

Abdikarim's favourite subject is science. "I want to be a doctor or an engineer", he says in school in Somalia.

UNICEF UK 0-4 parents survey

By YouGov
2024

unicef 
for every child

Methodology

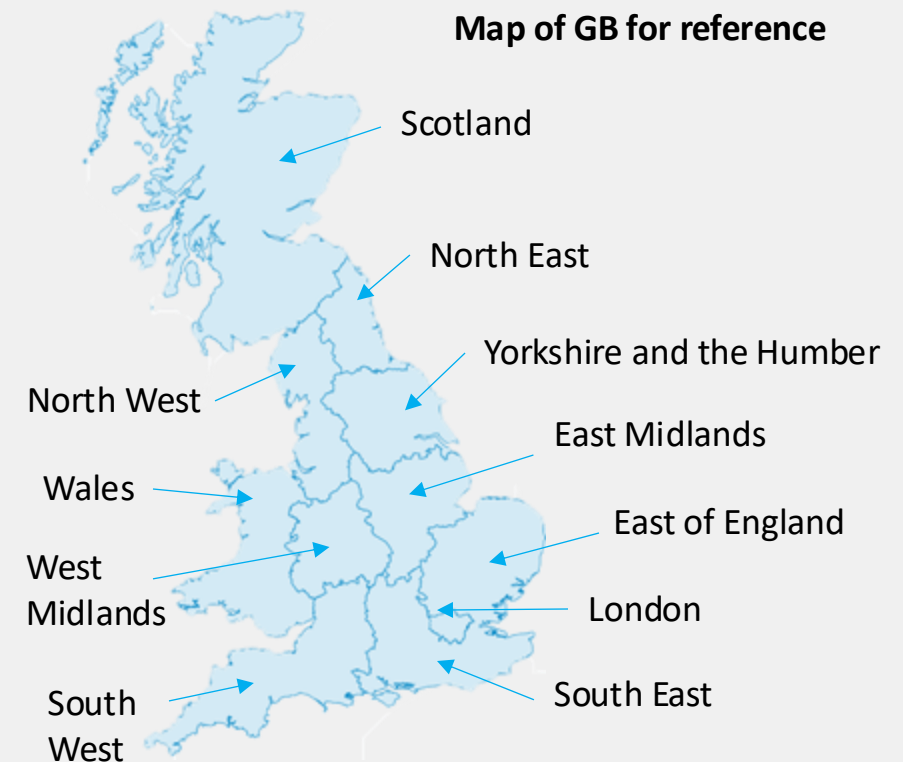
	2024 (current)	2023
Sample	Parents of 0-4 year olds living in Great Britain	
Size	2892	3564
Fieldwork	10th May - 2nd June 2024	19th July - 28th July 2023
Methodology	<p>This survey has been conducted using an online interview administered to members of the YouGov Plc UK panel of 2.5 million+ individuals* who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.</p>	

Our results are representative of parents with children age 0-4 in GB

Quotas were placed on region and social grade to reflect the proportion of parents with children age four and under in GB. The sample was then weighted to correct for any imbalances in the sample, with a weighting efficiency of 93. Separate quotas were placed on the Scottish boost to ensure this sample is representative of Scottish parents with children age four and under by social grade and region. We can report with confidence that the data represents parents with children age four and under.

Region	
North	24%
Midlands	16%
East, South	32%
London	14%
Wales	5%
Scotland*	9%

Social grade	
A, B	28%
C1	29%
C2	21%
D, E	22%

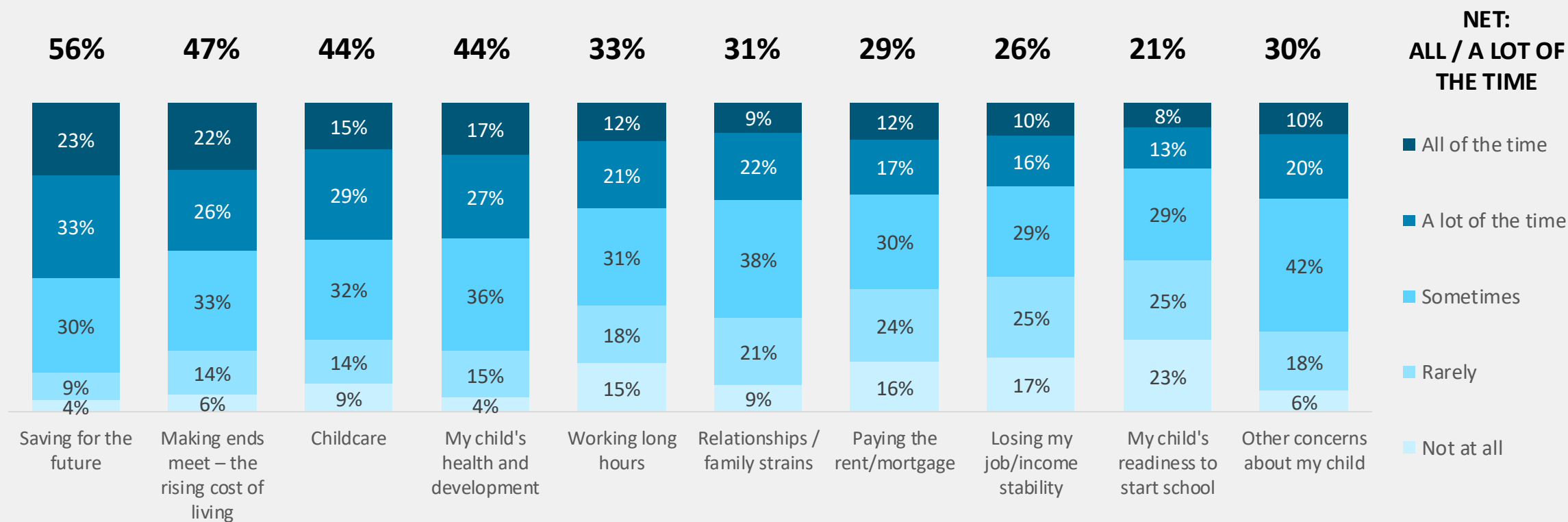


**The Scottish sample was boosted and had its own weights applied per region and social grade (n=534)*

Parents Experiences and Mental Health

What Worries Parents In 2024

Parents most commonly worry about their financial situation, in particular saving for the future and making ends meet (56% and 47% stated they worry all / a lot of the time).



