Q1 · TABLE 28 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child aged 5 or below, how easy or difficult do you find being a parent? (NET: Difficult)

All parents 36%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q1 · TABLE 28 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child aged 5 or below, how easy or difficult do you find being a parent? (NET: Easy)

All parents 38%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q2 · TABLE 29 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Thinking back to before you became a parent, how does the reality of parenting compare to the expectations you had? (NET: Easier than expected)

All parents 18%



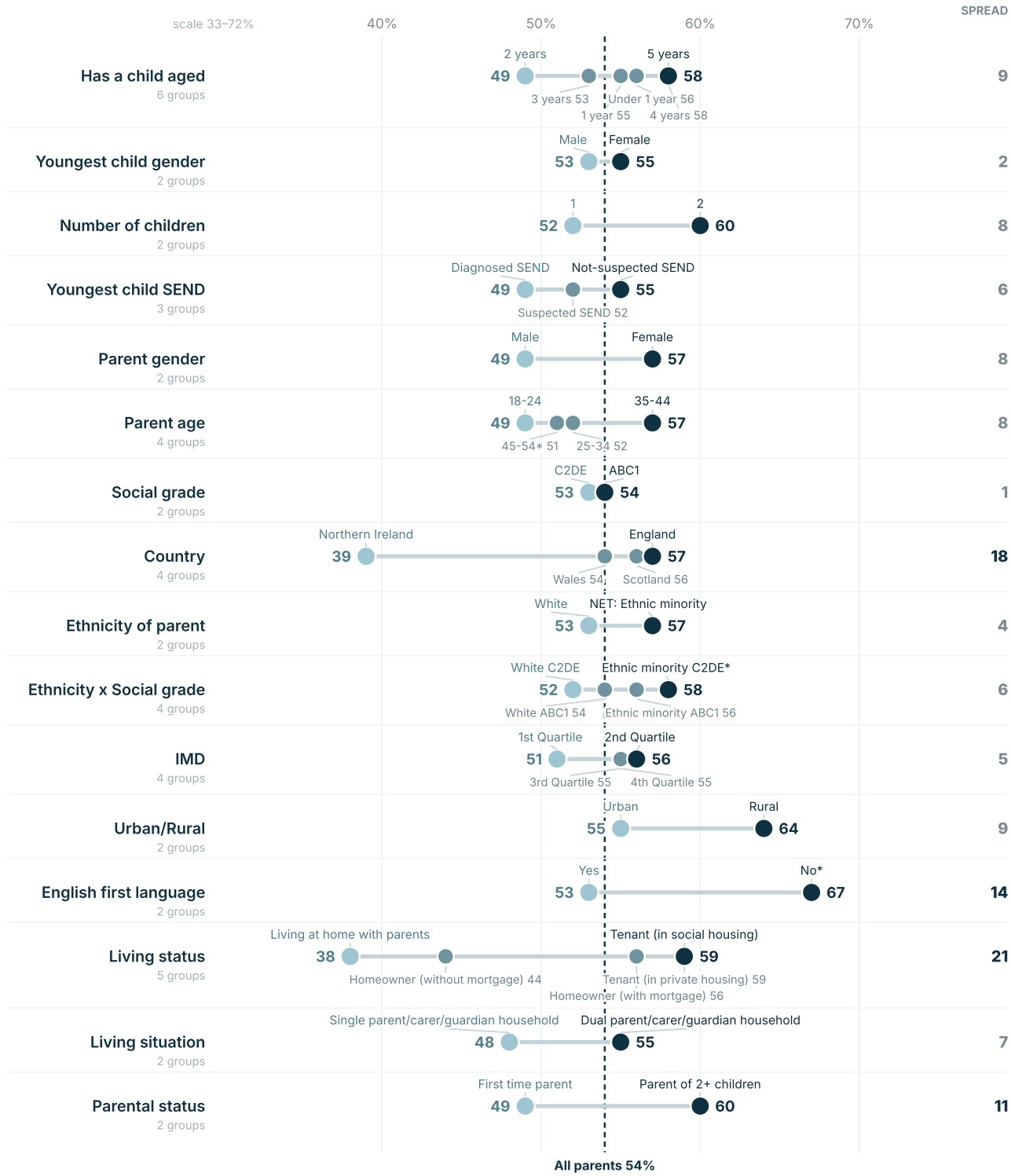
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q2 · TABLE 29 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Thinking back to before you became a parent, how does the reality of parenting compare to the expectations you had? (NET: Harder than expected)

All parents 54%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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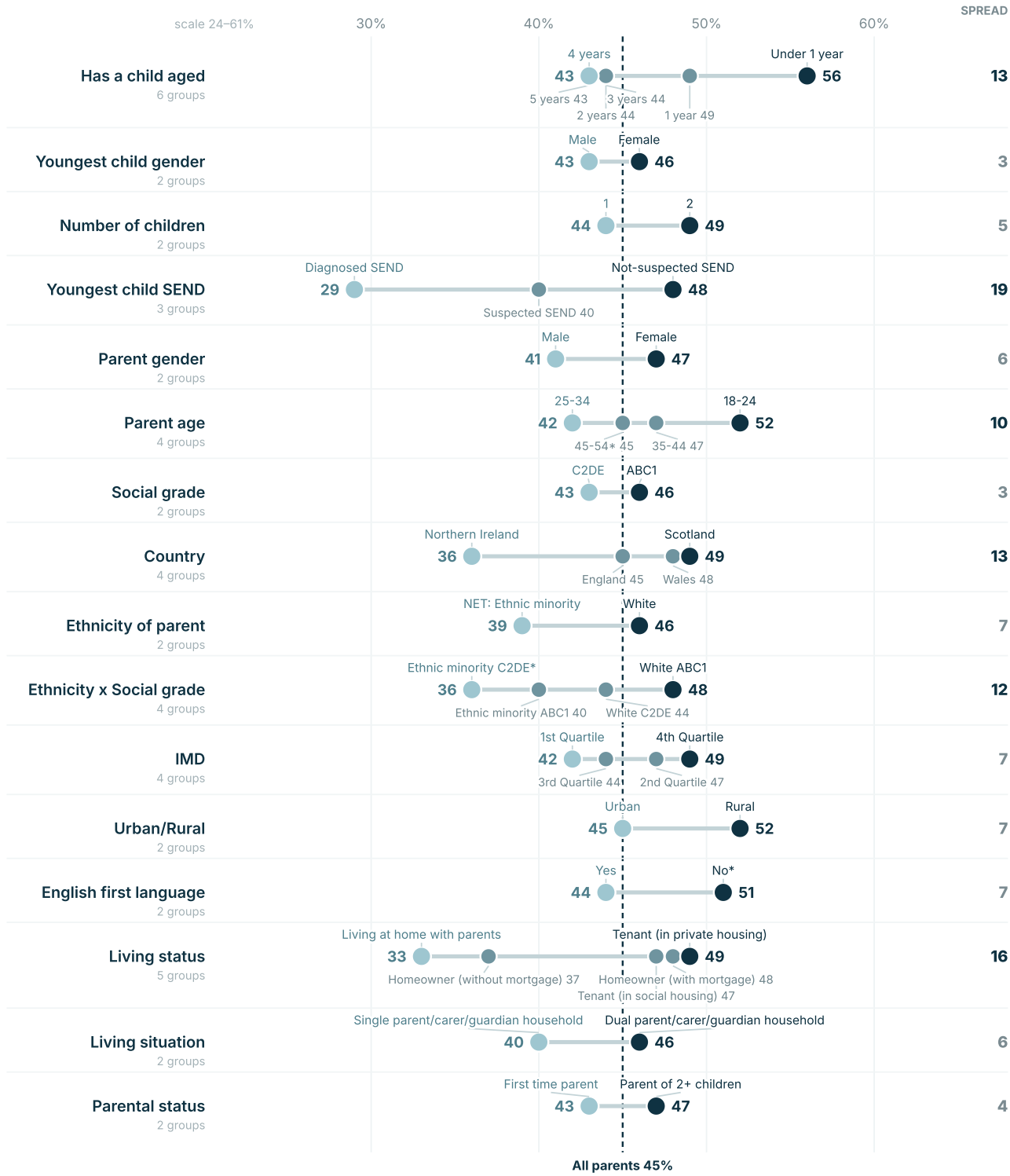
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Helping my child feel loved and secure)

All parents 45%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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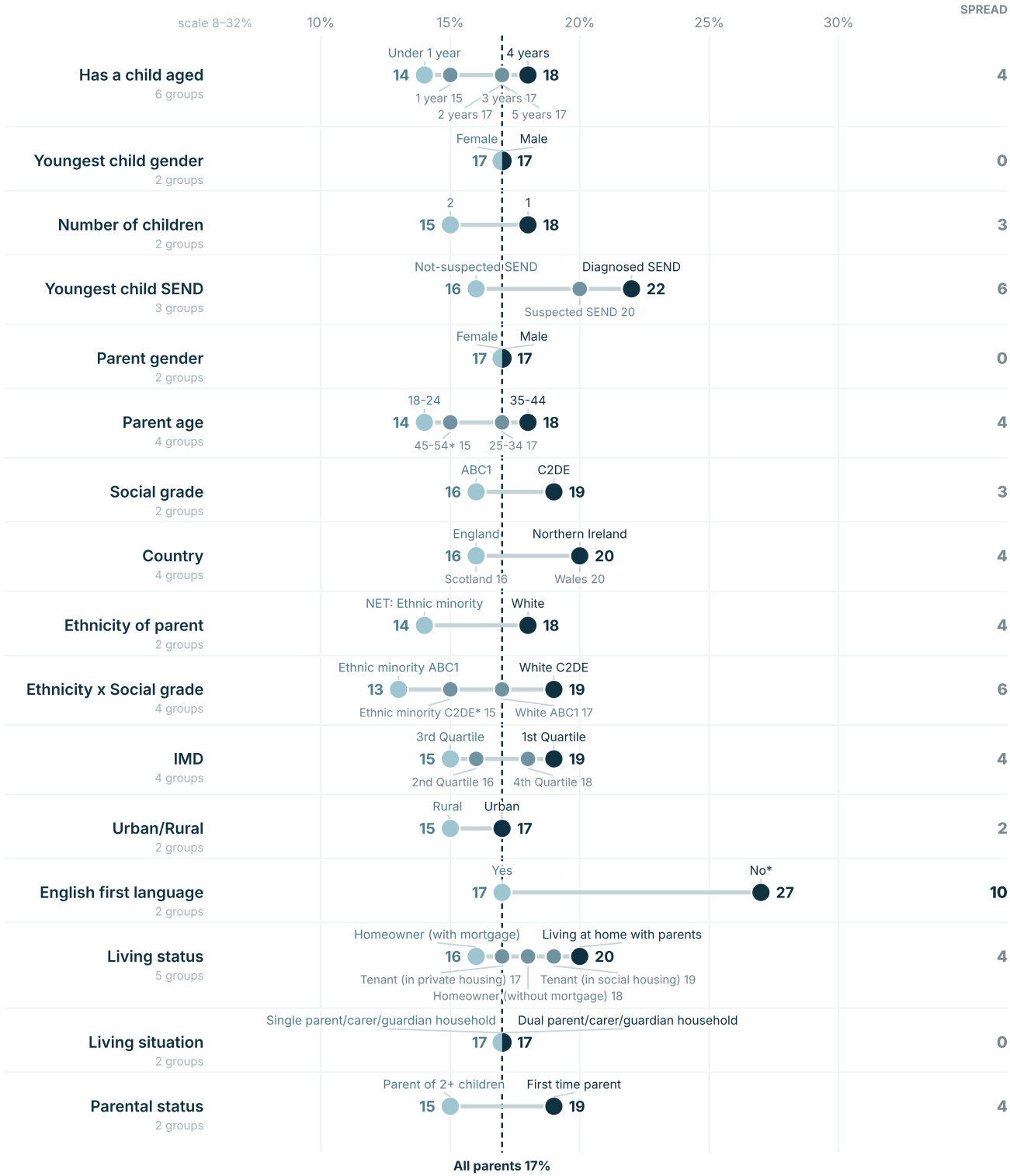
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Helping them become independent)

All parents 17%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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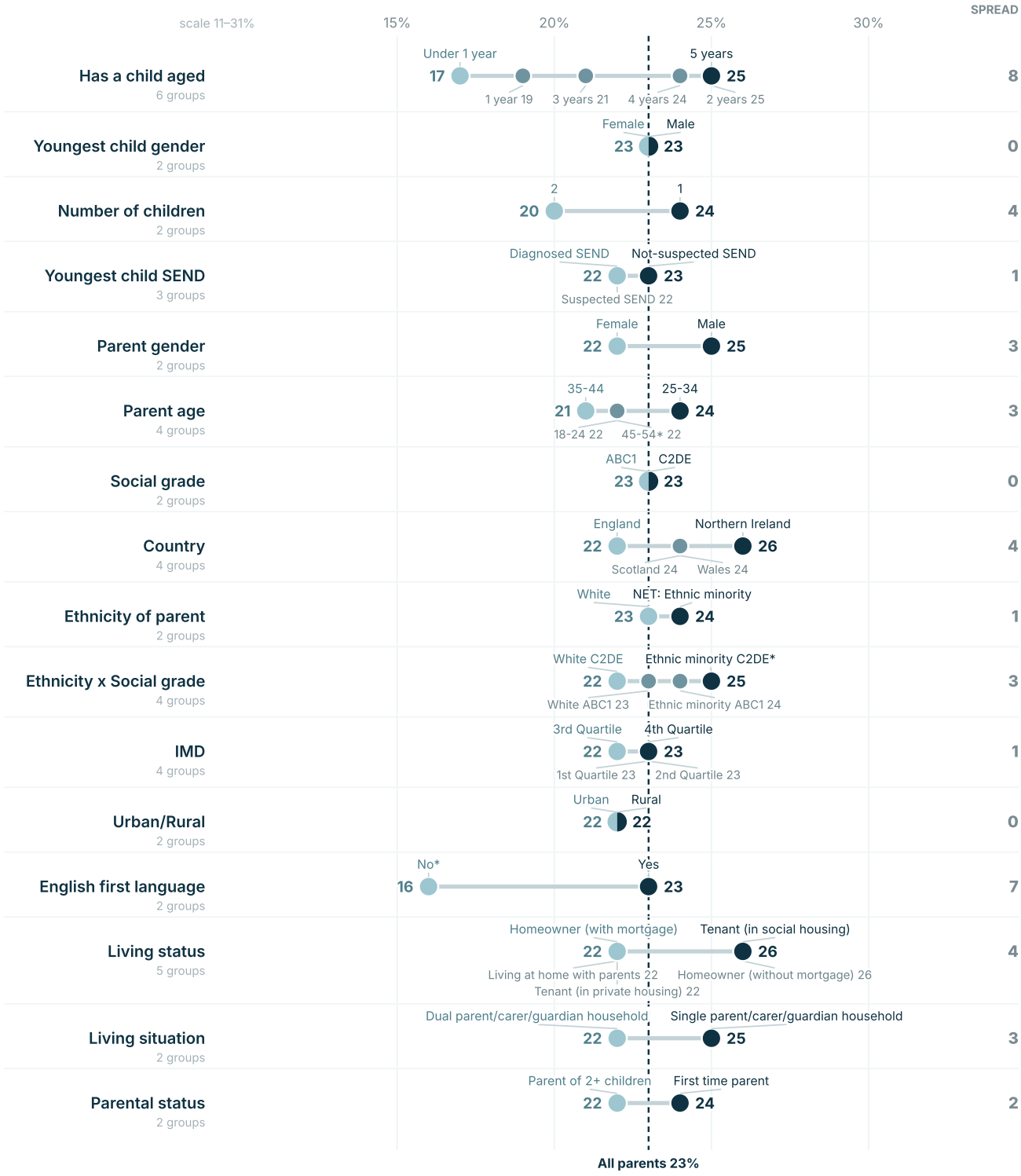
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Helping them build confidence)

All parents 23%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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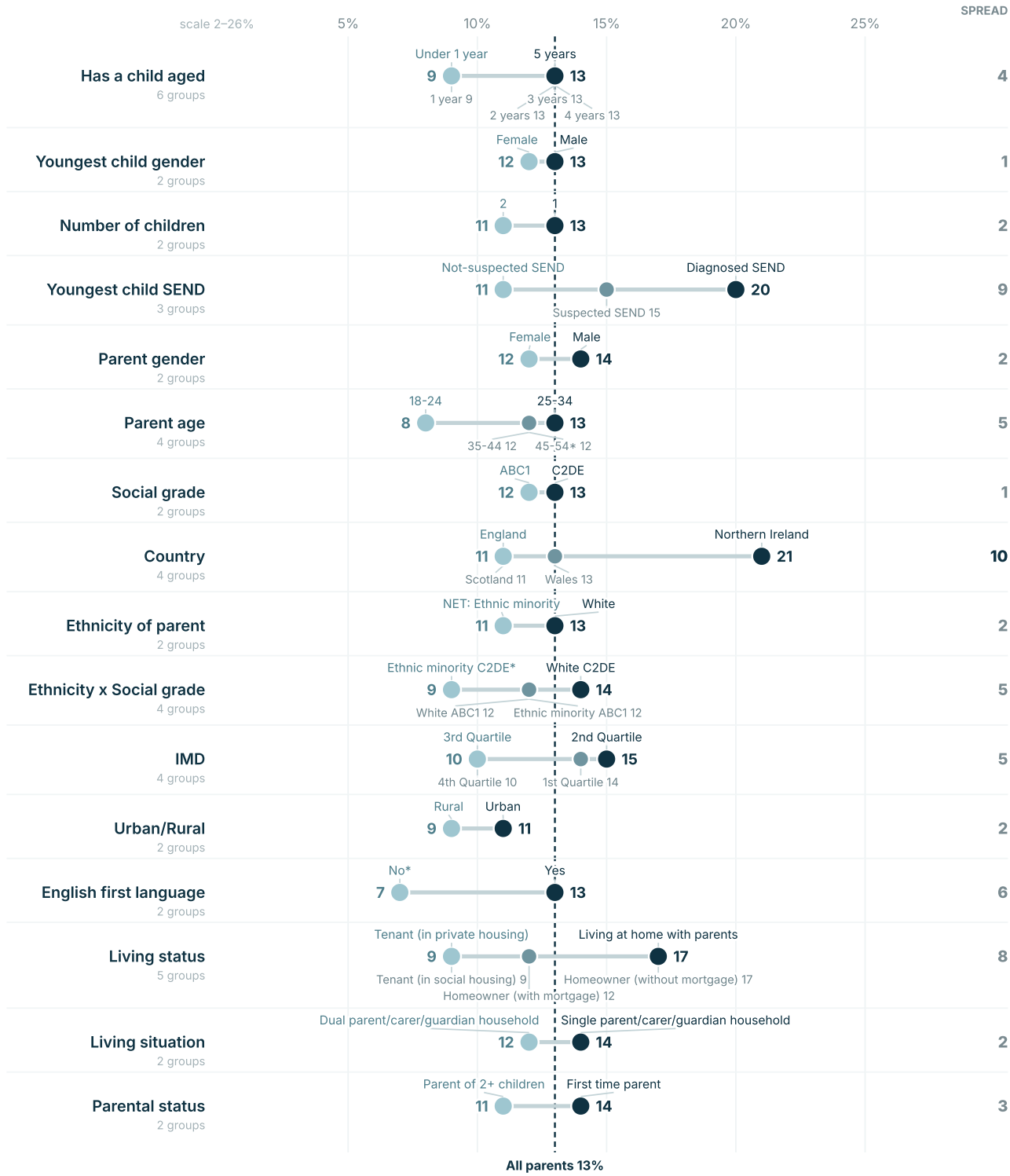
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Helping them get along well with others)

All parents 13%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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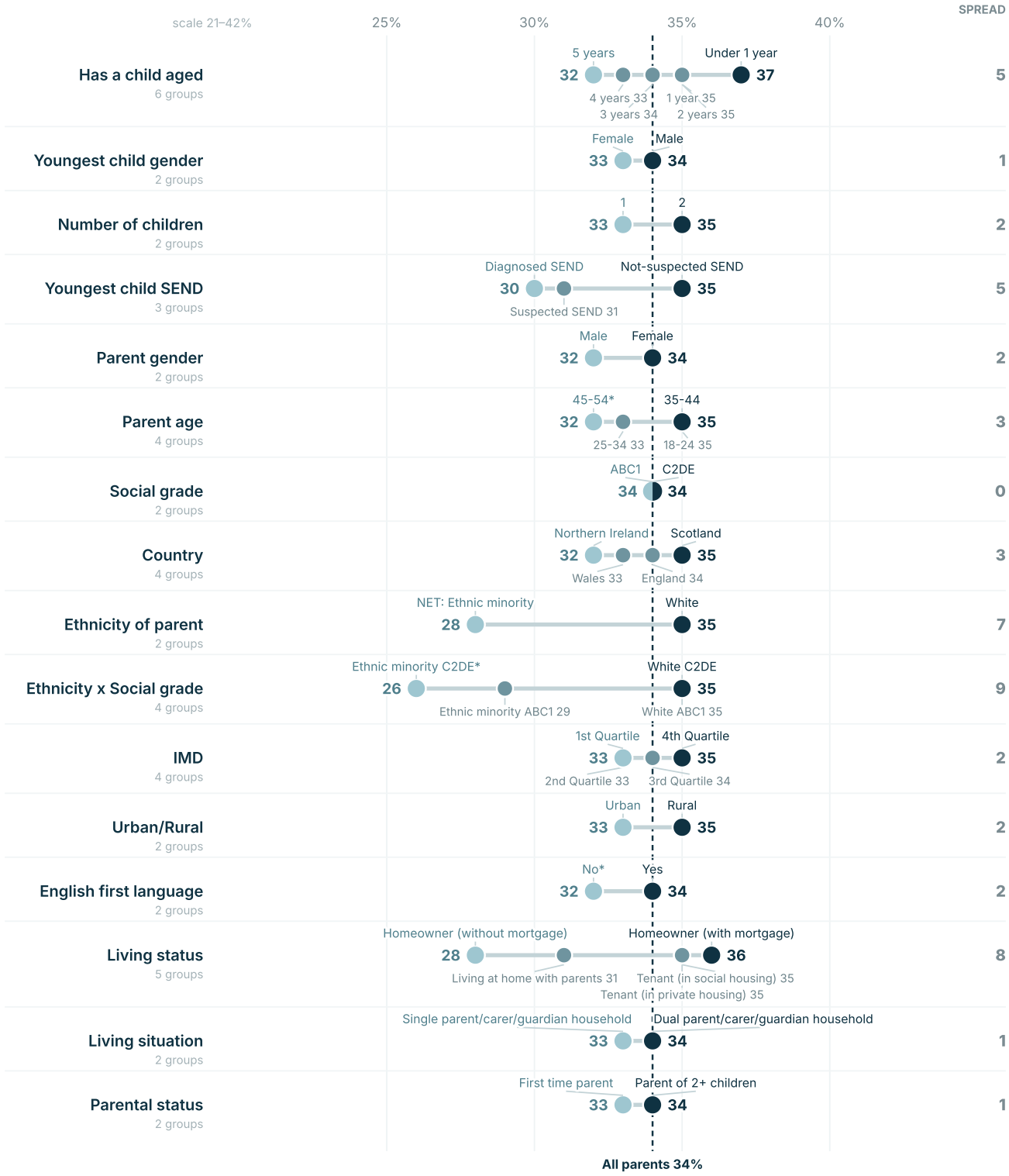
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Helping them have a happy childhood)

All parents 34%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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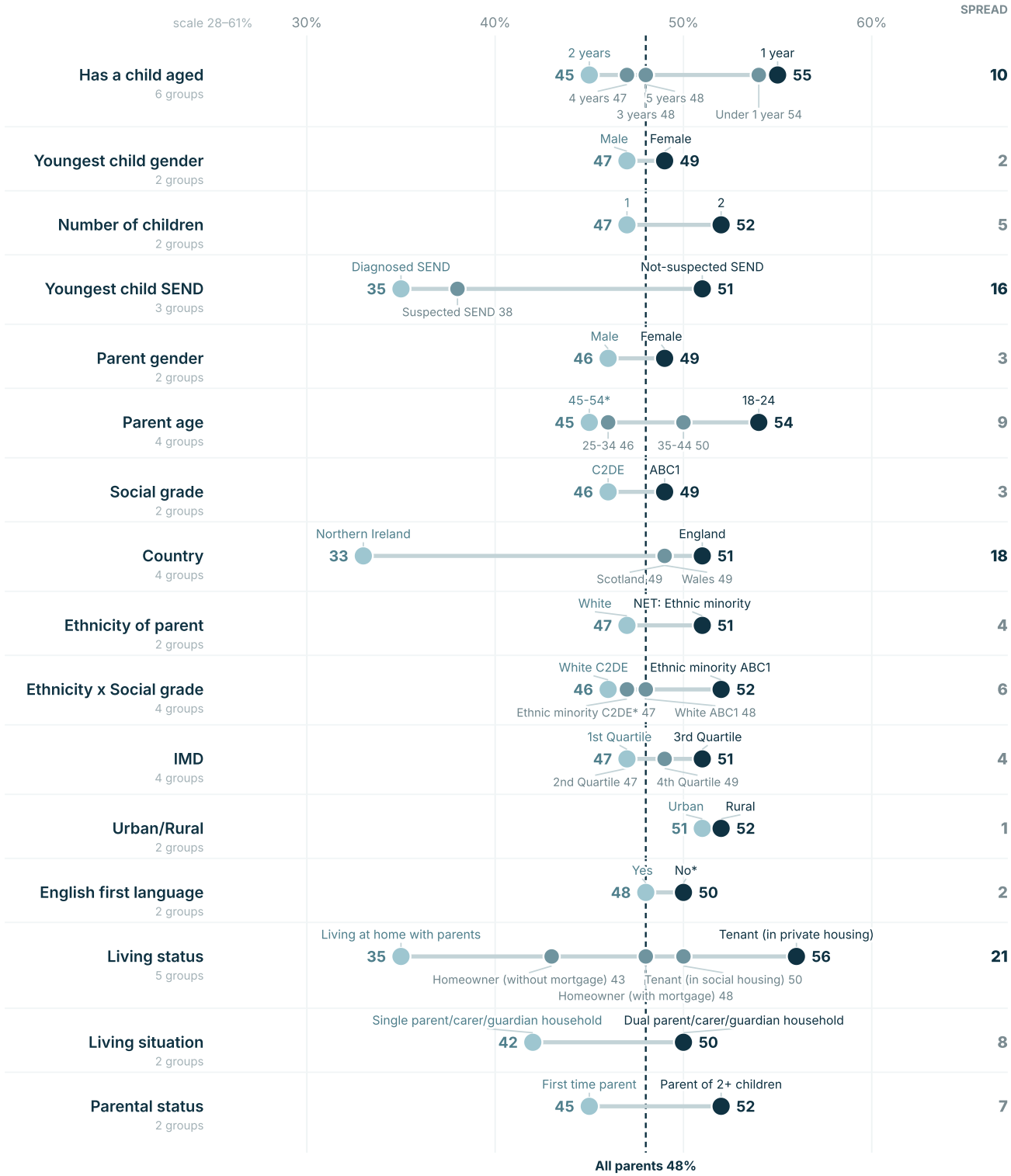
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Keeping them safe and healthy)

All parents 48%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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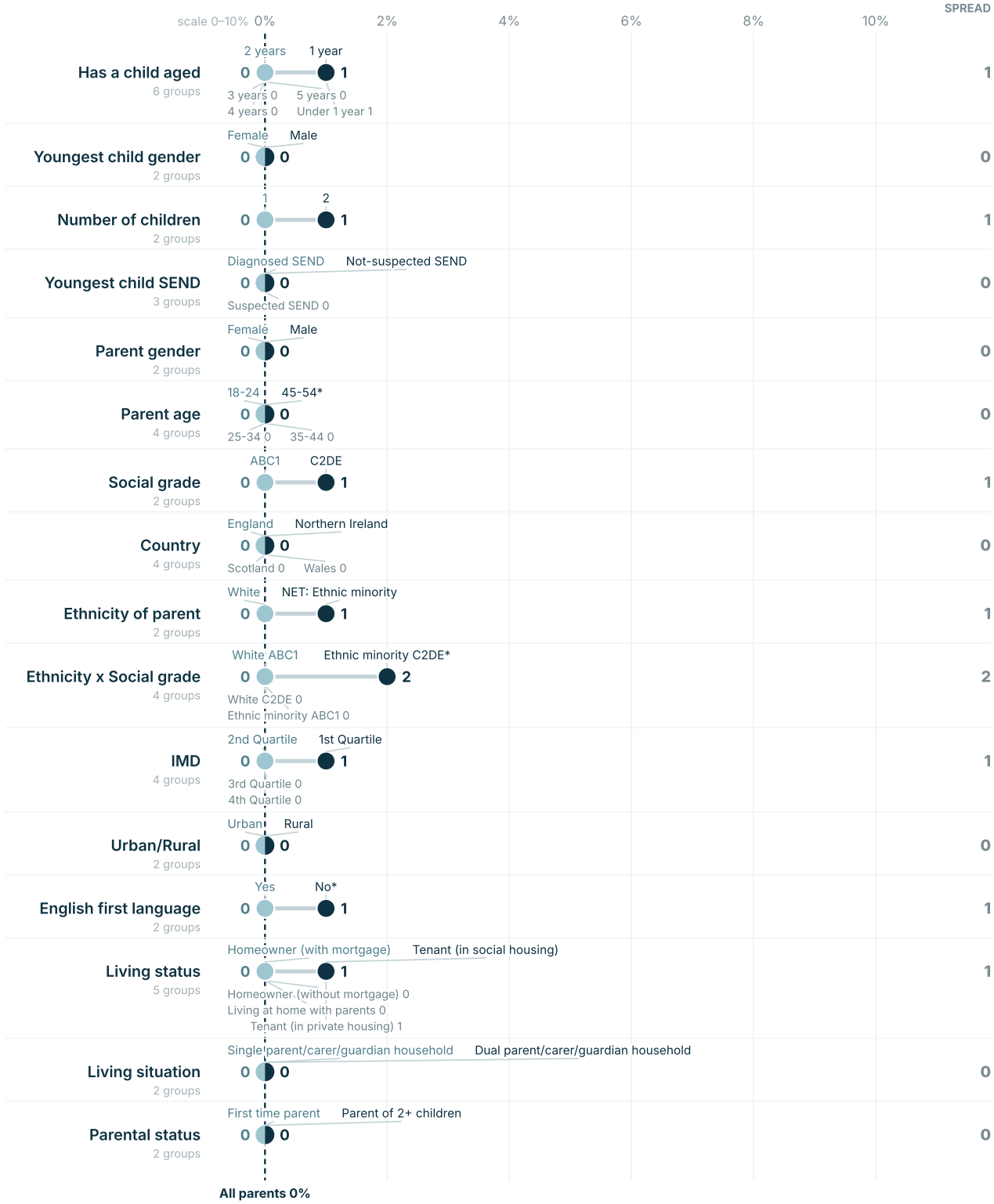
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (None of these)

All parents 0%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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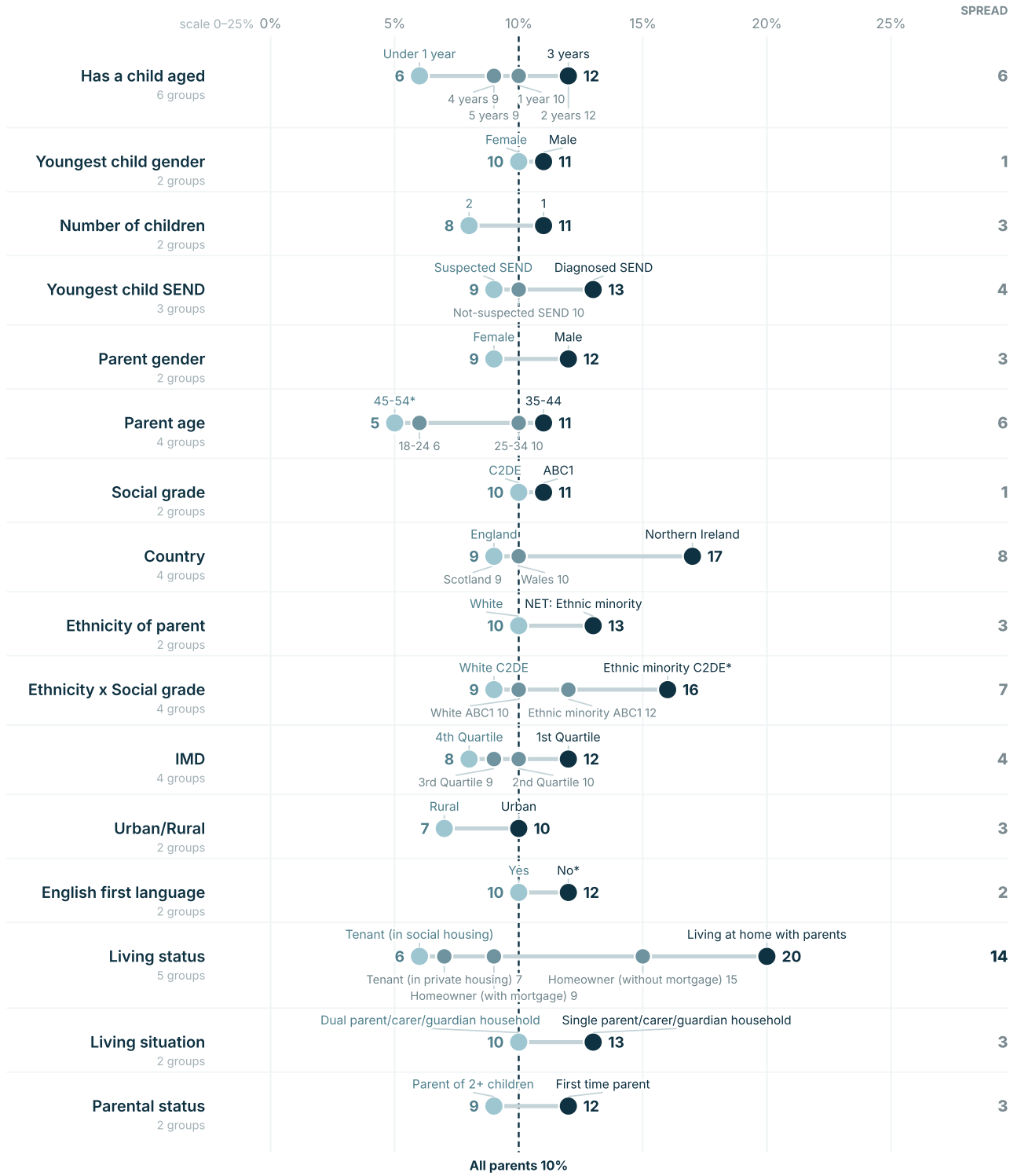
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Passing on family or cultural values)

All parents 10%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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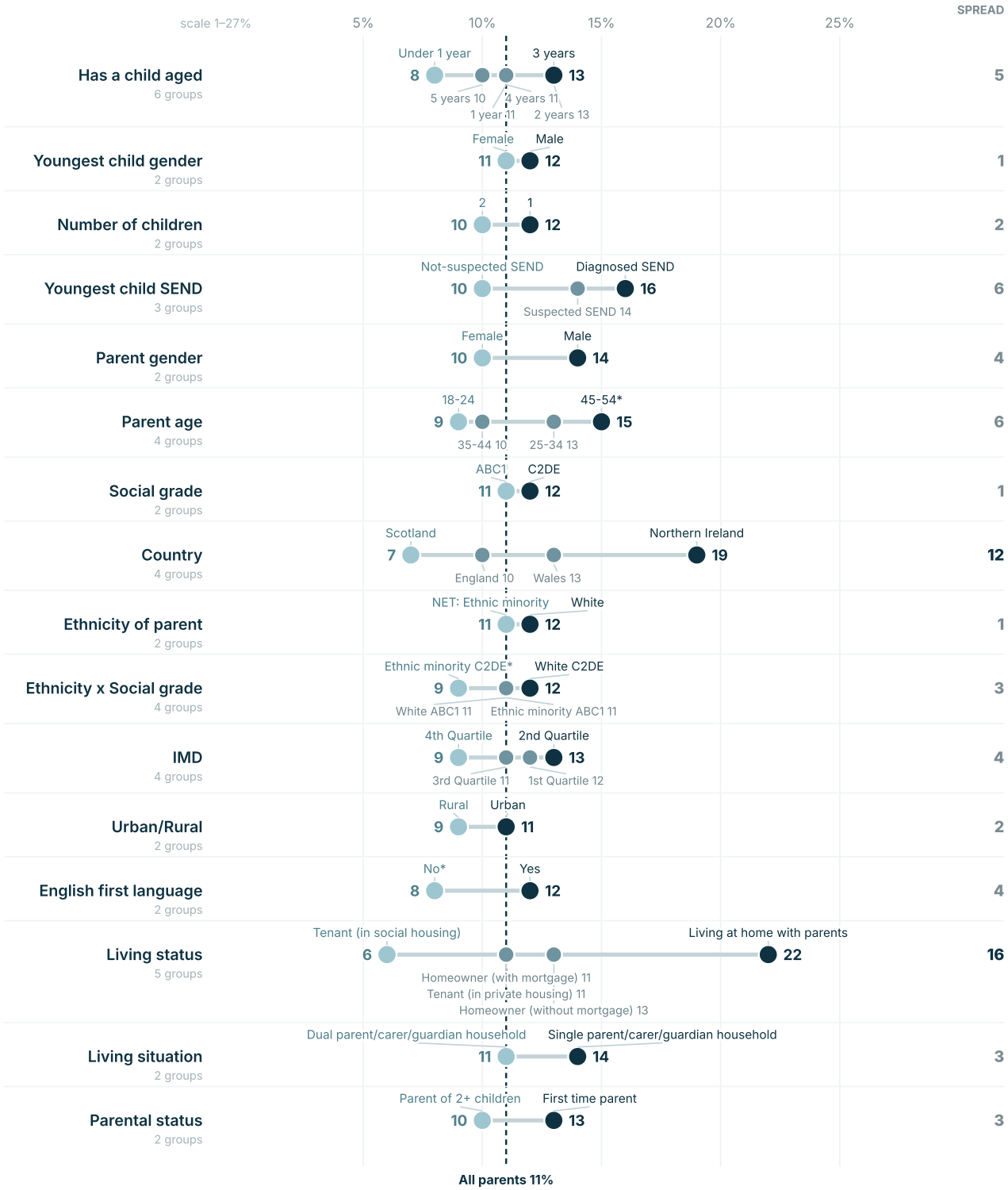
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Preparing them for nursery or school)

All parents 11%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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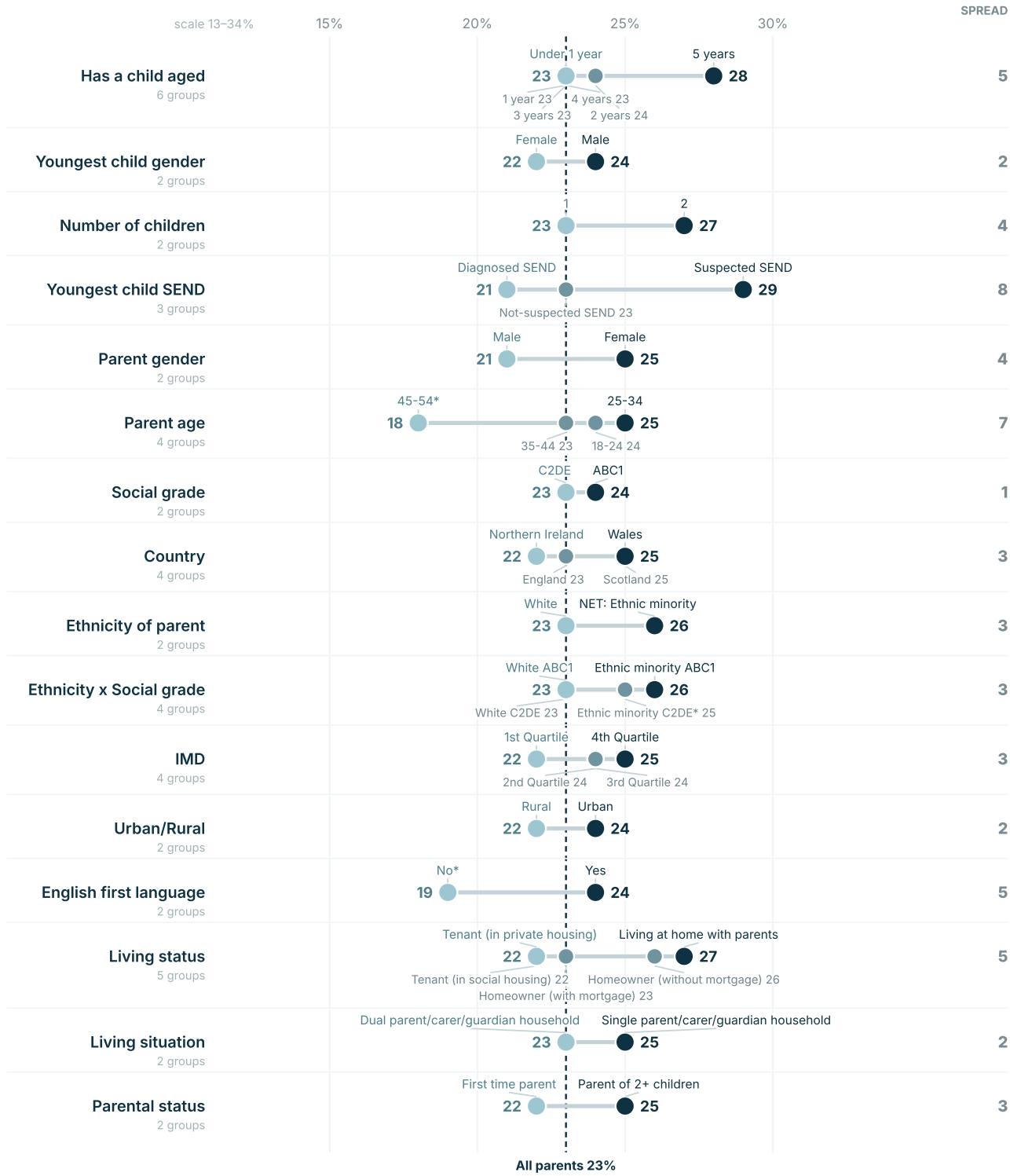
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Supporting their emotional wellbeing)

All parents 23%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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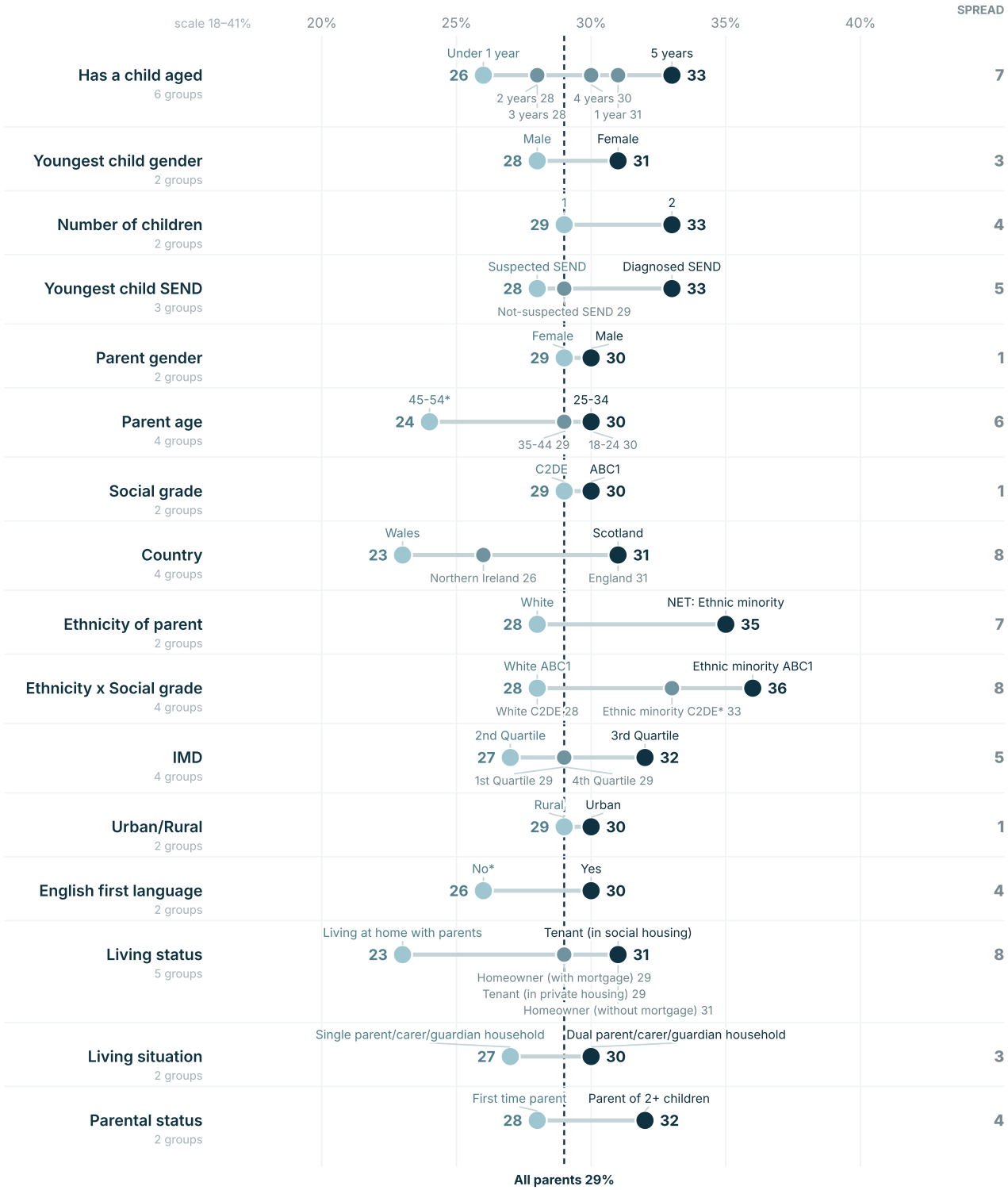
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Supporting their learning and development)

All parents 29%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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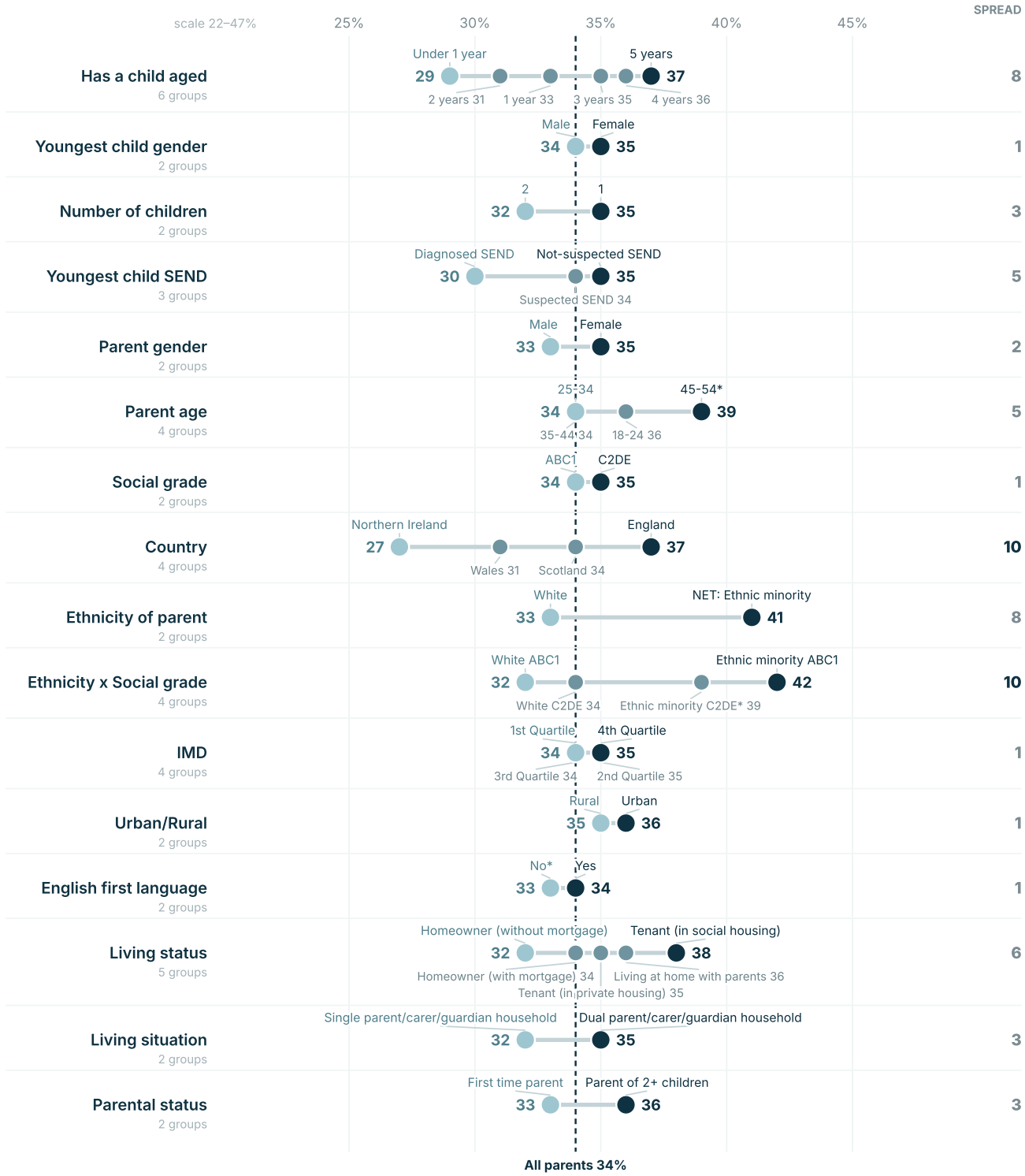
Kindred²

Q3 · TABLE 30 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following, if any, feels most important to you in regard to how you parent your youngest child? (Teaching good behaviour and boundaries)

All parents 34%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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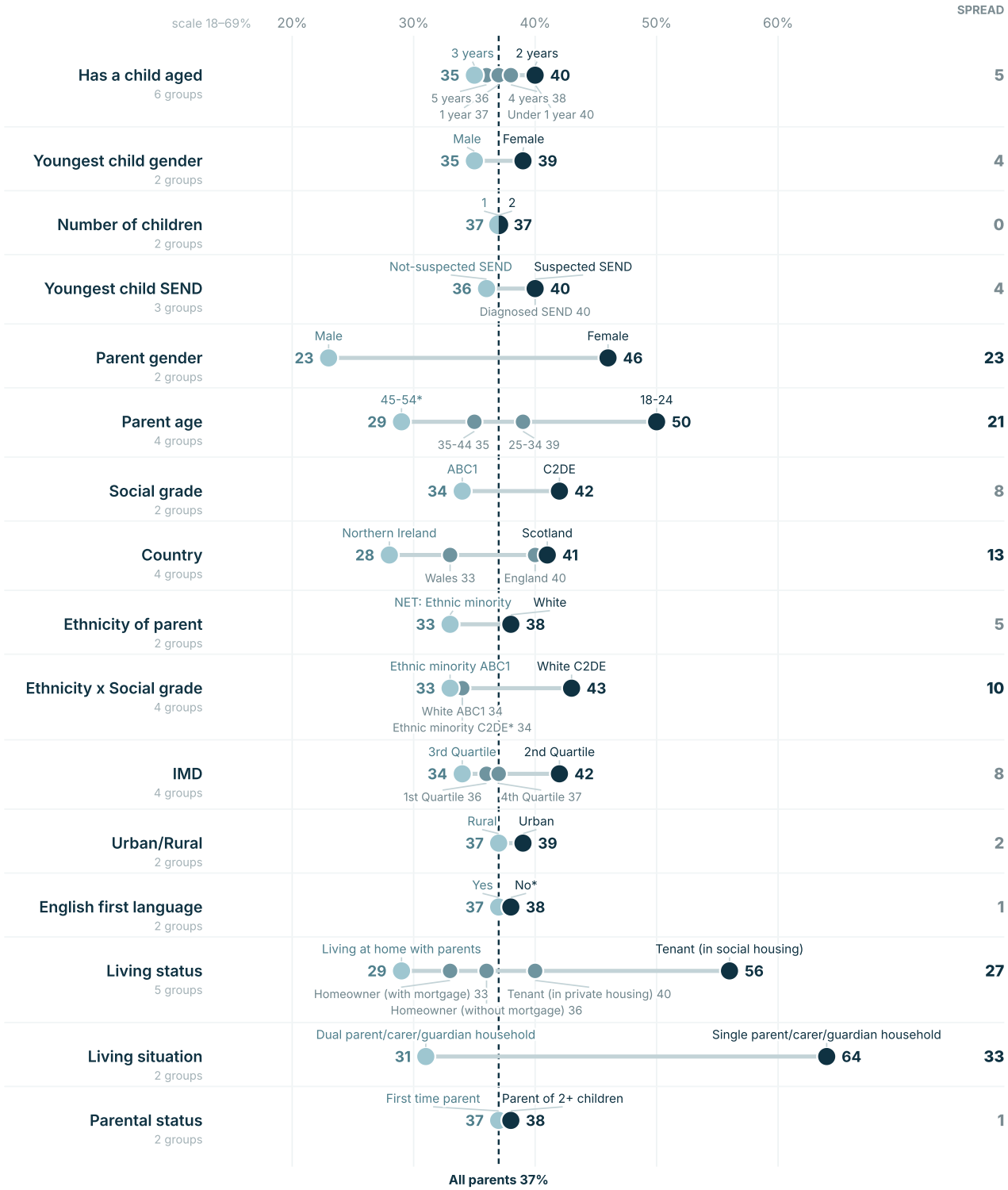
Kindred²

Q4 · TABLE 31 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following best describes how looking after children is primarily managed in your household? (I am the sole/primary caregiver (do the majority of daily care))

All parents 37%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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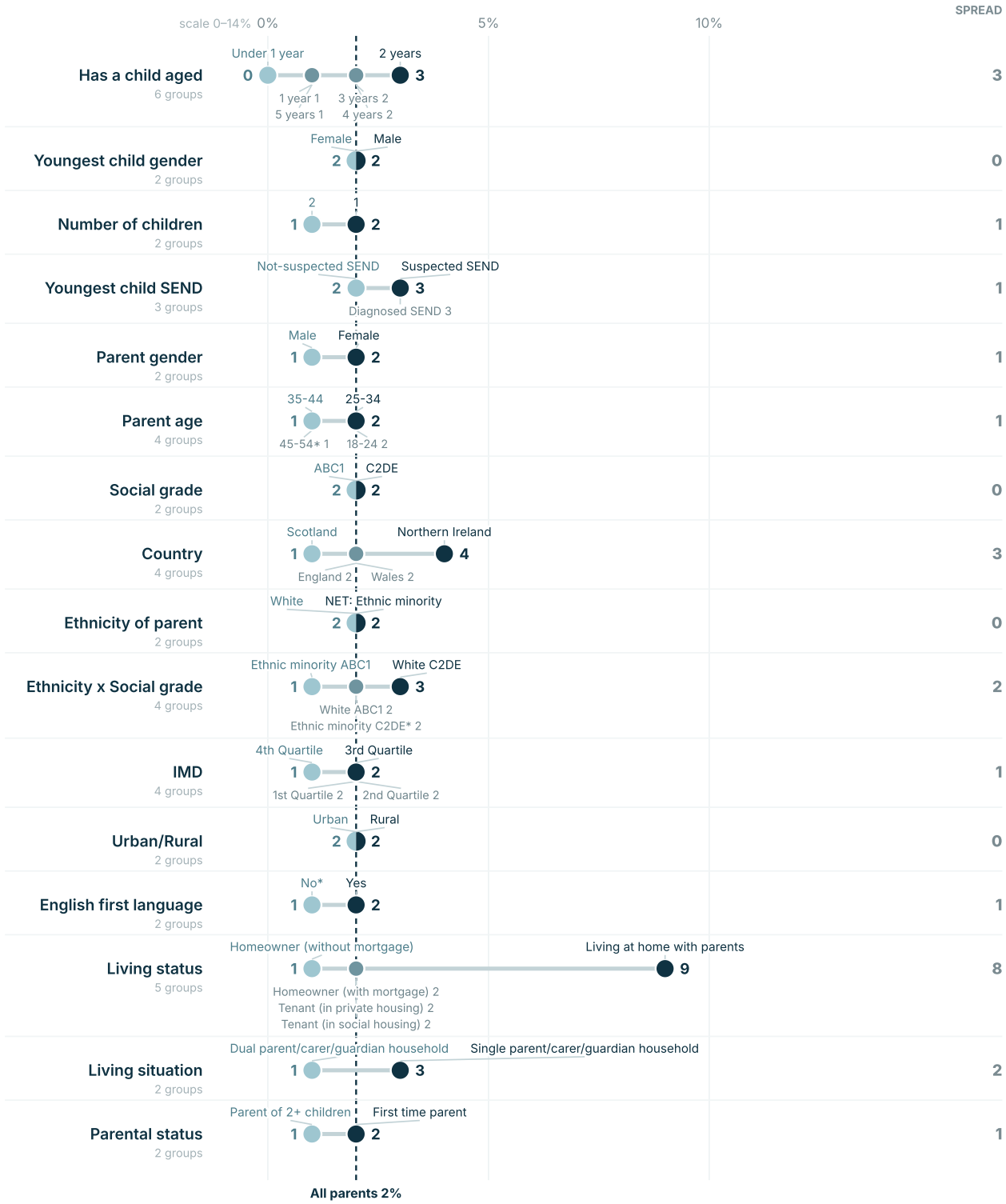
Kindred²

Q4 · TABLE 31 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following best describes how looking after children is primarily managed in your household? (I/we rely heavily on family (e.g., grandparents, extended family) to share the daily workload)

All parents 2%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q4 · TABLE 31 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following best describes how looking after children is primarily managed in your household? (I/we rely heavily on paid support (e.g. nanny, childminder, nursery))

All parents 1%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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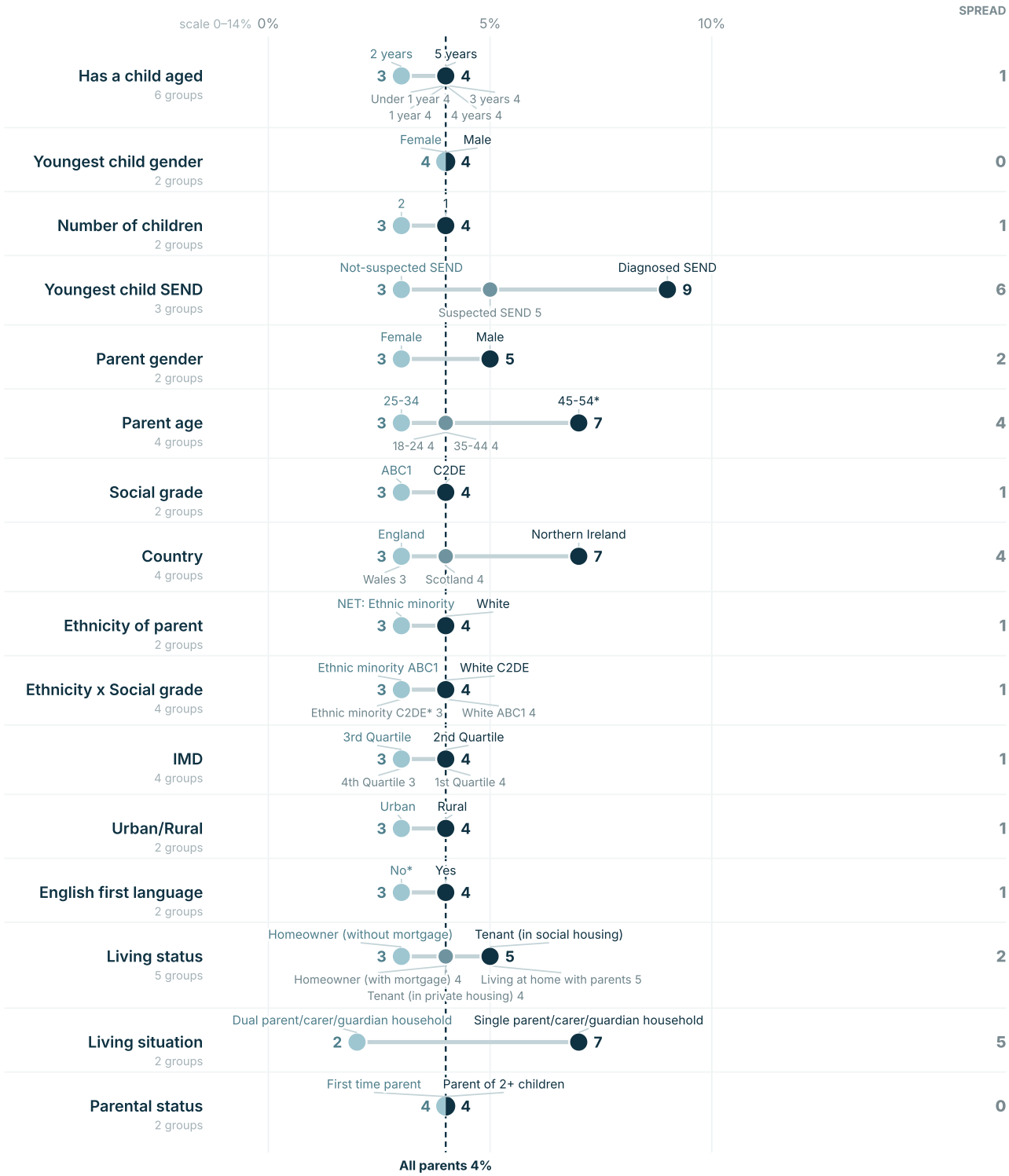
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q4 · TABLE 31 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following best describes how looking after children is primarily managed in your household? (It is shared across a split/co-parenting arrangement across separate households)

All parents 4%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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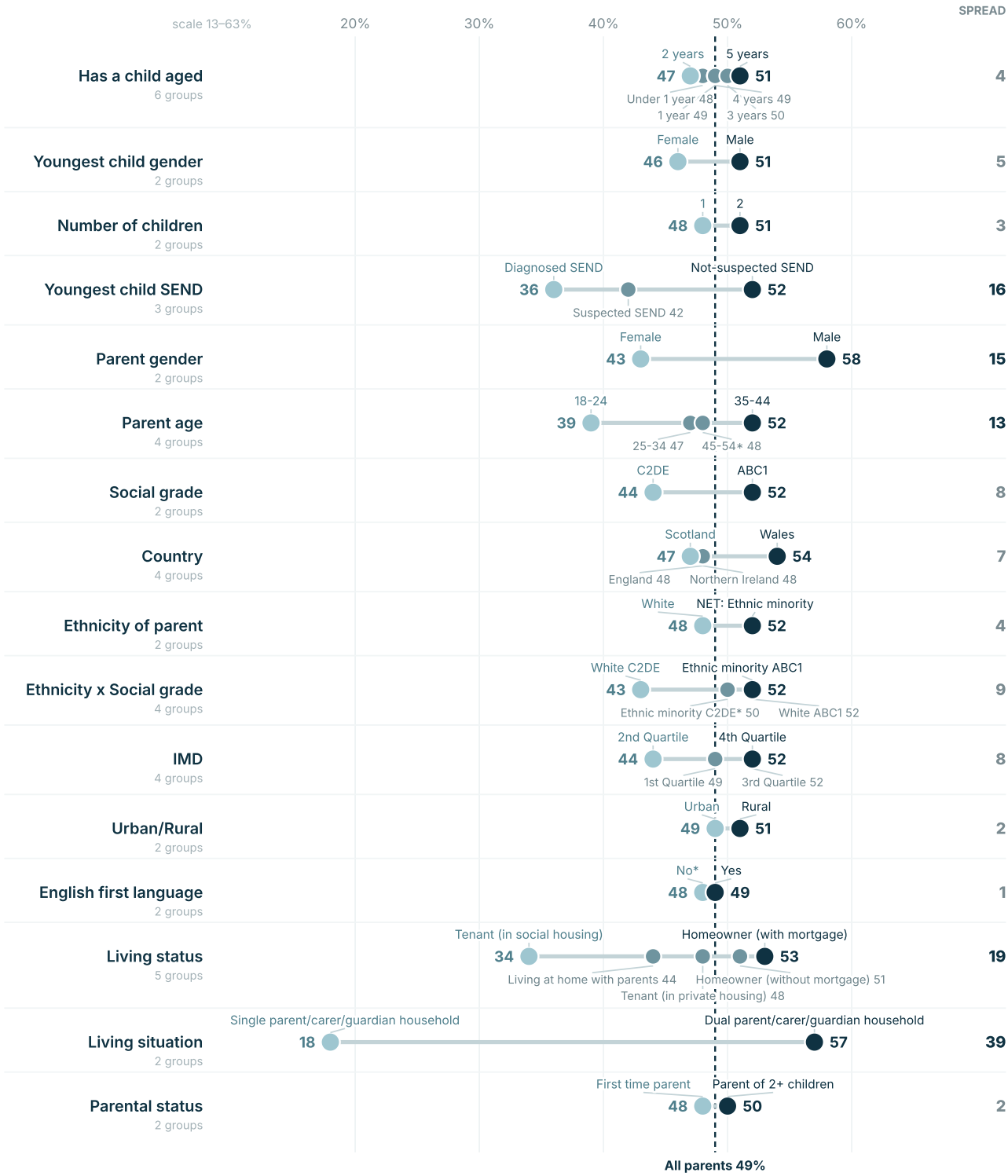
Kindred²

Q4 · TABLE 31 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following best describes how looking after children is primarily managed in your household? (It is shared equally with a partner)

All parents 49%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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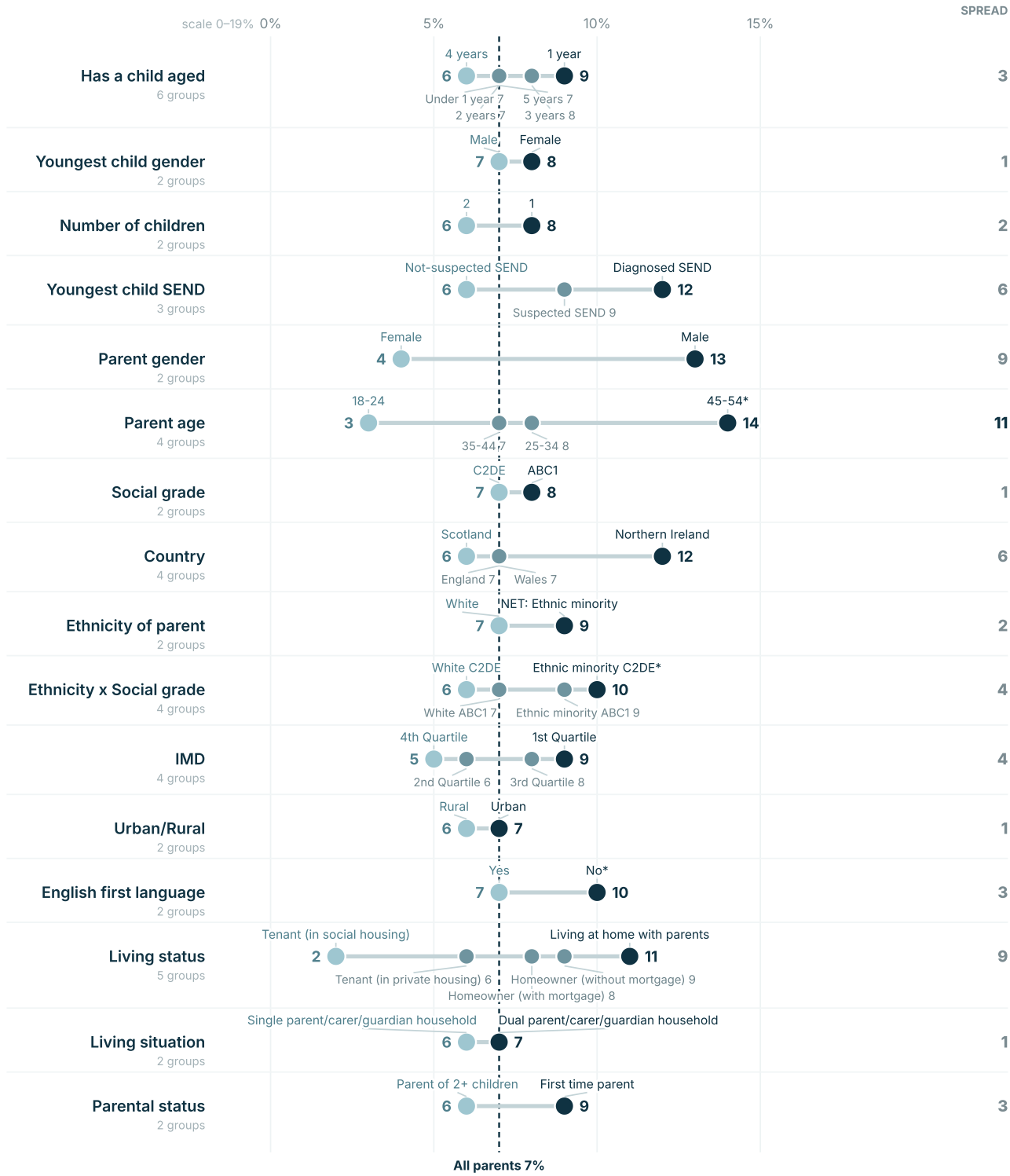
Kindred²

Q4 · TABLE 31 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which of the following best describes how looking after children is primarily managed in your household? (My partner takes the lead on the majority of daily tasks)

All parents 7%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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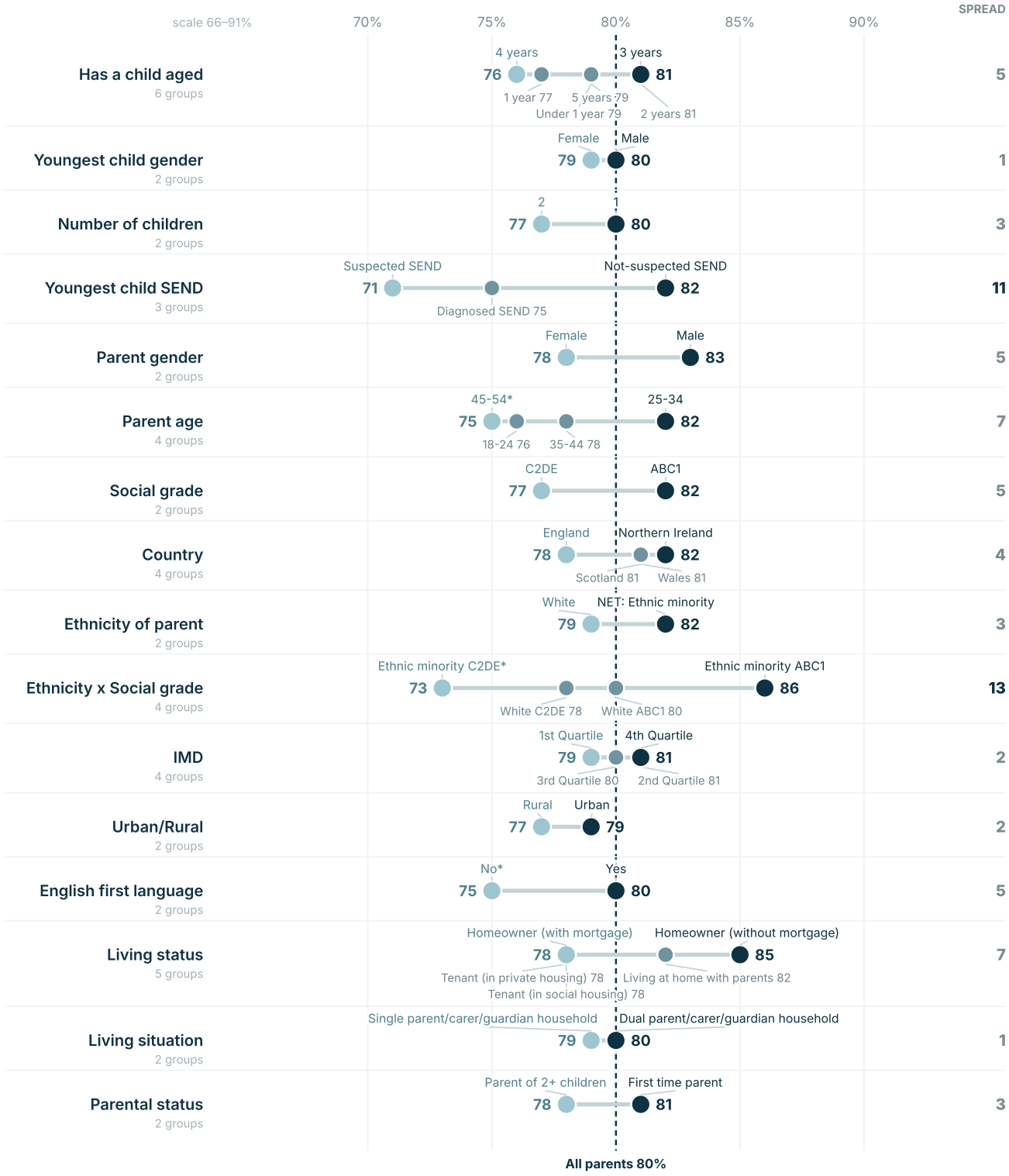
Kindred²

Q5_1 · TABLE 35 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

I feel confident in my role as a parent (NET: Agree)

All parents 80%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q5_1 · TABLE 35 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

I feel confident in my role as a parent (NET: Disagree)

All parents 8%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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Kindred²

Q5_2 · TABLE 36 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

I often worry that I am not doing enough as a parent (NET: Agree)

All parents 68%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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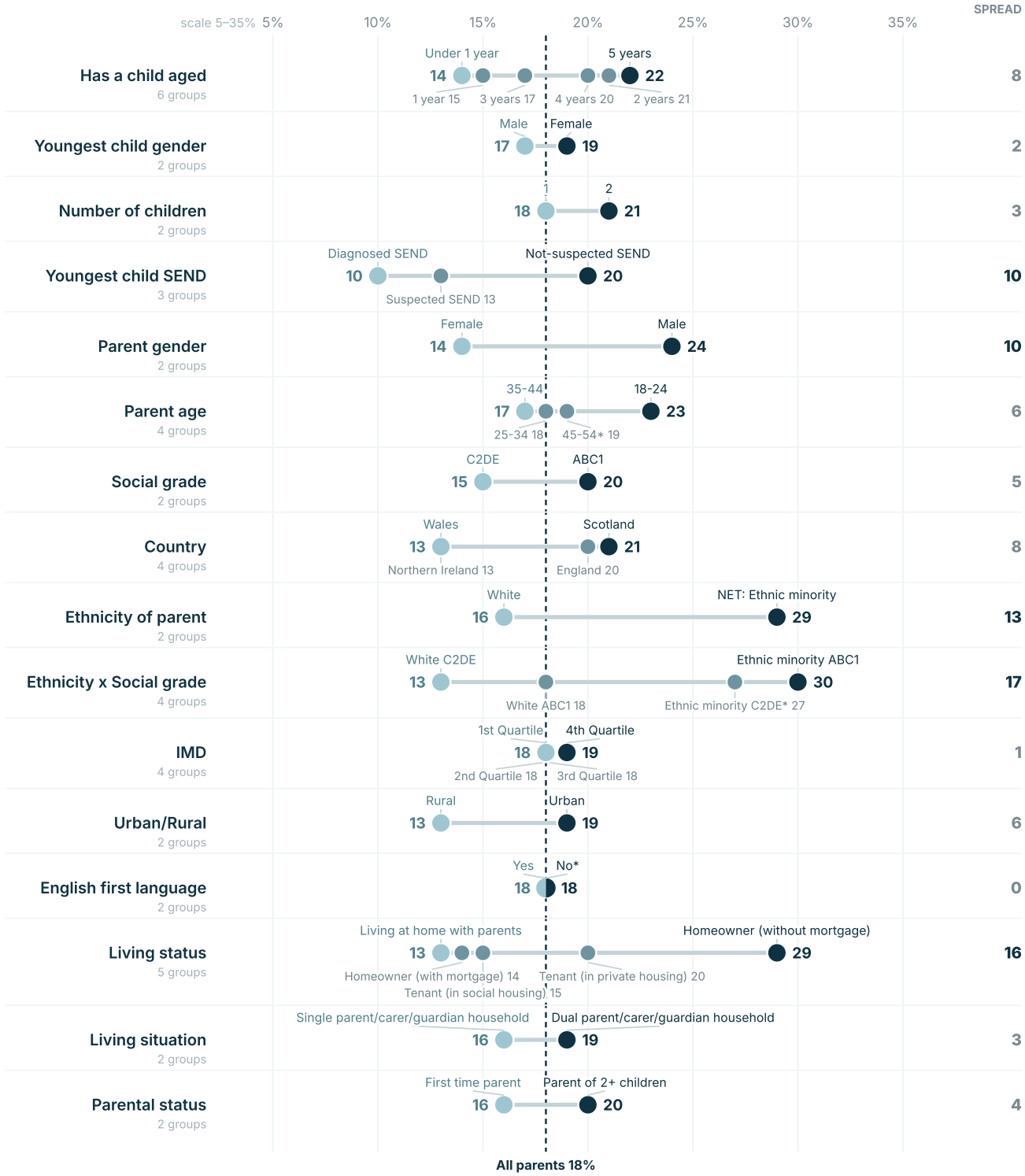
Kindred²

Q5_2 · TABLE 36 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

I often worry that I am not doing enough as a parent (NET: Disagree)

All parents 18%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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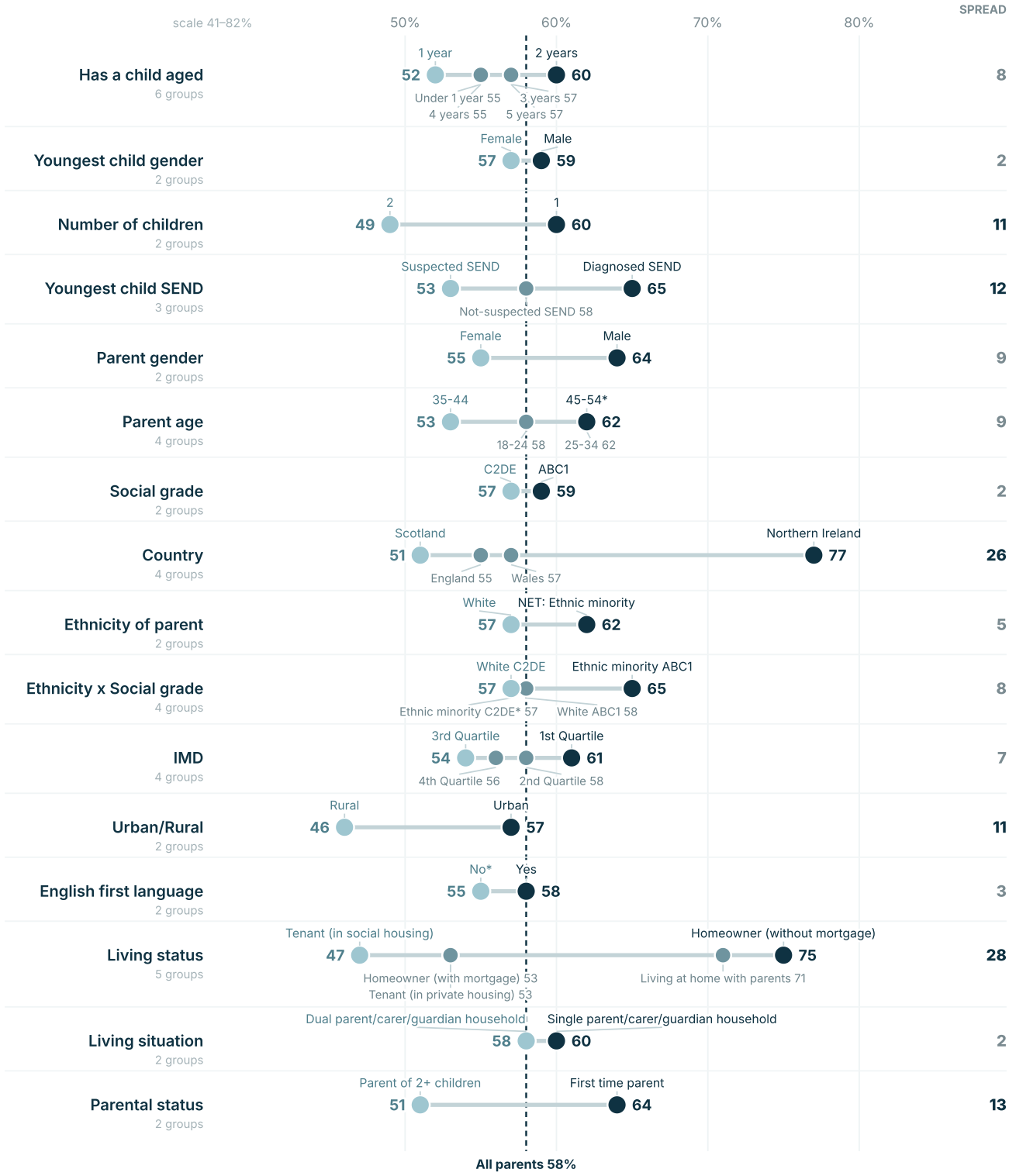
Kindred²

Q5_3 · TABLE 37 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

I feel I have enough time and energy to parent in the way I would ideally like to (NET: Agree)

All parents 58%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q5_3 · TABLE 37 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

I feel I have enough time and energy to parent in the way I would ideally like to (NET: Disagree)

All parents 27%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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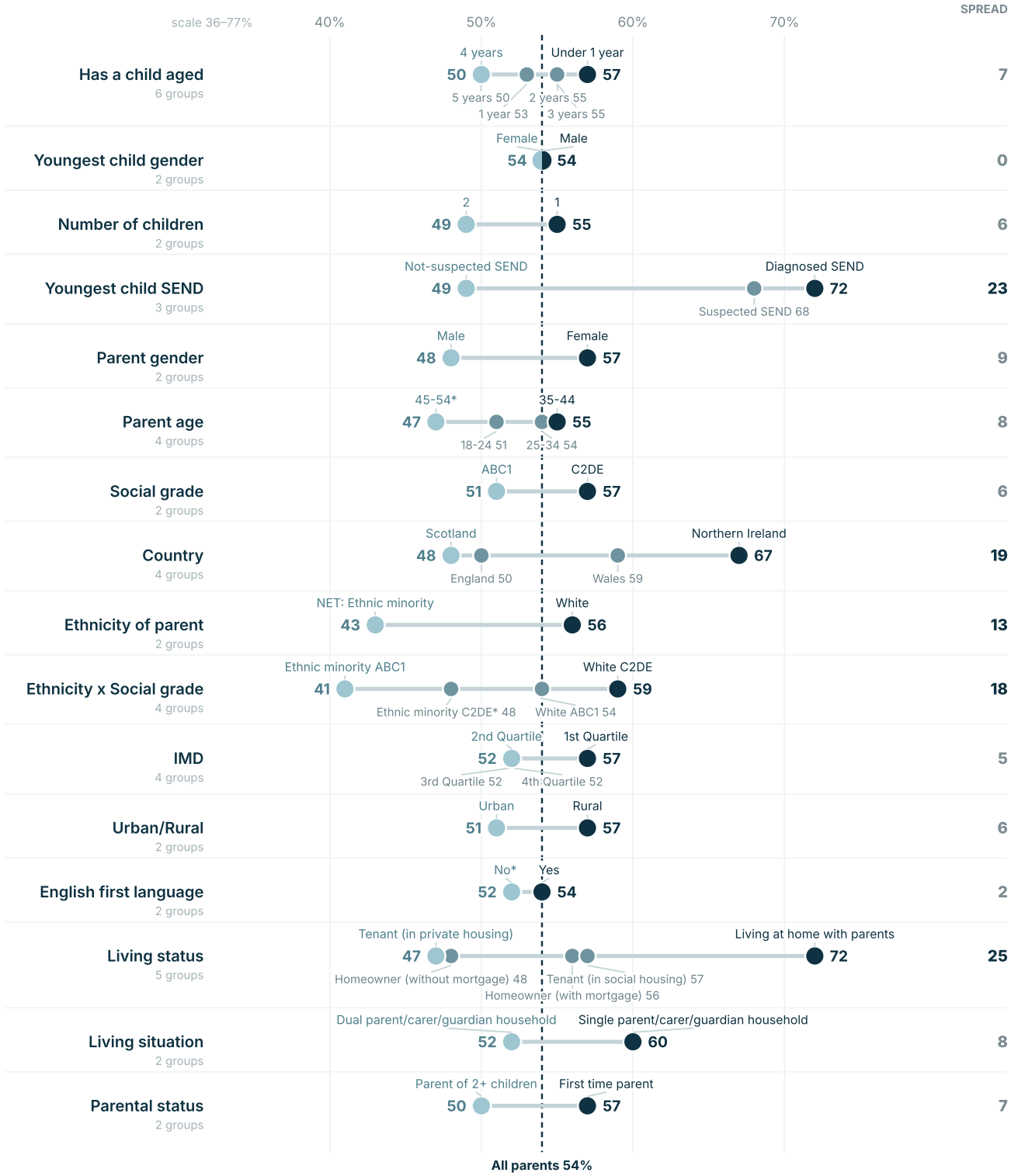
Kindred²

