------|-----------------|---------------|--------------|------------------------|---------|-------------|----------------|-----------------|
| ... Their future mental health and wellbeing | 86% | 83% | 90% | 84% | 86% | 89% | 88% | 84% | 86% | 87% | 84% | 89% |
| ... Their future happiness | 85% | 81% | 89% | 82% | 85% | 88% | 86% | 83% | 85% | 86% | 82% | 88% |
| ... Their future ability to make and maintain relationships | 85% | 81% | 89% | 82% | 85% | 88% | 86% | 84% | 85% | 85% | 82% | 89% |
| ... Their future physical health | 83% | 80% | 86% | 79% | 84% | 86% | 83% | 86% | 83% | 84% | 80% | 87% |
| ... Their future academic achievement | 80% | 77% | 83% | 77% | 79% | 82% | 80% | 83% | 80% | 79% | 78% | 85% |
| ... Their future job and income | 70% | 66% | 73% | 67% | 71% | 71% | 71% | 69% | 71% | 68% | 67% | 82% |

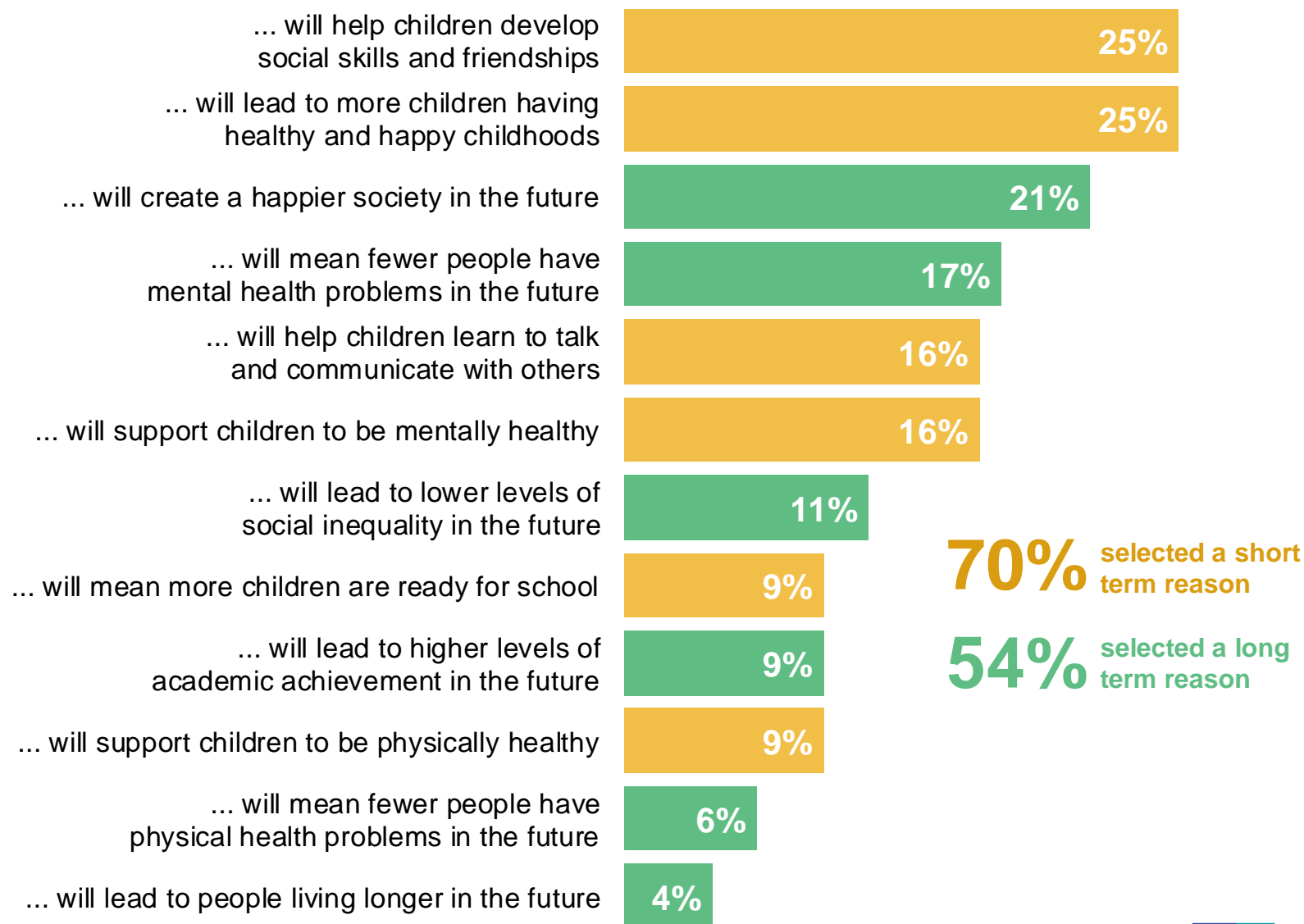
Q: Thinking about different aspects of adult life, how much impact, if any, do you think a child's development during their early childhood has on each of the following? (First two statements)
 Colour coding used to illustrate difference between the highest (dark green 90%) and the lowest (dark red 66%) figures between subgroups

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

The public are most motivated by wanting to see children living healthy, happy lives and protecting their mental health. This is true whether these benefits are phrased as more immediate or longer term; however, shorter term reasoning is generally more appealing.

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?

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



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

2

Knowledge and understanding of the early years



Key findings

1.

In line with last year, three in five (60%) say they know how children develop; roughly a third still know just a little or nothing.

Understanding is higher among parents and mums slightly more so than dads. Those less knowledgeable include non-parents, those not in work and lower earners.

Regardless, the vast majority (75%) still recognise their parent's approach in the early years of childhood has had a big impact in shaping them today. Over half (55%) also say in the past six months they have thought about how their childhood has shaped them.

2.

There has been a decrease in the proportion saying they know about the specific areas of a child's development (e.g. physical, social and emotional and cognitive development).

Across all three areas, slightly fewer than half of the public claim some knowledge.

3.

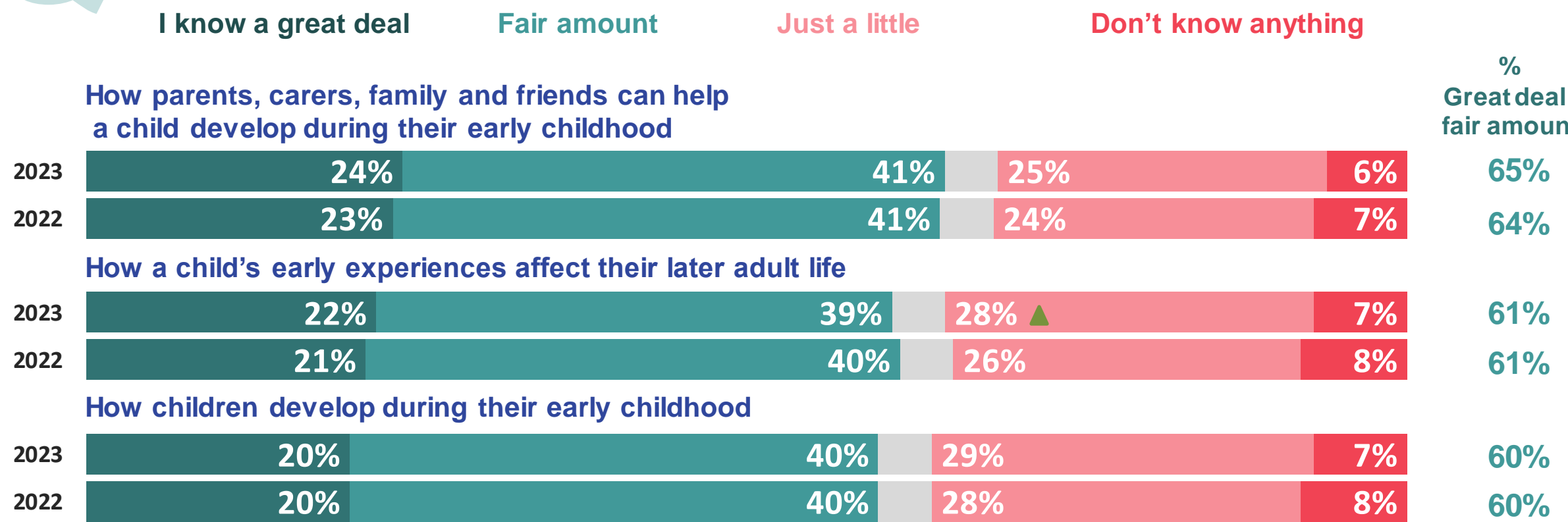
Over half (55%) pick a safe home and living environment as making the most difference to children in early childhood.

While this is the same for parents of children 0-5, they are also more likely to mention a child's relationship with their caregivers, the mental health of parents and high-quality childcare.

Mums are more likely to prioritise a safe home and the parents' mental health than Dads, who in turn focus slightly more on being active and childcare.

Three in five say they know something about how children develop which is unchanged since last year; roughly a third still know just a little or nothing

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



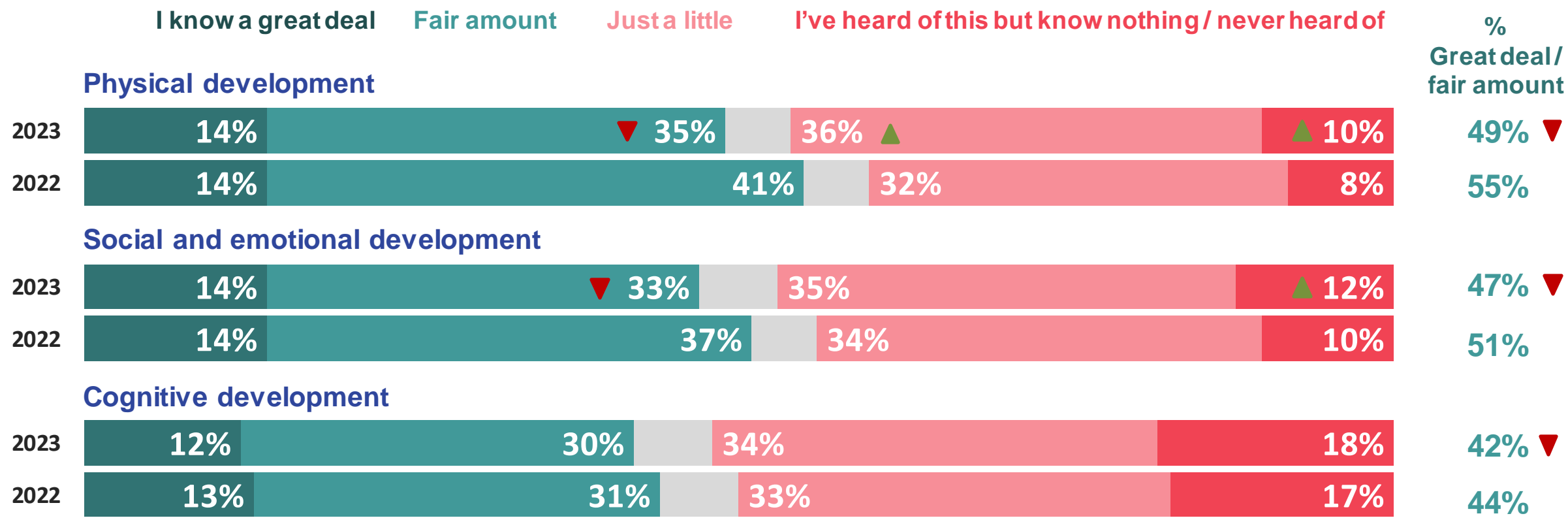
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

▲ ▼ Significantly higher/lower change, 95% CI



Meanwhile, around half say they know something about the different areas of development – all down slightly from last year

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



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

▲ ▼ Significantly higher/lower change, 95% CI

Parents more likely to have an understanding of early childhood – increasingly so among mothers. Claimed knowledge amongst grandparents has fallen.

| % Saying they know a great deal / fair amount about... | General Population | Parents 0-5 year-olds | Dads 0-5 | Mums 0-5 | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|---|--------------------|-----------------------|-----------|-----------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| How a child's early experiences affect their later adult life | 61% | 76% | 72% -8 | 80% +5 | 75% | 70% | 63% | 39% | 49% | 71% | 71% |
| How children develop during their early childhood | 60% | 80% | 78% | 83% | 77% | 74% | 55% | 30% | 42% | 75% | 75% |
| Physical development during early childhood | 49% -5 | 71% | 69% -6 | 72% | 68% | 58% -7 | 47% | 26% | 33% | 54% -13 | 54% -12 |
| Social and emotional development during early childhood | 47% -4 | 70% | 64% | 75% +5 | 65% | 54% -5 | 44% -9 | 24% | 36% -6 | 50% -14 | 49% -12 |
| Cognitive development during early childhood | 42% -2 | 61% | 59% | 64% +5 | 60% +4 | 46% -6 | 40% | 23% | 33% | 41% -12 | 40% -11 |

Only significant changes from 2022 are shown in the bottom right hand corner of boxes.

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

Q: How much, if anything, do you personally feel you know about each of the following?
Colour coding used to illustrate difference between the highest (dark green 83%) and the lowest (dark red 23%) figures between subgroups

Men, those not in work and lower earners are less likely to be knowledgeable about early childhood. Groups which have seen drops in understanding since last year include older people, white ethnic groups and those not in work.

| % Saying they know a great deal / fair amount about... | Gen pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | <£25k per year | >£100k per year |
|---|-----------|-----------|-----------|-----------------|-----------------|---------------|--------------|------------------------|-----------|-------------|----------------|-----------------|
| How a child's early experiences affect their later adult life | 61% | 55% | 67% | 61% | 62% | 61% | 61% | 68% | 61% | 61% | 60% | 71% |
| How children develop during their early childhood | 60% | 54% | 66% | 59% | 60% | 62% | 61% | 61% | 60% | 60% | 57% | 72% |
| Physical development during early childhood | 49% -5 | 45% -5 | 53% -5 | 48% -6 | 52% | 47% -8 | 49% -5 | 54% -9 | 51% -5 | 44% -8 | 42% | 66% |
| Social and emotional development during early childhood | 47% -4 | 40% -4 | 54% -4 | 50% | 49% | 42% -8 | 46% -4 | 55% | 49% | 43% | 41% | 61% |
| Cognitive development during early childhood | 42% -2 | 36% -7 | 47% | 46% | 46% | 35% -7 | 41% -3 | 46% | 45% | 36% -5 | 37% | 60% |

Only significant changes from 2022 are shown in the bottom right hand corner of boxes.

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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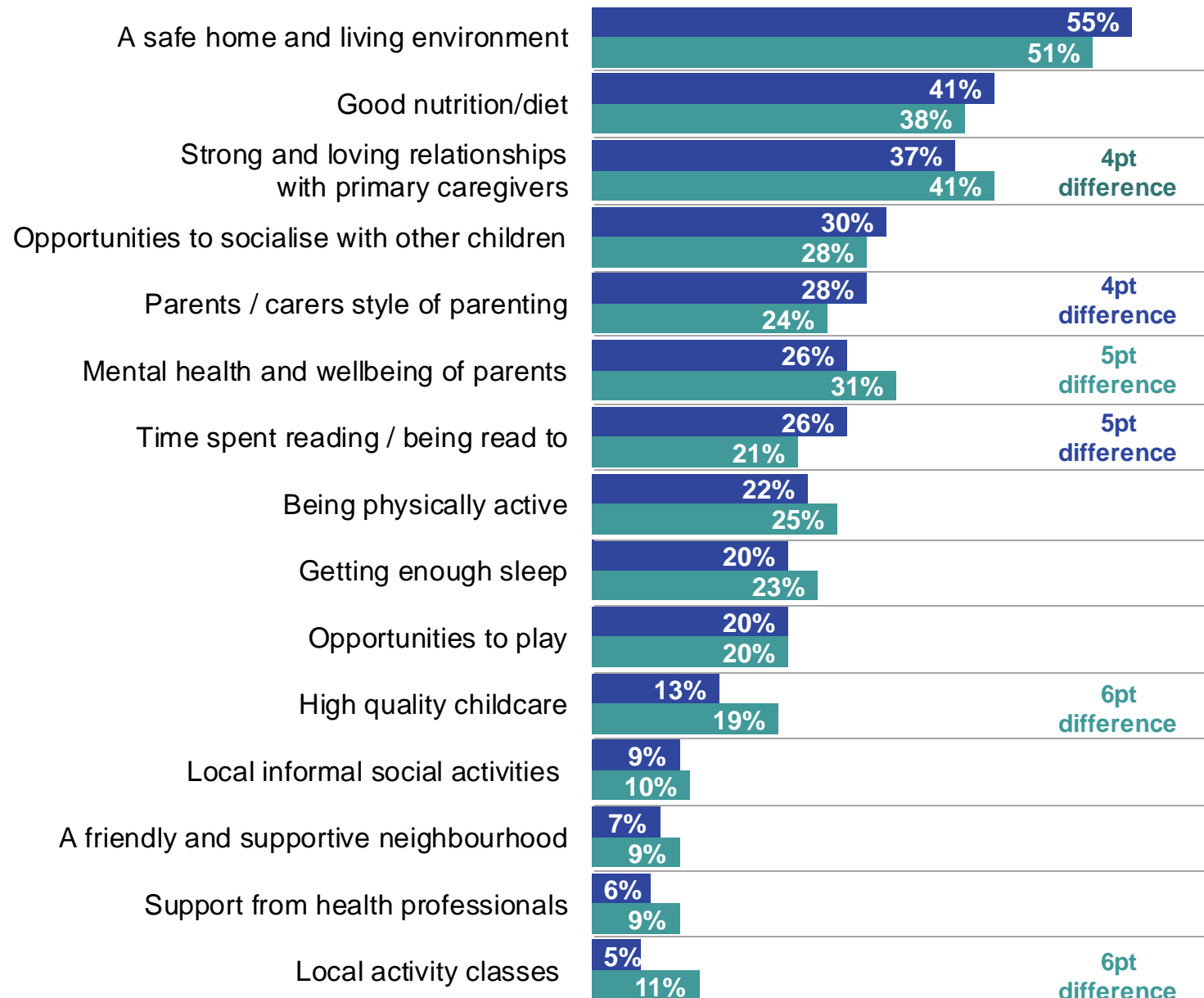
Q: How much, if anything, do you personally feel you know about each of the following?

Colour coding used to illustrate difference between the highest (dark green 68%) and the lowest (dark red 36%) figures between subgroups

The majority think a safe home and living environment makes the most difference to children during early childhood. On average, parents 0-5 are more likely to mention relationships with caregivers, parents' mental health and high-quality childcare.