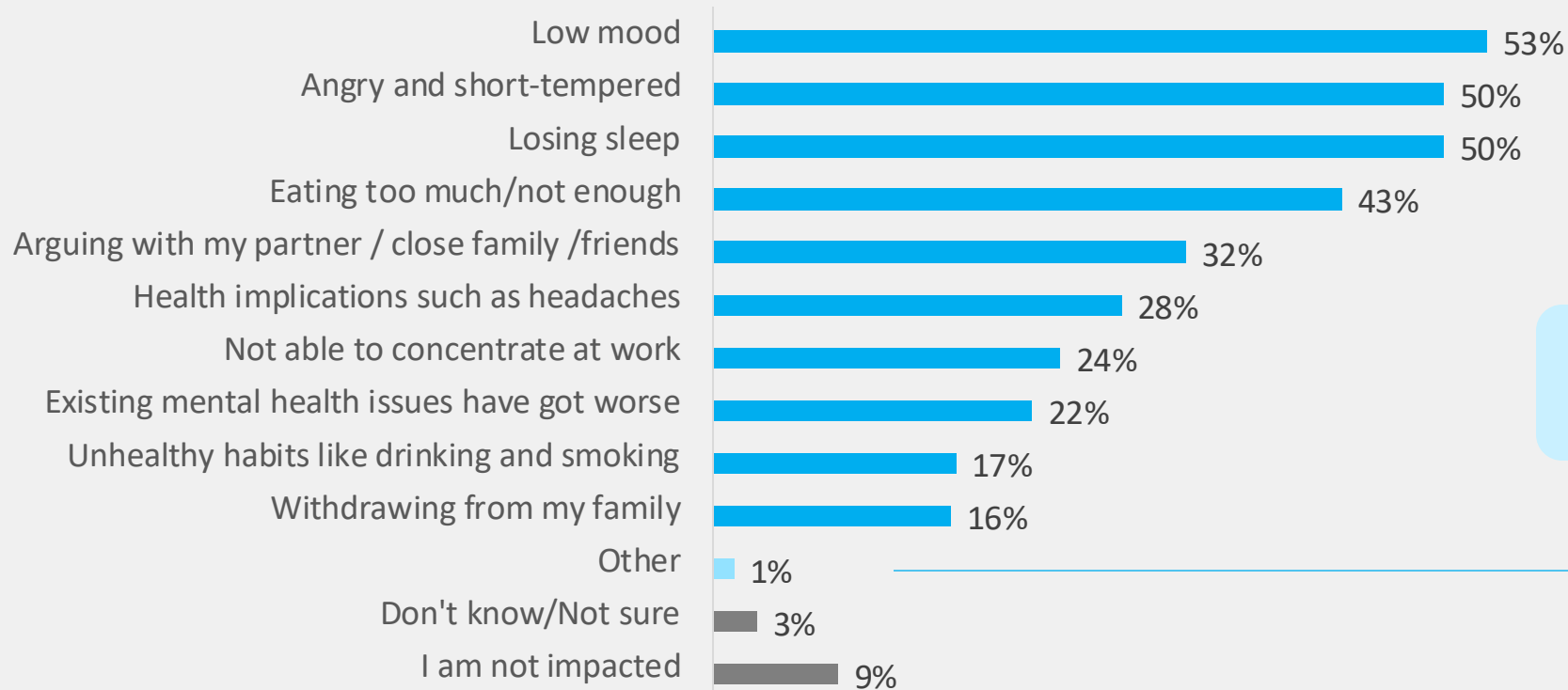
When thinking about your role as a parent/ guardian of a child under 5, how often, if at all, do you worry about each of the following issues?

Base: Parents of 0-4 year olds in Great Britain (2892)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Consequences Of Worries On Parents

9 in 10 (88%) say these worries impact their mental health in some way. Mood (53%), being angry and short-tempered (50%) and losing sleep (50%) was mentioned by half the parents who have worries.



Have had to take time away from work to cope

Unmotivated and lethargic. I don't keep on top of housework and that adds to my overwhelm