Q6_1 · TABLE 41 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

My own low mood or feelings of anxiety (NET: Agree)

All parents 54%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q6_1 · TABLE 41 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

My own low mood or feelings of anxiety (NET: Disagree)

All parents 30%



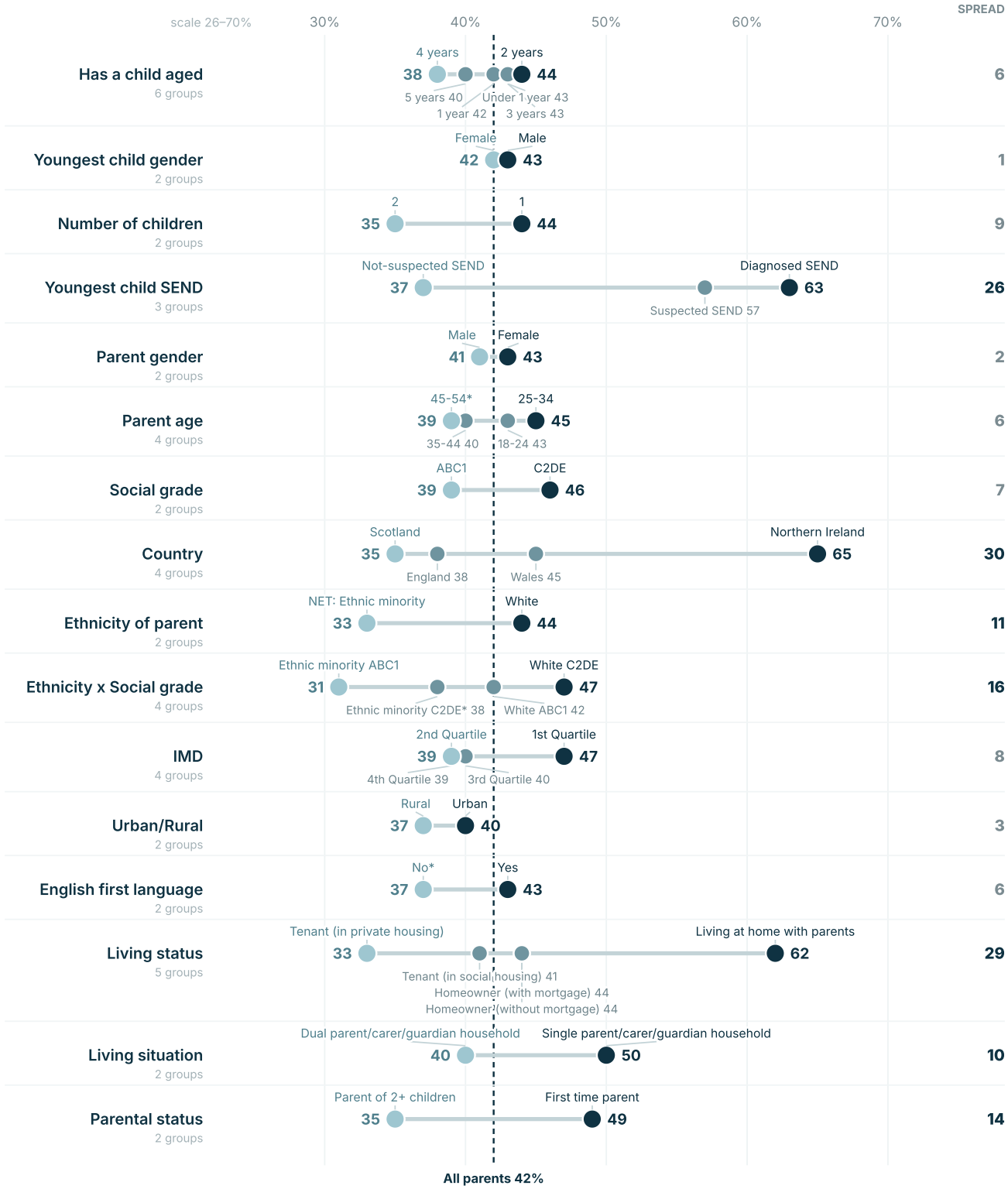
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_2 · TABLE 42 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Difficulty trusting my own instincts (NET: Agree)

All parents 42%



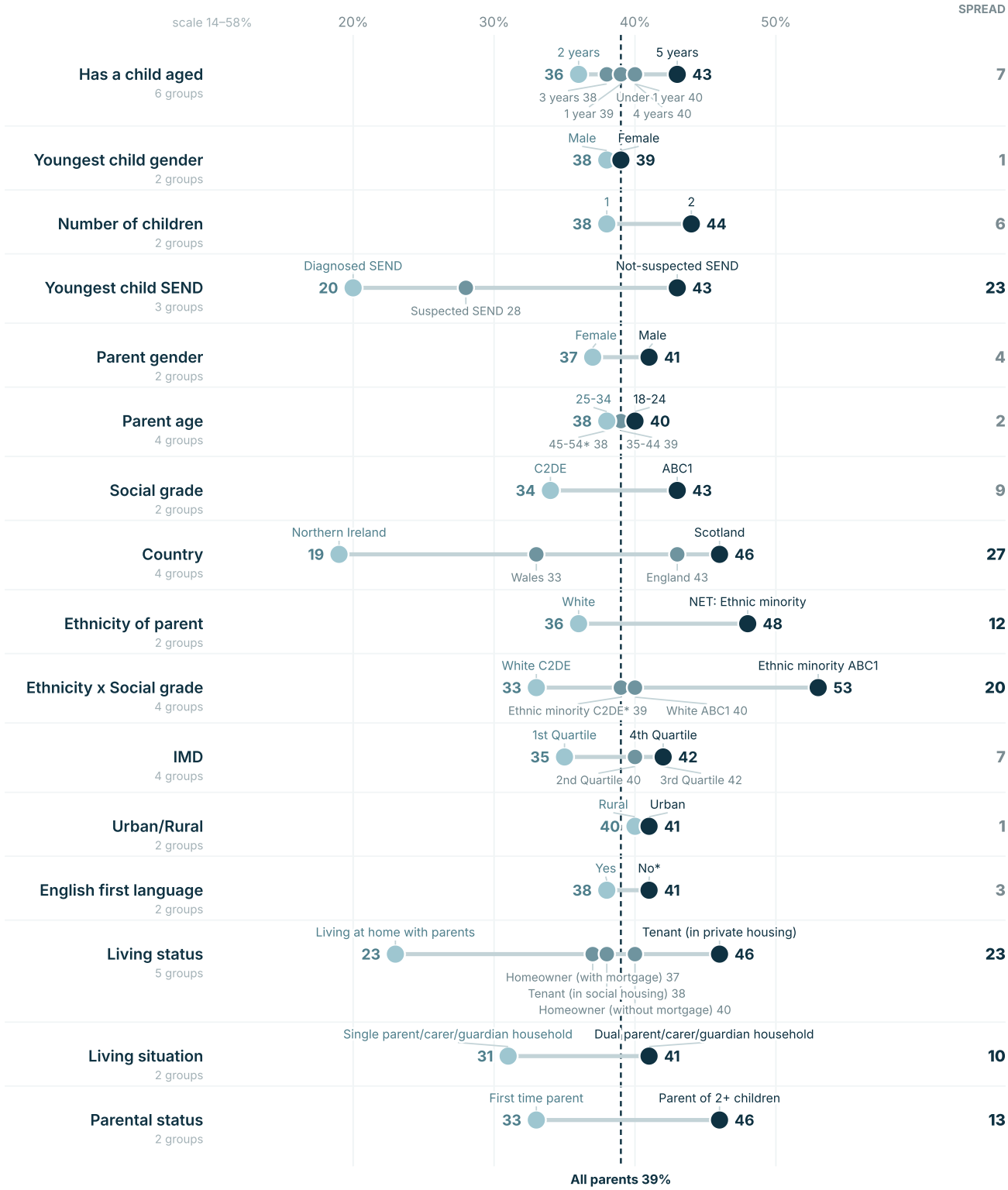
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_2 · TABLE 42 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Difficulty trusting my own instincts (NET: Disagree)

All parents 39%



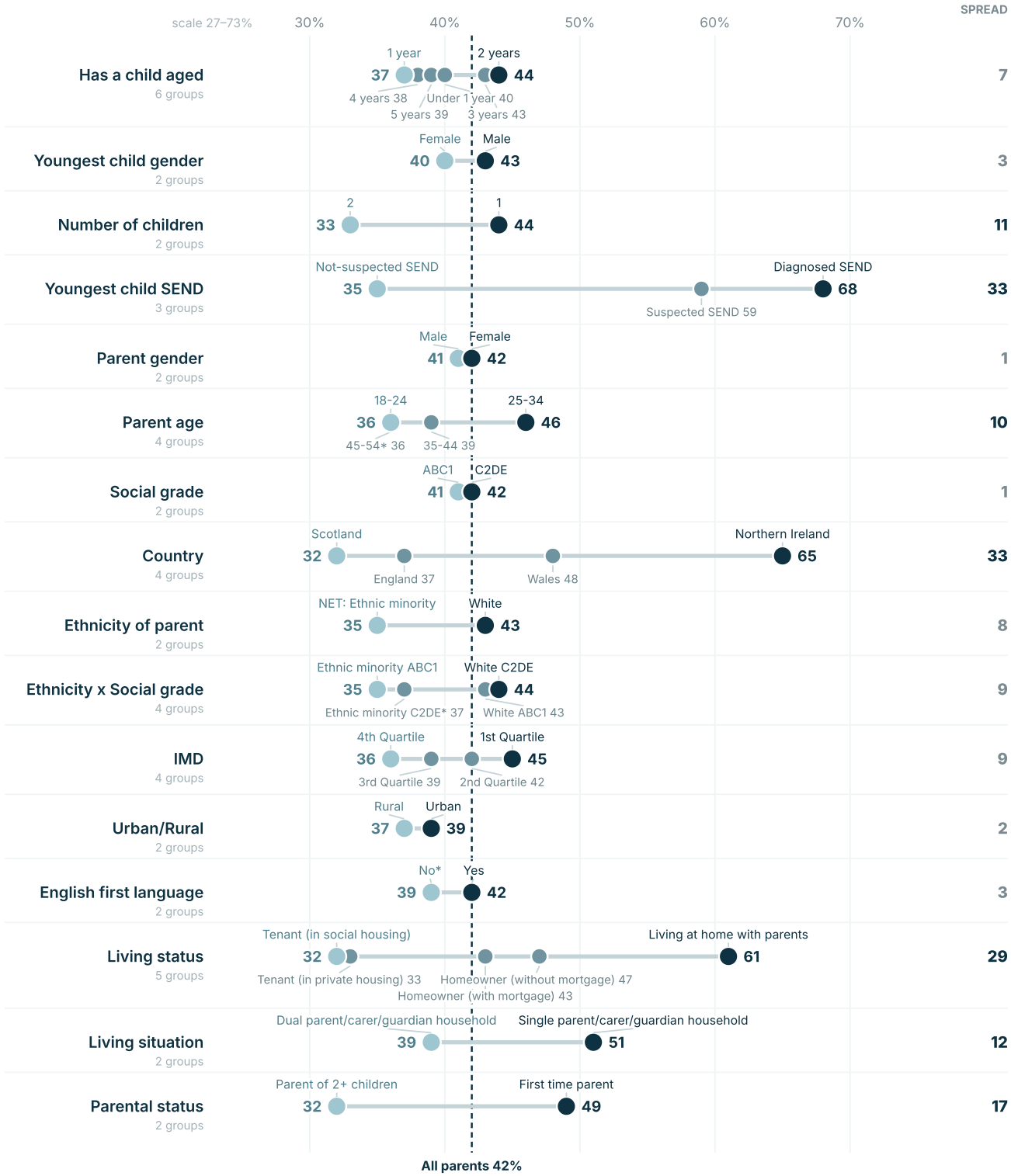
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_3 · TABLE 43 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

A lack of trusted information about how best to support my child (NET: Agree)

All parents 42%



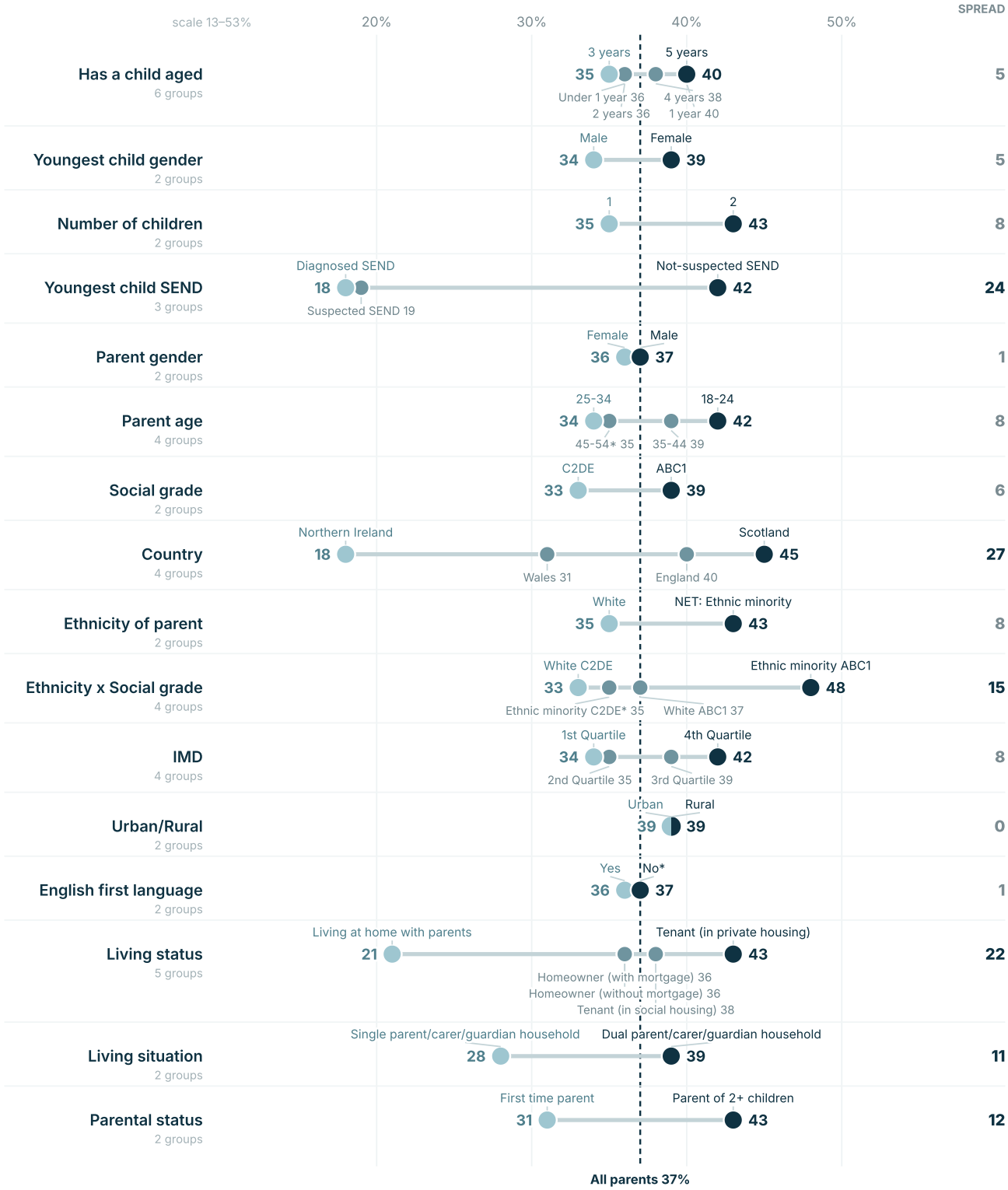
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_3 · TABLE 43 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

A lack of trusted information about how best to support my child (NET: Disagree)

All parents 37%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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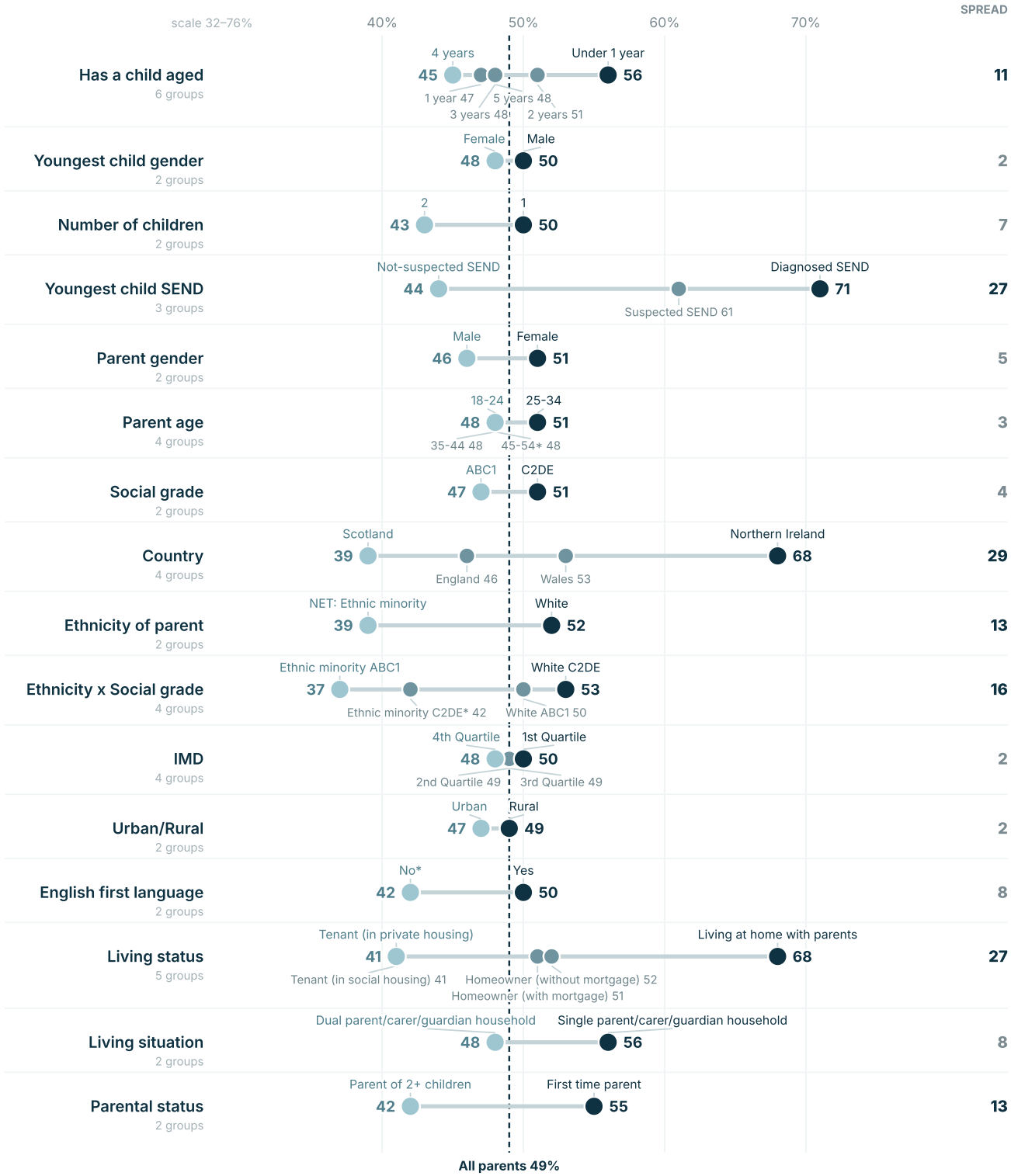
Kindred²

Q6_4 · TABLE 44 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Feeling like I receive too much conflicting advice about how to parent (NET: Agree)

All parents 49%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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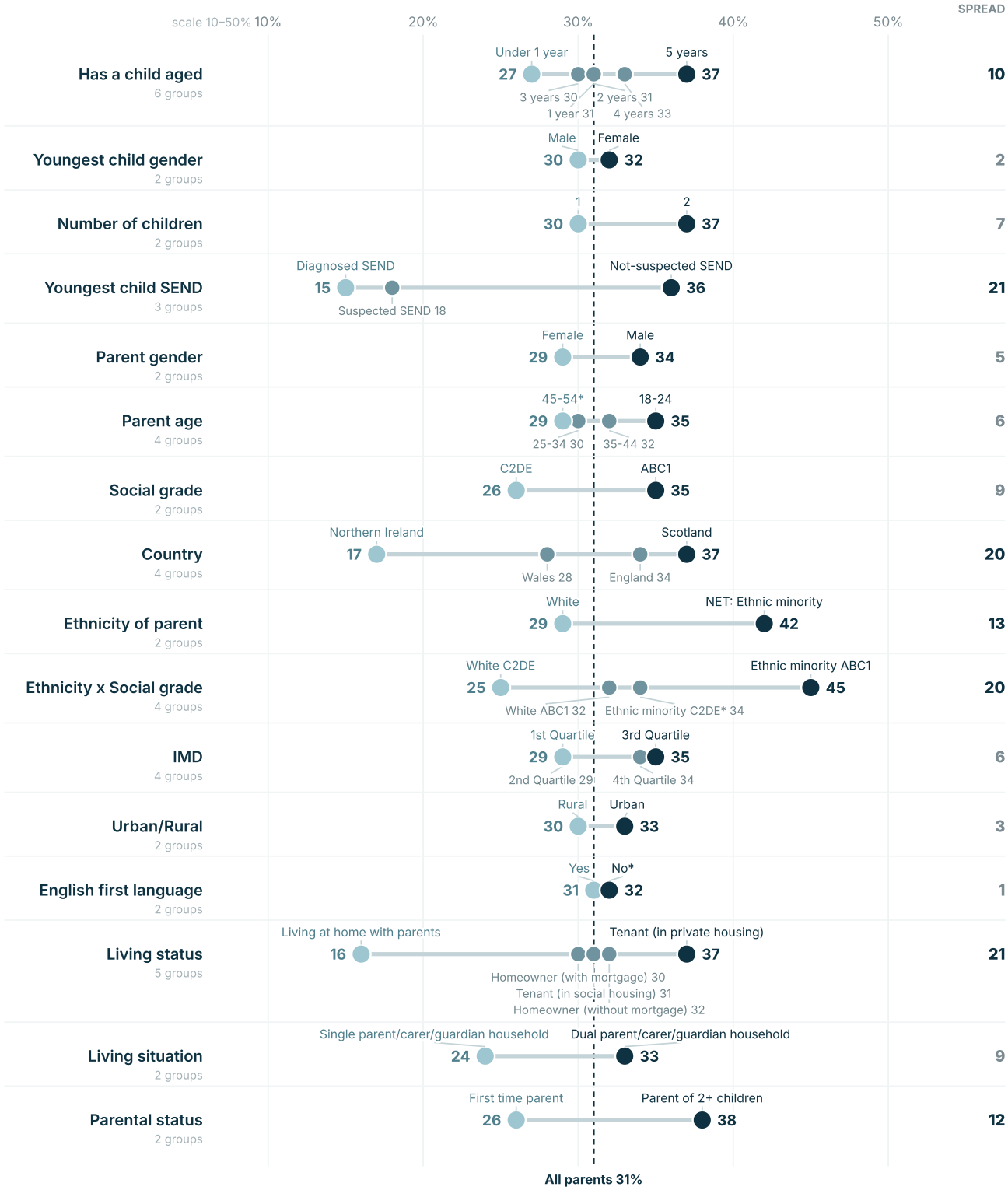
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_4 · TABLE 44 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Feeling like I receive too much conflicting advice about how to parent (NET: Disagree)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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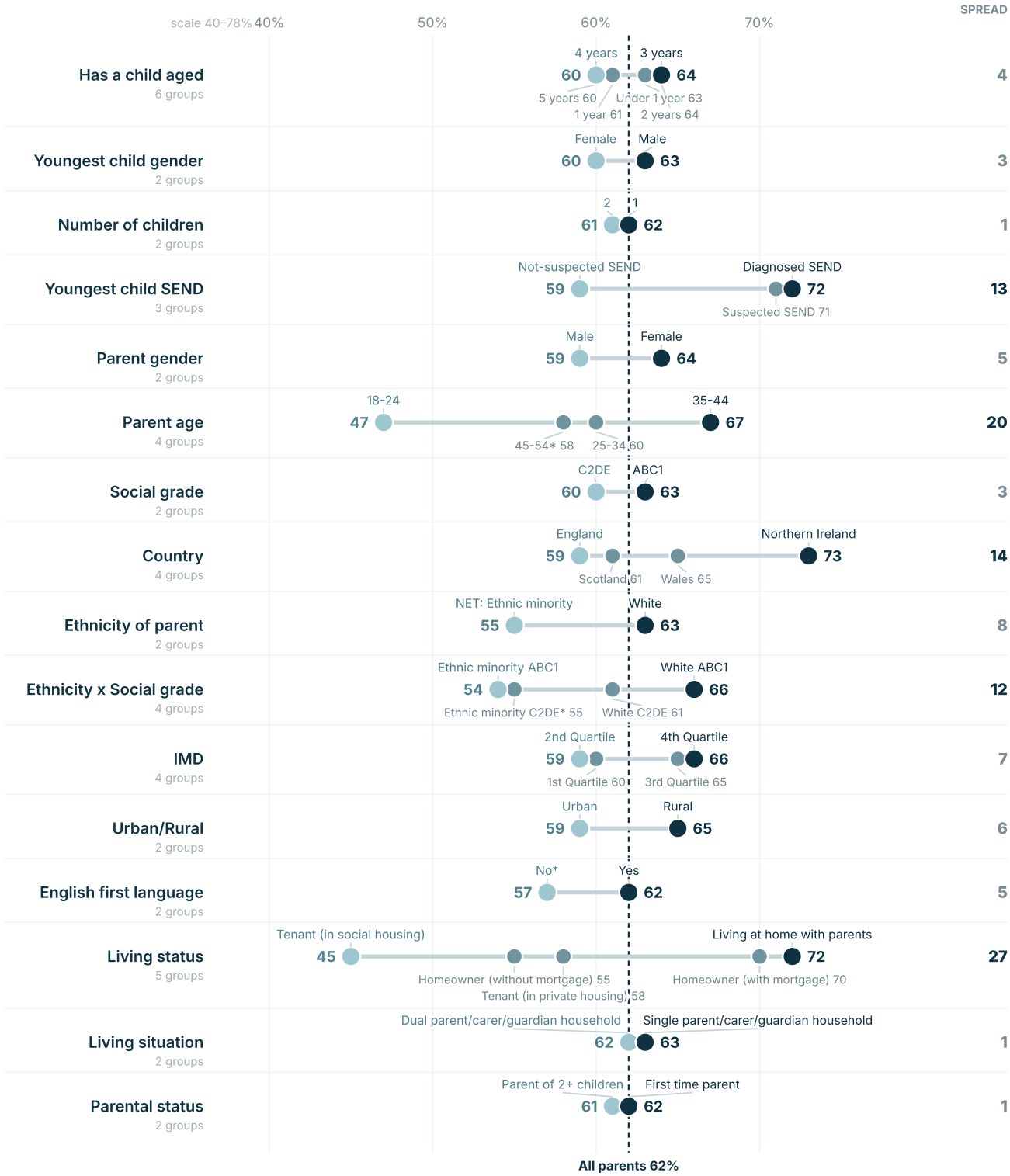
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_5 · TABLE 45 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

A lack of time and the pressures of juggling many responsibilities (NET: Agree)

All parents 62%



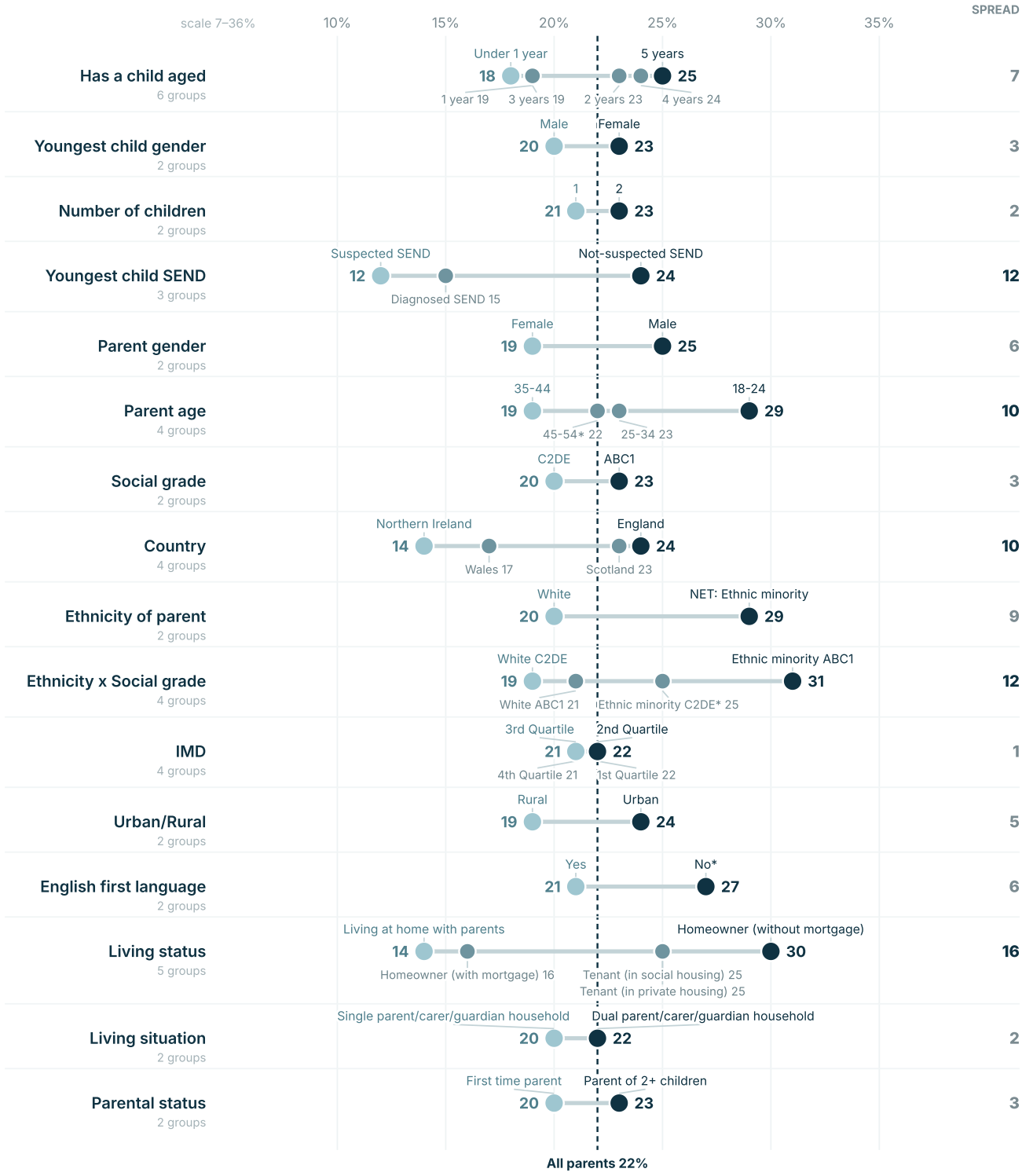
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_5 · TABLE 45 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

A lack of time and the pressures of juggling many responsibilities (NET: Disagree)

All parents 22%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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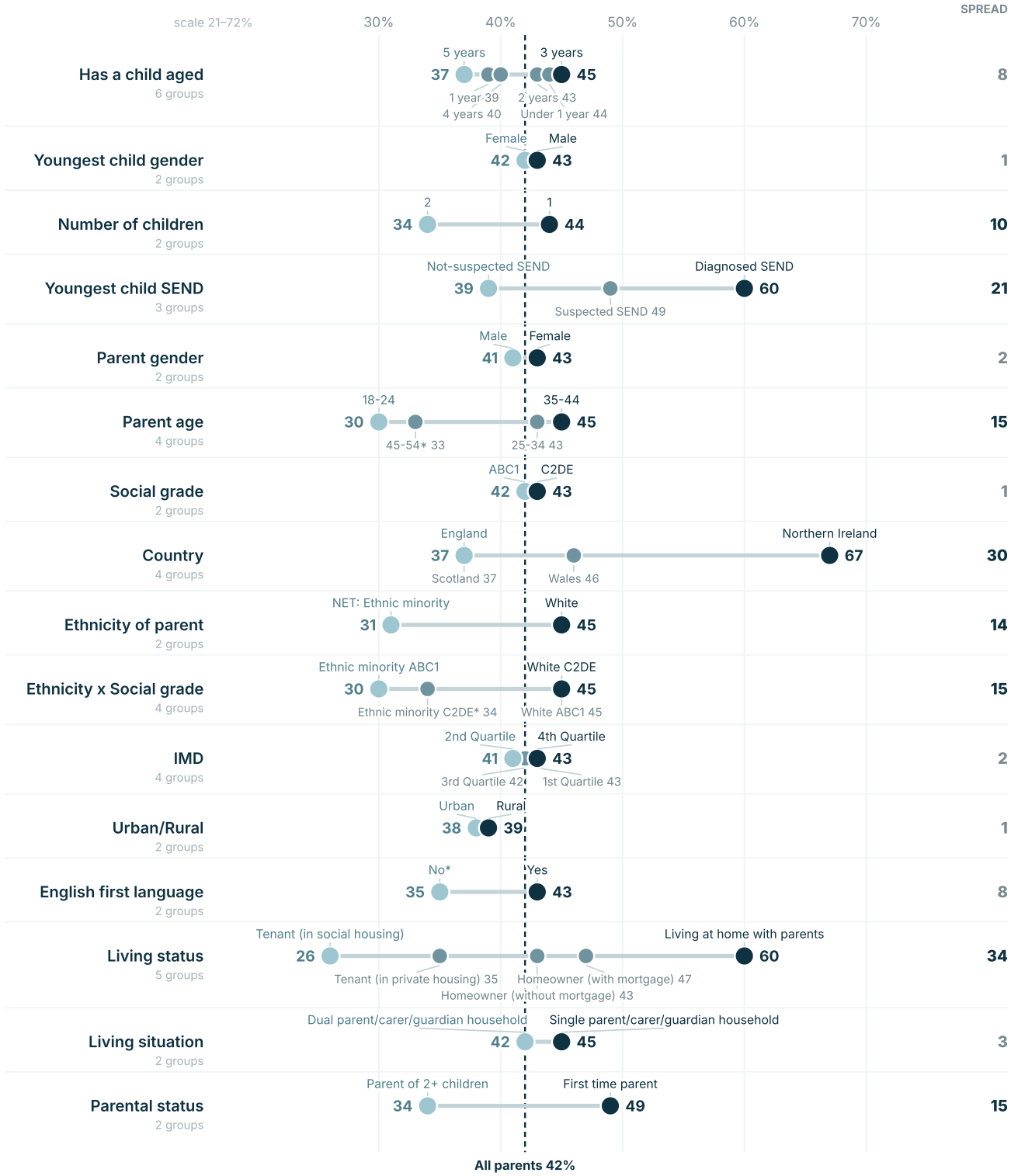
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_6 · TABLE 46 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Feeling distracted by social media (NET: Agree)

All parents 42%



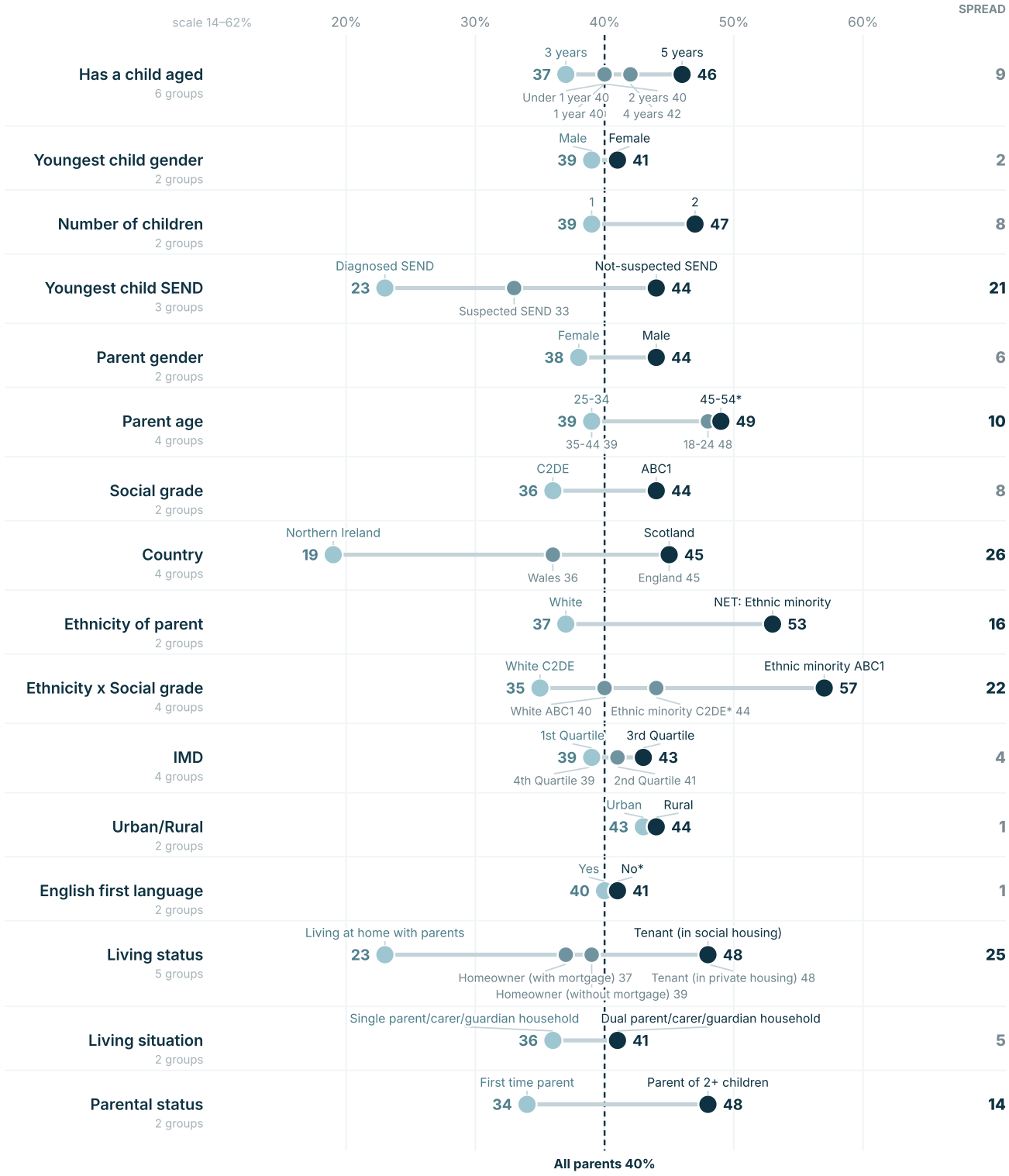
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_6 · TABLE 46 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Feeling distracted by social media (NET: Disagree)

All parents 40%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_7 · TABLE 47 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Resource and financial pressures (NET: Agree)

All parents 61%



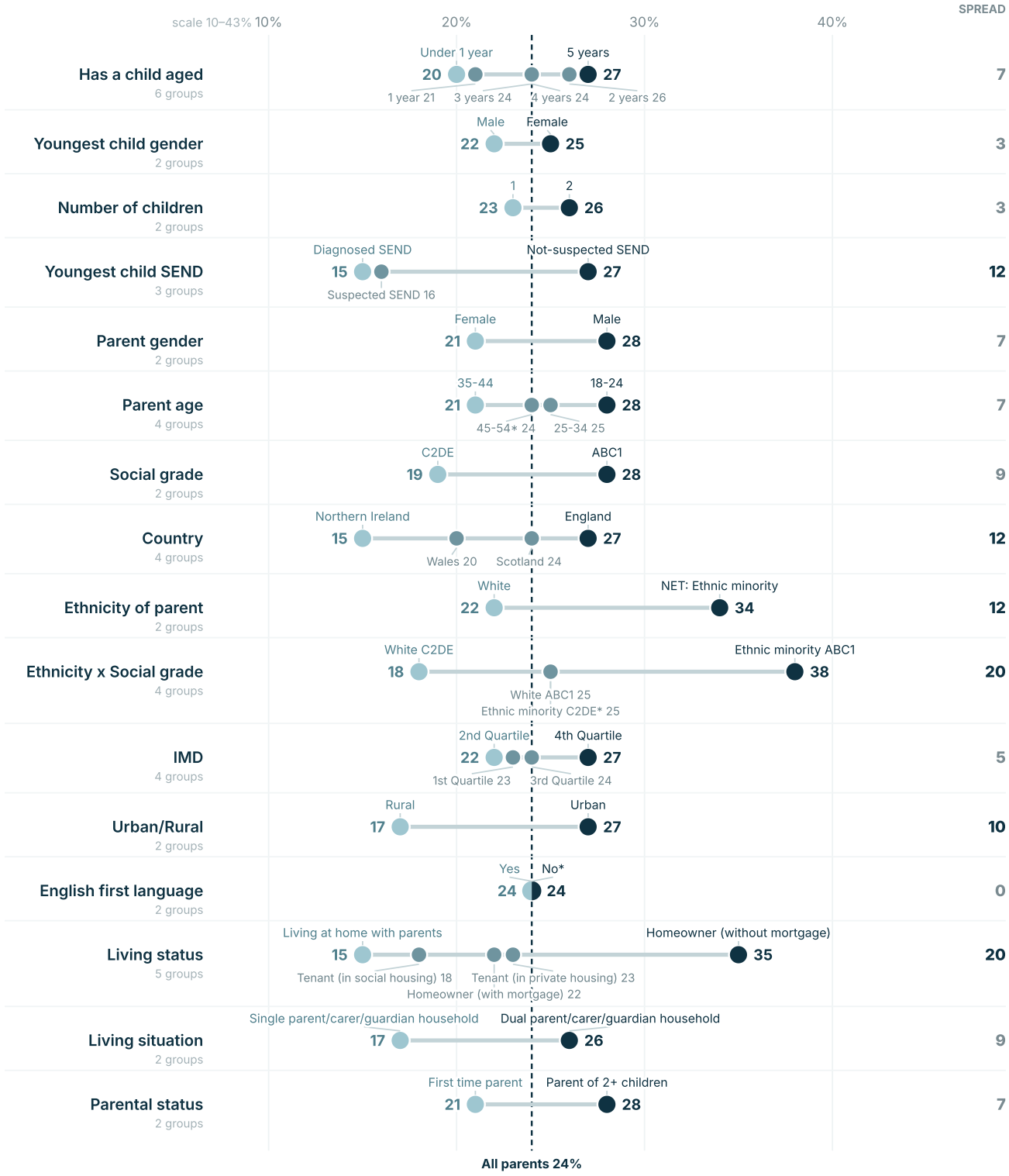
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_7 · TABLE 47 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Resource and financial pressures (NET: Disagree)

All parents 24%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_8 · TABLE 48 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Difficulty accessing professional support (NET: Agree)

All parents 39%



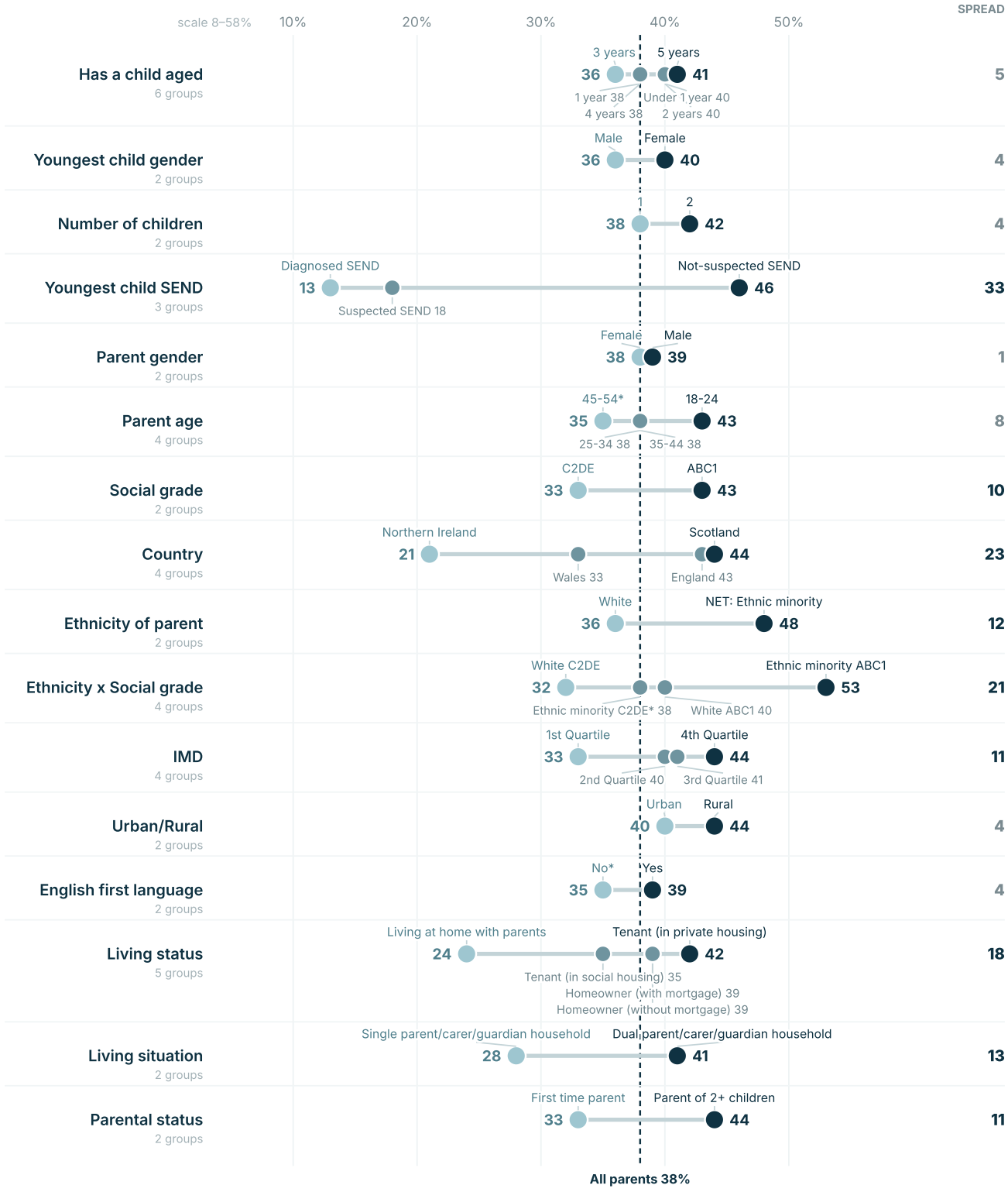
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_8 · TABLE 48 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Difficulty accessing professional support (NET: Disagree)

All parents 38%



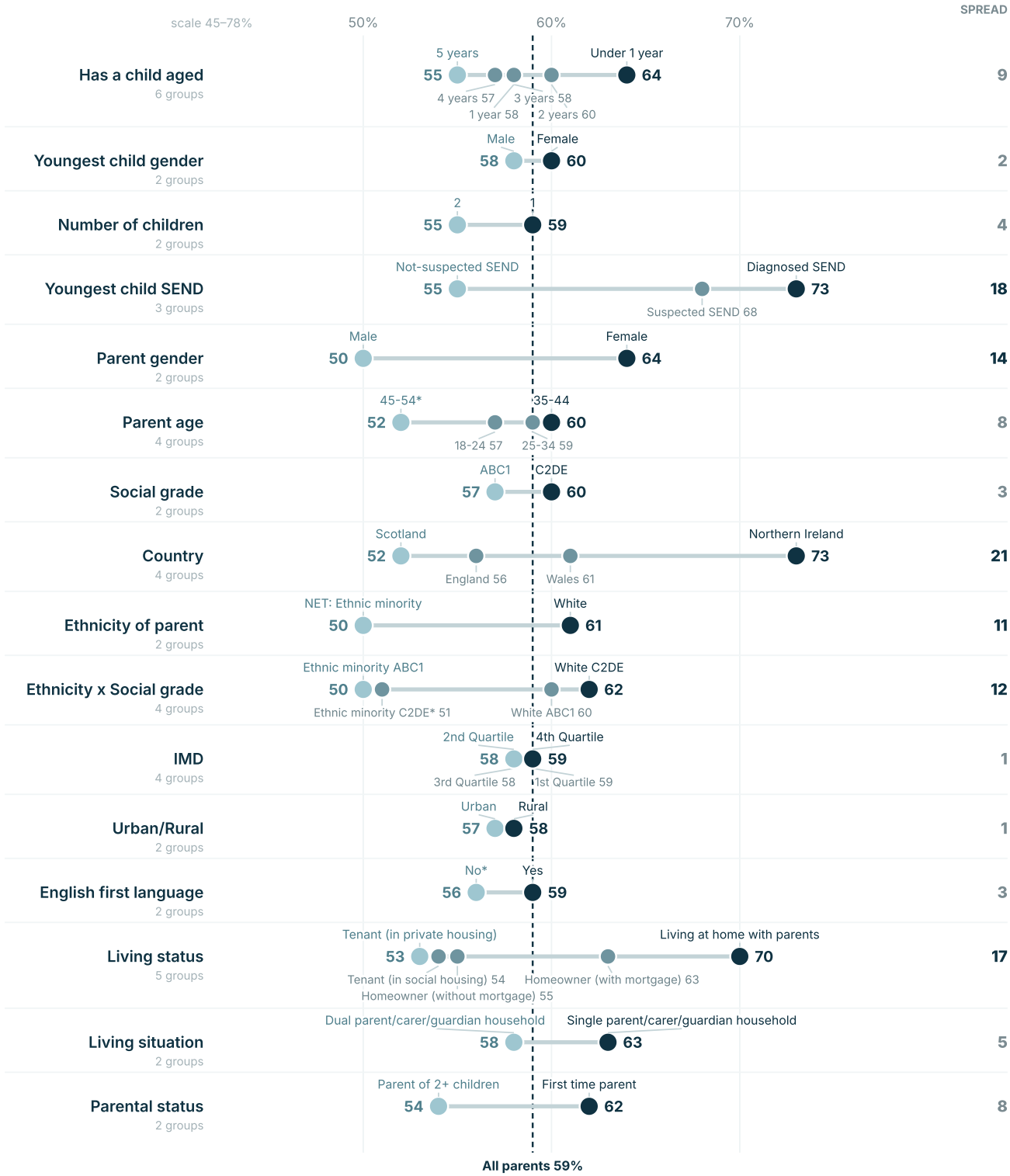
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_9 · TABLE 49 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Impossible expectations, pressure to be a 'perfect parent' or feeling judged by others (NET: Agree)

All parents 59%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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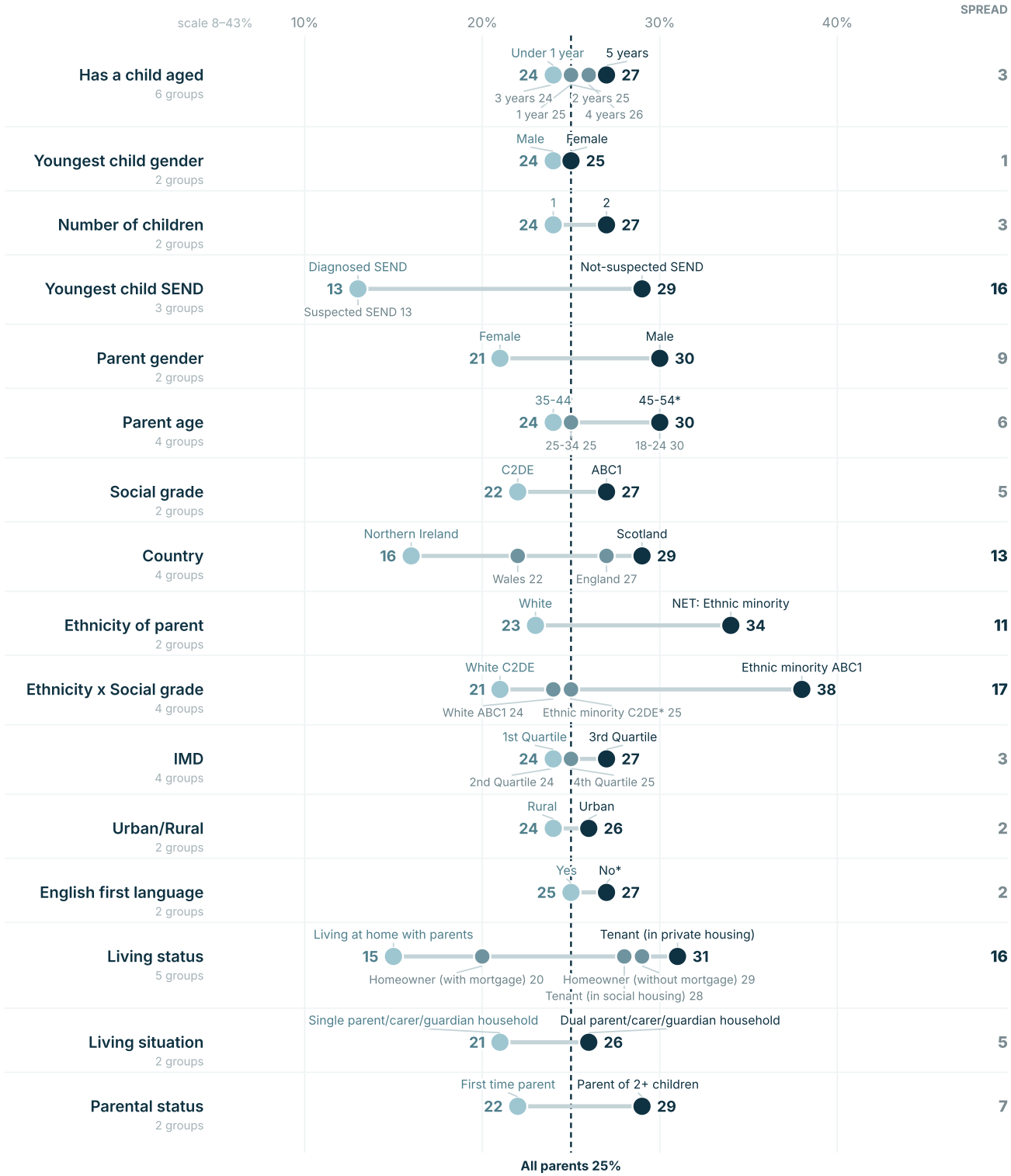
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_9 · TABLE 49 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Impossible expectations, pressure to be a 'perfect parent' or feeling judged by others (NET: Disagree)

All parents 25%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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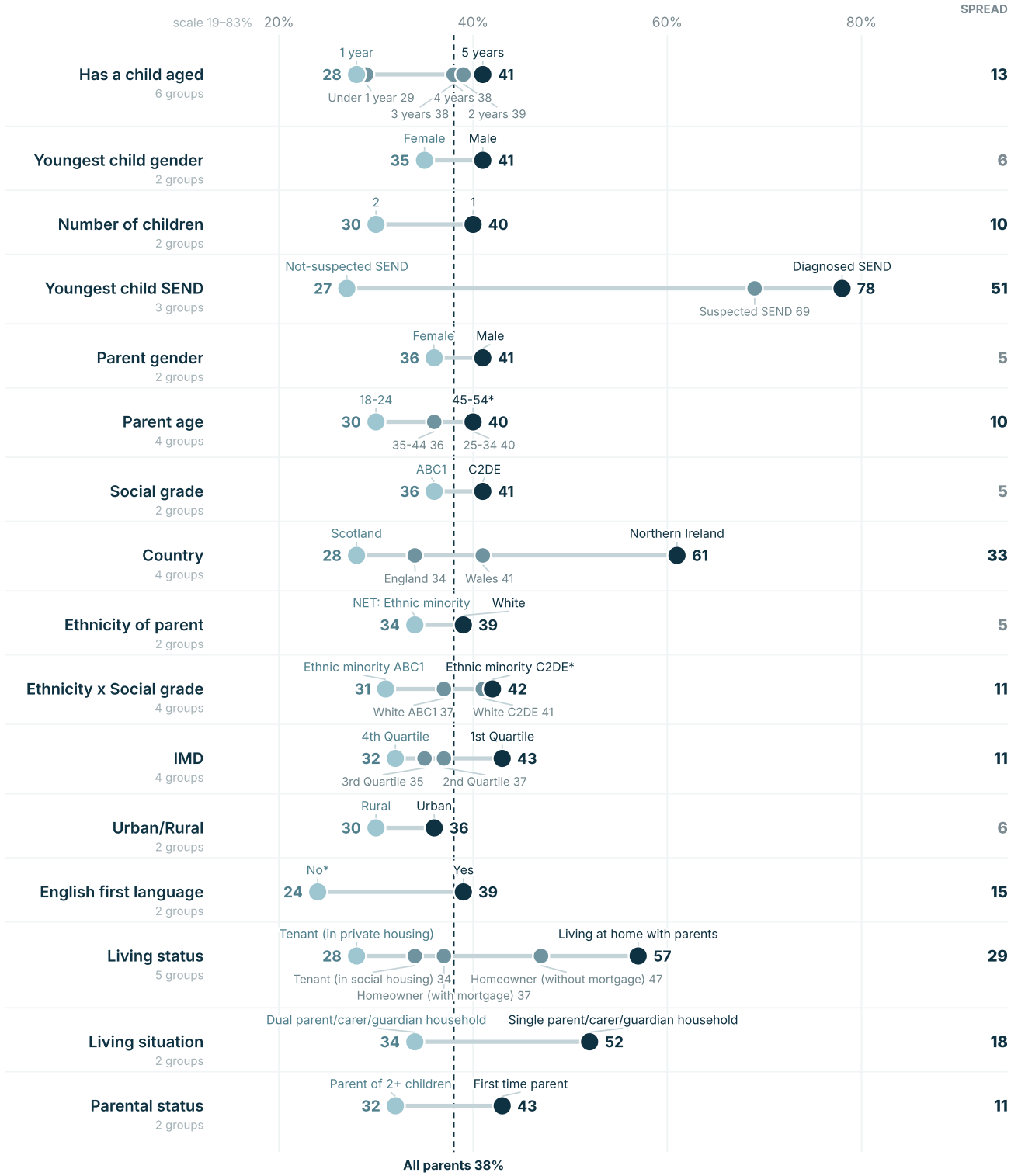
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_10 · TABLE 50 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

My child having particularly high support needs (NET: Agree)

All parents 38%



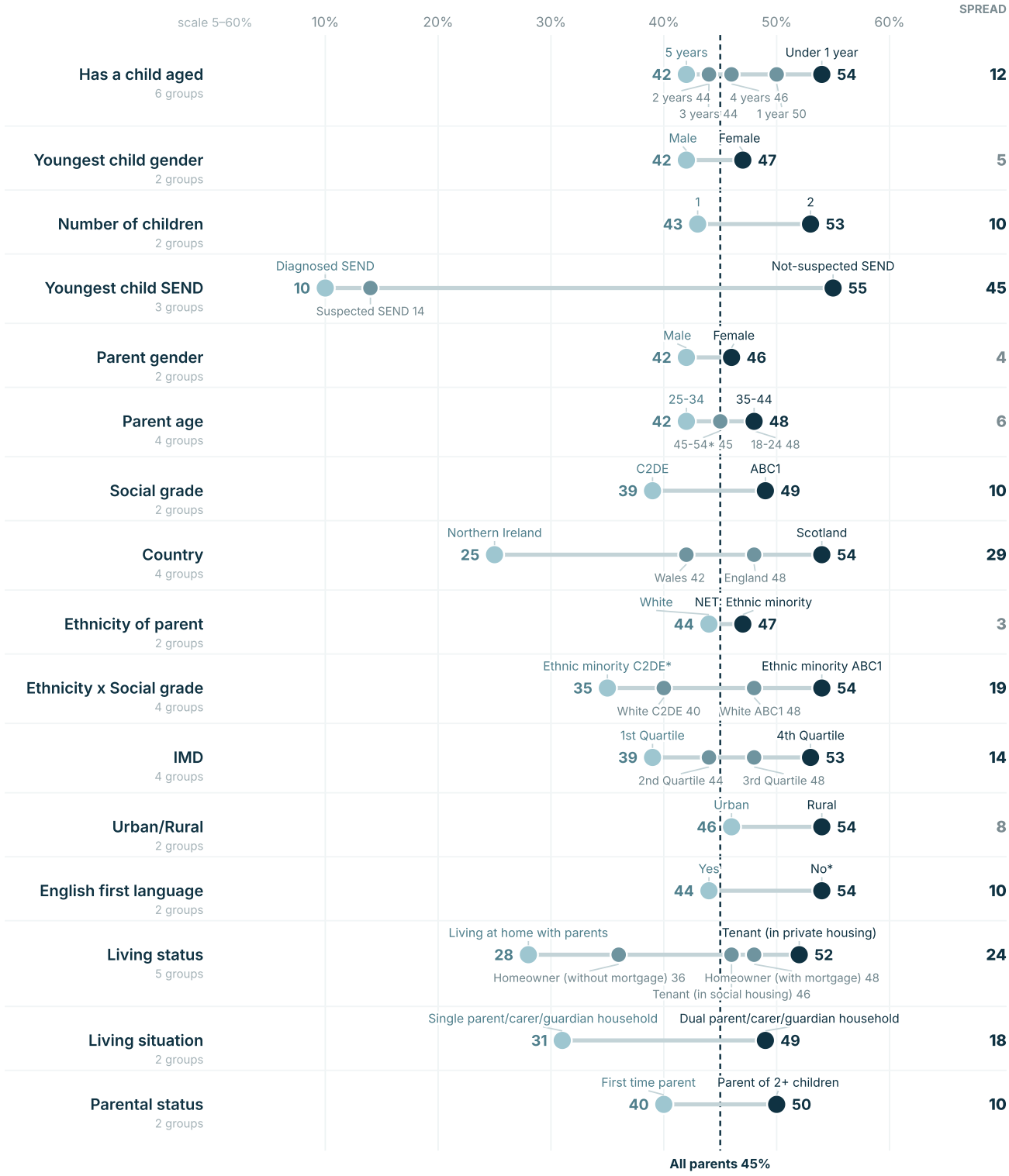
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q6_10 · TABLE 50 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

My child having particularly high support needs (NET: Disagree)

All parents 45%



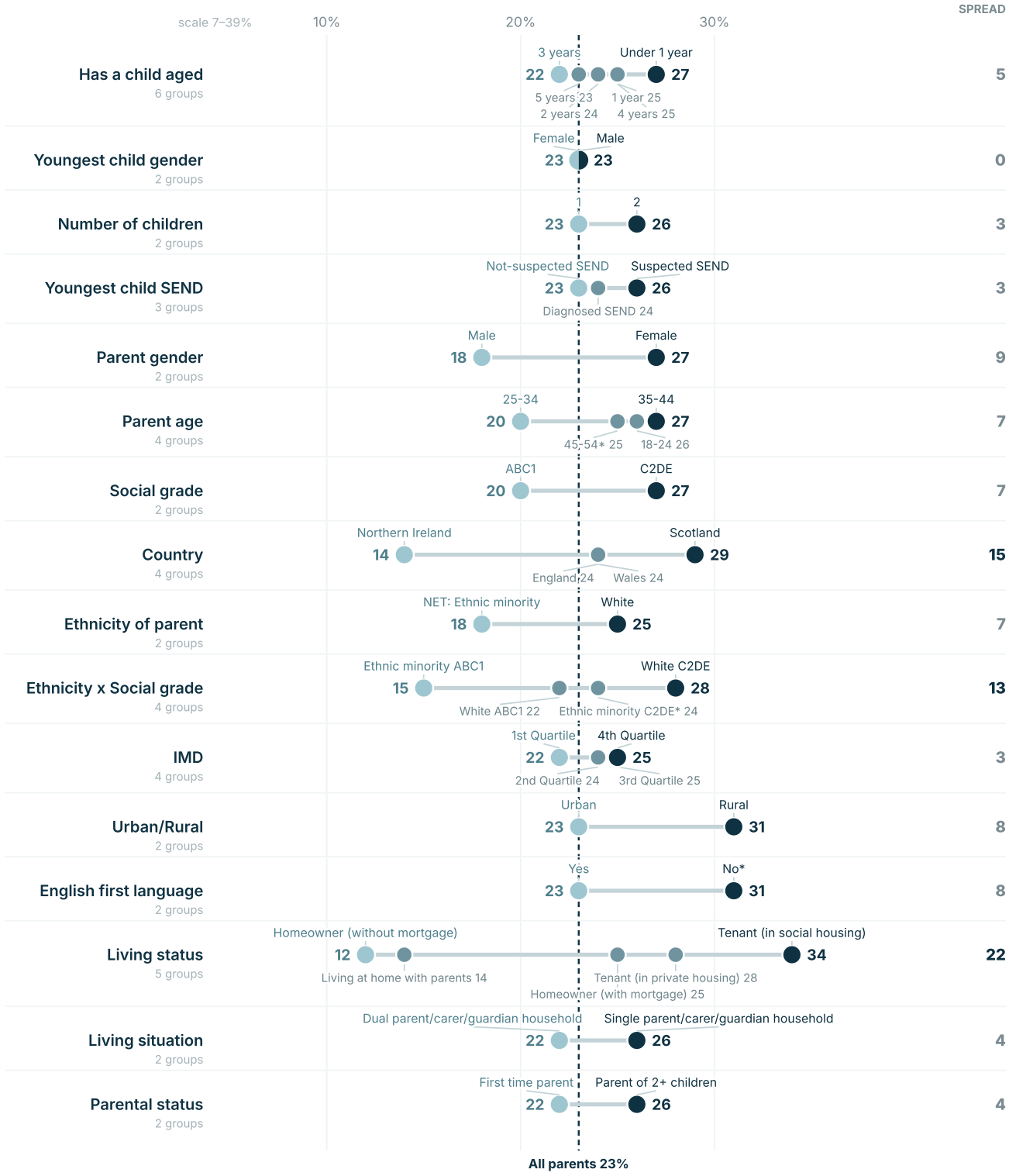
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_1 · TABLE 54 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Feeling emotionally supported as a parent (NET: Not supported)

All parents 23%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_1 · TABLE 54 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Feeling emotionally supported as a parent (NET: Supported)

All parents 76%



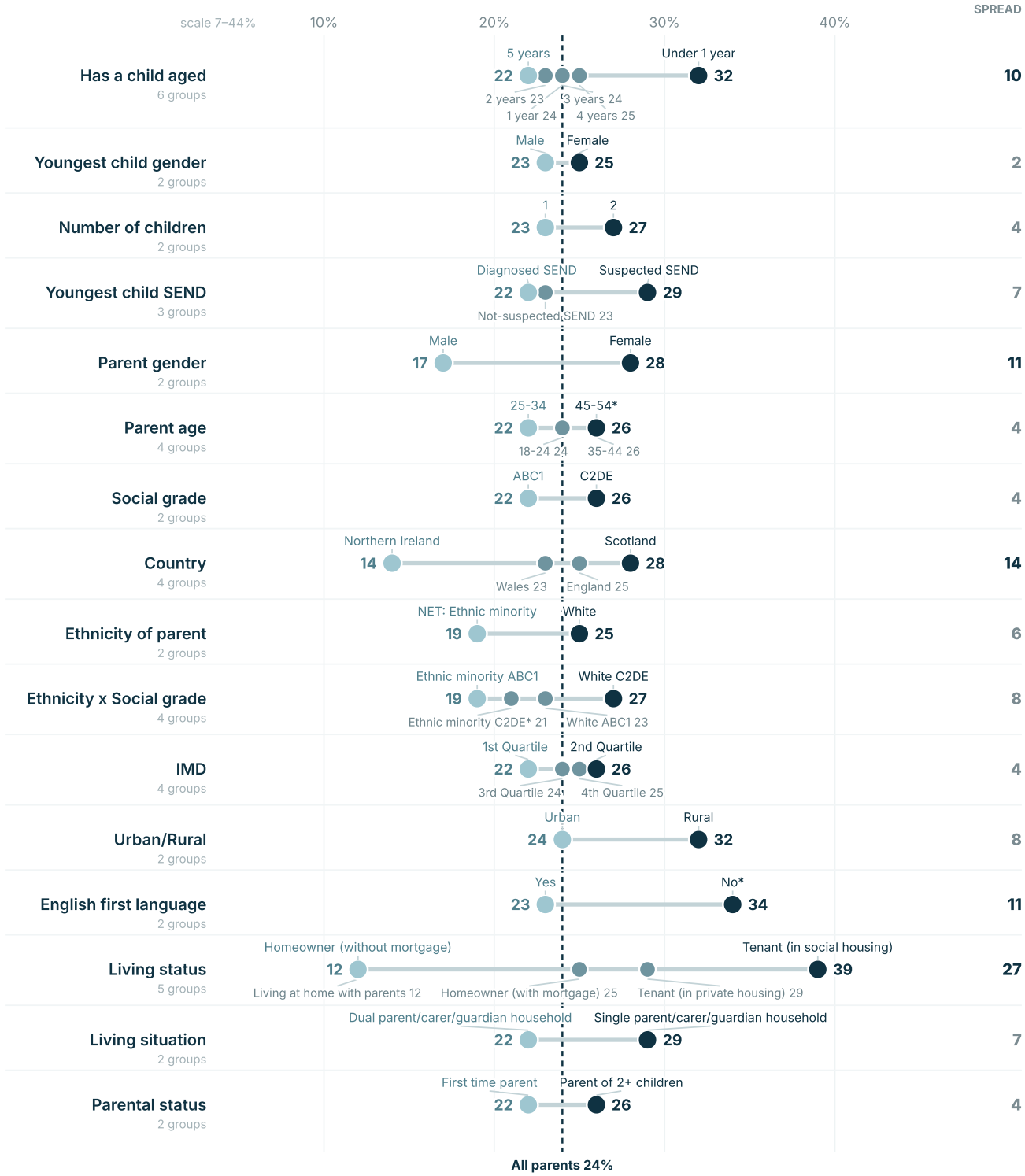
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_2 · TABLE 55 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Practical childcare help in the home (NET: Not supported)

All parents 24%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_2 · TABLE 55 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Practical childcare help in the home (NET: Supported)

All parents 74%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_3 · TABLE 56 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Access to childminder or nursery place (NET: Not supported)

All parents 20%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_3 · TABLE 56 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Access to childminder or nursery place (NET: Supported)

All parents 78%



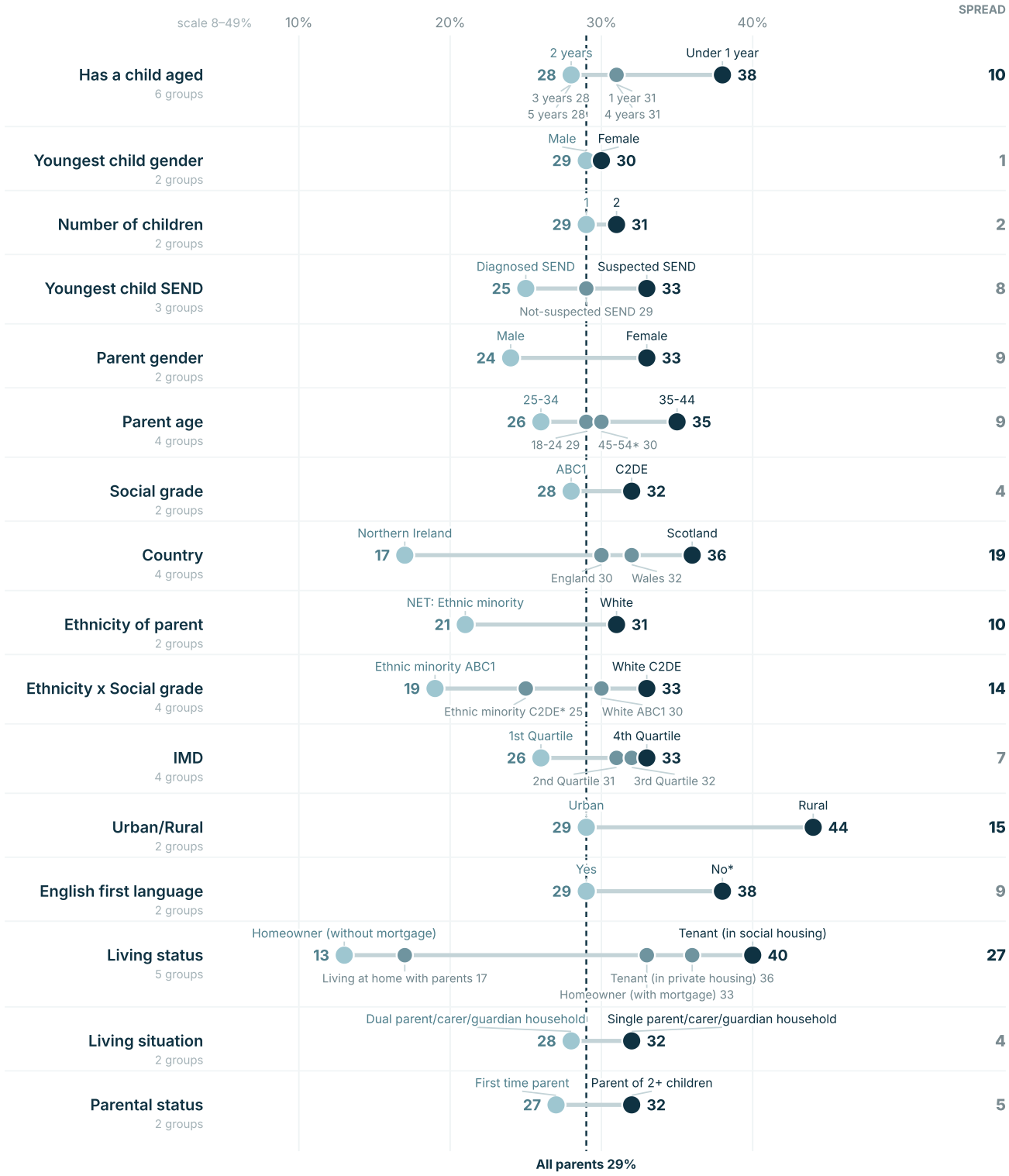
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_4 · TABLE 57 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Managing the financial costs of raising a young child (NET: Not supported)

All parents 29%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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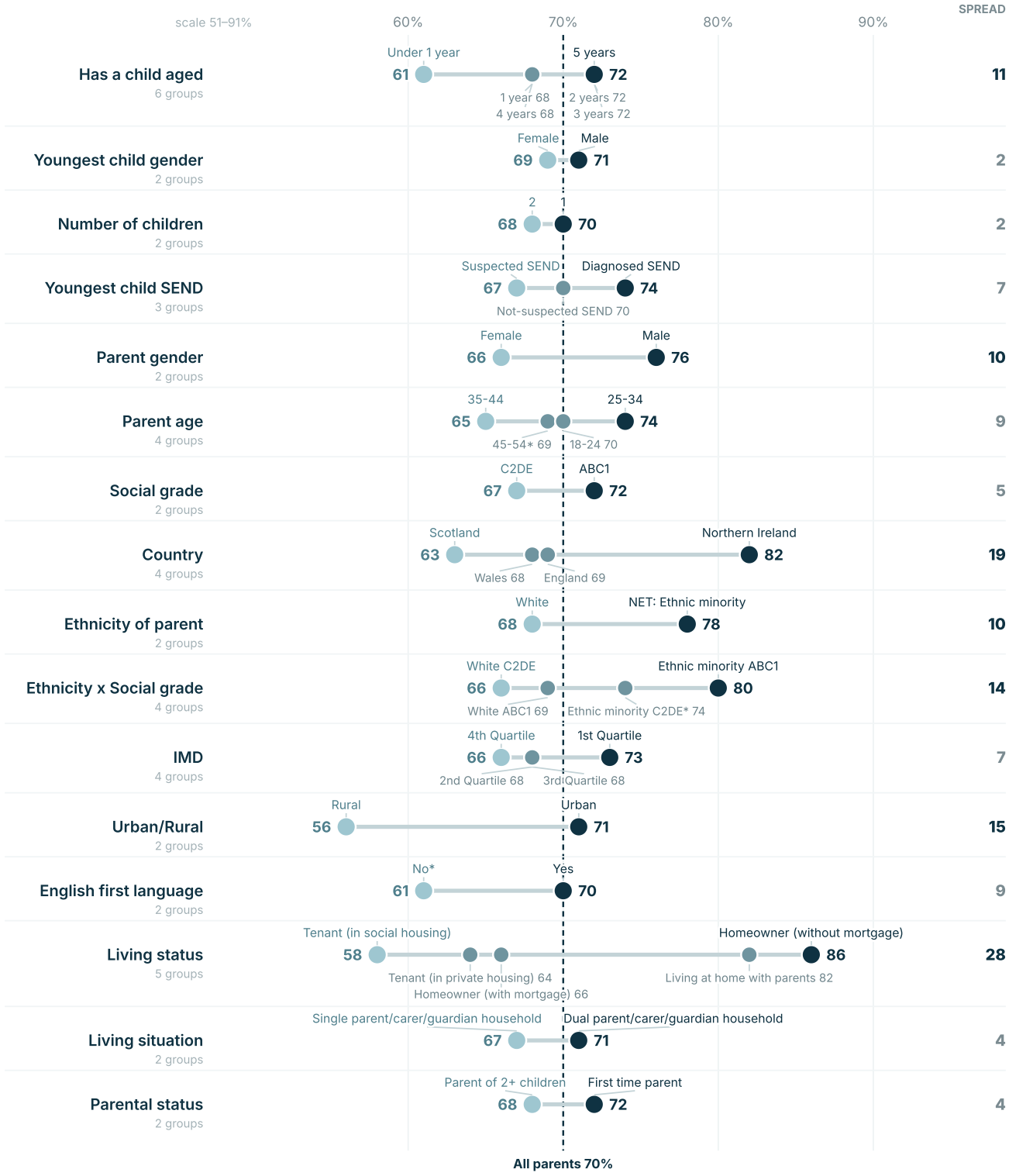
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_4 · TABLE 57 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Managing the financial costs of raising a young child (NET: Supported)

All parents 70%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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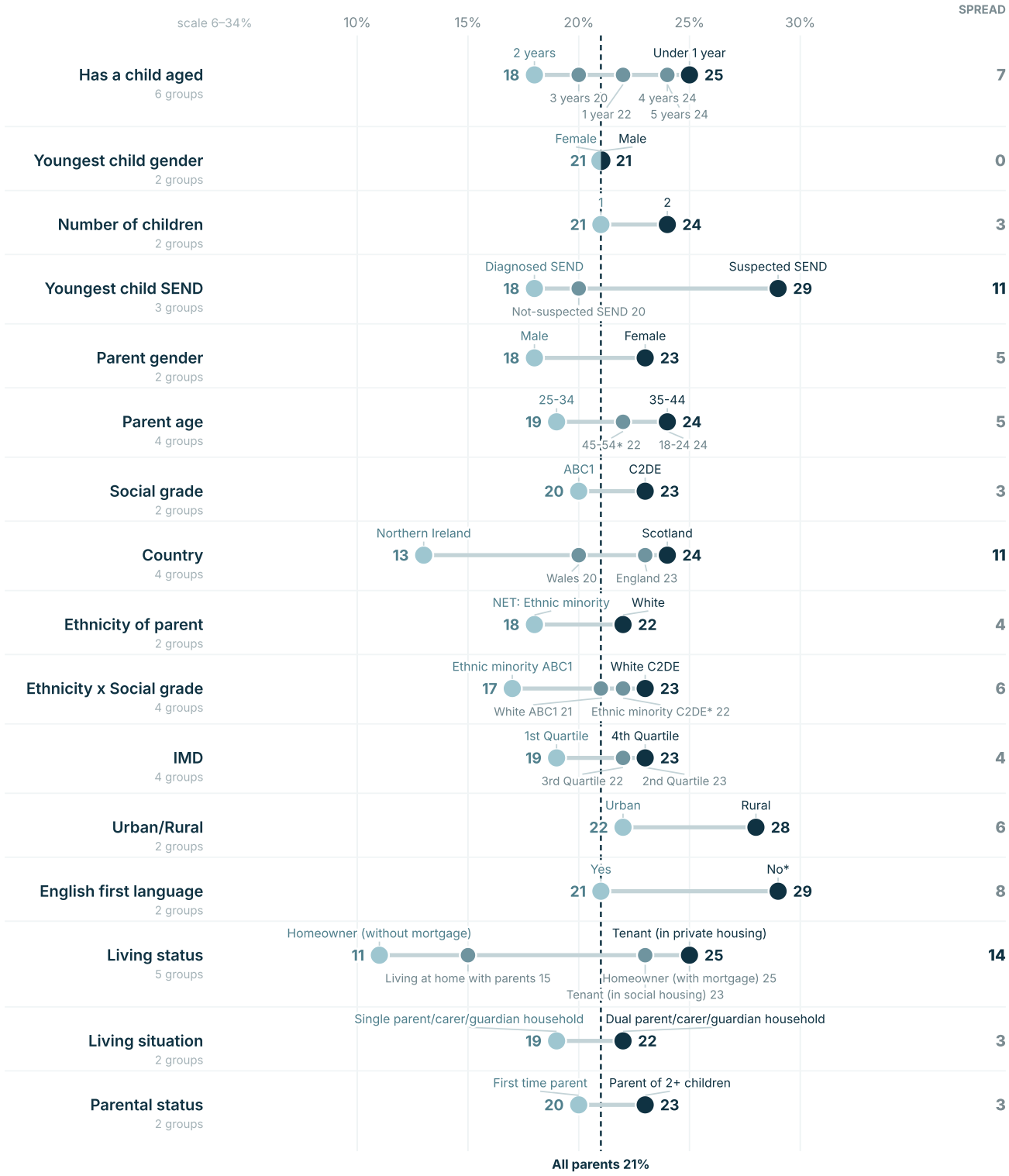
Kindred²

Q7_5 · TABLE 58 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Access to professional advice about parenting and a child's development (NET: Not supported)

All parents 21%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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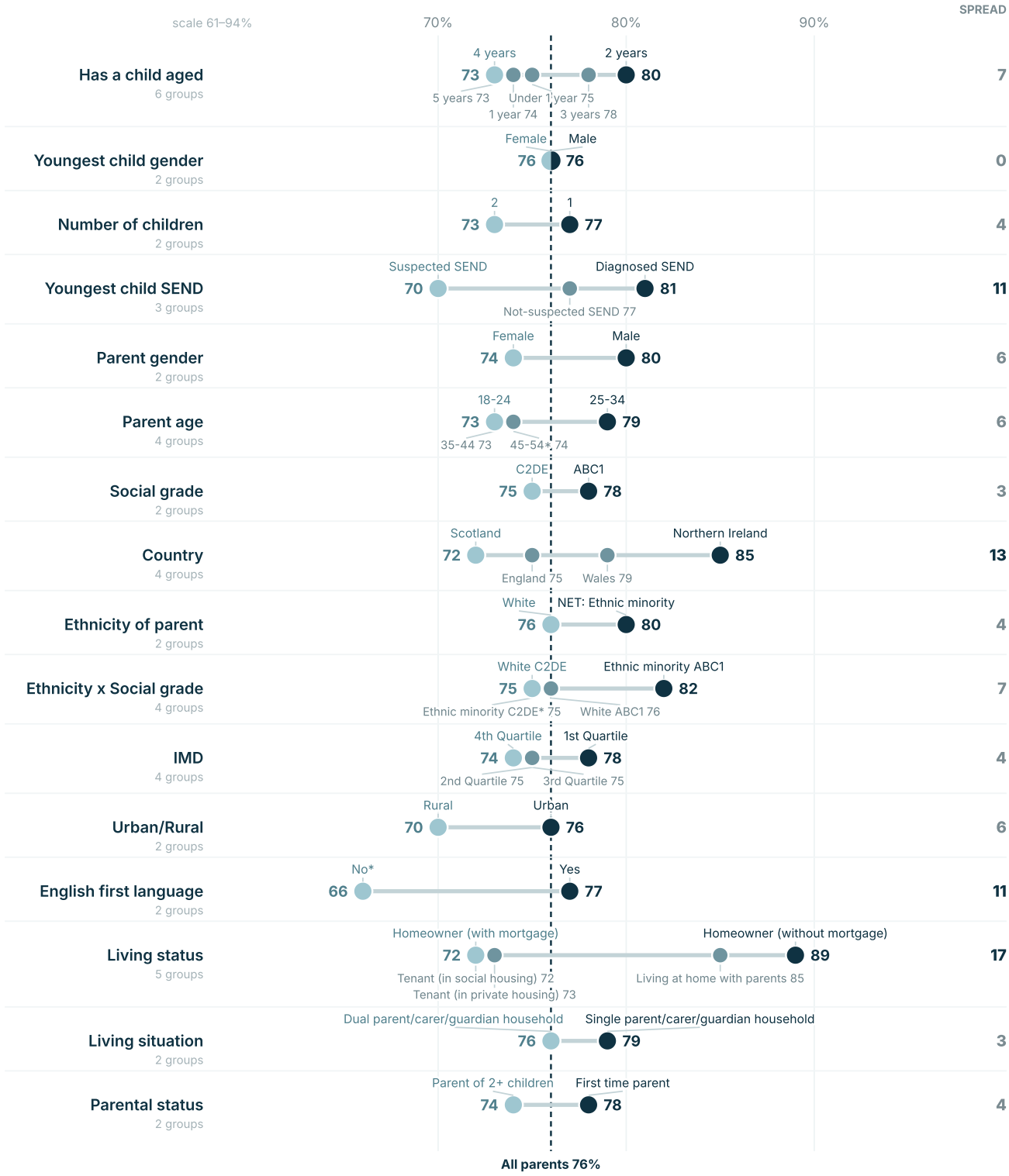
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_5 · TABLE 58 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Access to professional advice about parenting and a child's development (NET: Supported)