Which of the following, if any, do you personally think makes the MOST difference to children in helping them develop during early childhood? Please select up to four

General public Parents 0-5



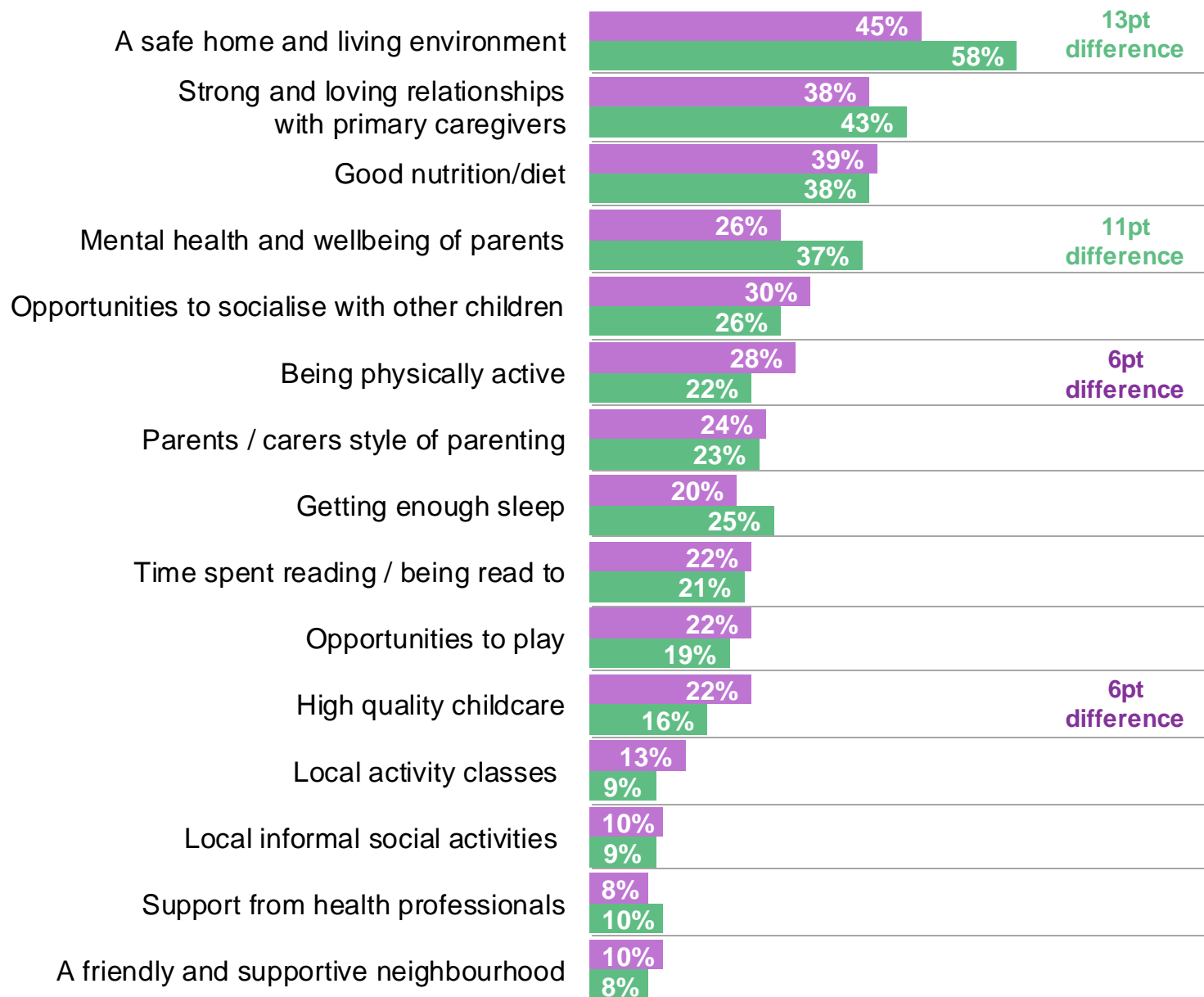
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.
Only significant differences are highlighted with text.

Mums of children aged 0-5 are more likely than Dads to prioritise a safe home and the parents' mental health; whereas Dads are slightly more likely to mention the importance of physical activity and high-quality childcare.

Which of the following, if any, do you personally think makes the **MOST** difference to children in helping them develop during early childhood? Please select up to four

Among dads 0-5

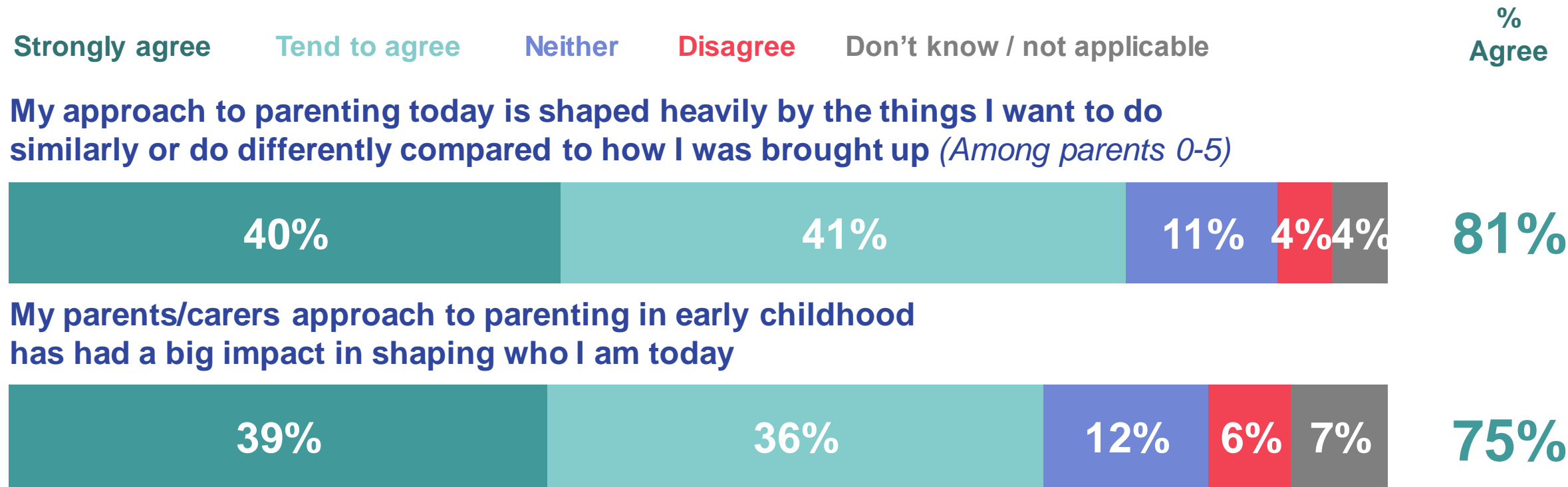
Among mums 0-5



Base: 1,011 UK adults aged 16+ with a child aged 0-5, surveyed in April – May 2023.
Only significant differences are highlighted with text.

Three in four agree their parent’s approach to parenting during early childhood has had a big impact in shaping who they are today; this also shapes how people choose to bring up their own children

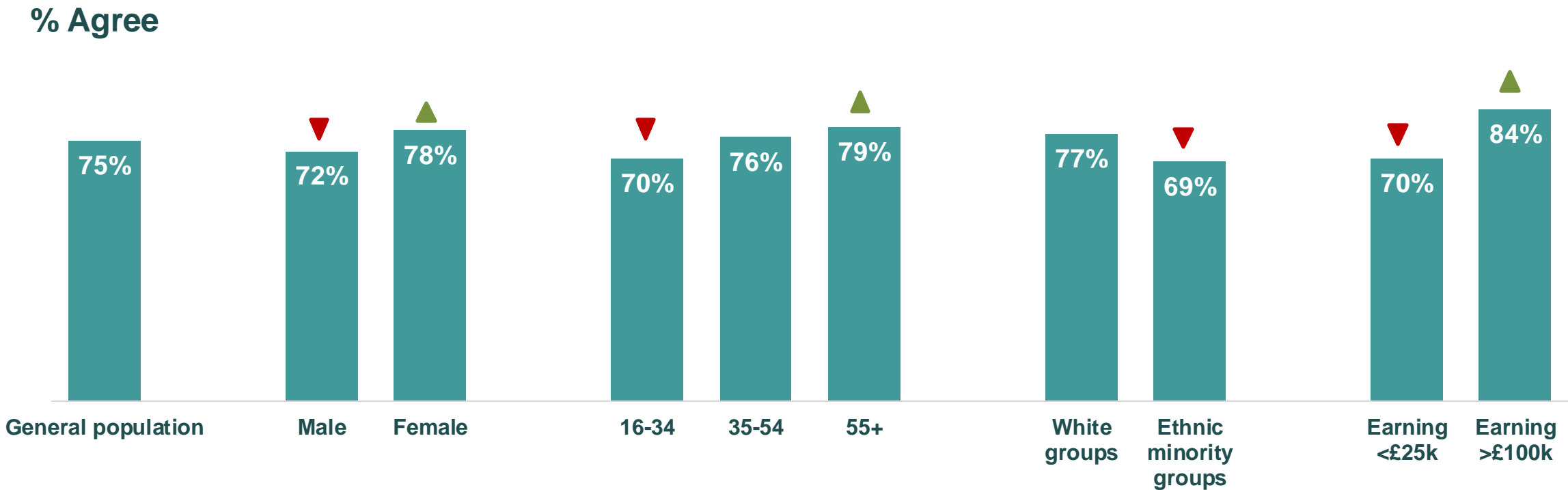
Q To what extent do you agree or disagree with each of the following statements?



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

While majorities across demographic groups recognise the role their parents played in shaping them, those most likely to do so include women, older groups aged 55+ and higher earners.

Q To what extent do you agree or disagree with each of the following statements?
My parents/carers approach to parenting in early childhood has had a big impact in shaping who I am today

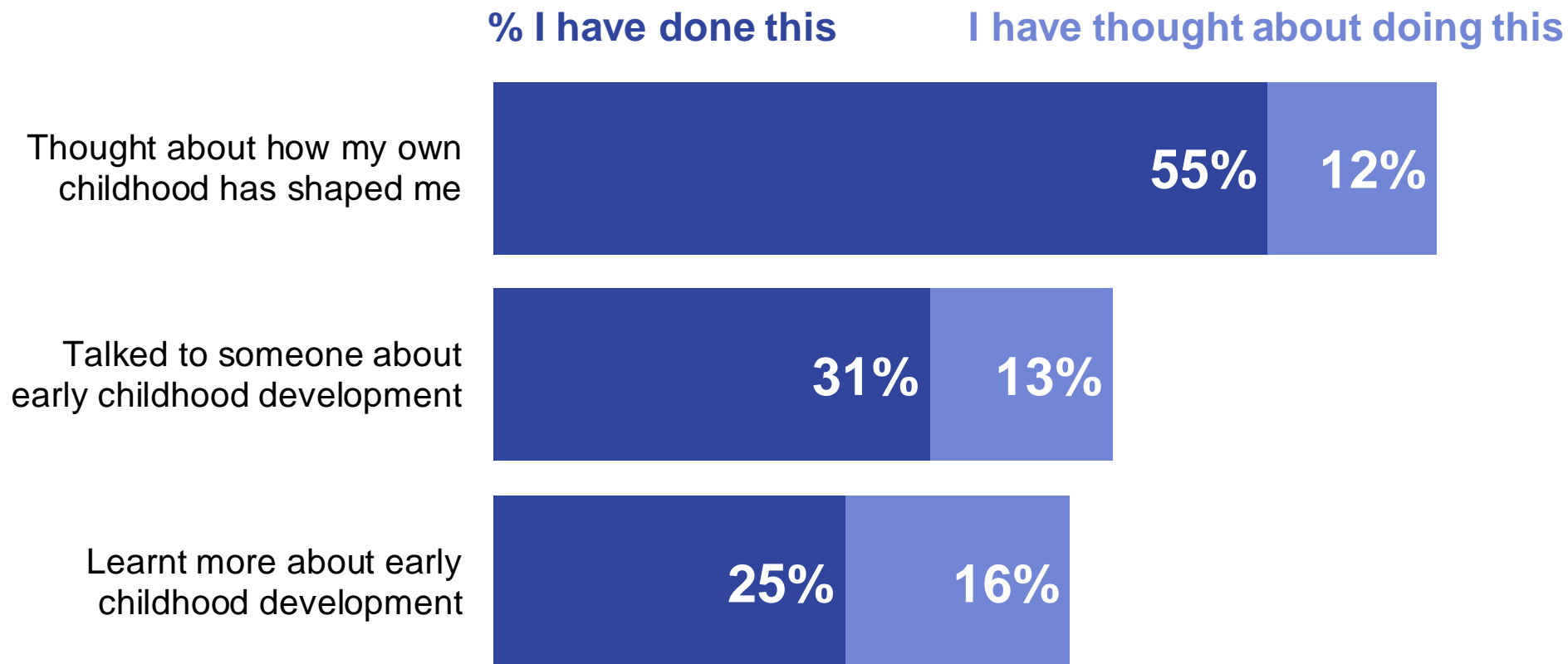


Base: 4,000 UK adults aged 16+, surveyed in April – May 2023. ▲ ▼ Significantly higher/lower than average, 95% CI

In the past six months over half have thought about how their own childhood has shaped them, while a third have spoken to someone about early childhood development and one in four have learnt more about it



Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

Parents and grandparents are more likely to have recently reflected on or learnt about early childhood, while non-parents aged 45+ are far less likely

| % They have done each of the following | General Population | Parents 0-5 year-olds | Dads 0-5 | Mums 0-5 | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|---|--------------------|-----------------------|----------|----------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| Thought about how my own childhood has shaped me | 55% | 68% | 66% | 69% | 62% | 56% | 56% | 45% | 53% | 60% | 60% |
| Talked to someone about early childhood development | 31% | 54% | 53% | 56% | 45% | 33% | 33% | 13% | 27% | 43% | 38% |
| Learnt more about early childhood development | 25% | 56% | 54% | 58% | 43% | 25% | 32% | 9% | 23% | 24% | 24% |

Q: Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?

Colour coding used to illustrate difference between the highest (dark green 69%) and the lowest (dark red 9%) figures between subgroups

Women, younger people and ethnic minority groups are also more likely to have reflected on or learnt about early childhood

| % They have done each of the following | Gen pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | <£25k per year | >£100k per year |
|---|---------|-------|--------|-----------------|-----------------|---------------|--------------|------------------------|---------|-------------|----------------|-----------------|
| Thought about how my own childhood has shaped me | 55% | 49% | 60% | 56% | 55% | 54% | 55% | 55% | 55% | 54% | 49% | 58% |
| Talked to someone about early childhood development | 31% | 27% | 36% | 37% | 32% | 26% | 31% | 36% | 34% | 27% | 28% | 42% |
| Learnt more about early childhood development | 25% | 23% | 27% | 34% | 28% | 16% | 24% | 38% | 29% | 19% | 22% | 39% |

Q: Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?
 Colour coding used to illustrate difference between the highest (dark green 60%) and the lowest (dark red 16%) figures between subgroups

3

The importance of wider society during early childhood



Key findings

1.

Two in three (67%) agree family and friends during their early childhood had a big impact in shaping who they are today, with the majority saying the same about wider society (55%).

When asked who specifically impacted them, the public are most likely to mention extended family, friends and teachers. These people often offered childcare support or encouraged them with education or to pursue passions.

Appreciation for the role played by wider groups of people in shaping them is highest among higher earners, Londoners and young people.

2.

Public understanding of how local communities can support children or parents during early childhood varies, with half saying they know something about it and the other saying they do not (45% vs. 48%).

Knowledge is much higher among parents of children aged 0-5, where three in five (63%) say they know something. It is particularly high among parents planning to have another child (reaching 77%).

Awareness is also higher among younger people, ethnic minority groups, higher earners and those currently in work.

3.

Around one in four say they have made a positive difference for children in their local community (23%) in the past six months.

People who report taking action commonly describe supporting parents with childcare or supporting charities associated with young people.

Those most likely to report making a positive difference for children in their wider community, include younger people, ethnic minority groups and higher earners.

Two in three agree family and friends during their early childhood had a big impact in shaping who they are today, with the majority also saying the same about wider society

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

Strongly agree Tend to agree Neither Tend to disagree Strongly disagree Don't know / N/A

The love and support I received from wider family and friends in early childhood has had a big impact in shaping who I am today

% Agree % Disagree



67% 10%

The love and support I received from people in wider society in early childhood has had a big impact in shaping who I am today



55% 16%

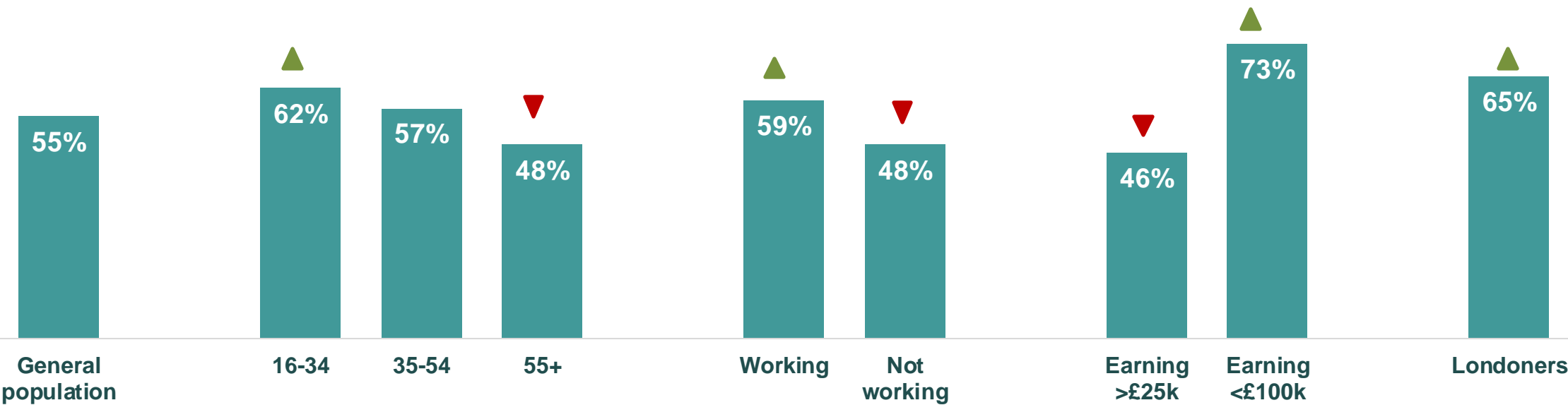
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.



Appreciation for the role people in wider society played in shaping them is highest among higher earners, Londoners and younger people

Q To what extent do you agree or disagree with each of the following statements?
The love and support I received from people in wider society in early childhood has had a big impact in shaping who I am today

% Agree



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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

Public most likely to say that extended family, family friends and teachers had a big impact in shaping who they are today



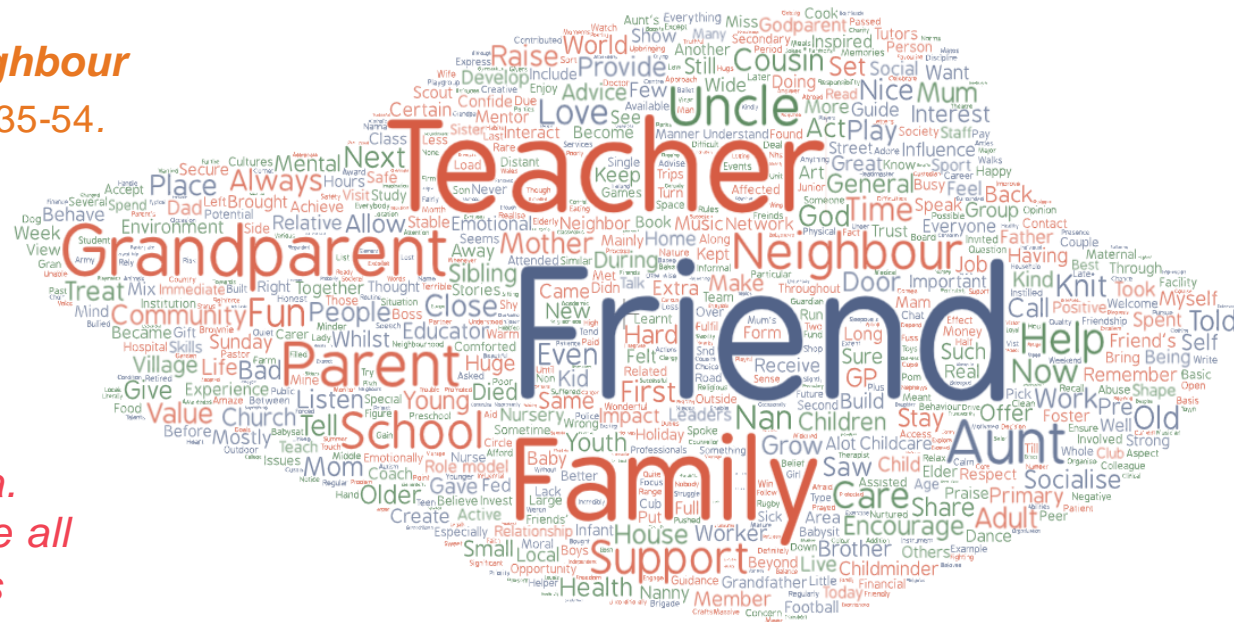
Who were these people beyond your immediate family from your early childhood who had a big impact in shaping who you are today? What did they do?

“ **My aunts and uncles and cousins, and my next-door neighbour growing up. They were reliable and loving.** ” Wales, Female, 35-54.

“ **Godmother, mum's friends and neighbours. We experienced a lot of loss in the family when I was young, and these people were always around to take care of me while my mum was dealing with these things.** ” North West, Female, 18-34.

“ **The whole local community looked out for the kids in the area. They took time to speak to us for good and bad things. We were all treated with respect from an early age which in turn made us respect other people and their views.** ” Midlands, Male, 35-54.