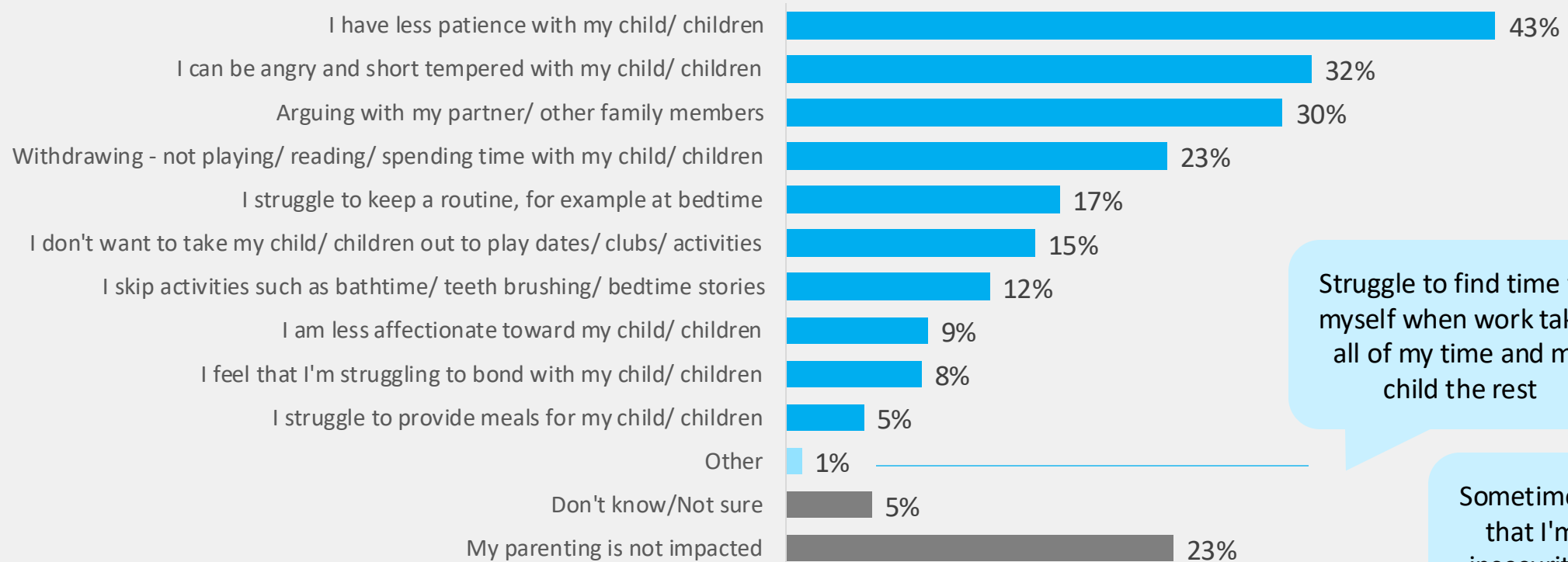
How, if at all, do you feel these worries impact you?

Base: Parents of 0-4 year olds in Great Britain who have worries (2871)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Consequences Of Worries On Parenting

7 in 10 (71%) say their worries have an impact on their parenting. 4 in 10 say they have less patience with their child (43%) and 3 in 10 say they can be angry and short tempered with their child because of the worries they have (32%).



Struggle to find time for myself when work takes all of my time and my child the rest

Sometimes feel worried that I'm passing my insecurities or worries onto my child

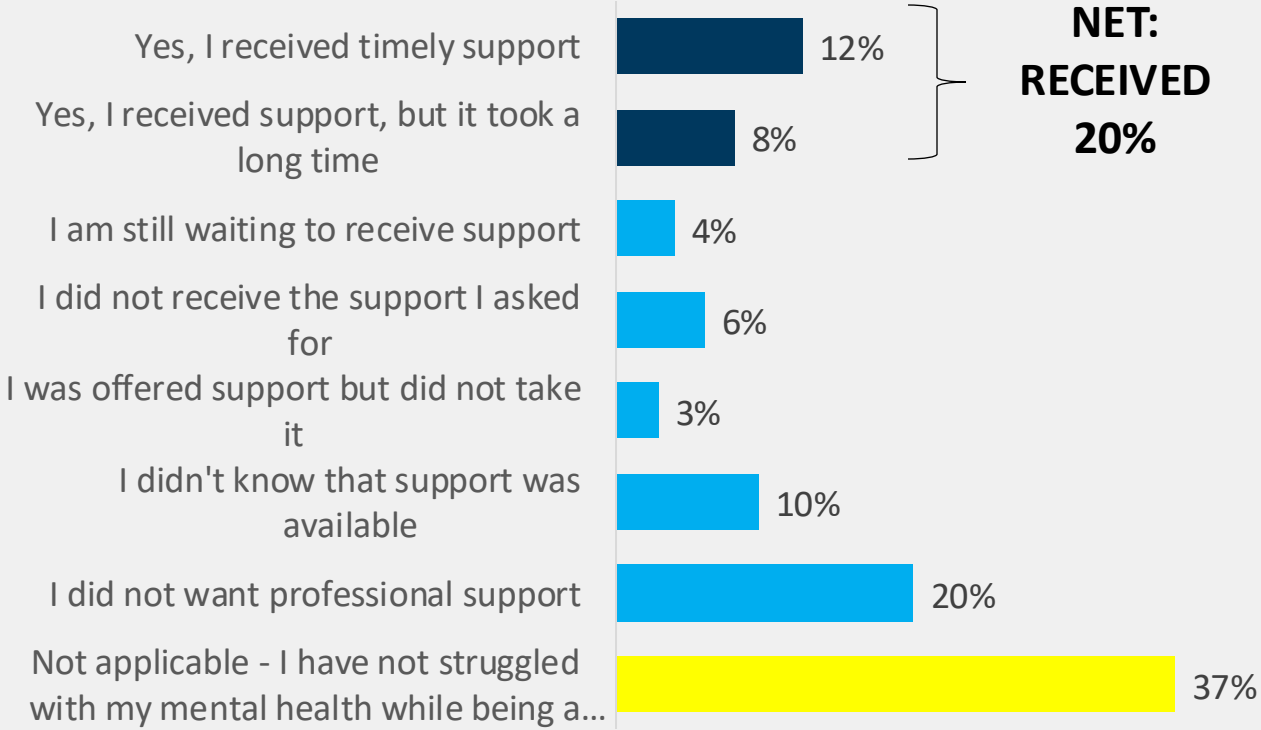
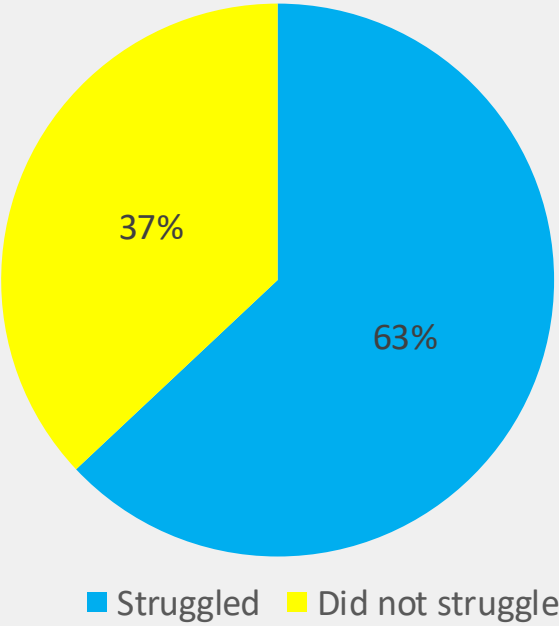
And how, if at all, do you feel these worries impact your parenting?