All parents 76%



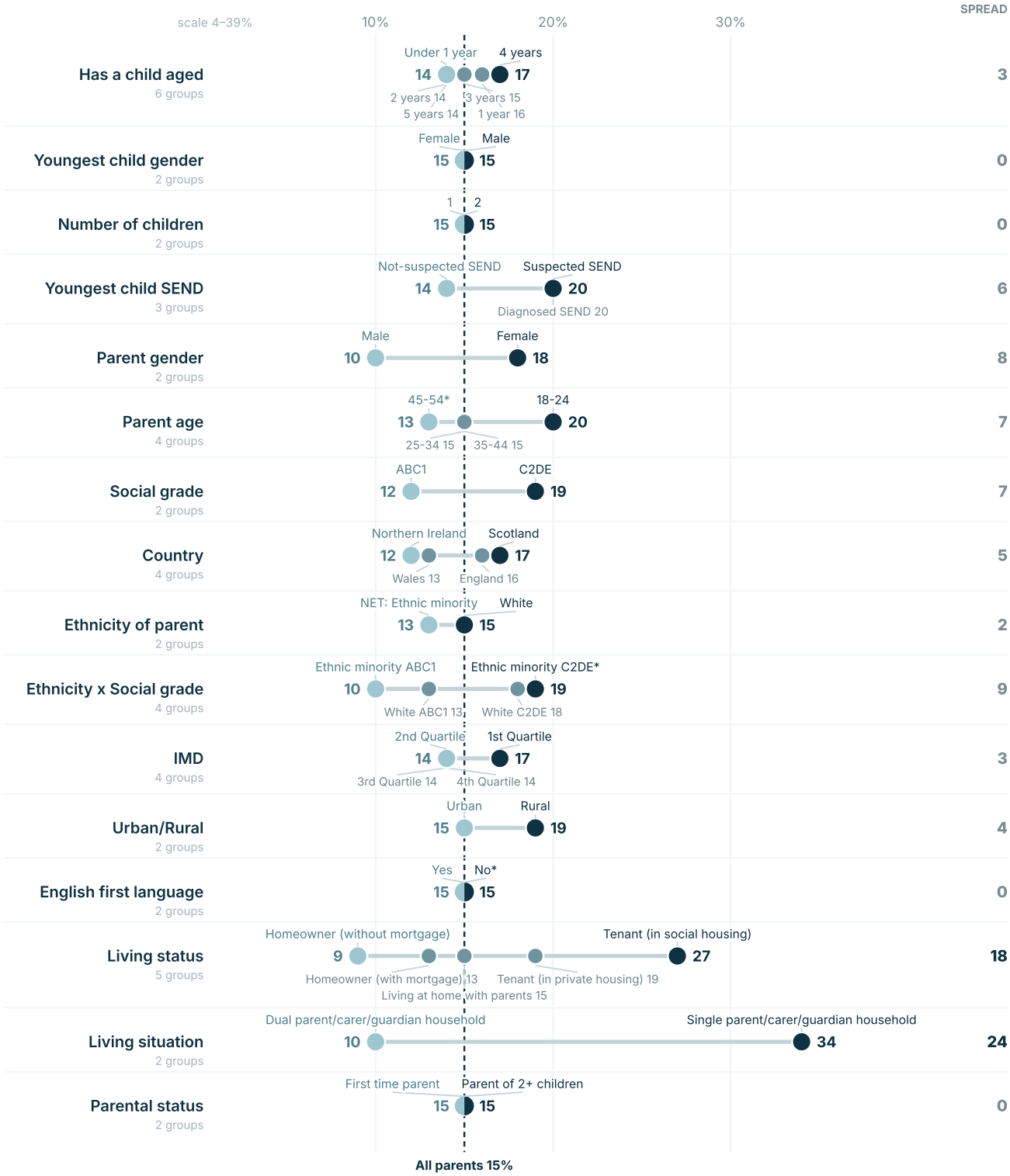
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_6 · TABLE 59 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Support from partner/co-parent (NET: Not supported)

All parents 15%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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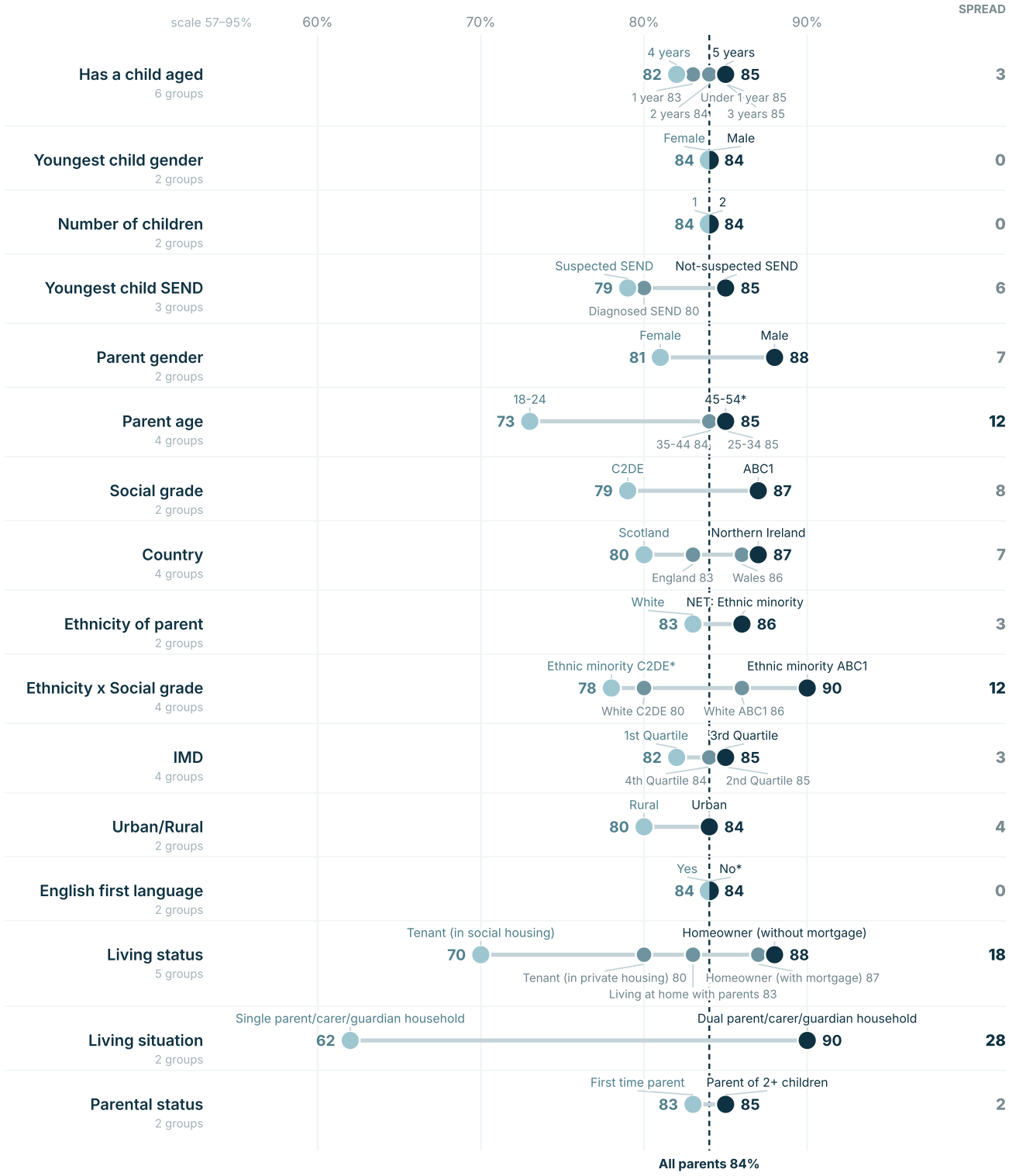
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_6 · TABLE 59 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Support from partner/co-parent (NET: Supported)

All parents 84%



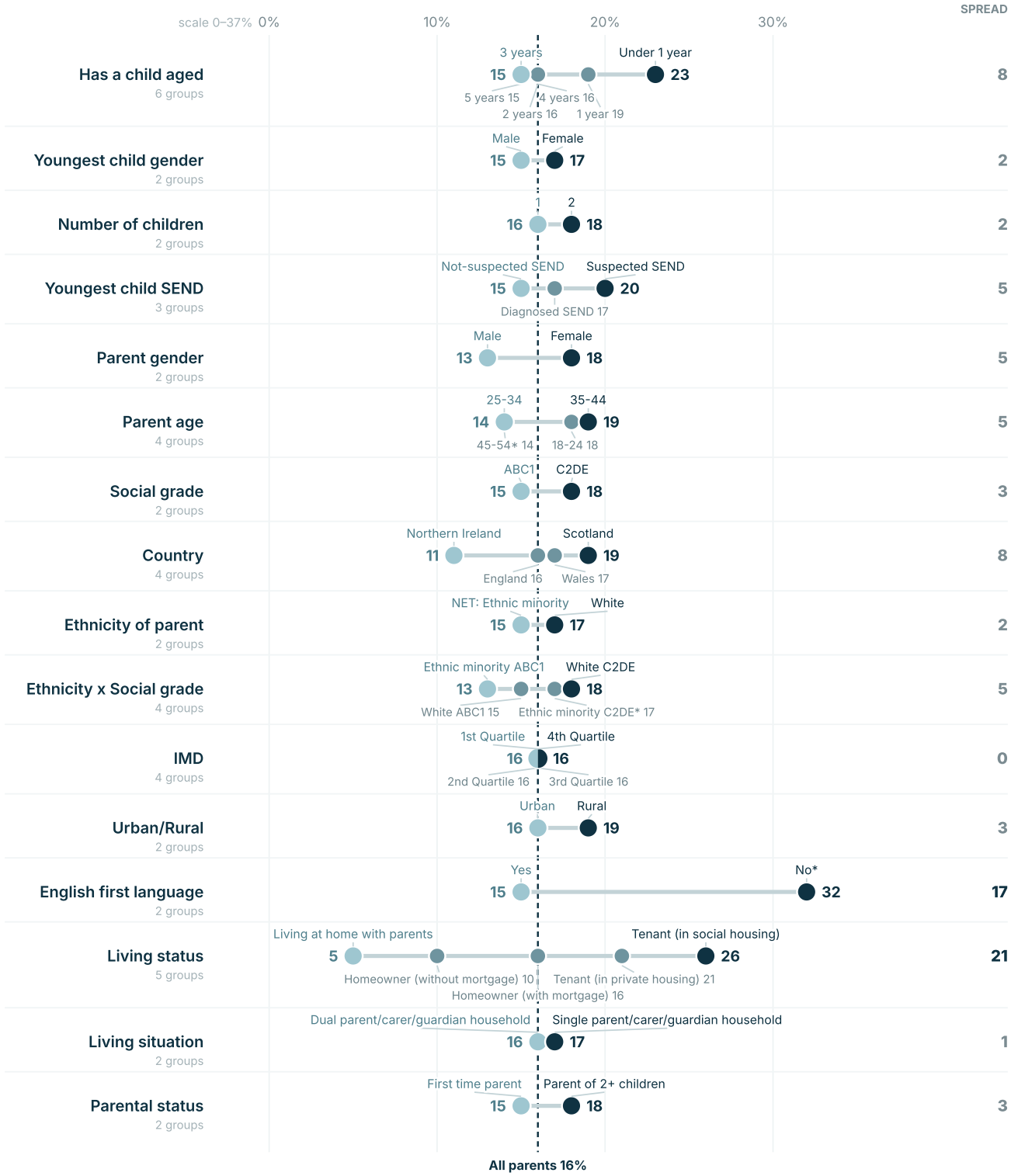
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_7 · TABLE 60 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Support from family/friends (NET: Not supported)

All parents 16%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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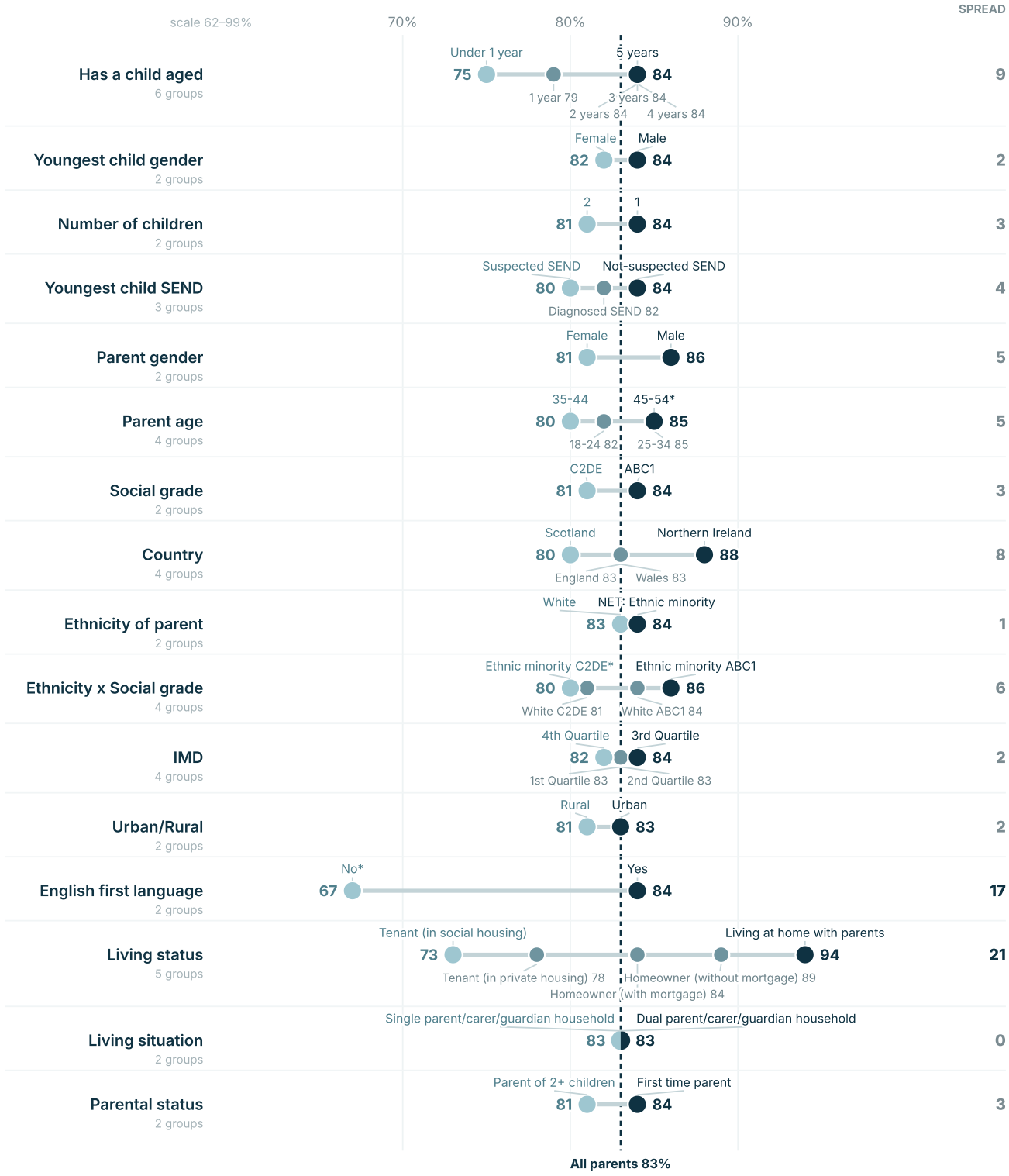
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_7 · TABLE 60 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Support from family/friends (NET: Supported)

All parents 83%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_8 · TABLE 61 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

My child's health and nutrition (NET: Not supported)

All parents 11%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_8 · TABLE 61 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

My child's health and nutrition (NET: Supported)

All parents 88%



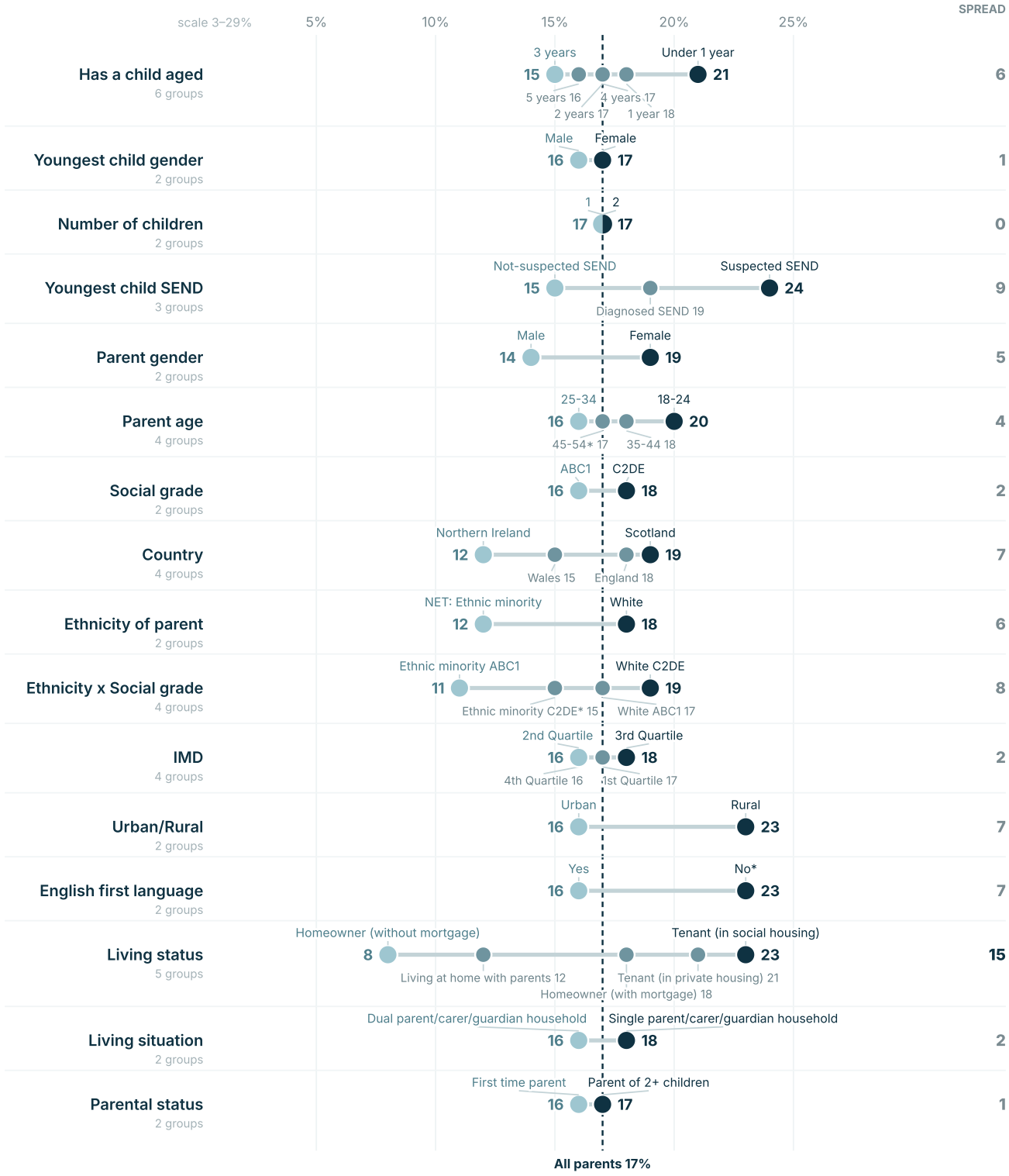
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_9 · TABLE 62 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Managing behaviour and routines (NET: Not supported)

All parents 17%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_9 · TABLE 62 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Managing behaviour and routines (NET: Supported)

All parents 82%



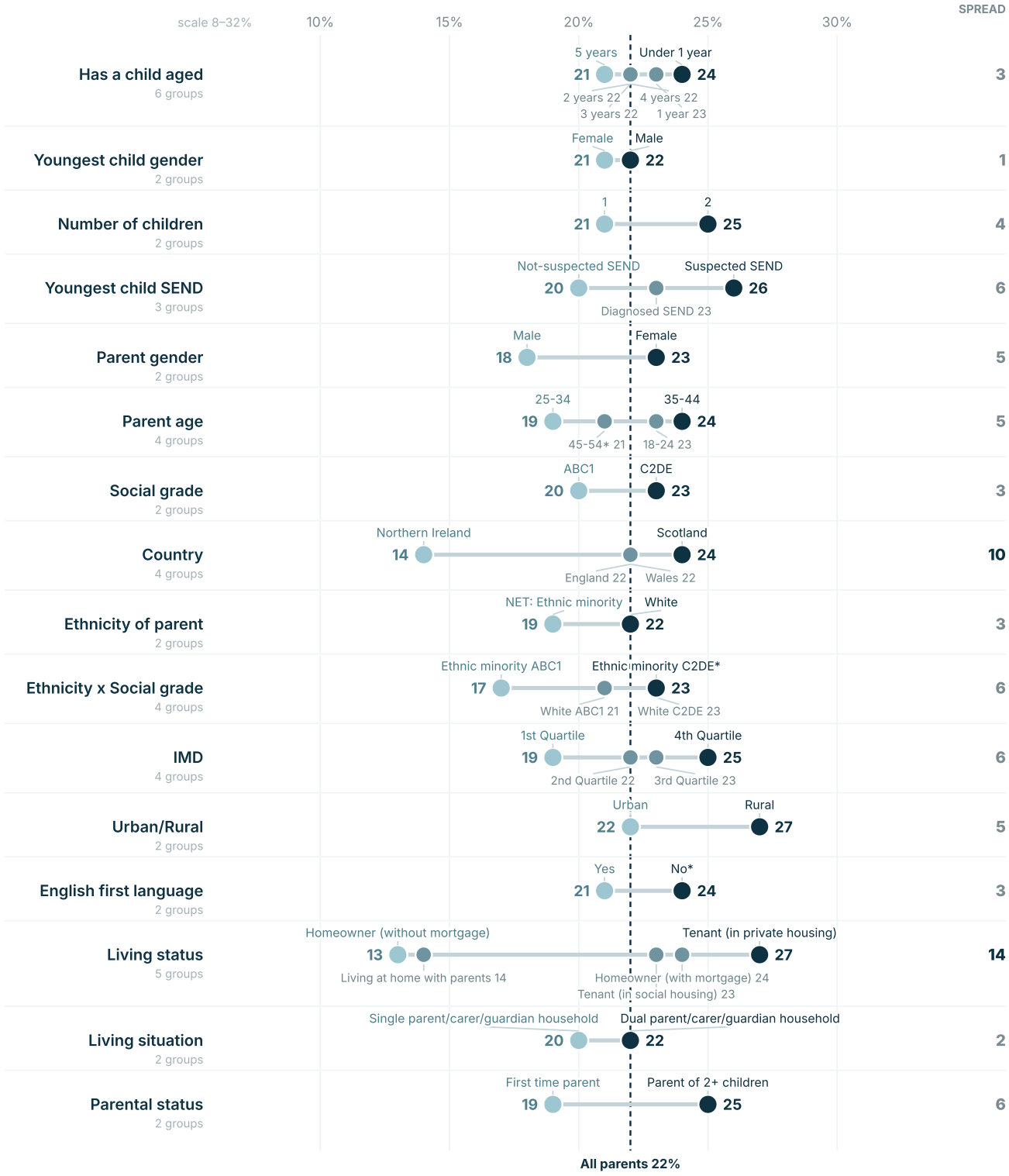
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_10 · TABLE 63 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Navigating screen time and digital device limits (NET: Not supported)

All parents 22%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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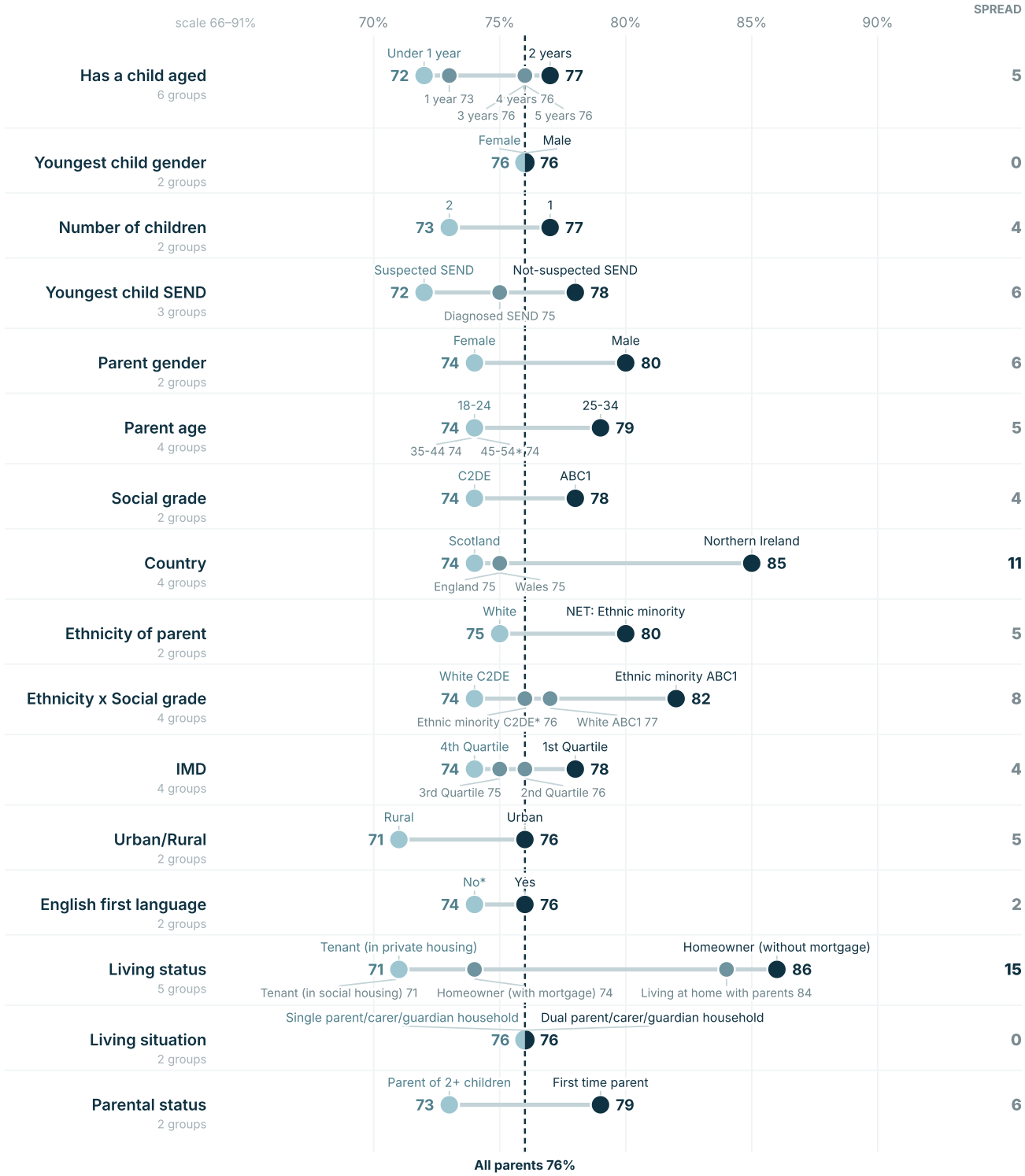
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_10 · TABLE 63 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Navigating screen time and digital device limits (NET: Supported)

All parents 76%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_11 · TABLE 64 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Understanding and tracking developmental milestones (NET: Not supported)

All parents 14%



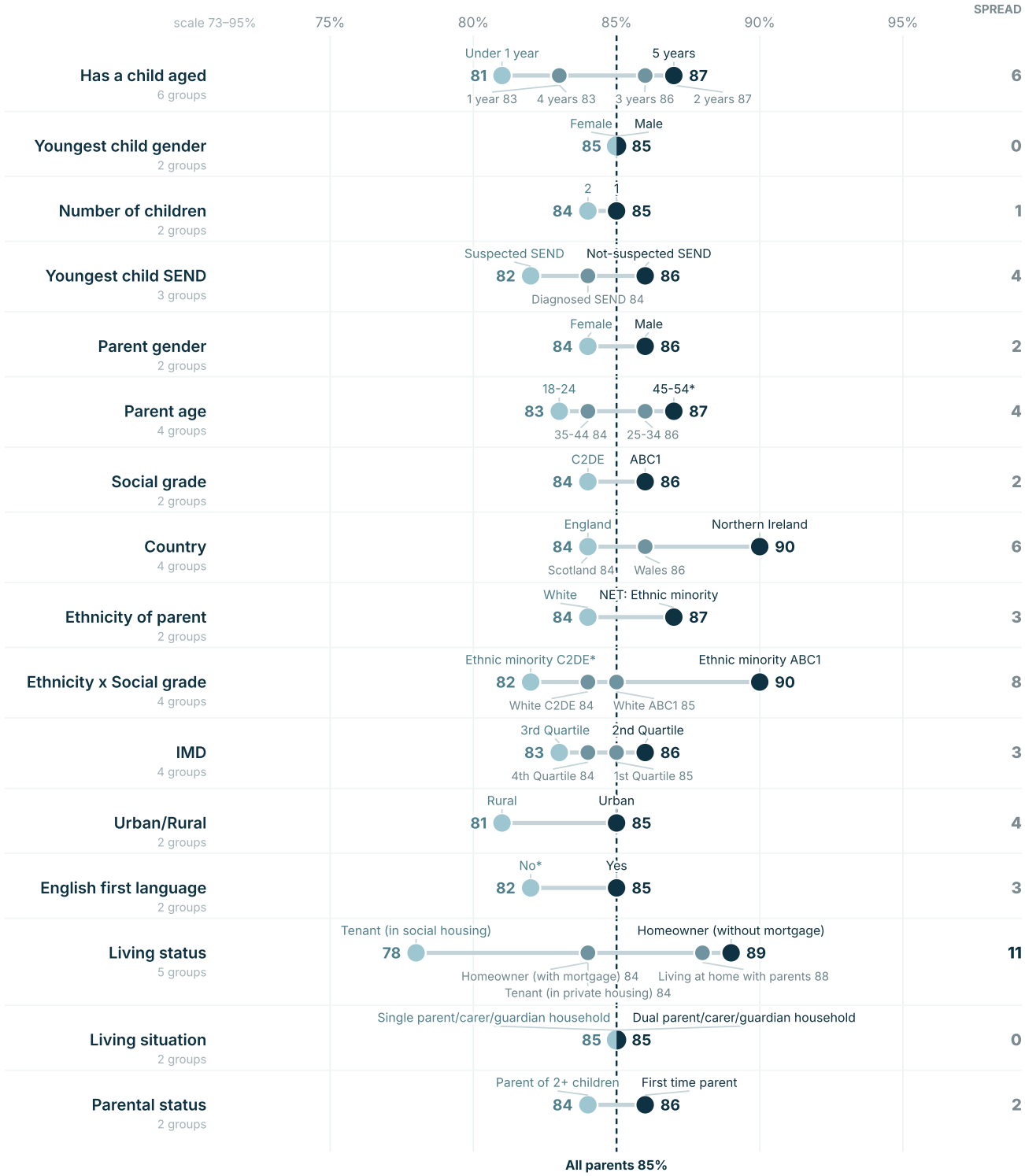
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q7_11 · TABLE 64 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Understanding and tracking developmental milestones (NET: Supported)

All parents 85%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_1 · TABLE 66 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Read books or look at books together (Every day or almost every day)

All parents 42%



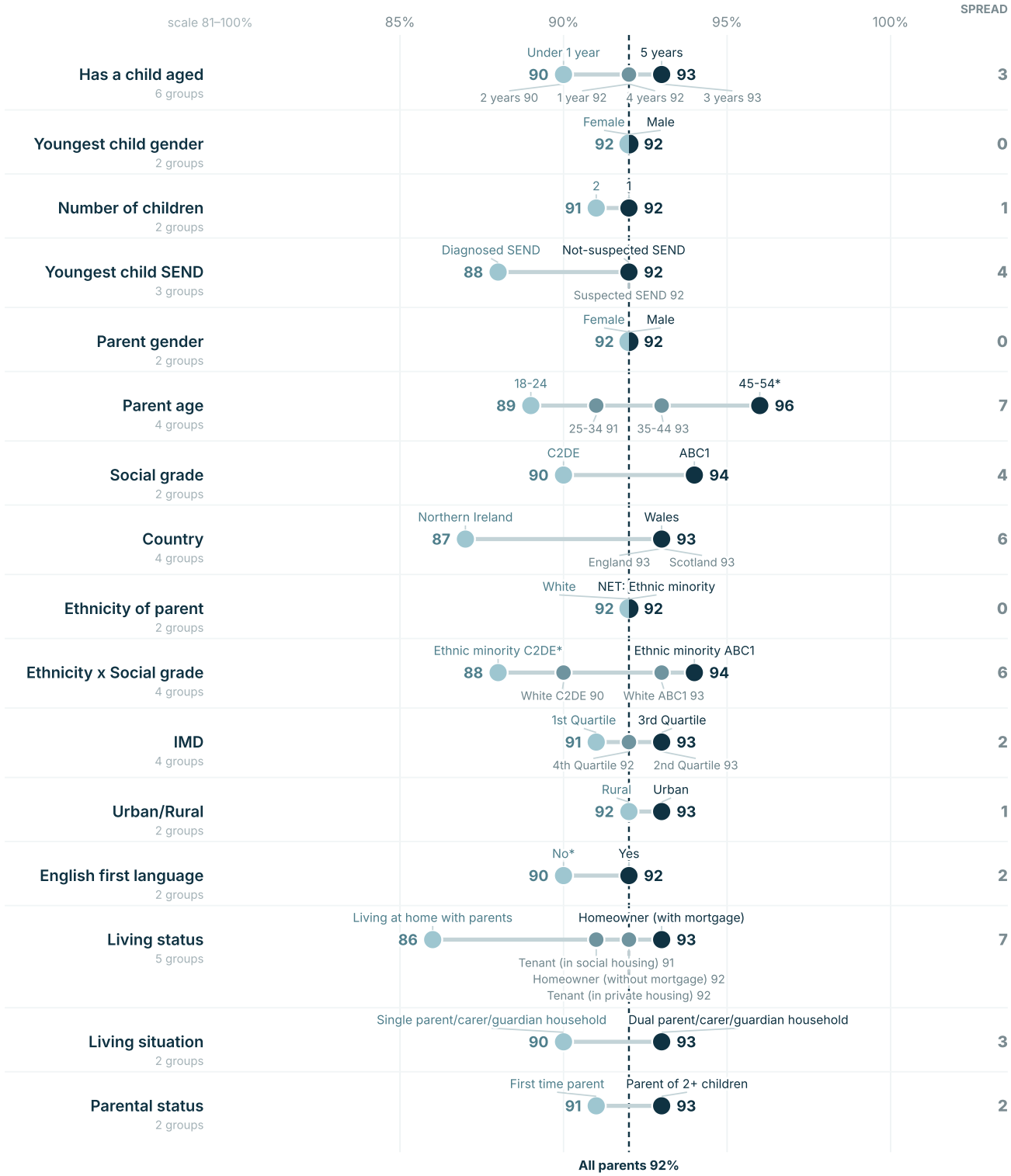
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_1 · TABLE 66 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Read books or look at books together (NET: Does activity atleast weekly)

All parents 92%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_1 · TABLE 66 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Read books or look at books together (NET: Does activity with youngest child)

All parents 98%



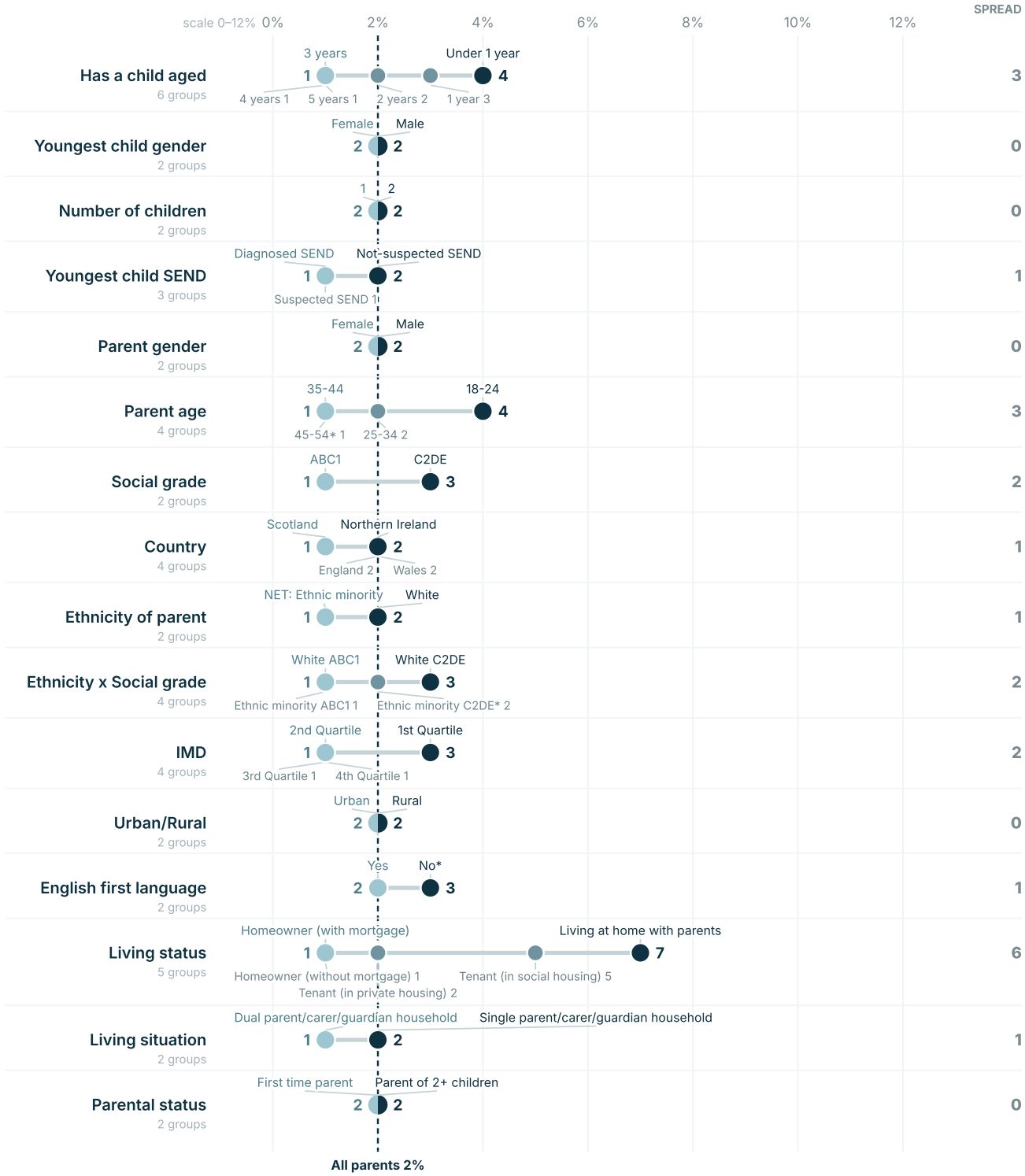
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_1 · TABLE 66 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Read books or look at books together (Never)

All parents 2%



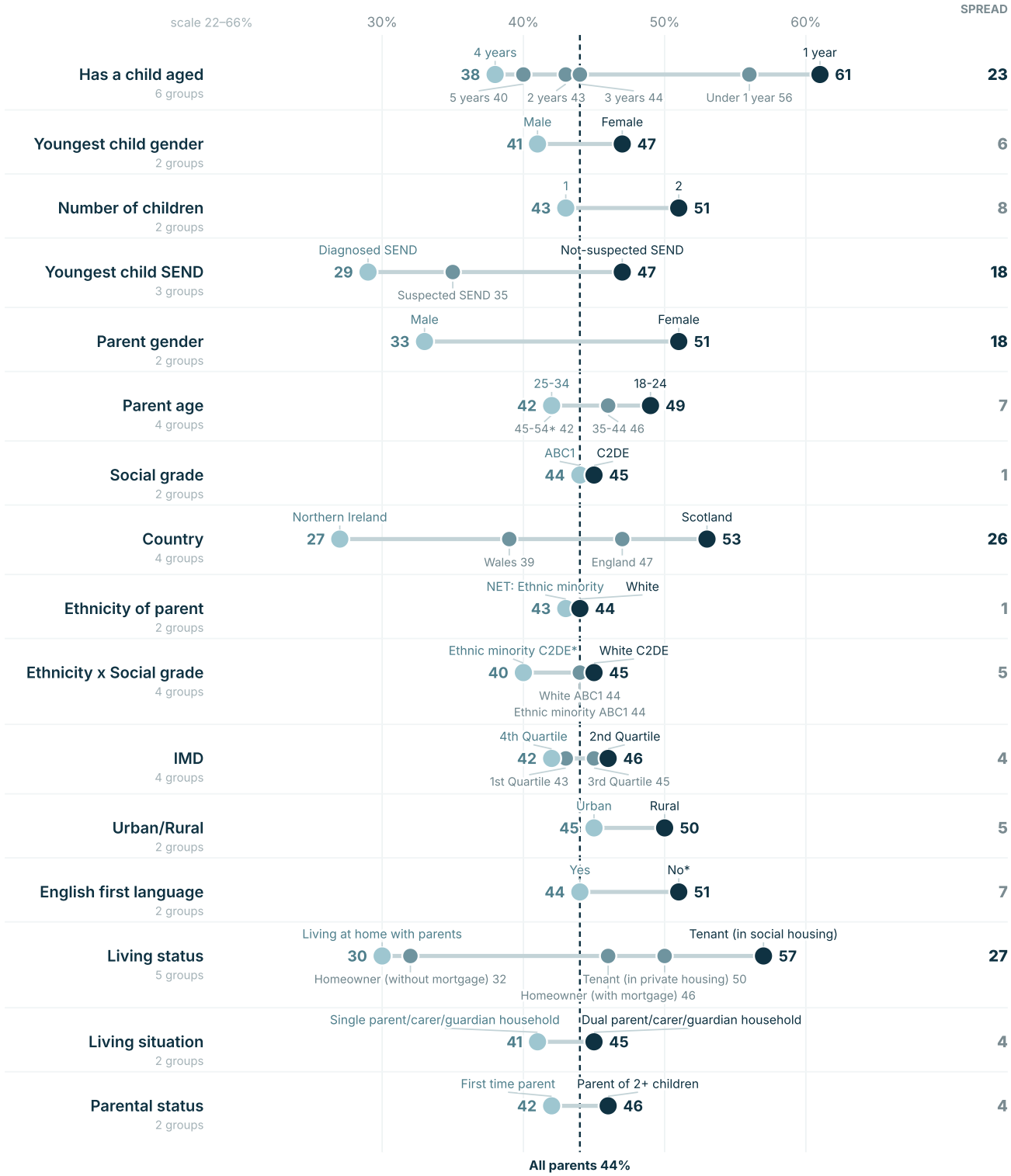
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_2 · TABLE 67 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sing songs or rhymes (Every day or almost every day)

All parents 44%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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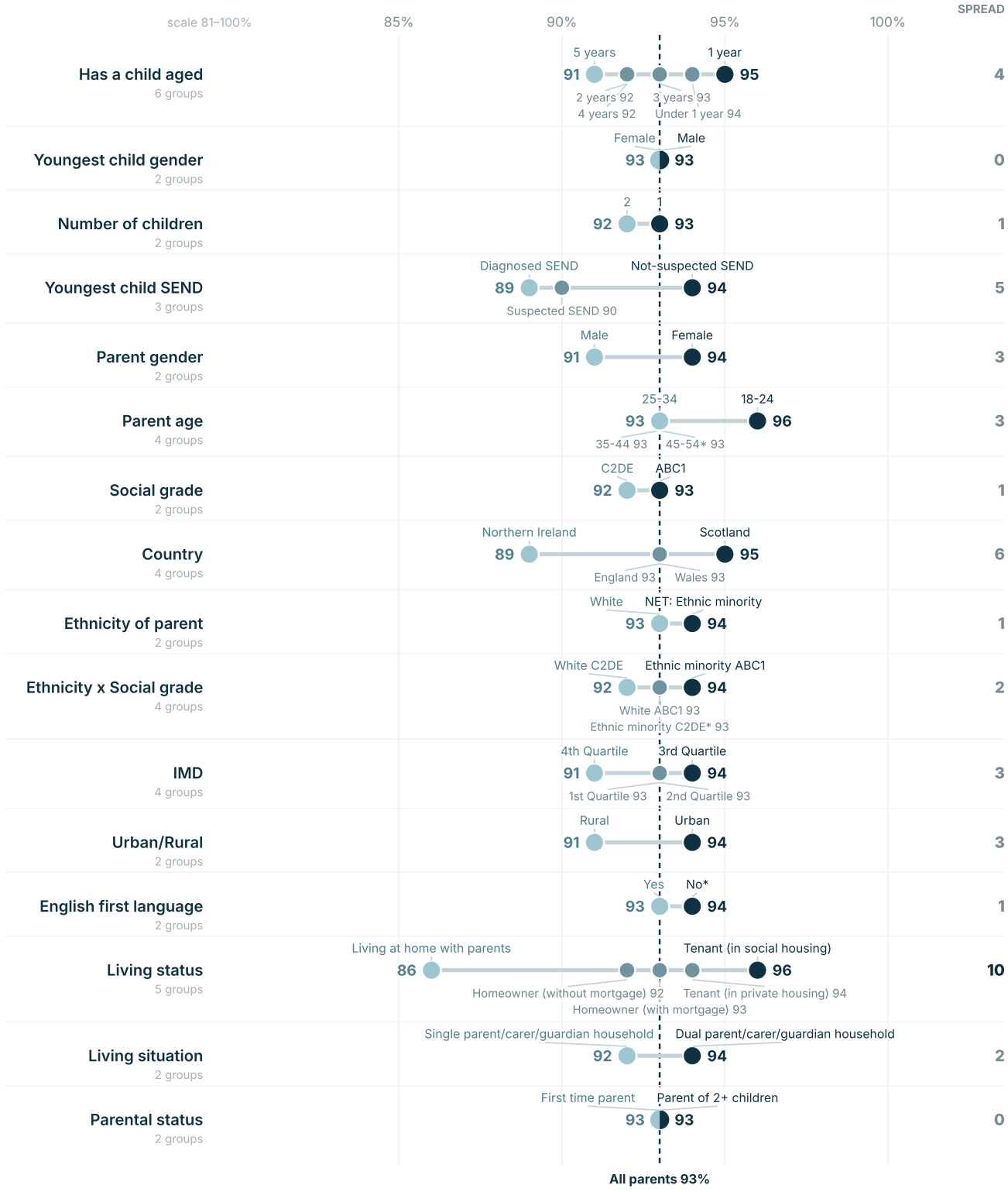
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_2 · TABLE 67 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sing songs or rhymes (NET: Does activity atleast weekly)

All parents 93%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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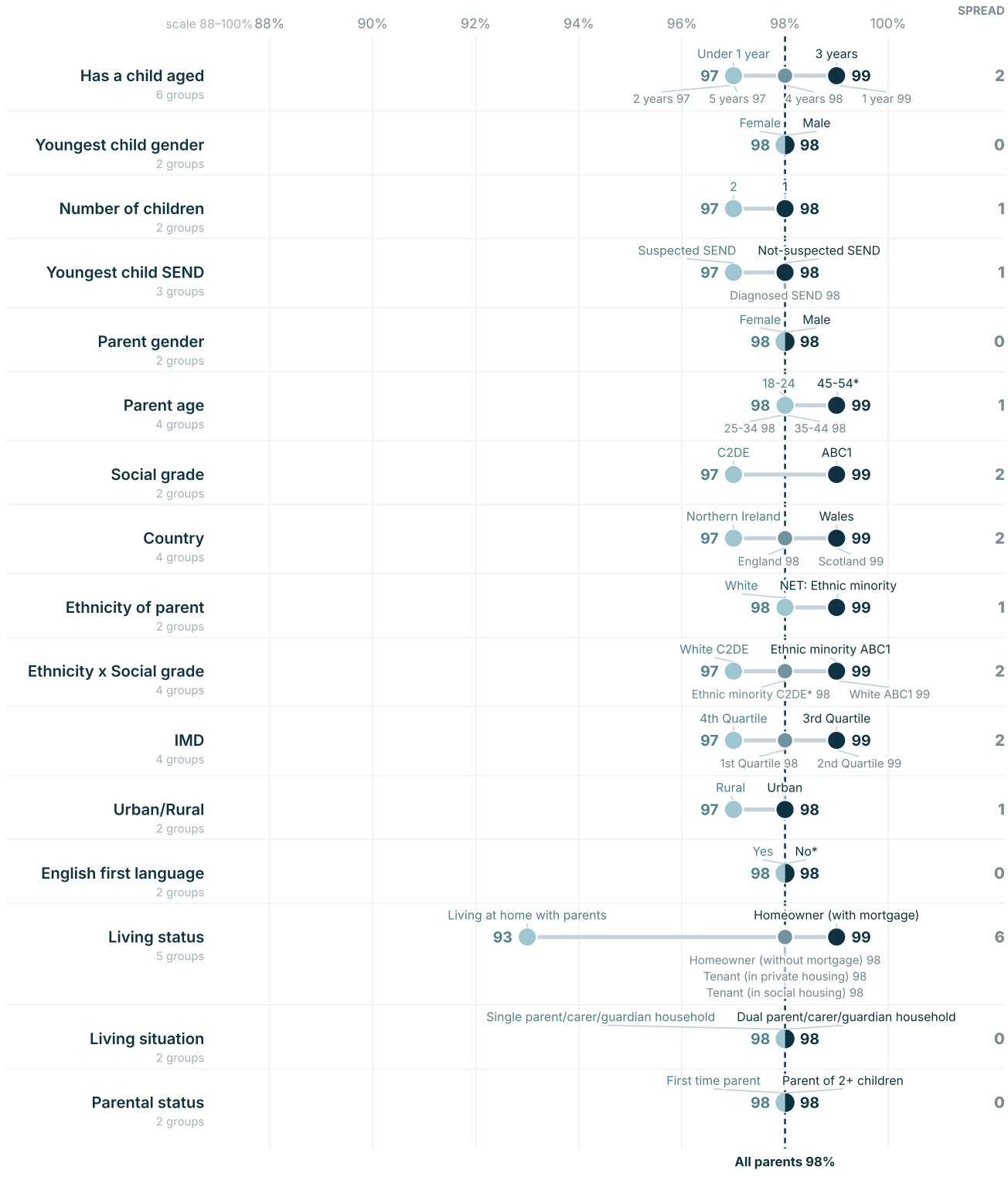
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_2 · TABLE 67 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sing songs or rhymes (NET: Does activity with youngest child)

All parents 98%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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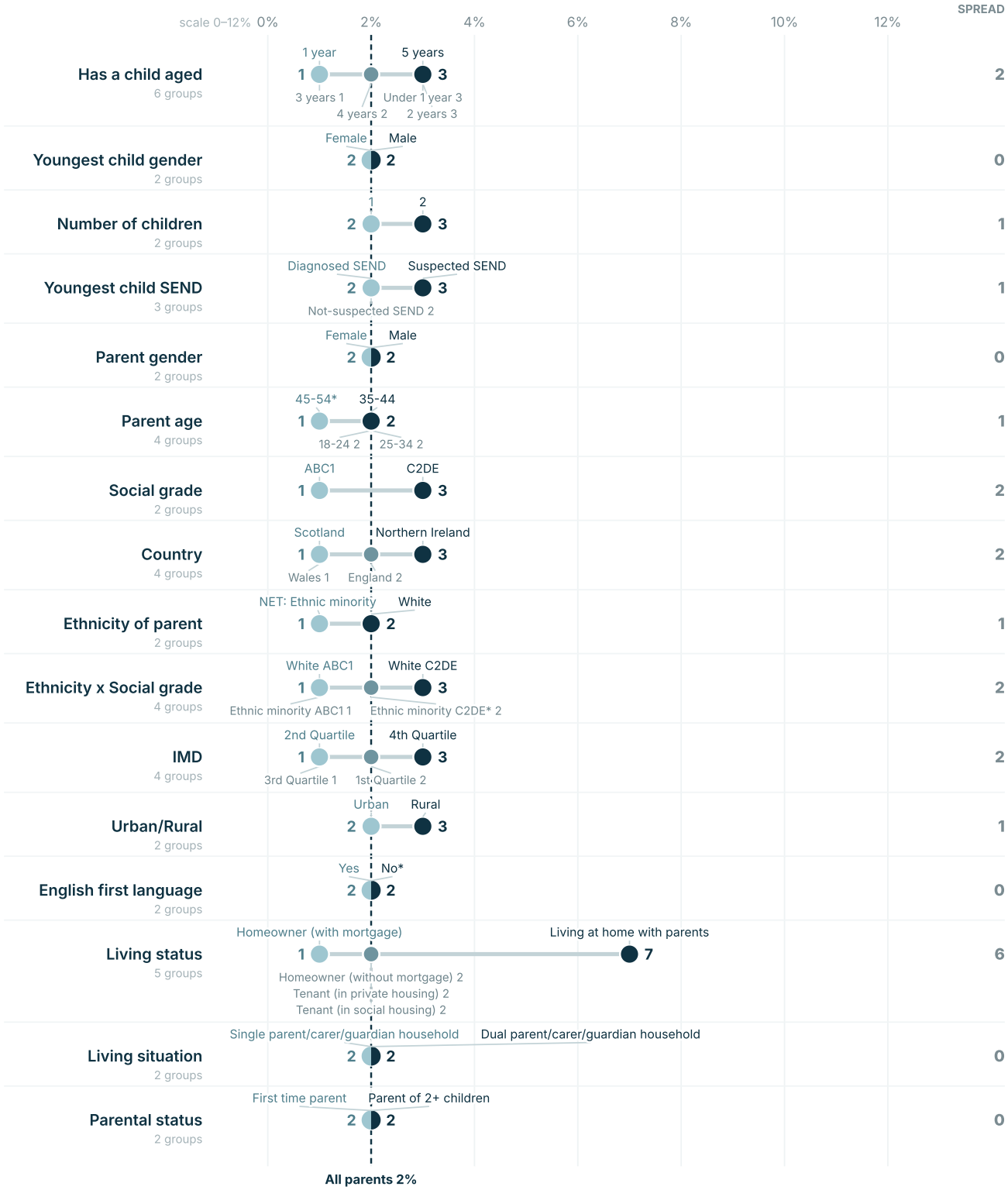
Kindred²

Q8_2 · TABLE 67 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sing songs or rhymes (Never)

All parents 2%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_3 · TABLE 68 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Talk together during everyday activities (Every day or almost every day)

All parents 60%



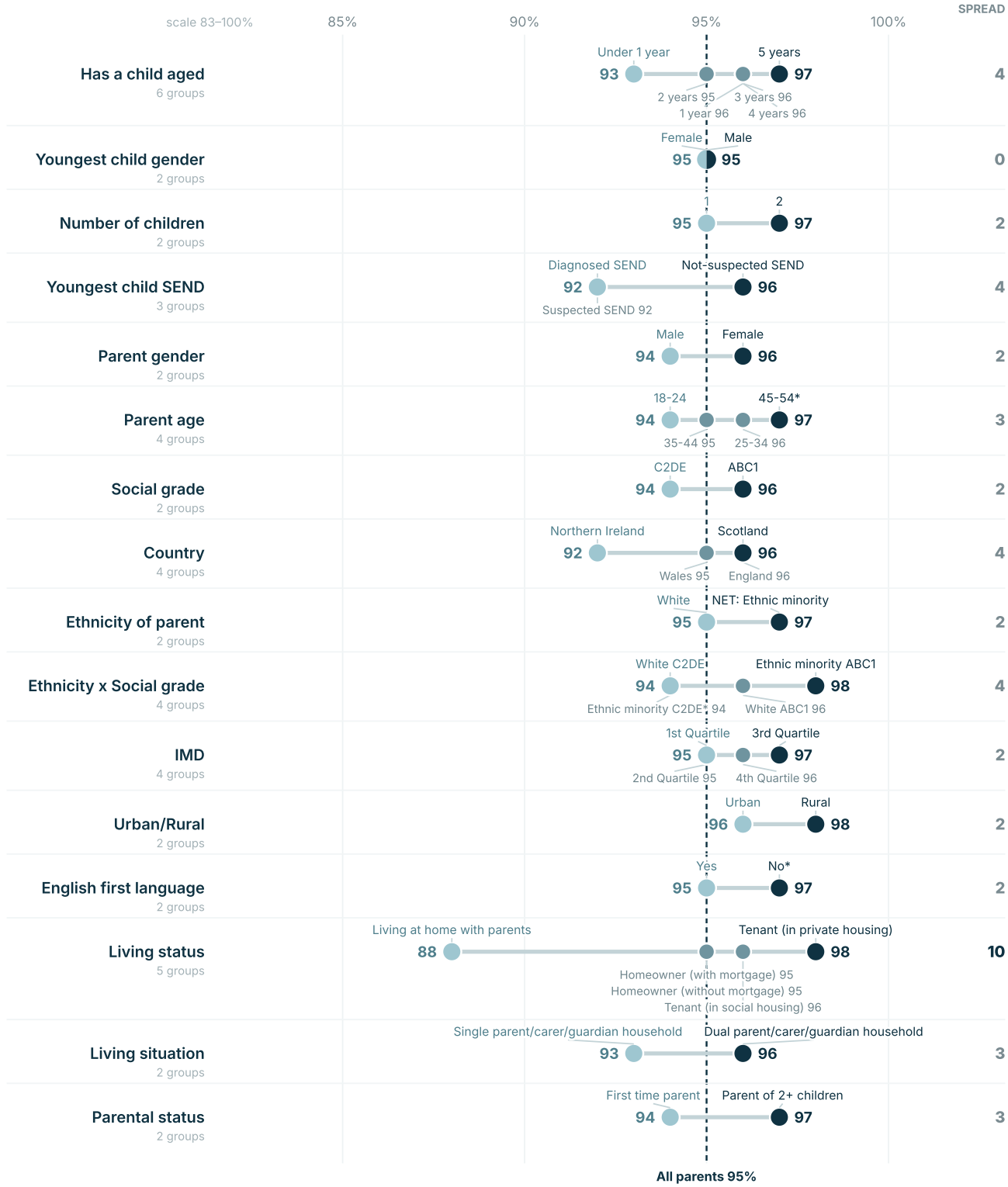
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_3 · TABLE 68 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Talk together during everyday activities (NET: Does activity atleast weekly)

All parents 95%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_3 · TABLE 68 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Talk together during everyday activities (NET: Does activity with youngest child)

All parents 99%



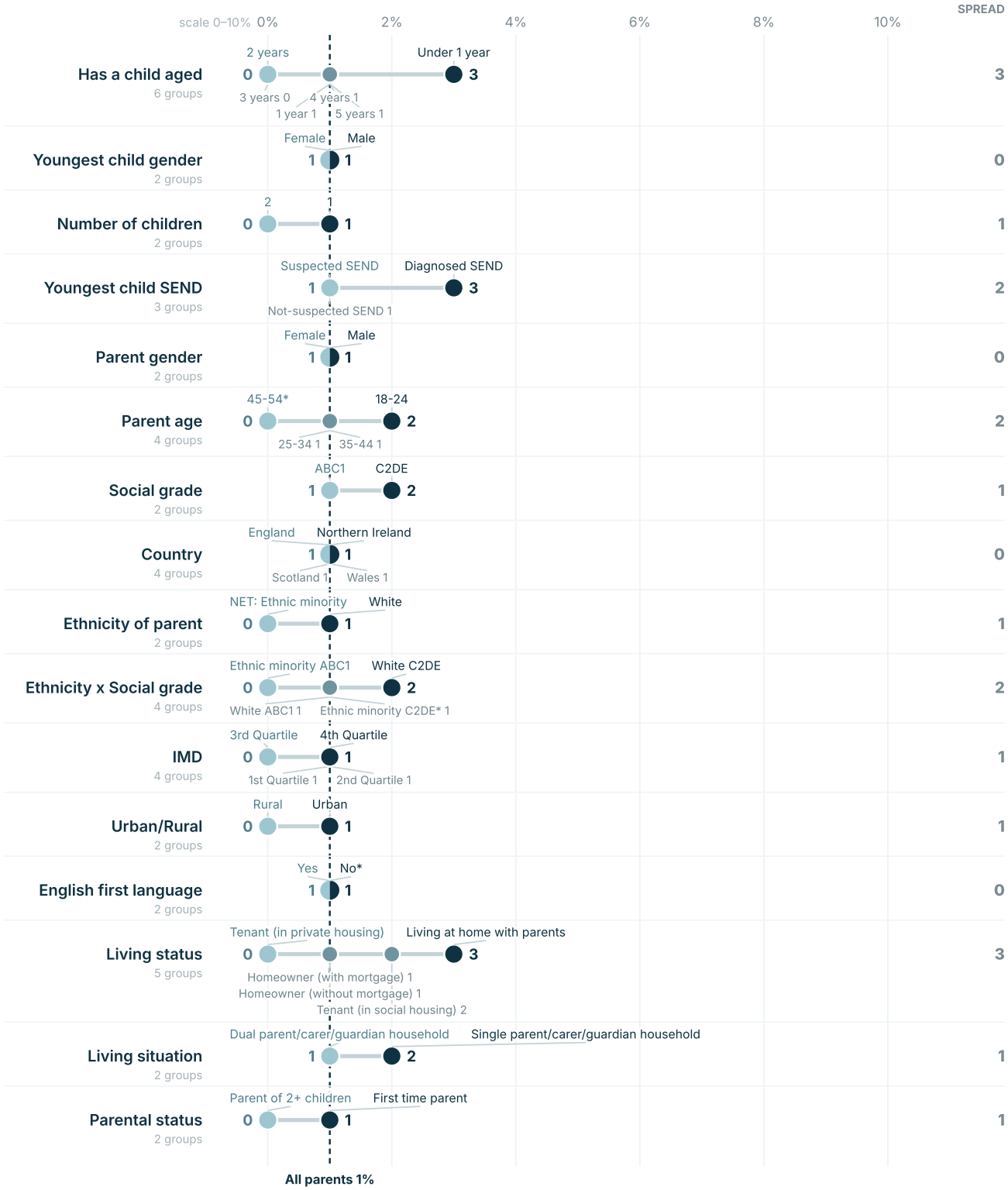
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_3 · TABLE 68 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Talk together during everyday activities (Never)

All parents 1%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_4 · TABLE 69 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play indoors together (Every day or almost every day)

All parents 51%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_4 · TABLE 69 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play indoors together (NET: Does activity atleast weekly)

All parents 95%



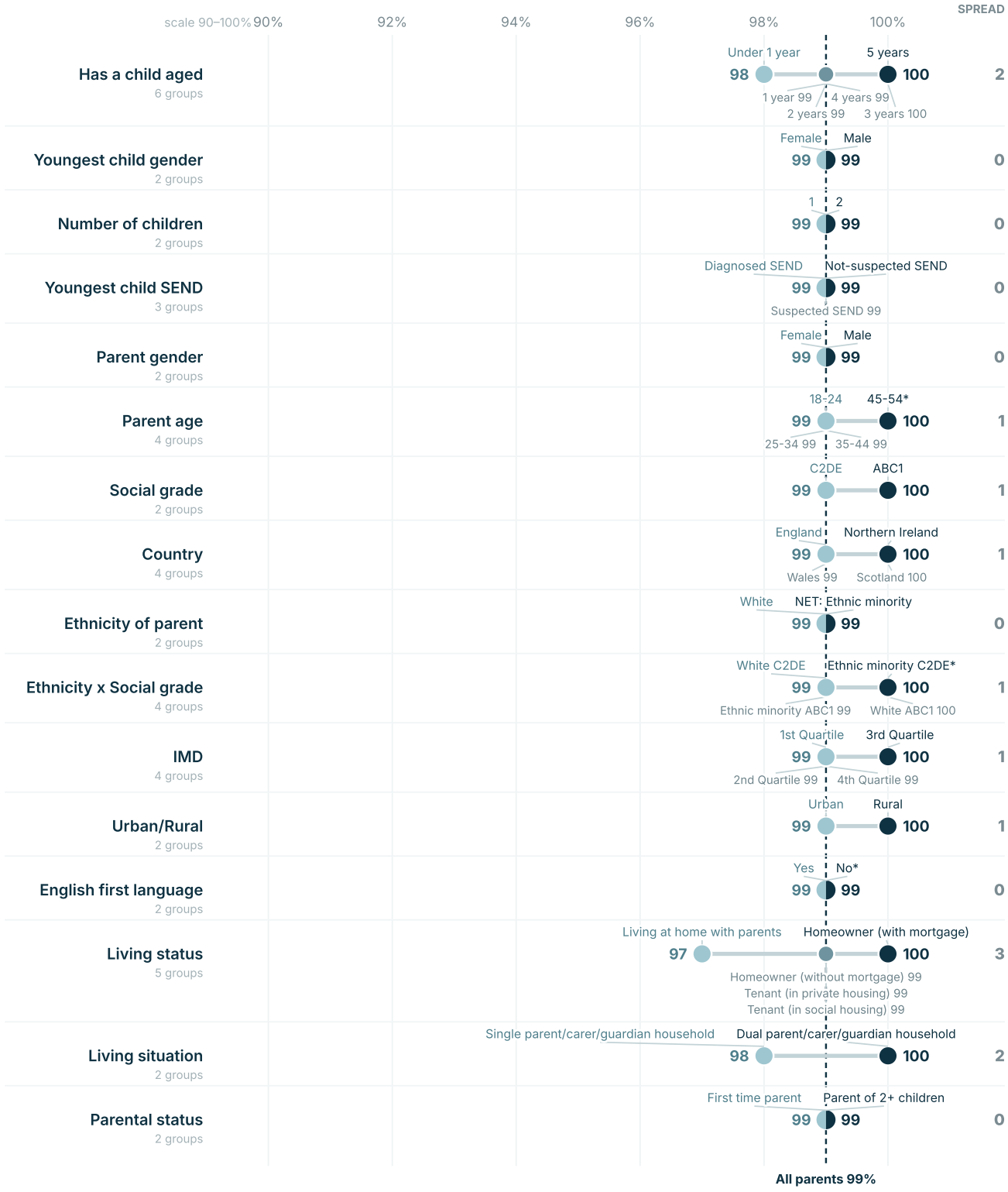
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_4 · TABLE 69 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play indoors together (NET: Does activity with youngest child)

All parents 99%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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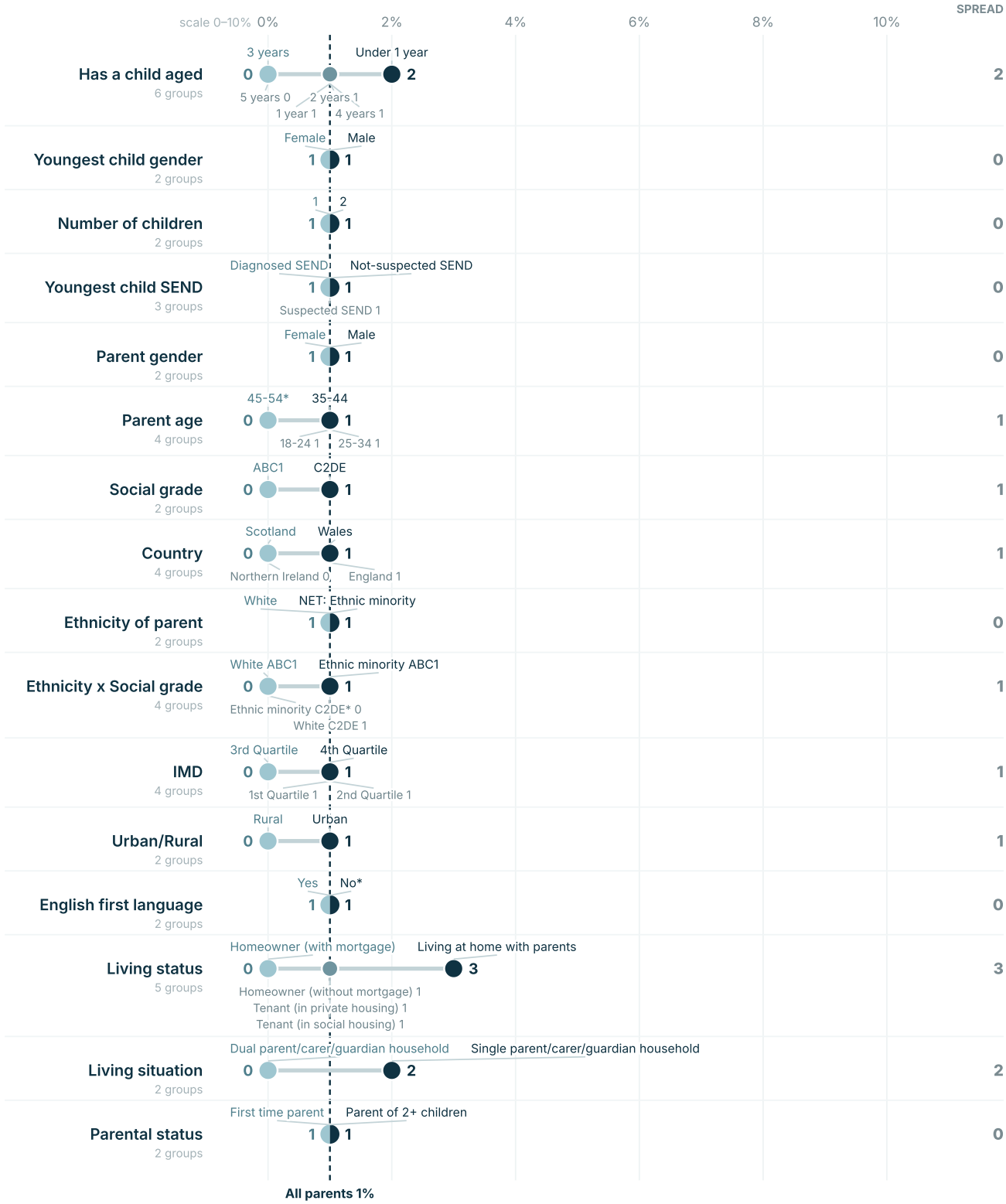
Kindred²

Q8_4 · TABLE 69 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play indoors together (Never)

All parents 1%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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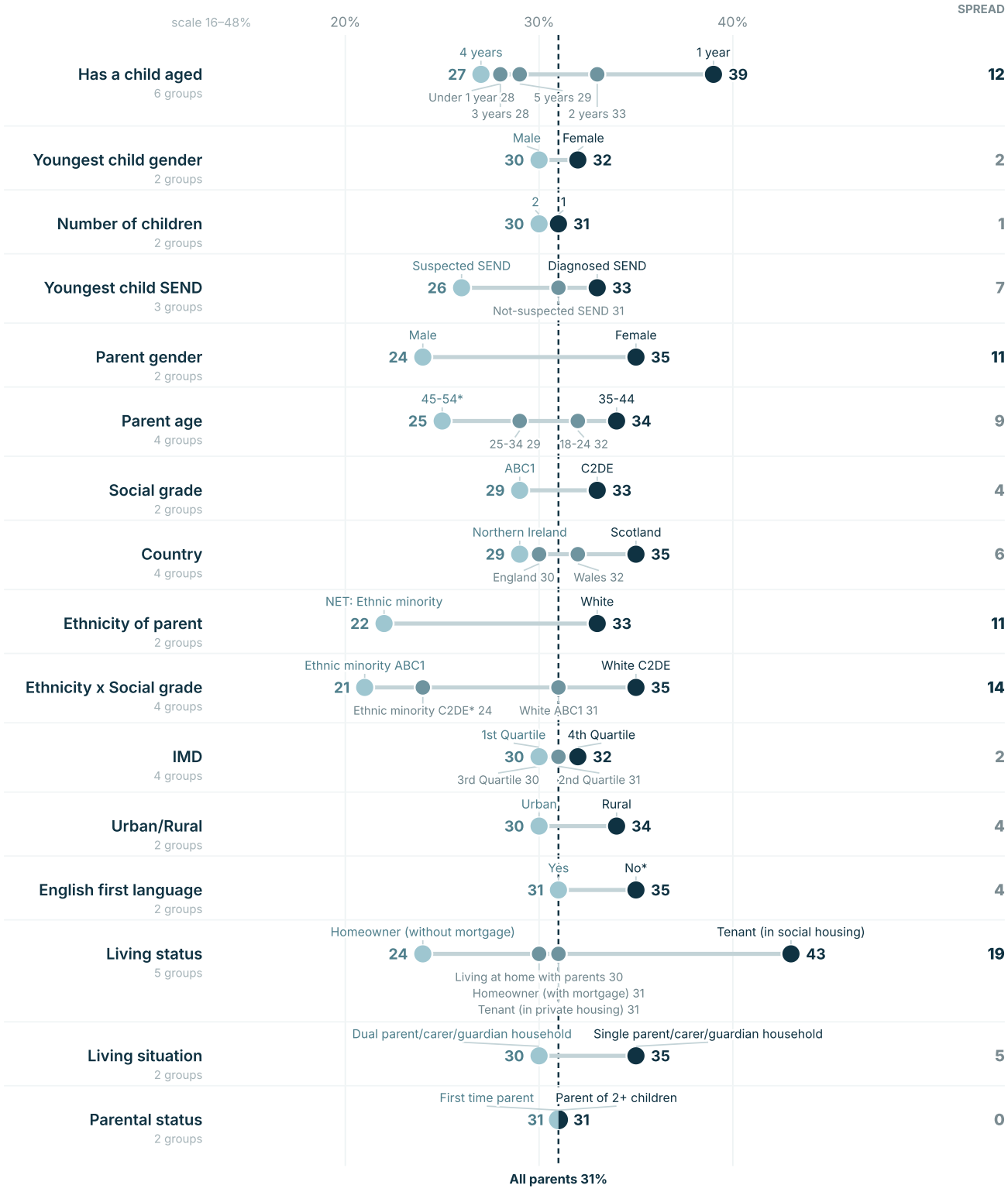
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_5 · TABLE 70 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play outdoors together (Every day or almost every day)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_5 · TABLE 70 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play outdoors together (NET: Does activity atleast weekly)

All parents 92%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_5 · TABLE 70 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play outdoors together (NET: Does activity with youngest child)

All parents 99%



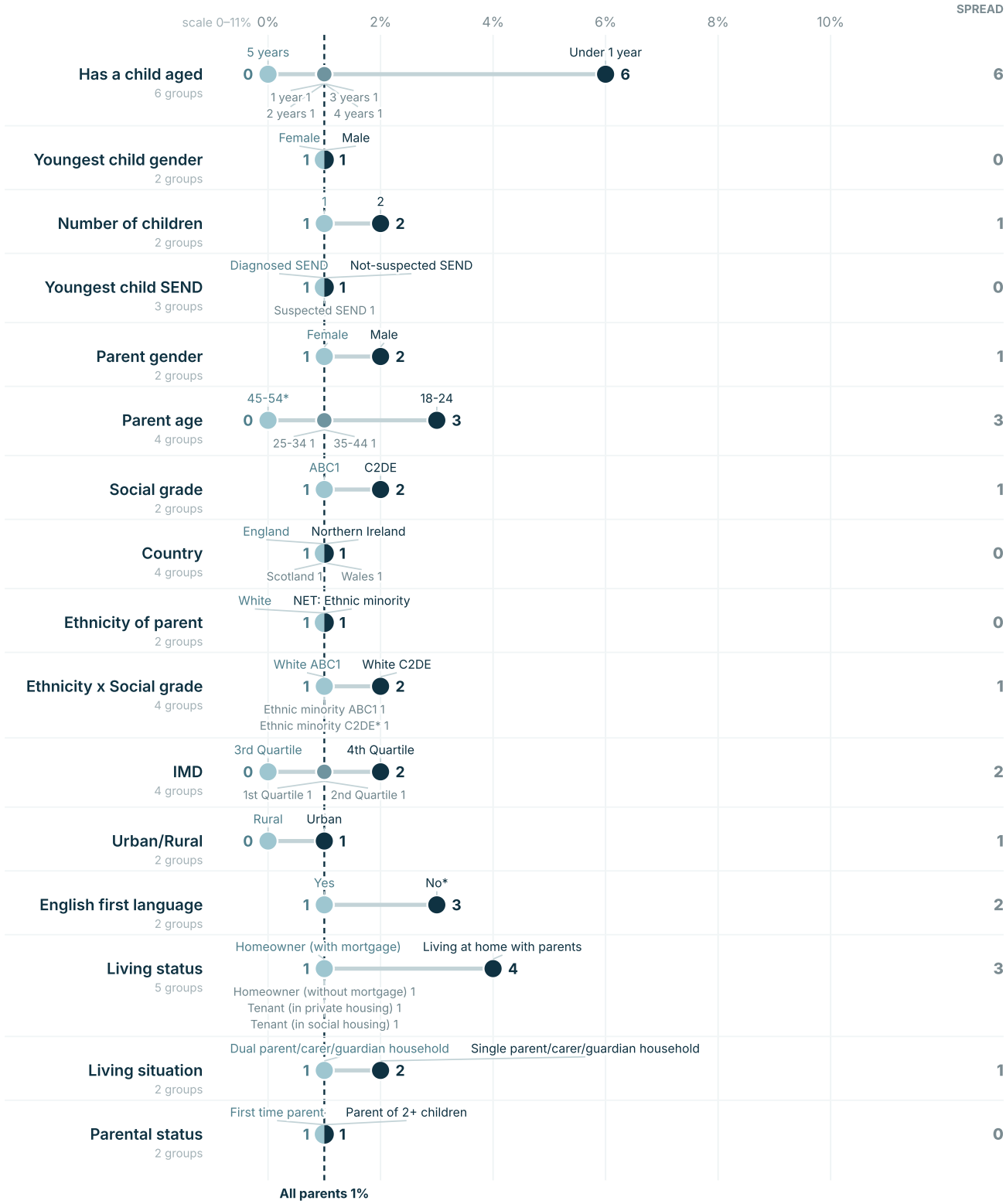
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_5 · TABLE 70 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Play outdoors together (Never)

All parents 1%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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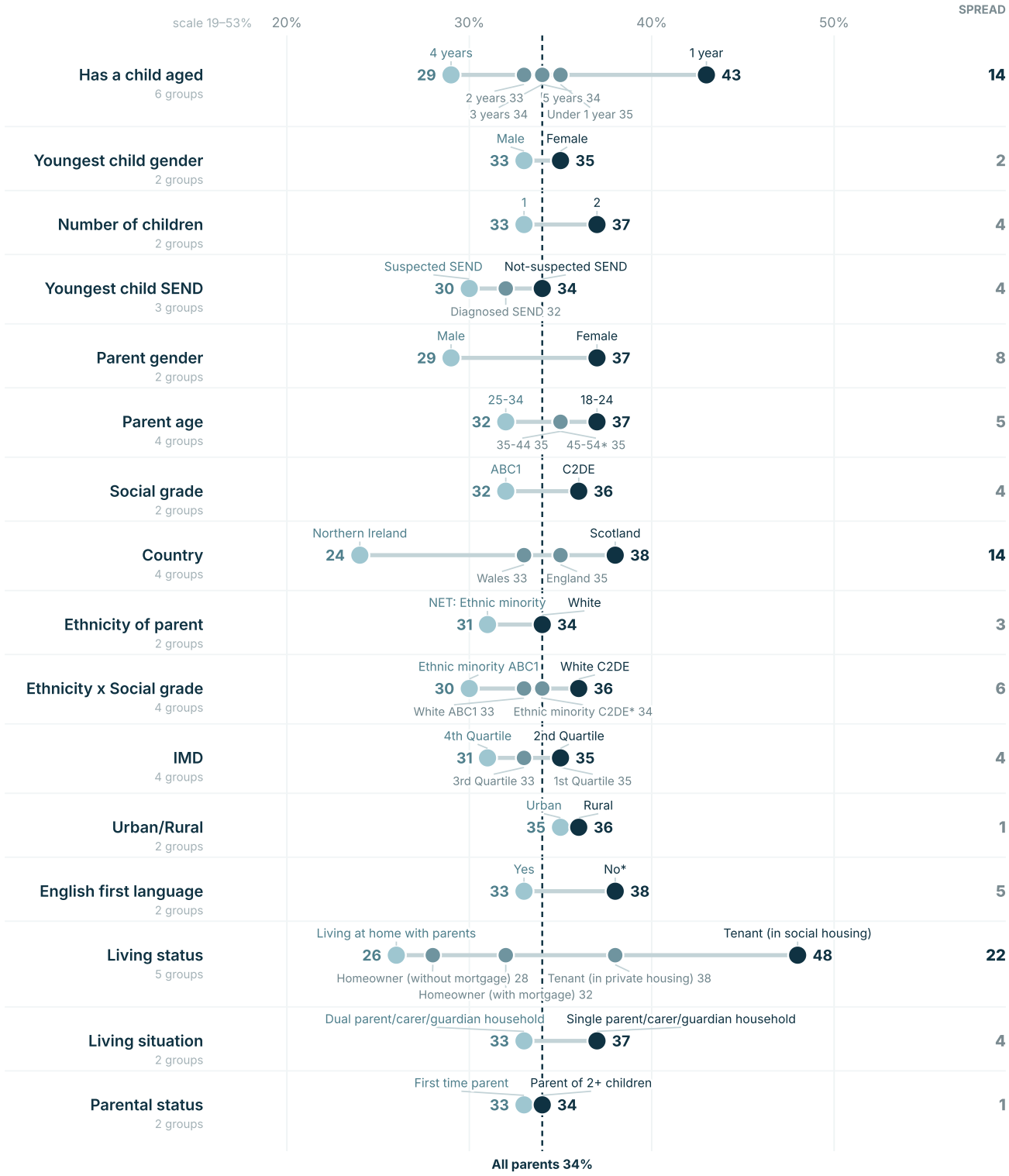
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_6 · TABLE 71 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Do activities that involve counting, sorting or problem-solving (Every day or almost every day)

All parents 34%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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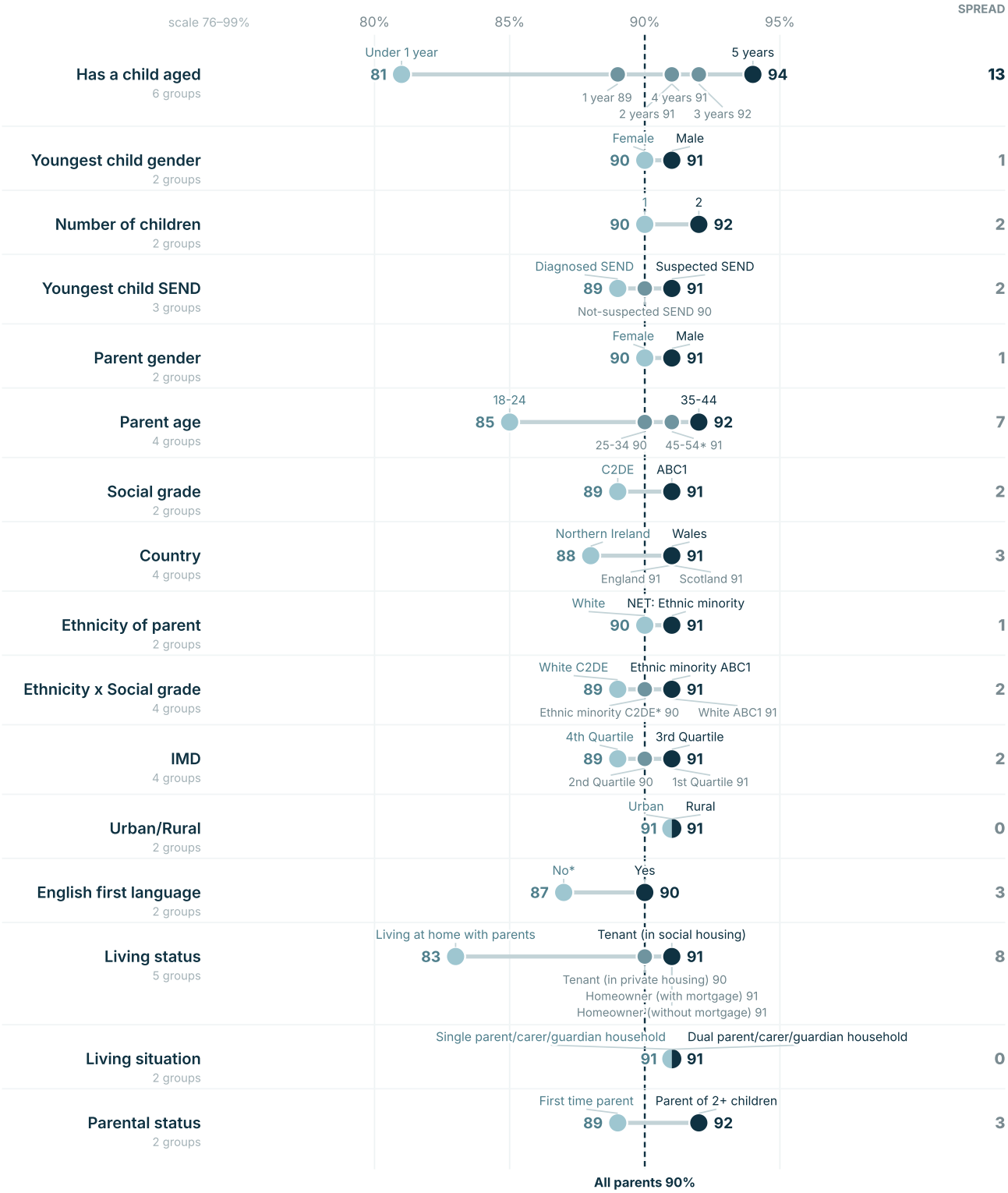
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_6 · TABLE 71 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Do activities that involve counting, sorting or problem-solving (NET: Does activity atleast weekly)