“ **Nursery teachers. They believed in me despite my learning difficulties and supported me.** ” South East, Female, 18-34.



“ **School teachers, football coaches, Grandparents. They taught me and showed calm and patience. This has helped me with my own kids.** ” South East, Male, 18-34.

Q: Who were these people beyond your immediate family from your early childhood who had a big impact in shaping who you are today? What did they do?

Top Word Count: Friend '721' mentions, 'Teacher' 646, 'Family' 527, 'Parent' 415, 'Grandparent' 326, 'Uncle' 305, 'Aunt' 280, 'Neighbour' 264

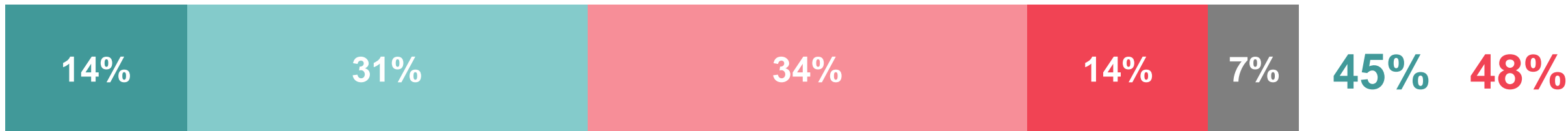
Public understanding of how local communities can support during early childhood is varied, but much higher among parents 0-5.



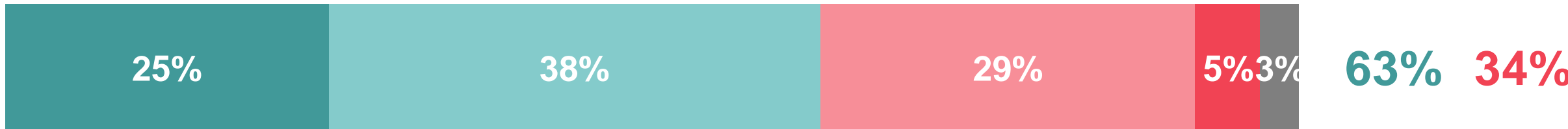
How much, if anything, do you personally feel you know about each of the following?
How local communities can play a role in supporting children, parents and carers during early childhood*

Know a great deal A fair amount Just a little Nothing at all Don't know

Among general public



Among parents 0-5



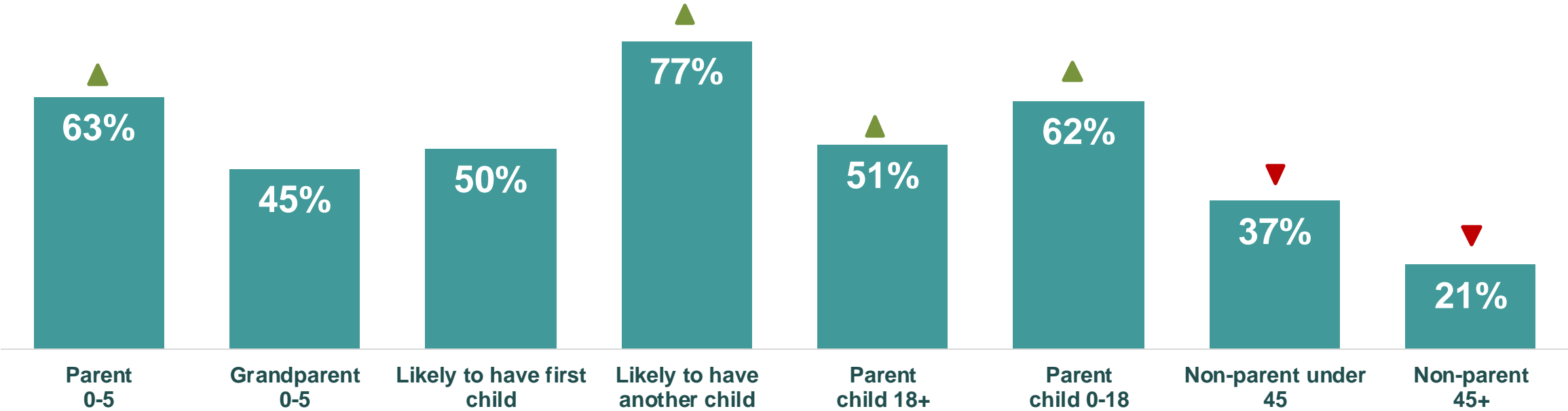
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.
* This question was part of a battery asking the public how much they know about the role of different parts of society play during early childhood.



Parents are more likely to know how local communities can support during early childhood, while understanding is much lower among non-parents...

Q 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

% Saying they know a great deal / fair amount



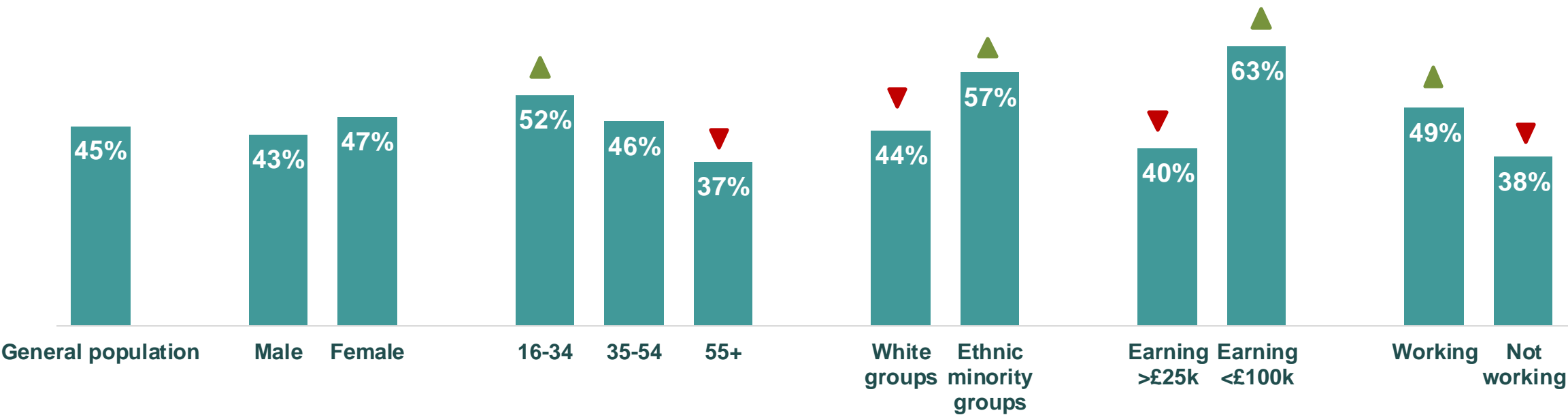
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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

... and understanding is similarly higher among younger people, higher earners, ethnic minority groups and those currently in work

Q 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

% Saying they know a great deal / fair amount



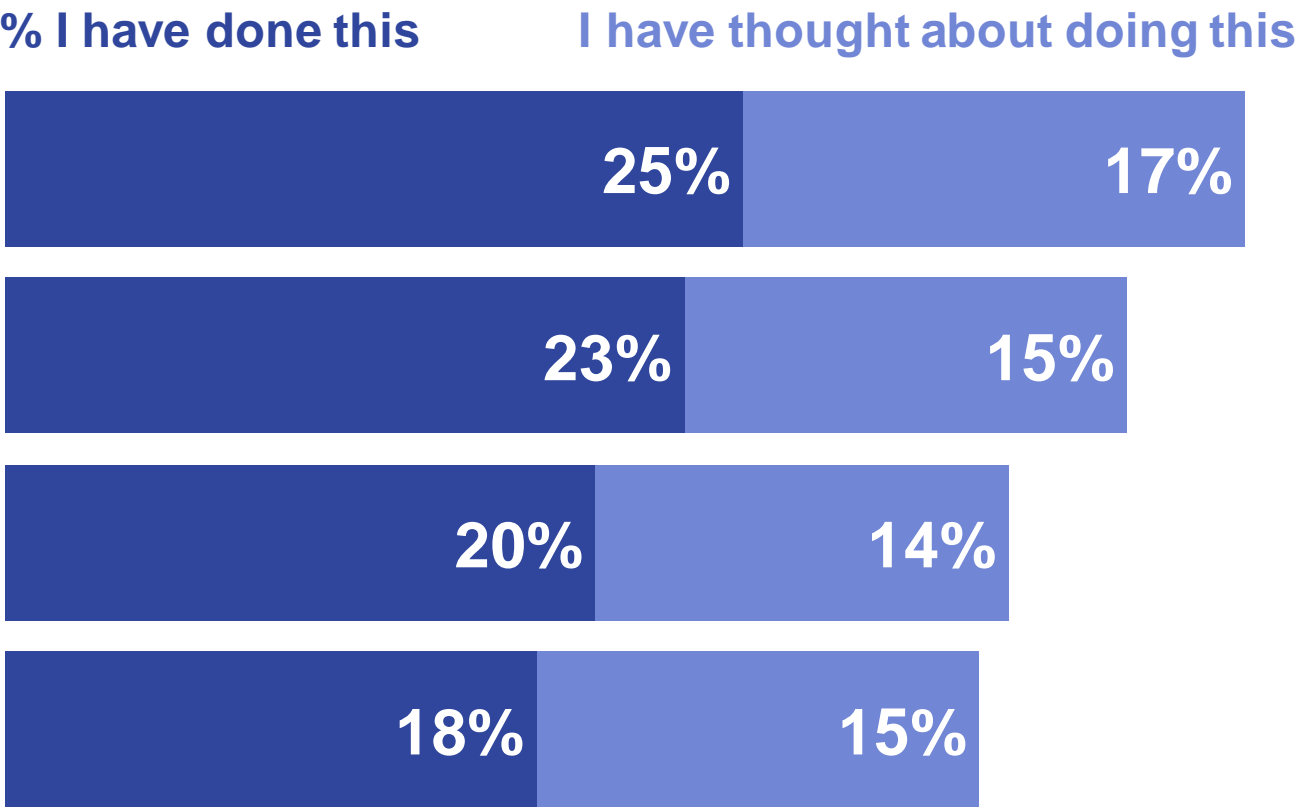
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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

Around one in five say they have made a positive difference for children in their wider community in the past six months



Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.



Parents are far more likely to say they've helped children in their wider community, while particularly older non-parents are less likely to have

| % They have done each of the following | General Population | Parents 0-5 year-olds | Dads 0-5 | Mums 0-5 | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|--|--------------------|-----------------------|----------|----------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| Made a positive difference for children, parents or carers in my workplace | 25% | 34% | 32% | 37% | 38% | 29% | 27% | 8% | 20% | 20% | 24% |
| Made a positive difference for children, parents or carers in my community | 23% | 36% | 33% | 40% | 38% | 24% | 26% | 9% | 20% | 22% | 23% |
| Made a positive difference for children, parents and carers across the country | 20% | 32% | 31% | 34% | 33% | 21% | 25% | 8% | 18% | 15% | 17% |
| Looked for support for people around me who have young children | 18% | 37% | 35% | 39% | 32% | 19% | 23% | 4% | 17% | 17% | 18% |

Q: Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?

Colour coding used to illustrate difference between the highest (dark green 40%) and the lowest (dark red 4%) figures between subgroups

Younger people, ethnic minorities and higher earners are more likely to say they've made an impact on their wider community

| % They have done each of the following | Gen pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | <25k per year | >£100k per year |
|--|---------|-------|--------|-----------------|-----------------|---------------|--------------|------------------------|---------|-------------|---------------|-----------------|
| Made a positive difference for children, parents or carers in my workplace | 25% | 25% | 26% | 34% | 24% | 14% | 25% | 28% | 25% | - | 22% | 40% |
| Made a positive difference for children, parents or carers in my community | 23% | 21% | 25% | 30% | 25% | 16% | 23% | 28% | 27% | 17% | 19% | 35% |
| Made a positive difference for children, parents and carers across the country | 20% | 18% | 21% | 29% | 21% | 12% | 19% | 28% | 25% | 11% | 17% | 39% |
| Looked for support for people around me who have young children | 18% | 17% | 19% | 28% | 18% | 10% | 17% | 27% | 21% | 12% | 16% | 33% |

Q: Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?

Colour coding used to illustrate difference between the highest (dark green 40%) and the lowest (dark red 10%) figures between subgroups

4

Role of employers and businesses during early years



Key findings

1.

Knowledge of how employers can play a role in supporting children and parents during early childhood is varied.

Large proportions, over half (52%), say they know just a little or nothing at all about how they can offer support. Knowledge is higher among parents of children 0-5, but still two in five are unsure (39%).

Understanding is highest among those likely to have another child soon, and lowest among non-parents.

2.

The perceived most important thing an employer can do to support families during early childhood is offer flexible working hours (46%).

This is followed by a third mentioning paid maternity / paternity to care for a new child (33%) and a flexible working location (31%).

Parents of children 0-5 are more likely on average to mention paid parental leave to look after children (33% vs. 28%), with this being their second highest priority (compared to 4th among the general public).

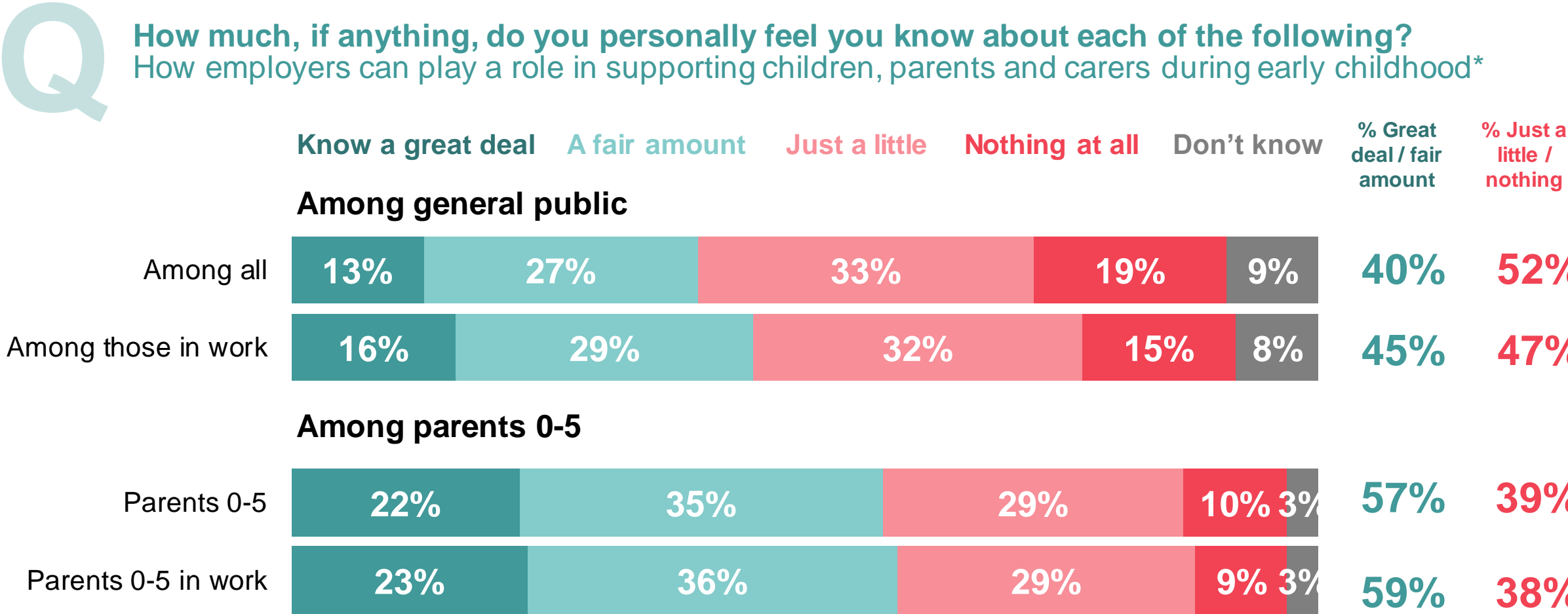
3.

Parents with children aged 0-5 who are currently working are as satisfied with their job as the rest of the public – if not slightly more so.

Nearly three in four (73%) parents 0-5 are satisfied with their job. When asked to provide reasoning, along with the rest of the public, they are mostly likely to say their work-life balance. However, on average they are also more likely to mention flexible hours and their manager.

Those parents dissatisfied are much more likely on average to say it's because of their work-life balance (32% vs. 18% average).

Public understanding of how employers can support during early childhood is varied with large proportions claiming limited knowledge, even among those currently in work.



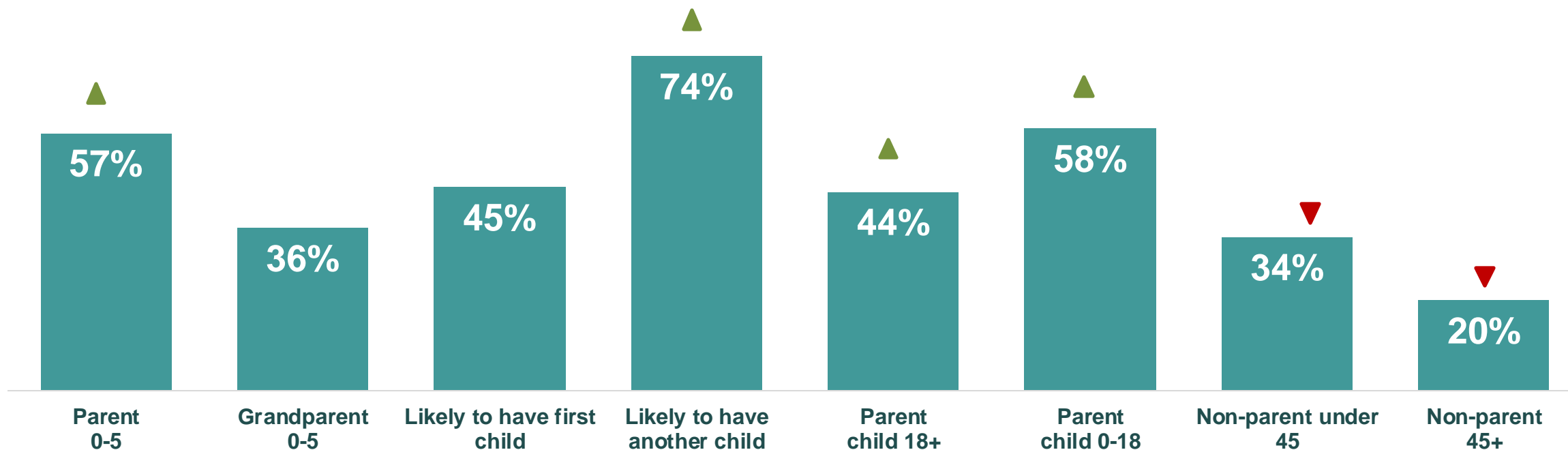
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.
* This question was part of a battery asking the public how much they know about the role of different parts of society play during early childhood. Within this battery, the public were most unsure about the role of employers.