Base: Parents of 0-4 year olds in Great Britain who have worries (2871)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Mental Health Support

Only 1 in 10 (12%) received timely support and only 1 in 5 (20%) received any support at all.

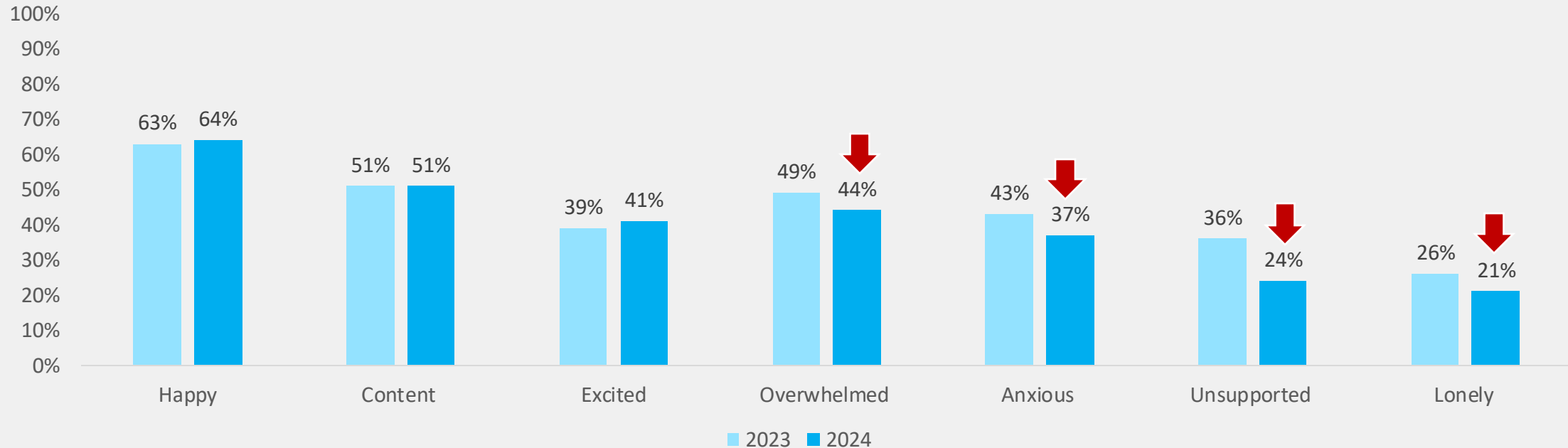


If you have struggled with your mental health while being a parent, have you been able to access timely professional mental health support that addressed your needs?
Base: Parents of 0-4 year olds in Great Britain (2892)
Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Feelings Year-on-year

Negative feelings are significantly less likely to be felt 'all' or 'a lot of the time' in 2024 compared to 2023.

Year-on-year change for 'All' or 'A lot of the time'



Over the past year, as a parent how often, if at all, have you felt ...?

Base: Parents of 0-4 year olds in Great Britain (2024: 2892; 2023: 2661)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024, 19th-28th July 2023)