All parents 90%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_6 · TABLE 71 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Do activities that involve counting, sorting or problem-solving (NET: Does activity with youngest child)

All parents 97%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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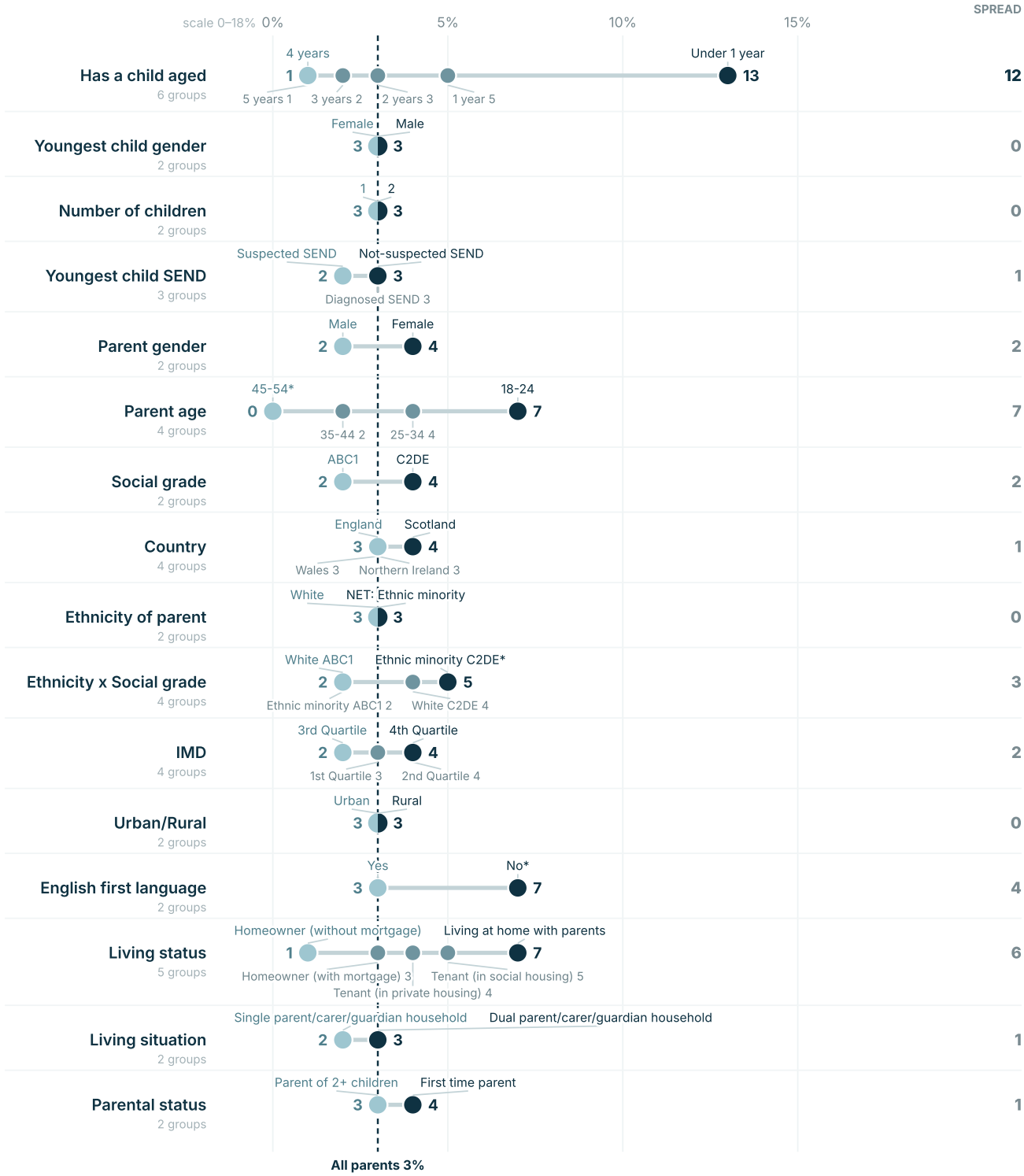
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_6 · TABLE 71 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Do activities that involve counting, sorting or problem-solving (Never)

All parents 3%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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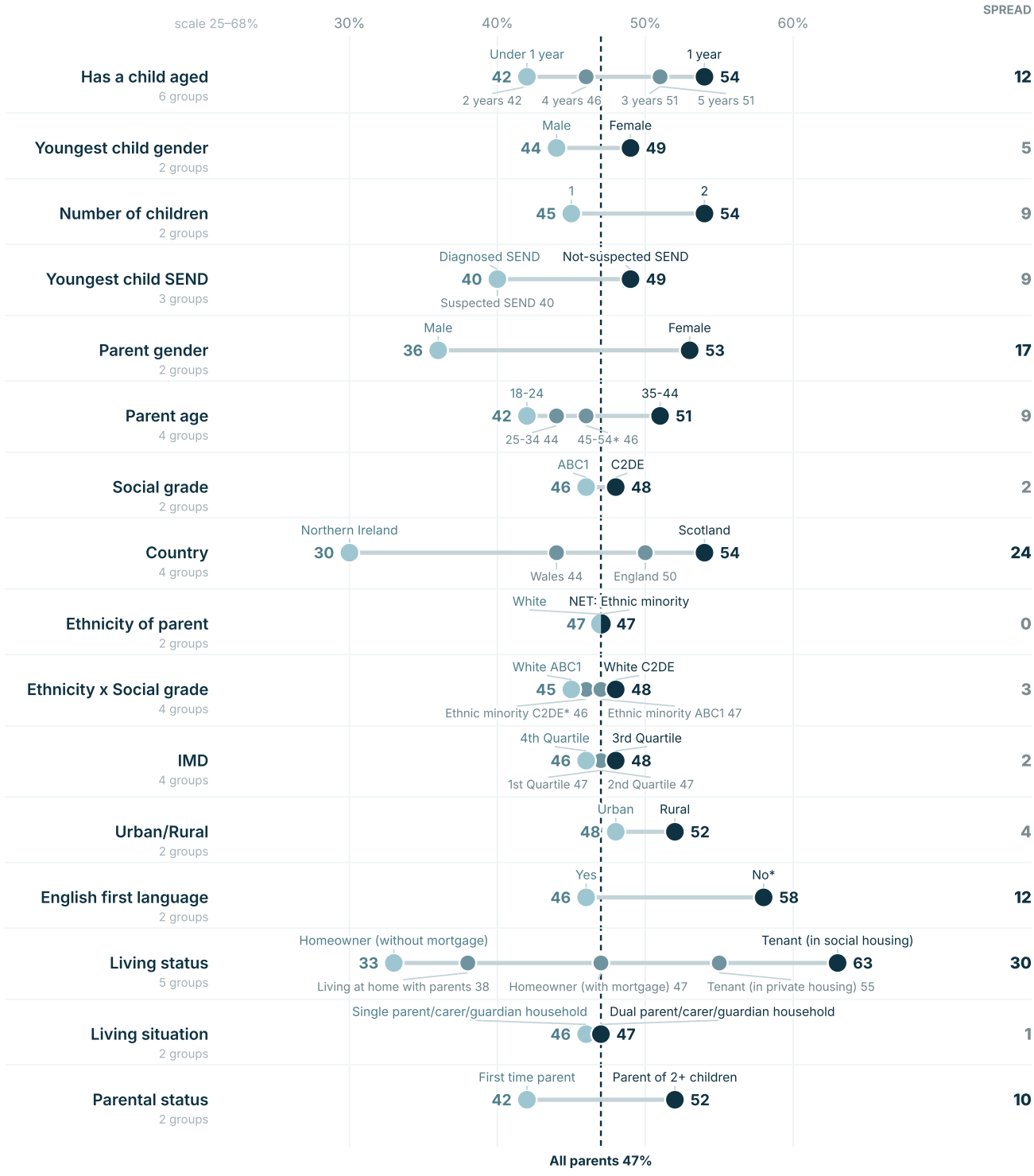
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_7 · TABLE 72 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Help them practise routines like dressing, tidying or toileting (Every day or almost every day)

All parents 47%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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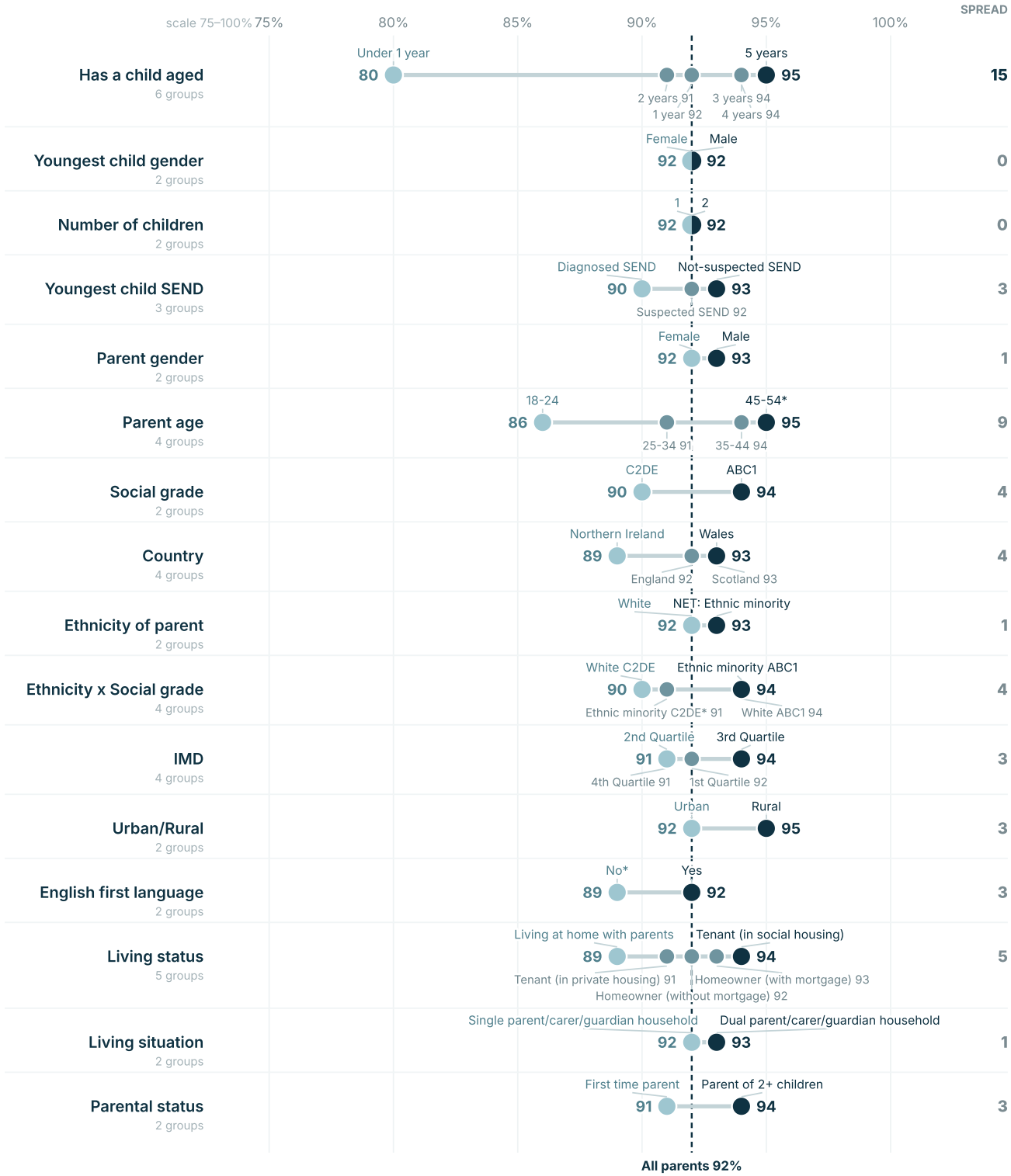
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_7 · TABLE 72 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Help them practise routines like dressing, tidying or toileting (NET: Does activity atleast weekly)

All parents 92%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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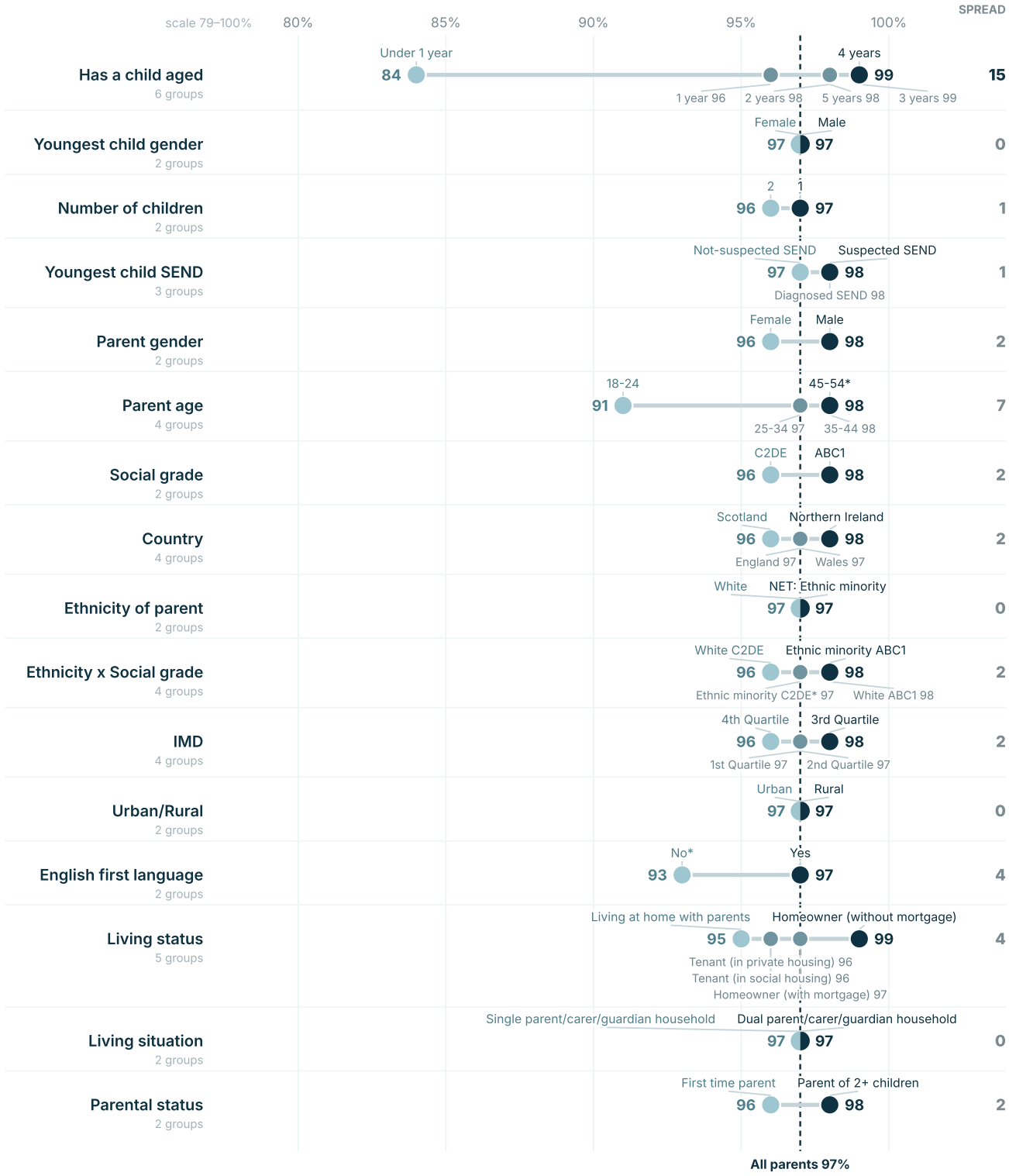
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_7 · TABLE 72 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Help them practise routines like dressing, tidying or toileting (NET: Does activity with youngest child)

All parents 97%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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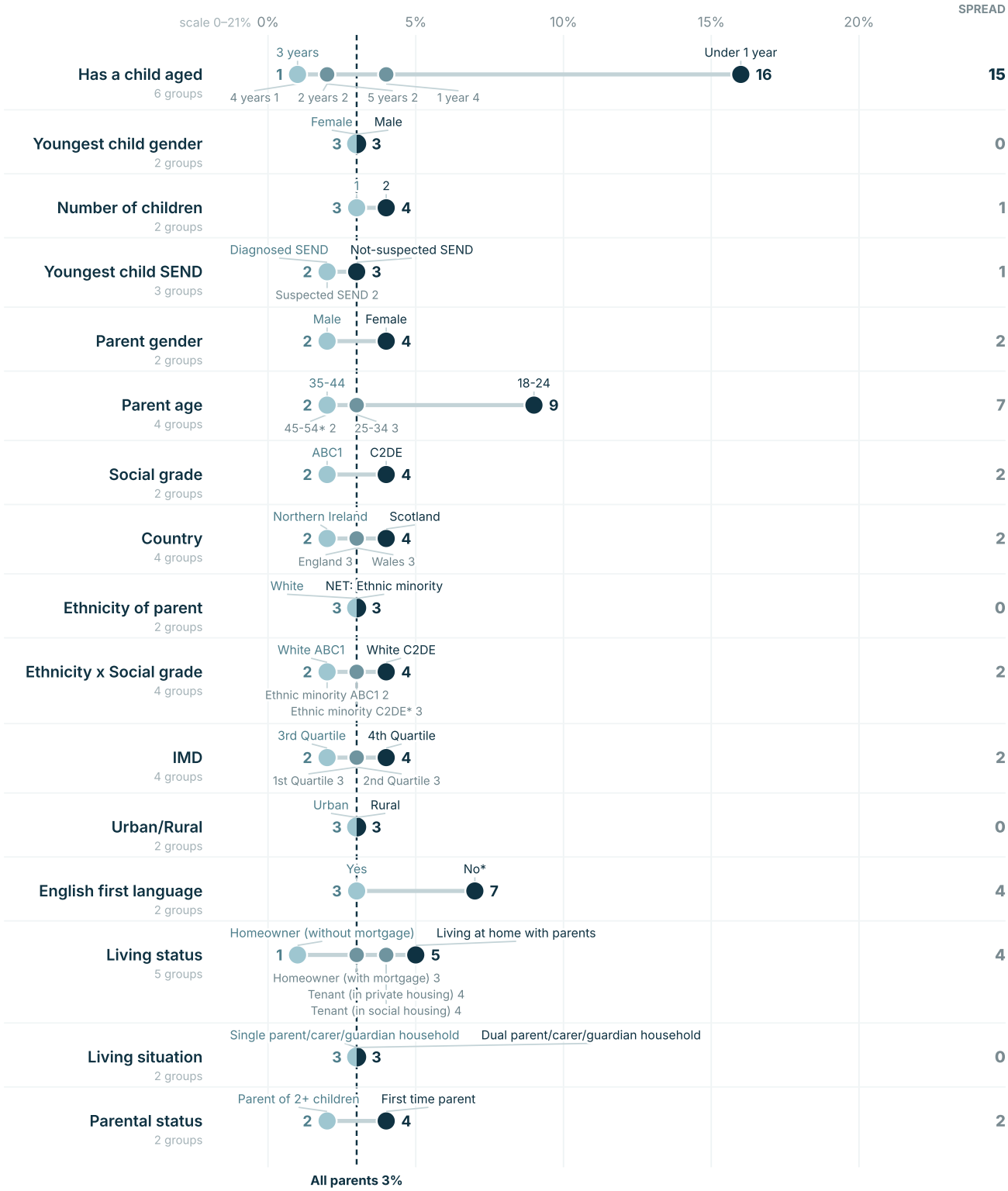
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_7 · TABLE 72 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Help them practise routines like dressing, tidying or toileting (Never)

All parents 3%



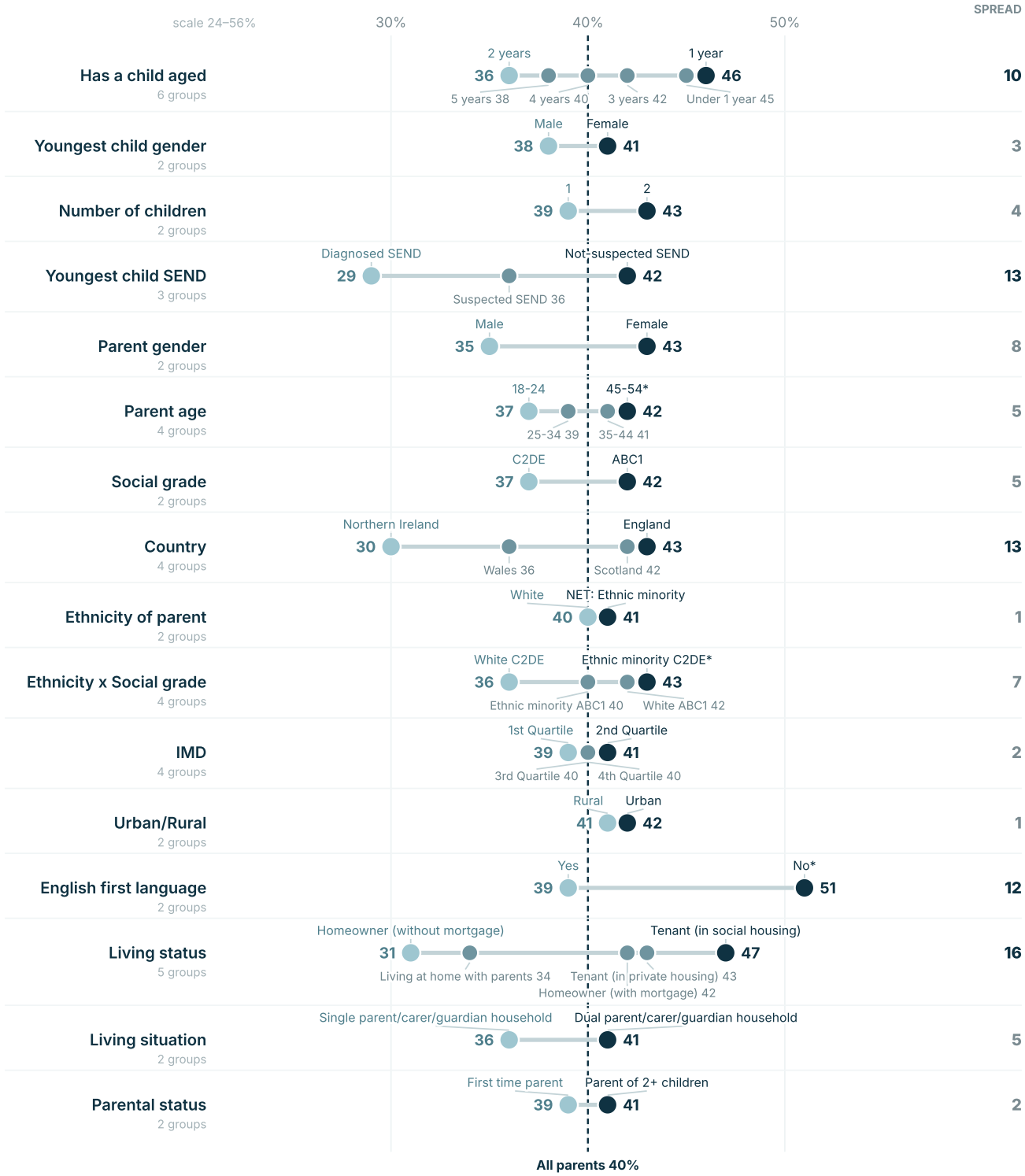
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_8 · TABLE 73 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Limit or manage screen time (Every day or almost every day)

All parents 40%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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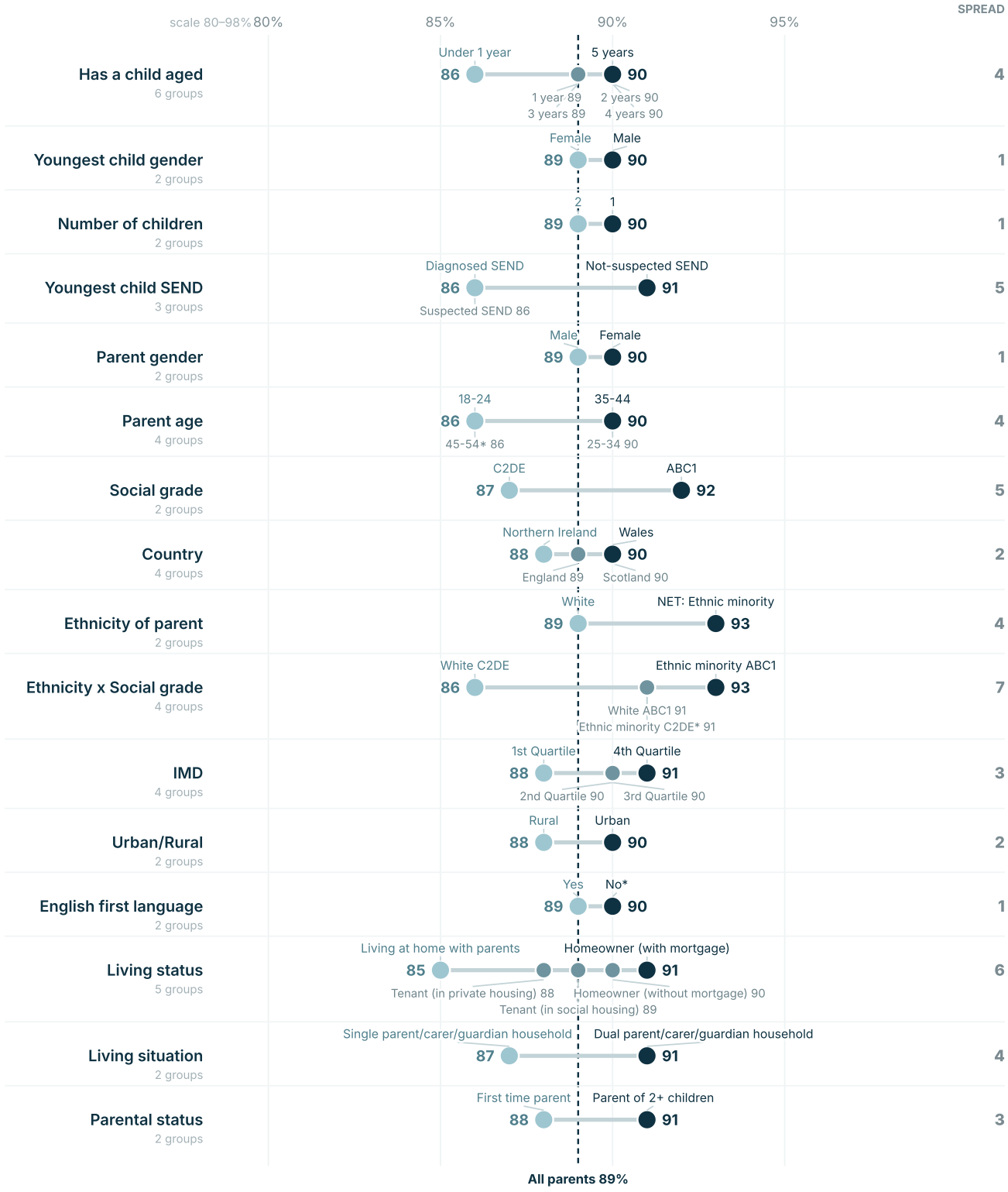
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_8 · TABLE 73 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Limit or manage screen time (NET: Does activity atleast weekly)

All parents 89%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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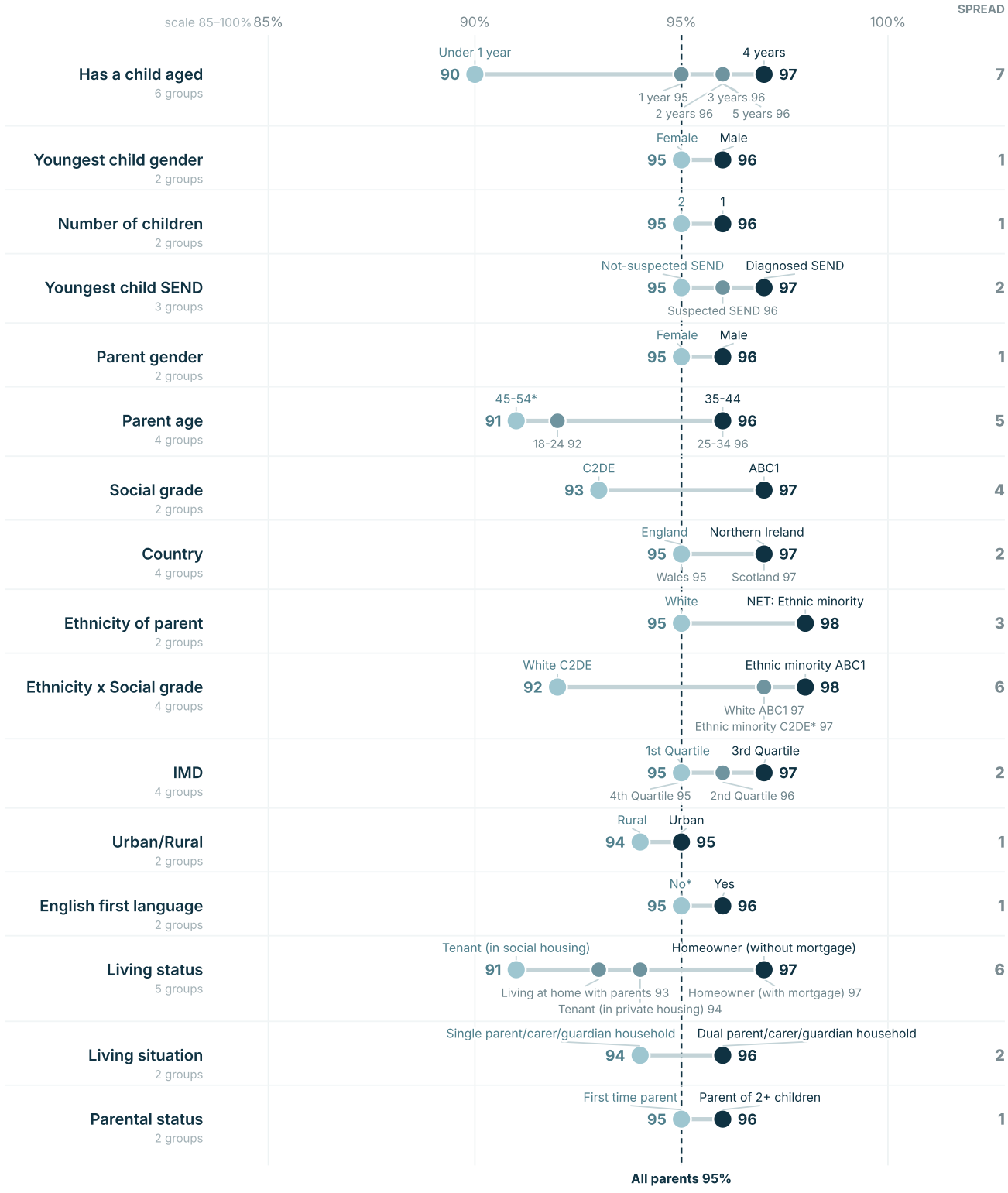
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_8 · TABLE 73 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Limit or manage screen time (NET: Does activity with youngest child)

All parents 95%



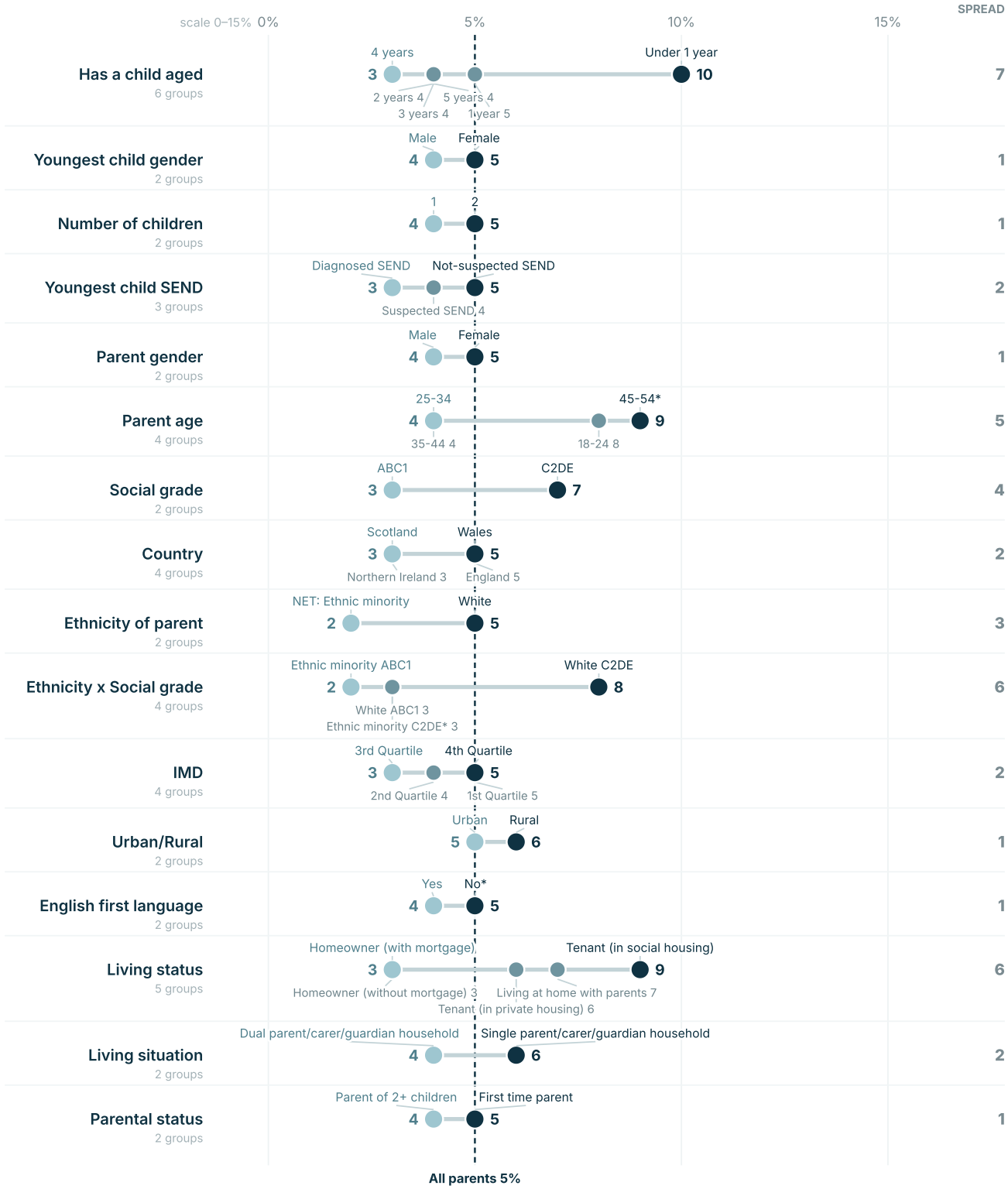
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_8 · TABLE 73 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Limit or manage screen time (Never)

All parents 5%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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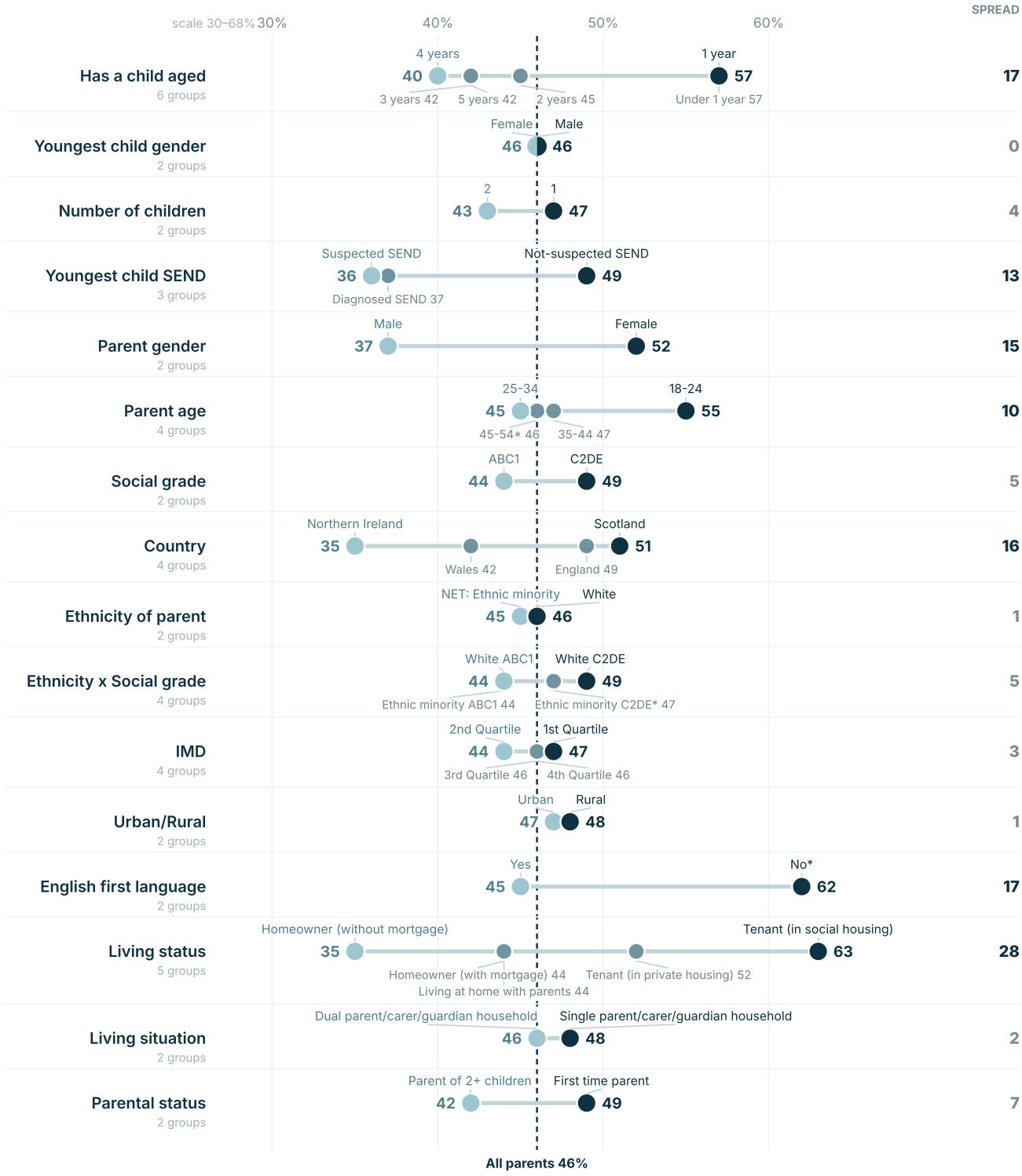
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_9 · TABLE 74 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Spend one-to-one time focused just on them (Every day or almost every day)

All parents 46%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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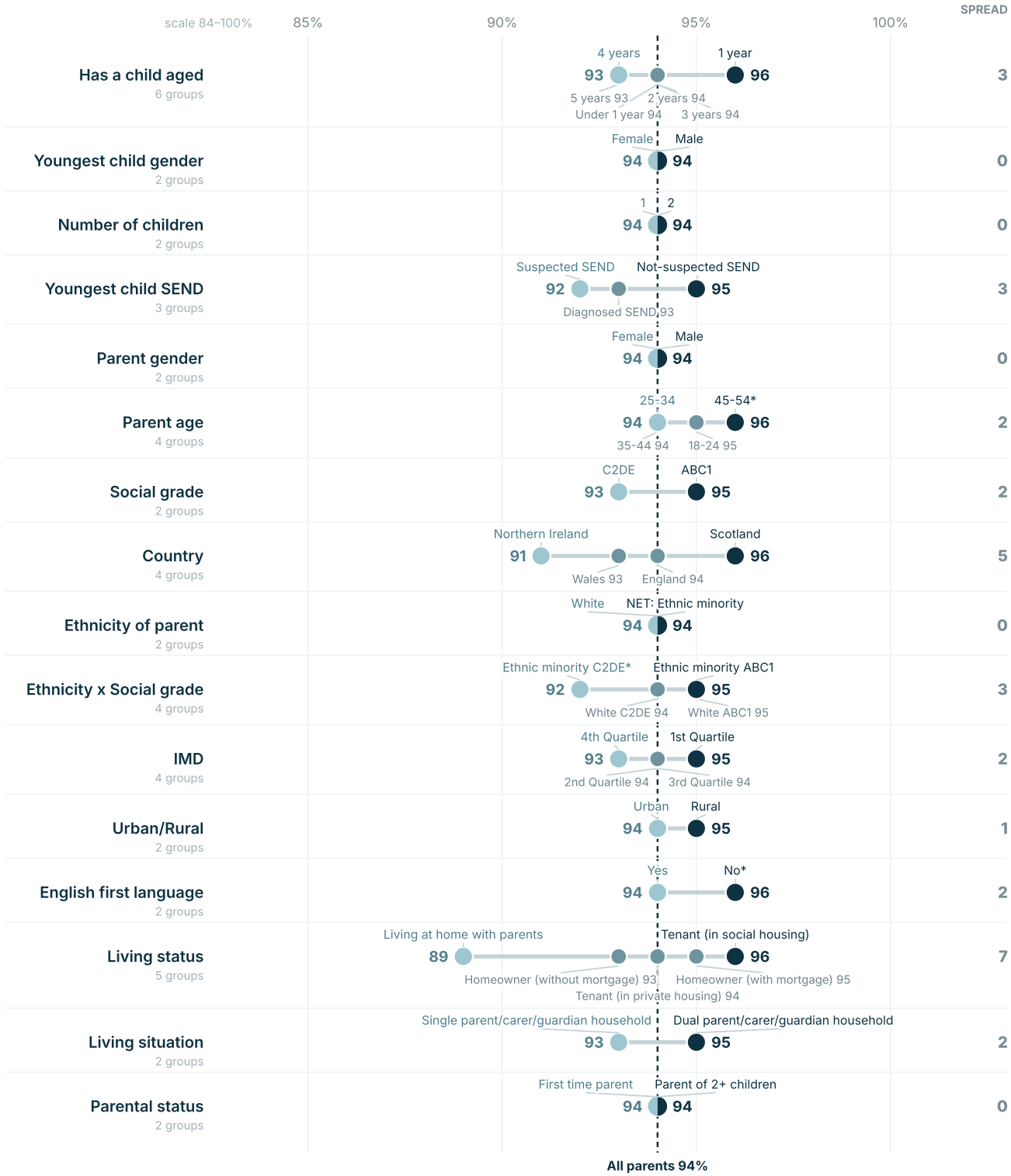
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_9 · TABLE 74 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Spend one-to-one time focused just on them (NET: Does activity atleast weekly)

All parents 94%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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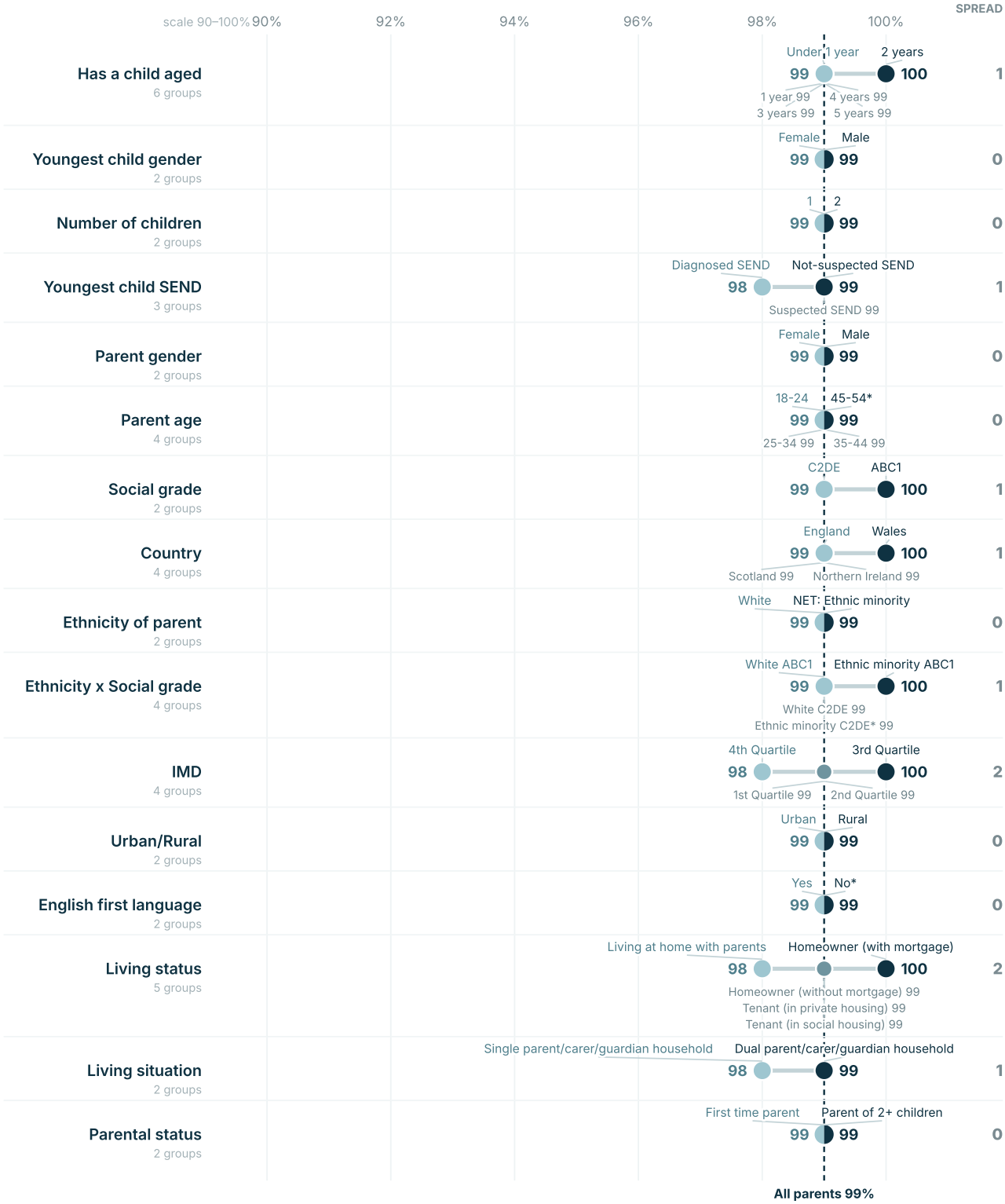
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_9 · TABLE 74 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Spend one-to-one time focused just on them (NET: Does activity with youngest child)

All parents 99%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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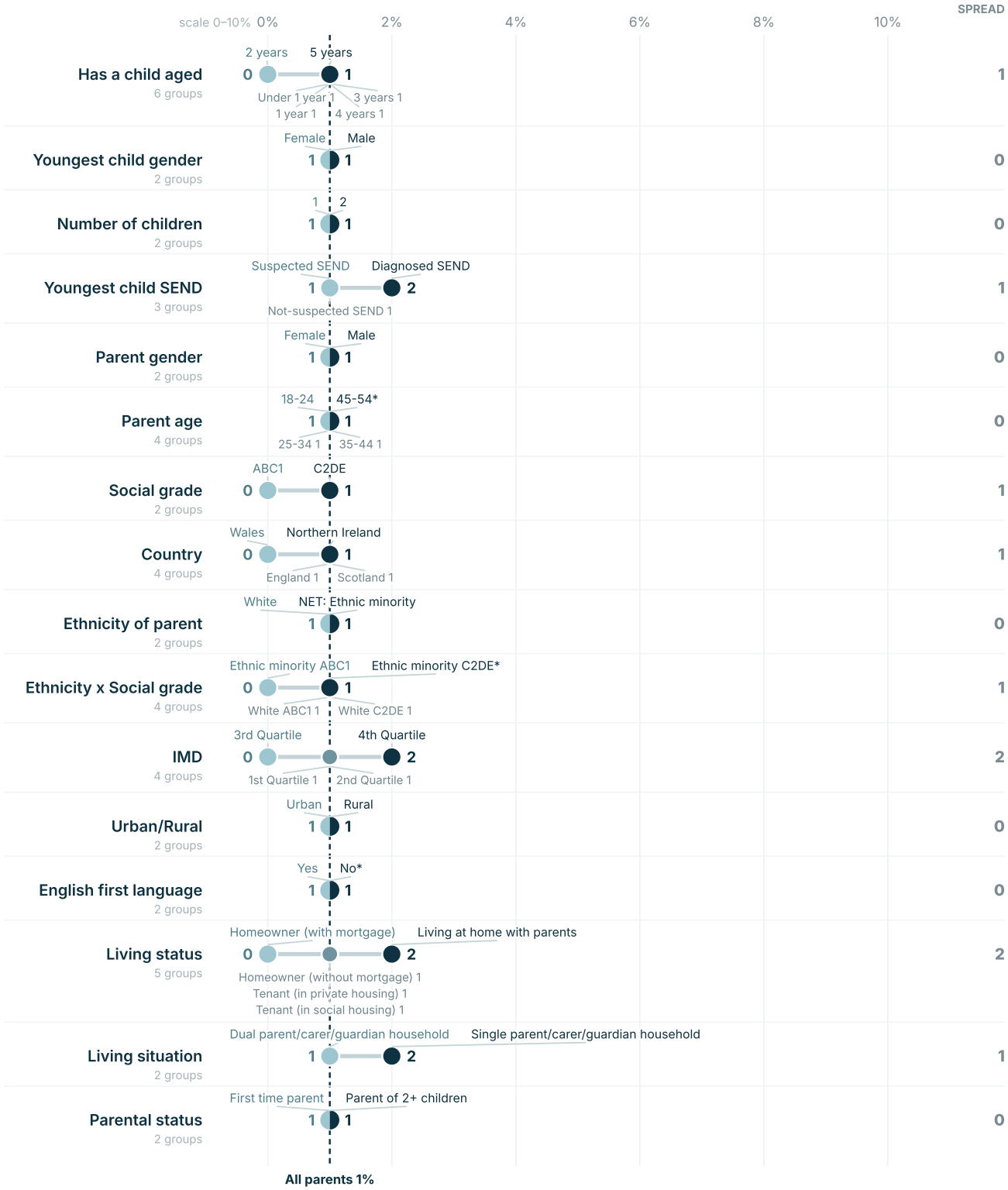
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q8_9 · TABLE 74 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Spend one-to-one time focused just on them (Never)

All parents 1%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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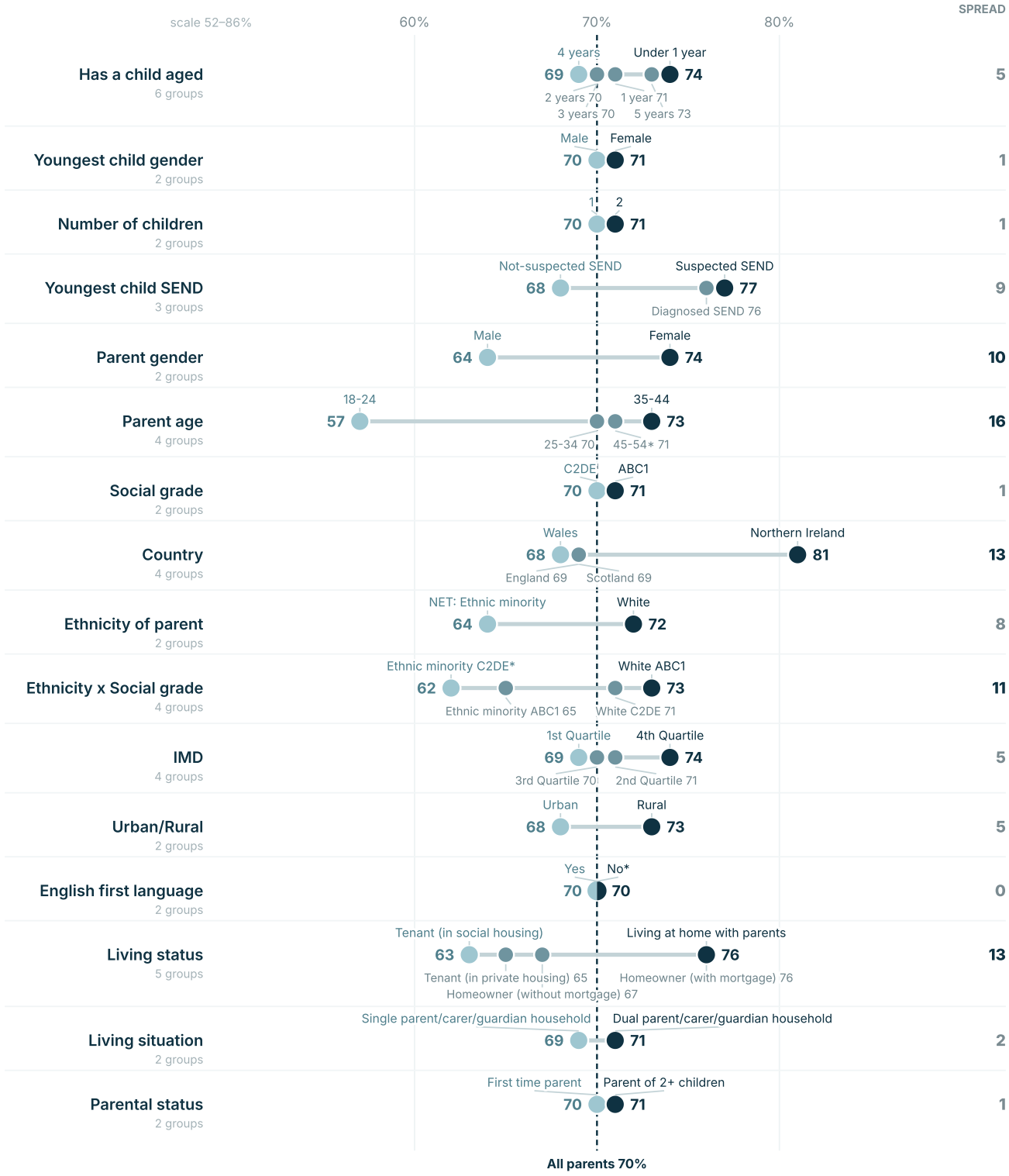
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_1 · TABLE 78 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Parenting decisions feel more complicated today (NET: Agree)

All parents 70%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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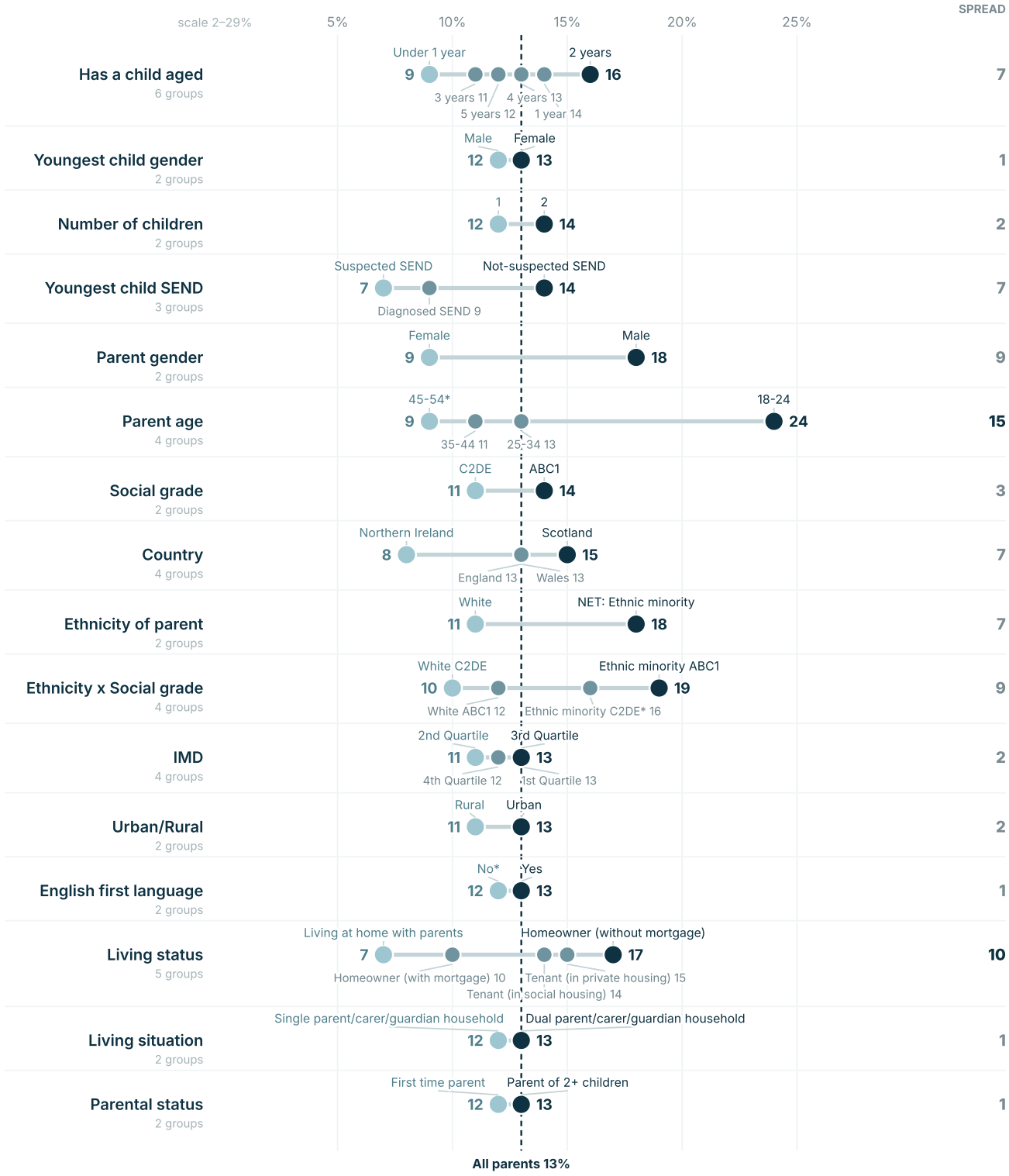
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_1 · TABLE 78 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Parenting decisions feel more complicated today (NET: Disagree)

All parents 13%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_2 · TABLE 79 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Social media has increased anxiety around parenting (NET: Agree)

All parents 76%



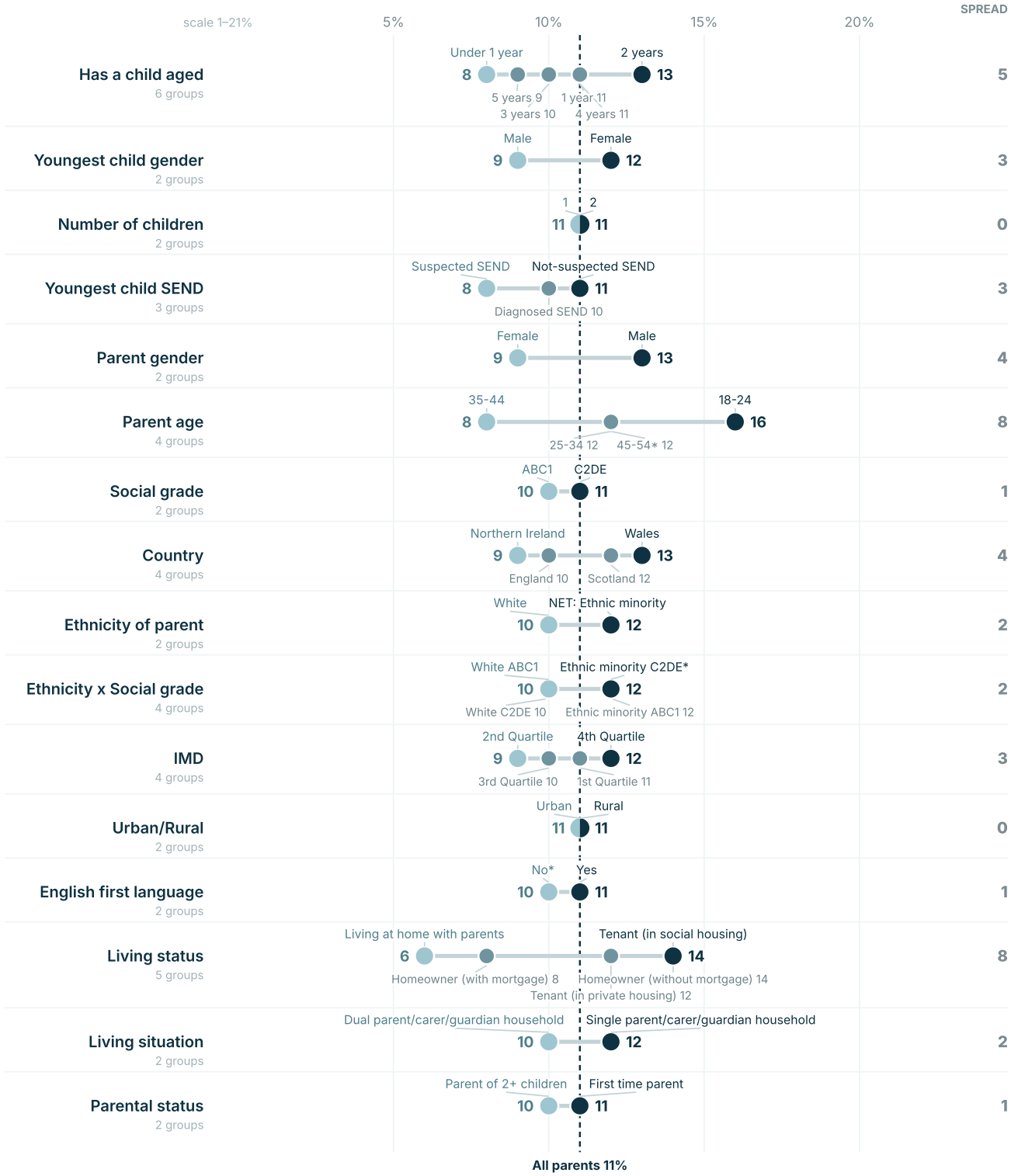
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_2 · TABLE 79 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Social media has increased anxiety around parenting (NET: Disagree)

All parents 11%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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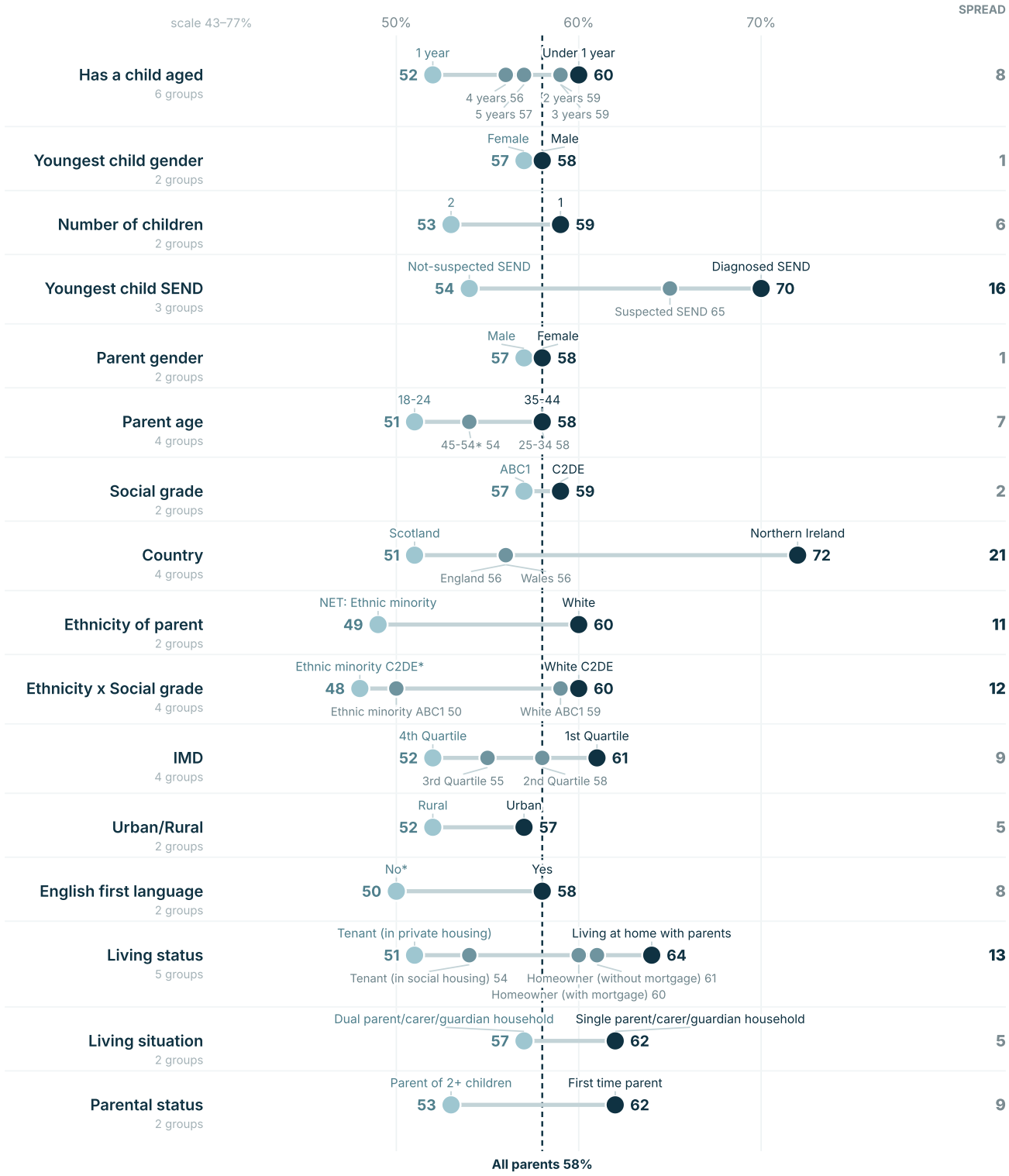
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_3 · TABLE 80 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Parents today are less likely to have professionals they know well and can turn to (NET: Agree)

All parents 58%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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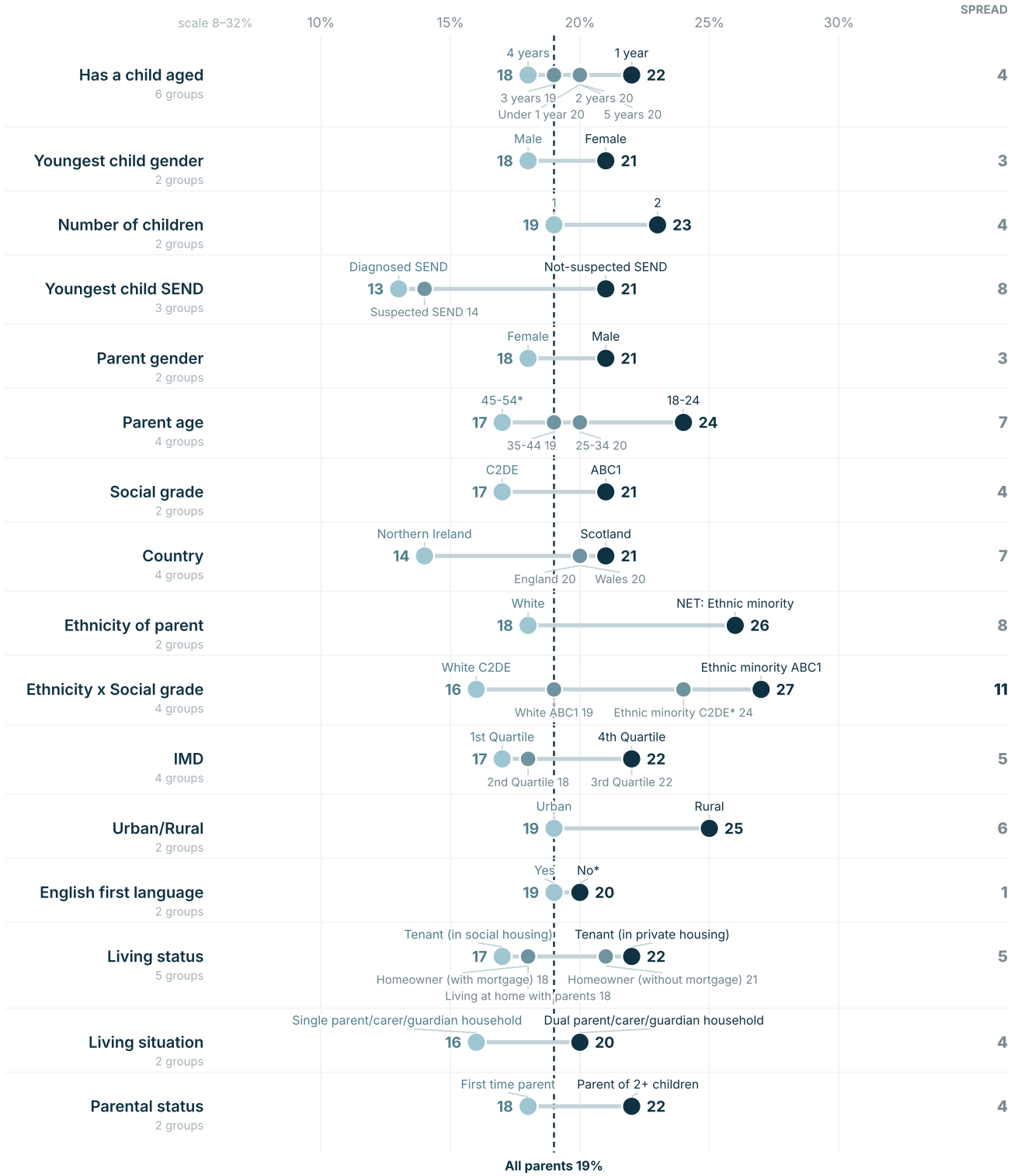
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_3 · TABLE 80 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Parents today are less likely to have professionals they know well and can turn to (NET: Disagree)

All parents 19%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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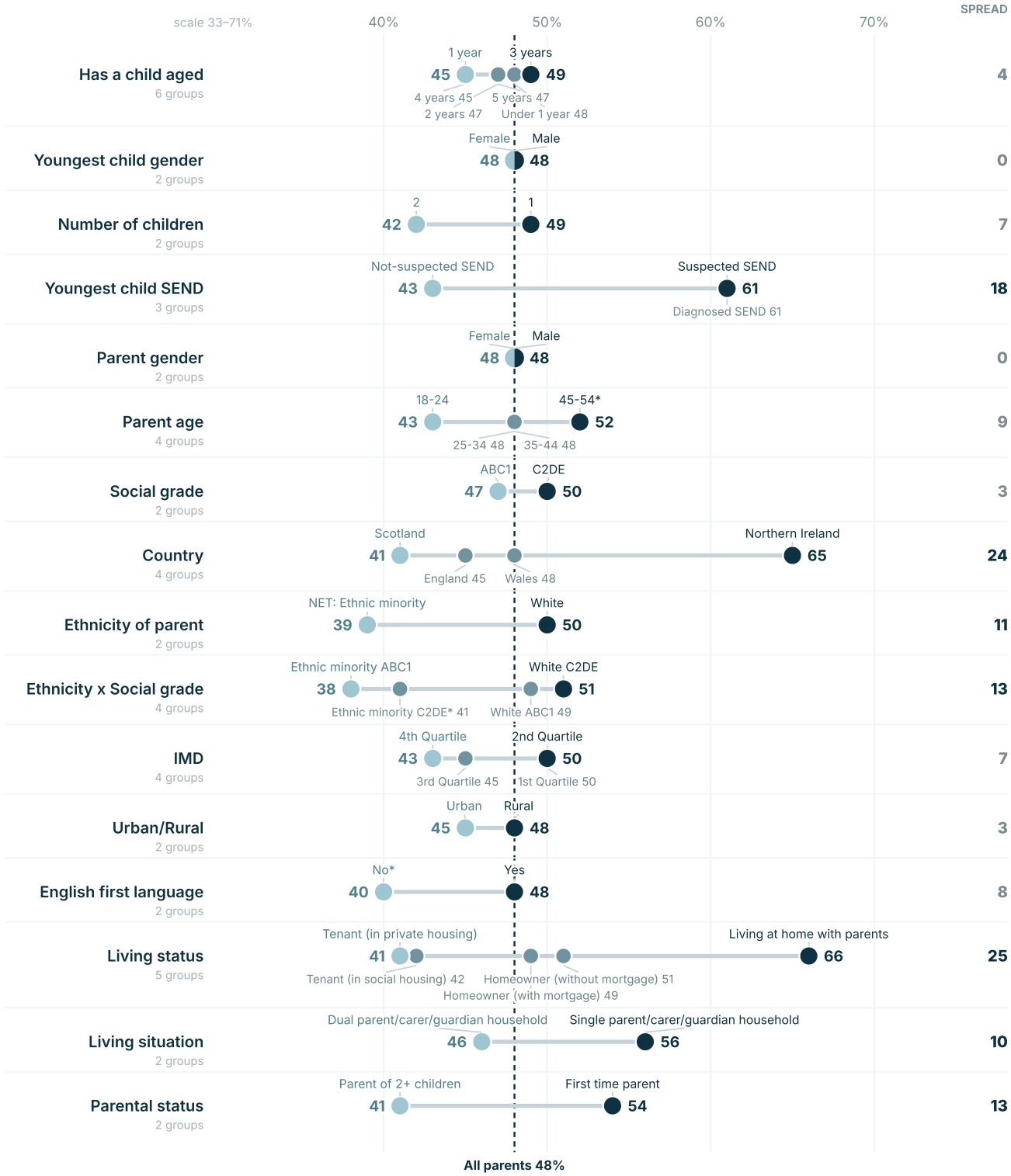
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_4 · TABLE 81 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

The advice that professionals give is harder to trust (NET: Agree)

All parents 48%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_4 · TABLE 81 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

The advice that professionals give is harder to trust (NET: Disagree)

All parents 26%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q9_5 · TABLE 82 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Children these days have more complex needs than in the past (NET: Agree)

All parents 66%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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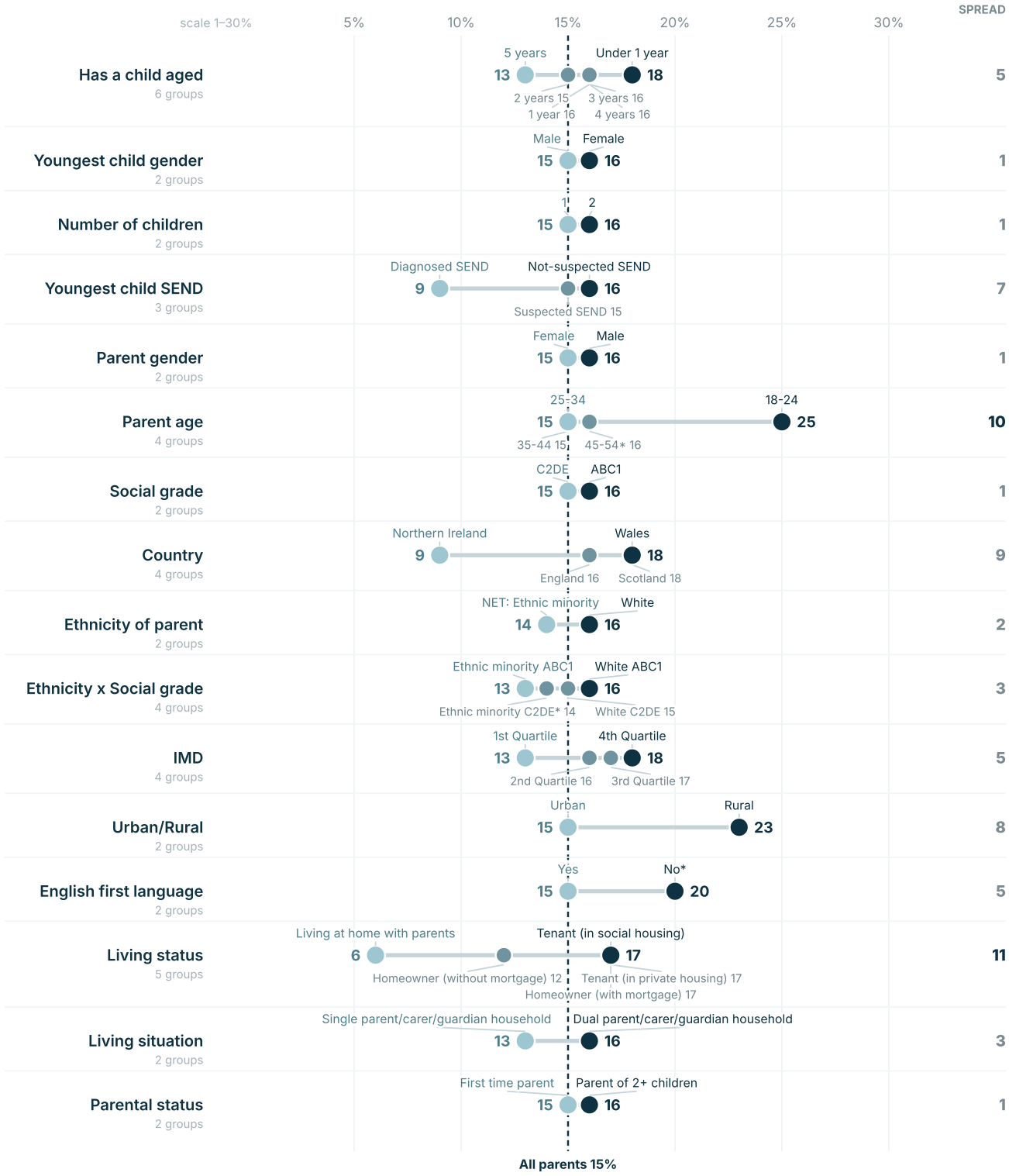
Kindred²

Q9_5 · TABLE 82 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Children these days have more complex needs than in the past (NET: Disagree)

All parents 15%



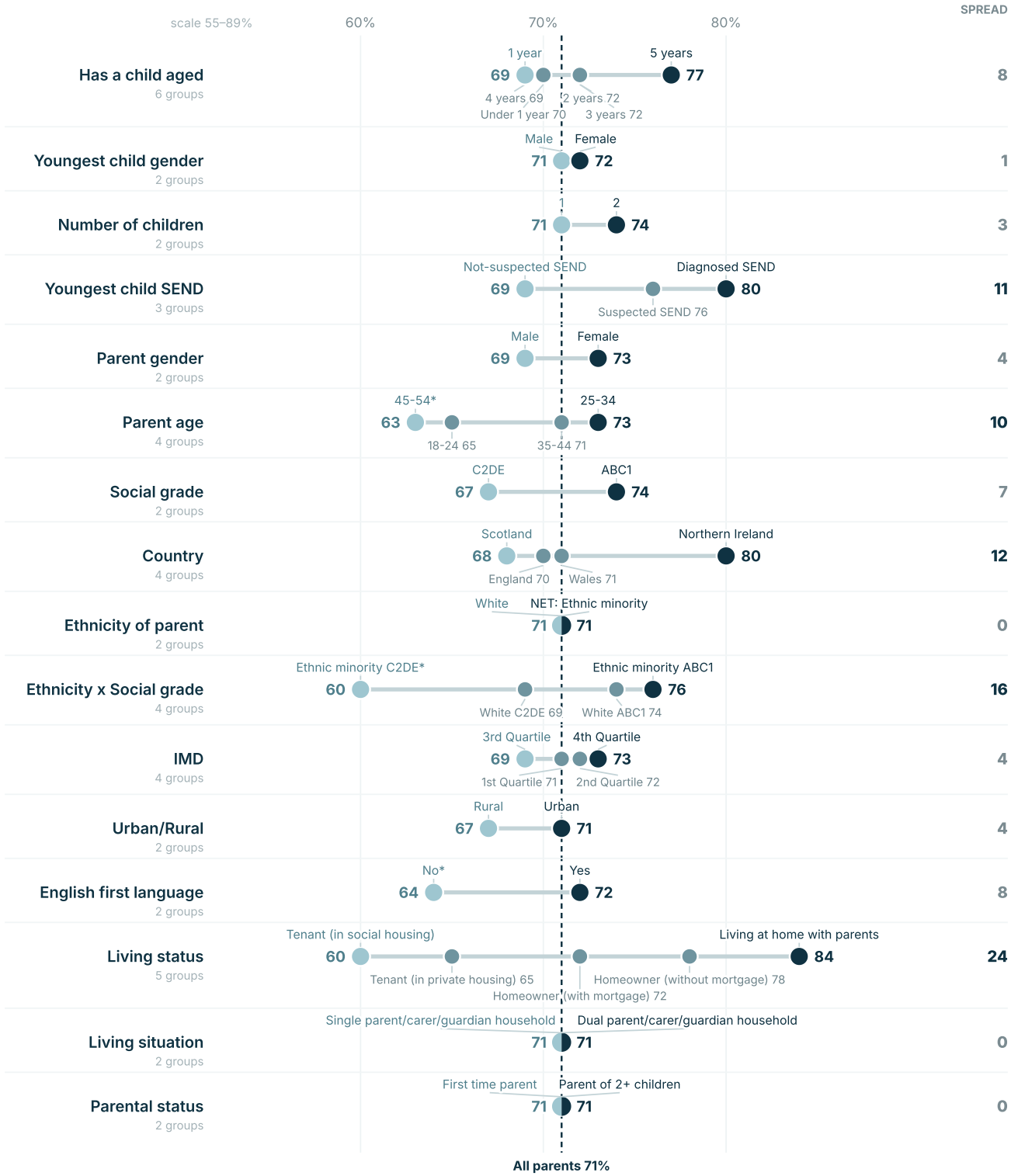
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q9_6 · TABLE 83 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

We understand our children's needs better now - which means we seek more support (NET: Agree)

All parents 71%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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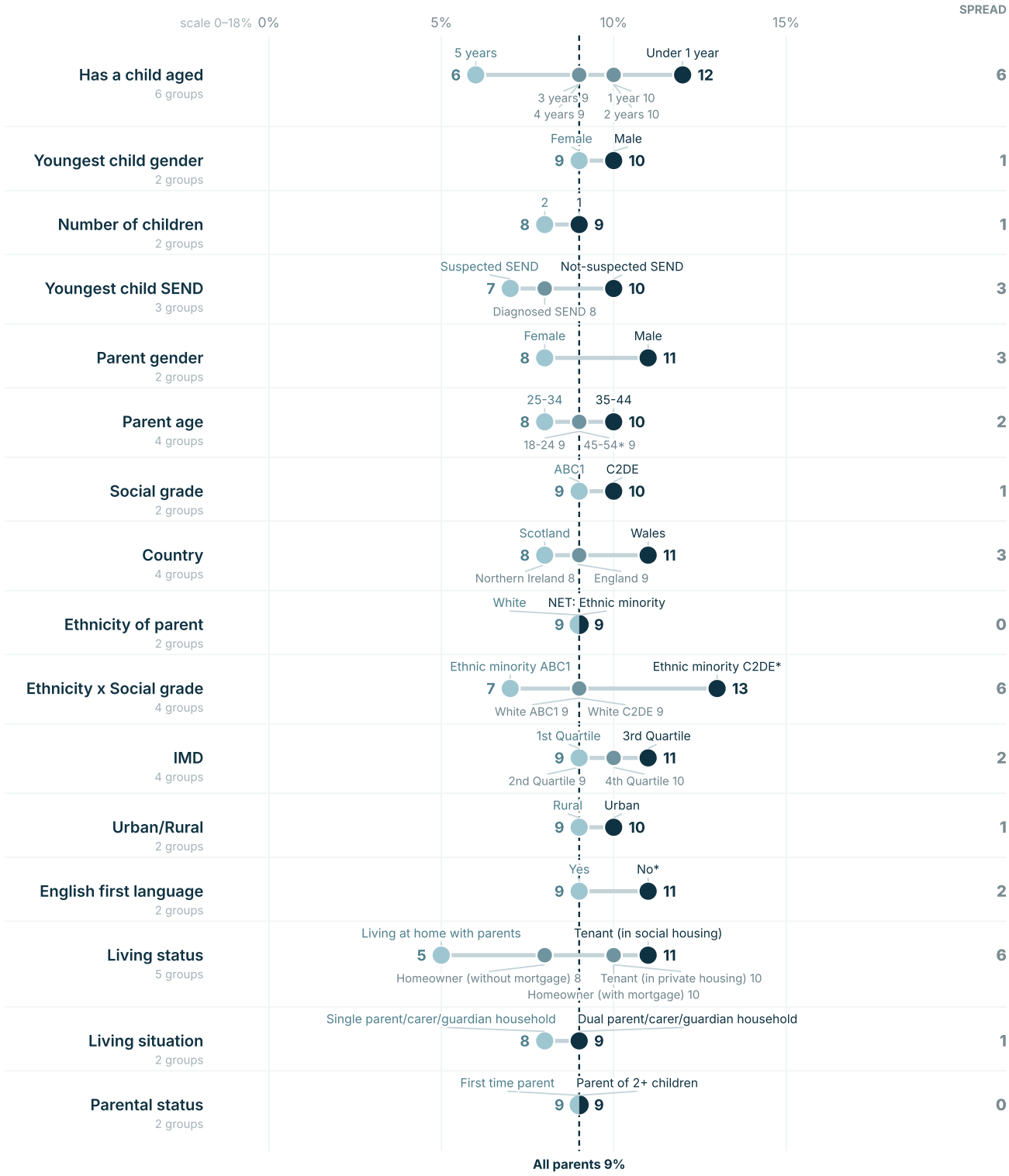
Kindred²