Parents of young children or teenagers are more likely to know how employers can support during early childhood – knowledge is particularly high among those likely to have another child

Q 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

% Saying they know a great deal / fair amount



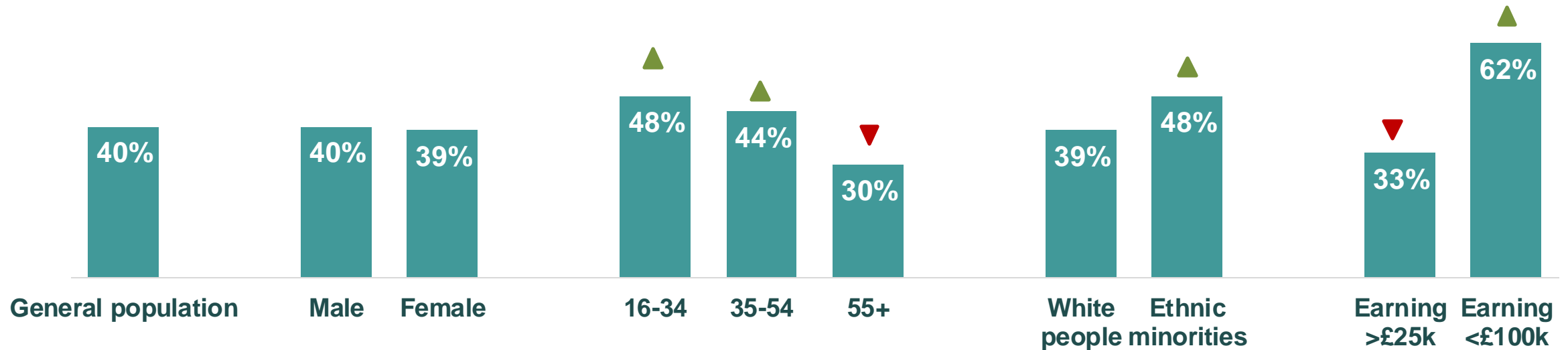
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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

... and understanding is also higher among younger people, higher earners and ethnic minority groups

Q 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

% Saying they know a great deal / fair amount



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

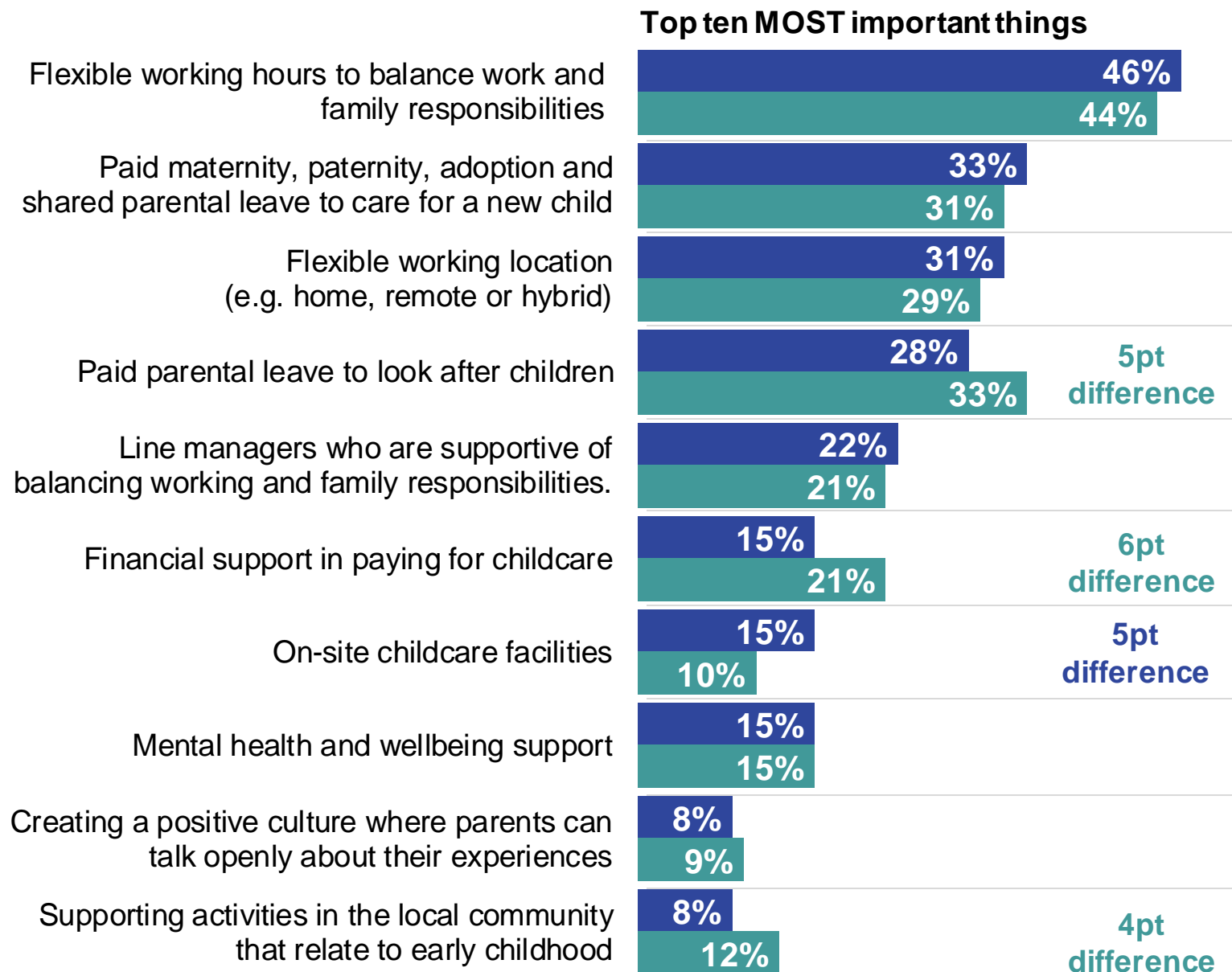
▲ ▼ Significantly higher/lower than average, 95% CI

Flexible working hours are the most important thing the public think employers can offer during early childhood. Parents 0-5 also more likely to mention paid parental leave or financial support for childcare.

Which of the following, if any, do you personally think are the MOST important things that an employer can do to support children, parents and carers during early childhood?

General public

Parents 0-5



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.
Only significant differences are highlighted with text.

Seven in ten of those in work are satisfied with their current job, with parents 0-5 slightly more likely to say they are



Overall, to what extent are you satisfied or dissatisfied with your current job?

Very satisfied Fairly satisfied Neither Fairly dissatisfied Very dissatisfied Don't know % Satisfied

Among all of those currently in work



Among all parents 0-5 who are currently in work



Base: 2,453 UK adults aged 16+ who are currently in work, surveyed in April – May 2023.
Only significant differences are highlighted with text.



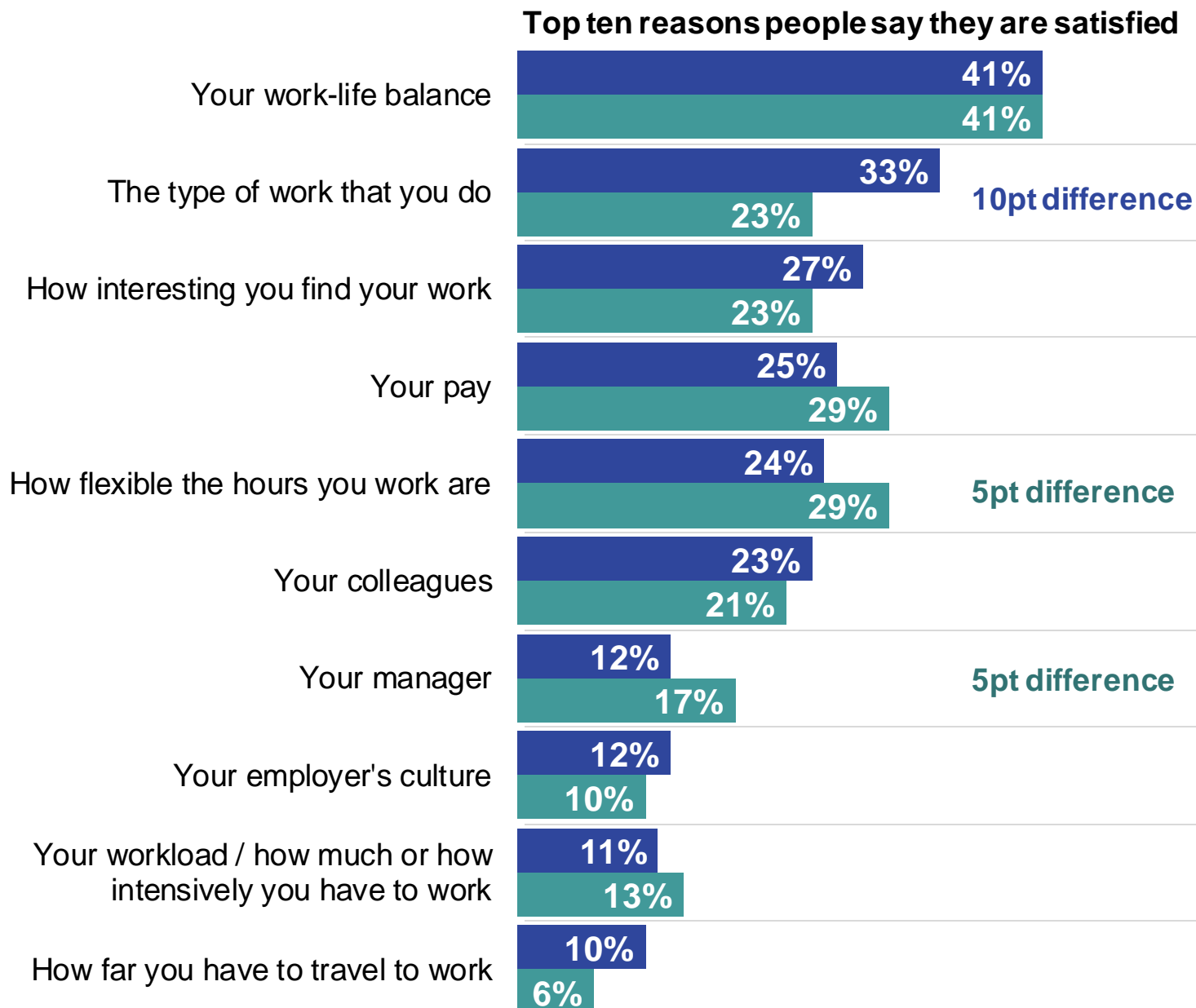
Work life balance is the main reason people are satisfied with their job. However, parents 0-5 are more likely on average to mention flexible hours and their manager, while putting less emphasis on the type of work.

Which of the following, if any, are the main reasons why you are satisfied with your current job?

Among those who say they are satisfied with their job

General public

Parents 0-5



Base: 2,453 UK adults aged 16+ who are currently in work and satisfied with their job, surveyed in April – May 2023.
Only significant differences are highlighted with text.

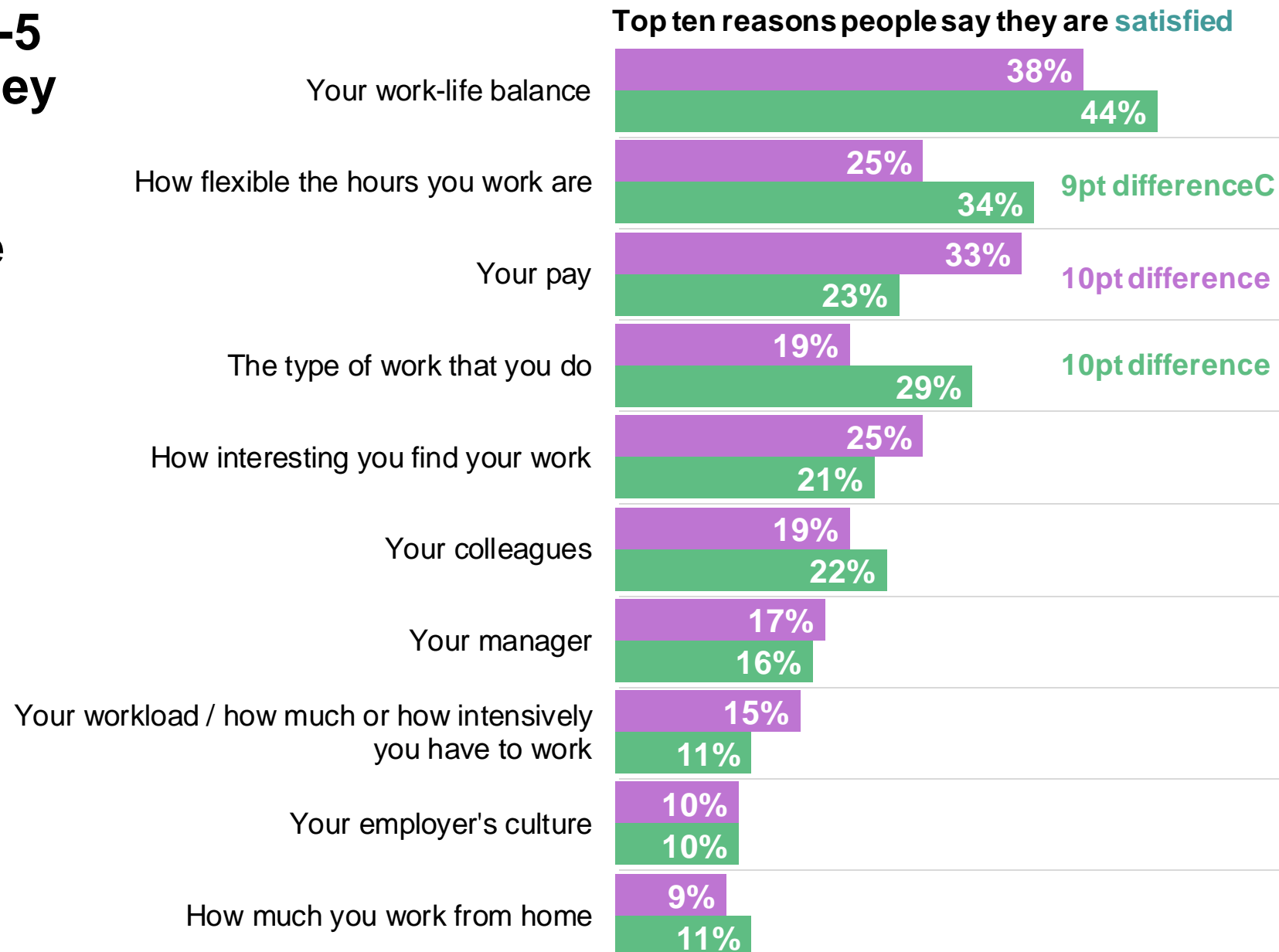
Dads of children aged 0-5 are more likely to say they are satisfied because of their pay, compared to mums 0-5 who are more likely to favour the flexibility of their hours.

Which of the following, if any, are the main reasons why you are satisfied with your current job?

Among those who say they are satisfied with their job

Among dads 0-5

Among mums 0-5



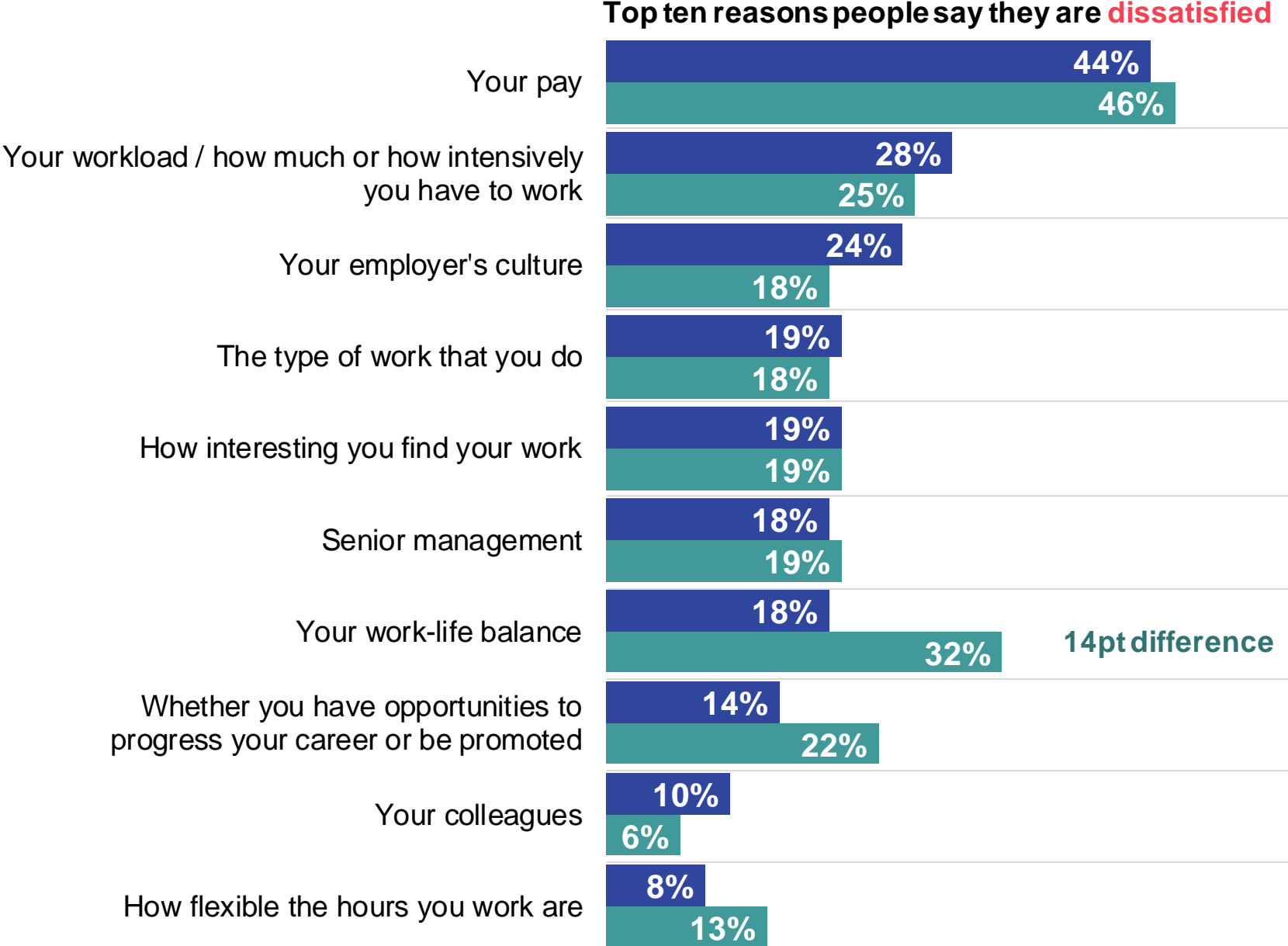
Base: 815 UK adults aged 16+ with a child aged 0-5 who are currently in work and satisfied with their job, surveyed in April – May 2023.
Only significant differences are highlighted with text.

Pay is the most likely reason people are dissatisfied with the job. However, work life balance is significantly higher for parents 0-5 – the second most prominent reason.

Which of the following, if any, are the main reasons why you are dissatisfied with your current job?

Among those who say they are dissatisfied with their job

- General public
- Parents 0-5

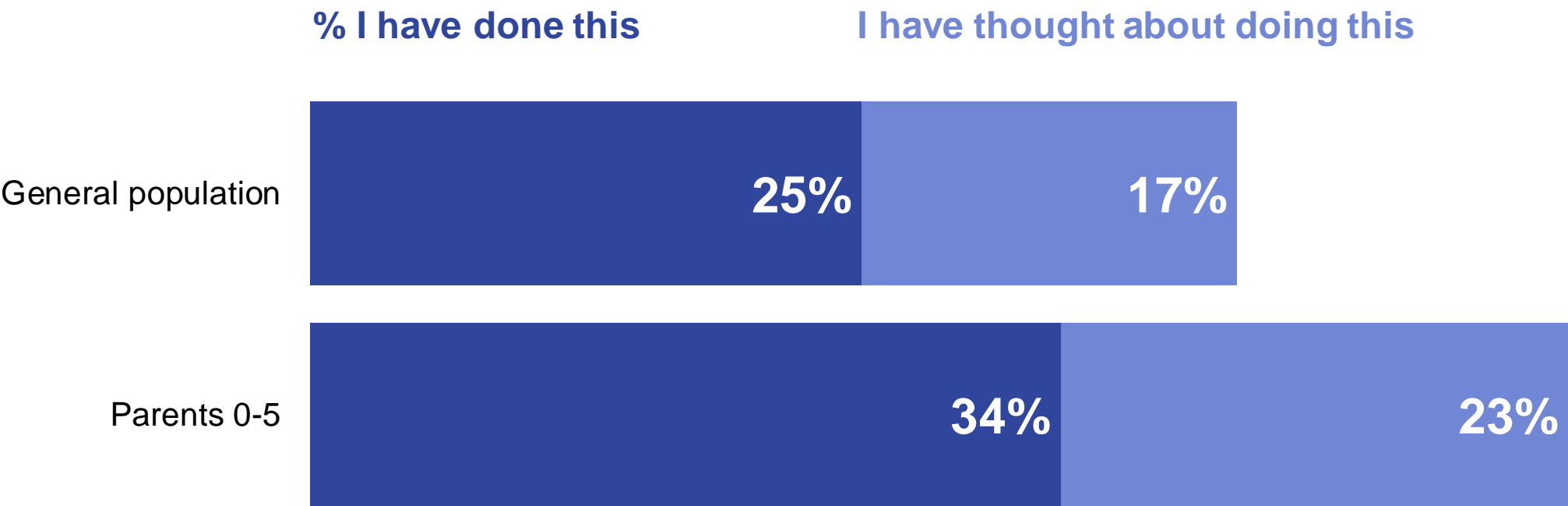


Around one in five say they have made a positive difference for children in their workplace in the past six months



Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?