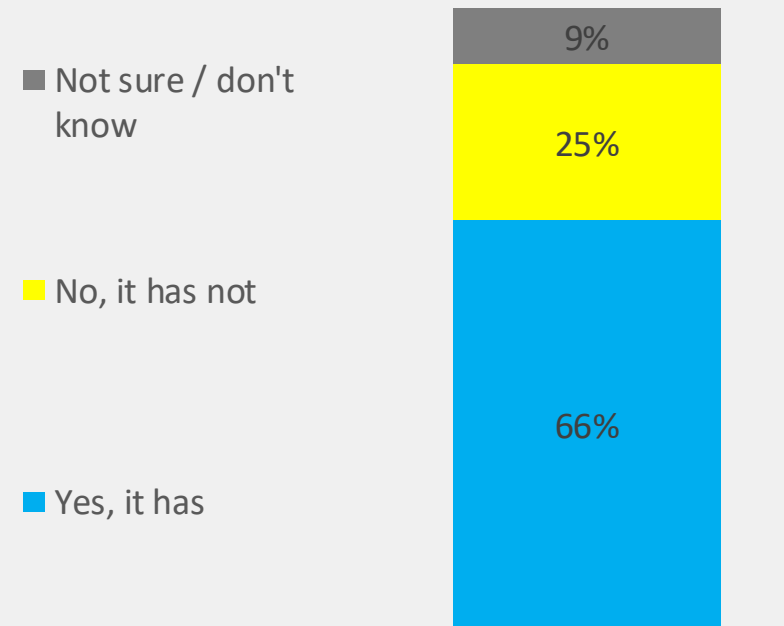
↑ ↓ Significantly higher/lower vs. 2023

Cost of Living



Cost Of Living In 2024

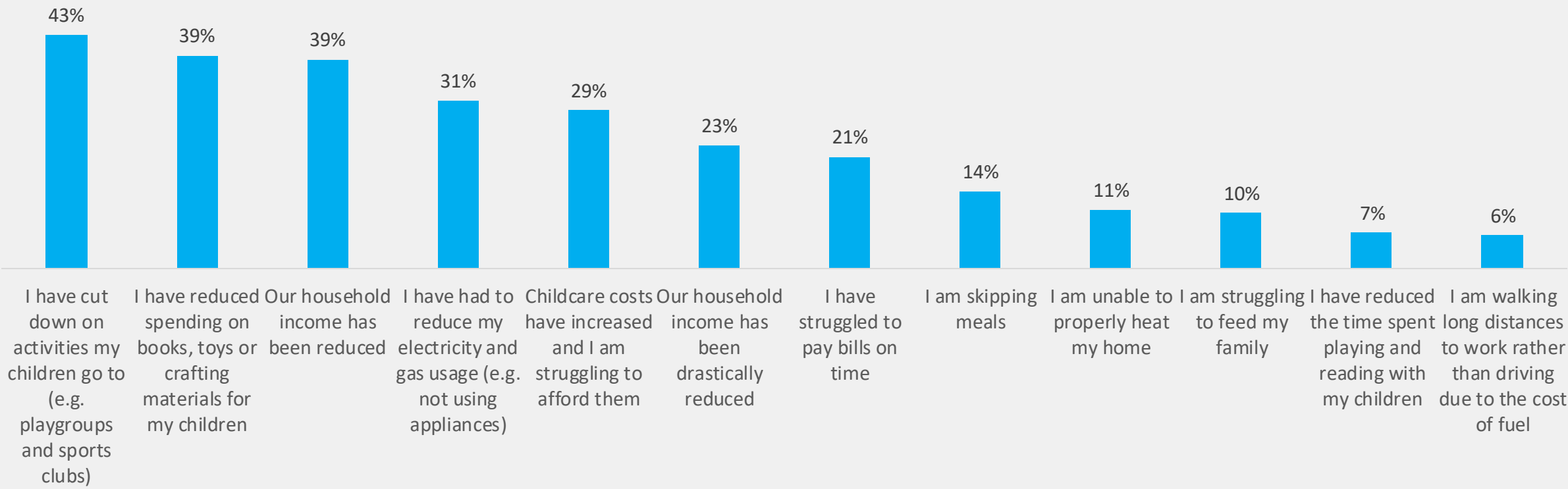
Two-thirds (66%) of parents of 0-4 year olds say the rising cost-of-living has negatively impacted their family life.



Has the rising cost-of-living negatively impacted your family life?
Base: Parents of 0-4 year olds in Great Britain 2024 (2892)
Source: YouGov surveys (10th May - 2nd June 2024)

COL Impacts On Family Life

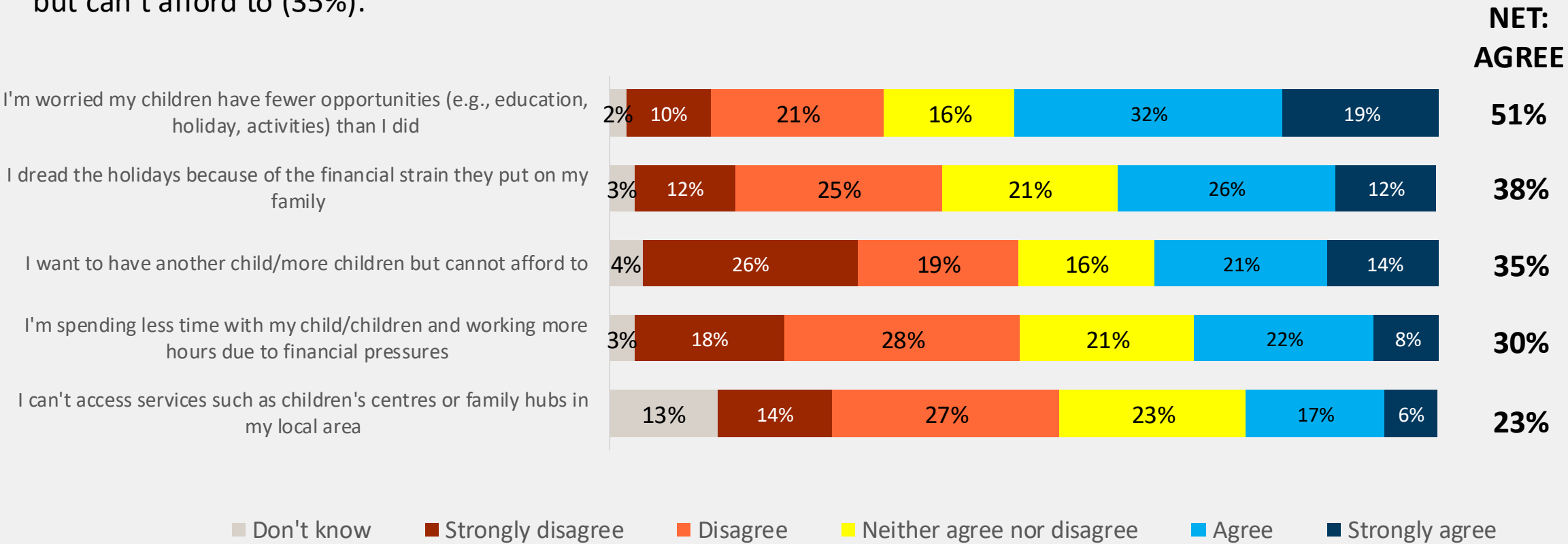
4 in 10 who say cost-of-living has negatively impacted family life have cut down activities their children go to (43%), reduce their spending on books, toys or crafting material for their children (39%) and said that their household income has been reduced (39%).