Q9_6 · TABLE 83 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

We understand our children's needs better now - which means we seek more support (NET: Disagree)

All parents 9%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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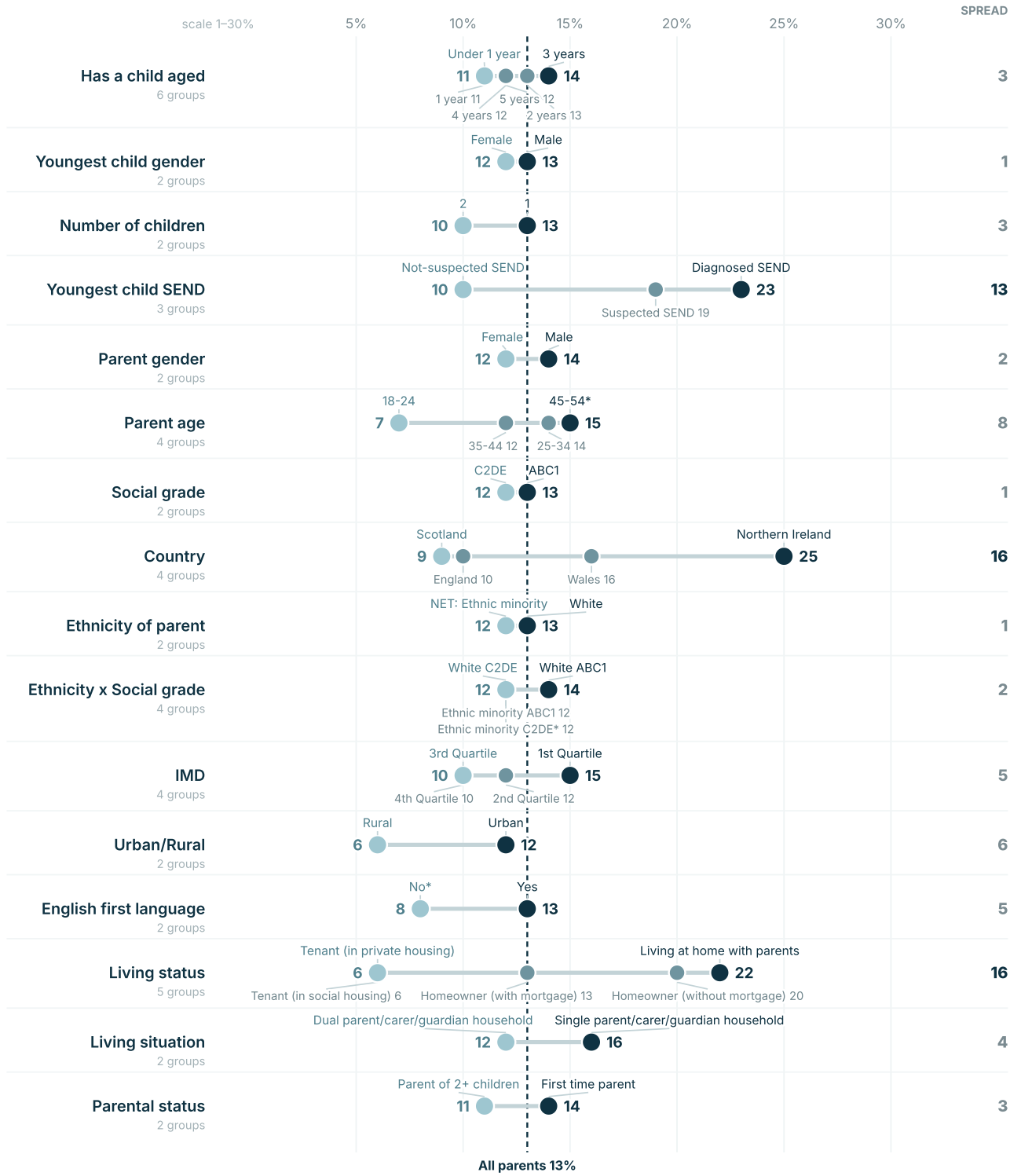
Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (Community organisation such as Home-Start)

All parents 13%



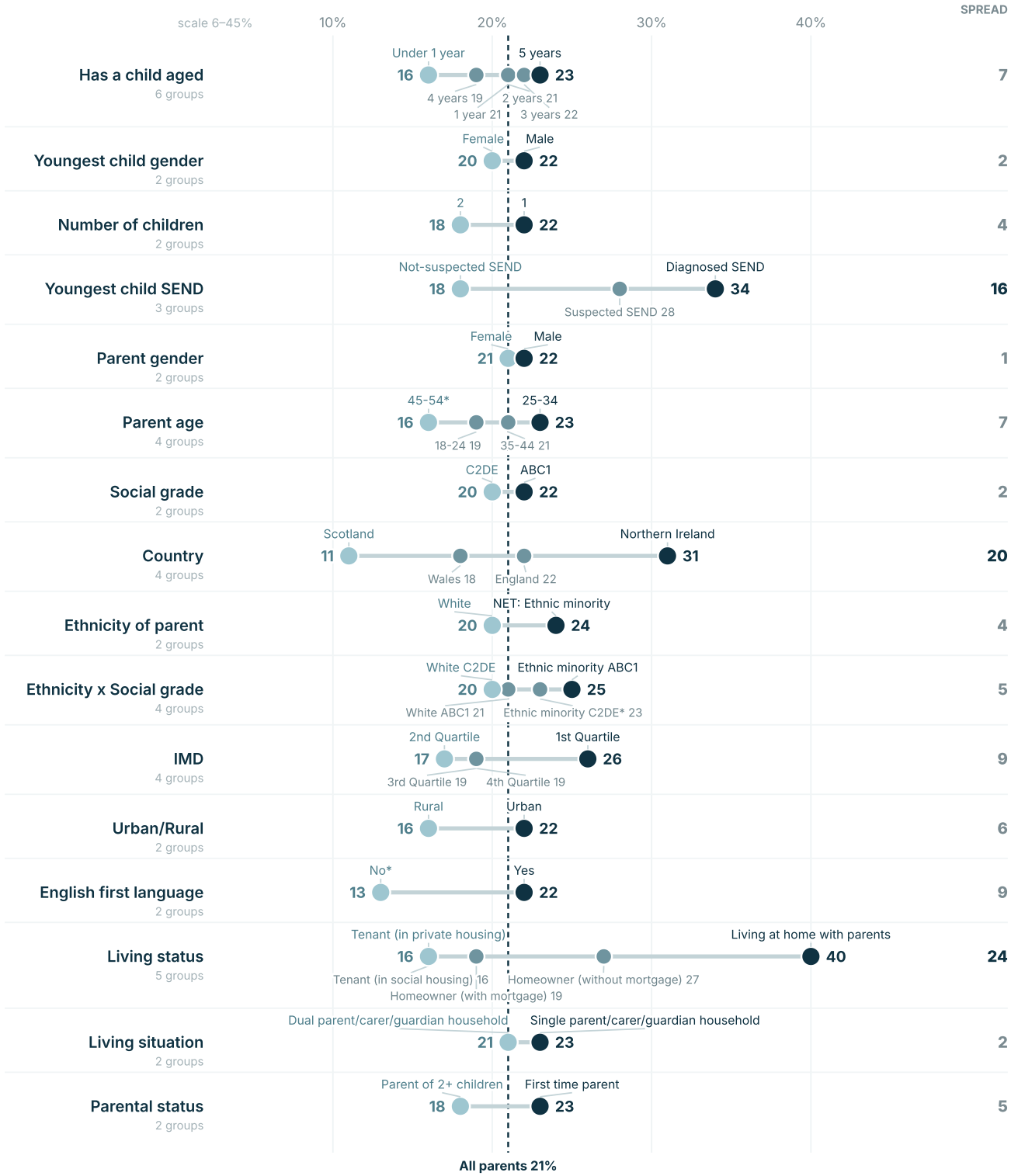
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (Family Hub / Children's Centre worker)

All parents 21%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (GP)

All parents 45%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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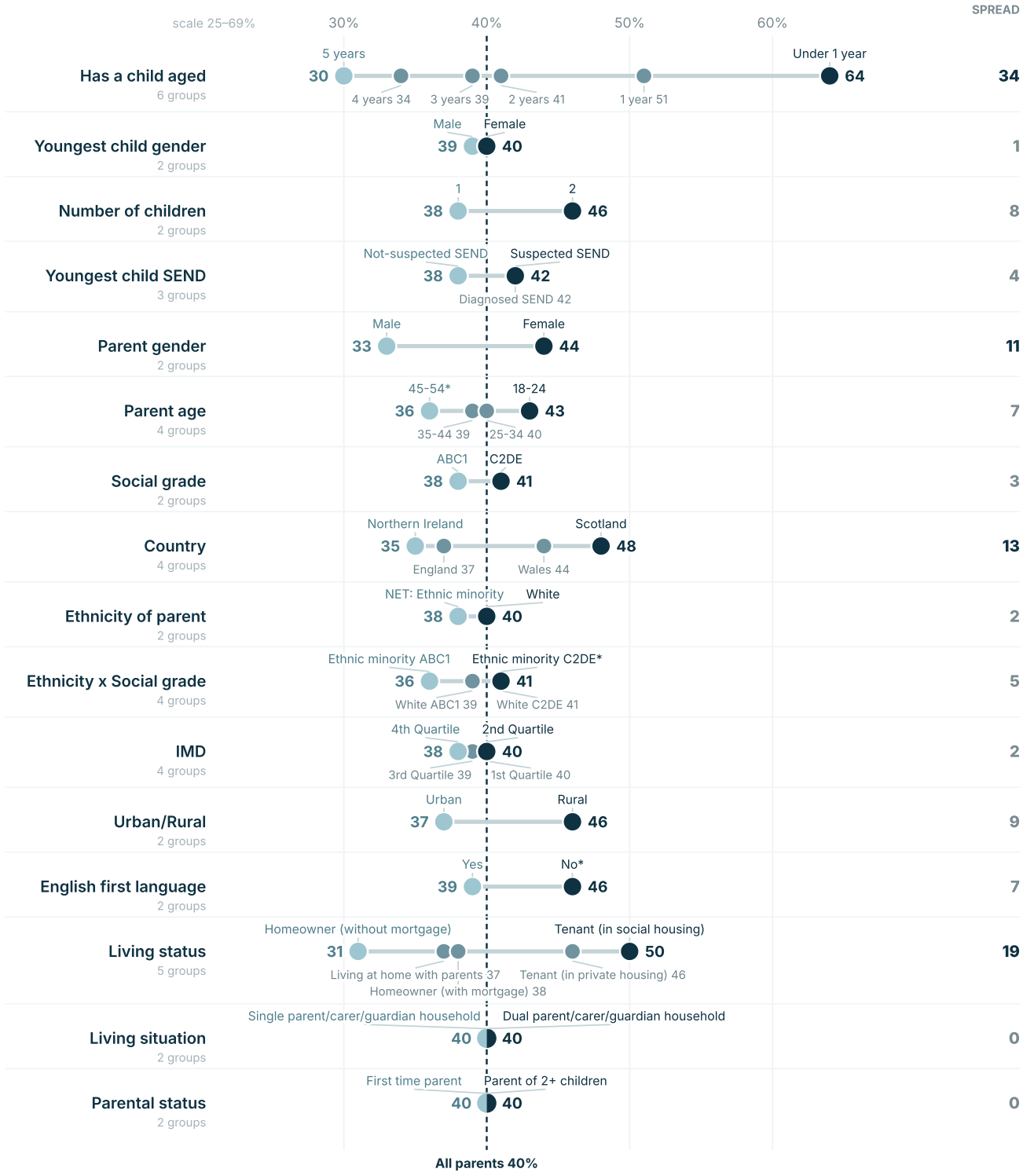
Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (Health visitor)

All parents 40%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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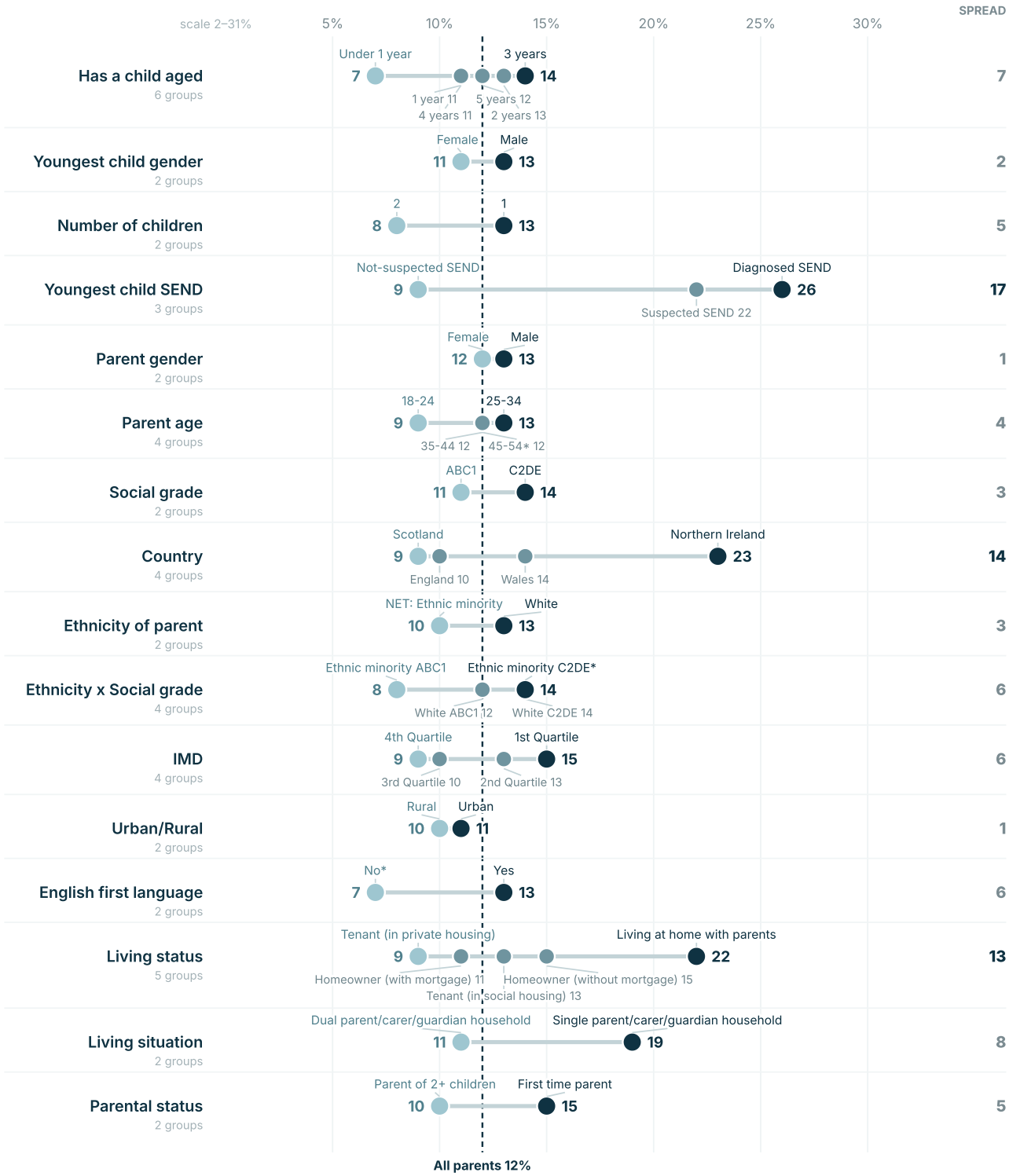
Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (Local authority early intervention or Social Worker)

All parents 12%



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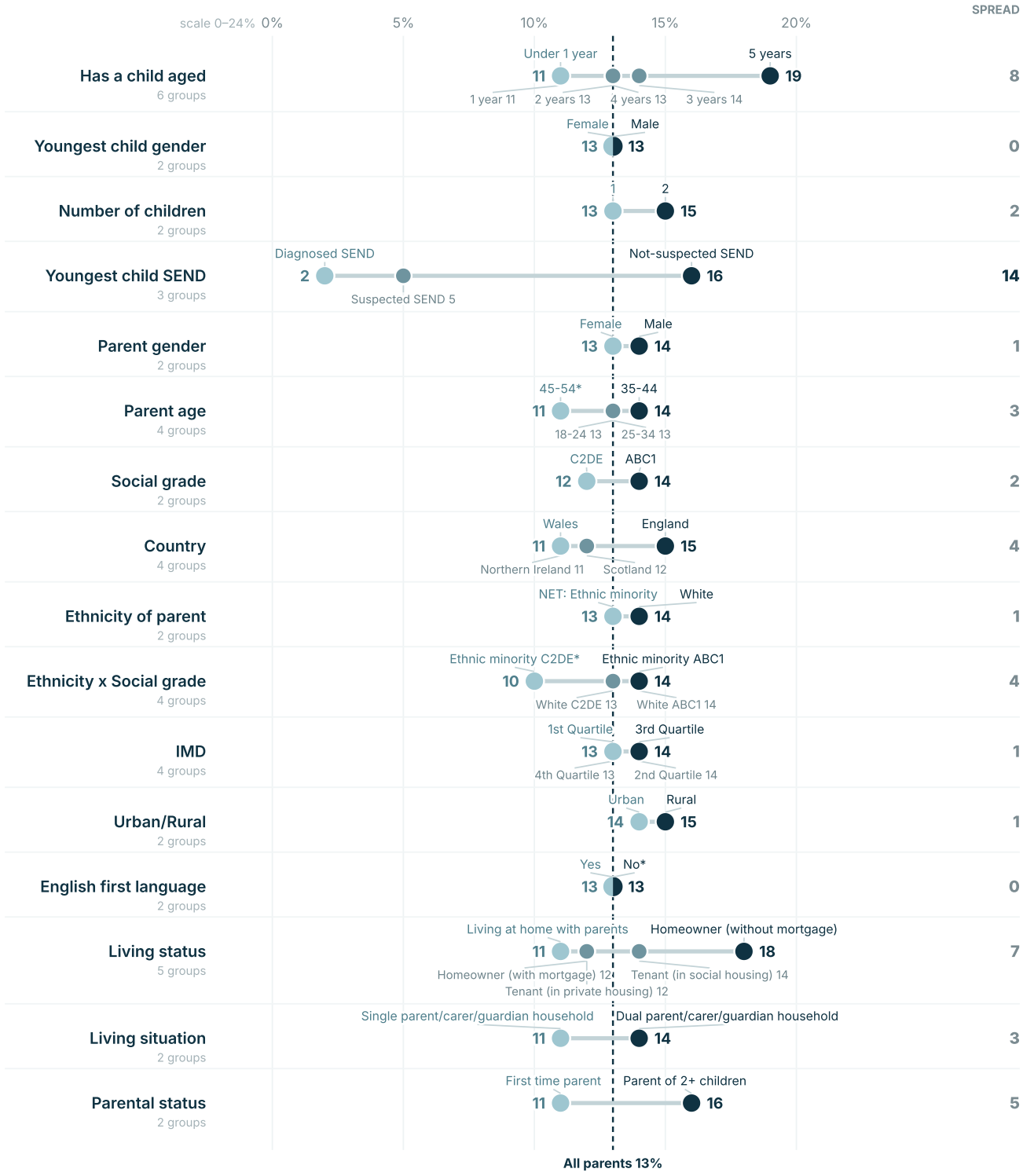
Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (None of these)

All parents 13%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (Nursery or childcare provider)

All parents 41%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q10 · TABLE 84 · MULTI CHOICE · ALL CUTS AT A GLANCE

In relation to your youngest child, have you accessed support from any of the following in the last year? (Specialist therapist such as Speech and Language Therapist)

All parents 14%



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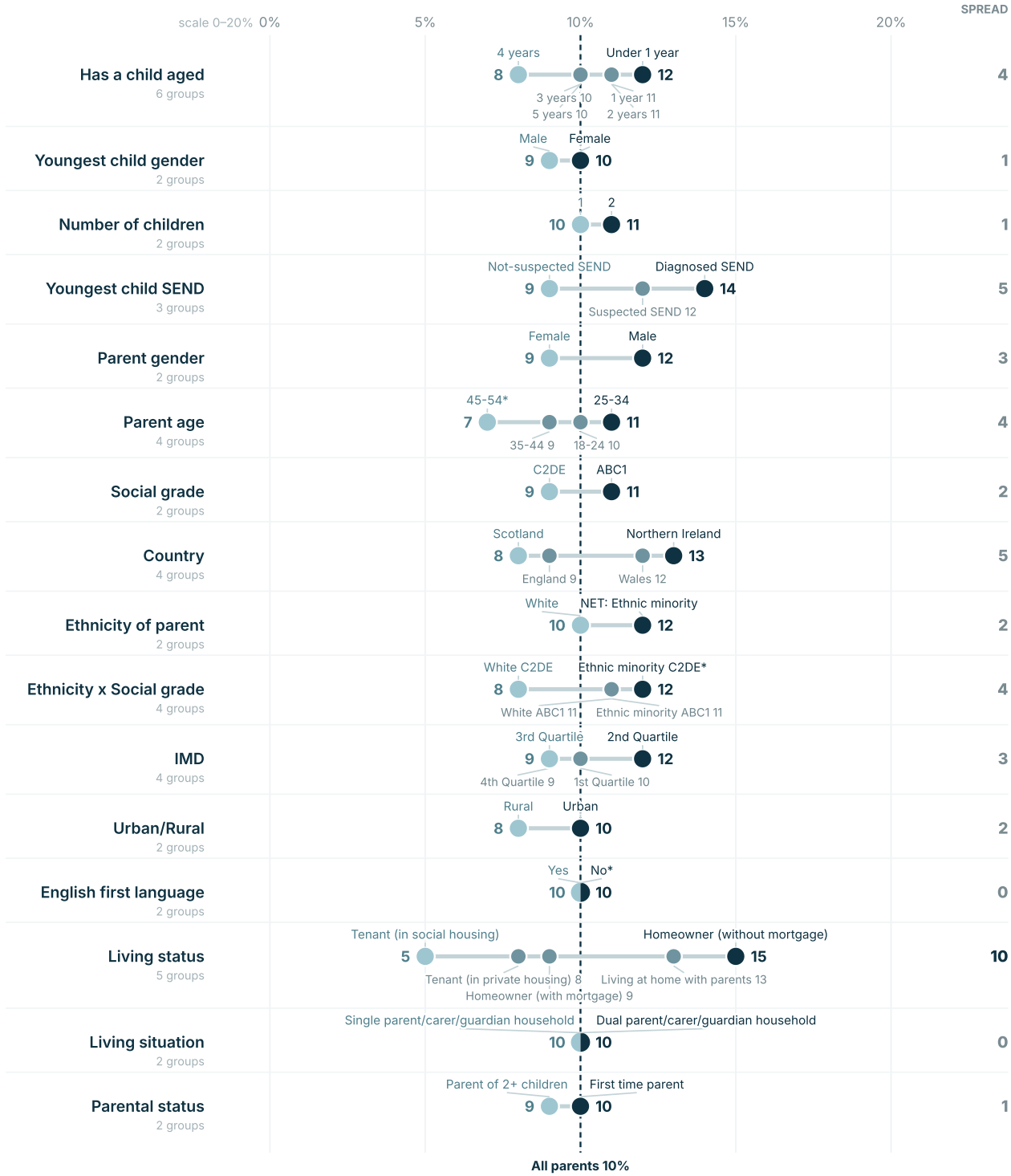
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Artificial Intelligence (AI) tools (e.g., ChatGPT, Claude, Google Gemini))

All parents 10%



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Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Community organisations which support parents, e.g. Home-Start)

All parents 7%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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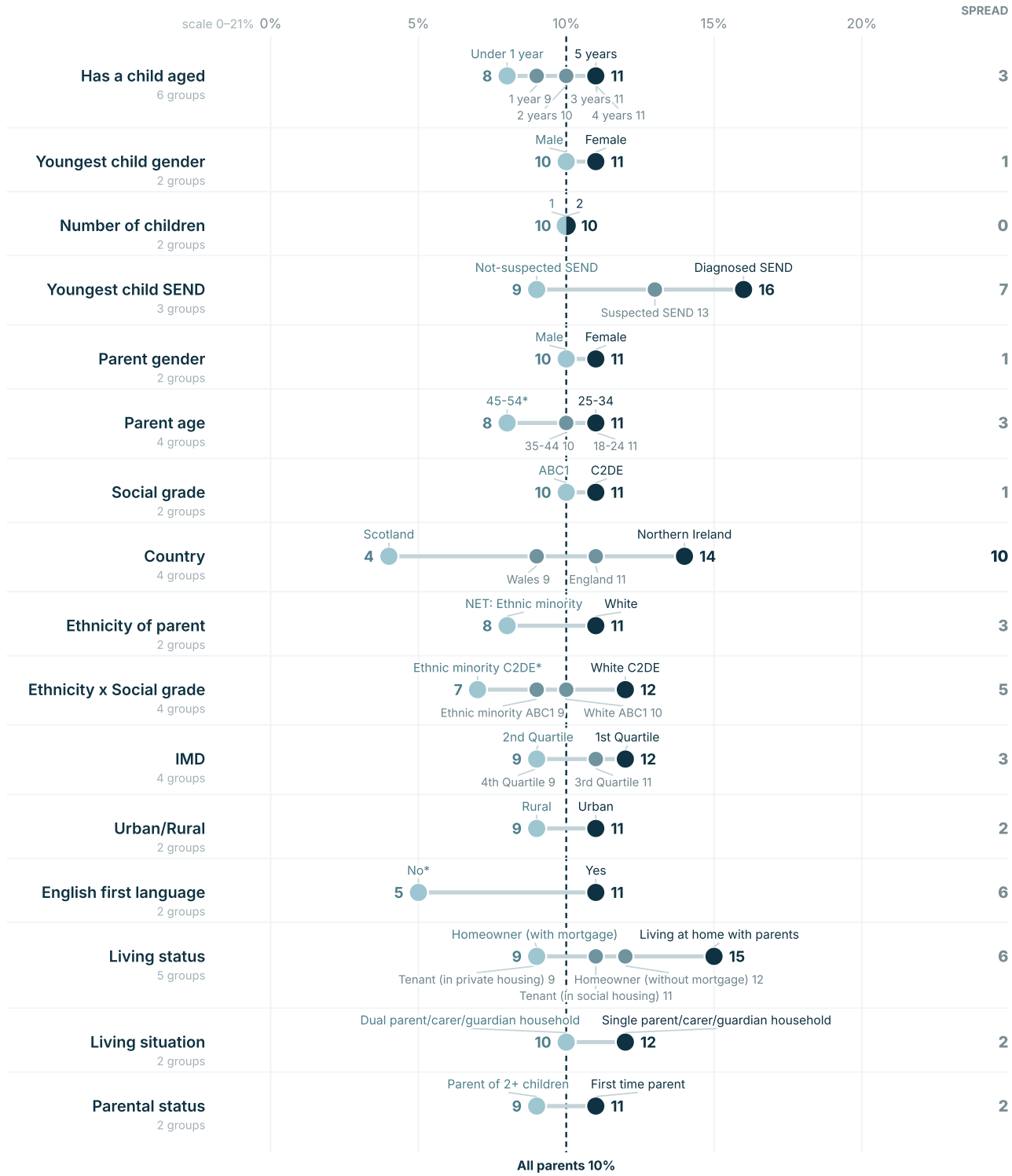
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Family hubs / Children's Centres)

All parents 10%



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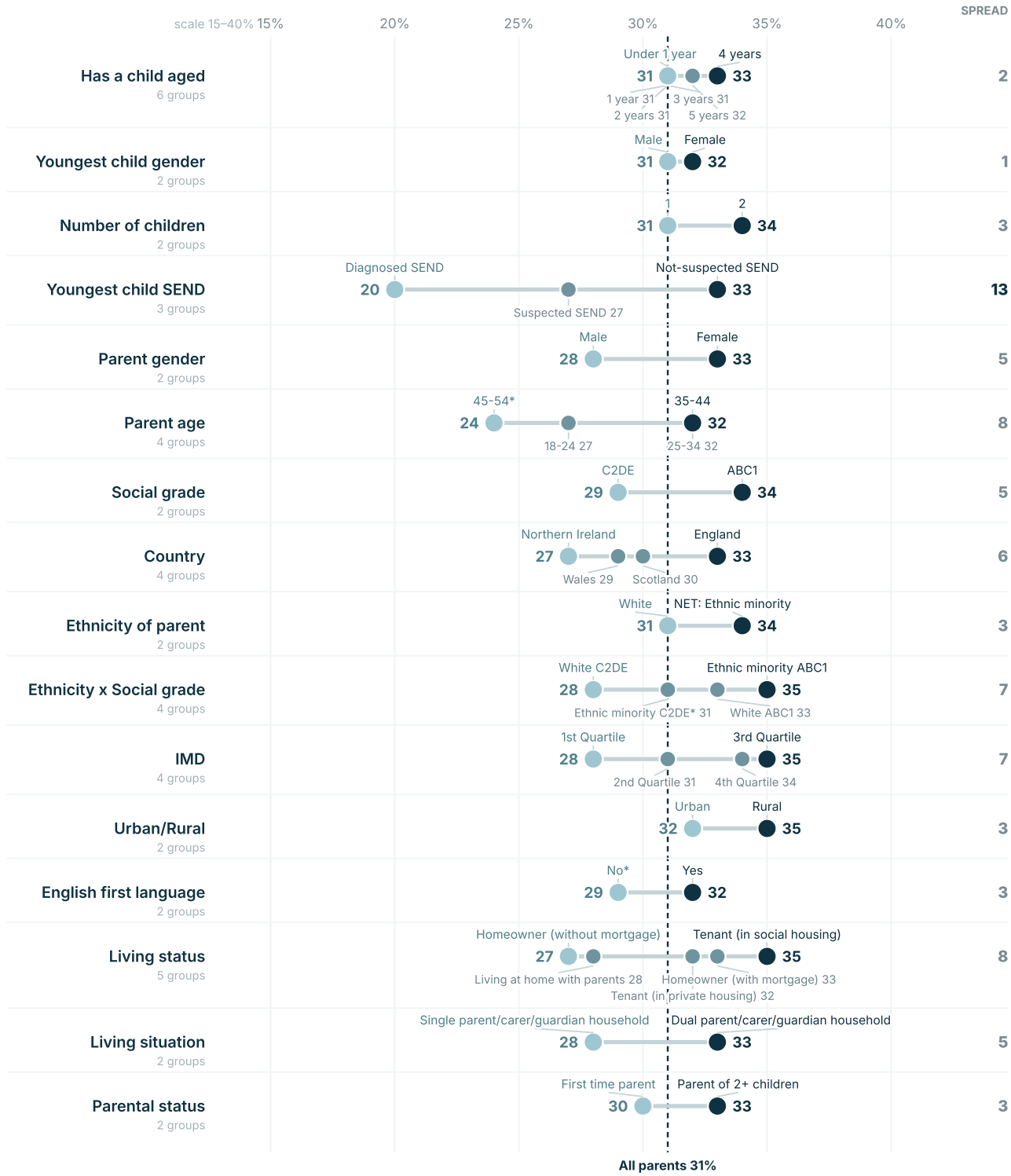
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Friends/family who were already parents with older children)

All parents 31%



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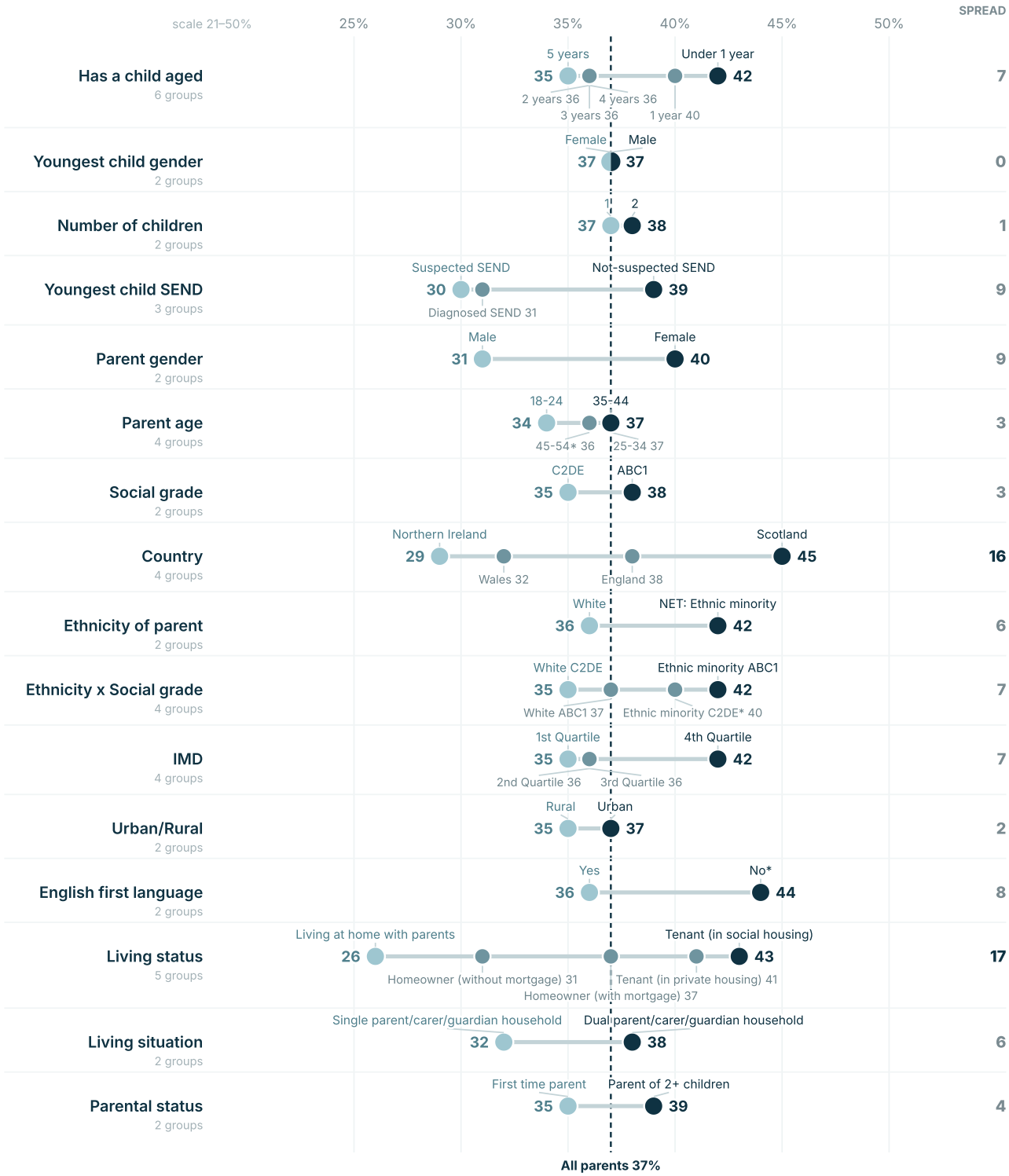
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Healthcare professionals (e.g., midwives, health visitors, GPs))

All parents 37%



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Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Internet searches (e.g., Google))

All parents 20%



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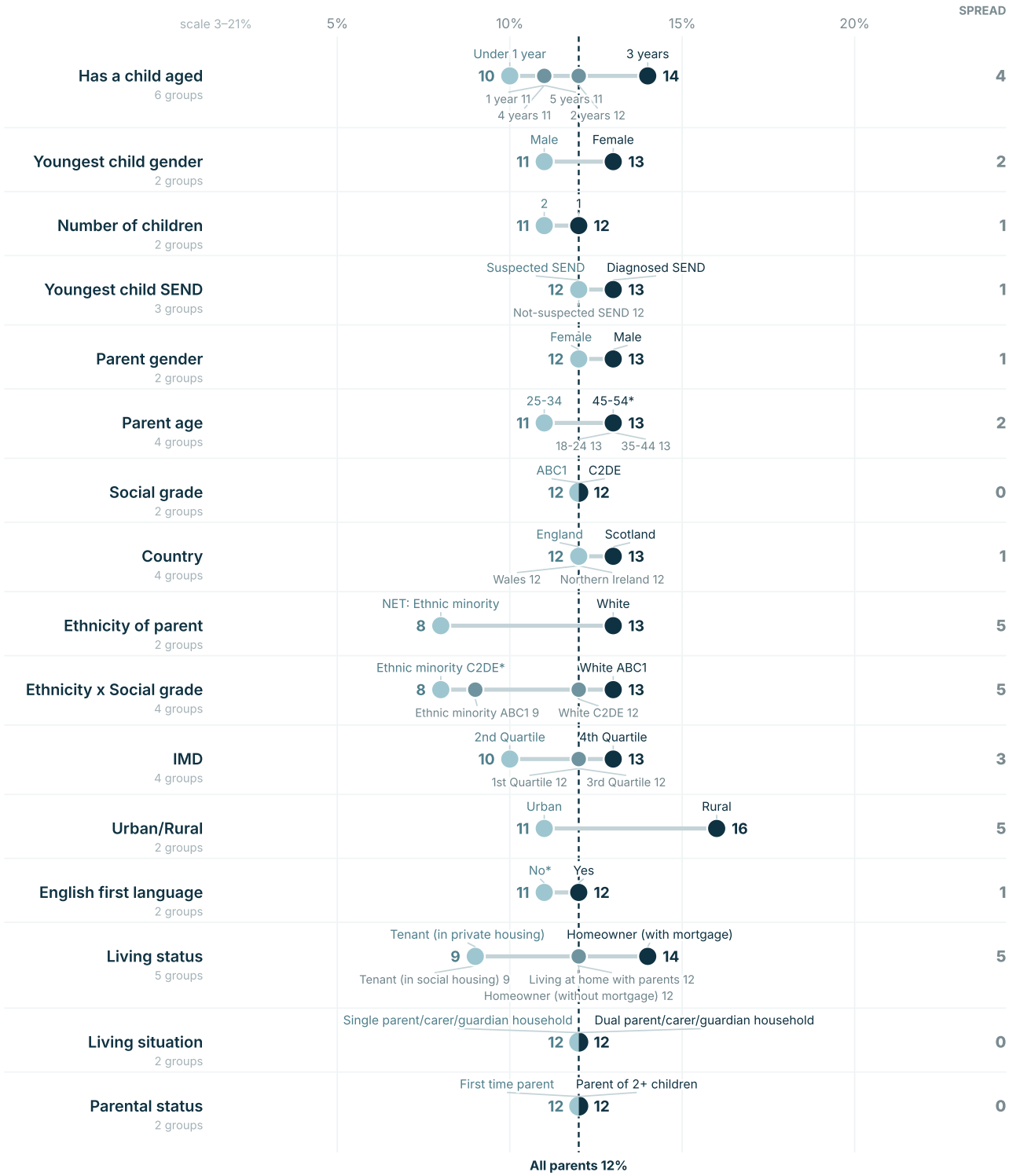
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Local parent and toddler groups or support circles)

All parents 12%



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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (My own parents)

All parents 35%



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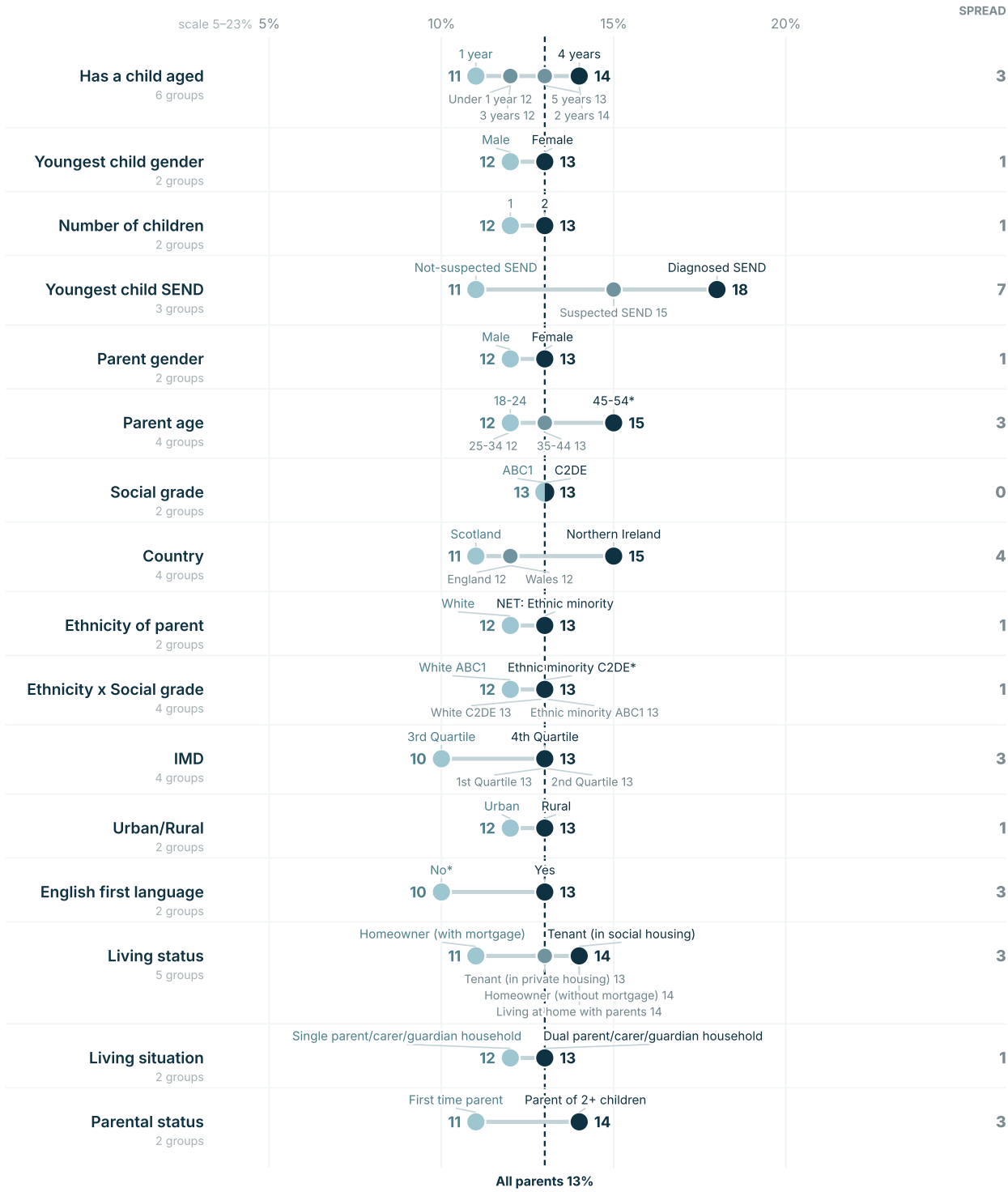
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (My own previous experience in childcare (e.g., babysitting, working with children))

All parents 13%



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Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Nursery, childminder, or early years staff)

All parents 10%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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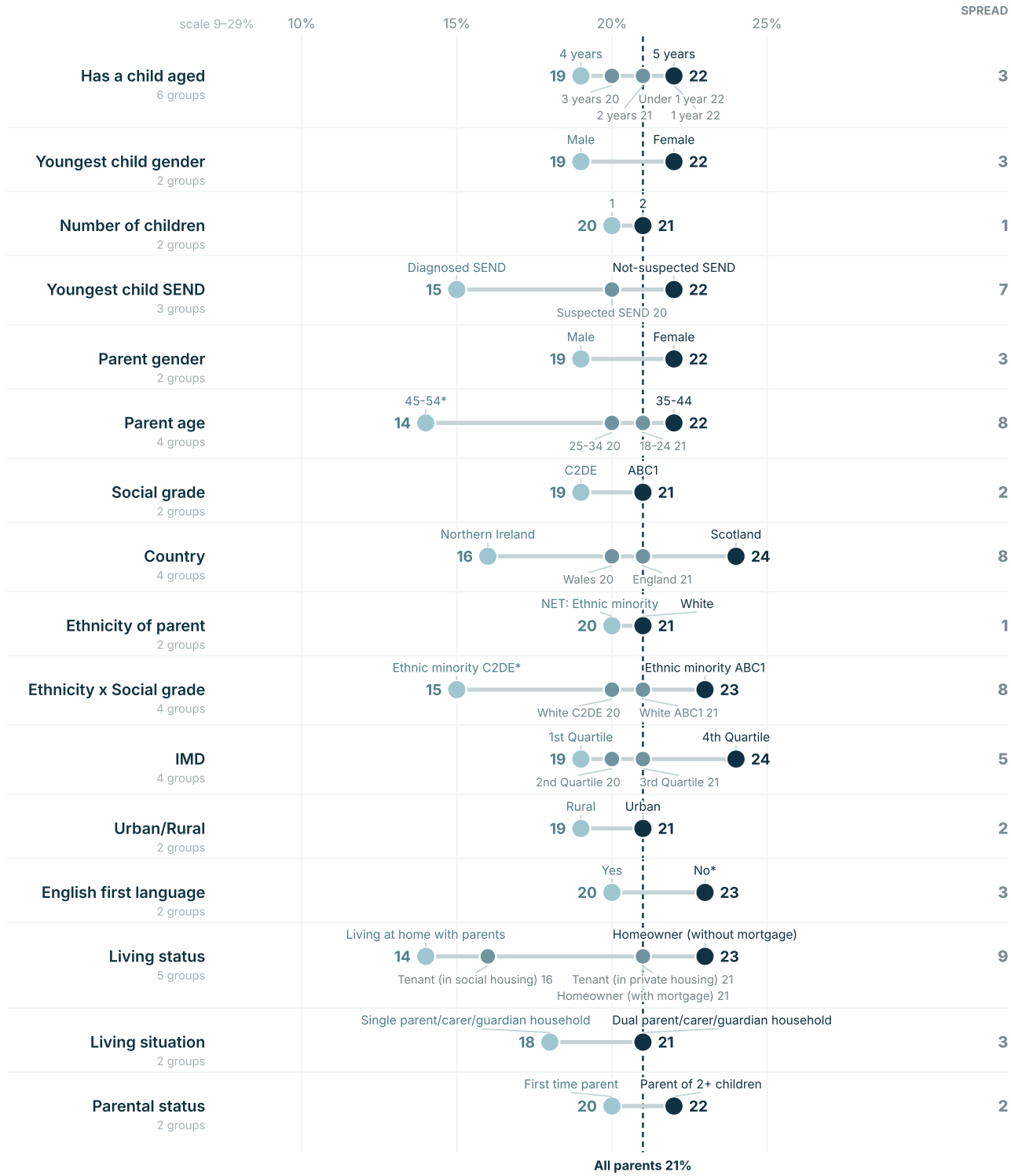
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Official health websites (e.g., the NHS website))

All parents 21%



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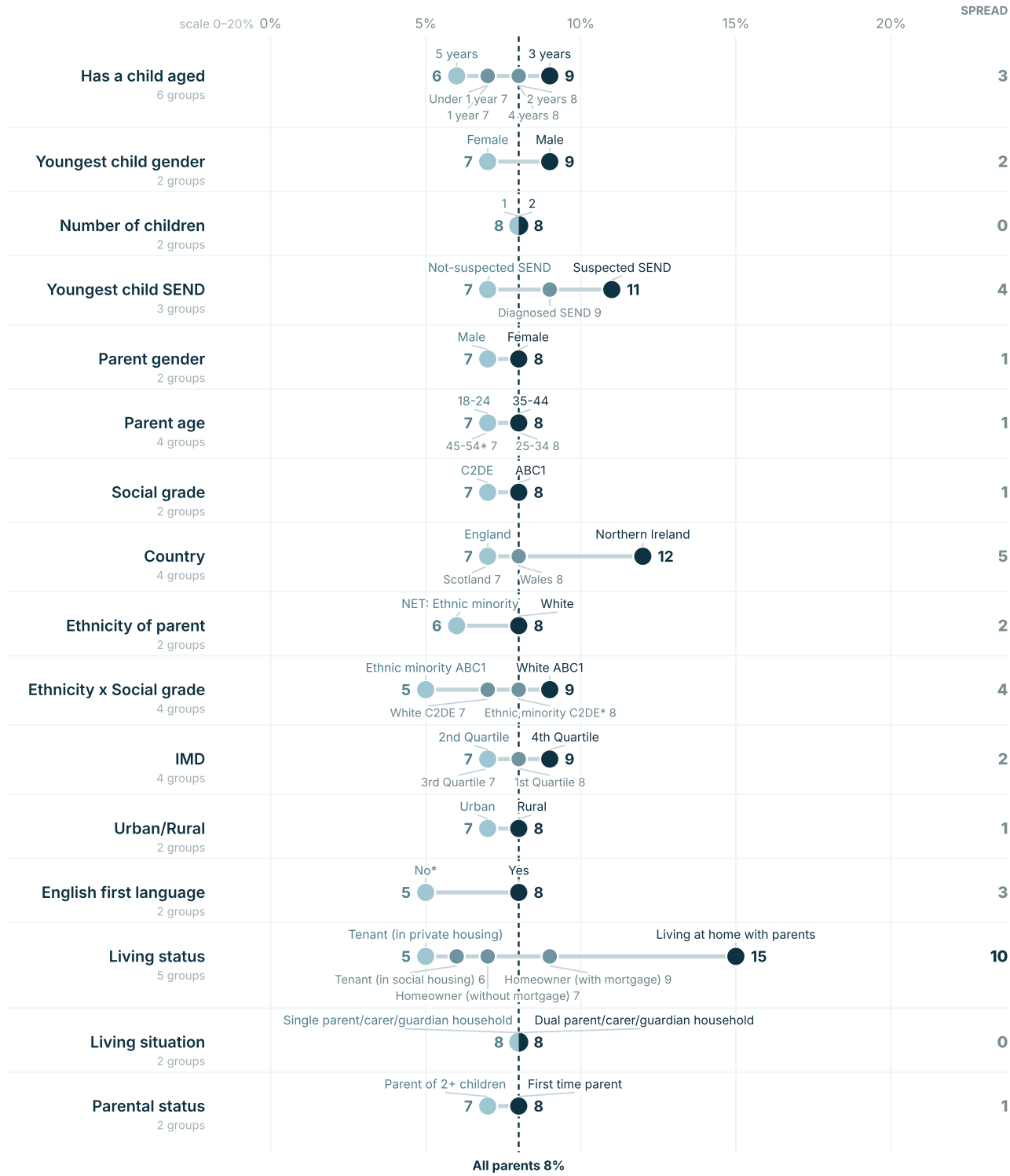
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Other new parents in my community)

All parents 8%



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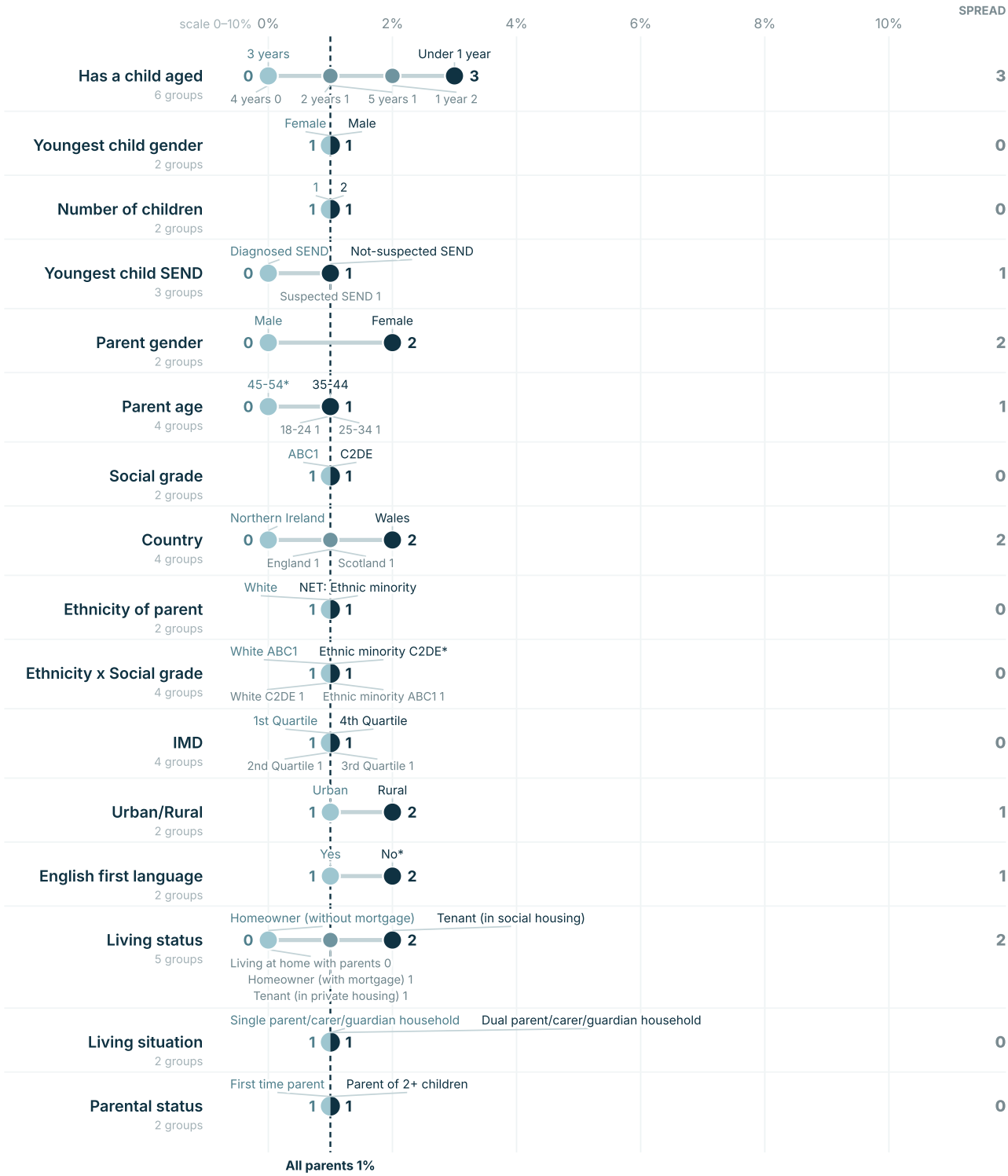
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Parent support apps)

All parents 1%



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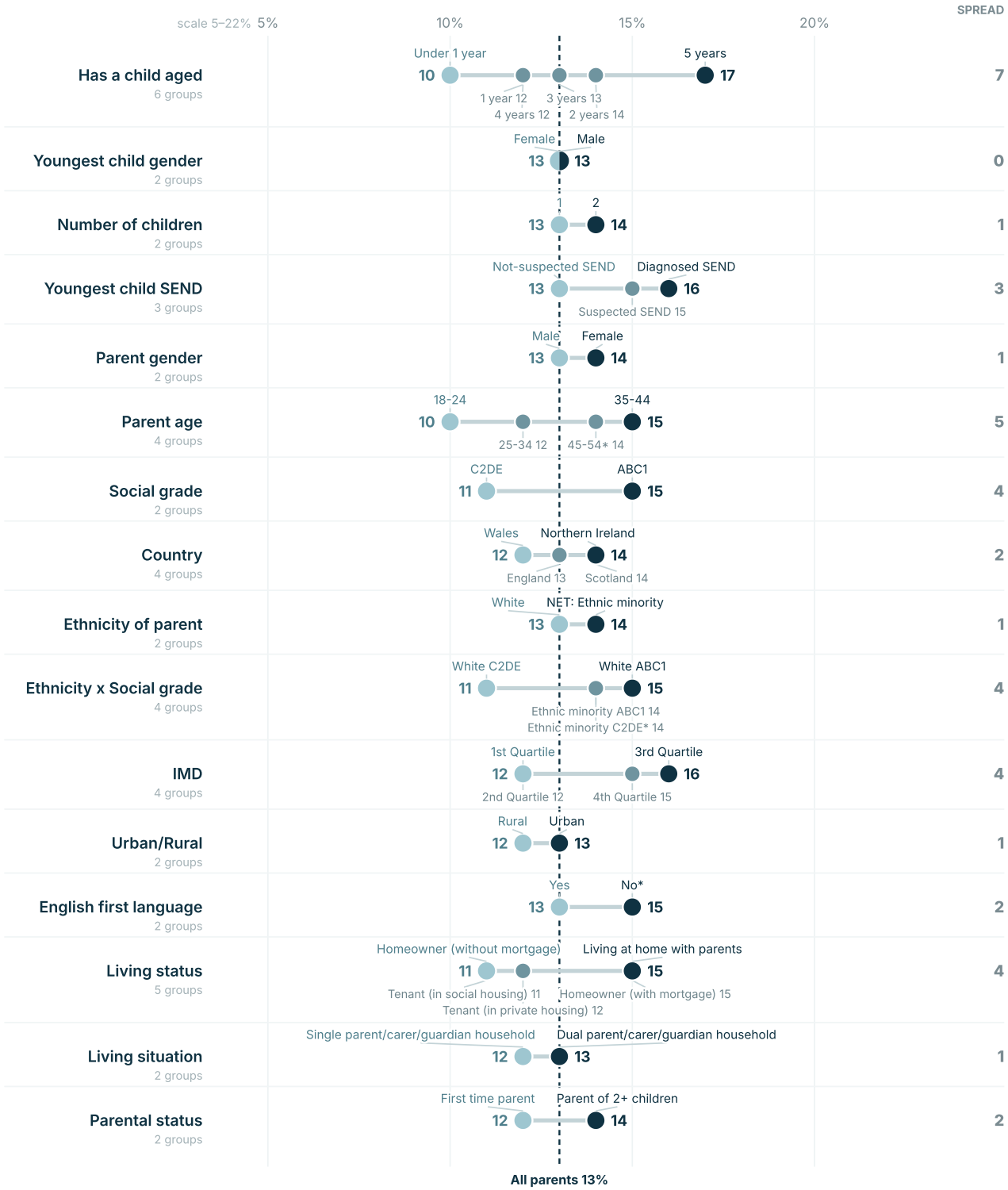
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Parenting books or printed guides)

All parents 13%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Postnatal classes)

All parents 8%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Religious or faith-based community networks)

All parents 6%



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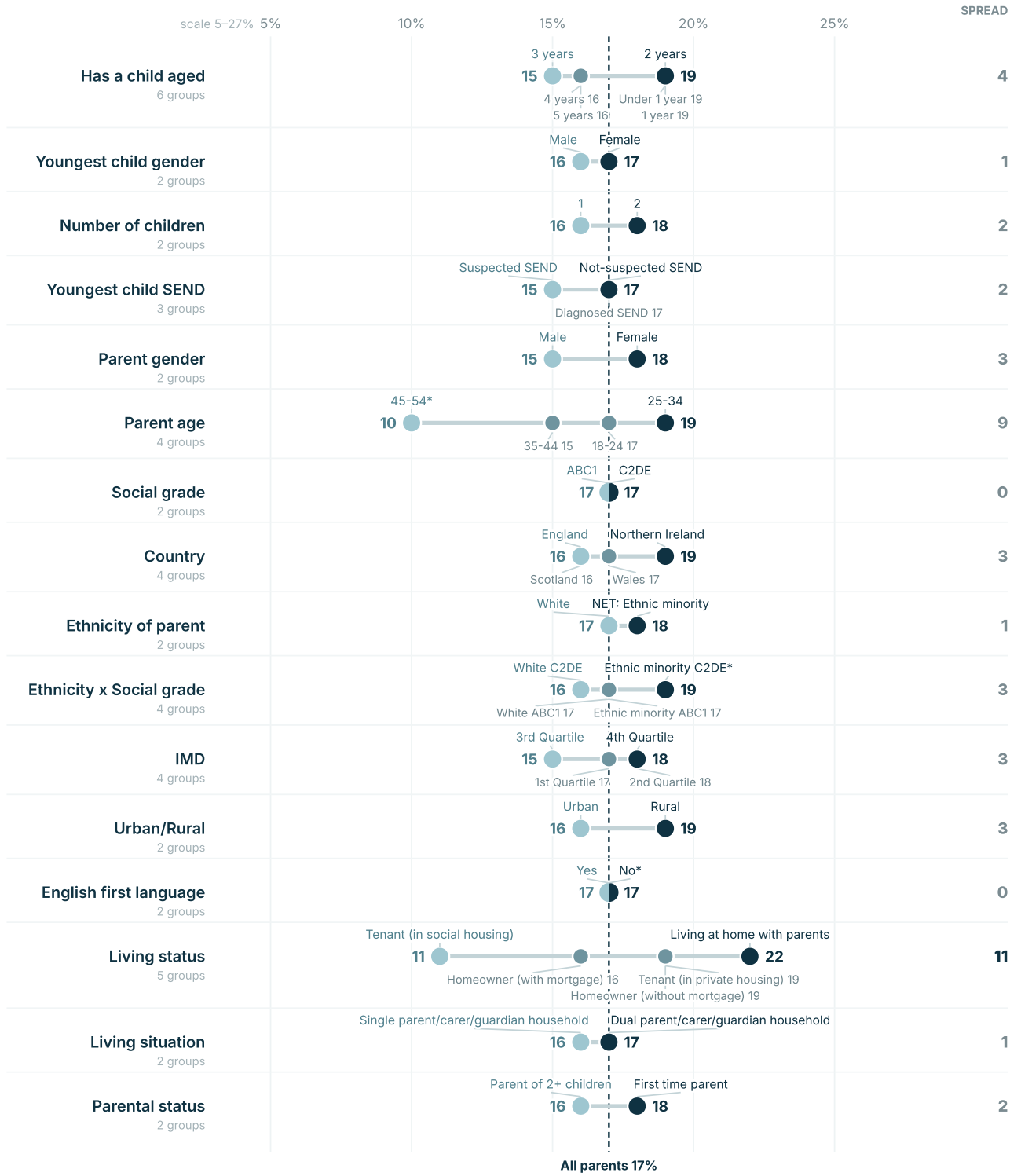
Kindred²

Q11 · TABLE 85 · MULTI CHOICE · ALL CUTS AT A GLANCE

When you first became a parent, which of these, if any, were your main sources of guidance across pregnancy and the first three months? (Social media platforms or online creators (e.g., Instagram, TikTok, YouTube))

All parents 17%



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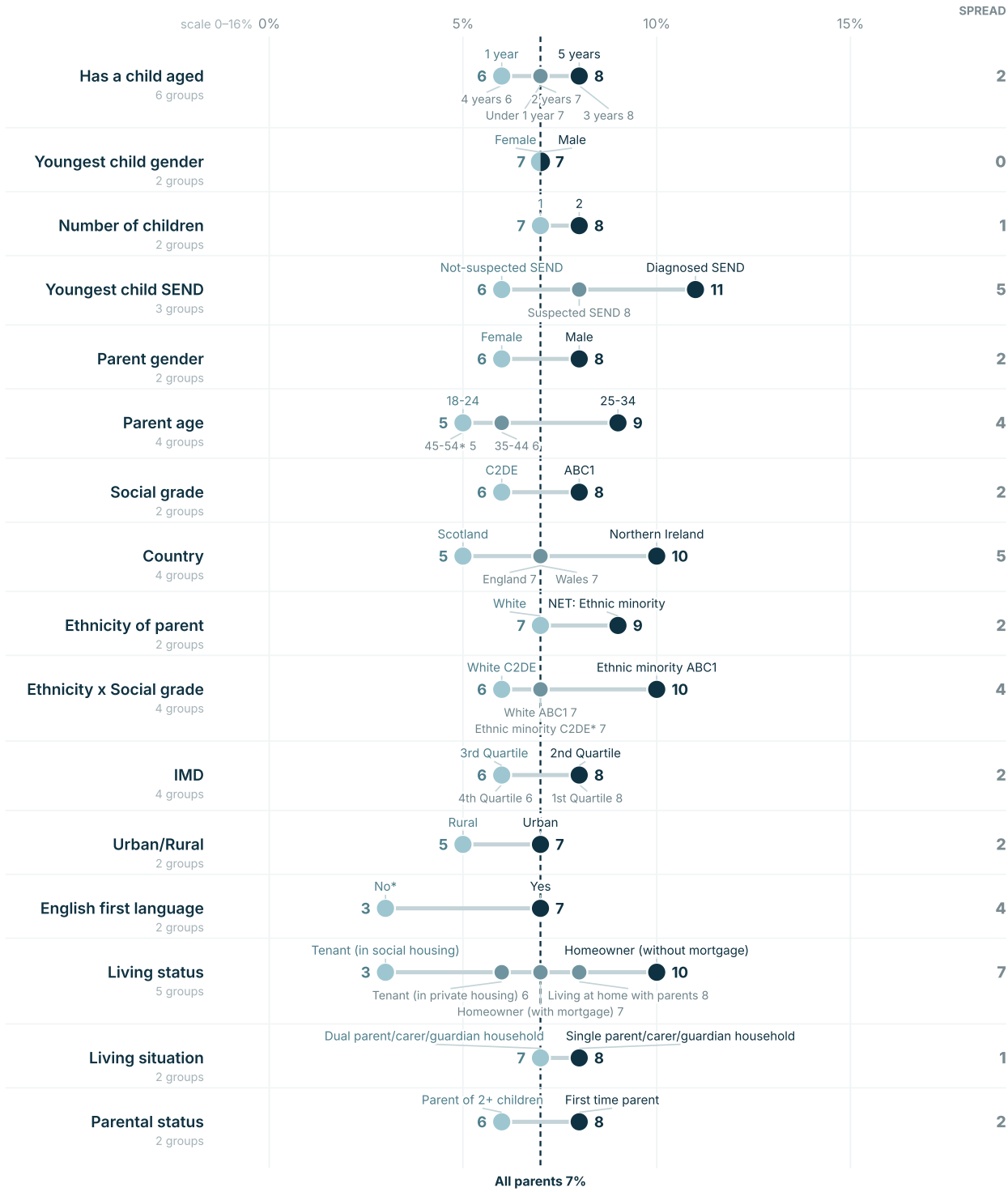
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Antenatal or postnatal classes (e.g. hospital antenatal, NCT courses))

All parents 7%



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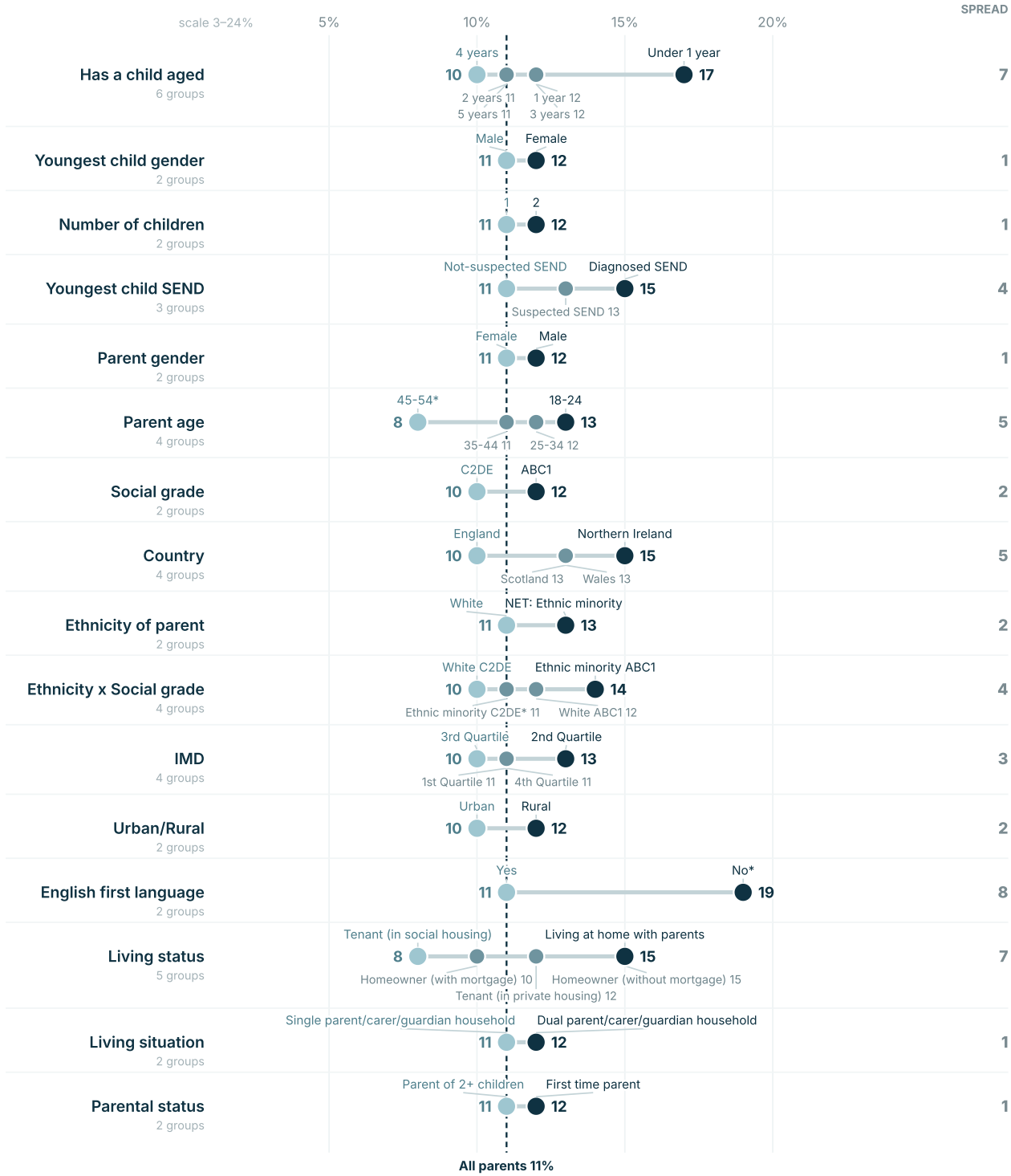
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Artificial Intelligence (AI) tools (e.g., ChatGPT, Claude, Google Gemini))

All parents 11%



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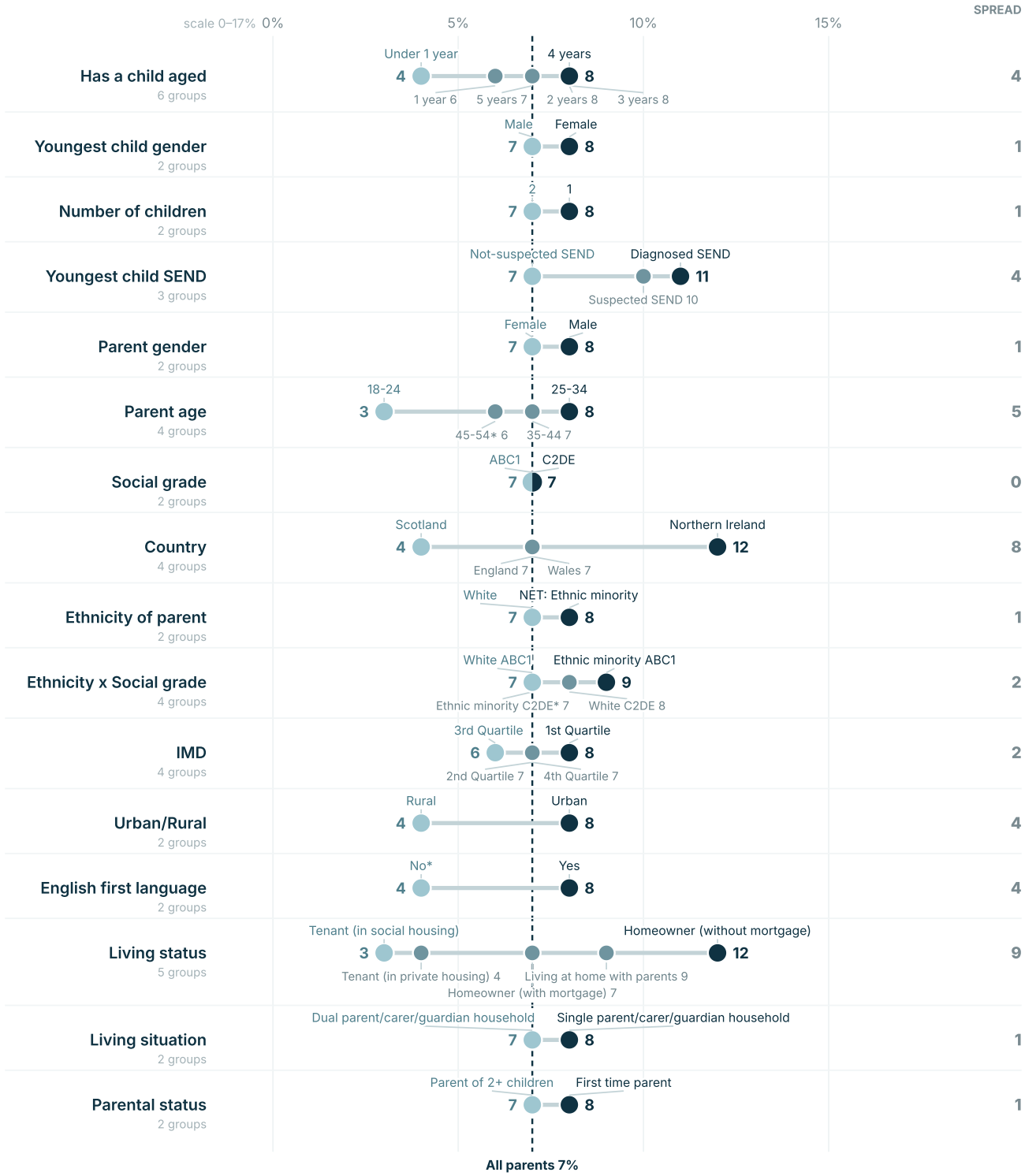
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Community organisations which support parents, e.g. Home-Start)

All parents 7%



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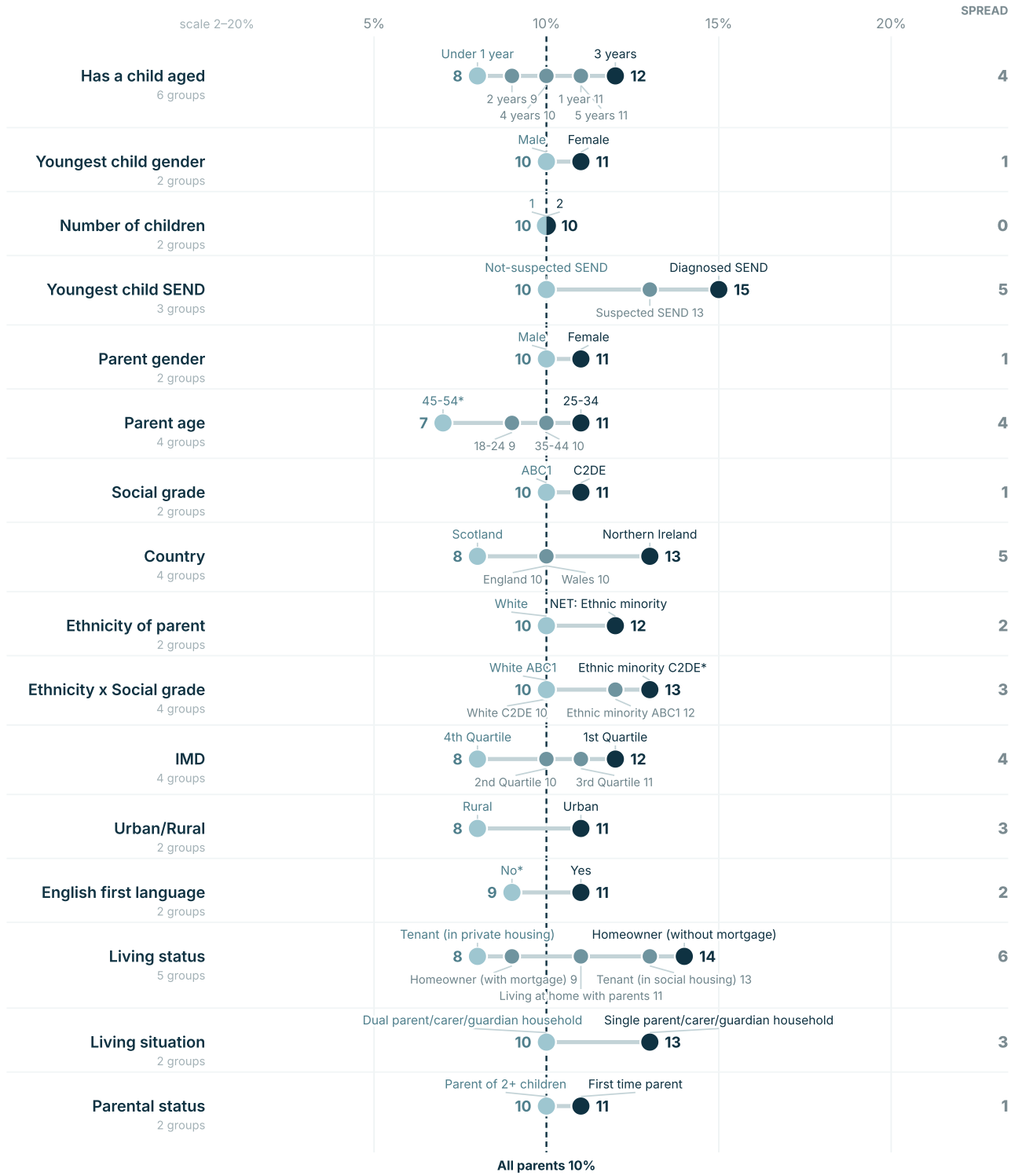
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Family hubs / Children's Centres)

All parents 10%



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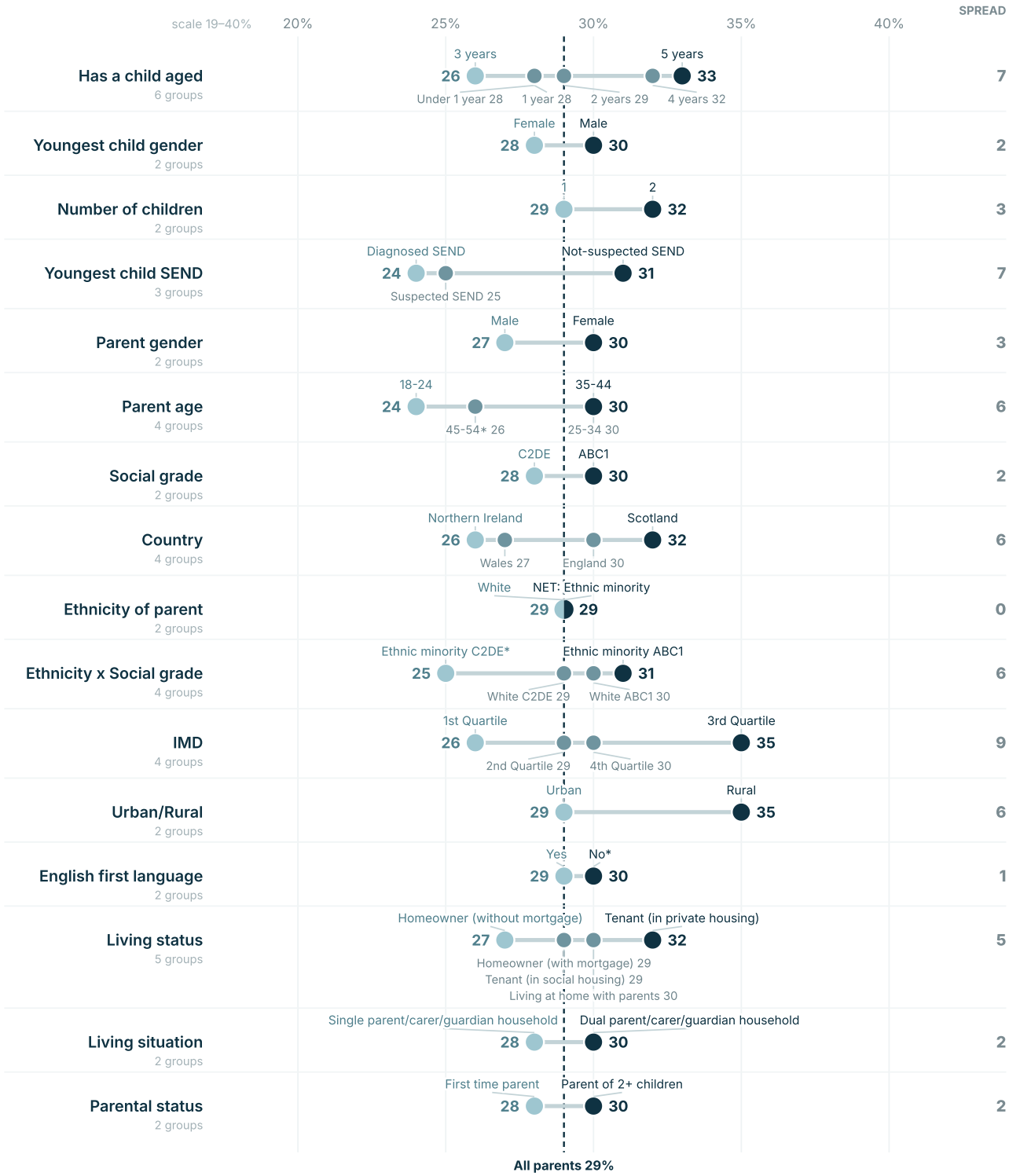
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Friends/family who were already parents with older children)

All parents 29%



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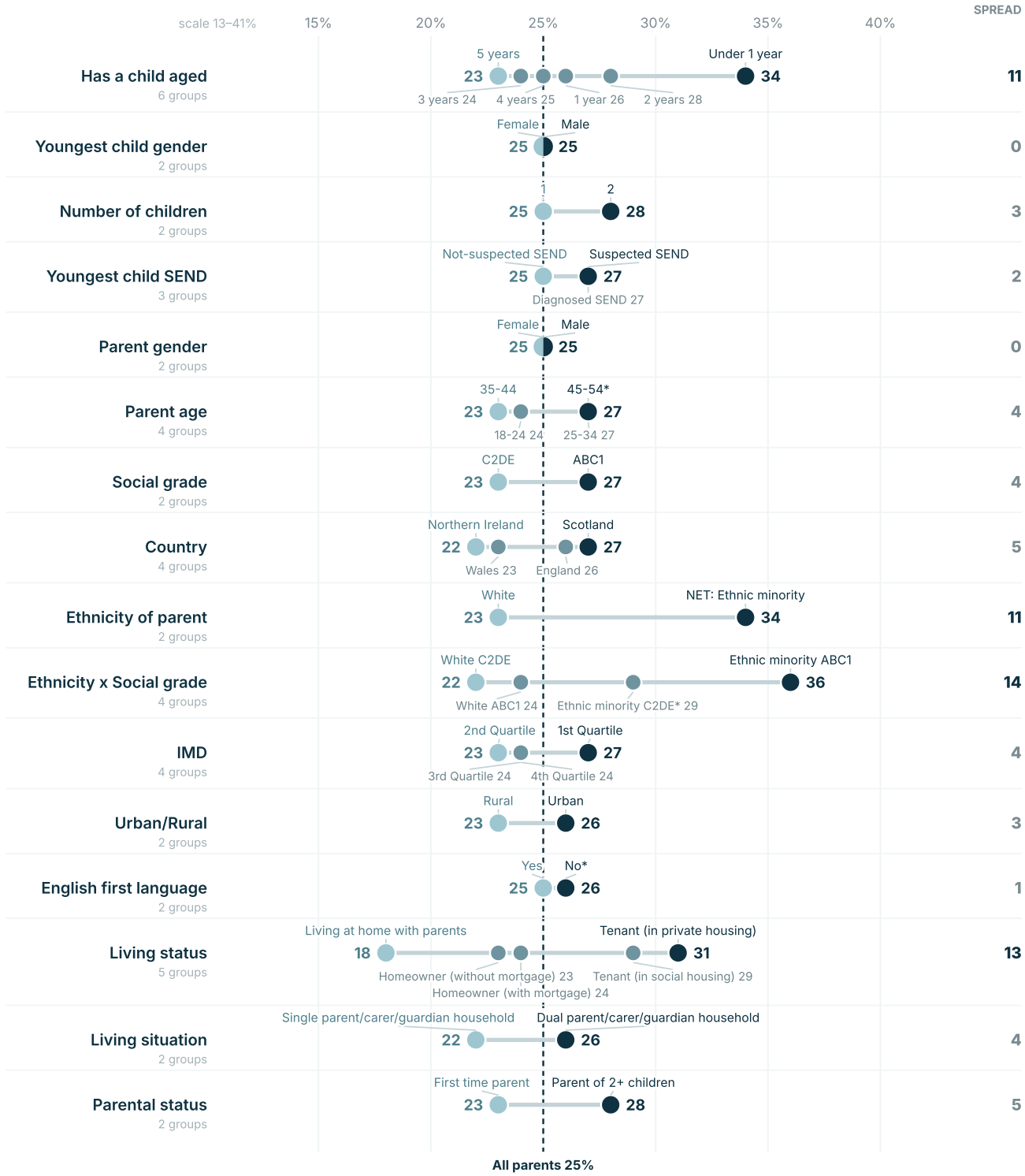
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Healthcare professionals (e.g., midwives, health visitors, GPs))

All parents 25%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Internet searches (e.g., Google))

All parents 20%



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Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Local parent and toddler groups or support circles)