Made a positive difference for children, parents or carers in my workplace



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.



The public make a link between skills learned during early childhood and a person's future job and income, but this is quite a weak connection with fewer than three in ten saying it has a *great deal* of impact

% saying a person's social and emotional skills are **very important** or **fairly important** for their **job and income** as an adult



% saying a child's development during early childhood has a **great deal** or **fair amount** of impact on their **future job and income**

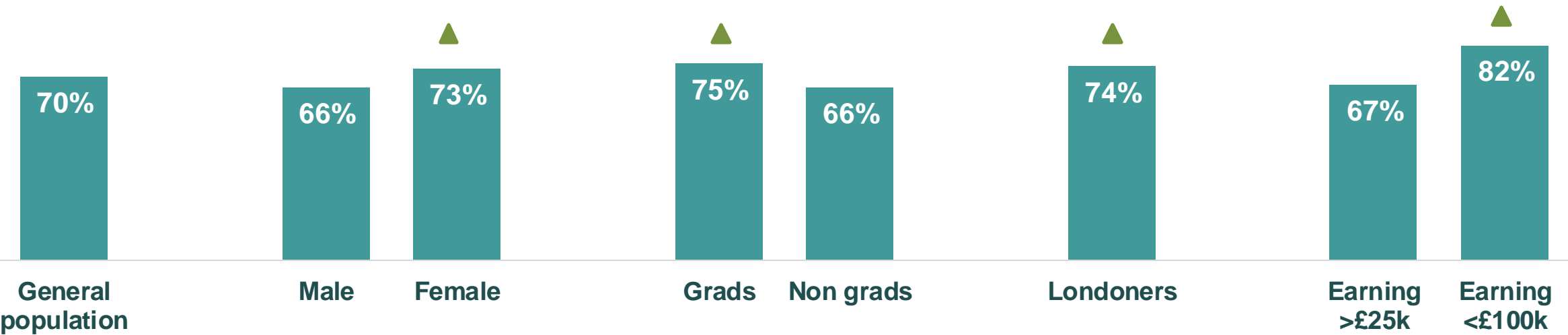


Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

Groups slightly more likely to make a stronger link include women, graduates, Londoners and higher earners

Q Thinking about different aspects of adult life, how much impact, if any, do you think a child's development during their early childhood has on each of the following? Their future job and income

% Saying early childhood has a great deal or fair amount of impact



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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

5

Knowledge of early years workforce



Key findings

1.

Beyond primary schools, public awareness of how key actors support early childhood is limited.

Around a third or fewer say they understand the role played by health visitors, midwives, informal activity groups or classes, school nurses or business and employers. This is lowest among non-parents.

Parents have a greater knowledge across all roles, as do women, younger people and ethnic minority groups. However, in each, sizeable proportions are still unsure.

2.

The majority (56%) of the public are unfamiliar with role played by Health Visitors.

They are most strongly associated with feeding support and health reviews, with lower awareness of aspects relating to mental health, relationships and child development.

This indicates a narrow understanding of what health visitors do, with a limited awareness of the breadth and complexity of their role.

While awareness of their role among parents of children 0-5 is greater, around two in five (39%) still say they only know just a little or nothing.

3.

Similarly, fewer than half (43%) are familiar with the role played by early education and childcare services.

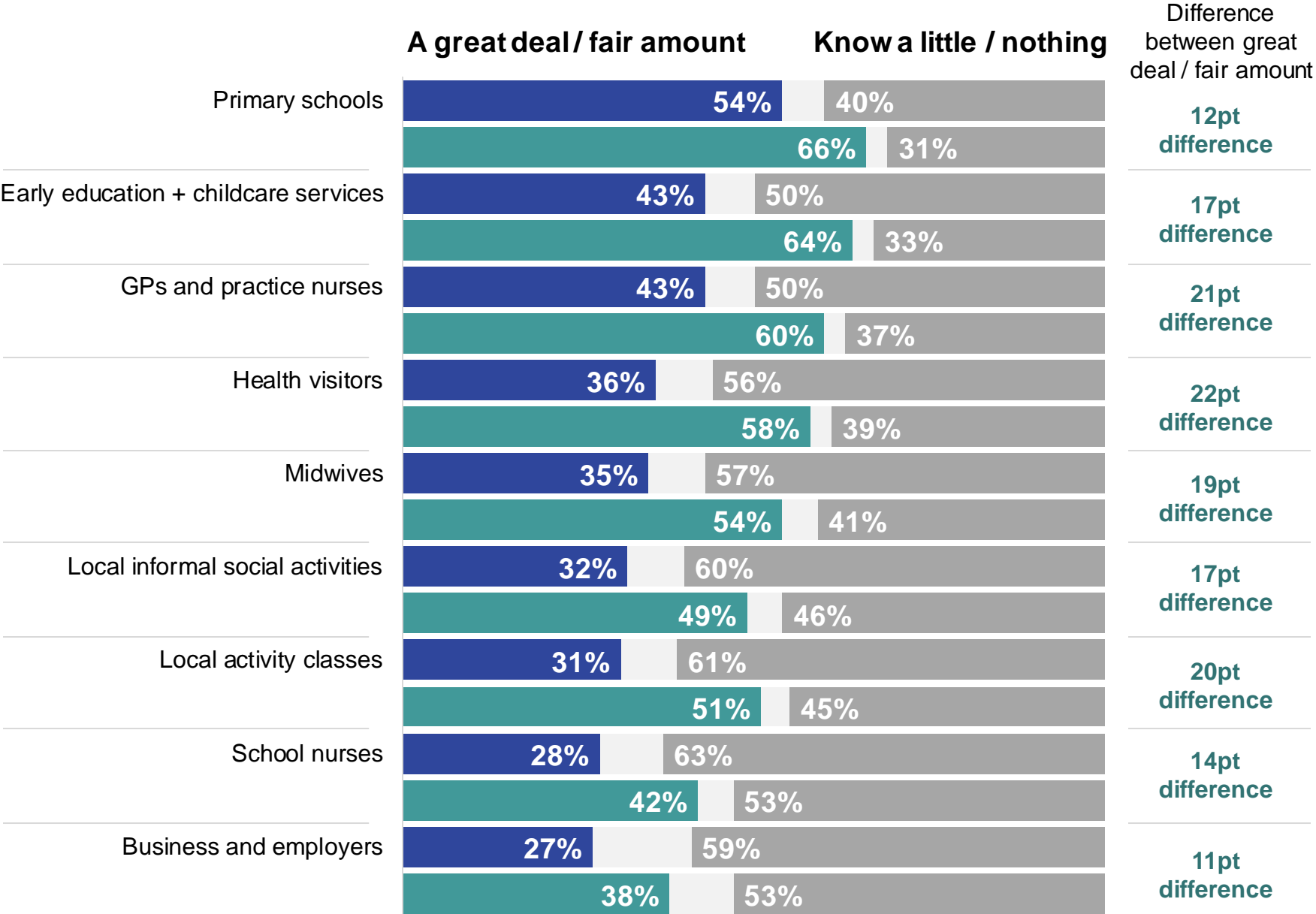
These services are most commonly associated with offering a safe environment to play and learn, opportunities for children to socialise and childcare for working parents.

There is lower awareness of support for physical or social and emotional development, in comparison to communication, numeracy and reading.

Beyond primary schools the public have limited awareness of how key actors support early childhood. Understanding is higher among parents 0-5, though sizeable proportions are still unsure.

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?

- General public
- Parents 0-5



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.
Only significant differences are highlighted with text.



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

| % Saying they know a great deal / fair amount | General Population | Parents of 0-5 year-olds | Parents of 0-18 year-olds | Parents of 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|---|--------------------|--------------------------|---------------------------|----------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| Primary schools | 54% | 66% | 69% | 62% | 53% | 33% | 42% | 59% | 60% |
| Early education and childcare services | 43% | 64% | 63% | 51% | 36% | 20% | 30% | 49% | 49% |
| GPs and practice nurses | 43% | 60% | 59% | 50% | 39% | 26% | 31% | 46% | 49% |
| Health visitors | 36% | 58% | 56% | 45% | 28% | 16% | 20% | 39% | 42% |
| Midwives | 35% | 54% | 53% | 41% | 32% | 17% | 23% | 36% | 38% |
| Informal social activities | 32% | 49% | 50% | 40% | 26% | 15% | 20% | 34% | 35% |
| Local activity classes | 31% | 51% | 50% | 34% | 32% | 13% | 24% | 28% | 29% |
| School nurses | 28% | 42% | 46% | 33% | 28% | 13% | 20% | 27% | 28% |
| Business and employers | 27% | 38% | 43% | 30% | 23% | 15% | 19% | 22% | 24% |

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

Colour coding used to illustrate difference between the highest (dark green 69%) and the lowest (dark red 13%) figures between subgroups

Awareness of the impact different actors have also tends to be higher among women, younger people and ethnic minority groups.

| % Saying they know a great deal / fair amount | General Population | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | IMD1 (most deprived) | IMD5 (least deprived) |
|---|--------------------|-------|--------|-----------------|-----------------|---------------|--------------|------------------------|----------------------|-----------------------|
| Primary schools | 54% | 50% | 58% | 51% | 56% | 54% | 55% | 55% | 52% | 57% |
| Early education and childcare services | 43% | 37% | 48% | 43% | 47% | 40% | 43% | 51% | 41% | 44% |
| GPs and practice nurses | 43% | 40% | 46% | 45% | 44% | 41% | 43% | 49% | 46% | 40% |
| Health visitors | 36% | 30% | 41% | 35% | 39% | 33% | 36% | 38% | 39% | 46% |
| Midwives | 35% | 31% | 38% | 37% | 36% | 31% | 34% | 40% | 33% | 33% |
| Informal social activities | 32% | 29% | 36% | 35% | 35% | 29% | 32% | 40% | 34% | 31% |
| Local activity classes | 31% | 29% | 33% | 38% | 34% | 23% | 30% | 38% | 34% | 28% |
| School nurses | 28% | 27% | 30% | 33% | 32% | 22% | 28% | 37% | 30% | 25% |
| Business and employers | 27% | 29% | 24% | 32% | 30% | 20% | 26% | 34% | 29% | 24% |

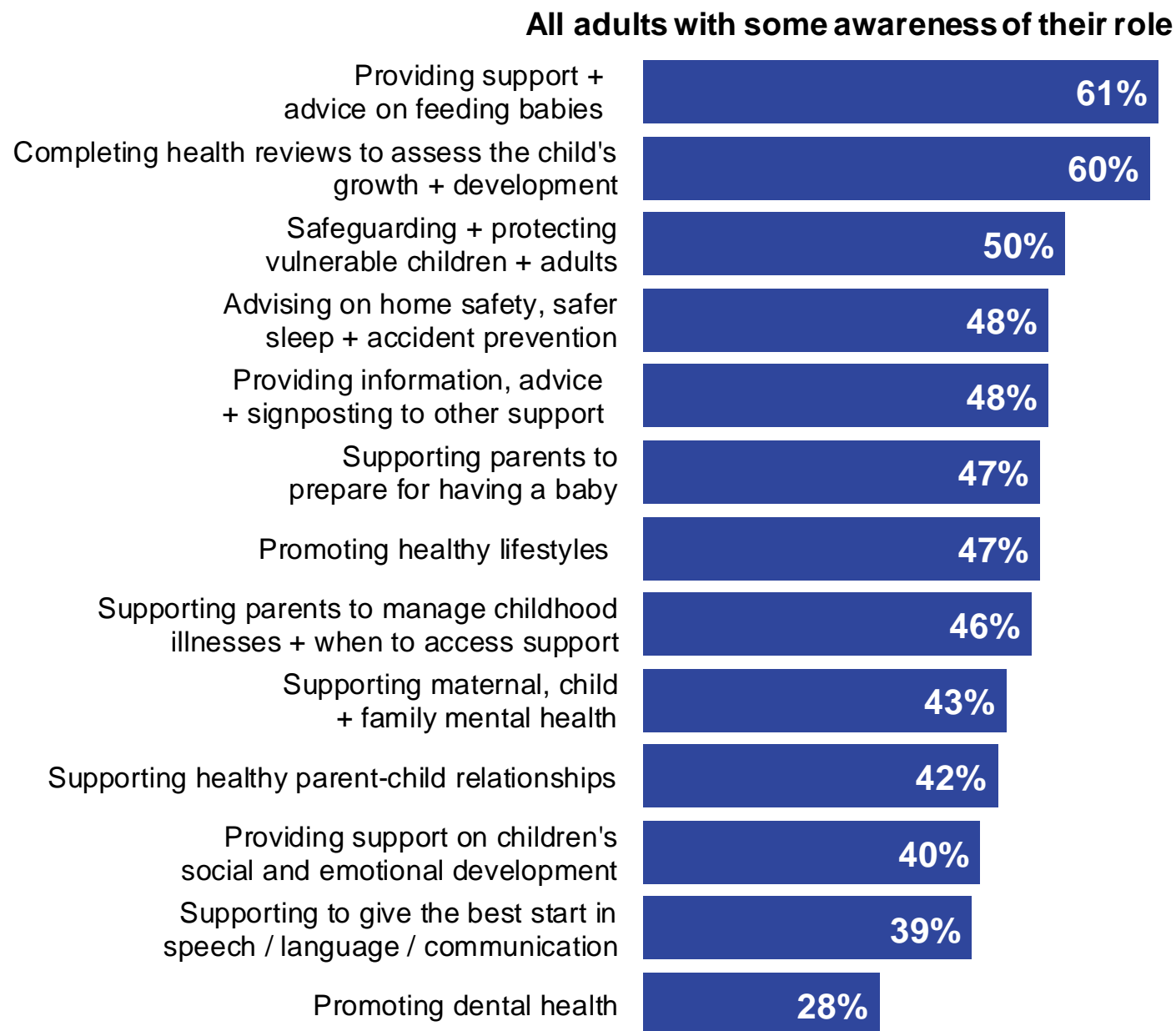
Q: How much, if anything, do you feel you know about the role each of the following play in supporting children, parents and carers during early childhood?
 Colour coding used to illustrate difference between the highest (dark green 58%) and the lowest (dark red 20%) figures between subgroups

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

The majority of the public are unfamiliar with the role played by Health Visitors. Among those with some stated awareness, they are most strongly associated with feeding support and health reviews.

Health visitors are specialist nurses or midwives who support all families from pregnancy to starting school. They do home visits as well as providing support in the community and at health clinics.

Before this survey, which of the following aspects of their role, if any, were you already aware of?

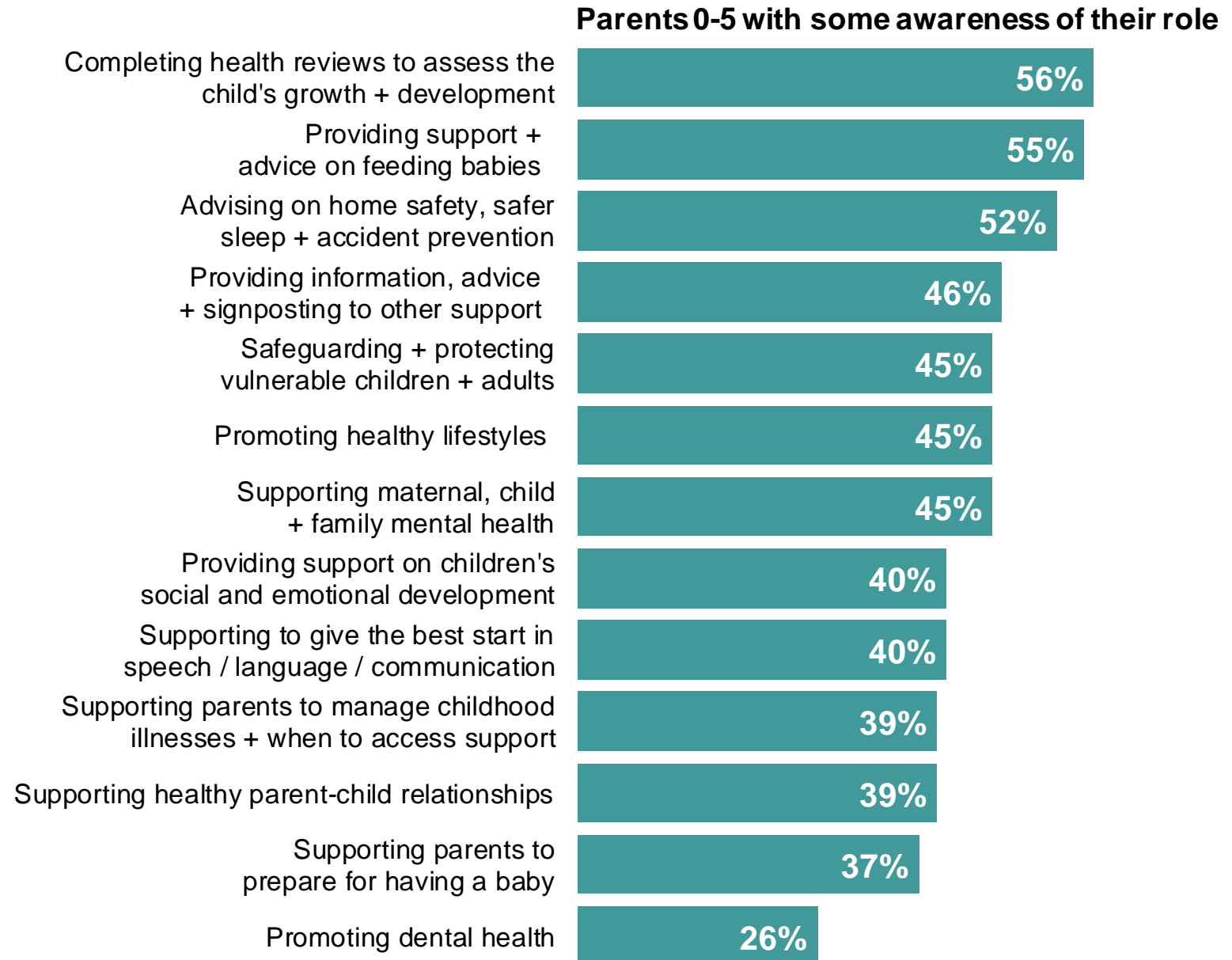


Base: 3,081 UK adults aged 16+ who said they know something about the role of health visitors during early childhood, surveyed in April – May 2023.
Only significant differences are highlighted with text.

... and the same is true when looking at associations made by parents of those aged 0-5

Health visitors are specialist nurses or midwives who support all families from pregnancy to starting school. They do home visits as well as providing support in the community and at health clinics.

Before this survey, which of the following aspects of their role, if any, were you already aware of?