You said the rising cost-of-living has negatively impacted your family life. In which, if any, of the following ways has it impacted you?
Base: Those who said that the cost-of-living has negatively impacted them (1903)
Source: YouGov surveys (10th May - 2nd June 2024)

COL Impacts On Parenthood

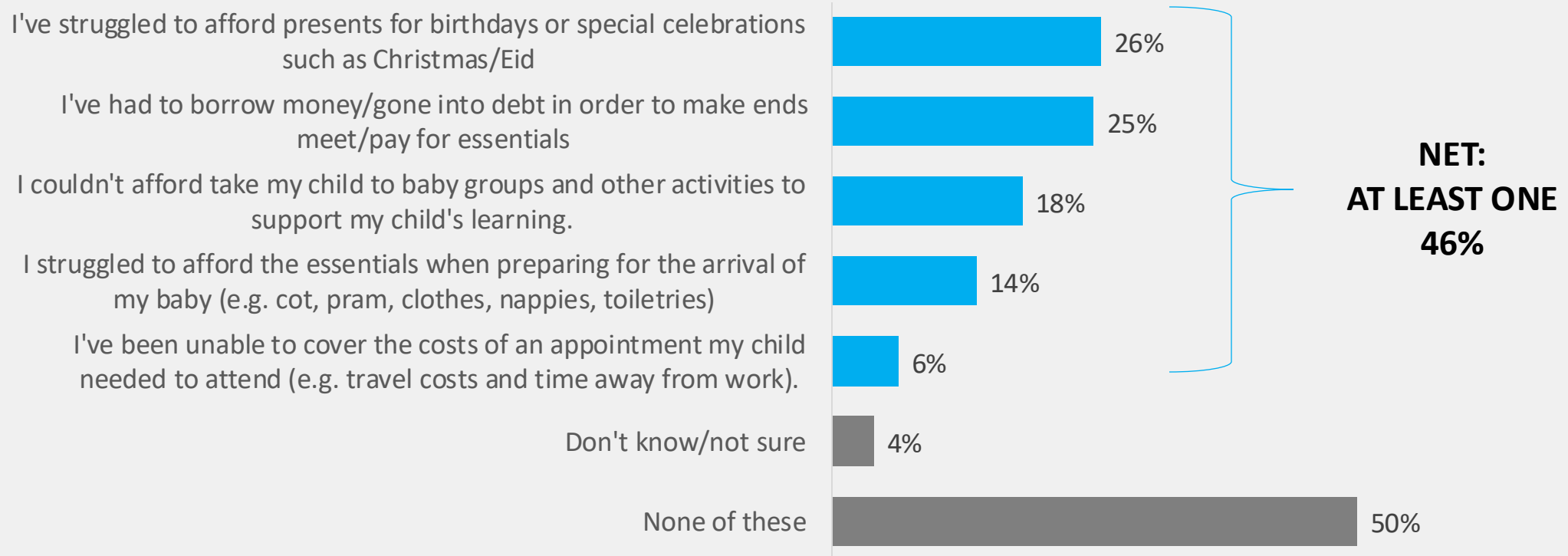
Half of parents of 0-4 years (51%) are worried their children have fewer opportunities (e.g. education, holiday, activities) than they did. Over a third dread holidays because of financial strain (38%) and want to have another child but can't afford to (35%).



Please reflect upon your current financial situation and your experience as a parent/guardian for a child/children under 5. To what extent do you agree or disagree with the following statements?
Base: Parents of 0-4 year olds in Great Britain: 2024 (2892)
Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Financial Struggles

Almost half (46%) of all parents of 0-4 year olds say they've experienced at least one of the below financial struggles. A quarter (25%) have had to borrow money or gone into debt in order to make ends meet.



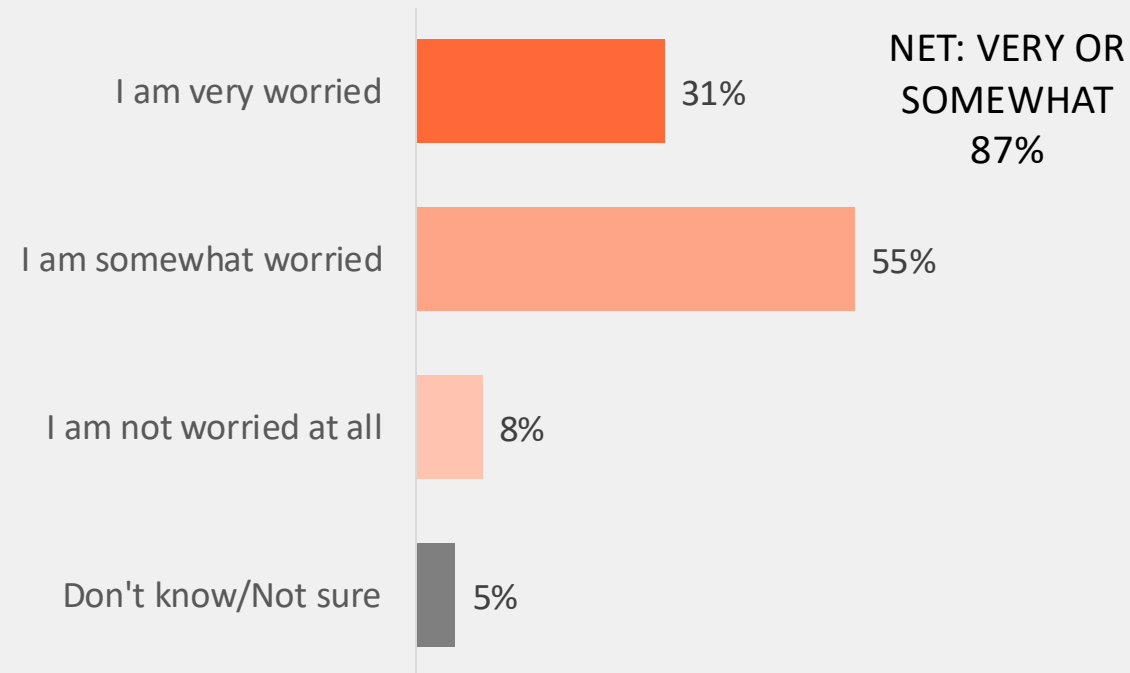
Thinking about being a parent of a child/children under 5, which, if any of the following have you experienced?