All parents 11%



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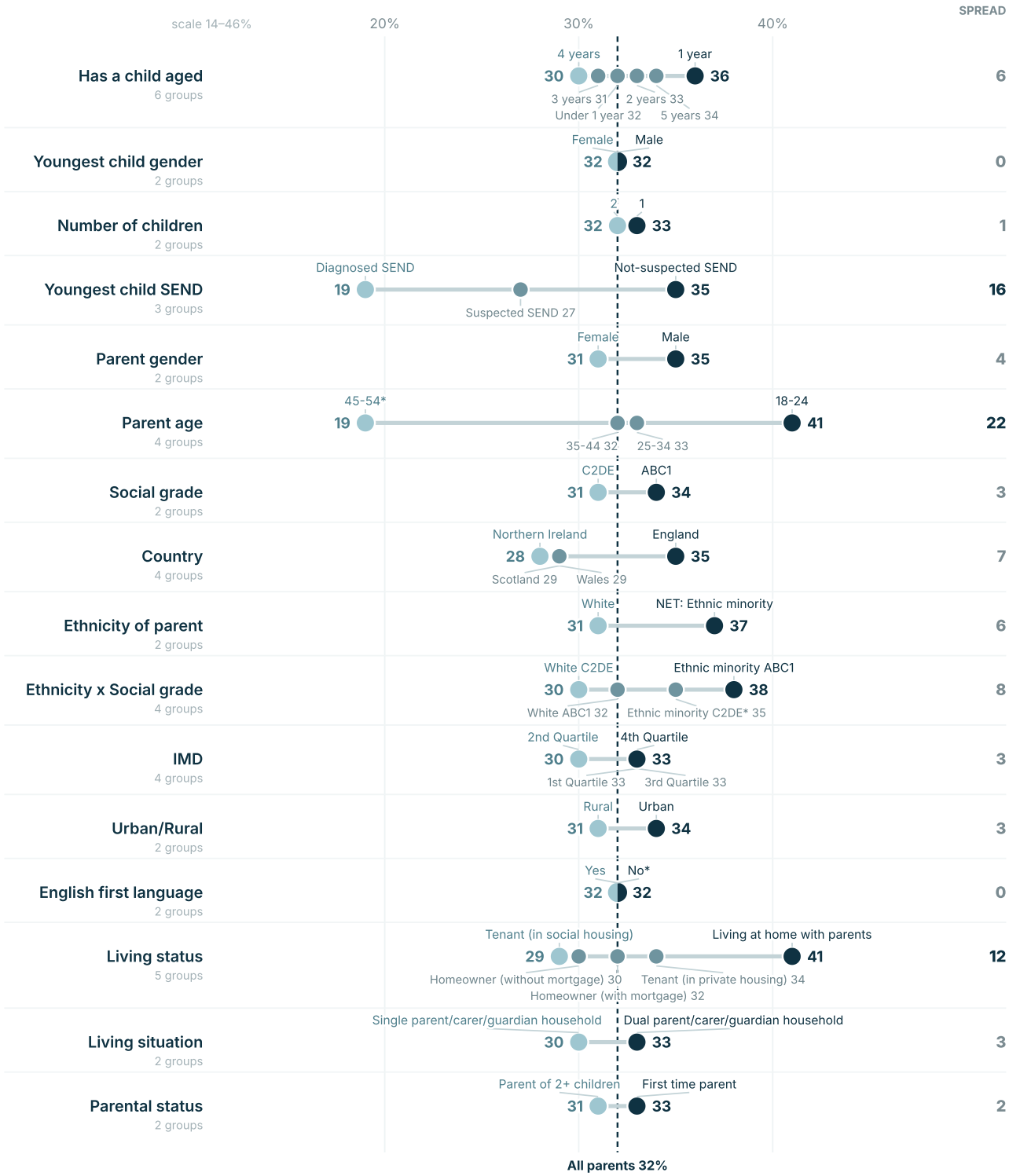
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (My own parents)

All parents 32%



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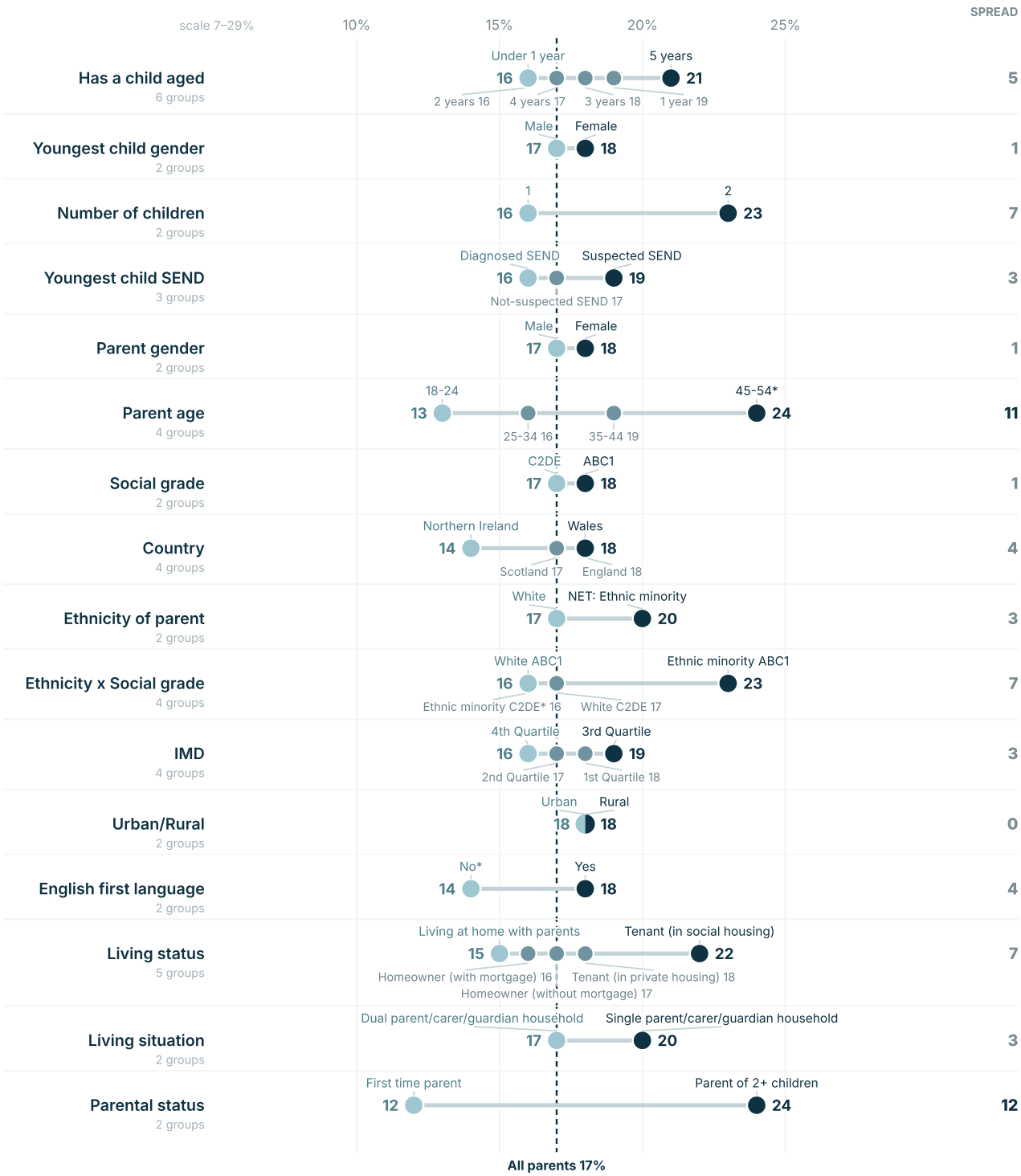
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (My own previous experience in childcare (e.g., babysitting, working with children))

All parents 17%



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Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Nursery, childminder, or early years staff)

All parents 20%



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Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Official health websites (e.g., the NHS website))

All parents 20%



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Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Other new parents in my community)

All parents 8%



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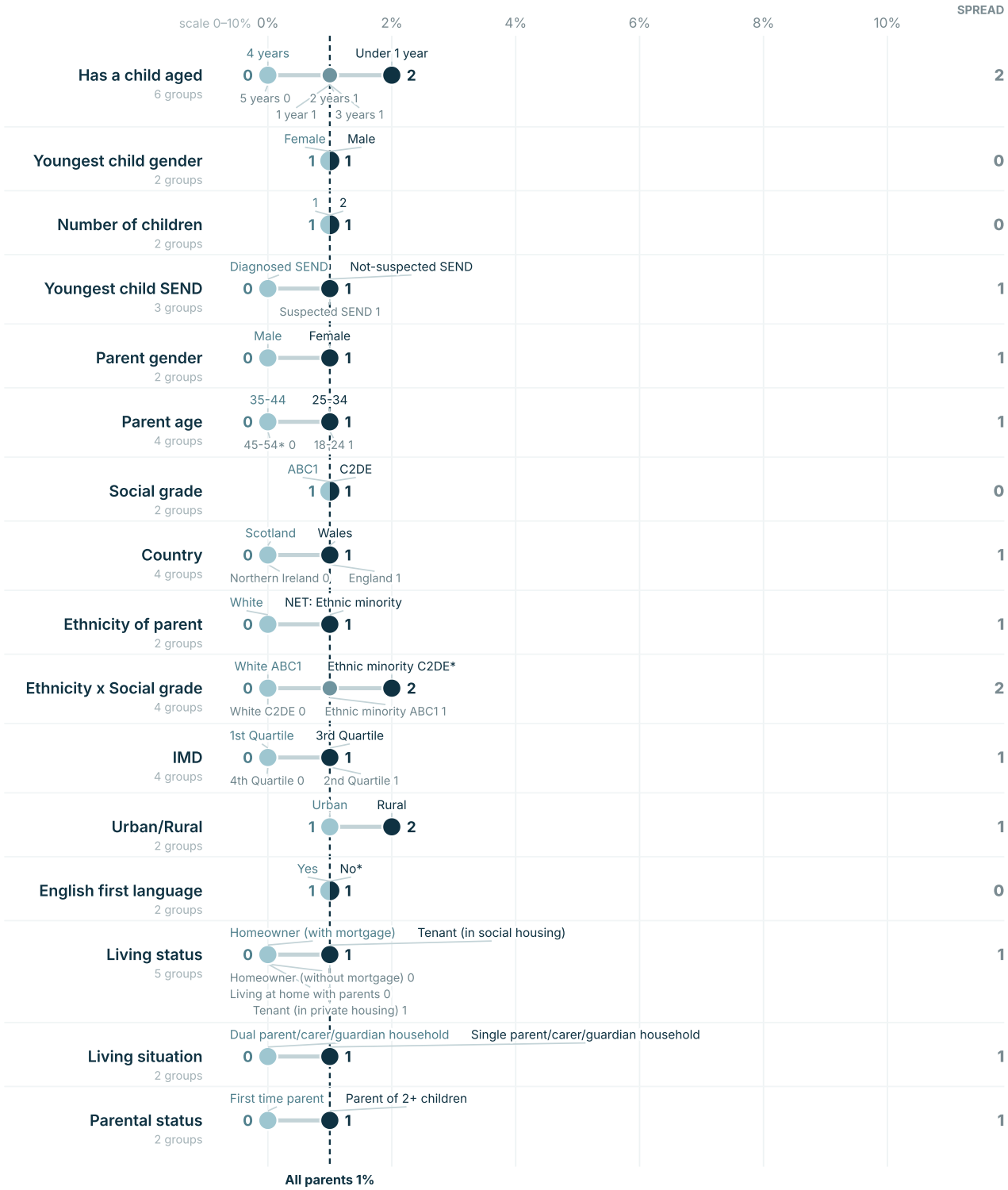
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Parent support apps)

All parents 1%



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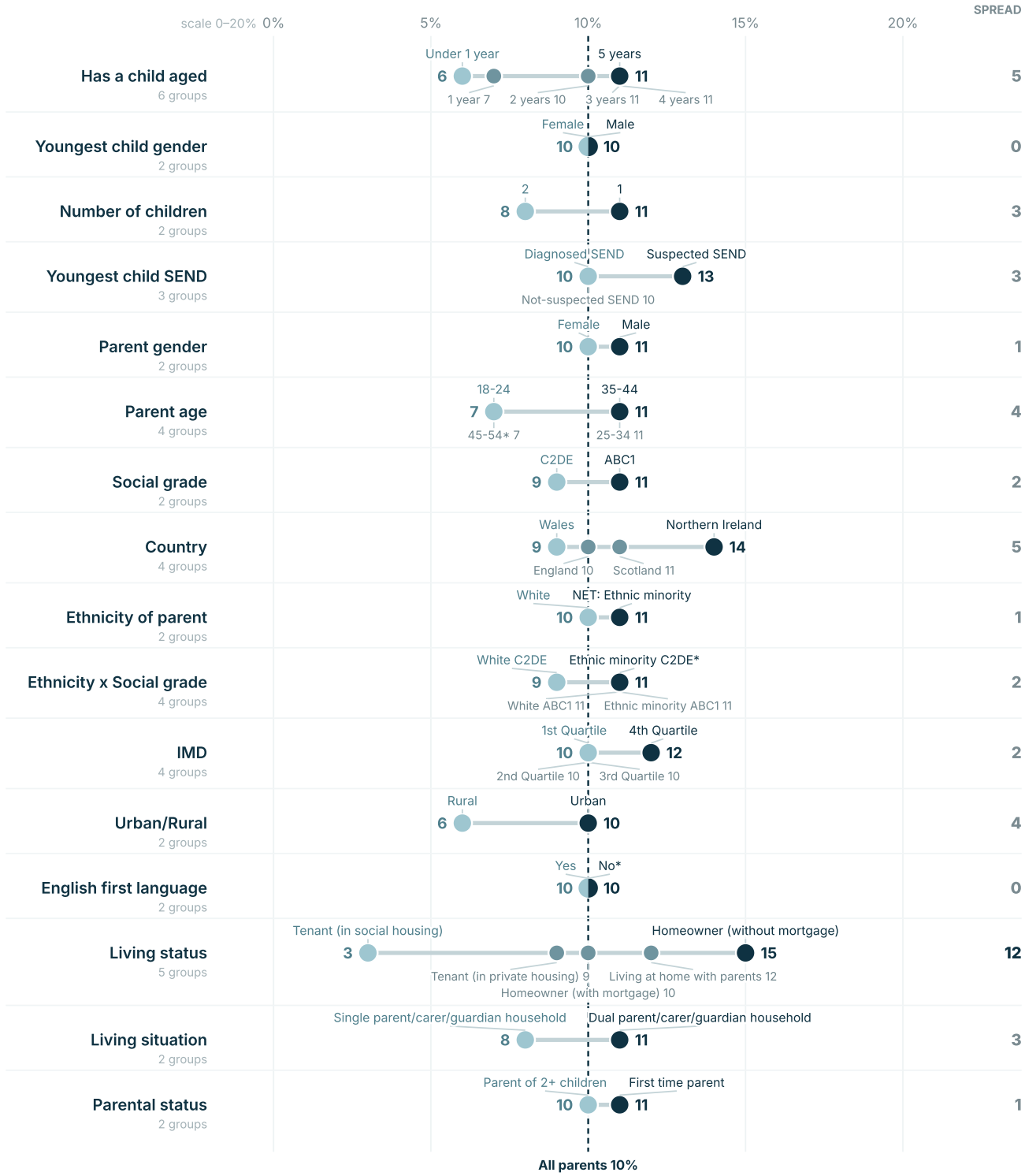
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Parenting books or printed guides)

All parents 10%



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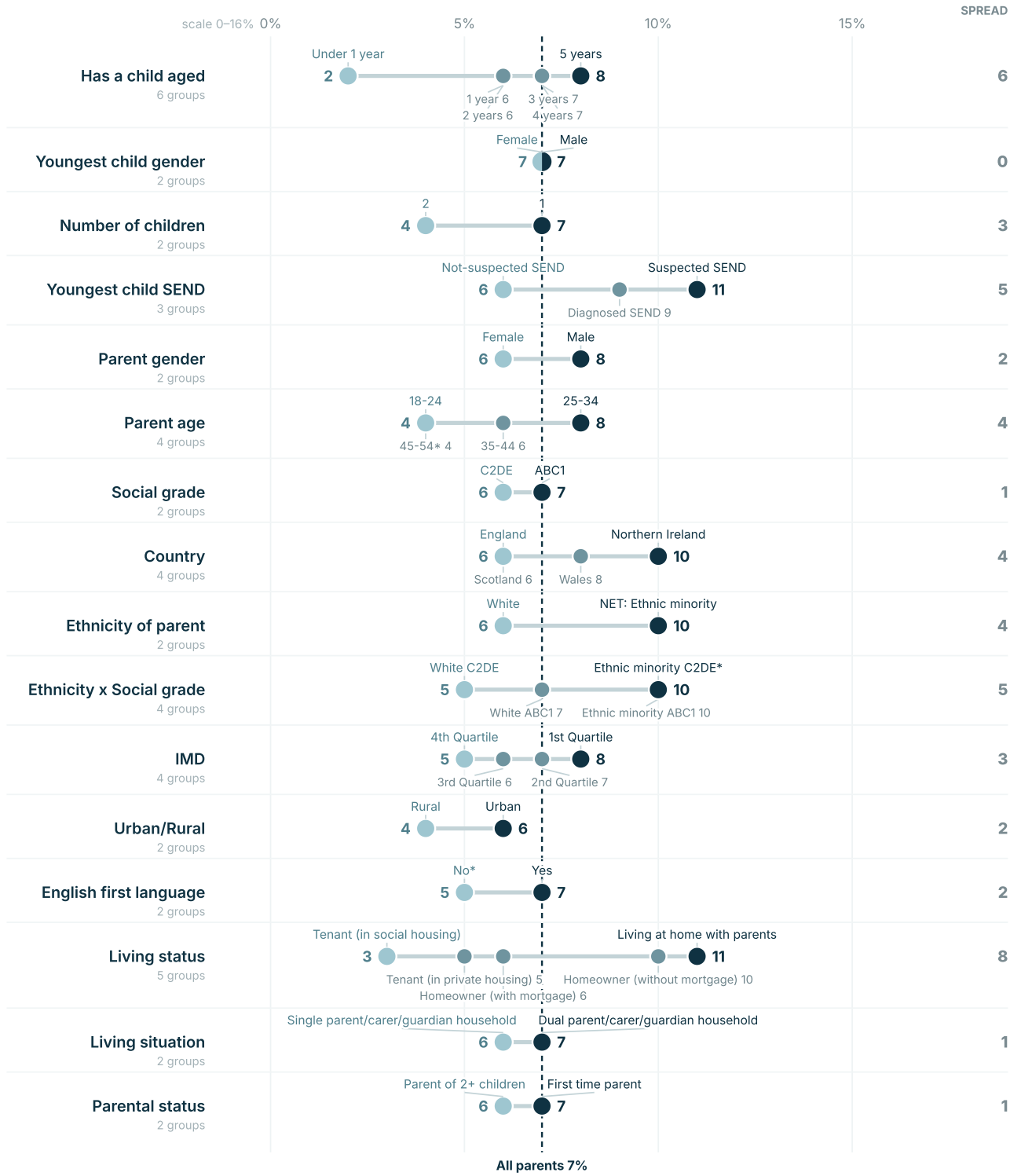
Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Religious or faith-based community networks)

All parents 7%



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Kindred²

Q11A · TABLE 86 · MULTI CHOICE · ALL CUTS AT A GLANCE

Thinking about your youngest child's current stage of development, which of the following are your main sources of parenting advice and guidance now? (Social media platforms or online creators (e.g., Instagram, TikTok, YouTube))

All parents 15%



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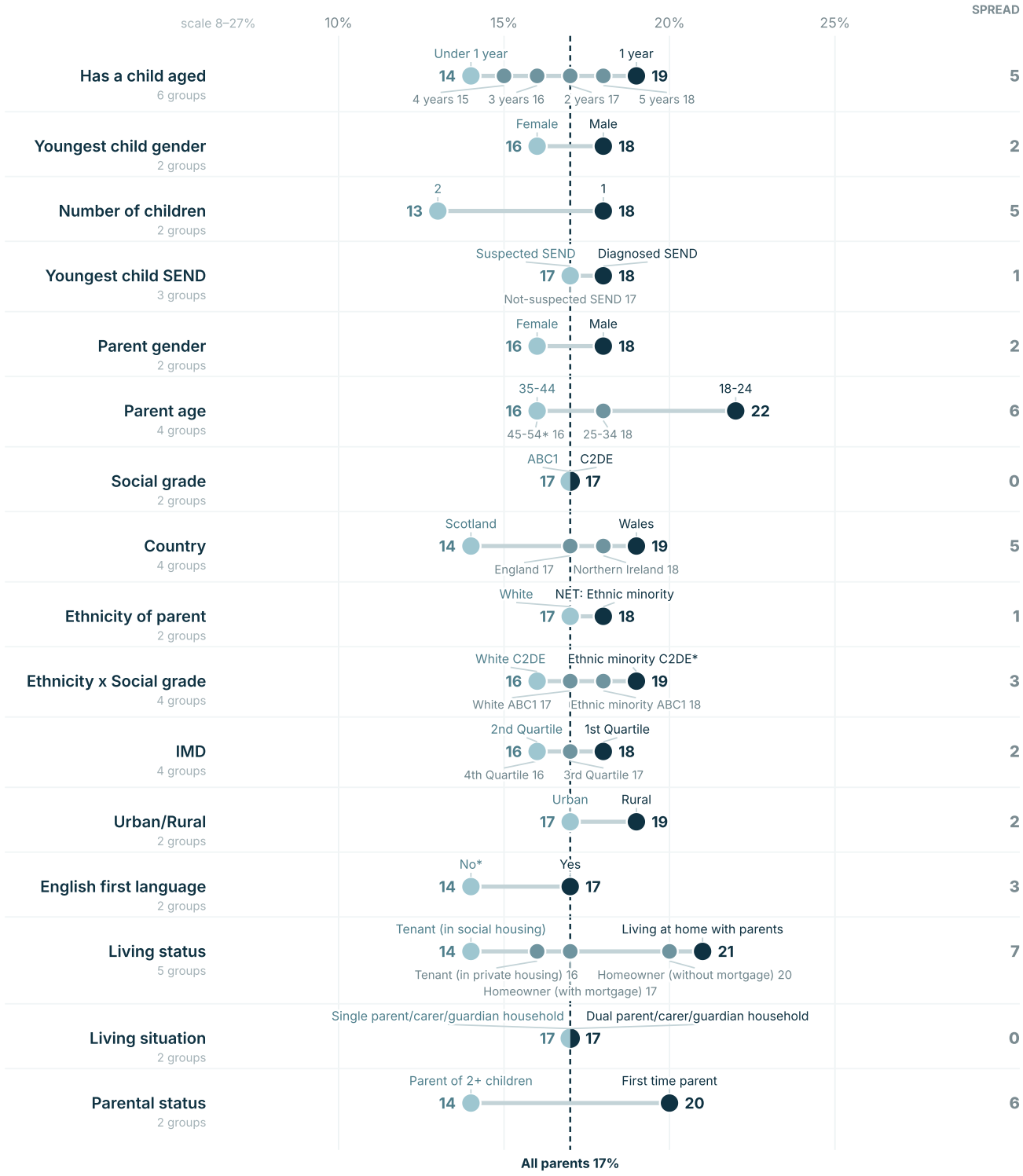
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (Advice from other parents)

All parents 17%



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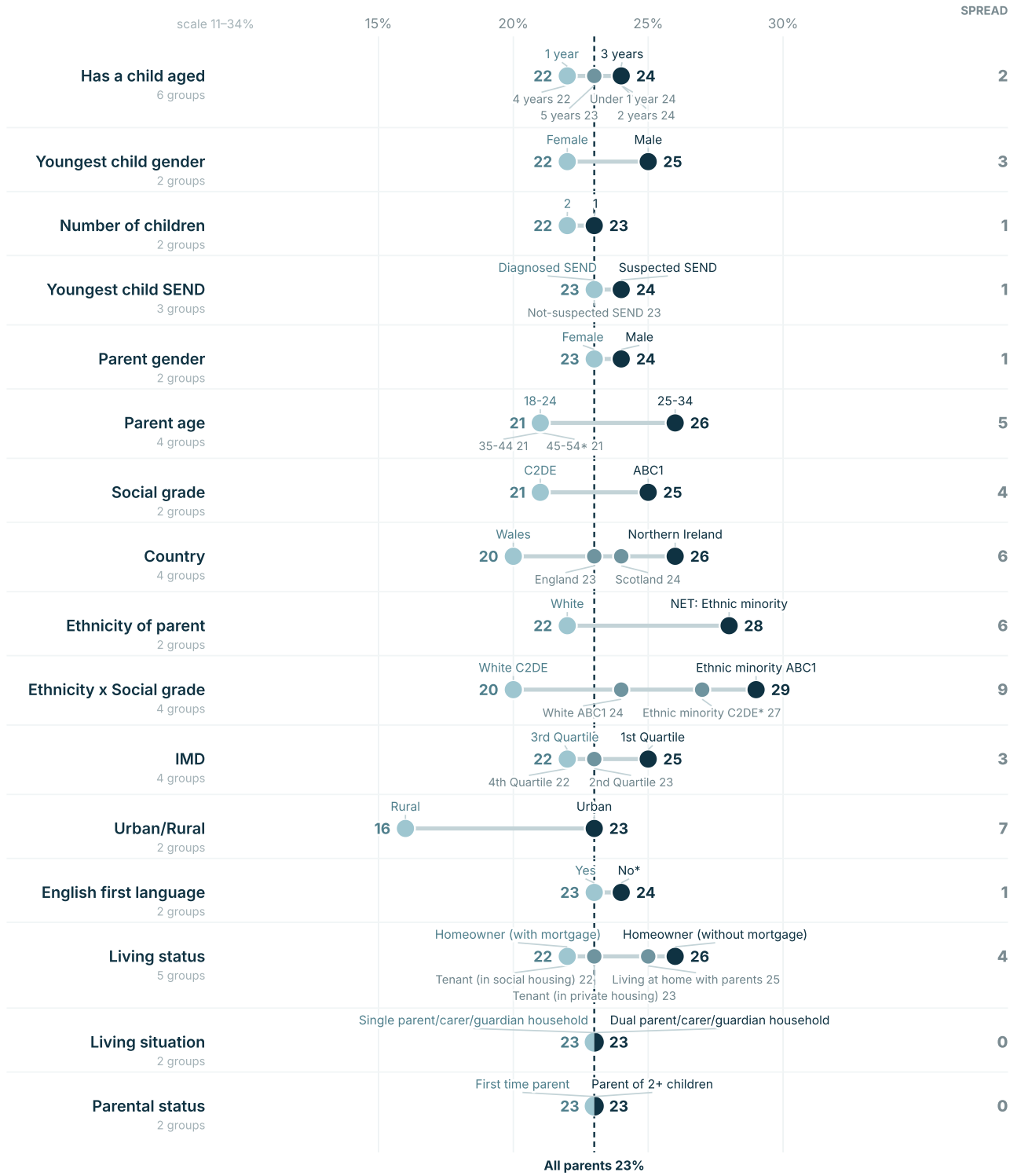
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (Advice from professionals (e.g. health visitors, GPs, midwives, or nursery staff))

All parents 23%



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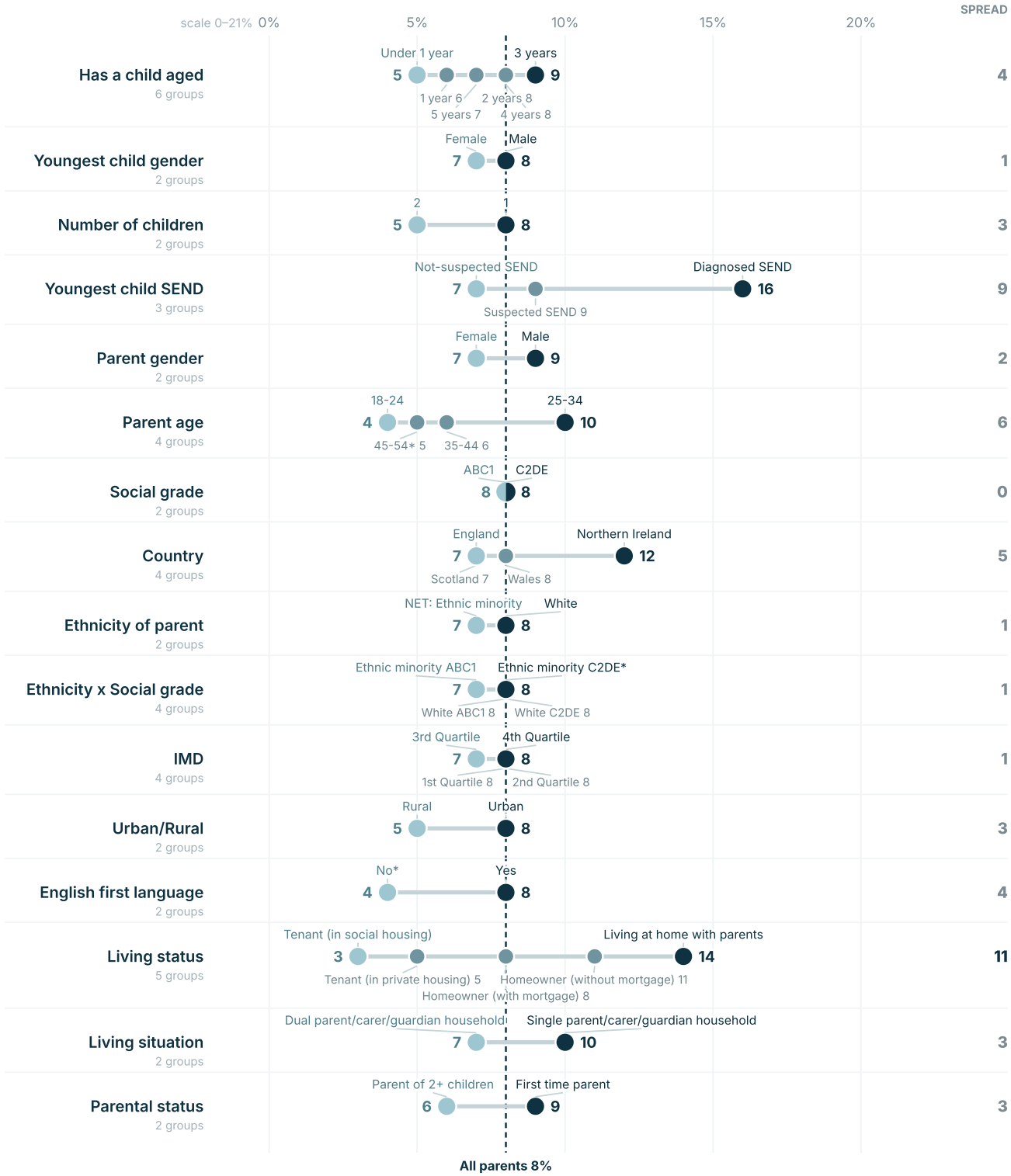
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (Community support groups or volunteers)

All parents 8%



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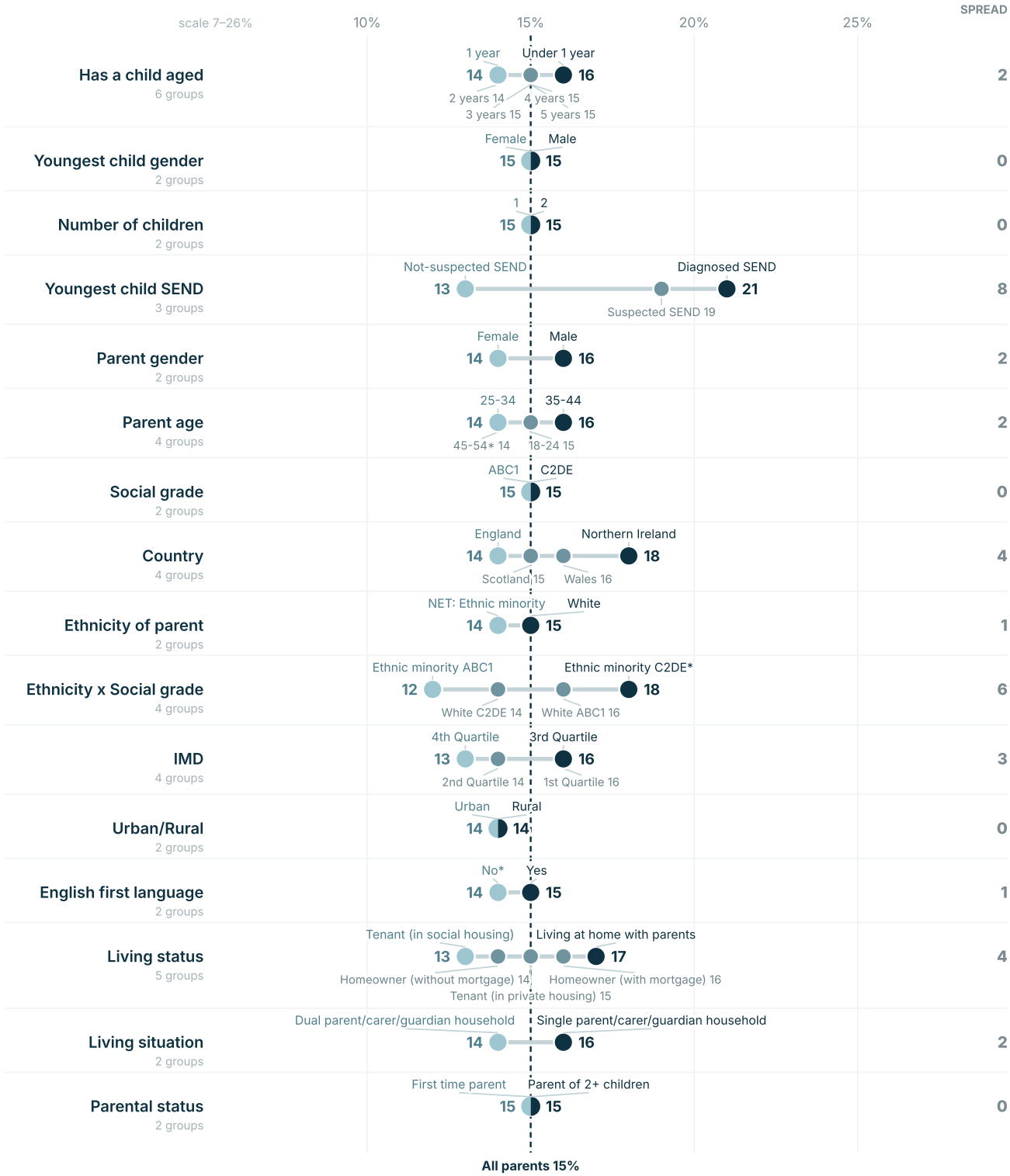
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (Financial considerations)

All parents 15%



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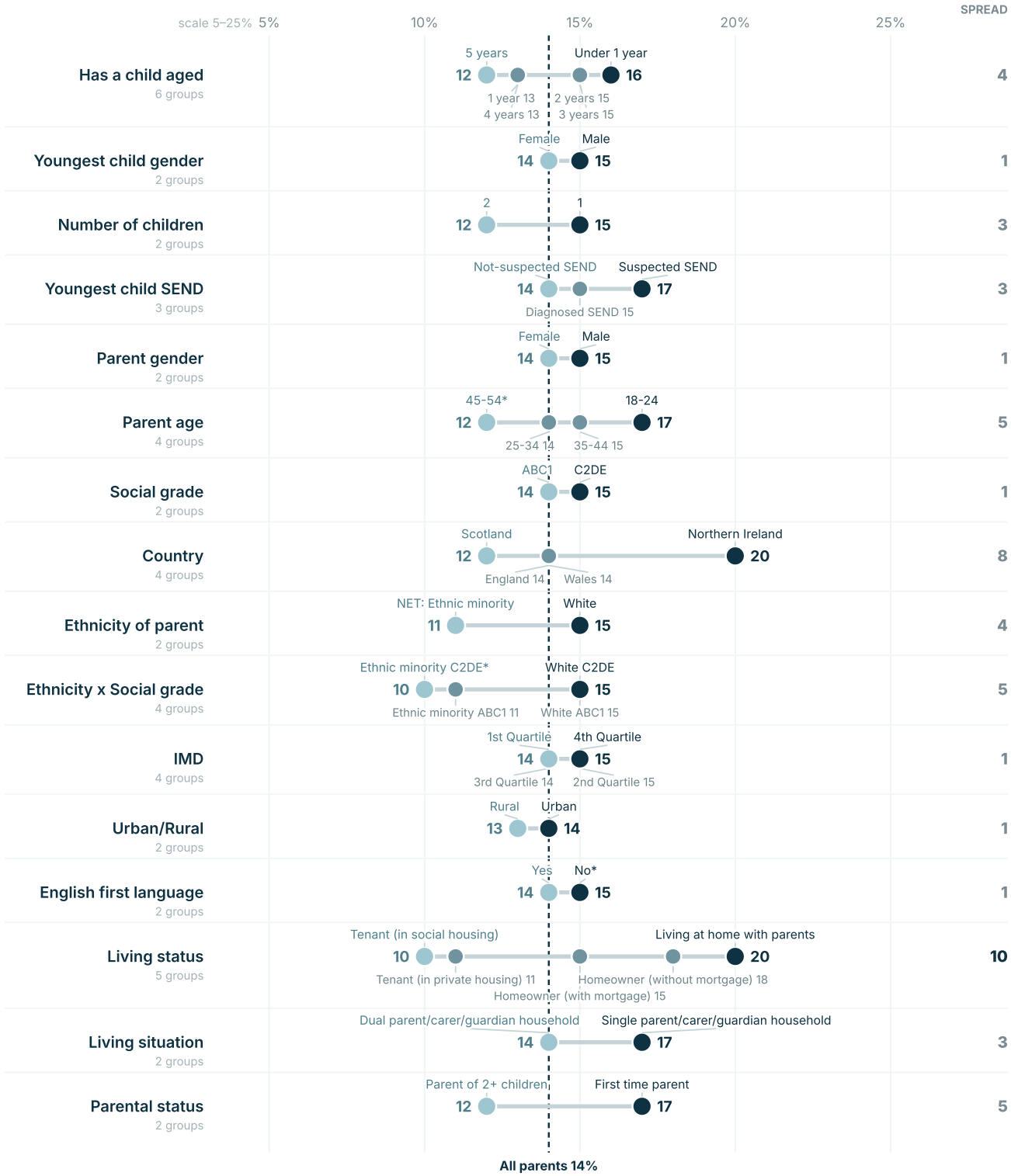
Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (Information I find online)

All parents 14%



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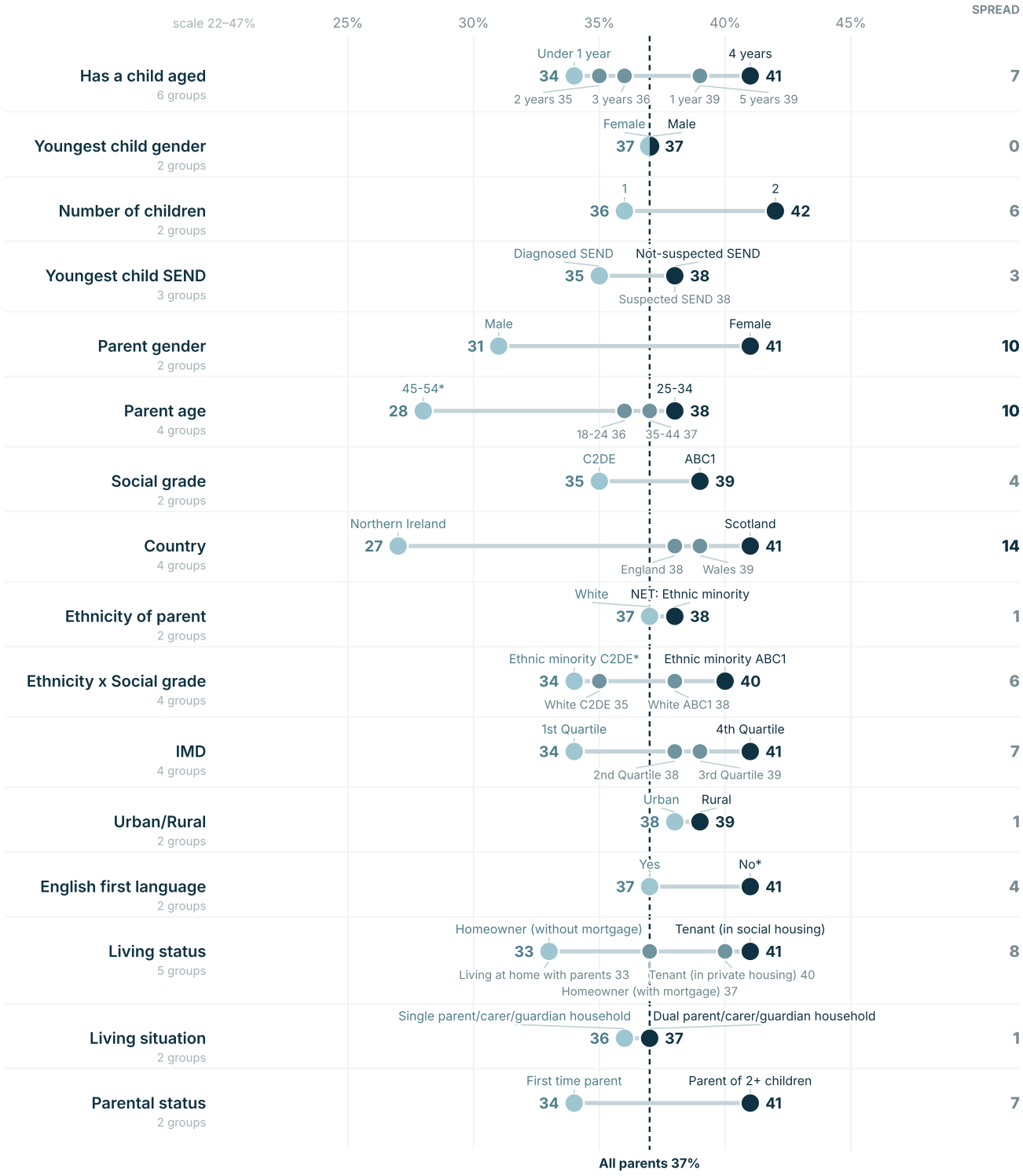
Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (My child's individual needs/personality)

All parents 37%



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Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (My cultural or religious values)

All parents 11%



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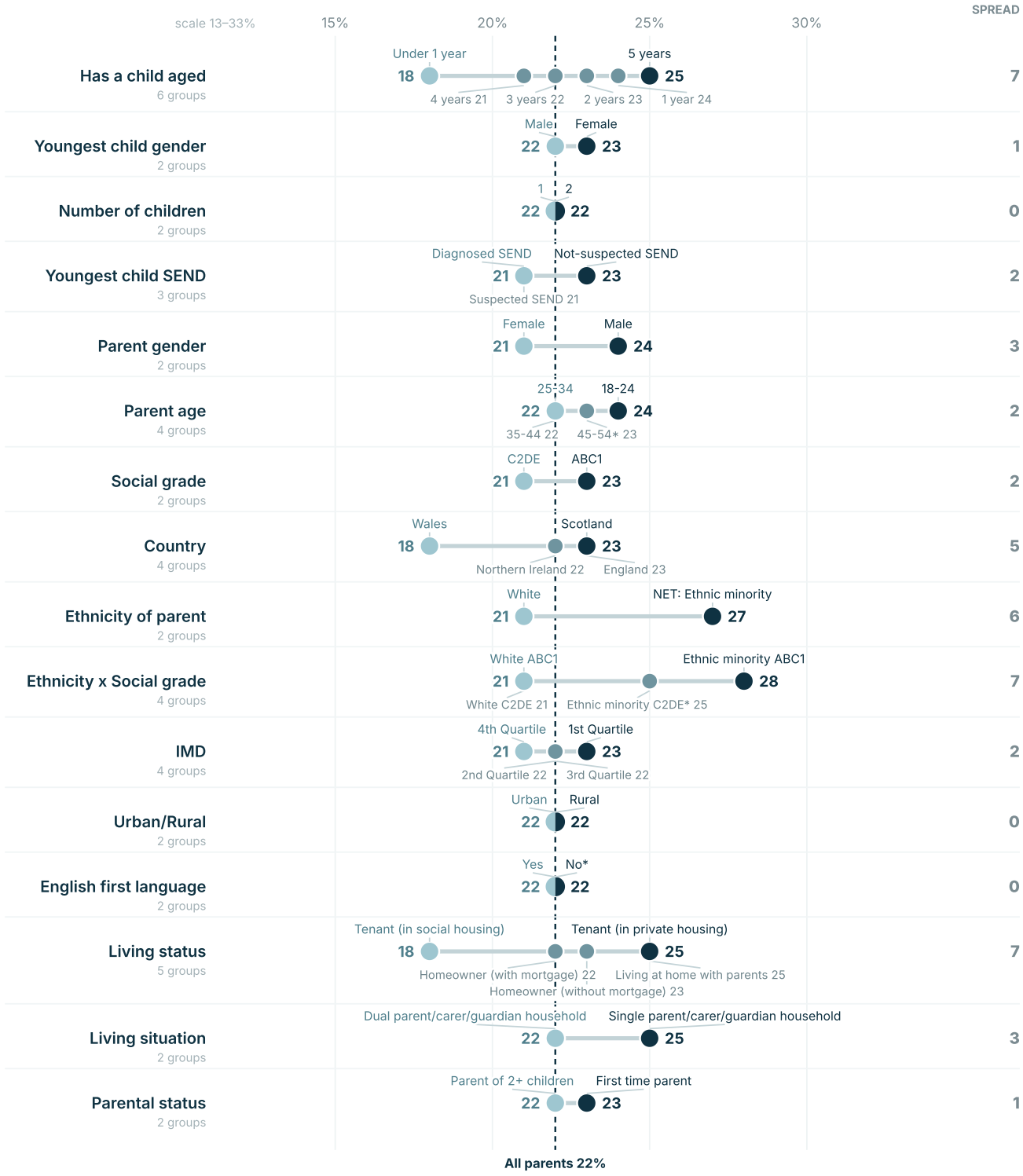
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (My family background or upbringing)

All parents 22%



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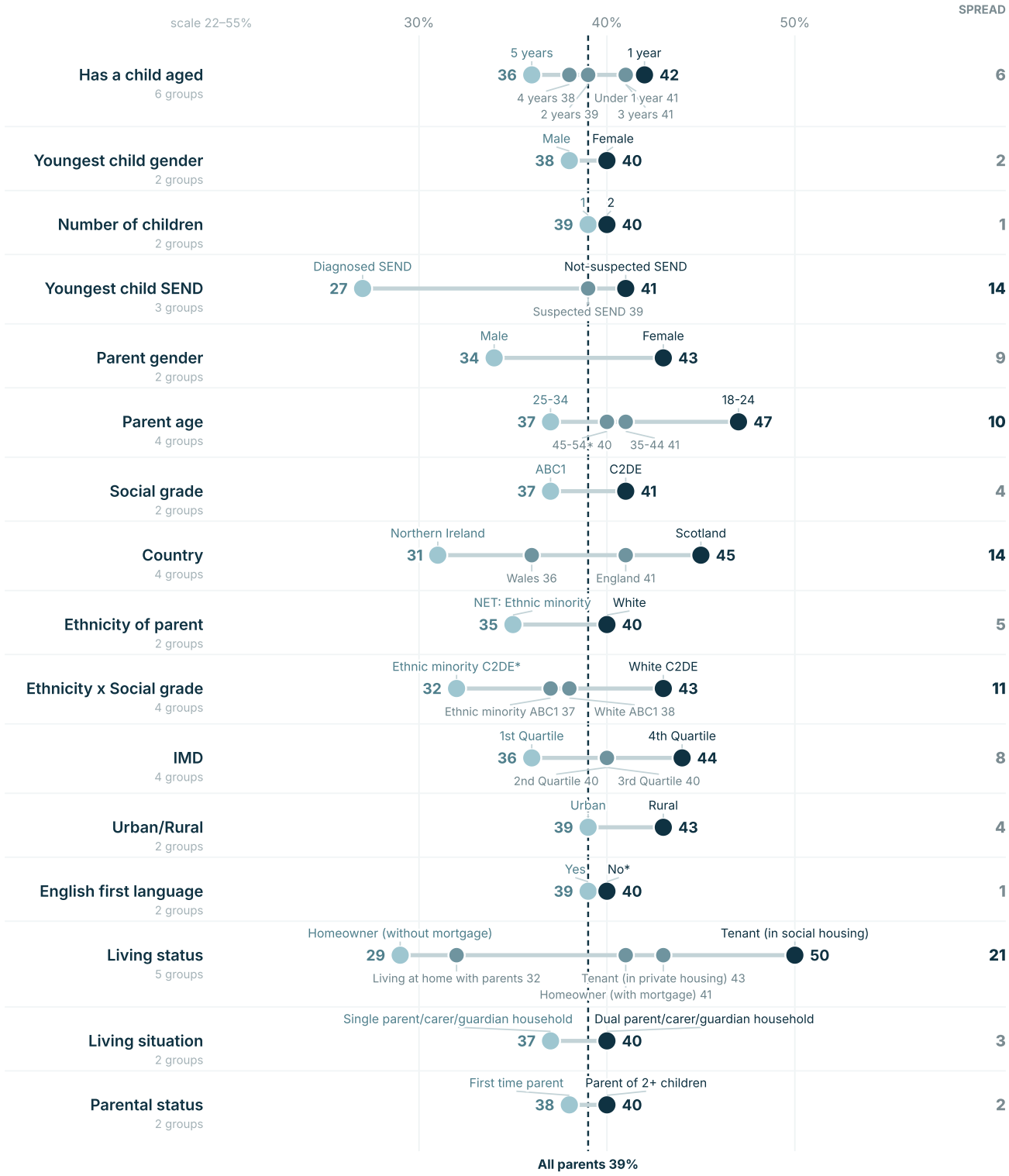
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (My own instincts)

All parents 39%



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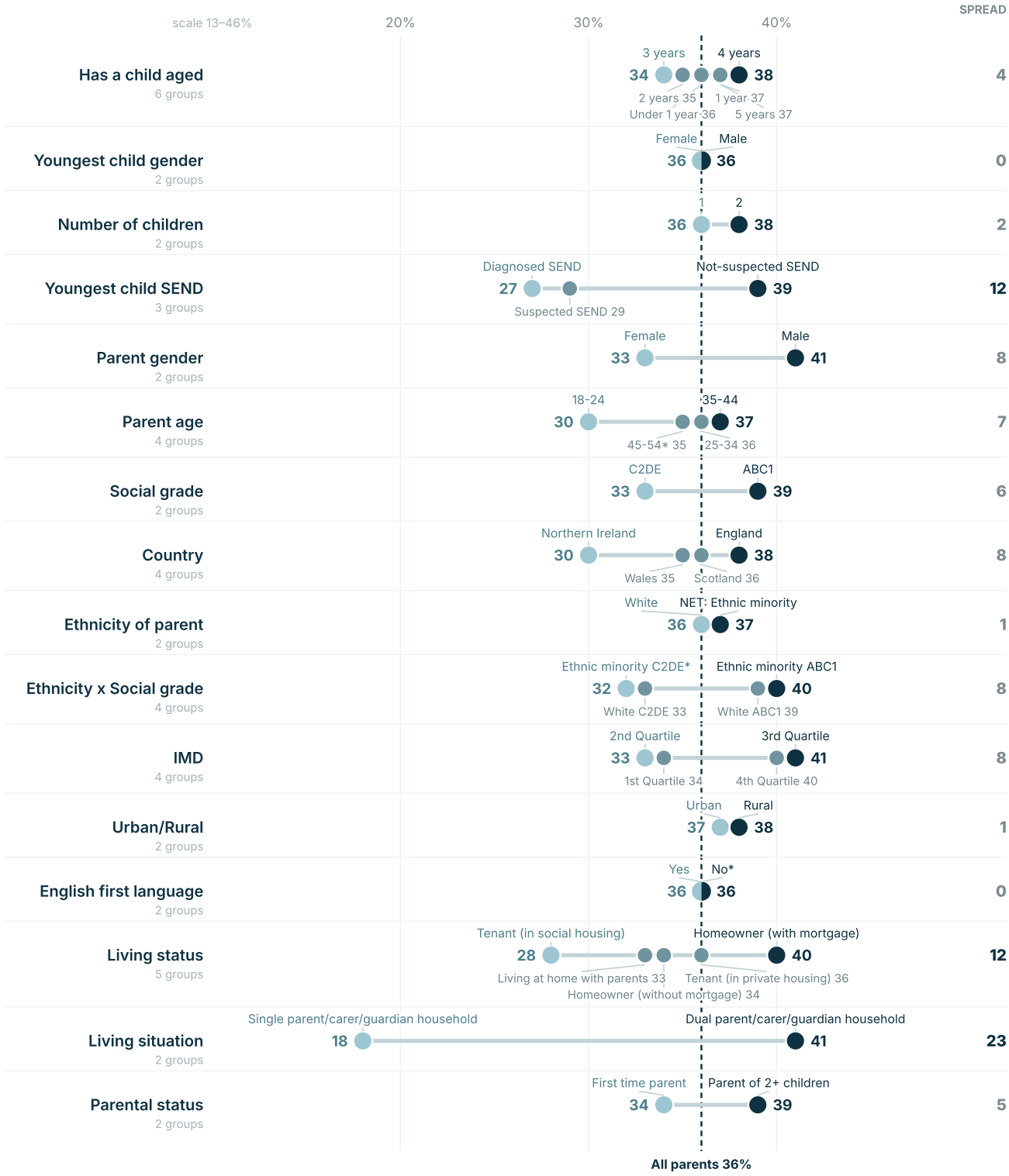
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (My partner or co-parent)

All parents 36%



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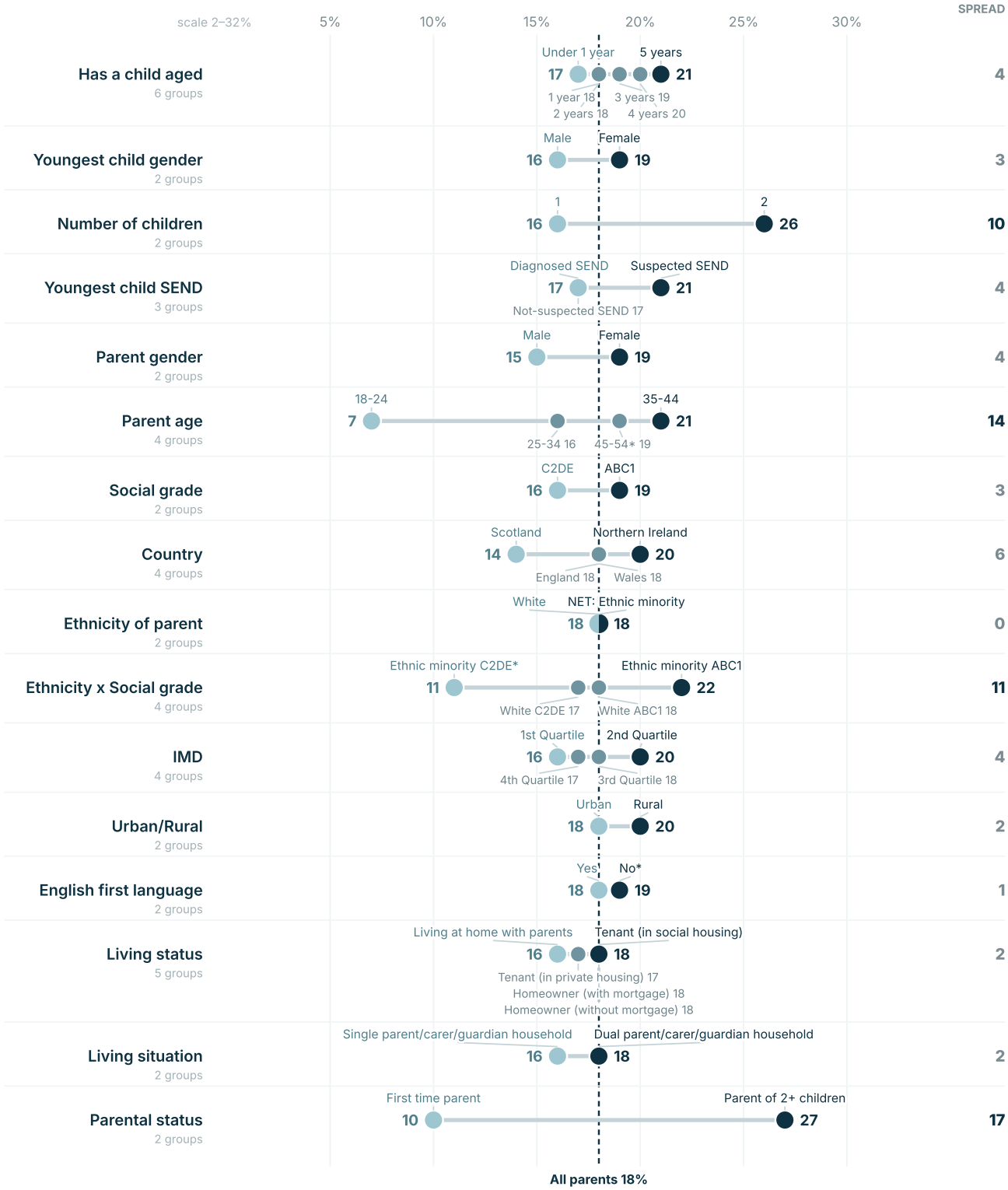
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (Previous experience with older children)

All parents 18%



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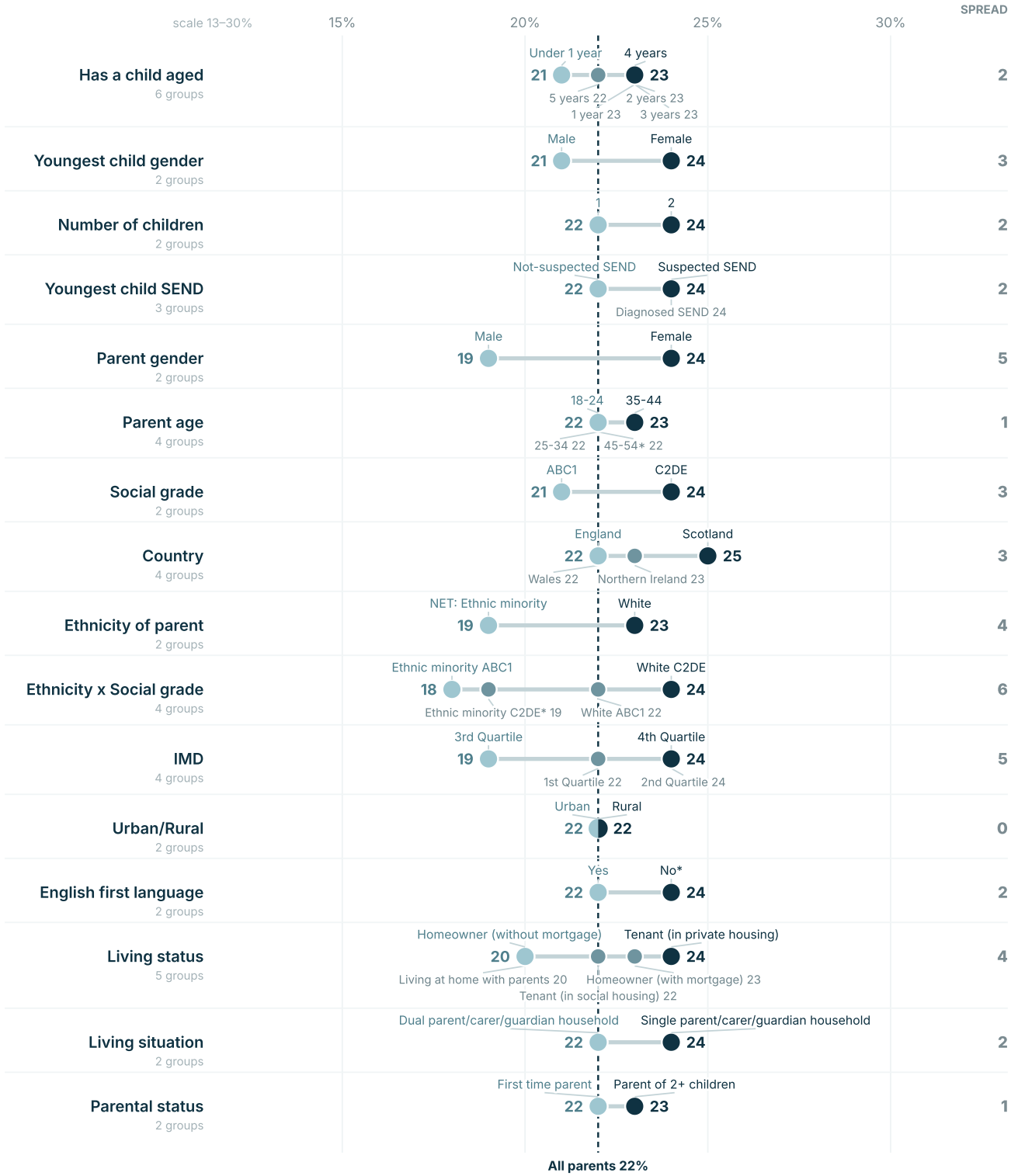
Kindred²

Q12 · TABLE 87 · MULTI CHOICE · ALL CUTS AT A GLANCE

When making parenting decisions, what tends to influence you most? (What I can realistically manage day to day)

All parents 22%



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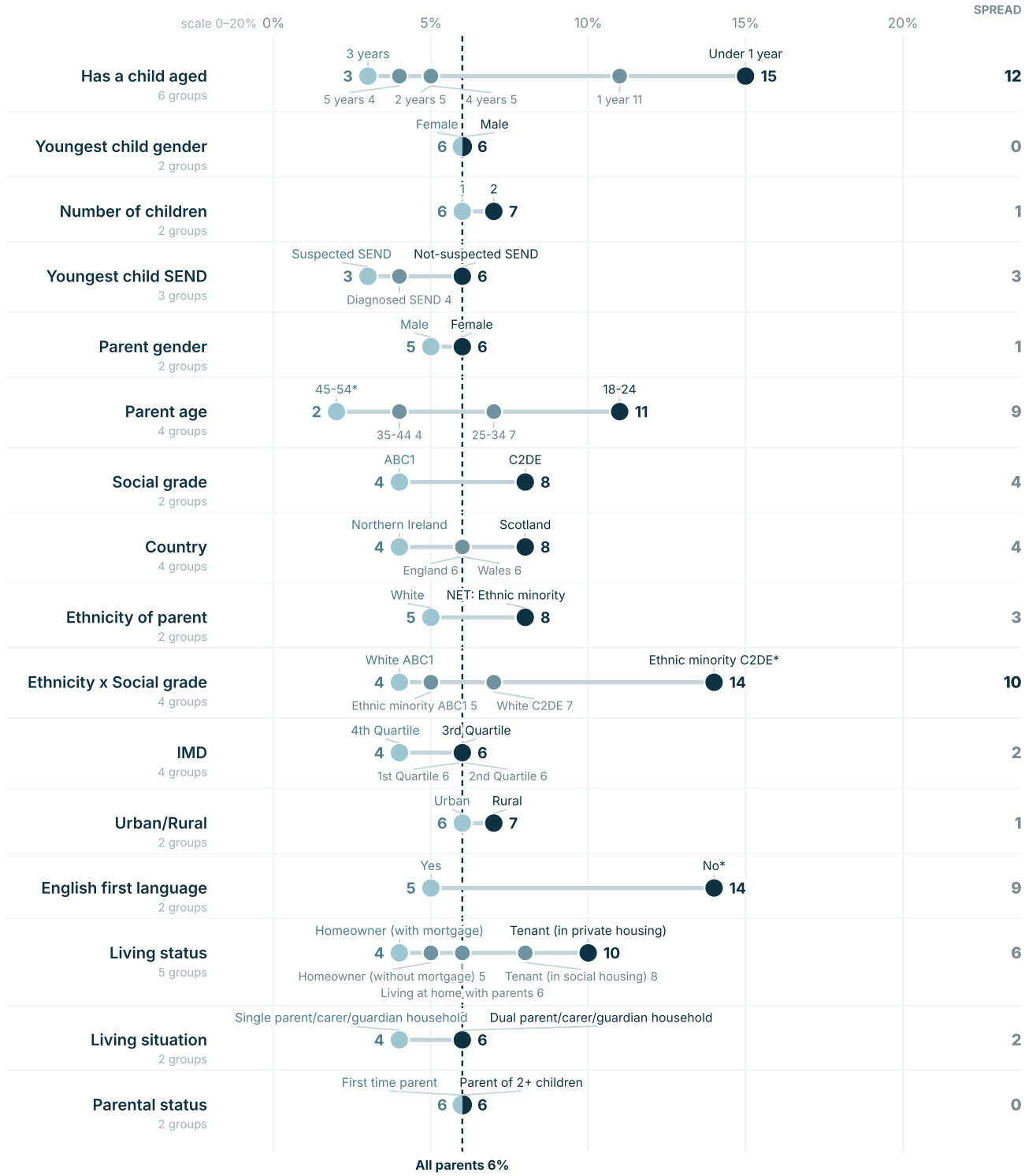
Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (NET: No/not sure)

All parents 6%



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Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (NET: Yes, attended or currently attend)

All parents 64%



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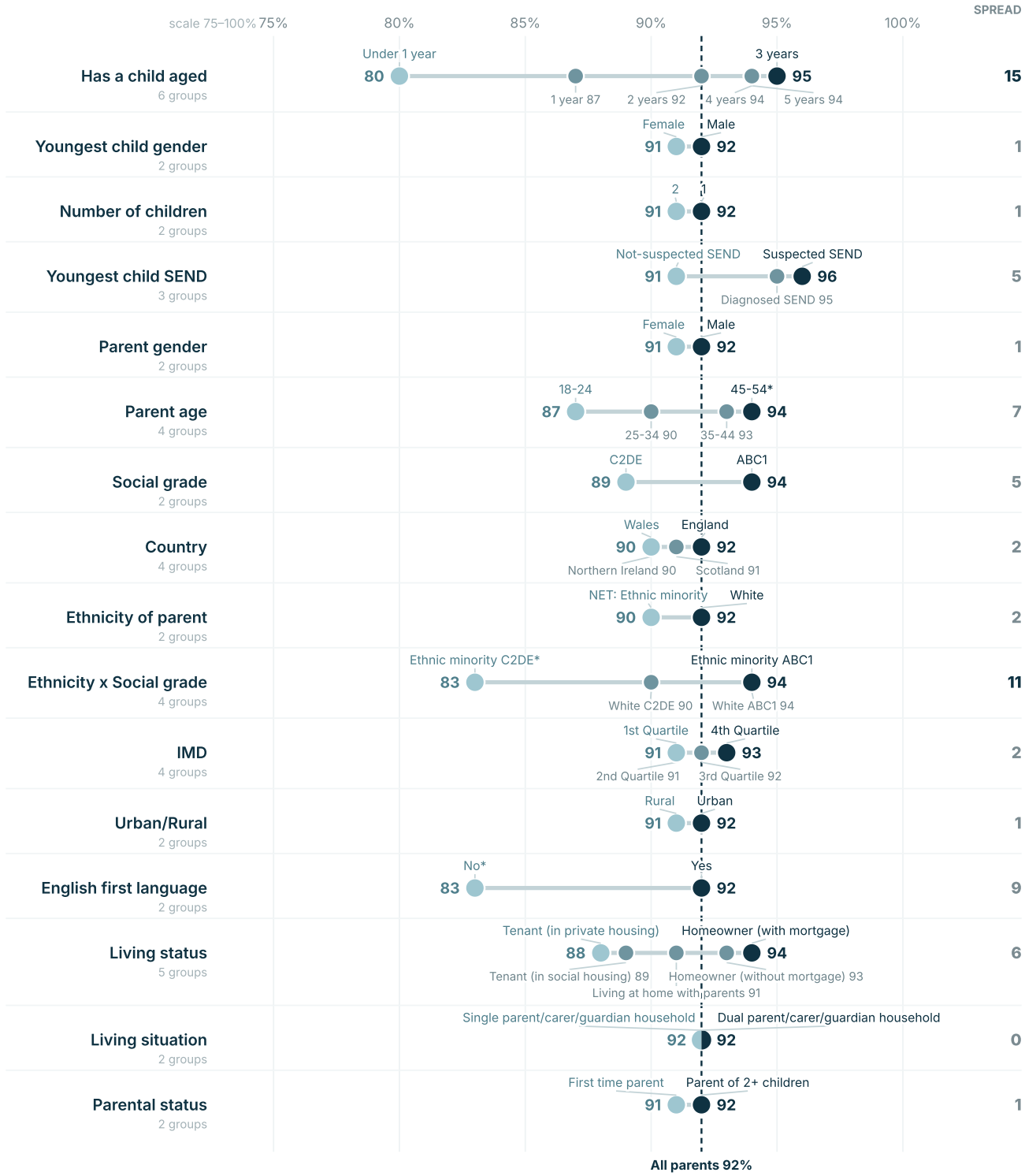
Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (NET: Yes)

All parents 92%



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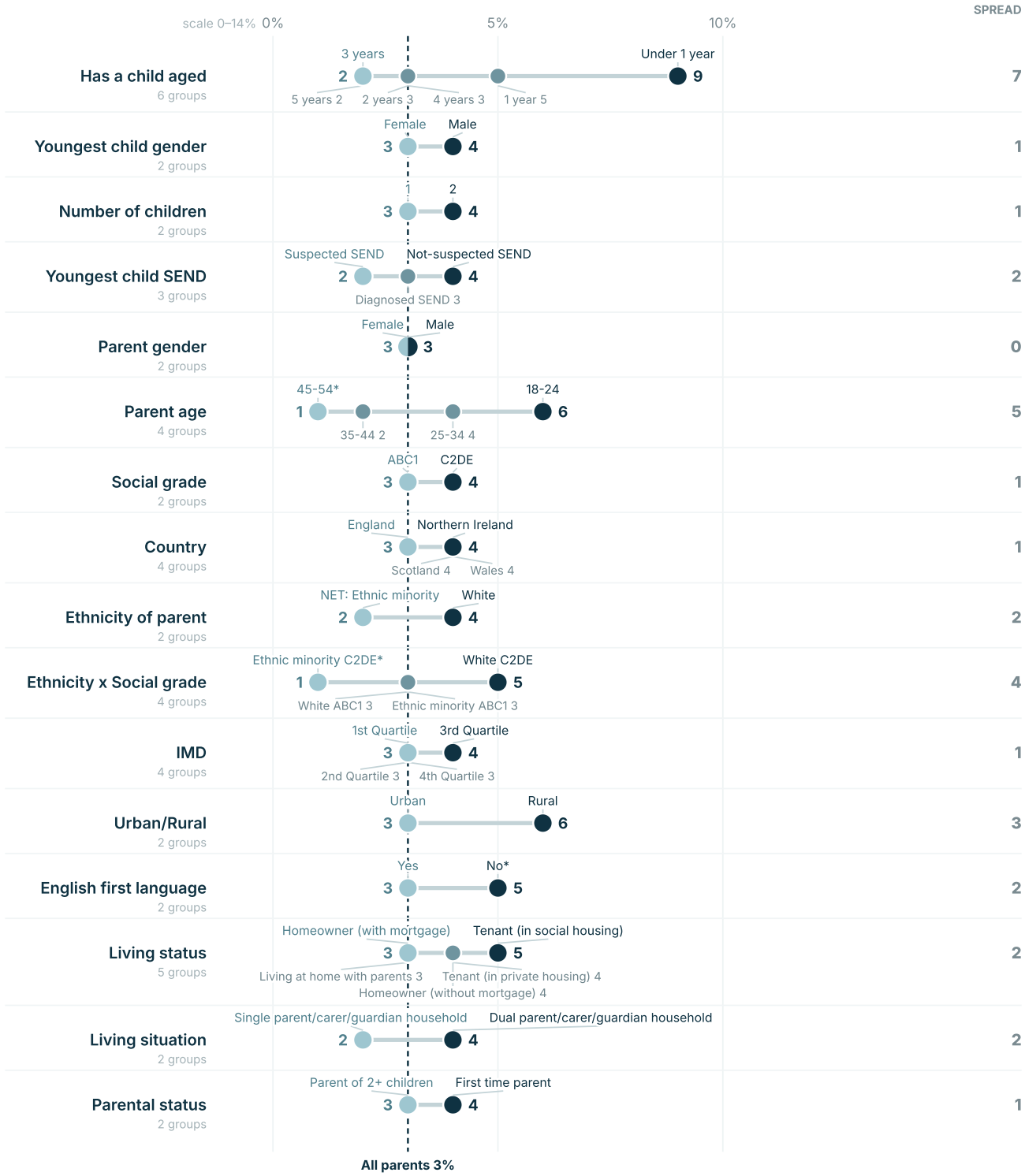
Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (No, and we do not expect them to attend)

All parents 3%



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Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (No, my child has now started school and did not attend nursery/another early years provider)

All parents 3%



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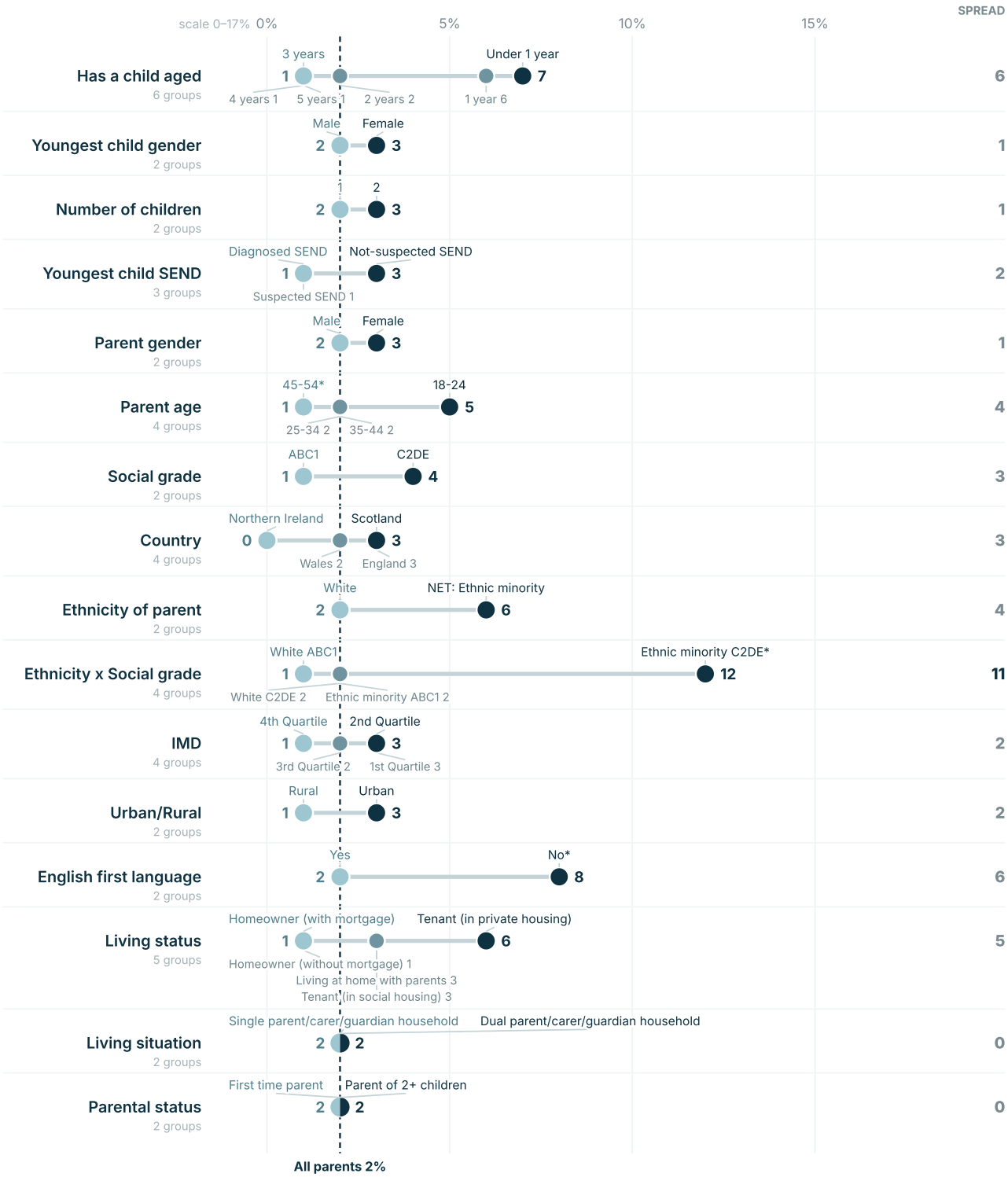
Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (Not sure yet)

All parents 2%



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* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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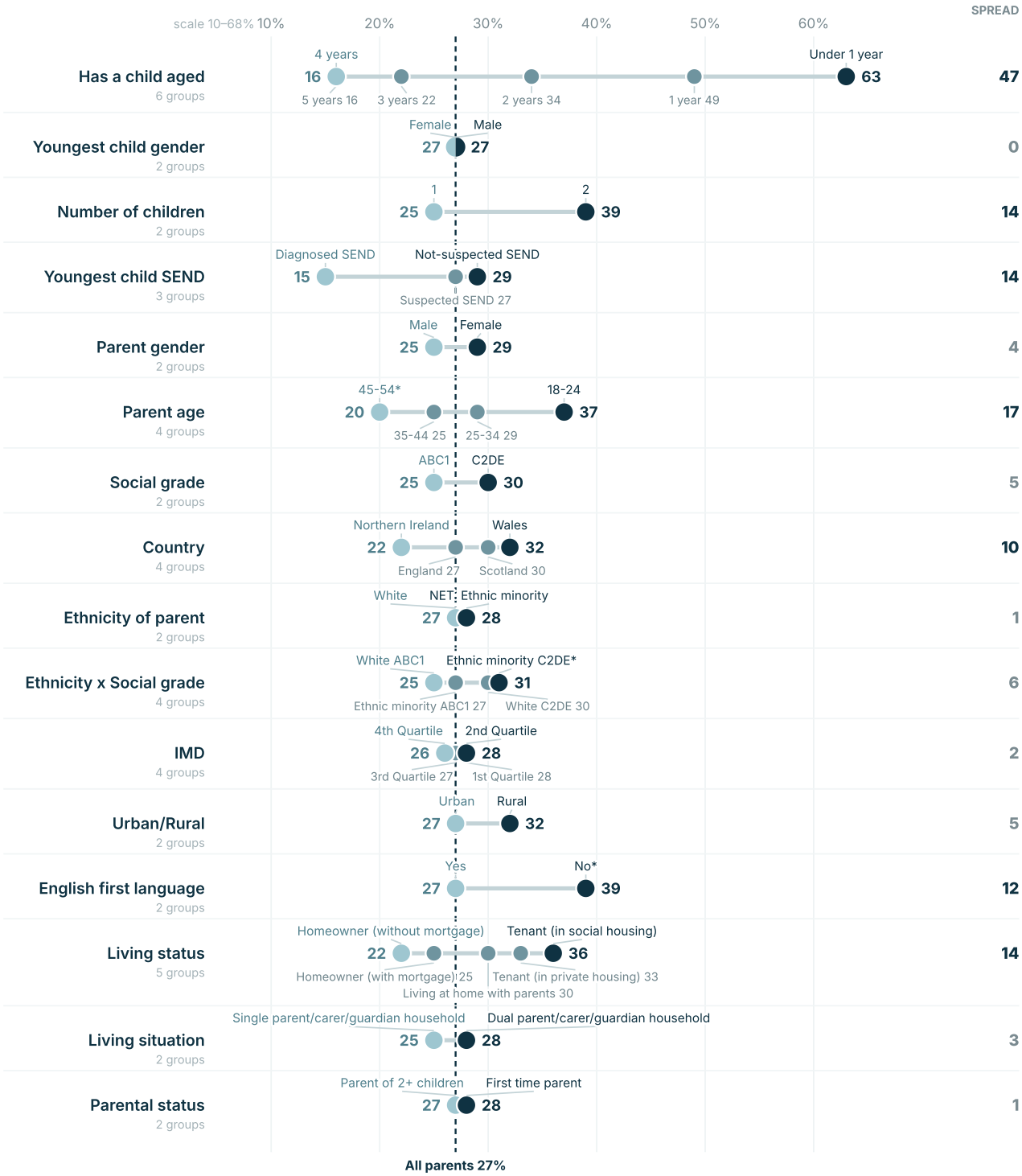
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (Yes, they are expected to attend in the future)

All parents 27%



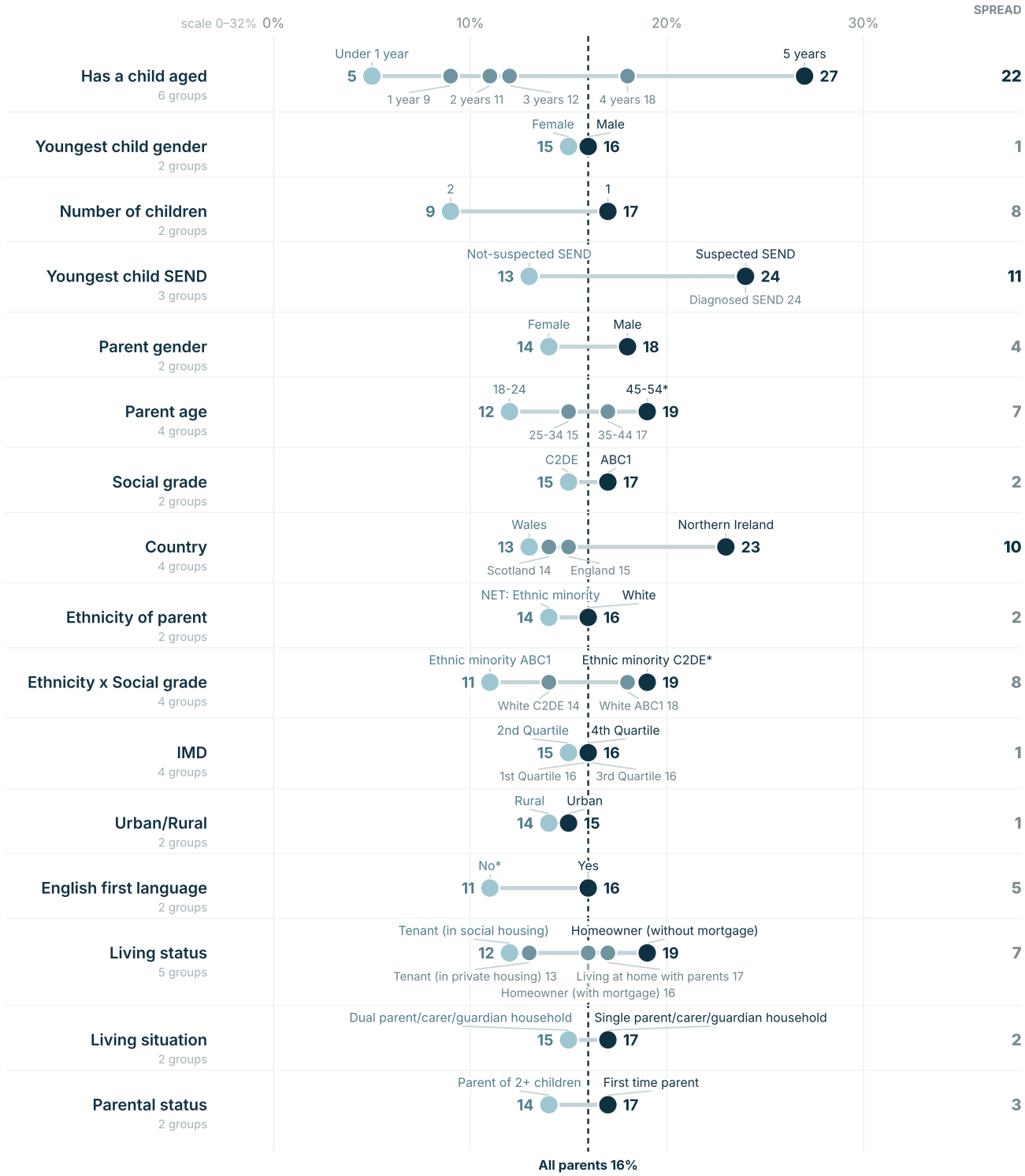
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (Yes, they attended in the past)

All parents 16%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13 · TABLE 88 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Still thinking about your youngest child, have they attended, or do you expect them to attend, nursery or another early years provider before starting Reception/school? (Yes, they currently attend)