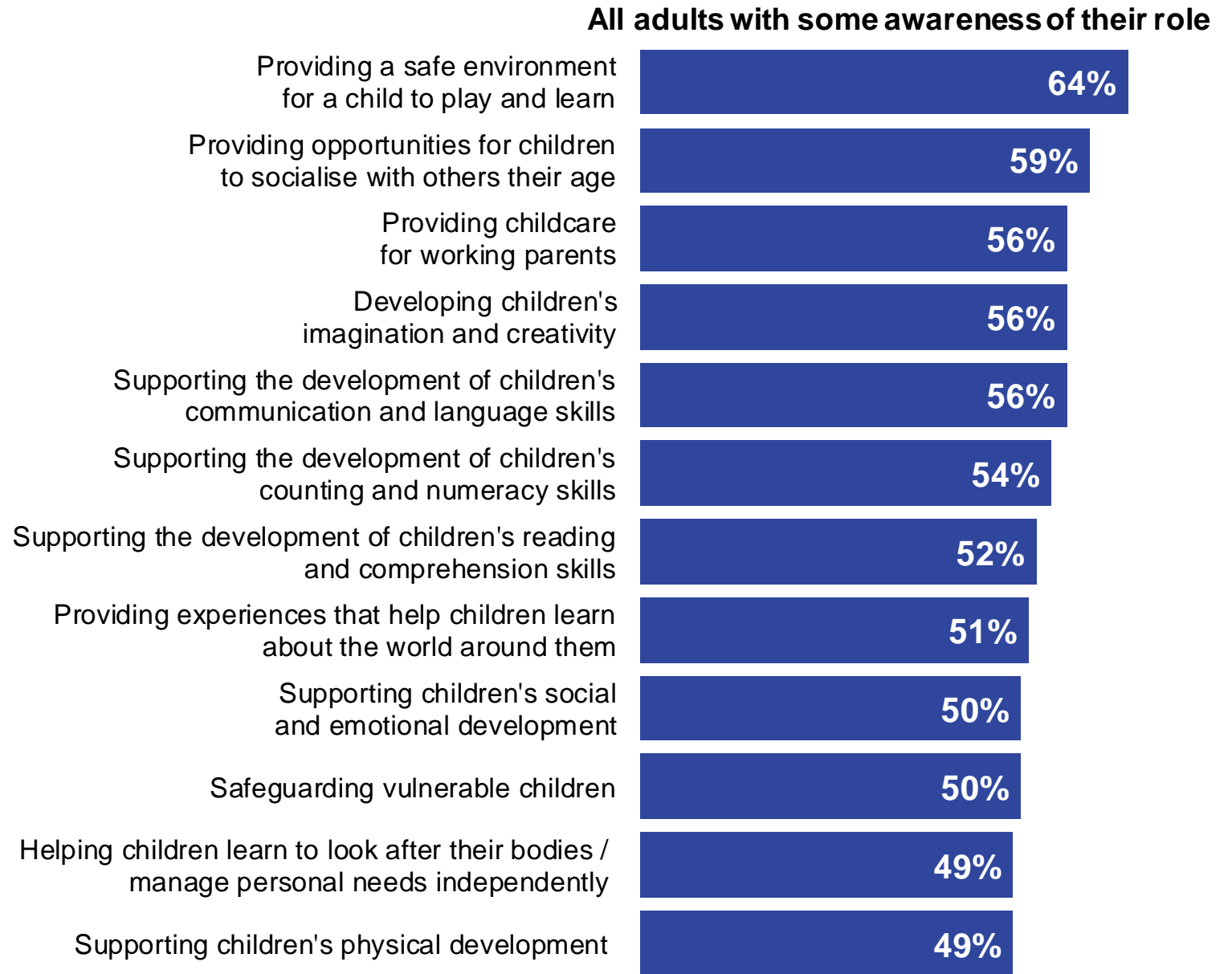


Base: 915 UK adults aged 16+ who are **parents to a child aged 0-5** and said they **know something about the role** of health visitors during early childhood, surveyed in April – May 2023.

For Early Education and Childcare Services, the public are most familiar with their role in providing a safe environment, opportunities to socialise and providing childcare for working parents. Lower awareness of support with physical or social and emotional development compared to communication and numeracy.

Early education and childcare services include nurseries, pre-schools and childminders, who provide childhood care for babies and children during early

Before this survey, which of the following aspects of their role, if any, were you already aware of?

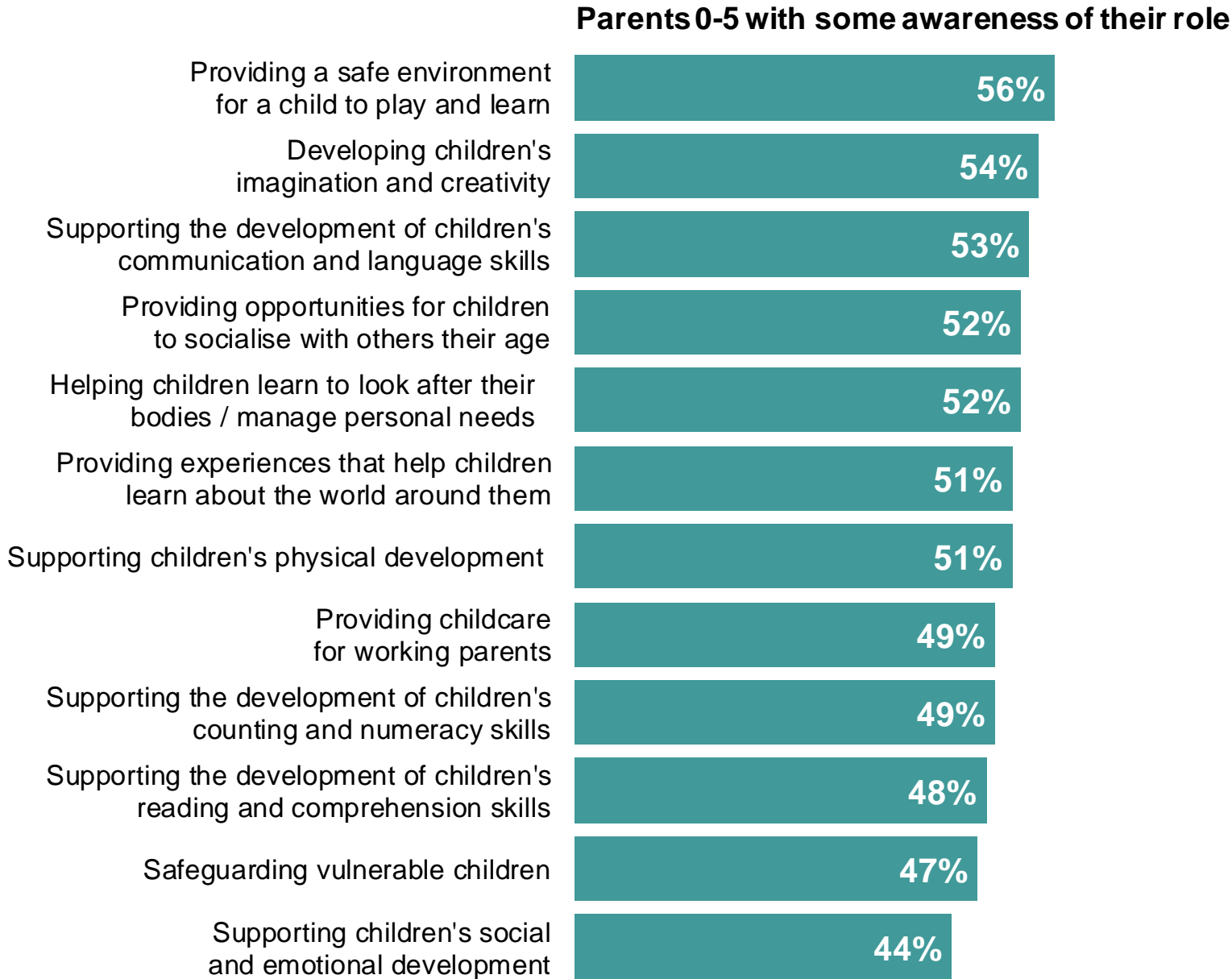


Base: 3,257 UK adults aged 16+ who said they **knew something about the role** of early education and childcare services during early childhood, surveyed in April – May 2023..

... with the understanding of their role being similar among parents of children aged 0-5.

Early education and childcare services include nurseries, pre-schools and childminders, who provide care for babies and children during early childhood.

Before this survey, which of the following aspects of their role, if any, were you already aware of?



Base: 923 UK adults aged 16+ with who are parents of a child aged 0-5 and said they knew something about the role of early education and childcare services during early childhood, surveyed in April – May 2023.

6

Issues facing parents and children in their early years



Key findings

1.

When asked for their unprompted opinion, the biggest issue perceived to be facing parents and carers of those aged 0-5 is the cost of living and raising children, mentioned by one in three (34%). This is followed by childcare which is cited as a key challenge by 22%; this includes both cost and availability.

The public recognise that these issues are interrelated, explaining that the cost of living might require parents to work more, which in turn could require childcare and contribute to financial strains.

Parents of children aged 0-5 are more likely to mention a lack of support and advice (11%) compared to the average.

2.

Similarly, when asked about the issues facing children aged 0-5, the biggest challenges mentioned also include the cost of living and bonding with parents. Again, the public realise these issues link are linked. Where parents might be working increased hours during the cost of living, this might mean less time to bond with their children.

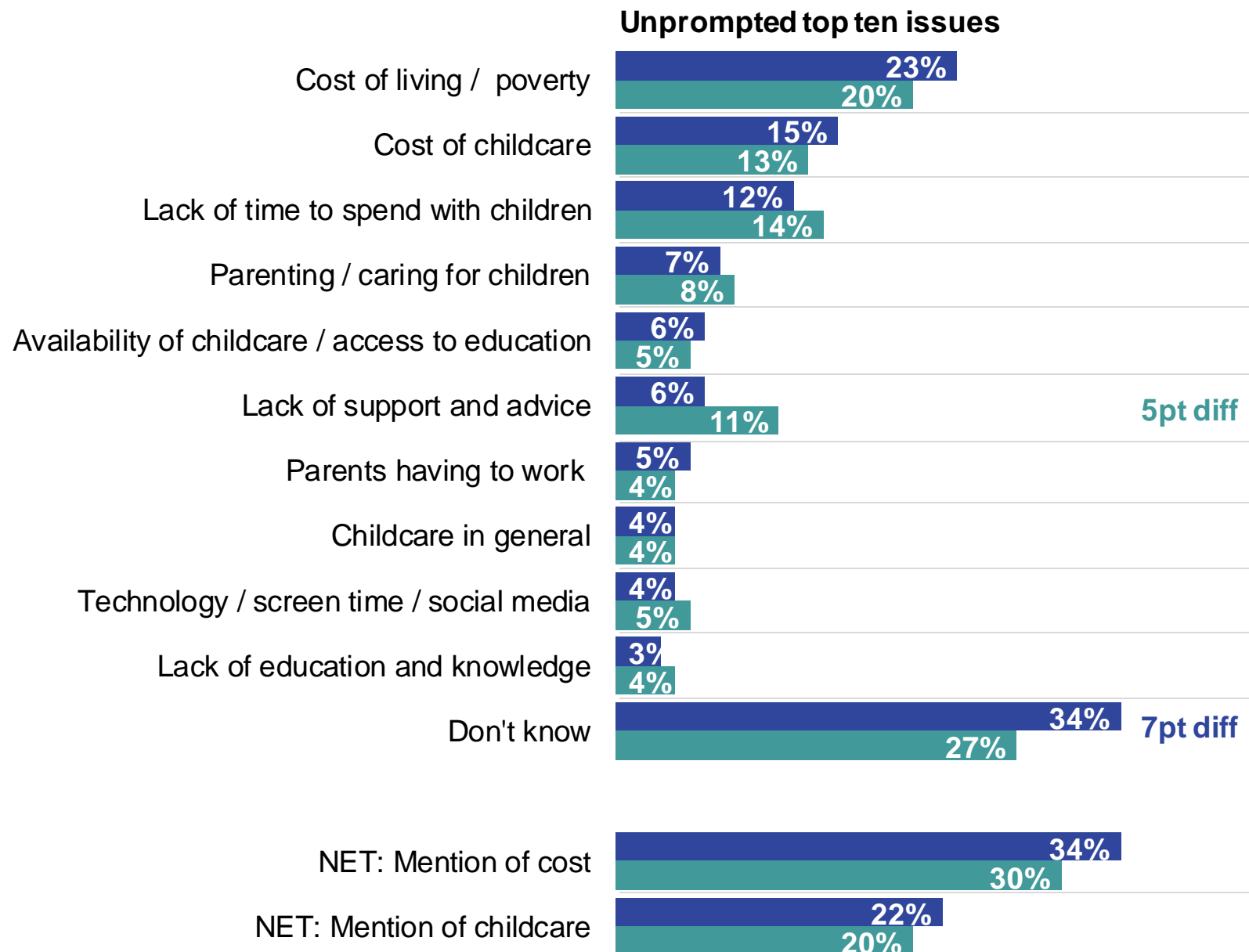
On average, parents of children aged 0-5 are more likely to mention childcare costs and their child's development and growth.

A third of people mention “cost” as the biggest issue facing parents and carers of those aged 0-5, followed by one in five mentioning childcare

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

General public

Parents 0-5



Base: 1,011 UK adults aged 16+ who are parents to a child aged 0-5, surveyed in April – May 2023.
Only significant differences are highlighted with text

...and they also acknowledge the links between issues surrounding the cost of living and the expense of childcare.



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

“ *Cost of living and having to work extra, lack of enough childcare or cost of childcare centres.* ” South East, Female, 18-34.

“ *If both parents work, childcare is very important, but also very expensive.* ” North England, Male, 55+

“ *The cost of childcare. The economy, worrying about food, fuel and clothing prices. Being able to adequately provide for them.* ” North England, Male, 35-54.

“ *Childcare. It's really tough to work and also be there for children. With rising costs, more parents will struggle staying home.* ” Wales, Female, 35-54.

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

Top Word Count: 'Cost' 421 mentions, 'Work' 344, 'Time' 223, 'Living' 211, 'Support' 209, 'Don't know' 679

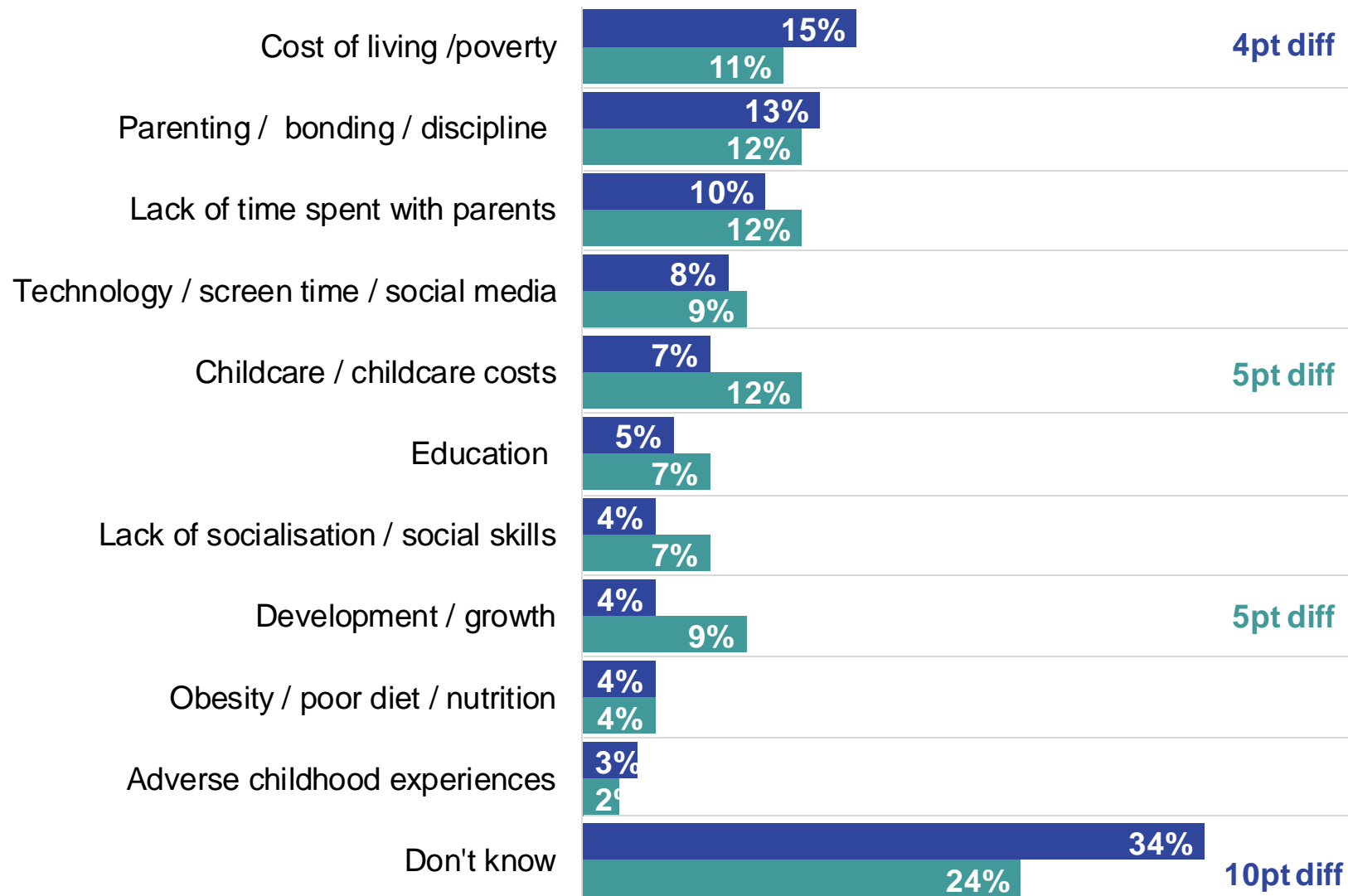
The cost of living and lack of time spent with parents are seen as the biggest issues facing children aged 0-5. Parents of this age group are more likely on average to mention childcare and their development.

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

General public

Parents 0-5

Unprompted top ten issues



Base: 1,011 UK adults aged 16+ who are parents to a child aged 0-5, surveyed in April – May 2023.
Only significant differences are highlighted with text

7

Social and emotional development and support for parents



Key findings

1.

The development of social and emotional skills is strongly associated with the early years, with half (51%) saying a person *starts* to develop them when aged 0-5.

There is more uncertainty about when you develop these skills the *most*, nearer one in five (18%) identifying the ages 0-5. However, the majority still mention some point during a person's adolescence (56%).

2.

The majority agree there is not enough support for parents, carers and children to help children develop in early childhood (55%), which is up seven percentage points since last year.

Most parents of children aged 0-5 have looked for help with their children's development over the past six months. They identify more quality time to play and read (45%) and better access to early education / childcare (43%) as the most useful support to help develop their child(ren)'s social and emotional skills.

3.

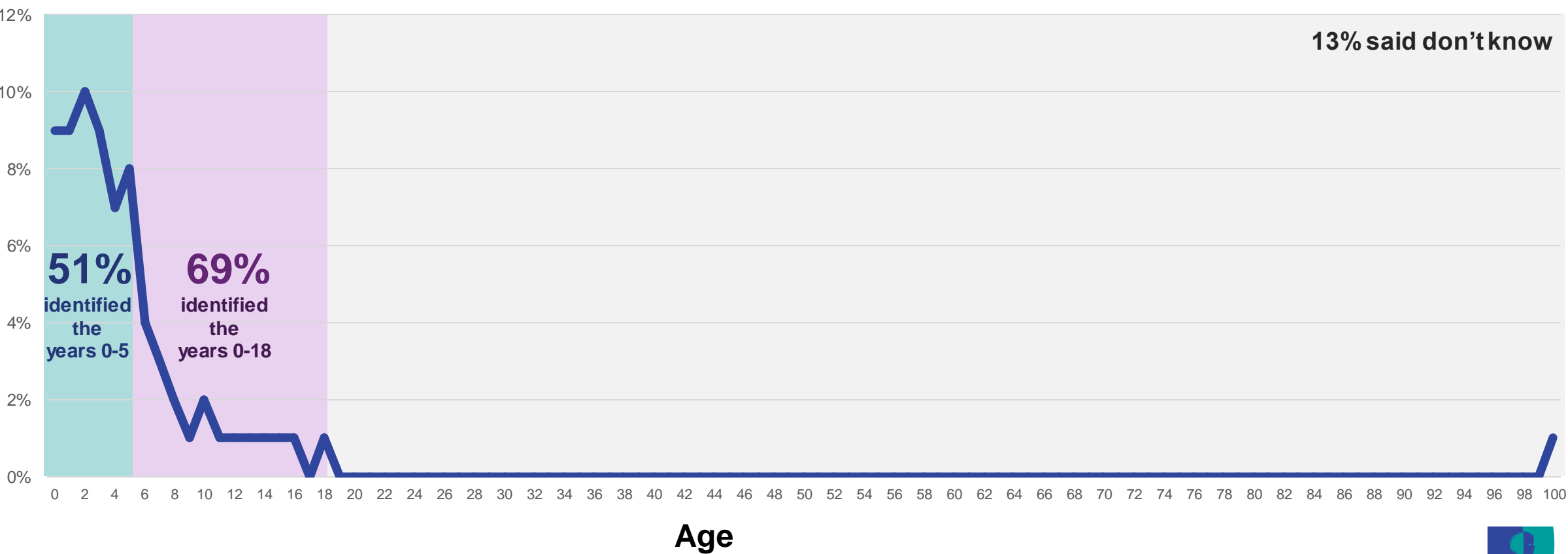
Half (50%) say they have or would consider seeking support for their *own* social and emotional skills. However, substantially more, nearer two in three (65%), say the same about their mental health.