Base: Parents of 0-4 year olds in Great Britain (2892)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Children's Futures

87% of parents of 0-4 year olds are very or somewhat worried about their child's future life chances



Given the current social, economic and political context in the UK, how worried, if at all are you for your child's future life chances?

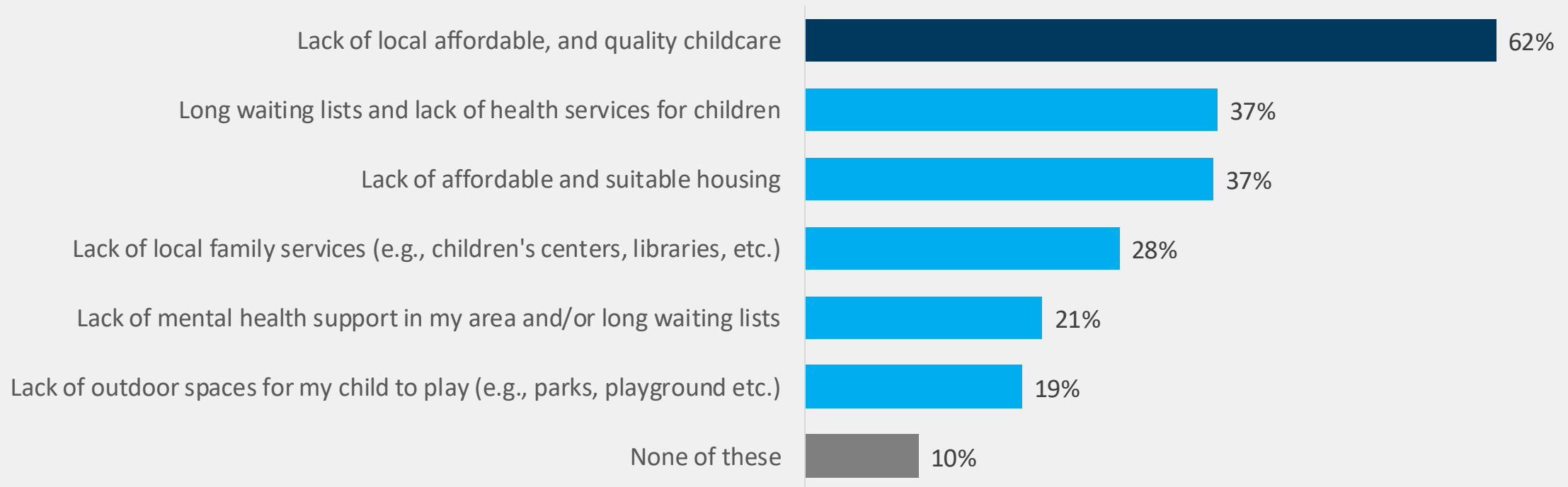
Base: Parents of 0-4 year olds in Great Britain (2892)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Government support and policy

Biggest Challenges Facing Parents

When asked to pick the Top 3 biggest challenges facing parents, more than half (62%) said that a lack of local, affordable, and quality childcare is one of the biggest challenges facing parents under 5 today. Certain groups were more or less likely to say this.



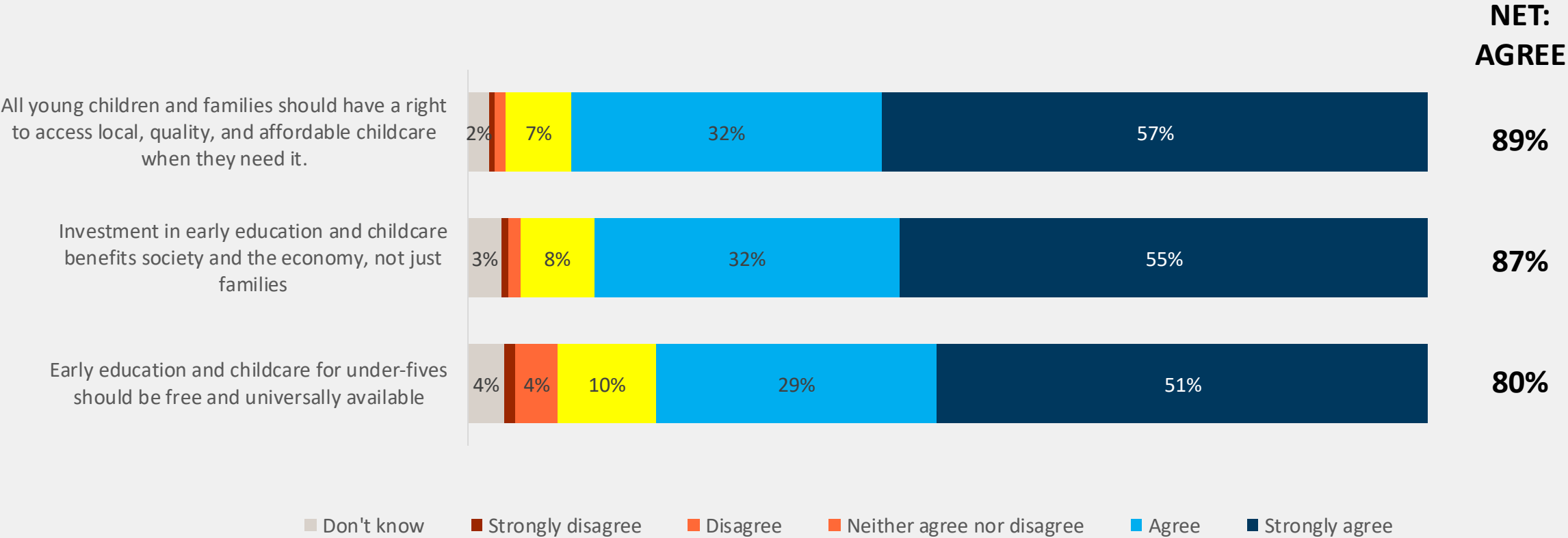
Which, if any, of the following are the biggest challenges facing parents of children under 5 today? Please select a maximum of three.