All parents 48%



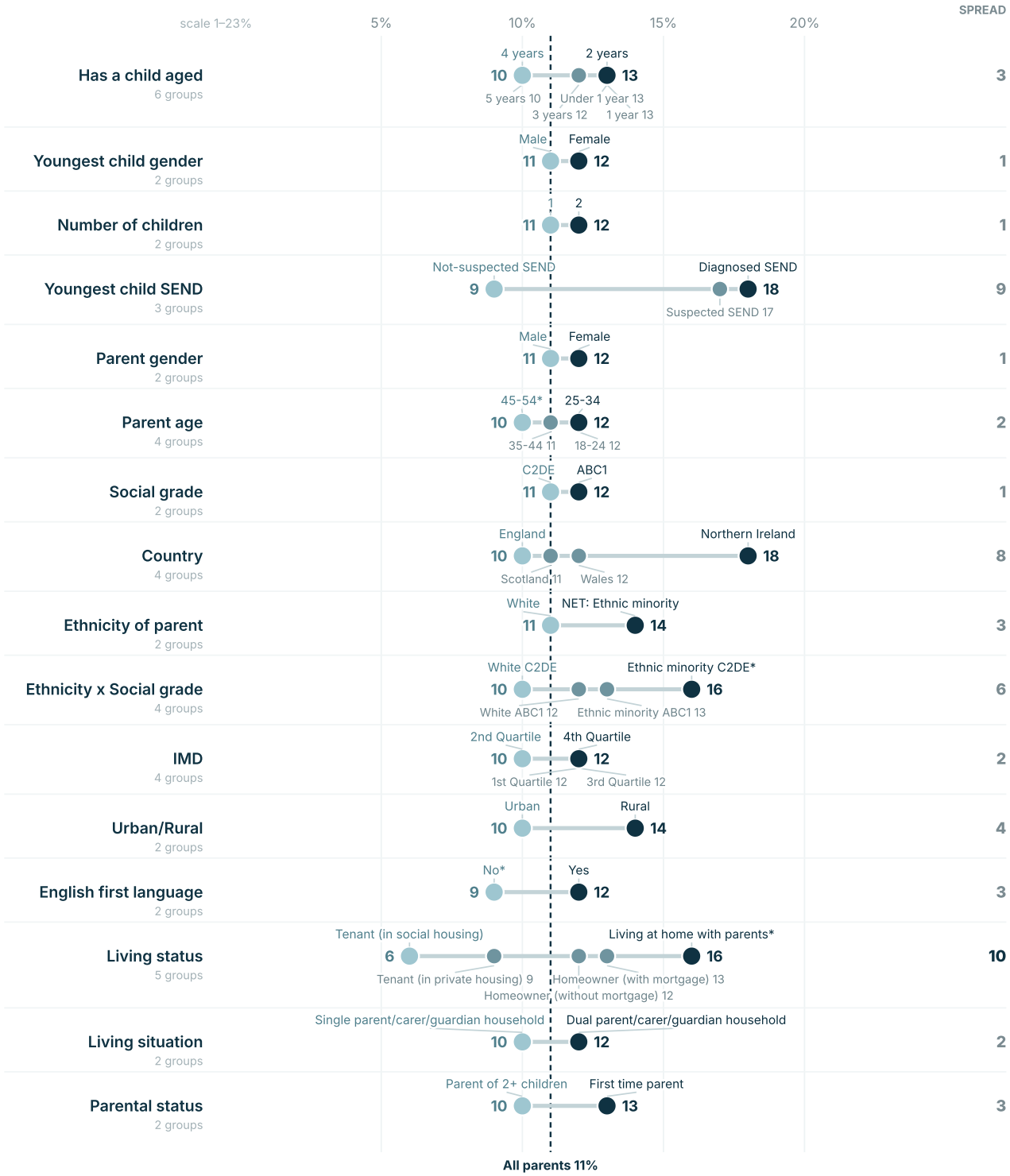
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Childminder)

All parents 11%



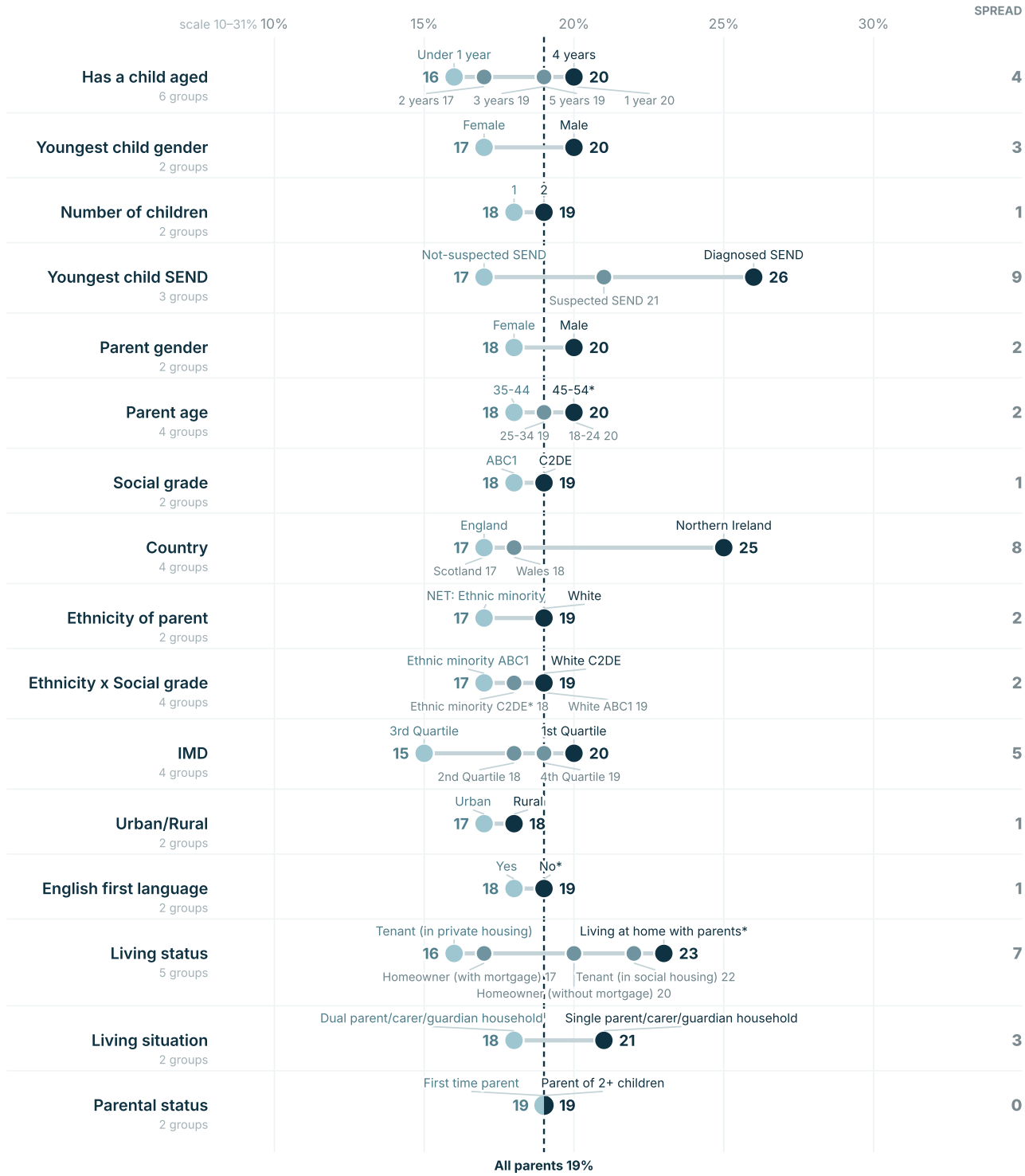
BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Community pre-school or community nursery)

All parents 19%



BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
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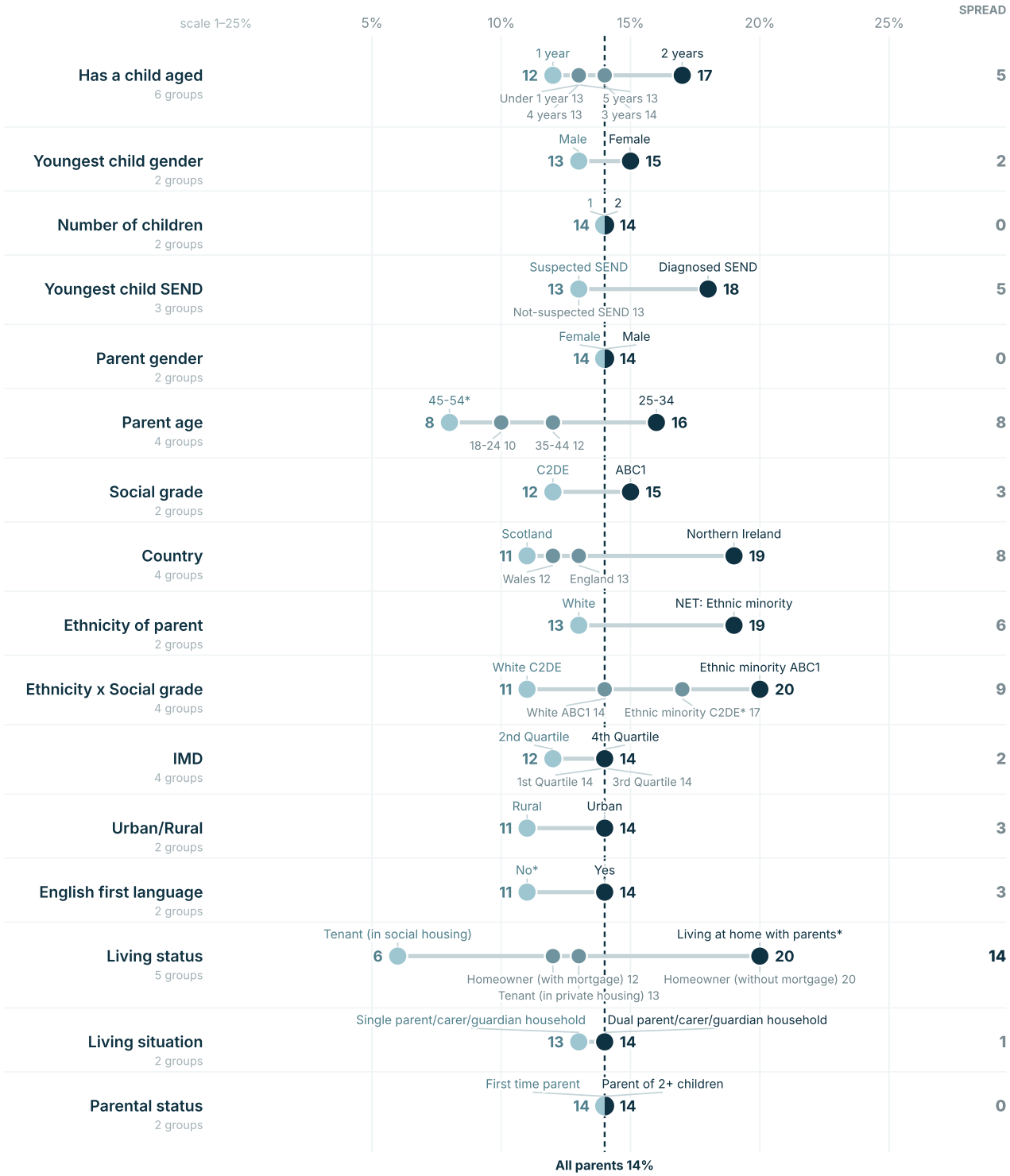
Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Montessori nursey or pre-school)

All parents 14%



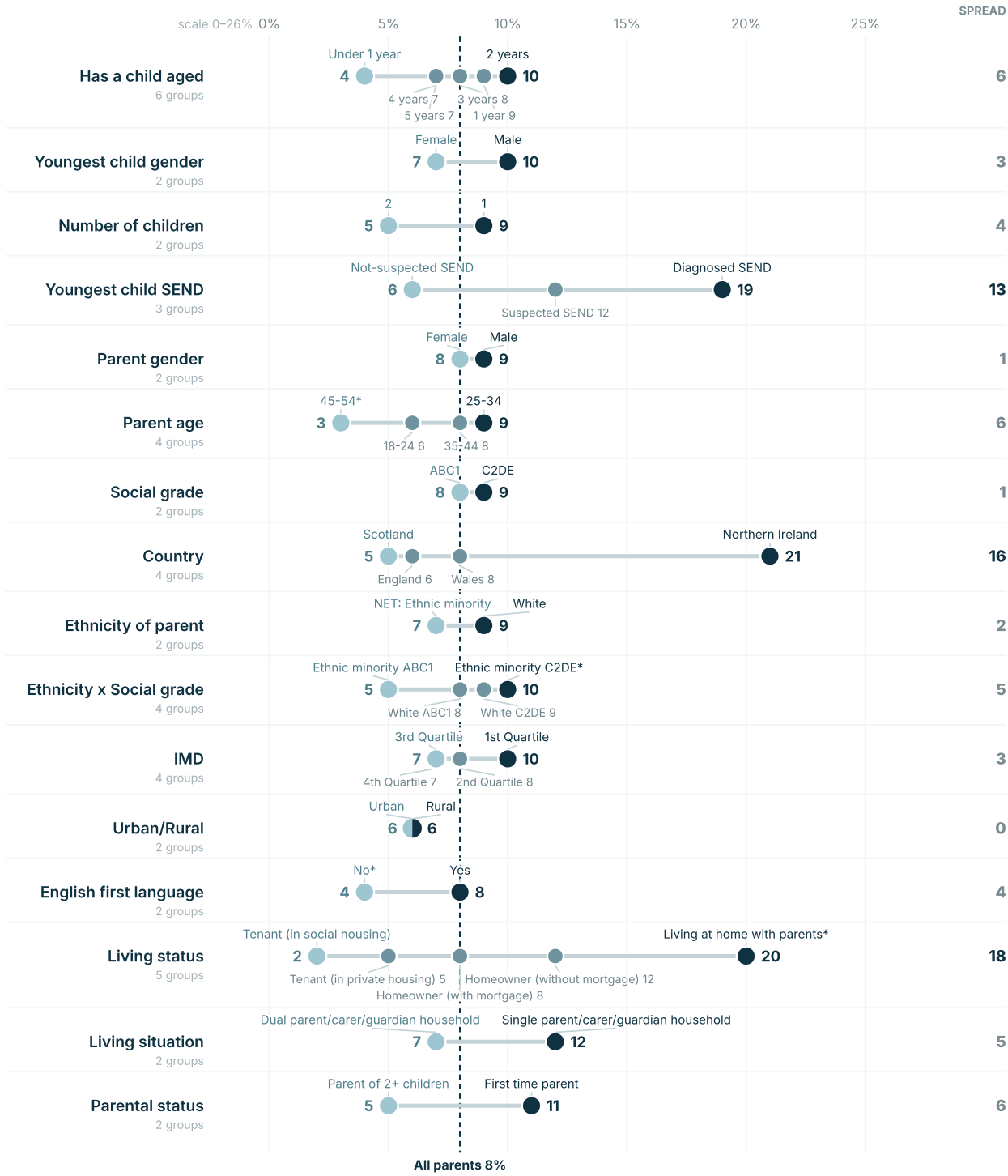
BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Nanny or au pair (if you're interested in non-group provision))

All parents 8%



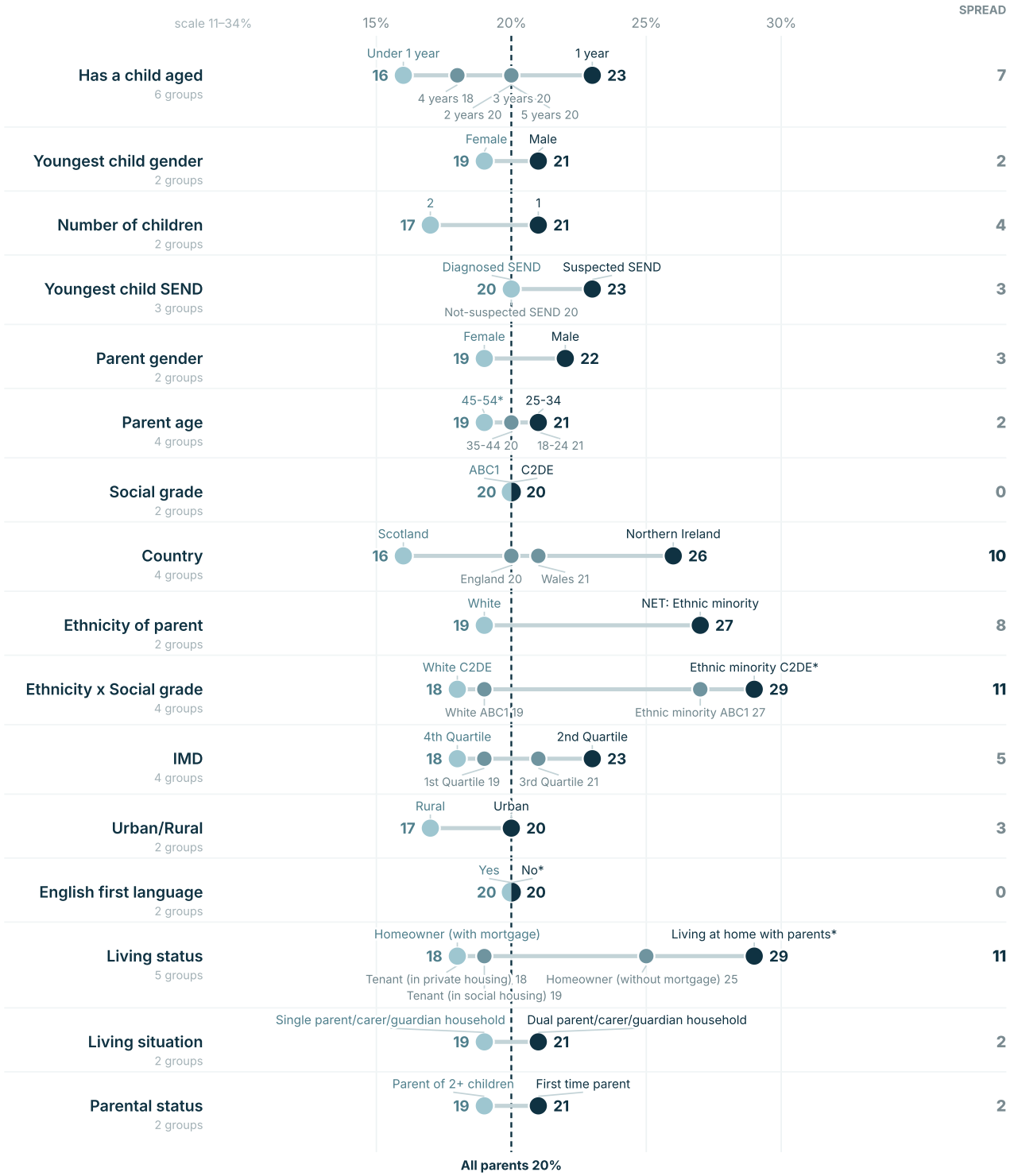
BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Playgroup)

All parents 20%



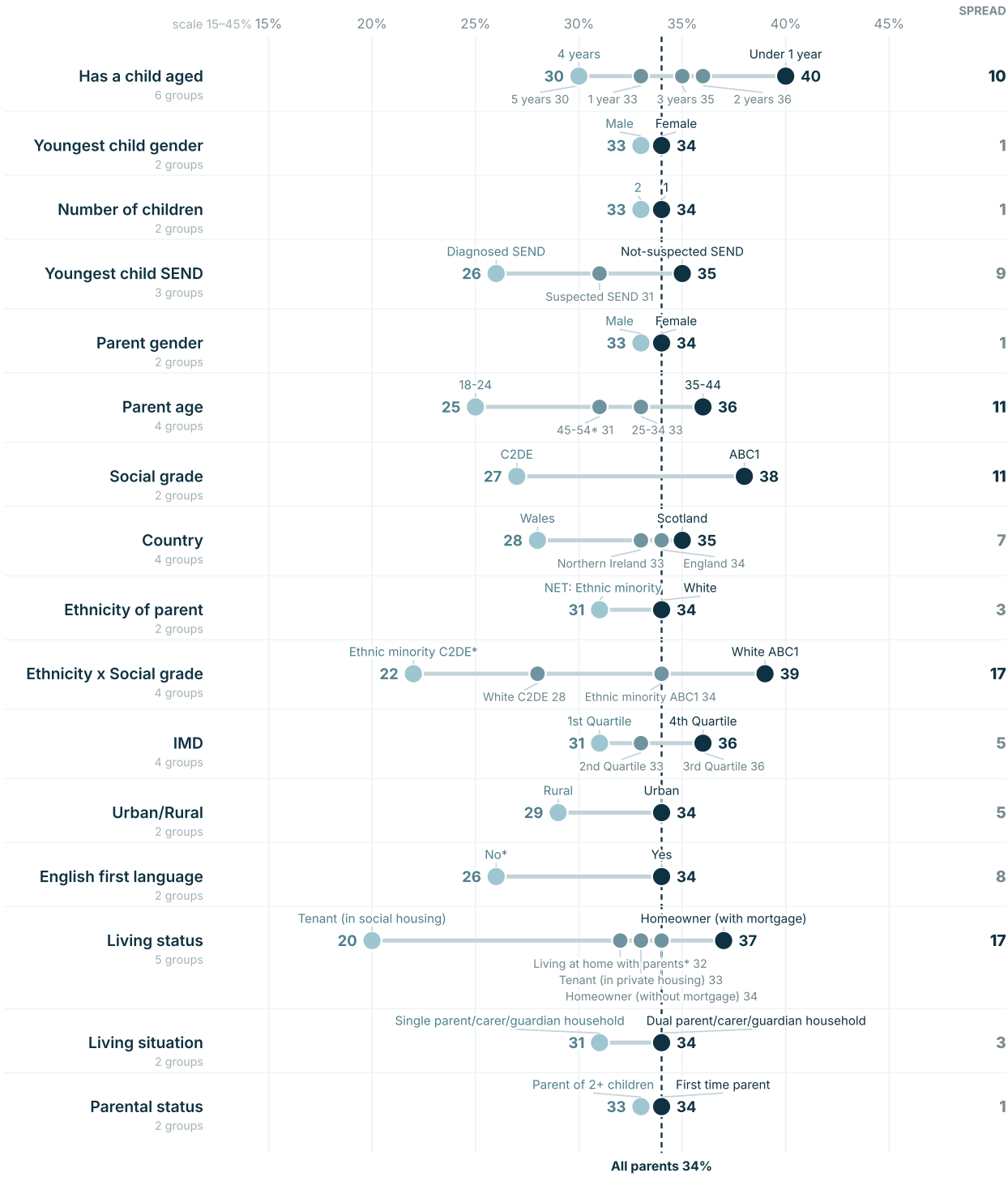
BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Private day nursery (e.g. open for most of the day and year))

All parents 34%



BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
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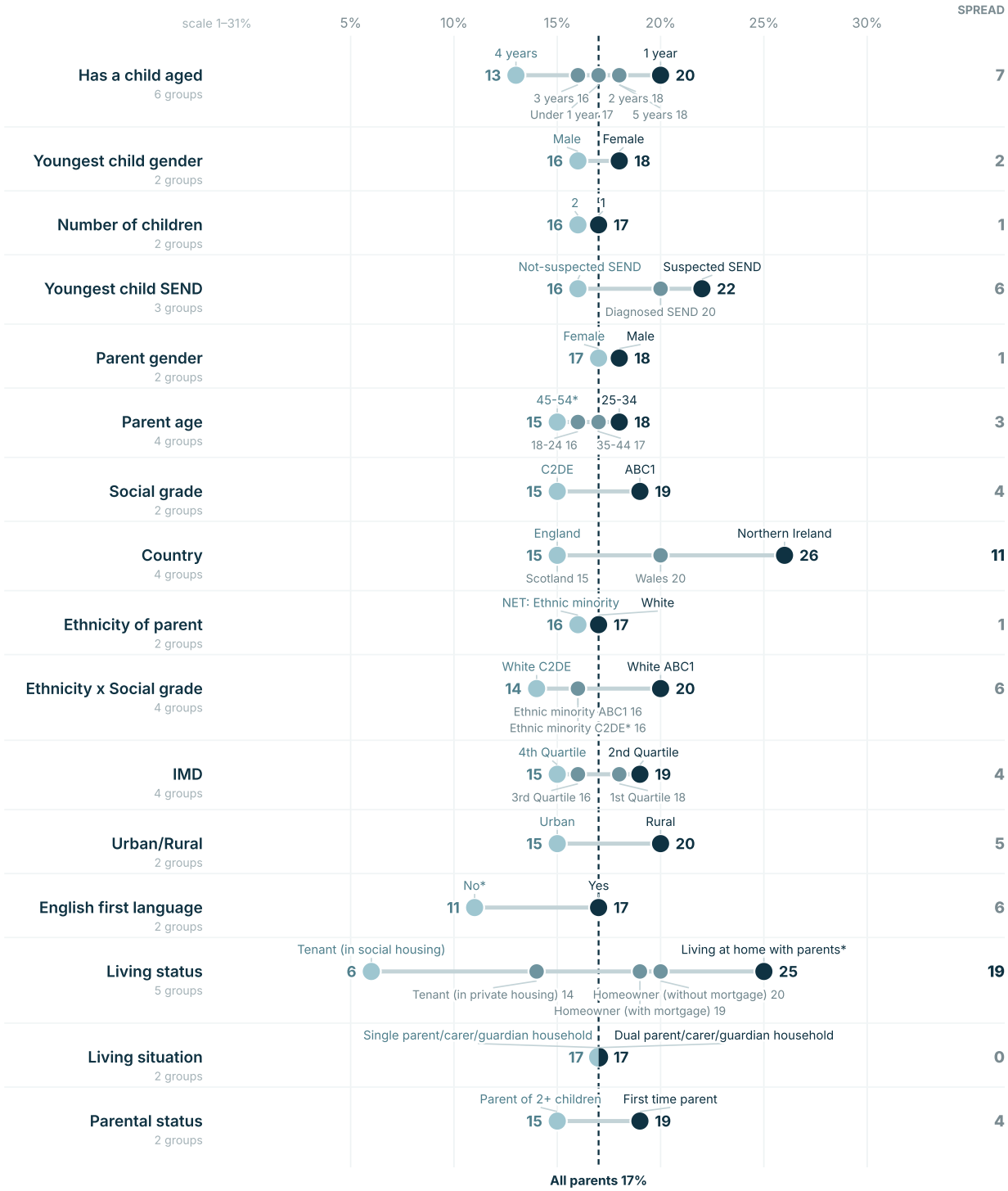
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (Regular childcare provided by a family member (e.g. Grandparents or other relative))

All parents 17%



BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
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Kindred²

Q13A · TABLE 89 · SINGLE CHOICE · ALL CUTS AT A GLANCE

You said that your youngest child has or is expected to attend an early years provider before starting Reception/school. What type of early years provision is this? (School-based nursery (e.g. a nursery class attached to a primary school))

All parents 36%



BASE: Those whose youngest child has/is/will attend early years childcare · n = 3,264 weighted, 3,273 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=170; Ethnic minority C2DE n=153; No n=160; Living at home with parents n=183.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13B · TABLE 90 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How many hours a week does/did your youngest child usually attend nursery or another early years provider? (10-15 hours a week)

All parents 38%



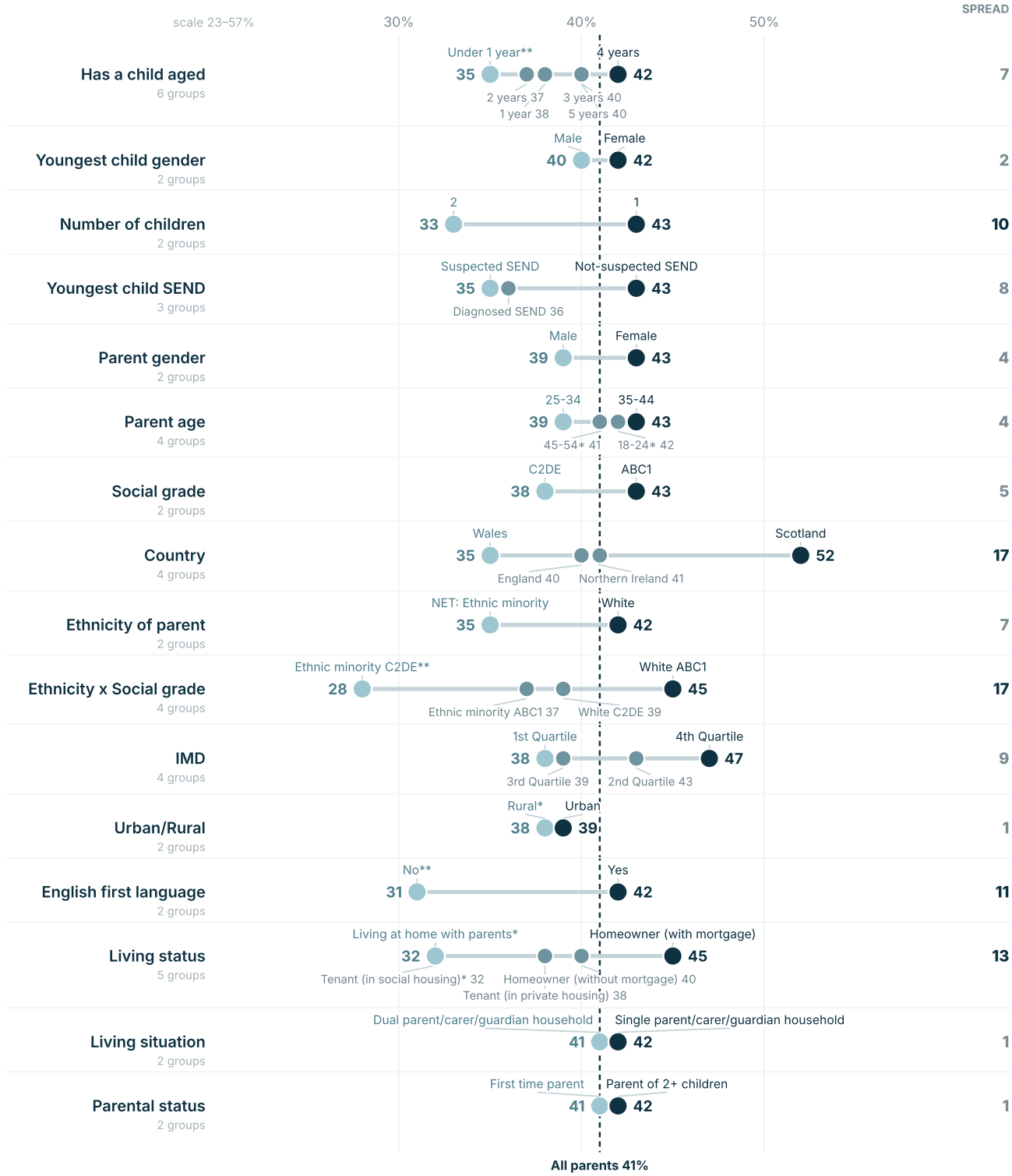
BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13B · TABLE 90 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How many hours a week does/did your youngest child usually attend nursery or another early years provider? (16-30 hours a week)

All parents 41%



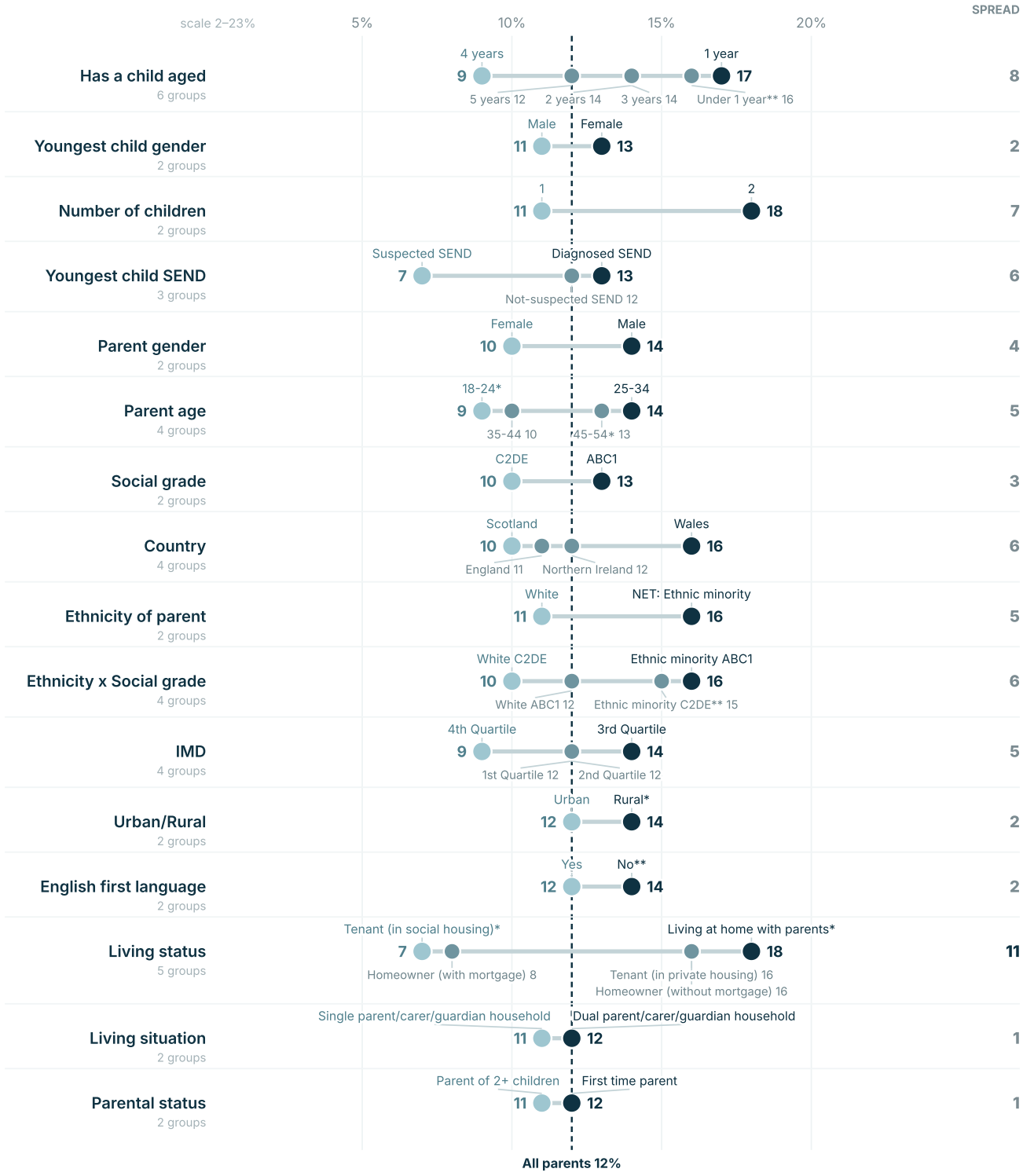
BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13B · TABLE 90 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How many hours a week does/did your youngest child usually attend nursery or another early years provider? (Less than 10 hours a week)

All parents 12%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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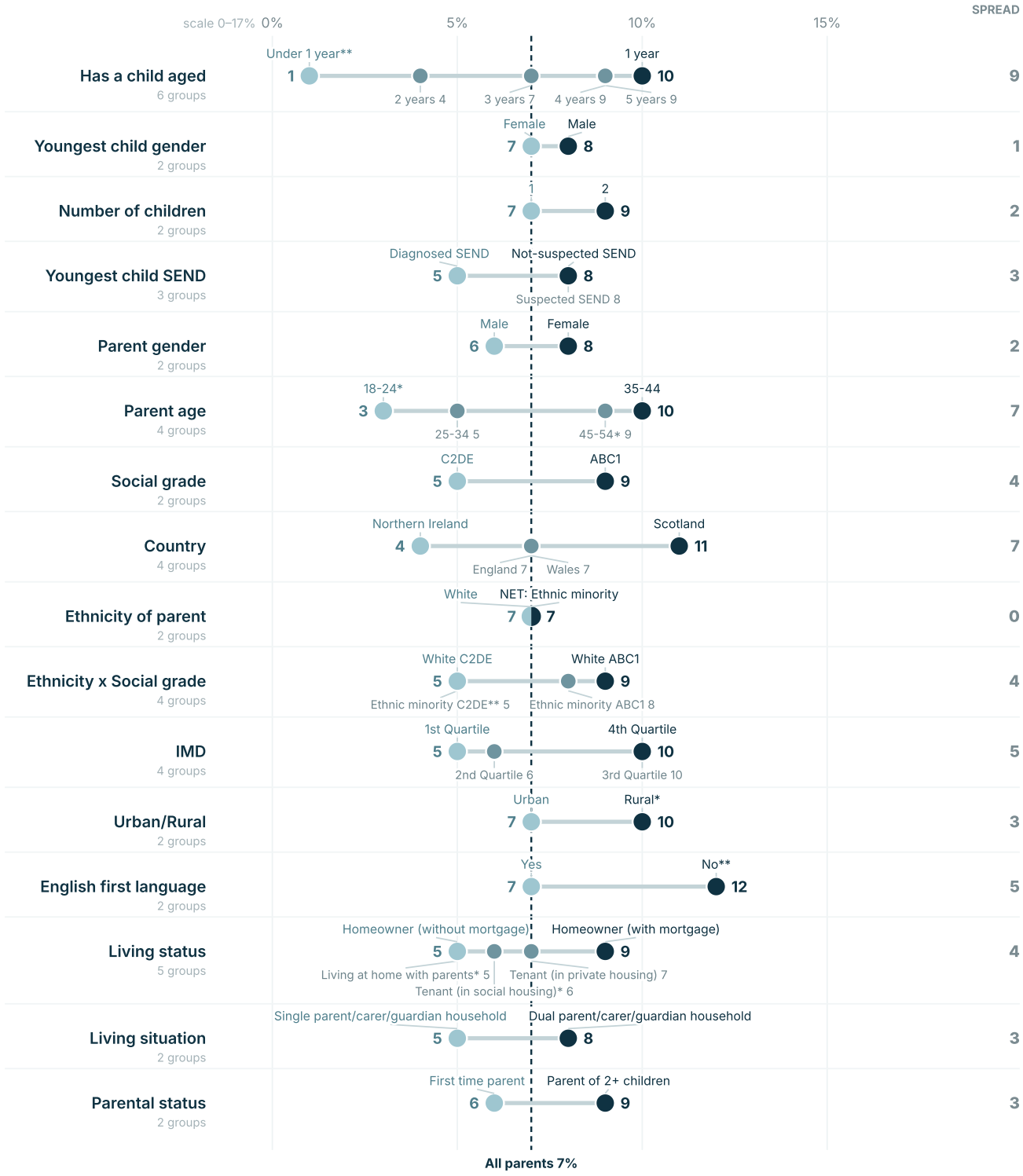
Kindred²

Q13B · TABLE 90 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How many hours a week does/did your youngest child usually attend nursery or another early years provider? (More than 30 hours a week)

All parents 7%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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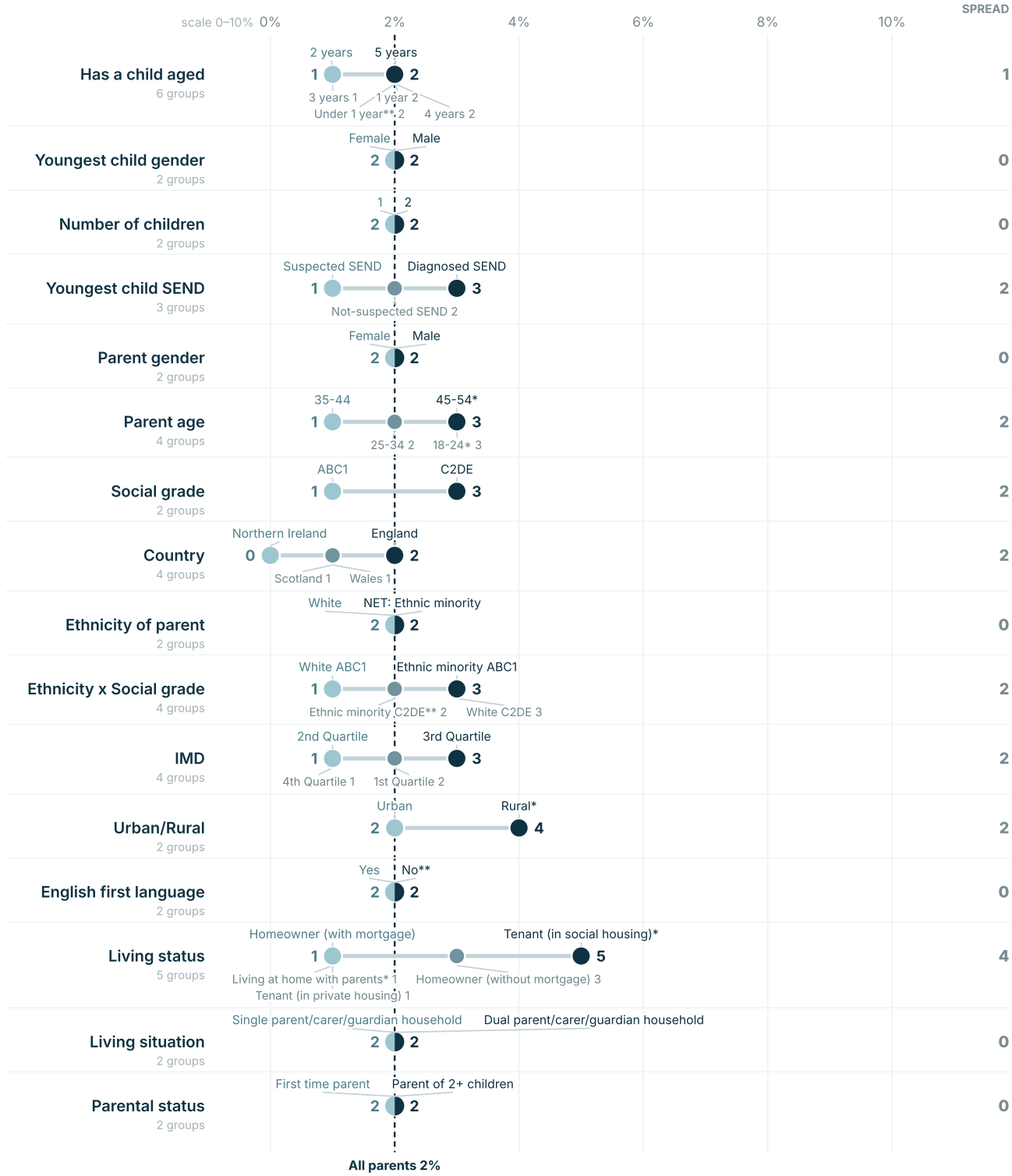
Kindred²

Q13B · TABLE 90 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How many hours a week does/did your youngest child usually attend nursery or another early years provider? (Varies from week to week)

All parents 2%



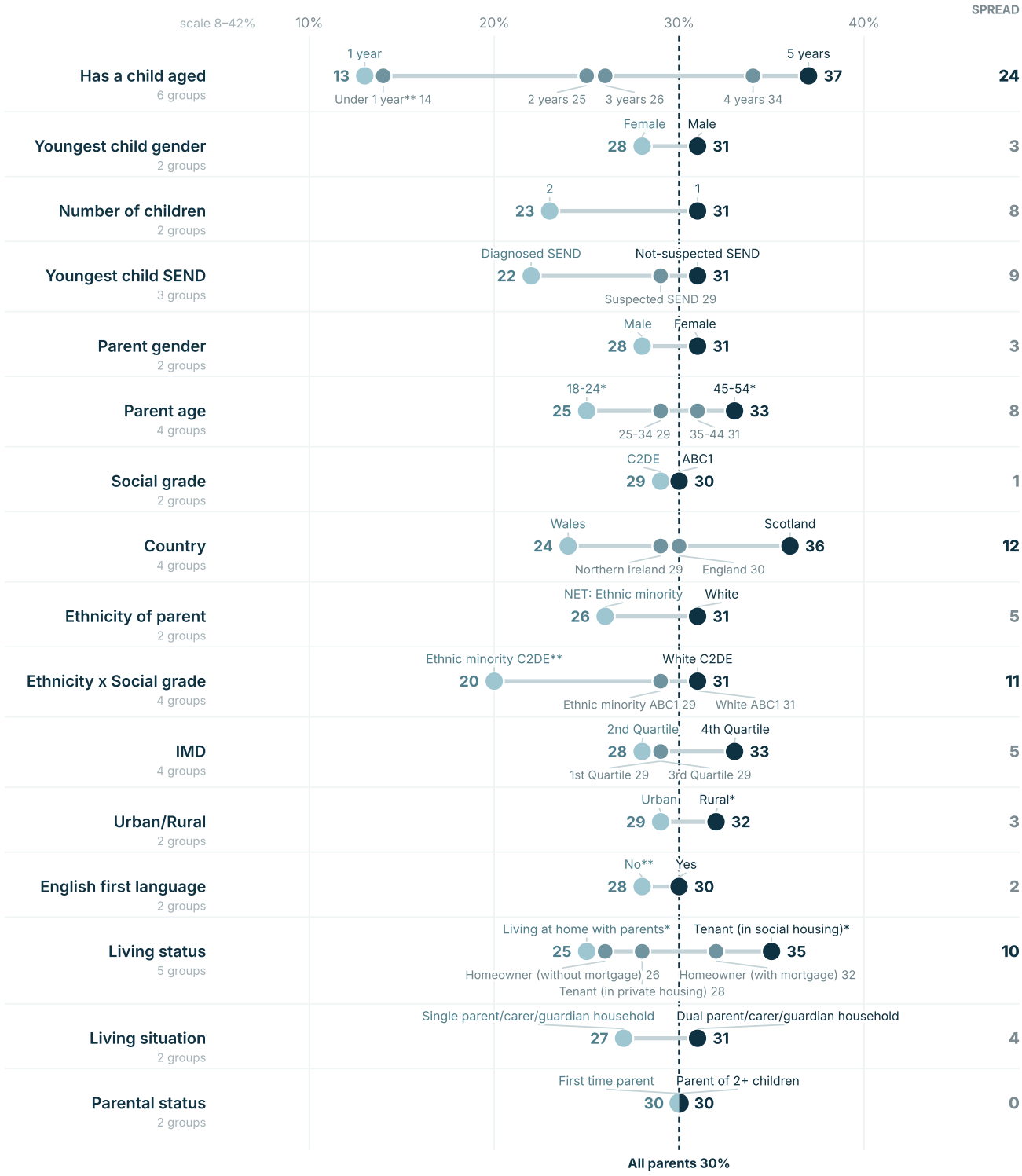
BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 91 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend/ has your youngest child attended nursery or another early years provider? (1-2 years)

All parents 30%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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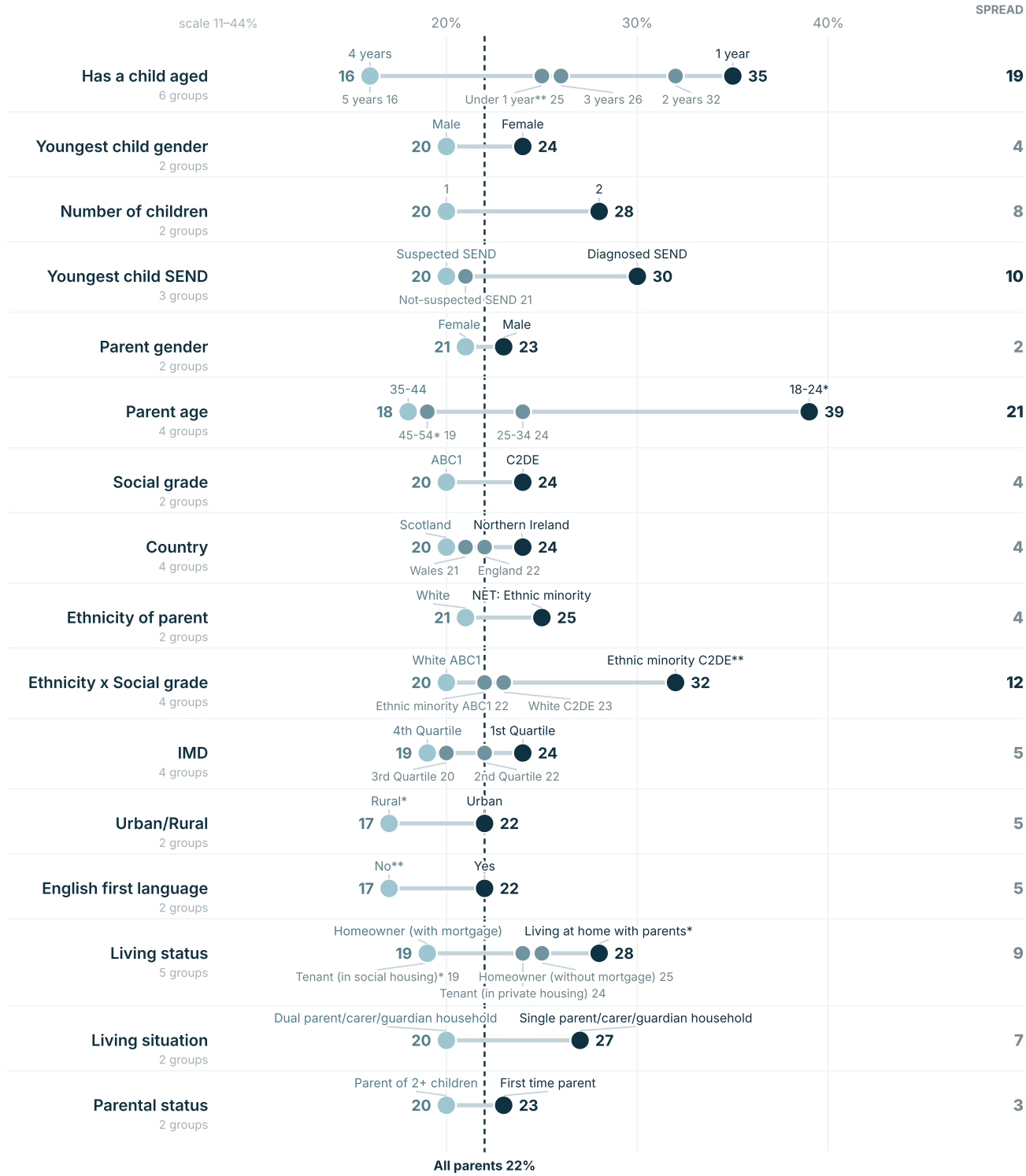
Kindred²

Q13C · TABLE 91 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend/ has your youngest child attended nursery or another early years provider? (3-6 months)

All parents 22%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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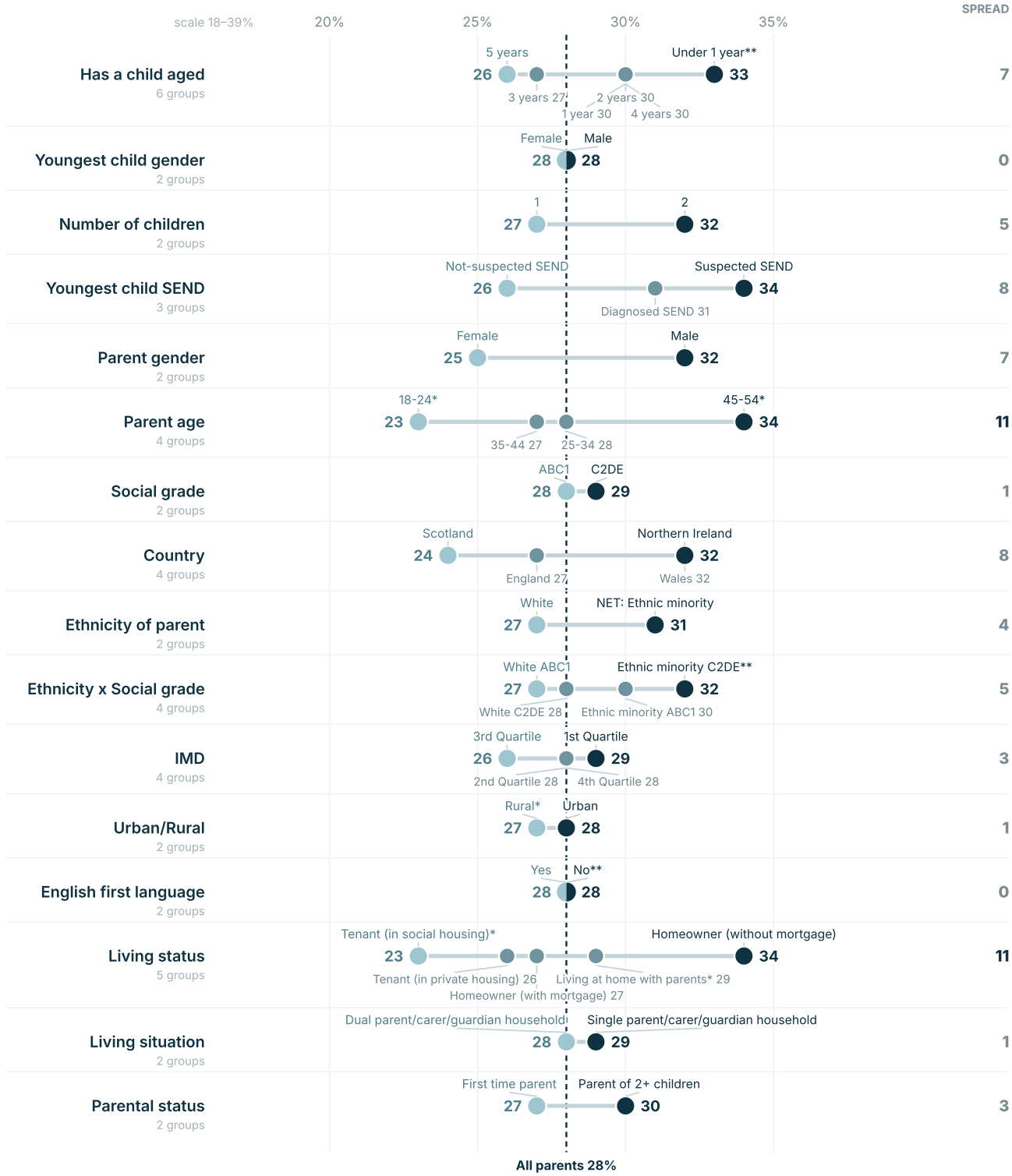
Kindred²

Q13C · TABLE 91 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend/ has your youngest child attended nursery or another early years provider? (7-12 months)

All parents 28%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
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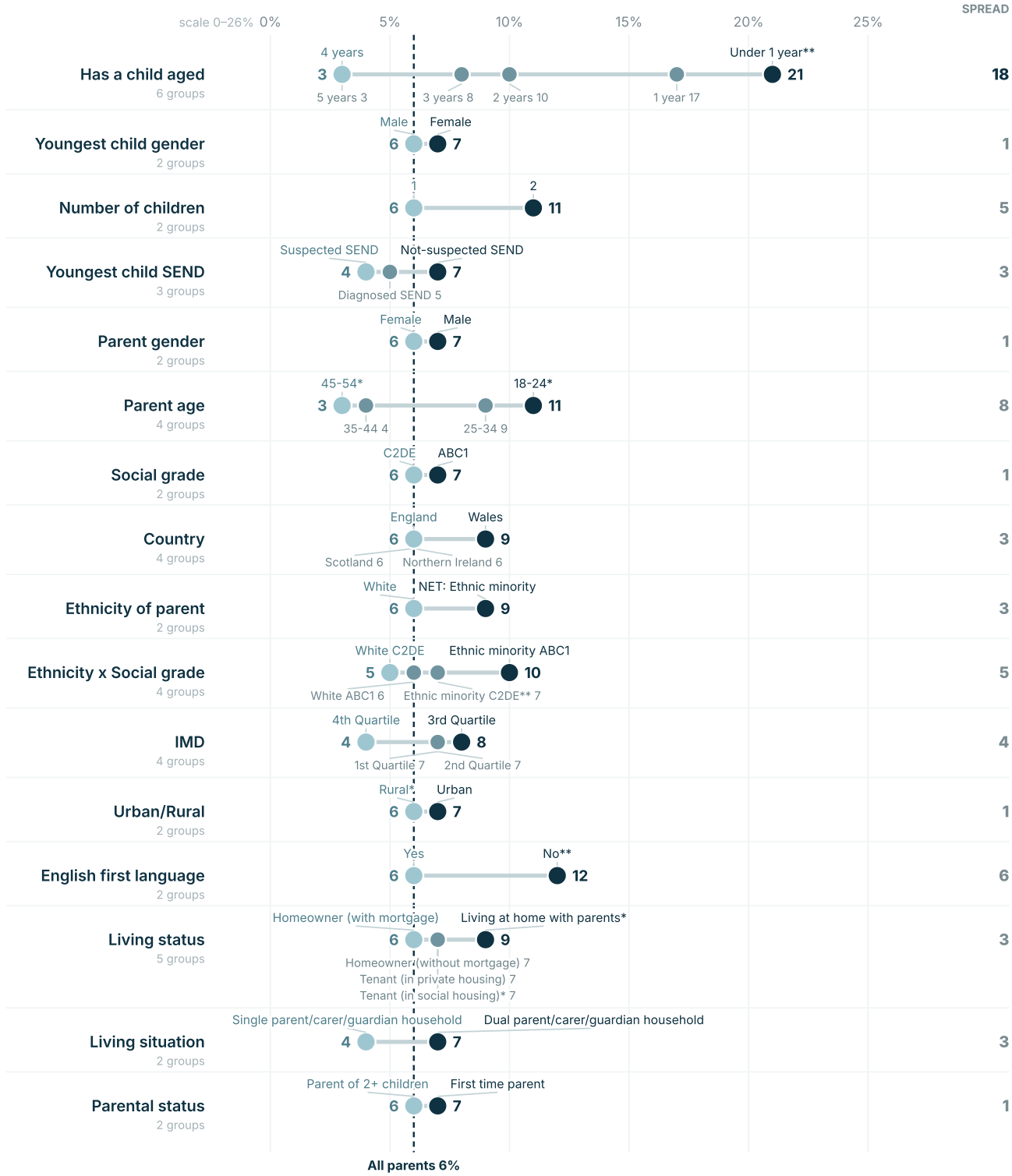
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 91 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend/ has your youngest child attended nursery or another early years provider? (Less than 3 months)

All parents 6%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
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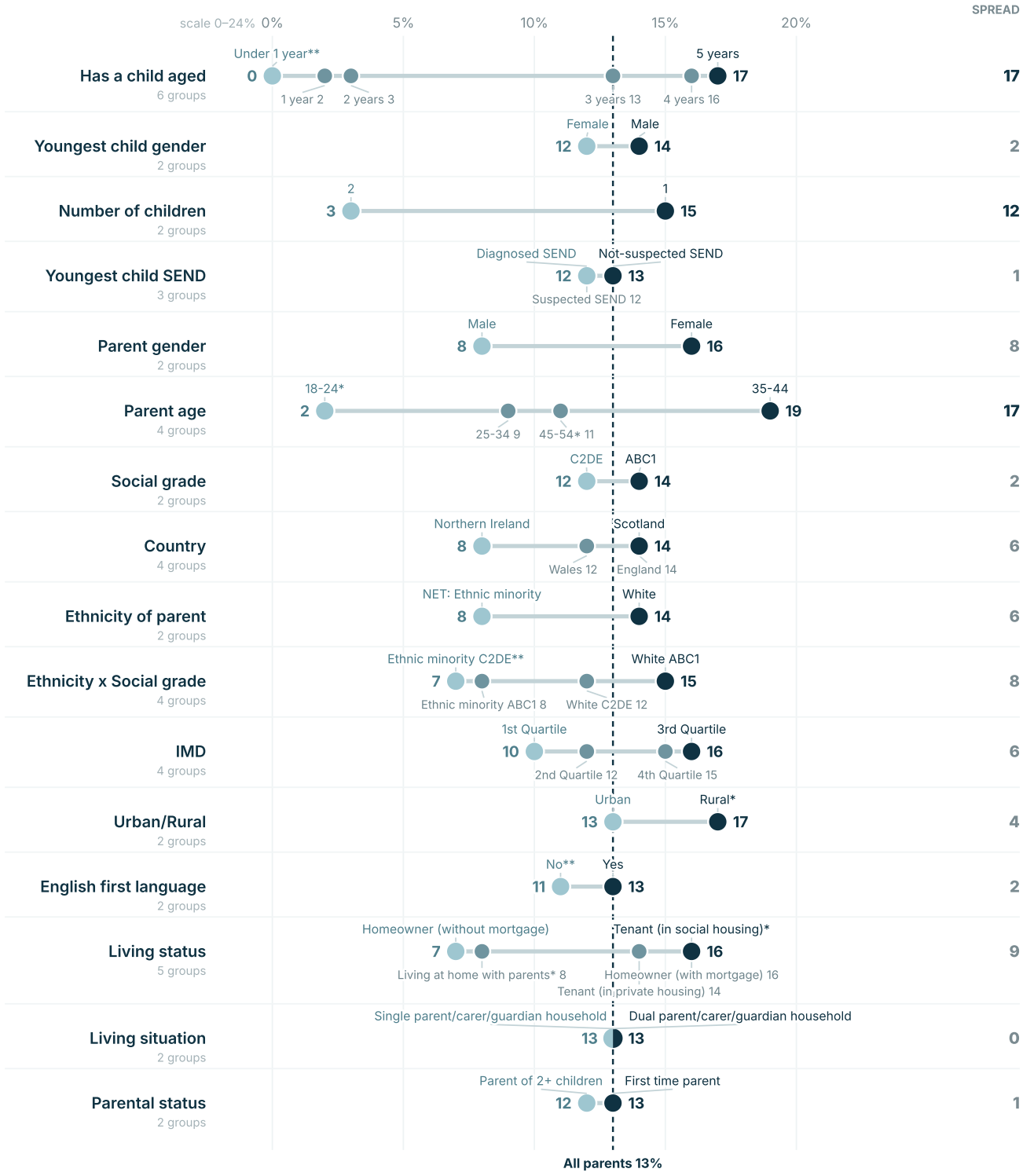
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 91 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend/ has your youngest child attended nursery or another early years provider? (More than 2 years)

All parents 13%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 91 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend/ has your youngest child attended nursery or another early years provider? (They have not started yet)

All parents 1%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 92 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long has your youngest child attended nursery or another early years provider? (1-2 years)

All parents 29%



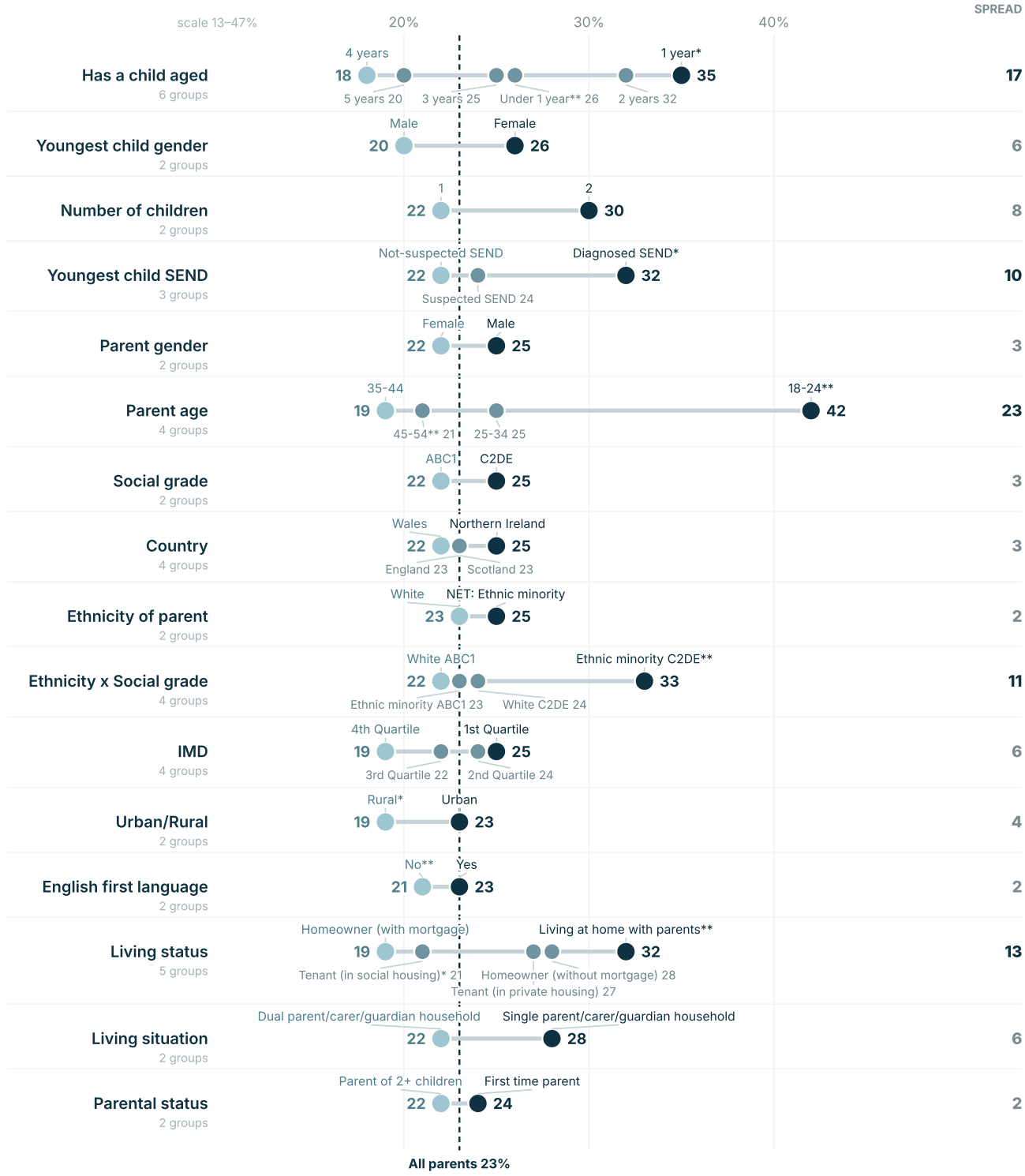
BASE: Those whose youngest child is enrolled at early years childcare · n = 1,728 weighted, 1,735 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=48; 1 year n=177; Diagnosed SEND n=182; 18-24 n=99; 45-54 n=99; Ethnic minority C2DE n=61; Rural n=147; No n=65; Living at home with parents n=84; Tenant (in social housing) n=145.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 92 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long has your youngest child attended nursery or another early years provider? (3-6 months)

All parents 23%



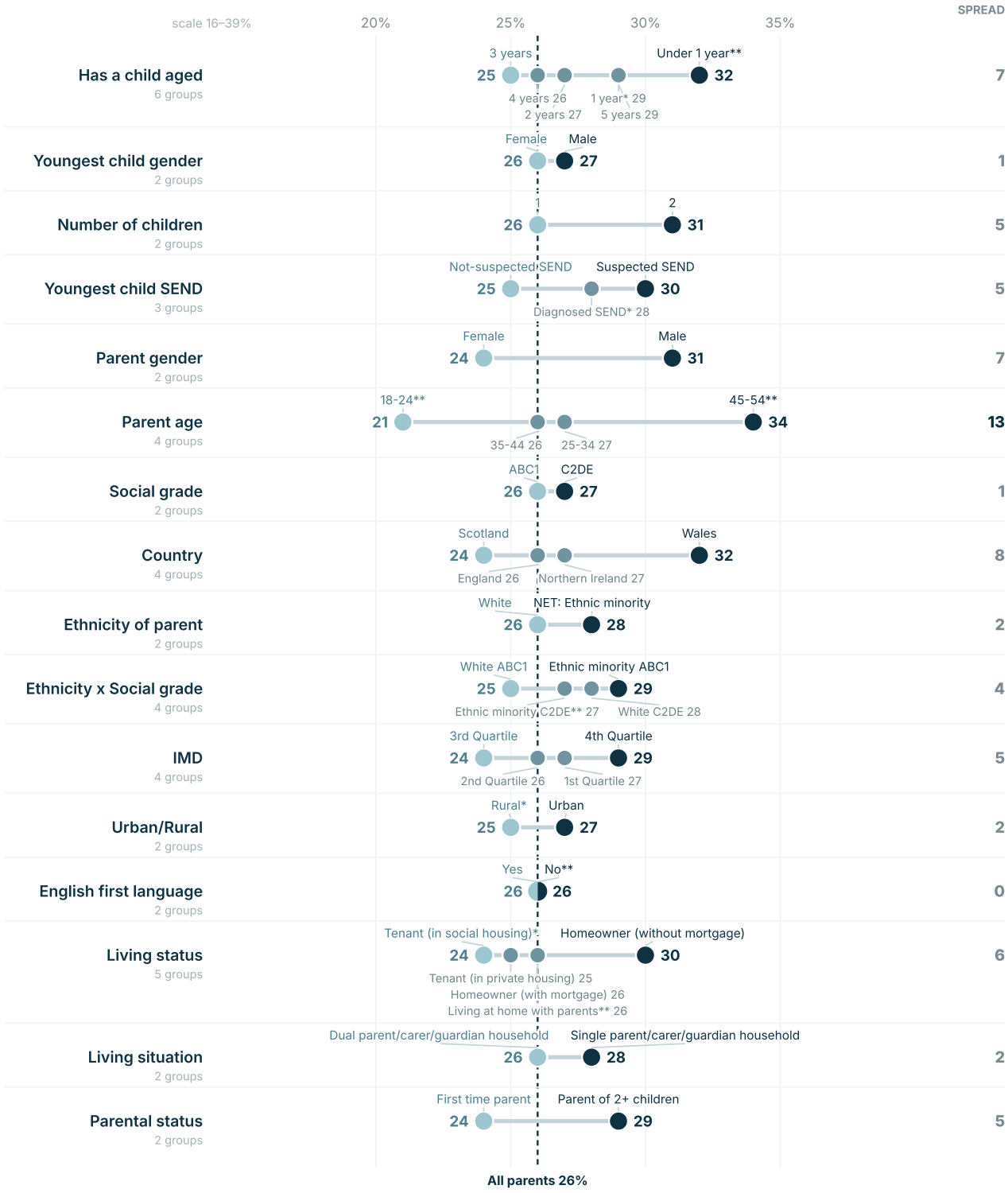
BASE: Those whose youngest child is enrolled at early years childcare · n = 1,728 weighted, 1,735 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=48; 1 year n=177; Diagnosed SEND n=182; 18-24 n=99; 45-54 n=99; Ethnic minority C2DE n=61; Rural n=147; No n=65; Living at home with parents n=84; Tenant (in social housing) n=145.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 92 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long has your youngest child attended nursery or another early years provider? (7-12 months)

All parents 26%



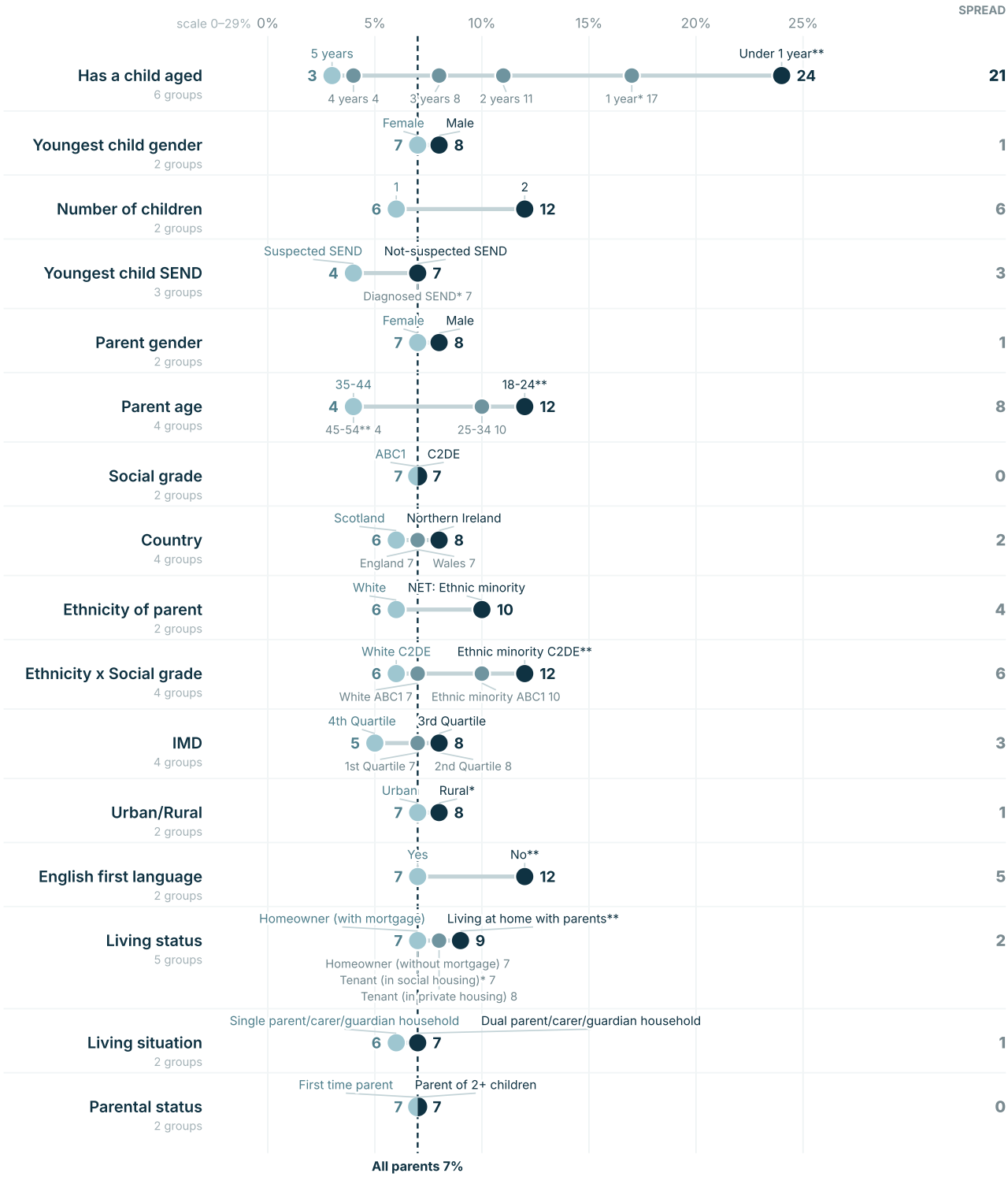
BASE: Those whose youngest child is enrolled at early years childcare · n = 1,728 weighted, 1,735 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=48; 1 year n=177; Diagnosed SEND n=182; 18-24 n=99; 45-54 n=99; Ethnic minority C2DE n=61; Rural n=147; No n=65; Living at home with parents n=84; Tenant (in social housing) n=145.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 92 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long has your youngest child attended nursery or another early years provider? (Less than 3 months)

All parents 7%



BASE: Those whose youngest child is enrolled at early years childcare · n = 1,728 weighted, 1,735 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=48; 1 year n=177; Diagnosed SEND n=182; 18-24 n=99; 45-54 n=99; Ethnic minority C2DE n=61; Rural n=147; No n=65; Living at home with parents n=84; Tenant (in social housing) n=145.
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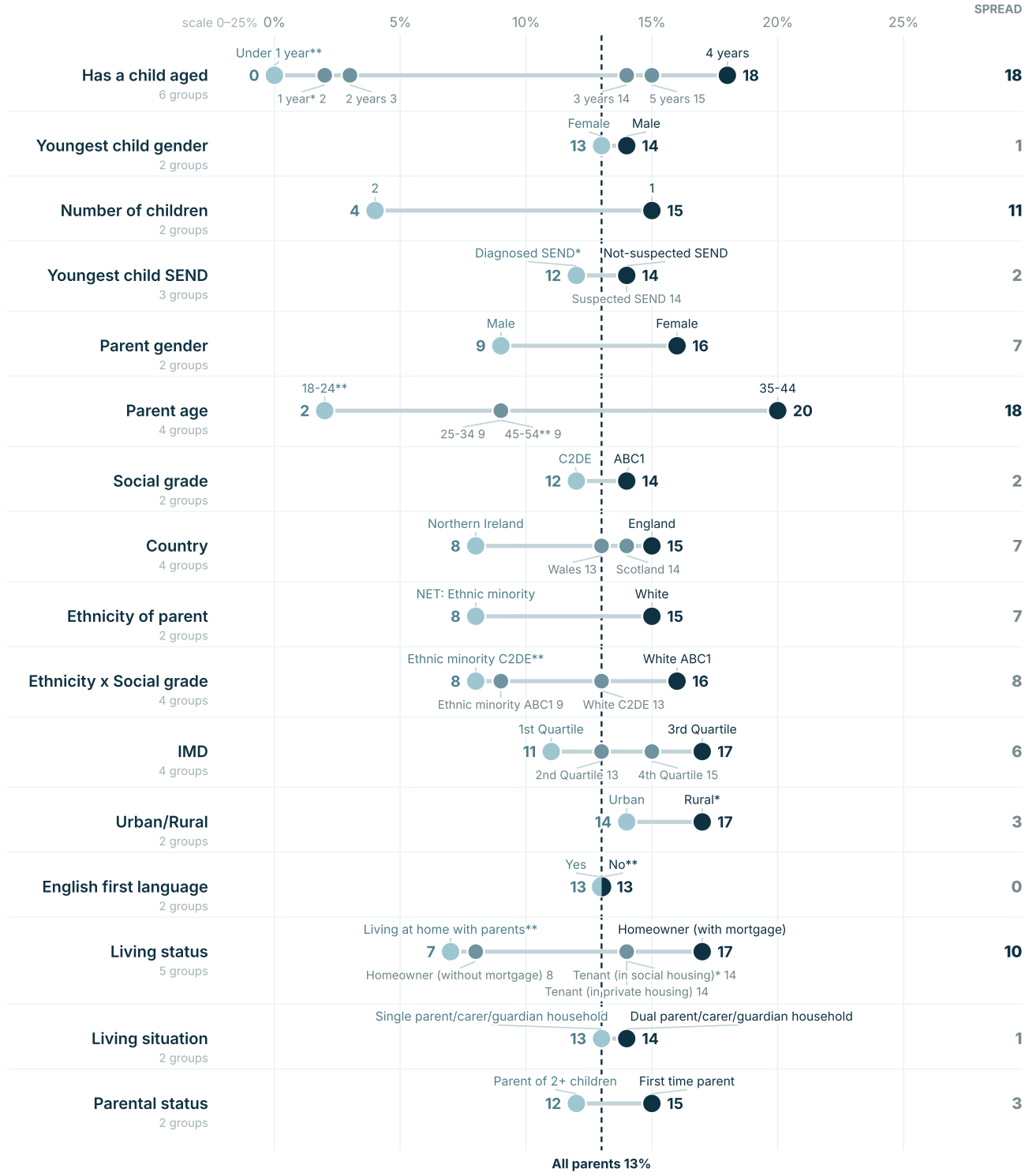
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 92 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long has your youngest child attended nursery or another early years provider? (More than 2 years)

All parents 13%



BASE: Those whose youngest child is enrolled at early years childcare · n = 1,728 weighted, 1,735 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=48; 1 year n=177; Diagnosed SEND n=182; 18-24 n=99; 45-54 n=99; Ethnic minority C2DE n=61; Rural n=147; No n=65; Living at home with parents n=84; Tenant (in social housing) n=145.
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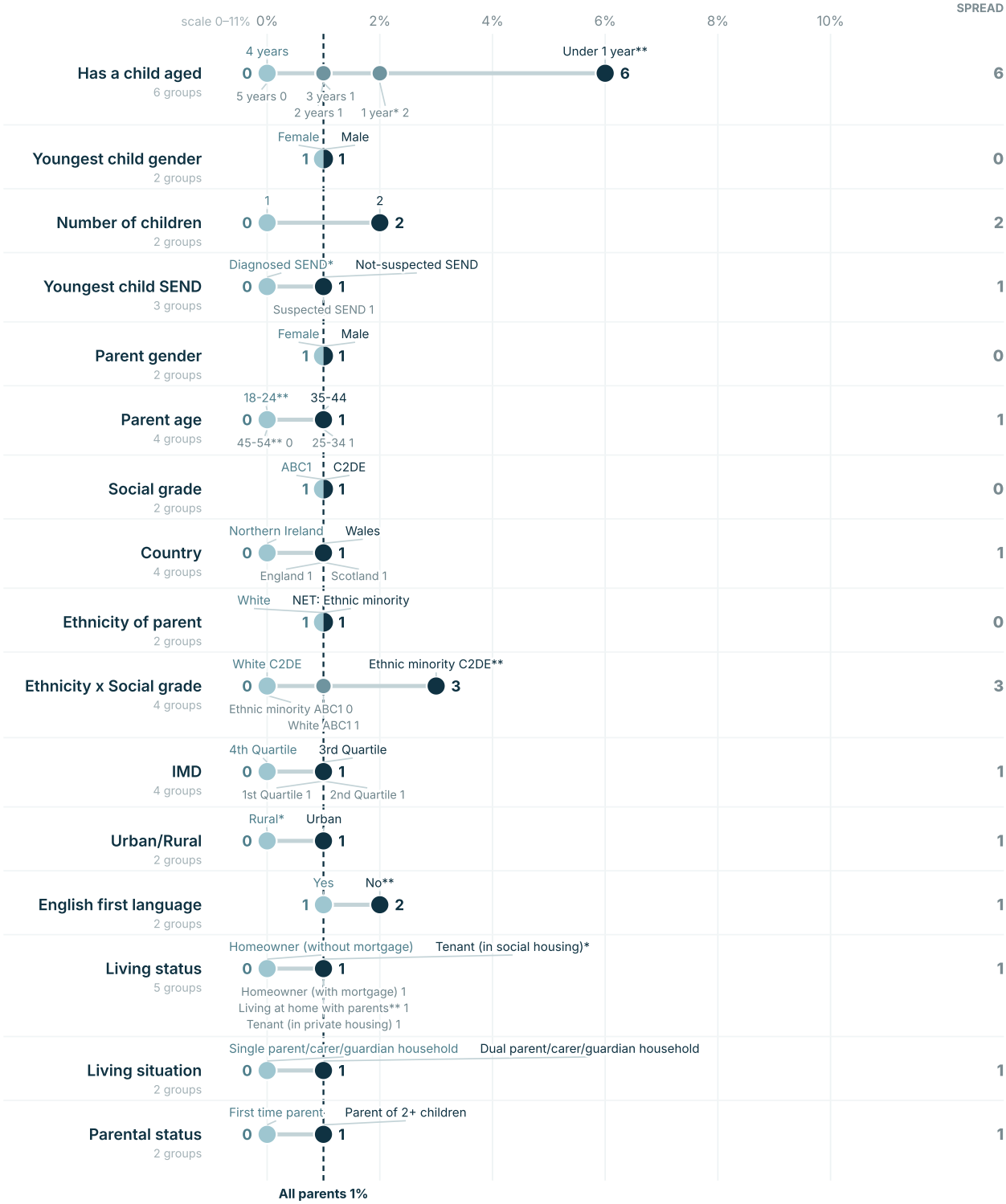
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 92 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long has your youngest child attended nursery or another early years provider? (They have not started yet)

All parents 1%



BASE: Those whose youngest child is enrolled at early years childcare · n = 1,728 weighted, 1,735 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=48; 1 year n=177; Diagnosed SEND n=182; 18-24 n=99; 45-54 n=99; Ethnic minority C2DE n=61; Rural n=147; No n=65; Living at home with parents n=84; Tenant (in social housing) n=145.
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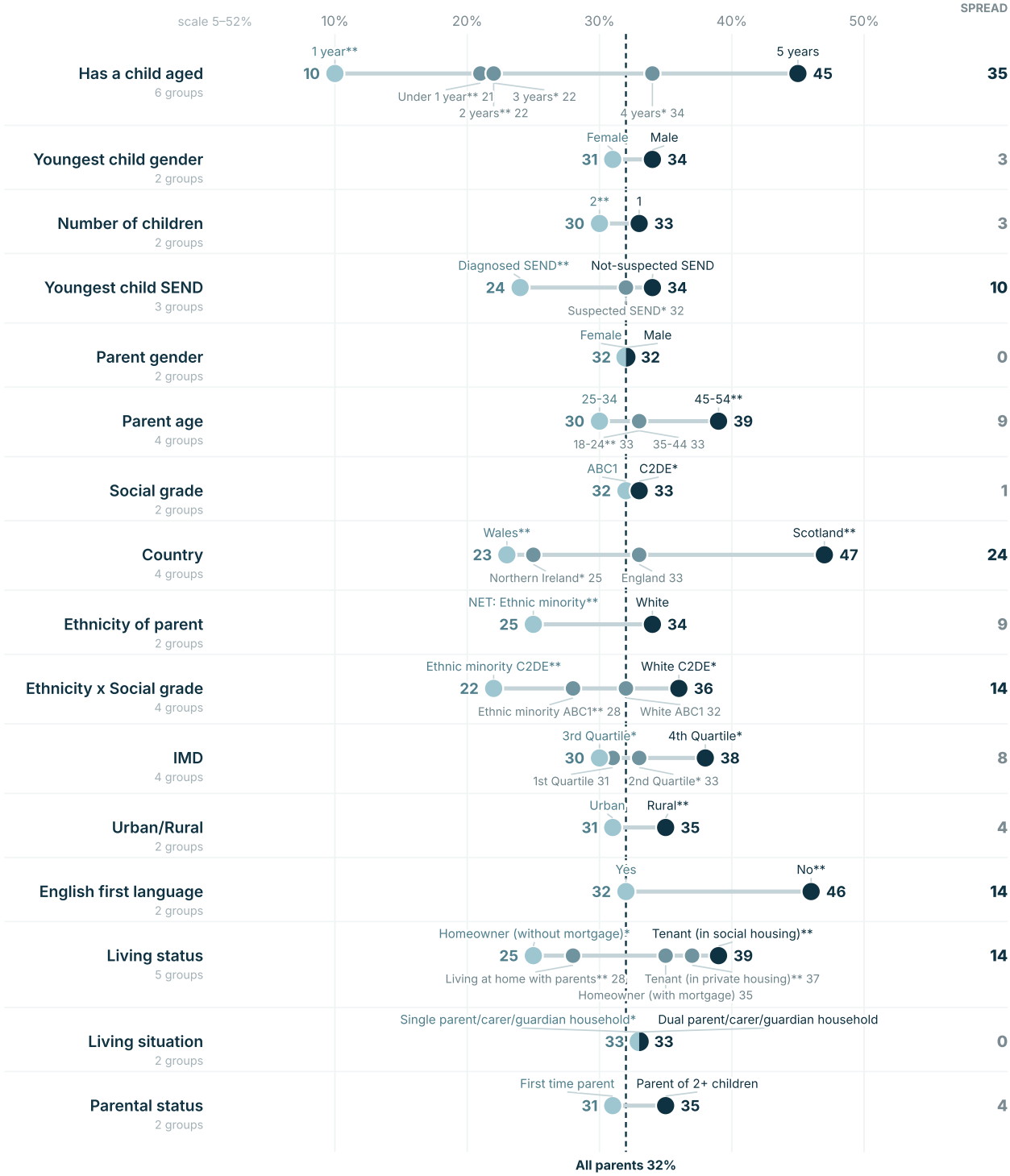
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 93 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend nursery or another early years provider? (1-2 years)