Three in five say a person's social and emotional skills are very important for an adult's happiness, ability to maintain relationships and mental health. Those slightly less likely to recognise the importance of these skills include non-parents, younger people, and lower earners.

The majority (51%) of the public think you start developing your social and emotional skills aged 0-5

Below is a scale of different ages in a person's life, stretching from 0-100 years old. Please use the scale to say at which age you think the average person ...?

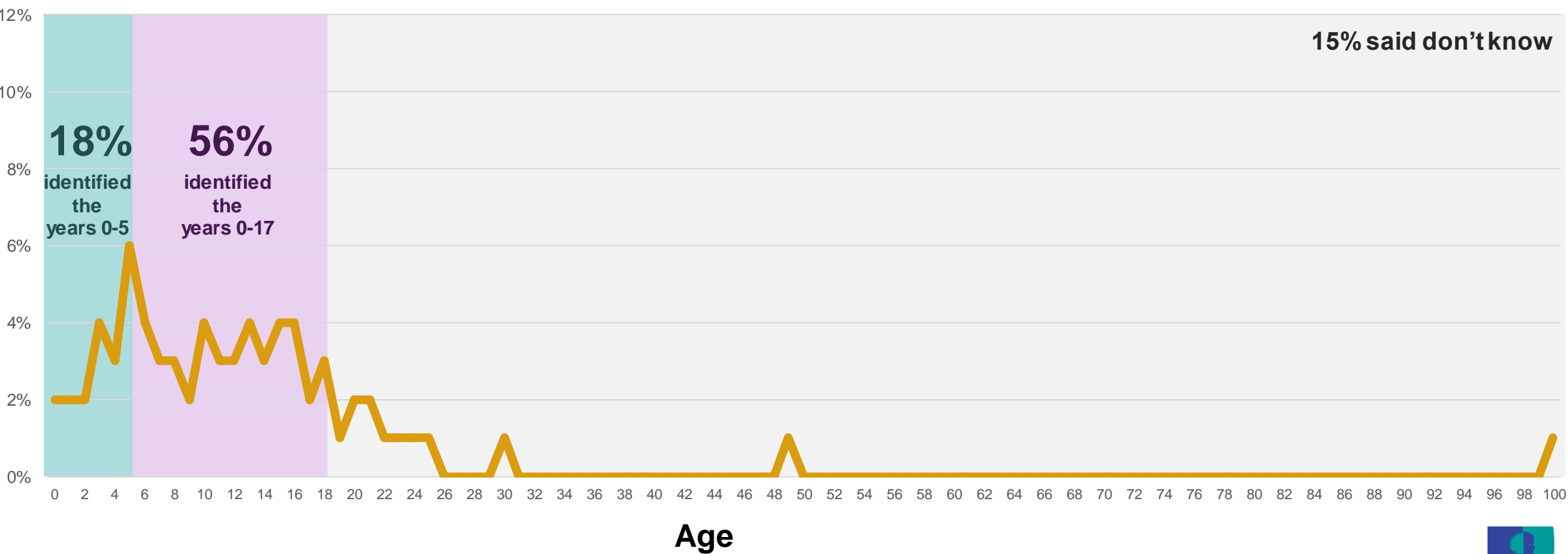
Starts developing social and emotional skills



There is more uncertainty about when someone develops their social and emotional skills the most, although this is still associated with adolescence

Below is a scale of different ages in a person's life, stretching from 0-100 years old.
Please use the scale to say at which age you think the average person ...?

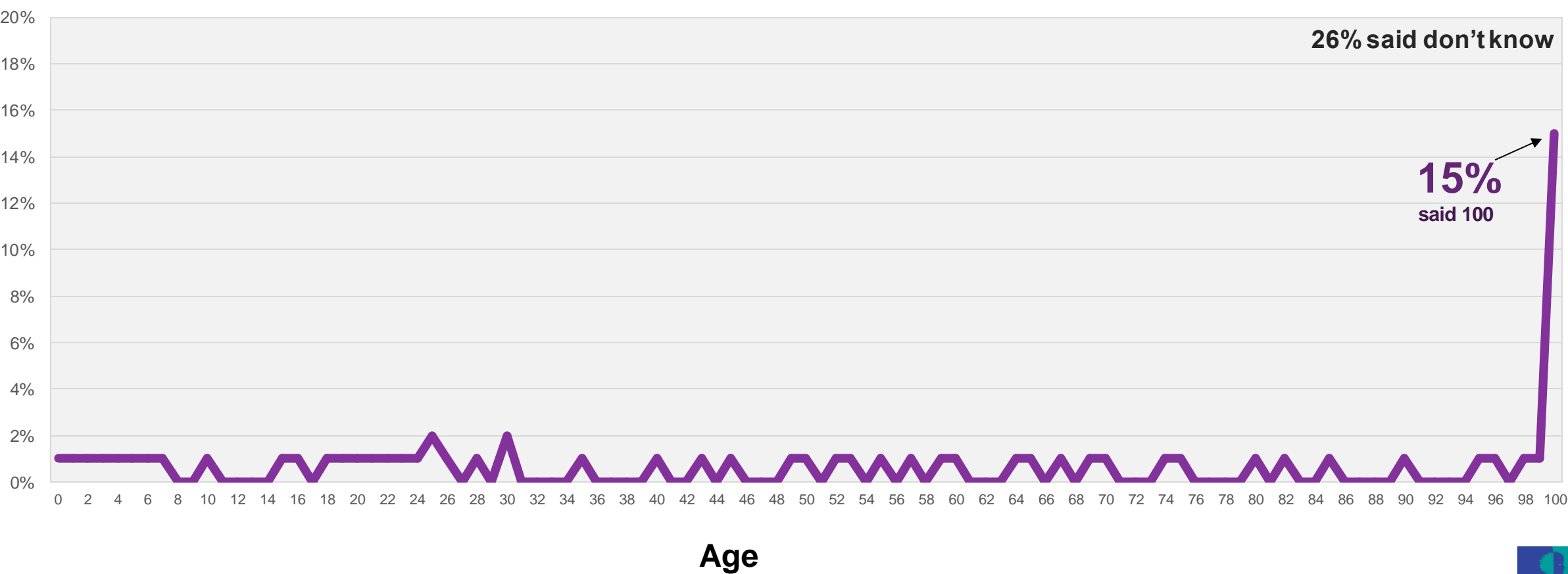
Develops their social and emotional skills the most



And even more uncertainty about when someone stops developing these skills – with the most popular answers being don't know or the end of life

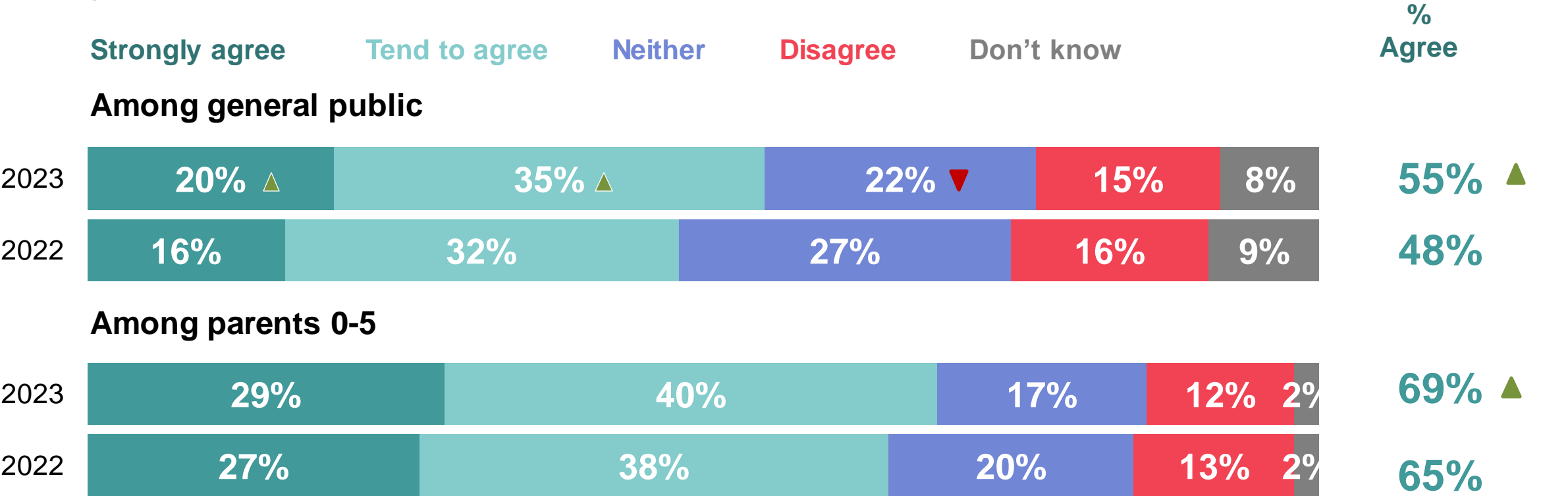
Below is a scale of different ages in a person's life, stretching from 0-100 years old.
Please use the scale to say at which age you think the average person ...?

Stops developing their social and emotional skills



The majority now agree there is not enough support to help children develop during their early childhood, which is up 7pts from last year

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



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

▲ ▼ Significantly higher/lower change, 95% CI

The majority of parents of children aged 0-5 have looked for support with their children's development over the past six months



Thinking about supporting children, parents and carers during early childhood, which of the following actions, if any, have you personally taken in the past six months?

% I have done this

I have thought about doing this

Looked for support with
my child(ren)'s development
(Parents 0-5)

52%

21%

Looked for support relating to
my own childhood experiences
(General public)

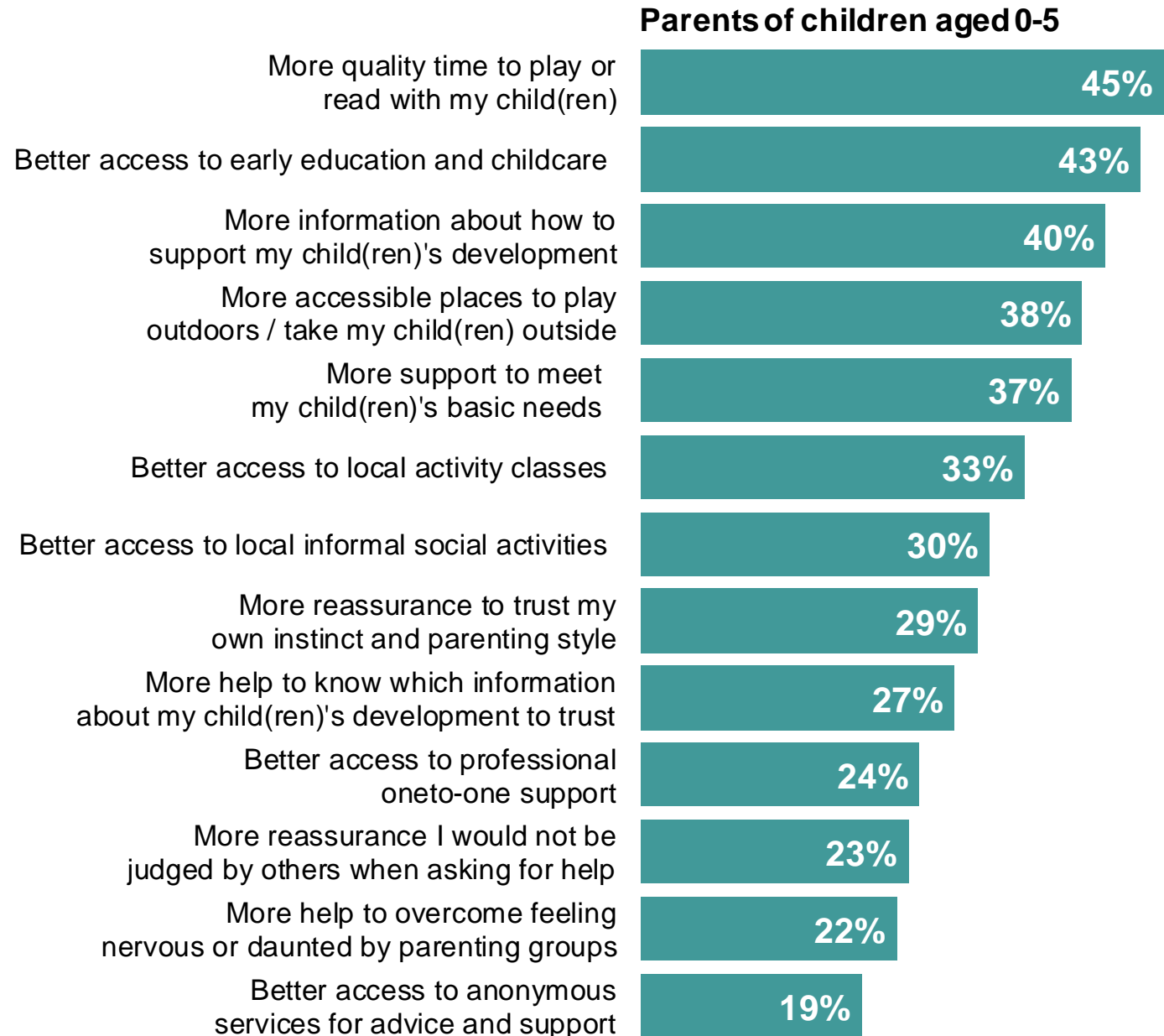
17%

16%

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

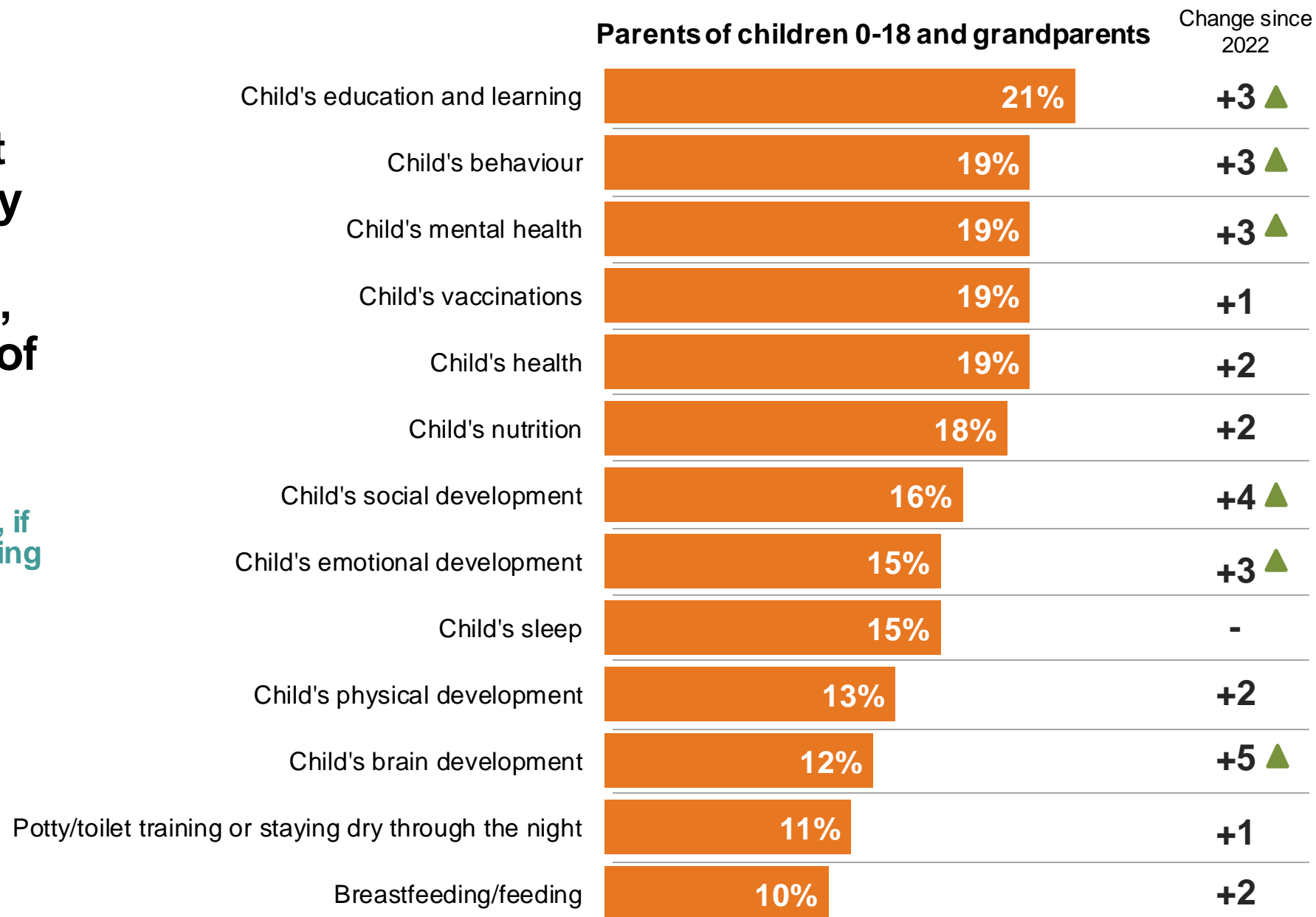
The most useful support for parents of children aged 0-5 in developing their child's social and emotional skills would be more quality time to play and read, alongside better access to early education and childcare.

Which, if any, of the following would be most useful in supporting you to help develop your child(ren)'s social and emotional skills?



Parents or grandparents who have sought support have most commonly done so for their children's education, followed by a range of other reasons.

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

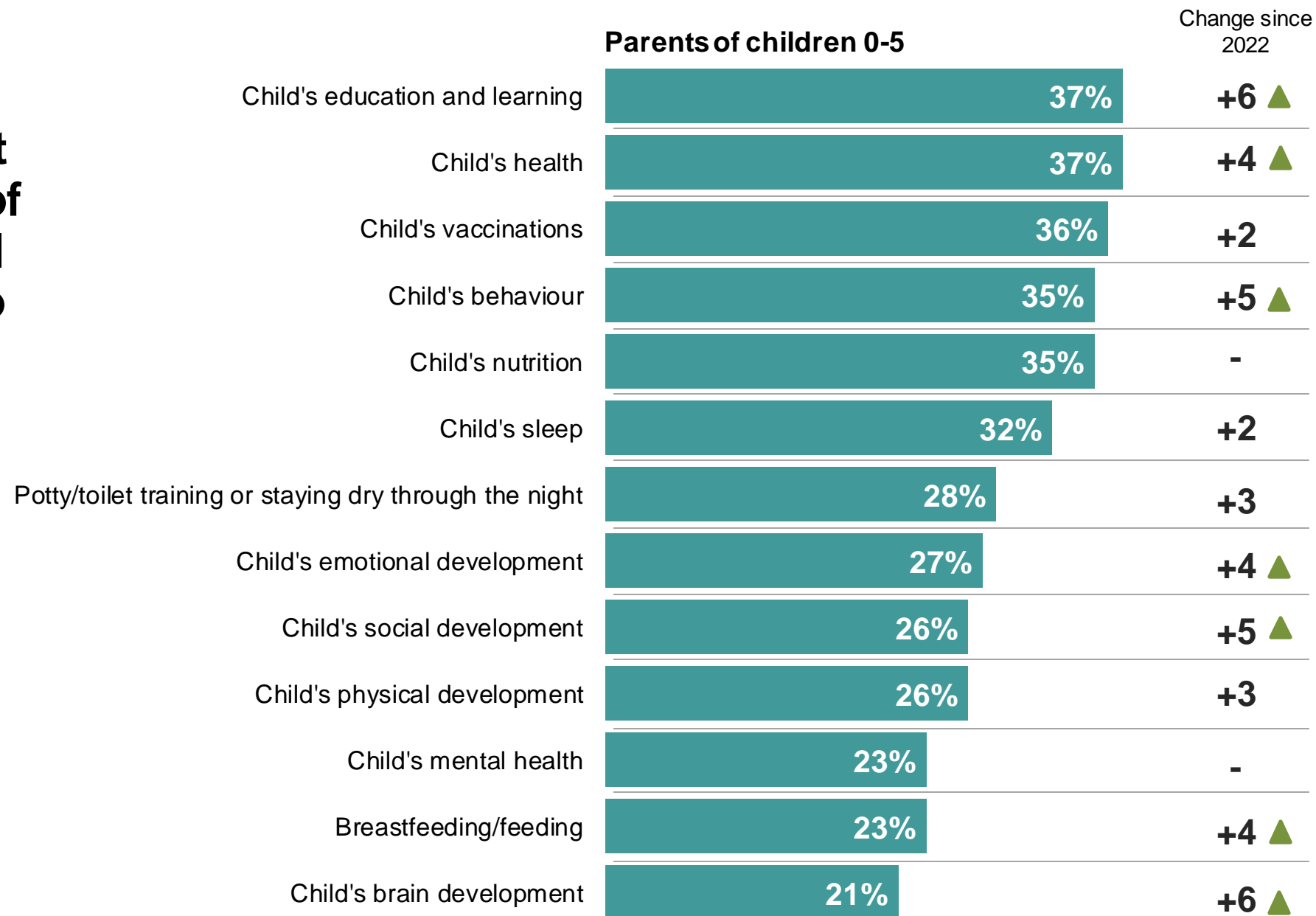


Base: 1,865 UK adults aged 16+ who are parents of children aged 0-18 and grandparents surveyed in April – May 2023. Only significant differences are highlighted with text.