Base: Parents of 0-4 year olds in Great Britain (2892)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Perceptions Of Childcare

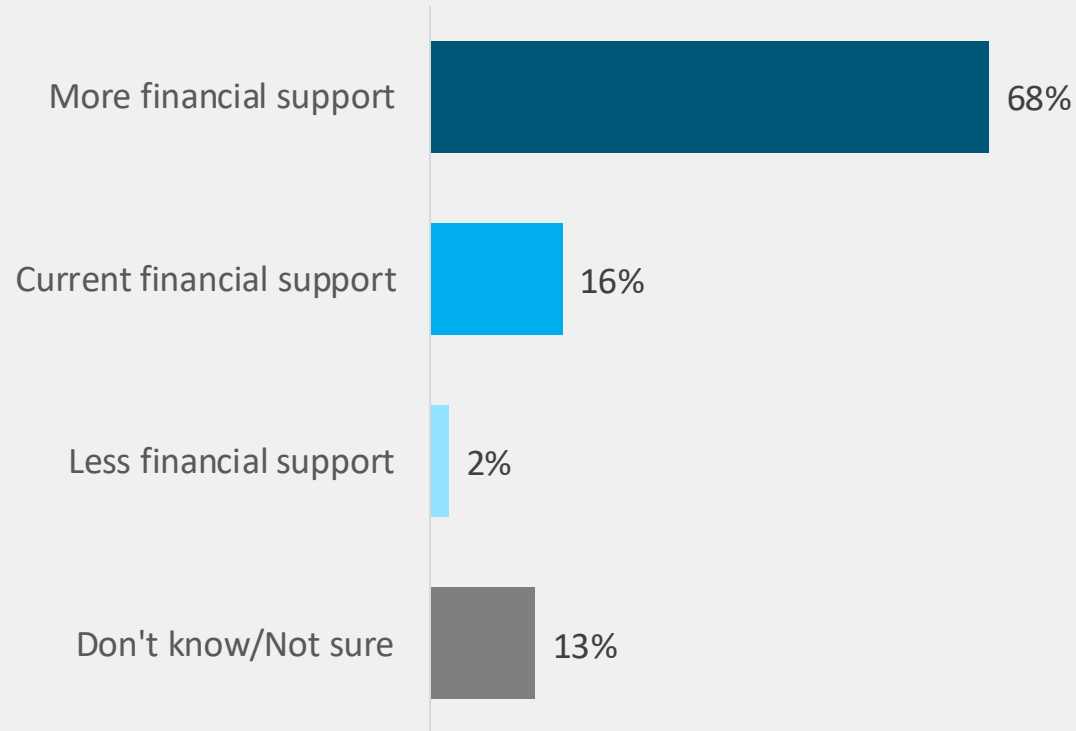
9 in 10 (89%) of parents of 0-4 year olds think all young children and families have a right to access local, quality and affordable childcare when they need it.



And thinking more widely about childcare provision in Britain, to what extent do you agree or disagree with the following statements?
Base: Parents of 0-4 year olds in Great Britain: 2024 (2892)
Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Sentiment On Government Support

Around 2 in 3 (68%) parents of 0-4 year olds think the next UK government should provide more financial support to families with young children living on low incomes.



Thinking about the different government priorities, do you think the next UK government should provide more or less financial support to families with young children living on low incomes or is the current amount about right?

Base: Parents of 0-4 year olds in Great Britain: 2024 (2892)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)

Deep dive on income

Income

Those with living with lower household incomes (£19,999 or below) struggle significantly more across a range of measures compared to the average, whereas those with higher incomes (£60,000+) struggle consistently less.

Rising cost of living has negatively impacted family life

GB Average: 66%

More Likely
↑

Low income: 77%

Less Likely
↓

High income: 59%

'I've had to borrow money / gone into debt in order to make ends meet / pay for essentials'

GB Average: 25%

More Likely
↑

Low income: 39%

Less Likely
↓

High income: 19%

'I dread the holidays because of the financial strain they put on my family'

GB Average: 38%

More Likely
↑

Low income: 62%

Less Likely
↓

High income: 29%

Struggled with mental health while being a parent

GB Average: 63%

More Likely
↑

Low income: 75%

Less Likely
↓

High income: 59%

All (2892): Low incomes (236), High incomes (1142)

Source: UNICEF UK 0-4 Parents Survey by YouGov (10th May - 2nd June 2024)



Significantly higher/lower vs. GB (95% CI)