▲ ▼ Significantly higher/lower change, 95% CI

Parents of children aged 0-5 are more likely to have sought advice on a variety of topics – with several upticks compared to last year.

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



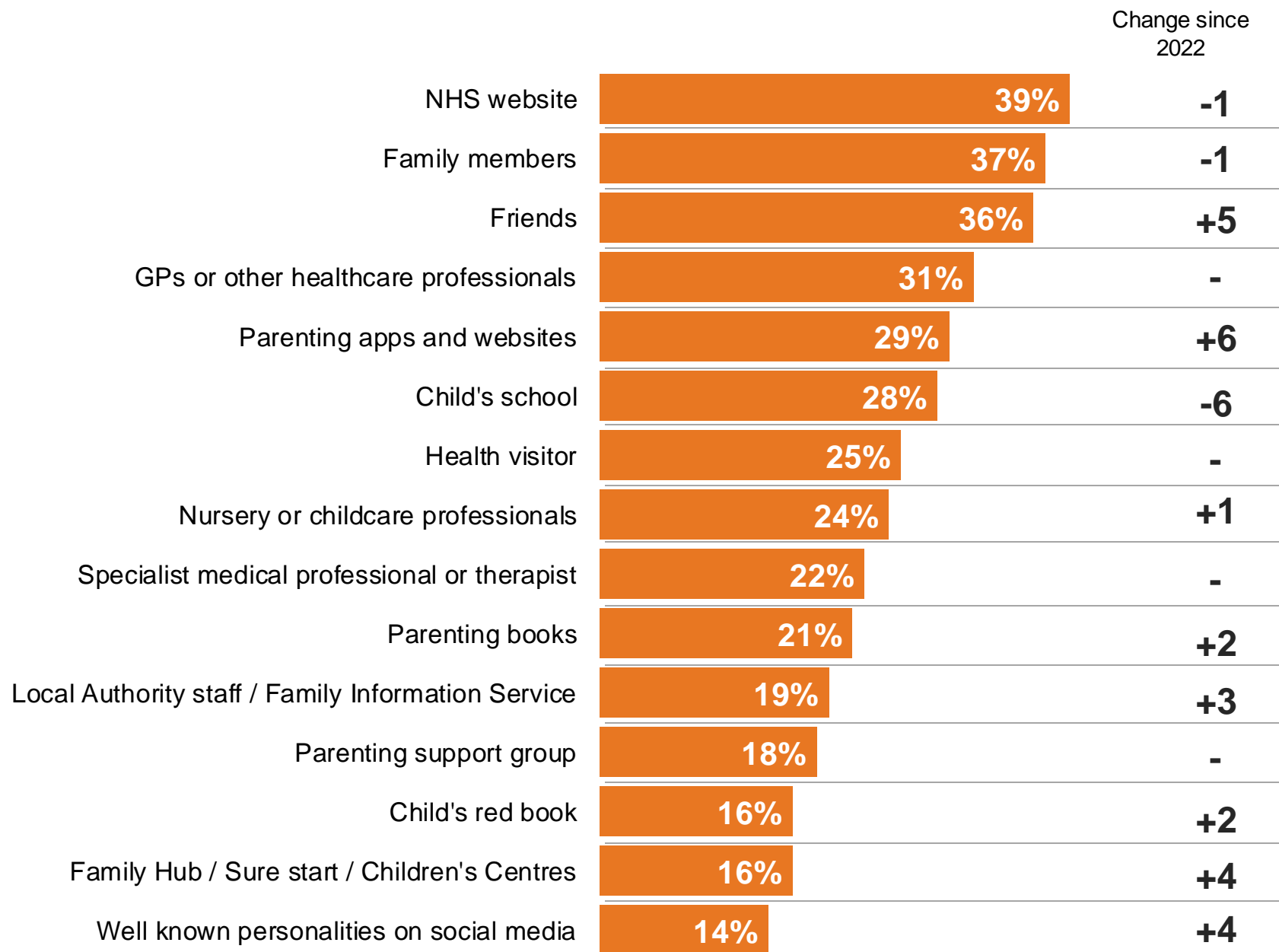
Base: 1,011 UK adults aged 16+ who are parents of children aged 0-18 and grandparents surveyed in April – May 2023. Only significant differences are highlighted with text.

▲ ▼ Significantly higher/lower change, 95% CI

The most popular sources for seeking advice about children's social or emotional development remain the NHS website and family members.

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

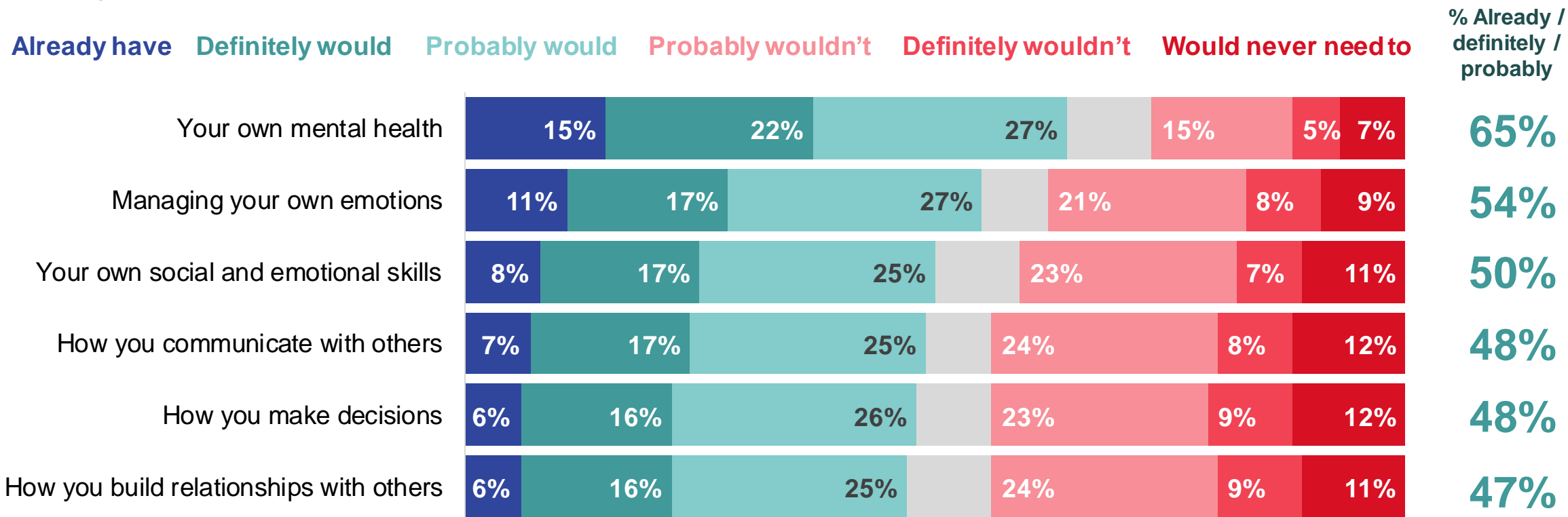
Among parents of children 0-18 and grandparents who have sought advice on social and emotional skills



Base: 440 UK adults aged 16+ who are parents of children aged 0-18 and grandparents and looked for sought advice on social and emotional skills, surveyed in April – May 2023. Only significant differences are highlighted with text.

People are more likely to consider seeking support for their own mental health, in comparison to for their social and emotional skills

Q Please now think about yourself. If you felt you needed to, would you consider seeking information, support or advice to help with each of the following?



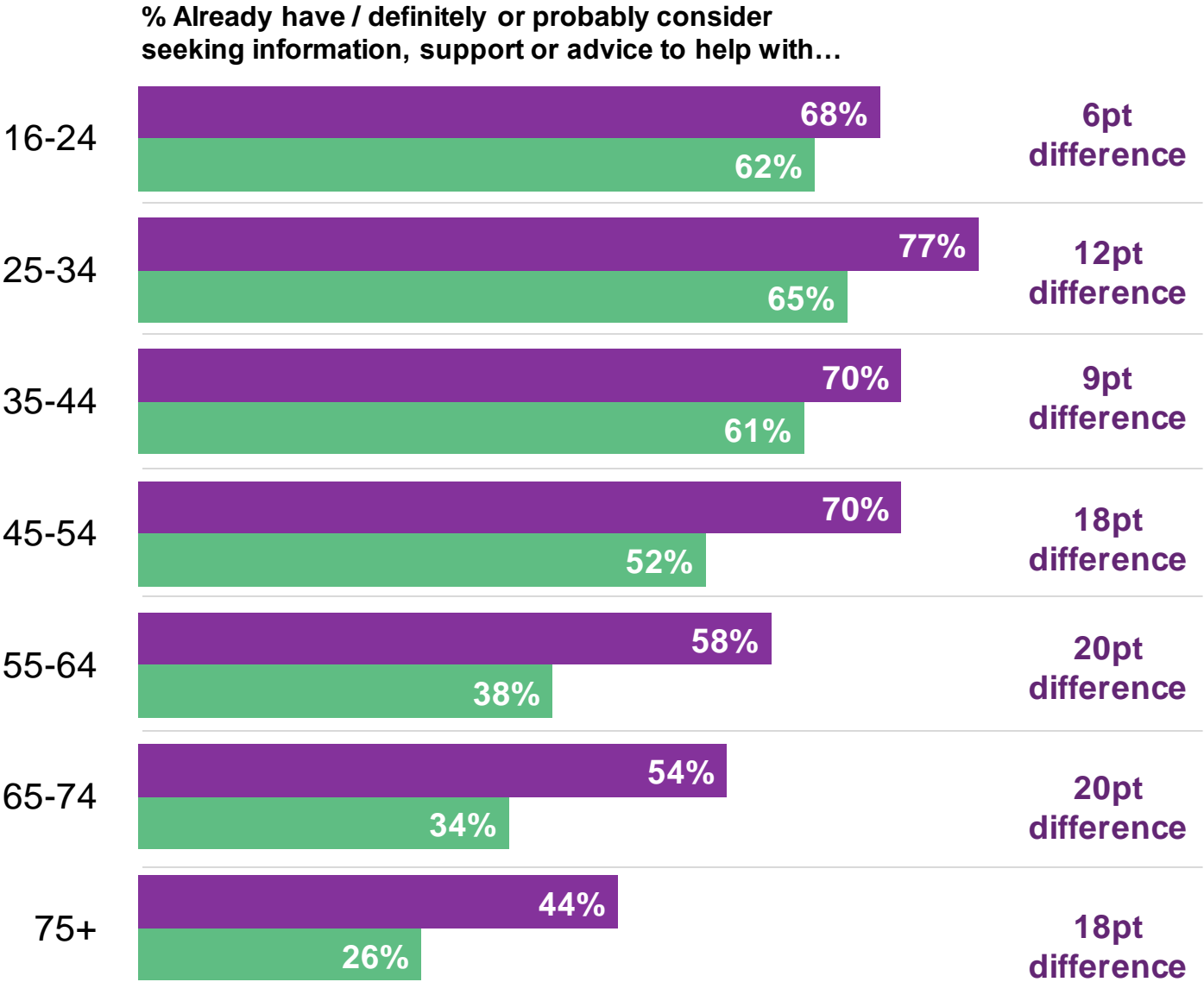
Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.
* This question was part of a battery asking the public how much they know about the role of different parts of society play during early childhood.



While all age groups are more likely to consider seeking support for their mental health compared to social and emotional skills, this is far less pronounced among younger cohorts

Please now think about yourself. If you felt you needed to, would you consider seeking information, support or advice to help with each of the following?

- Your mental health
- Your social and emotional skills



Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

Alongside younger people those more likely to seek help with their social and emotional skills include those from ethnic minority groups, and higher earners

| % Already have / definitely / probably would | General Pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | <£25k per year | >£100k per year |
|--|-------------|-------|--------|-----------------|-----------------|---------------|--------------|------------------------|---------|-------------|----------------|-----------------|
| Your own mental health | 65% | 61% | 69% | 73% | 70% | 55% | 65% | 71% | 68% | 60% | 63% | 72% |
| Managing your own emotions | 54% | 50% | 57% | 66% | 60% | 39% | 53% | 68% | 58% | 46% | 50% | 68% |
| Your own social and emotional skills | 50% | 48% | 52% | 63% | 56% | 35% | 49% | 65% | 56% | 41% | 46% | 63% |
| How you communicate with others | 48% | 48% | 48% | 65% | 53% | 32% | 46% | 70% | 55% | 37% | 45% | 63% |
| How you make decisions | 48% | 47% | 49% | 64% | 52% | 32% | 46% | 68% | 54% | 39% | 44% | 62% |
| How you build relationships with others | 47% | 47% | 47% | 64% | 52% | 30% | 45% | 68% | 53% | 37% | 44% | 60% |

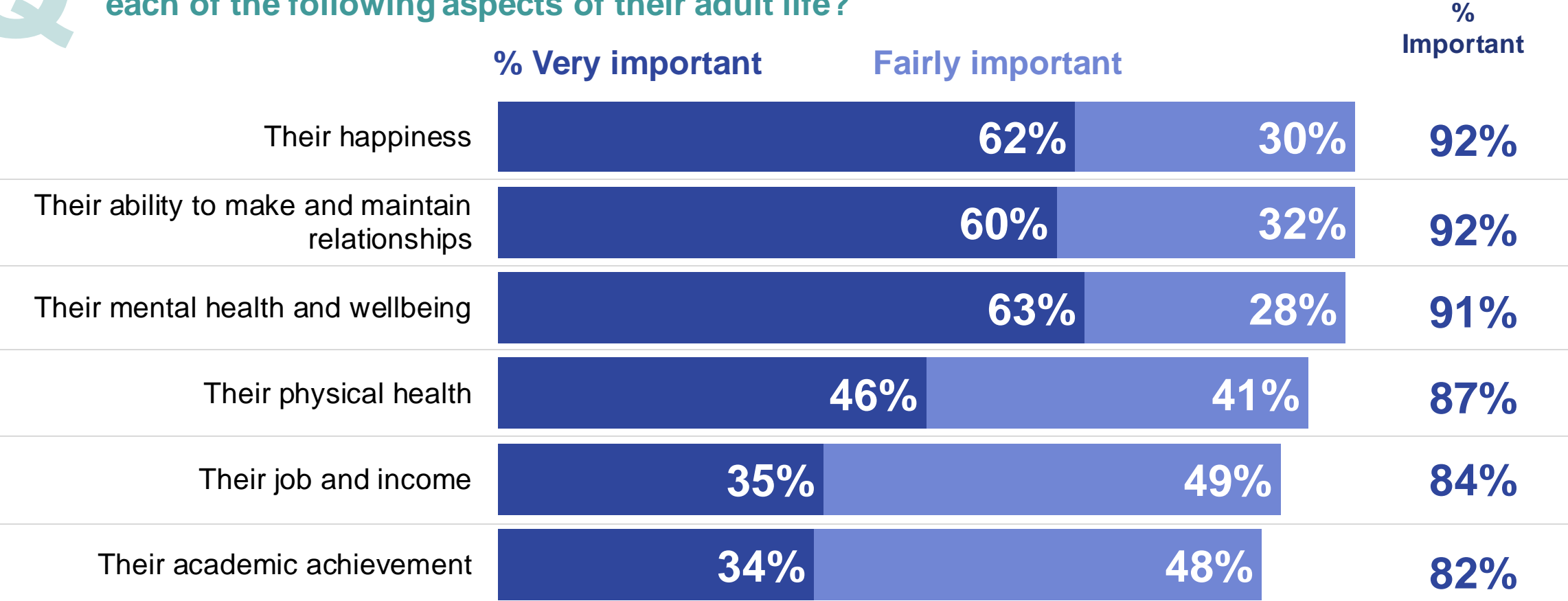
Q: Thinking about different aspects of adult life, how much impact, if any, do you think a child's development during their early childhood has on each of the following? (First two statements)
 Colour coding used to illustrate difference between the highest (dark green 73%) and the lowest (dark red 30%) figures between subgroups

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

Three in five say a person’s social and emotional skills are very important for an adult’s happiness, ability to maintain relationships and mental health. Whereas less emphasis is placed on their job and income or academic achievement.



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: 4,000 UK adults aged 16+, surveyed in April – May 2023.



Those without children, particularly aged under 45, are slightly less likely to acknowledge the importance of a person's social and emotional skills on different aspects of adult life

| % Saying it is very / fairly important | General Population | Parents of 0-5 year-olds | Parents 0-18 year-olds | Parents 18+ | Likely to have first child | No children aged 45+ | No children aged under 45 | Grand-parent of 0-5 year old | Grand-parent any |
|--|--------------------|--------------------------|------------------------|-------------|----------------------------|----------------------|---------------------------|------------------------------|------------------|
| ... Their mental health and wellbeing | 92% | 96% | 94% | 94% | 89% | 90% | 86% | 97% | 96% |
| ... Their happiness | 92% | 95% | 94% | 94% | 91% | 90% | 86% | 97% | 97% |
| ... Their ability to make and maintain relationships | 91% | 95% | 94% | 94% | 89% | 90% | 85% | 96% | 96% |
| ... Their physical health | 87% | 92% | 91% | 90% | 84% | 85% | 78% | 92% | 92% |
| ... Their job and income | 84% | 88% | 88% | 87% | 83% | 80% | 79% | 86% | 87% |
| ... Their academic achievement | 82% | 88% | 87% | 87% | 81% | 79% | 74% | 86% | 88% |

Q: 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? (First two statements)
 Colour coding used to illustrate difference between the highest (dark green 97%) and the lowest (dark red 74%) figures between subgroups

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

... as are men, younger people aged 16-34 and lower earners

| % Saying it is very / fairly important | General Pop | Males | Female | 16-34 year olds | 35-54 year olds | 55+ year olds | White groups | Ethnic minority groups | Working | Not working | <£25k per year | >£100k per year |
|--|-------------|-------|--------|-----------------|-----------------|---------------|--------------|------------------------|---------|-------------|----------------|-----------------|
| ... Their mental health and wellbeing | 92% | 89% | 94% | 88% | 92% | 95% | 93% | 90% | 91% | 93% | 89% | 94% |
| ... Their happiness | 92% | 90% | 94% | 88% | 92% | 95% | 93% | 90% | 91% | 93% | 89% | 93% |
| ... Their ability to make and maintain relationships | 91% | 89% | 94% | 87% | 92% | 94% | 92% | 90% | 91% | 92% | 87% | 94% |
| ... Their physical health | 87% | 84% | 90% | 82% | 88% | 90% | 88% | 87% | 87% | 86% | 85% | 88% |
| ... Their job and income | 84% | 81% | 87% | 80% | 85% | 86% | 84% | 85% | 84% | 84% | 81% | 90% |
| ... Their academic achievement | 82% | 81% | 84% | 77% | 83% | 86% | 83% | 81% | 83% | 82% | 78% | 88% |

Q: 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? (First two statements)
 Colour coding used to illustrate difference between the highest (dark green 94%) and the lowest (dark red 77%) figures between subgroups

Base: 4,000 UK adults aged 16+, surveyed in April – May 2023.

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GAME CHANGERS