All parents 32%



BASE: Those whose youngest child attended early years childcare · n = 562 weighted, 565 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=20; 1 year n=55; 2 years n=80; 3 years n=111; 4 years n=152; 2 n=57; Diagnosed SEND n=76; Suspected SEND n=111; 18-24 n=32; 45-54 n=34; C2DE n=187; Scotland n=72; Wales n=71; Northern Ireland n=121; NET: Ethnic minority n=93; White C2DE n=154; Ethnic minority ABC1 n=60; Ethnic minority C2DE n=33; 2nd Quartile n=125; 3rd Quartile n=120; 4th Quartile n=102; Rural n=45; No n=20; Homeowner (without mortgage) n=150; Living at home with parents n=36; Tenant (in private housing) n=86; Tenant (in social housing) n=45; Single parent/carer/guardian household n=121.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 93 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend nursery or another early years provider? (3-6 months)

All parents 17%



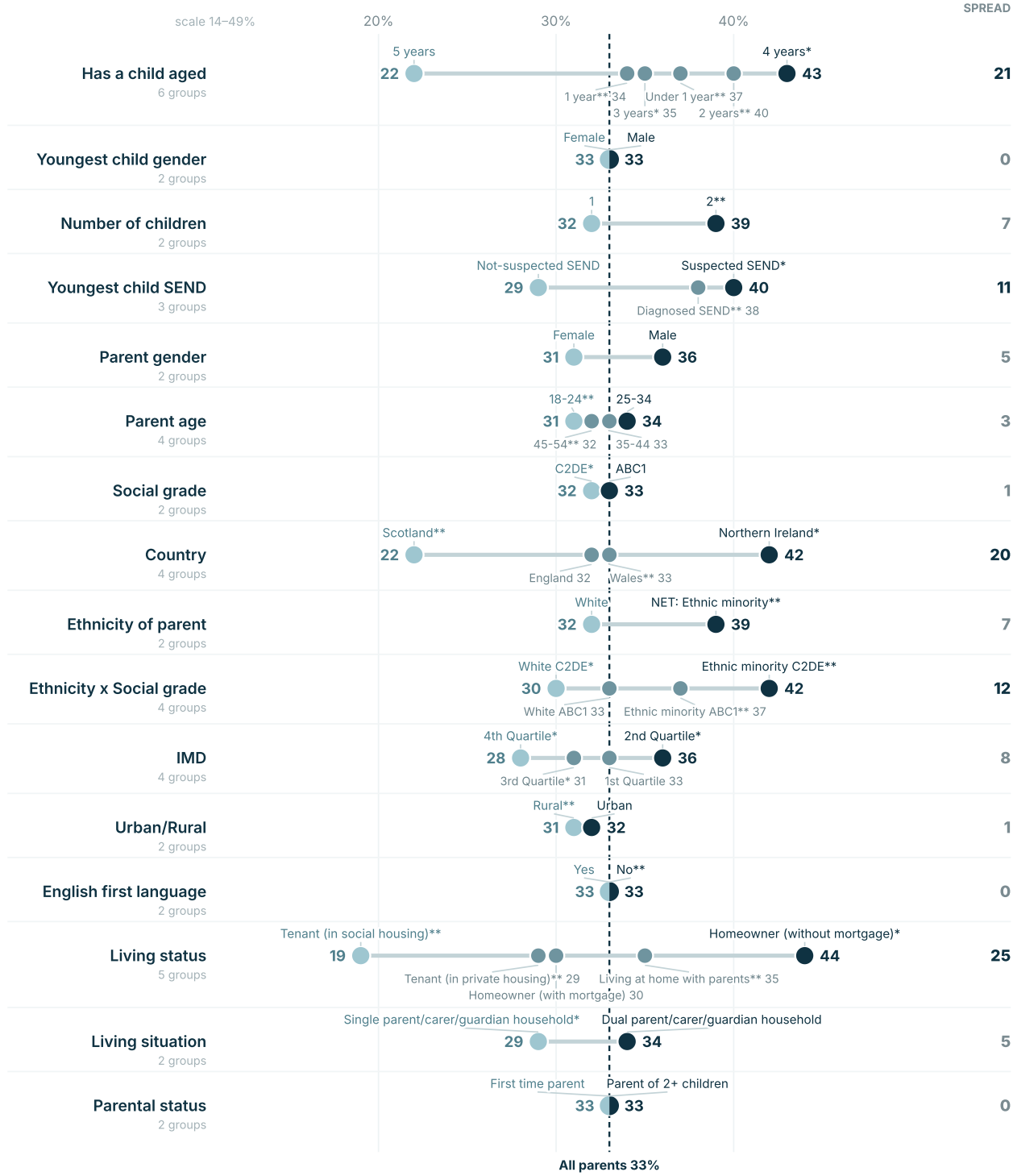
BASE: Those whose youngest child attended early years childcare · n = 562 weighted, 565 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=20; 1 year n=55; 2 years n=80; 3 years n=111; 4 years n=152; 2 n=57; Diagnosed SEND n=76; Suspected SEND n=111; 18-24 n=32; 45-54 n=34; C2DE n=187; Scotland n=72; Wales n=71; Northern Ireland n=121; NET: Ethnic minority n=93; White C2DE n=154; Ethnic minority ABC1 n=60; Ethnic minority C2DE n=33; 2nd Quartile n=125; 3rd Quartile n=120; 4th Quartile n=102; Rural n=45; No n=20; Homeowner (without mortgage) n=150; Living at home with parents n=36; Tenant (in private housing) n=86; Tenant (in social housing) n=45; Single parent/carer/guardian household n=121.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 93 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend nursery or another early years provider? (7-12 months)

All parents 33%



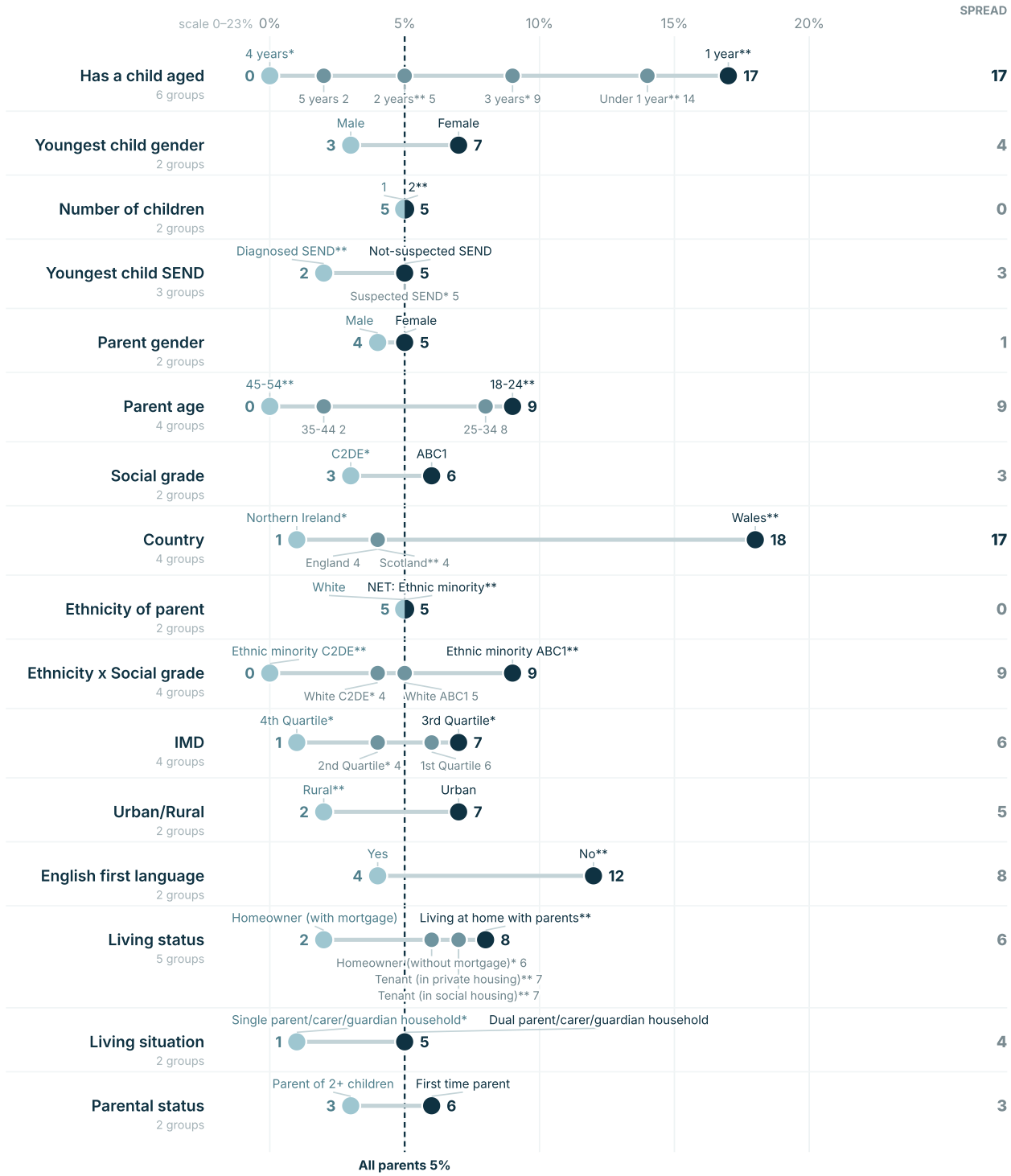
BASE: Those whose youngest child attended early years childcare · n = 562 weighted, 565 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=20; 1 year n=55; 2 years n=80; 3 years n=111; 4 years n=152; 2 n=57; Diagnosed SEND n=76; Suspected SEND n=111; 18-24 n=32; 45-54 n=34; C2DE n=187; Scotland n=72; Wales n=71; Northern Ireland n=121; NET: Ethnic minority n=93; White C2DE n=154; Ethnic minority ABC1 n=60; Ethnic minority C2DE n=33; 2nd Quartile n=125; 3rd Quartile n=120; 4th Quartile n=102; Rural n=45; No n=20; Homeowner (without mortgage) n=150; Living at home with parents n=36; Tenant (in private housing) n=86; Tenant (in social housing) n=45; Single parent/carer/guardian household n=121.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 93 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend nursery or another early years provider? (Less than 3 months)

All parents 5%



BASE: Those whose youngest child attended early years childcare · n = 562 weighted, 565 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=20; 1 year n=55; 2 years n=80; 3 years n=111; 4 years n=152; 2 n=57; Diagnosed SEND n=76; Suspected SEND n=111; 18-24 n=32; 45-54 n=34; C2DE n=187; Scotland n=72; Wales n=71; Northern Ireland n=121; NET: Ethnic minority n=93; White C2DE n=154; Ethnic minority ABC1 n=60; Ethnic minority C2DE n=33; 2nd Quartile n=125; 3rd Quartile n=120; 4th Quartile n=102; Rural n=45; No n=20; Homeowner (without mortgage) n=150; Living at home with parents n=36; Tenant (in private housing) n=86; Tenant (in social housing) n=45; Single parent/carer/guardian household n=121.
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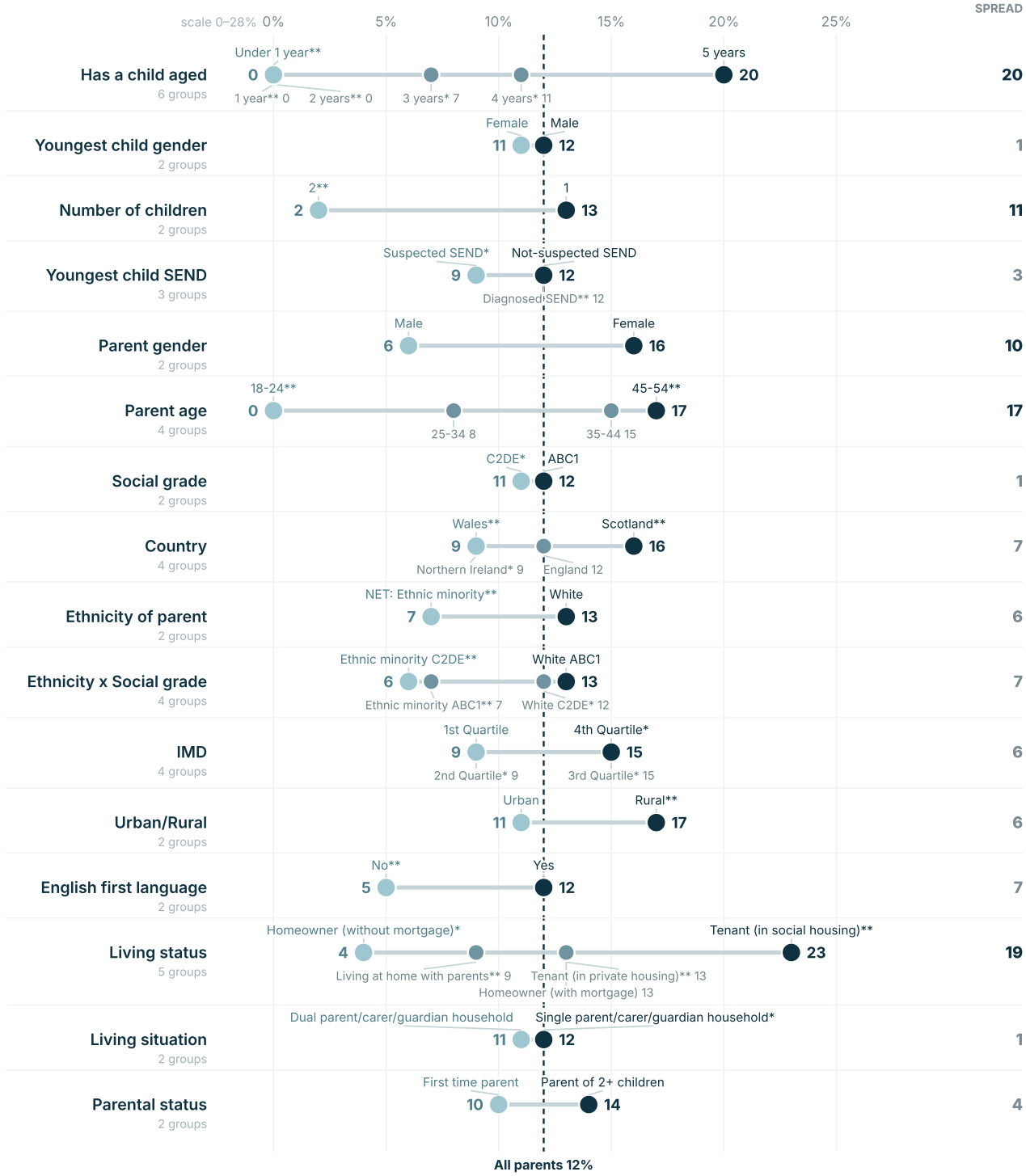
Kindred²

Q13C · TABLE 93 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend nursery or another early years provider? (More than 2 years)

All parents 12%



BASE: Those whose youngest child attended early years childcare · n = 562 weighted, 565 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=20; 1 year n=55; 2 years n=80; 3 years n=111; 4 years n=152; 2 n=57; Diagnosed SEND n=76; Suspected SEND n=111; 18-24 n=32; 45-54 n=34; C2DE n=187; Scotland n=72; Wales n=71; Northern Ireland n=121; NET: Ethnic minority n=93; White C2DE n=154; Ethnic minority ABC1 n=60; Ethnic minority C2DE n=33; 2nd Quartile n=125; 3rd Quartile n=120; 4th Quartile n=102; Rural n=45; No n=20; Homeowner (without mortgage) n=150; Living at home with parents n=36; Tenant (in private housing) n=86; Tenant (in social housing) n=45; Single parent/carer/guardian household n=121.
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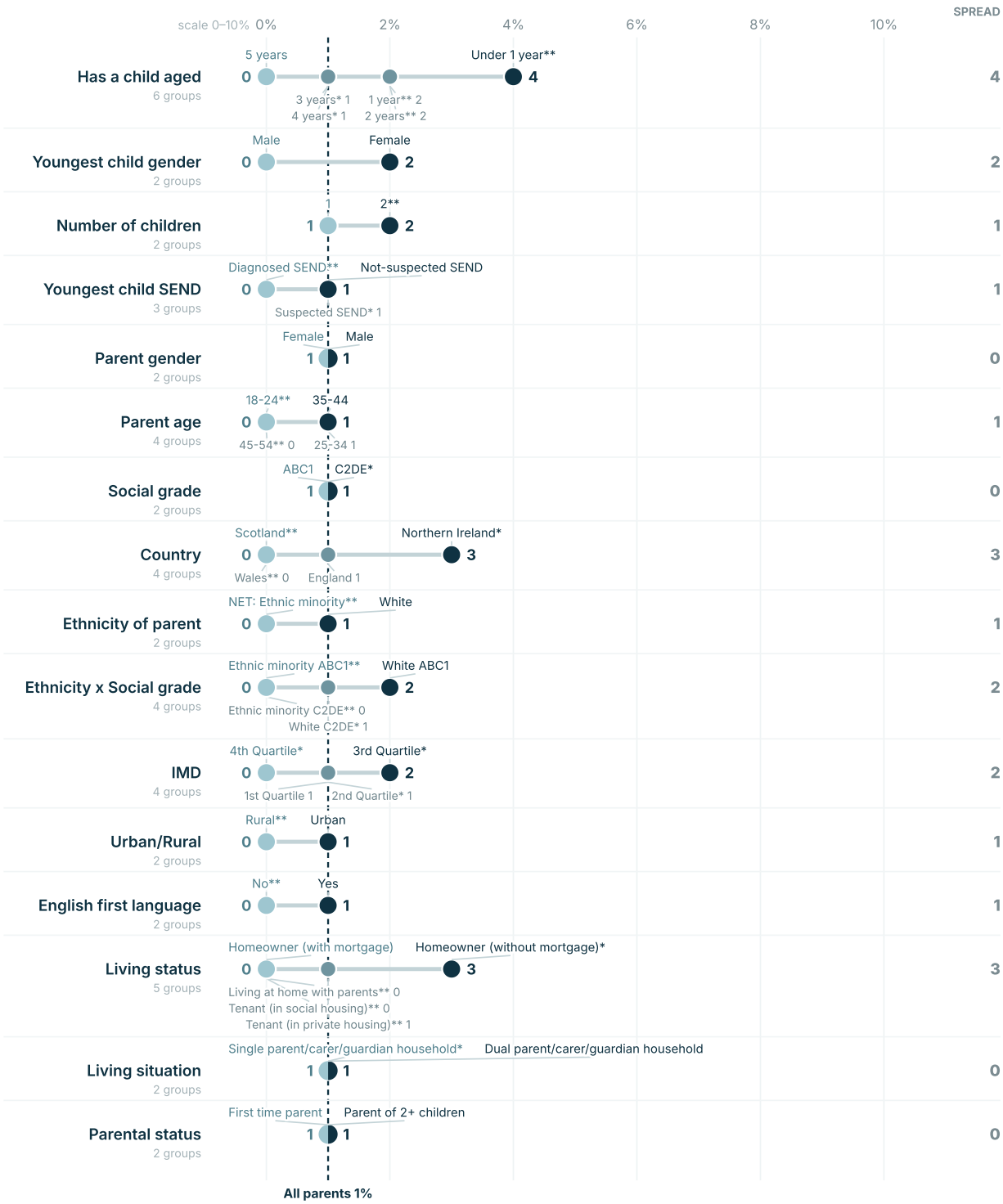
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q13C · TABLE 93 · SINGLE CHOICE · ALL CUTS AT A GLANCE

For how long did your youngest child attend nursery or another early years provider? (They have not started yet)

All parents 1%



BASE: Those whose youngest child attended early years childcare · n = 562 weighted, 565 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=20; 1 year n=55; 2 years n=80; 3 years n=111; 4 years n=152; 2 n=57; Diagnosed SEND n=76; Suspected SEND n=111; 18-24 n=32; 45-54 n=34; C2DE n=187; Scotland n=72; Wales n=71; Northern Ireland n=121; NET: Ethnic minority n=93; White C2DE n=154; Ethnic minority ABC1 n=60; Ethnic minority C2DE n=33; 2nd Quartile n=125; 3rd Quartile n=120; 4th Quartile n=102; Rural n=45; No n=20; Homeowner (without mortgage) n=150; Living at home with parents n=36; Tenant (in private housing) n=86; Tenant (in social housing) n=45; Single parent/carer/guardian household n=121.
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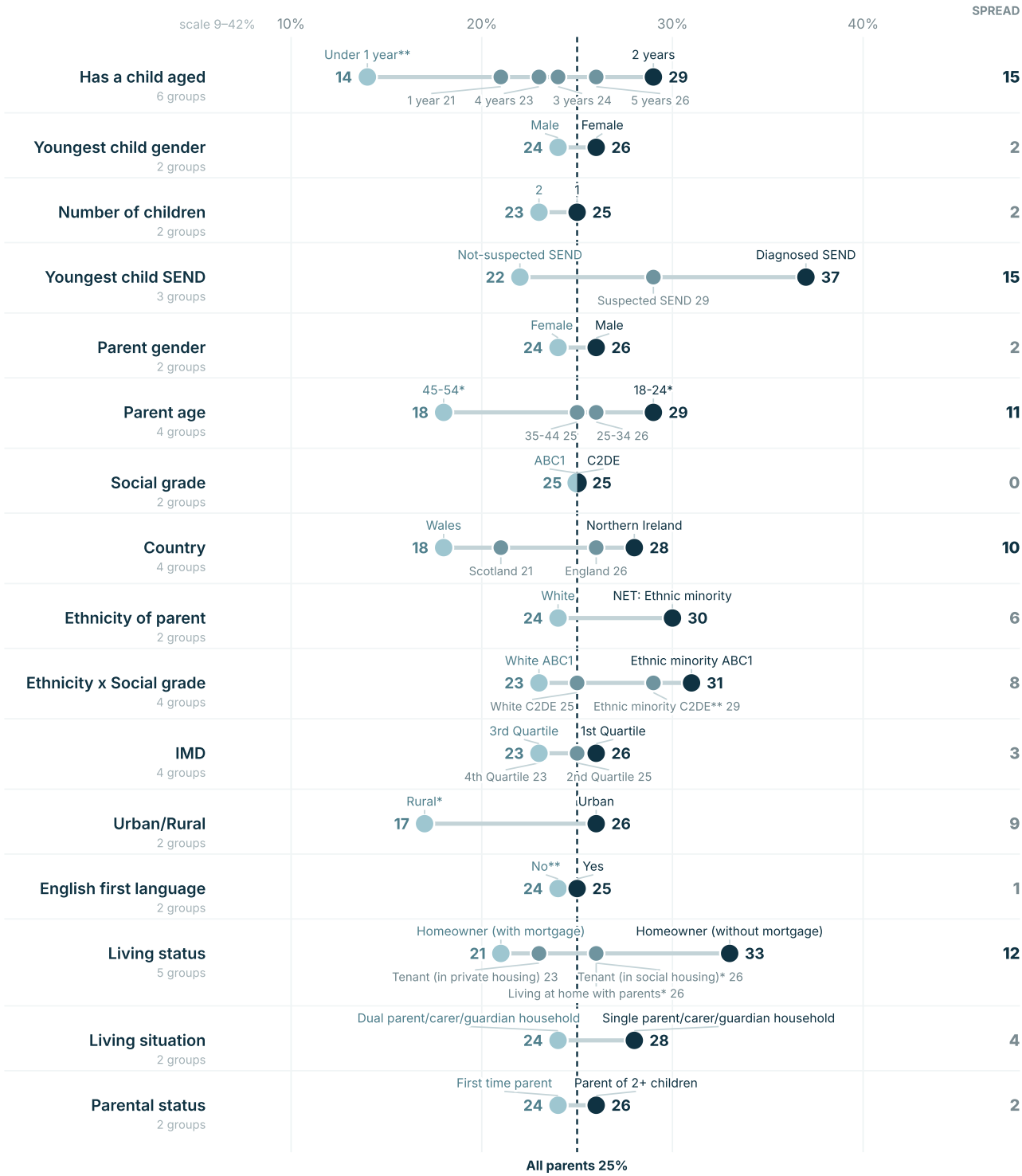
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Helping me to identify developmental delays or special educational needs as early as possible)

All parents 25%



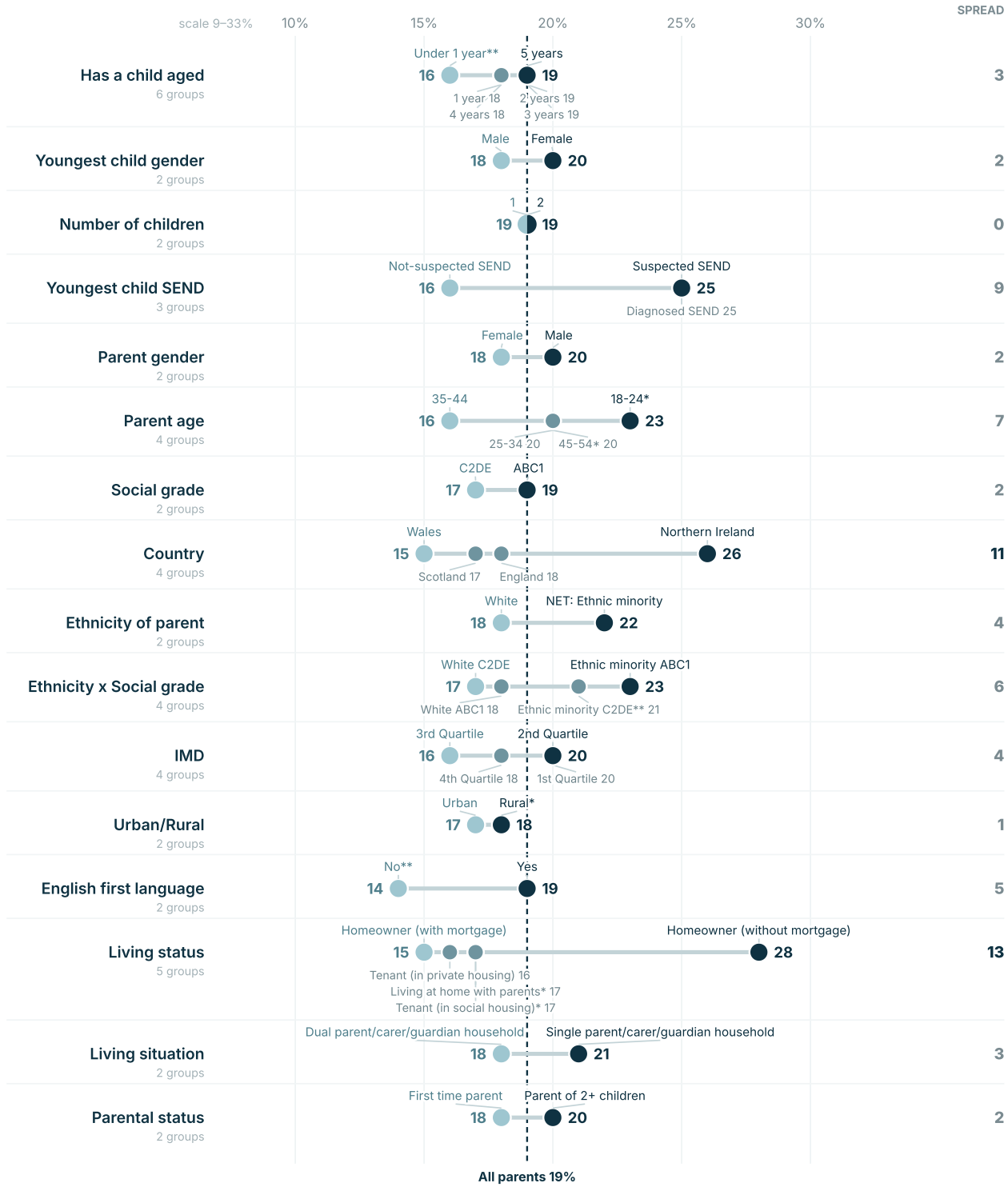
BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Helping me to navigate wider services and get access to specialist support)

All parents 19%



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* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
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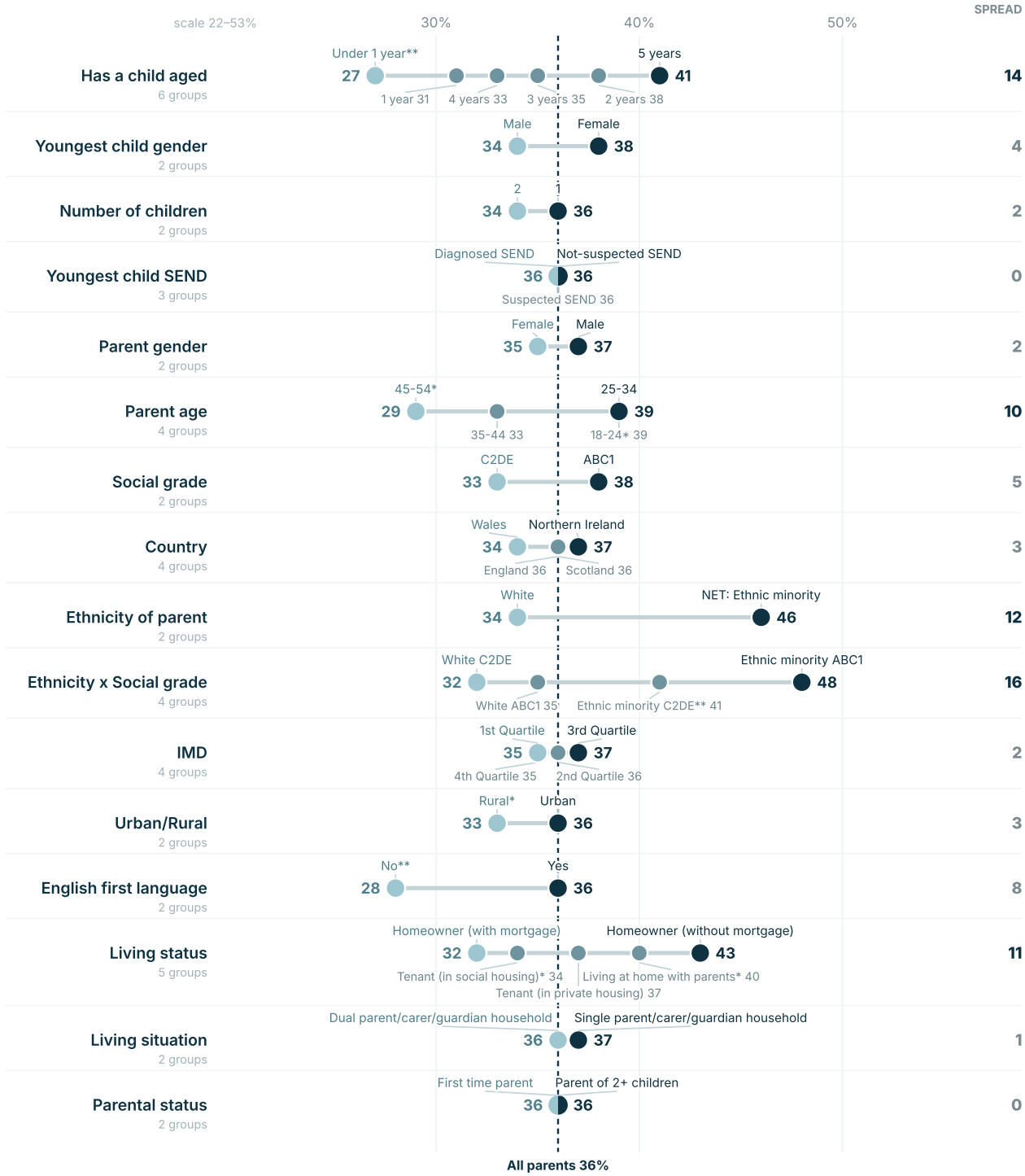
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Helping me to understand my child's development and how I should respond at home to particular needs as they emerge)

All parents 36%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
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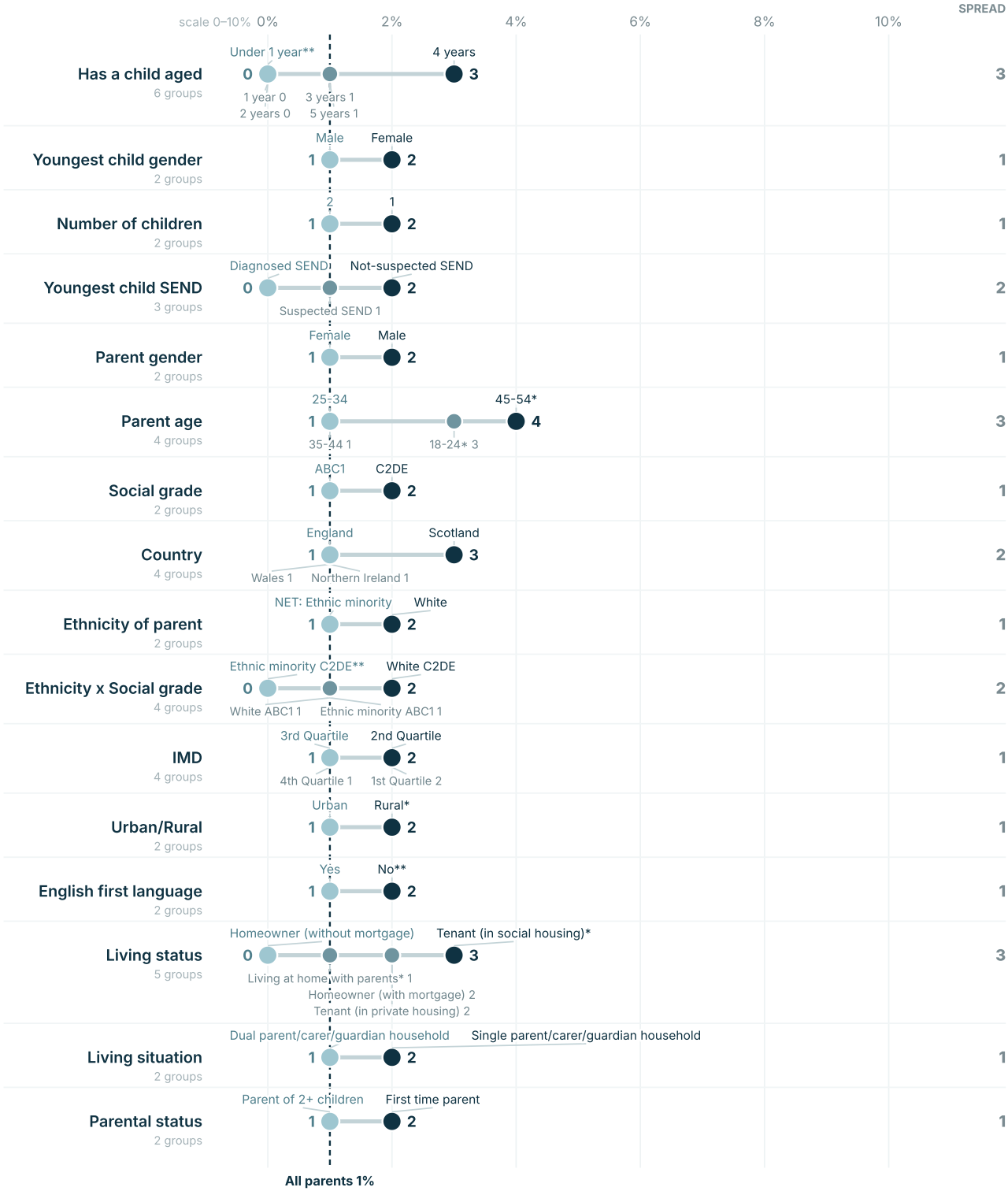
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (None of these)

All parents 1%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Nudging me to take specific actions at the appropriate moment and supporting me in this, e.g. potty training)

All parents 20%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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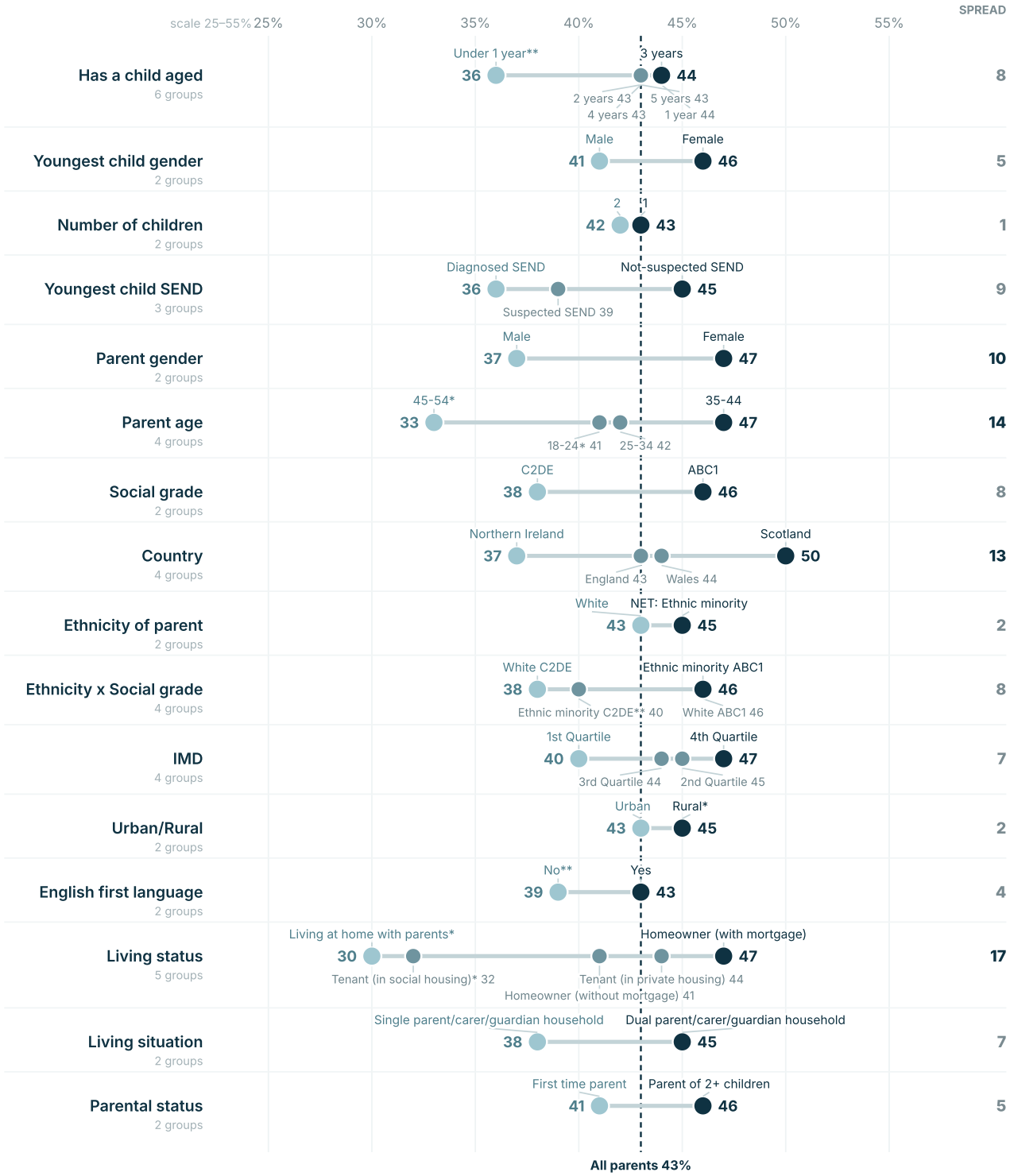
Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Providing childcare that supports parents and enables me to work and/or manage other responsibilities)

All parents 43%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Providing children with experiences and opportunities they may not receive at home)

All parents 41%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
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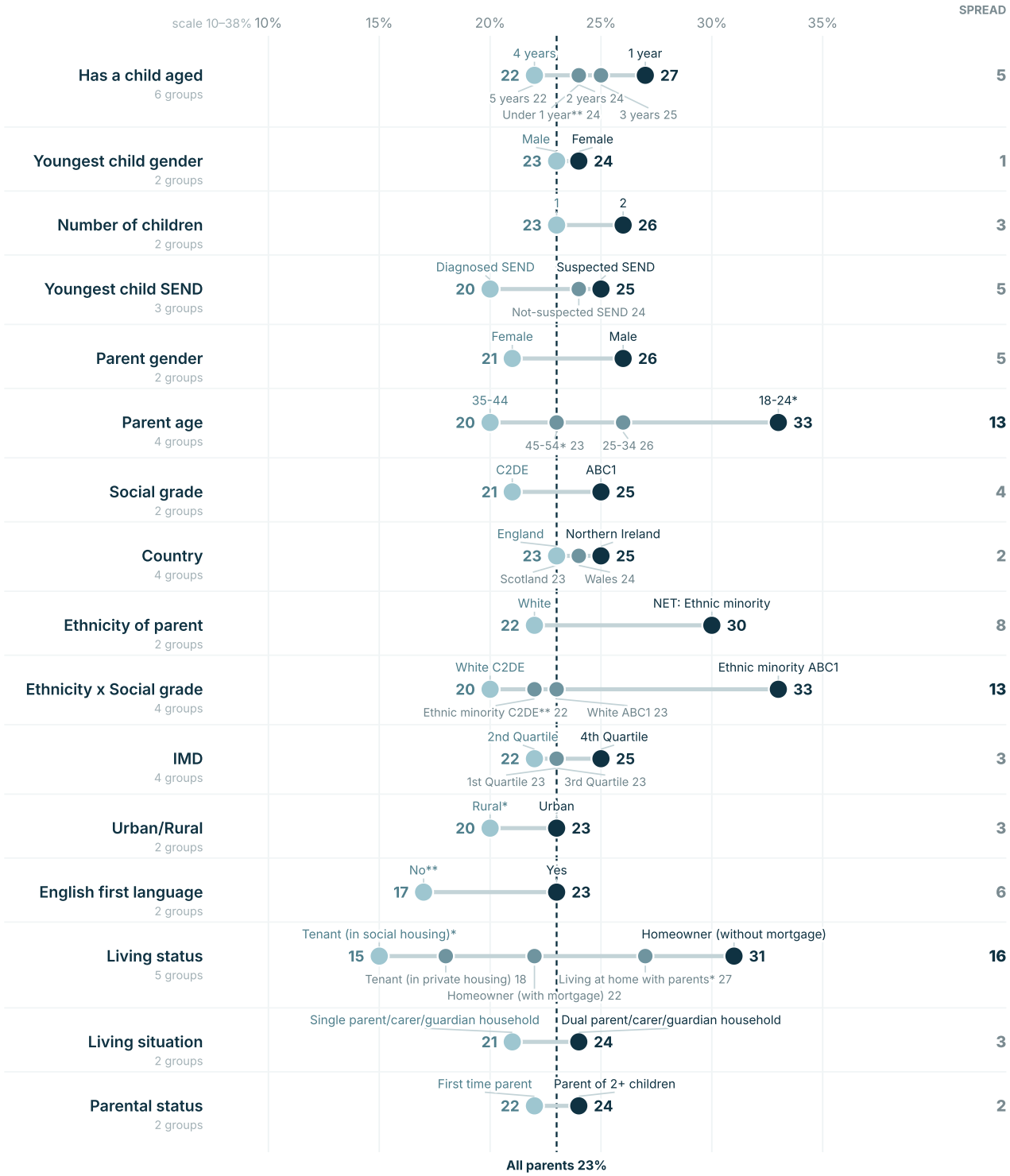
Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Providing me with access to a community/network of other parents in a similar position)

All parents 23%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
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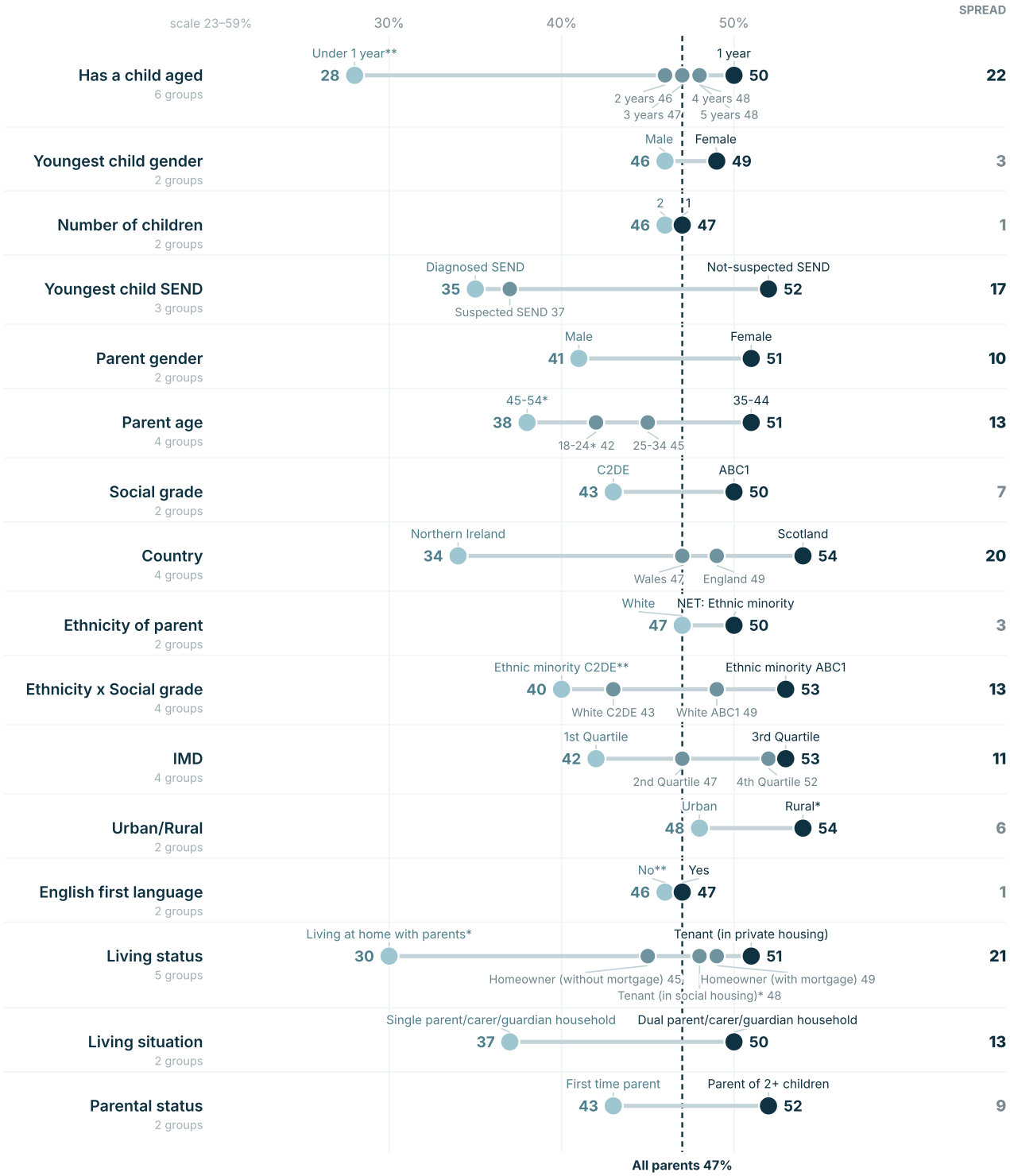
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Supporting my child's social, emotional, physical and educational development)

All parents 47%



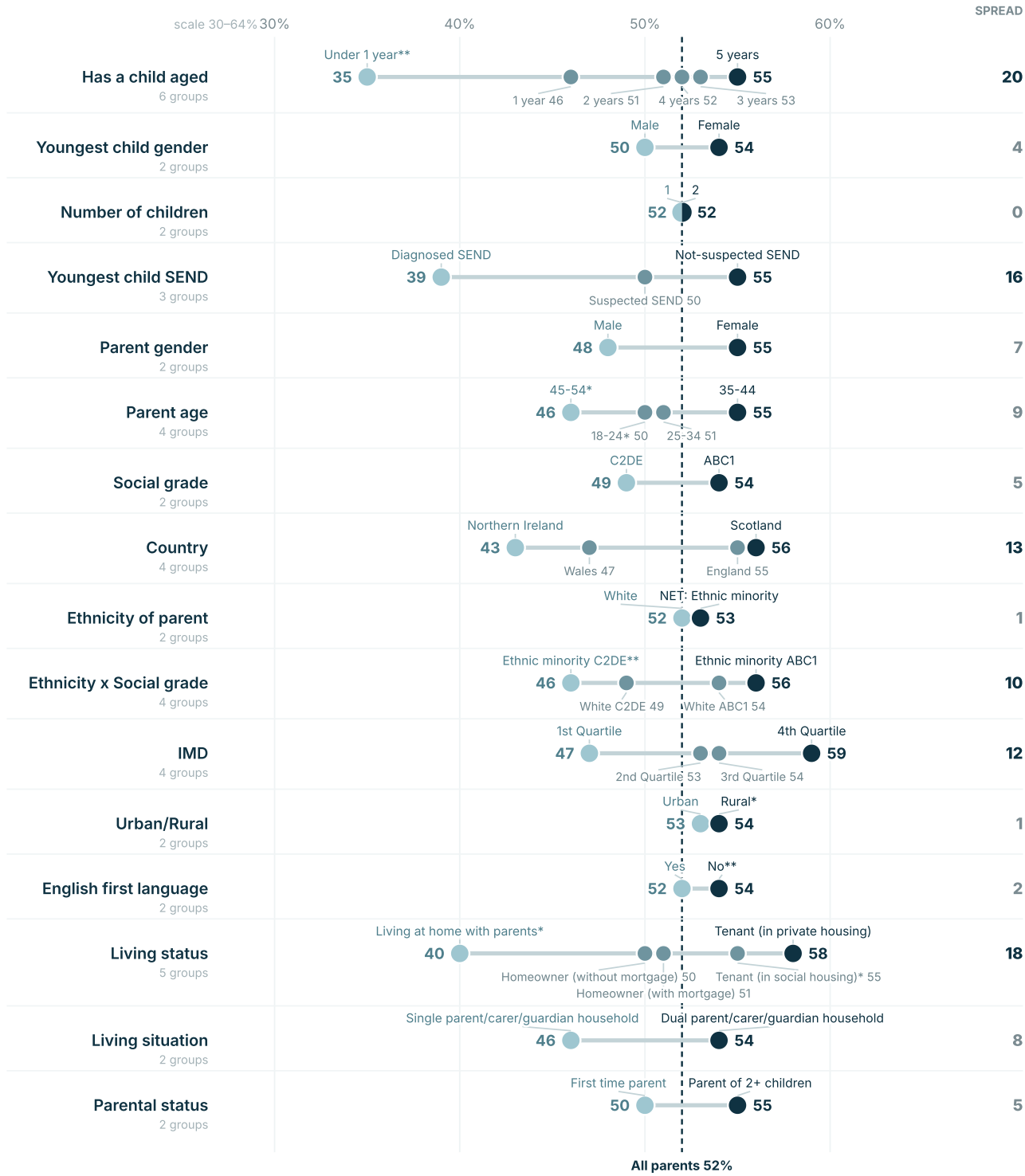
BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q14 · TABLE 94 · MULTI CHOICE · ALL CUTS AT A GLANCE

In what ways, if any, has using formal childcare supported you to parent and promote your child's development? (Teaching my child the skills and behaviours they need in early childhood and before starting Reception)

All parents 52%



BASE: Those whose youngest child attended/is enrolled at early years childcare · n = 2,289 weighted, 2,300 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=68; 18-24 n=131; 45-54 n=133; Ethnic minority C2DE n=94; Rural n=192; No n=85; Living at home with parents n=120; Tenant (in social housing) n=190.
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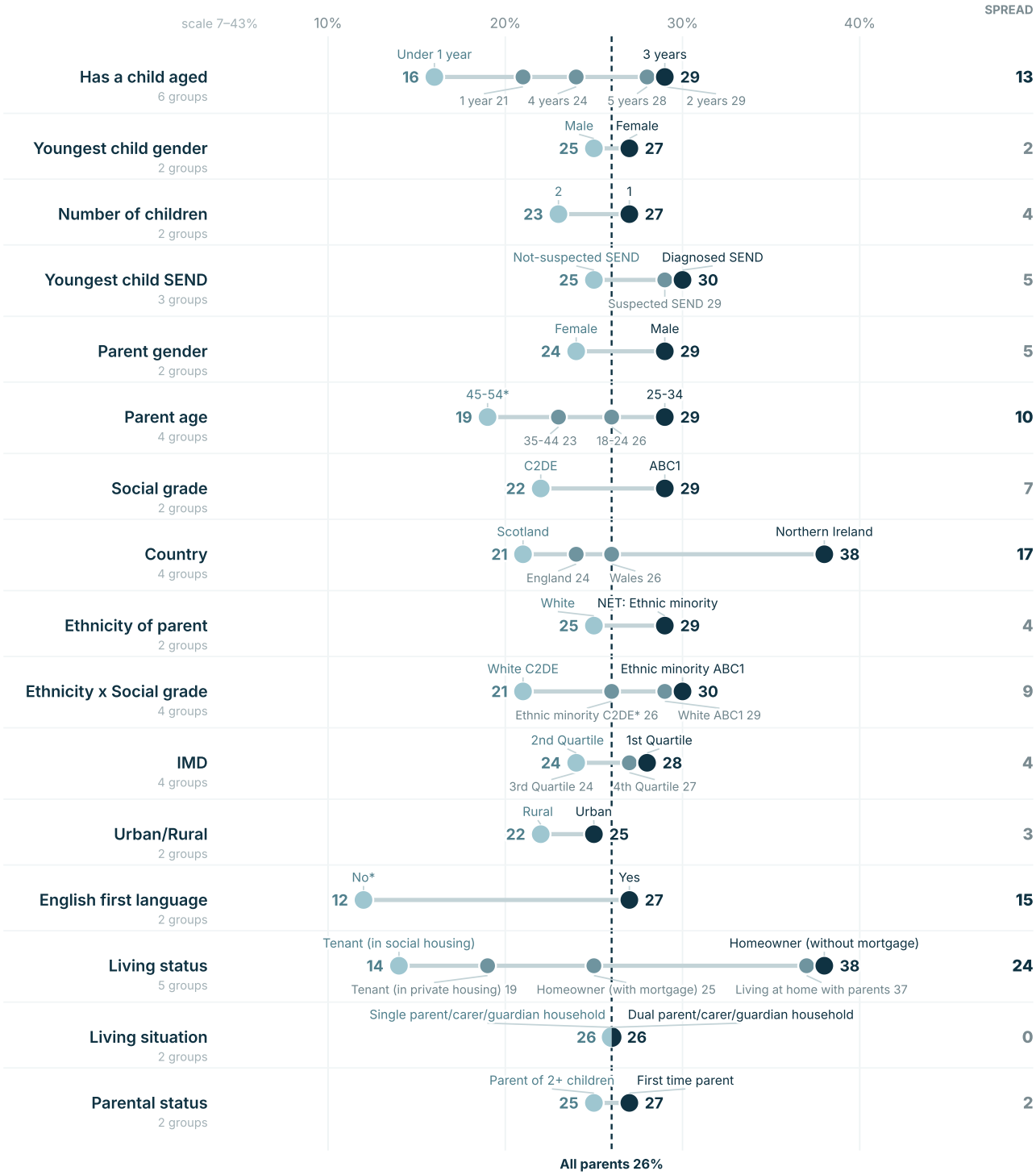
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (Formal parenting classes or courses (e.g., antenatal classes, behaviour management courses like Incredible Years))

All parents 26%



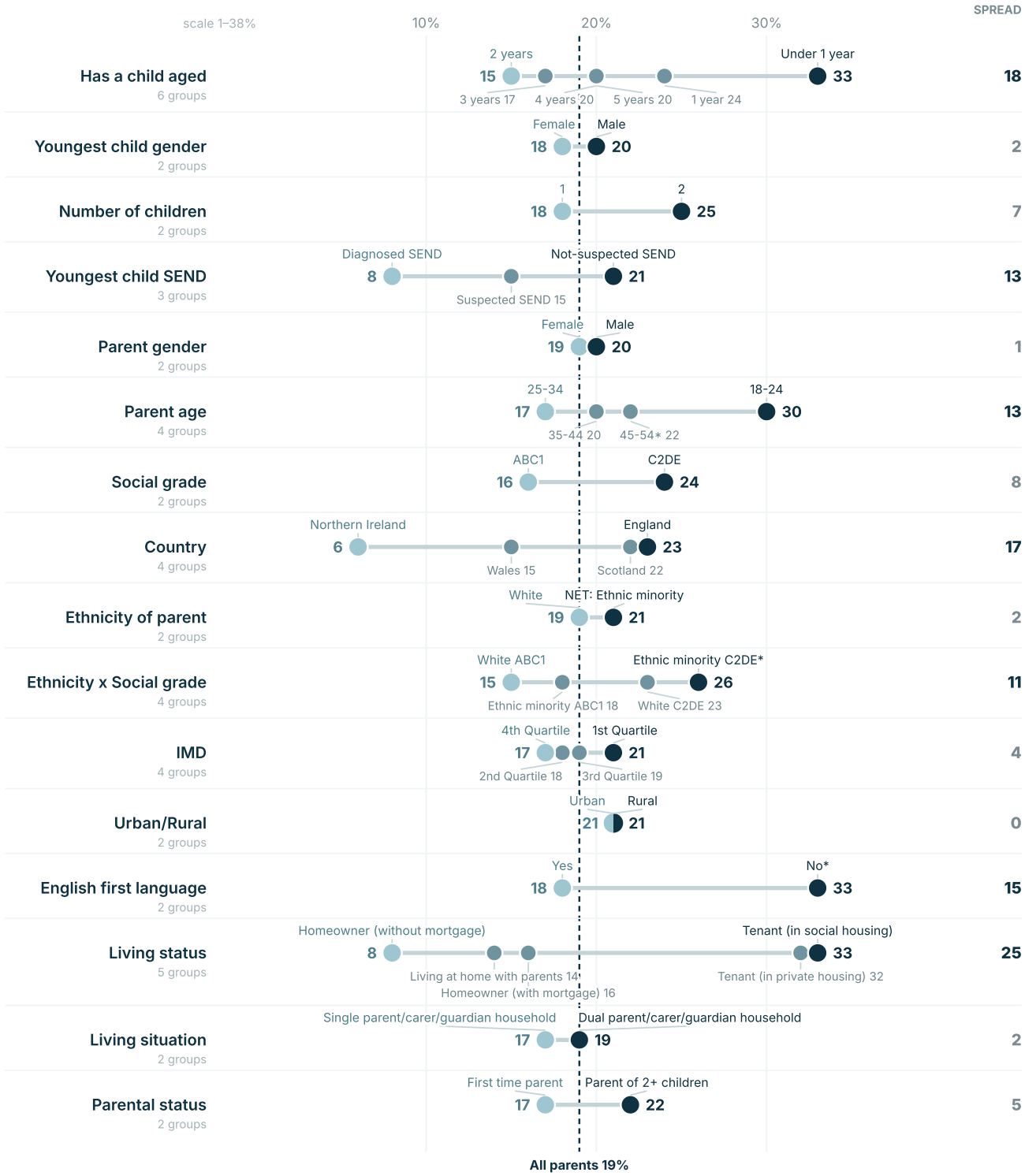
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (None of these)

All parents 19%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (Other community parenting activities)

All parents 1%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (Parent-led support groups (e.g., local peer support circles, single parent networks))

All parents 21%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (Sessions where staff or volunteers actively demonstrate, coach or guide you on play, communication, or ideas to try at home)

All parents 24%



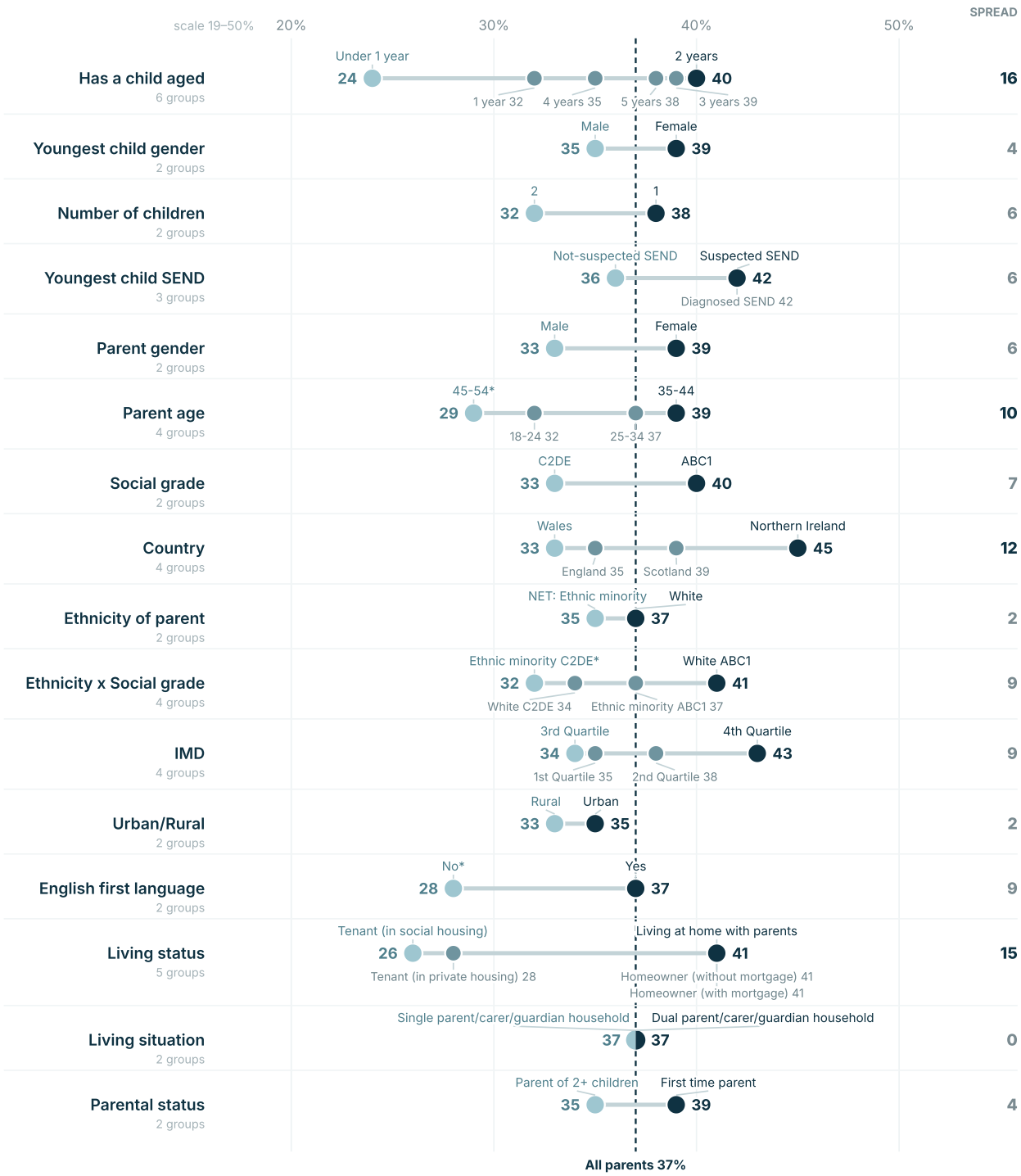
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (Sessions where staff or volunteers lead play or learning activities mainly for the child's enjoyment, play or development (e.g. rhyme time, story time, sensory play sessions))

All parents 37%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15 · TABLE 95 · MULTI CHOICE · ALL CUTS AT A GLANCE

Since your youngest child was born, have you ever attended any of the following baby groups, workshops, parenting classes, or support groups? (Social baby or toddler groups - informal groups where parents meet others and children play freely (e.g. stay-and-play sessions, baby groups, community café groups))

All parents 47%



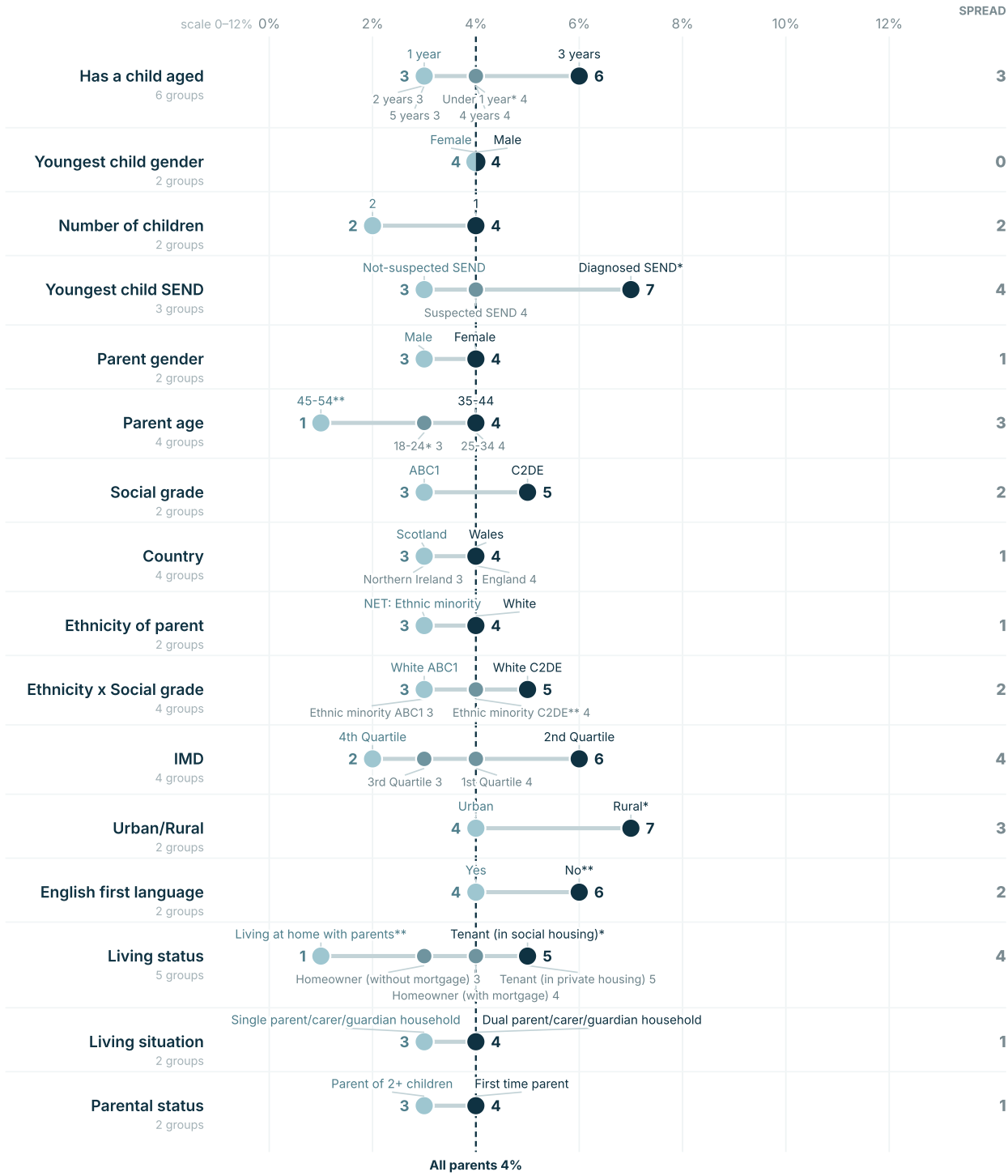
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_1 · TABLE 99 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Social baby or toddler groups - informal groups where parents meet others and children play freely (e.g. stay-and-play sessions, baby groups, community café groups): How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Not useful)

All parents 4%



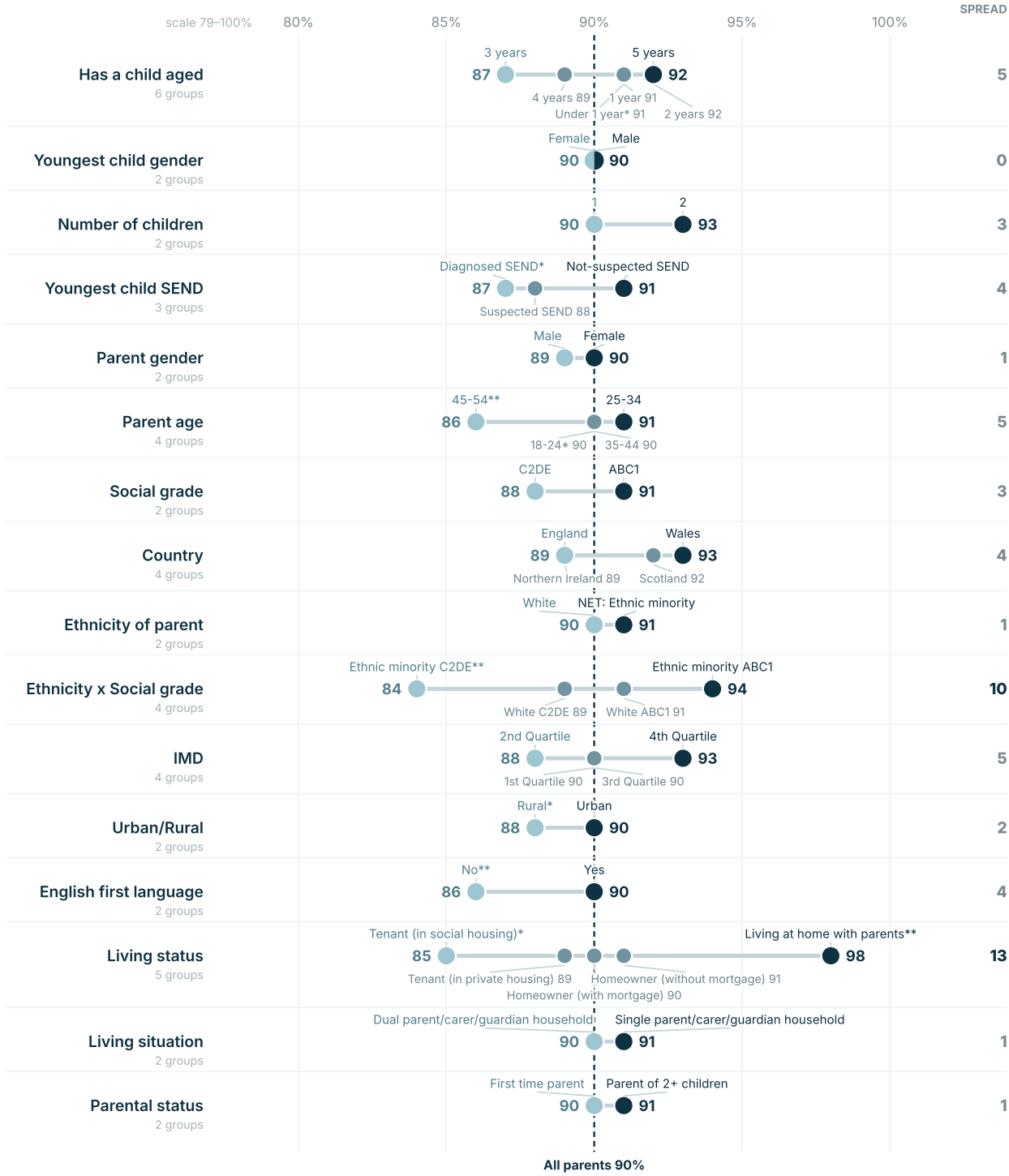
BASE: Those whose youngest child has attended baby groups/classes · n = 1,690 weighted, 1,678 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=149; Diagnosed SEND n=150; 18-24 n=108; 45-54 n=83; Ethnic minority C2DE n=71; Rural n=173; No n=81; Living at home with parents n=77; Tenant (in social housing) n=148.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_1 · TABLE 99 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Social baby or toddler groups - informal groups where parents meet others and children play freely (e.g. stay-and-play sessions, baby groups, community café groups): How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Useful)

All parents 90%



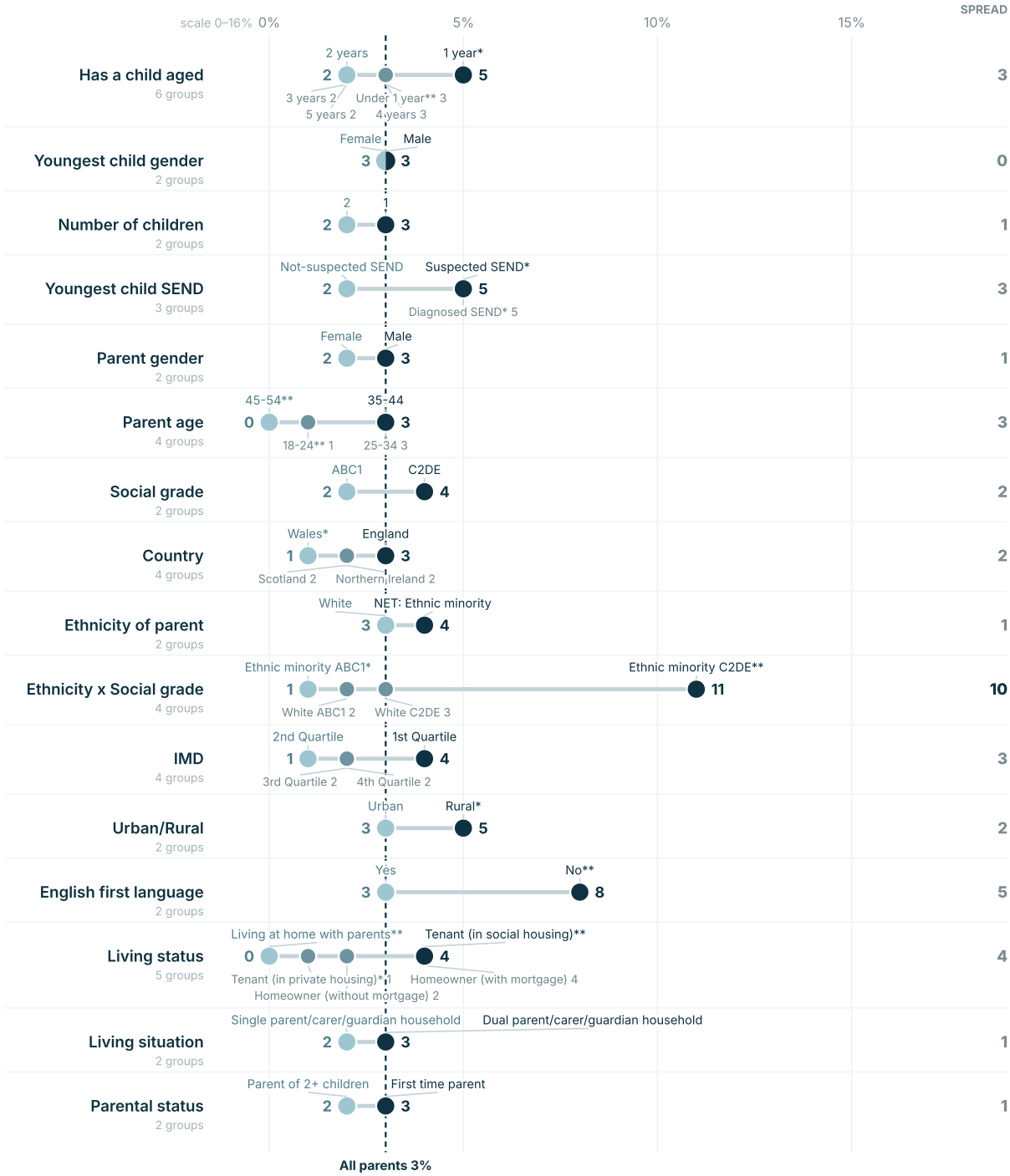
BASE: Those whose youngest child has attended baby groups/classes · n = 1,690 weighted, 1,678 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=149; Diagnosed SEND n=150; 18-24 n=108; 45-54 n=83; Ethnic minority C2DE n=71; Rural n=173; No n=81; Living at home with parents n=77; Tenant (in social housing) n=148.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_2 · TABLE 100 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sessions where staff or volunteers lead play or learning activities mainly for the child's enjoyment, play or development (e.g. rhyme time, story time, sensory play sessions): How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Not useful)

All parents 3%



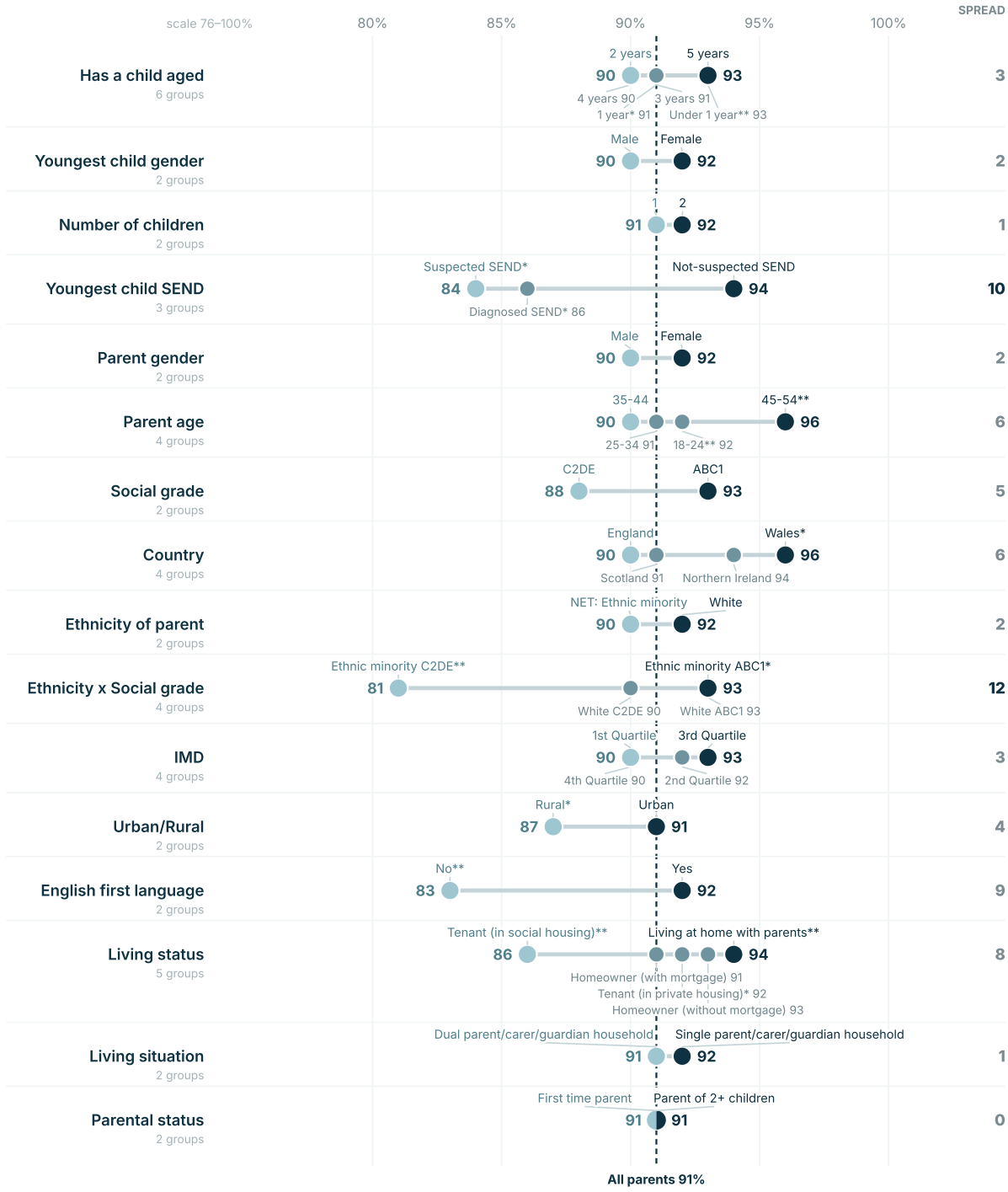
BASE: Those whose youngest child has attended baby groups/classes · n = 1,315 weighted, 1,320 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=96; 1 year n=193; Diagnosed SEND n=134; Suspected SEND n=187; 18-24 n=83; 45-54 n=53; Wales n=167; Ethnic minority ABC1 n=192; Ethnic minority C2DE n=58; Rural n=112; No n=55; Living at home with parents n=82; Tenant (in private housing) n=199; Tenant (in social housing) n=93.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_2 · TABLE 100 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sessions where staff or volunteers lead play or learning activities mainly for the child's enjoyment, play or development (e.g. rhyme time, story time, sensory play sessions): How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Useful)

All parents 91%



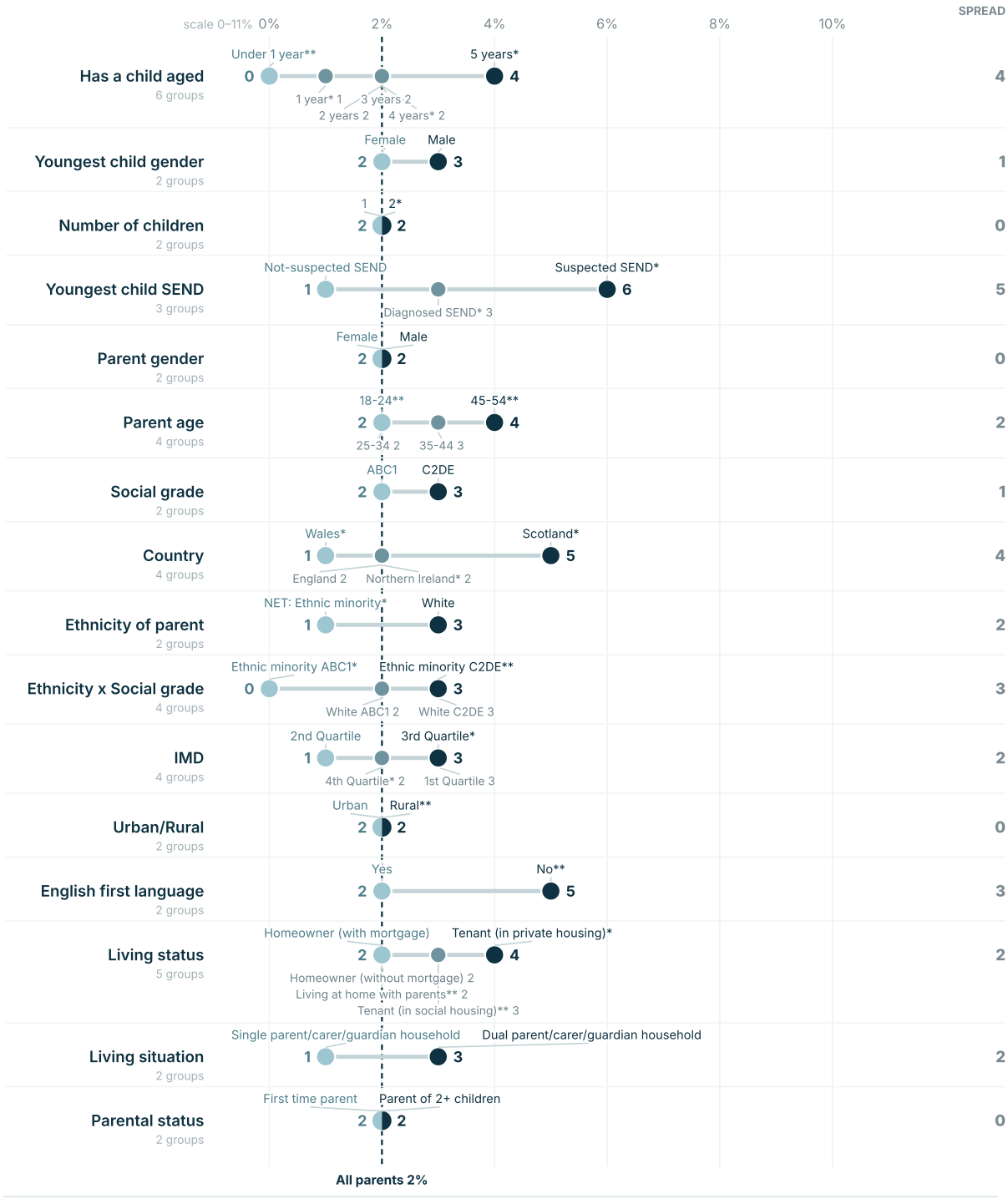
BASE: Those whose youngest child has attended baby groups/classes · n = 1,315 weighted, 1,320 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=96; 1 year n=193; Diagnosed SEND n=134; Suspected SEND n=187; 18-24 n=83; 45-54 n=53; Wales n=167; Ethnic minority ABC1 n=192; Ethnic minority C2DE n=58; Rural n=112; No n=55; Living at home with parents n=82; Tenant (in private housing) n=199; Tenant (in social housing) n=93.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_3 · TABLE 101 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sessions where staff or volunteers actively demonstrate, coach or guide you on play, communication, or ideas to try at home: How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Not useful)

All parents 2%



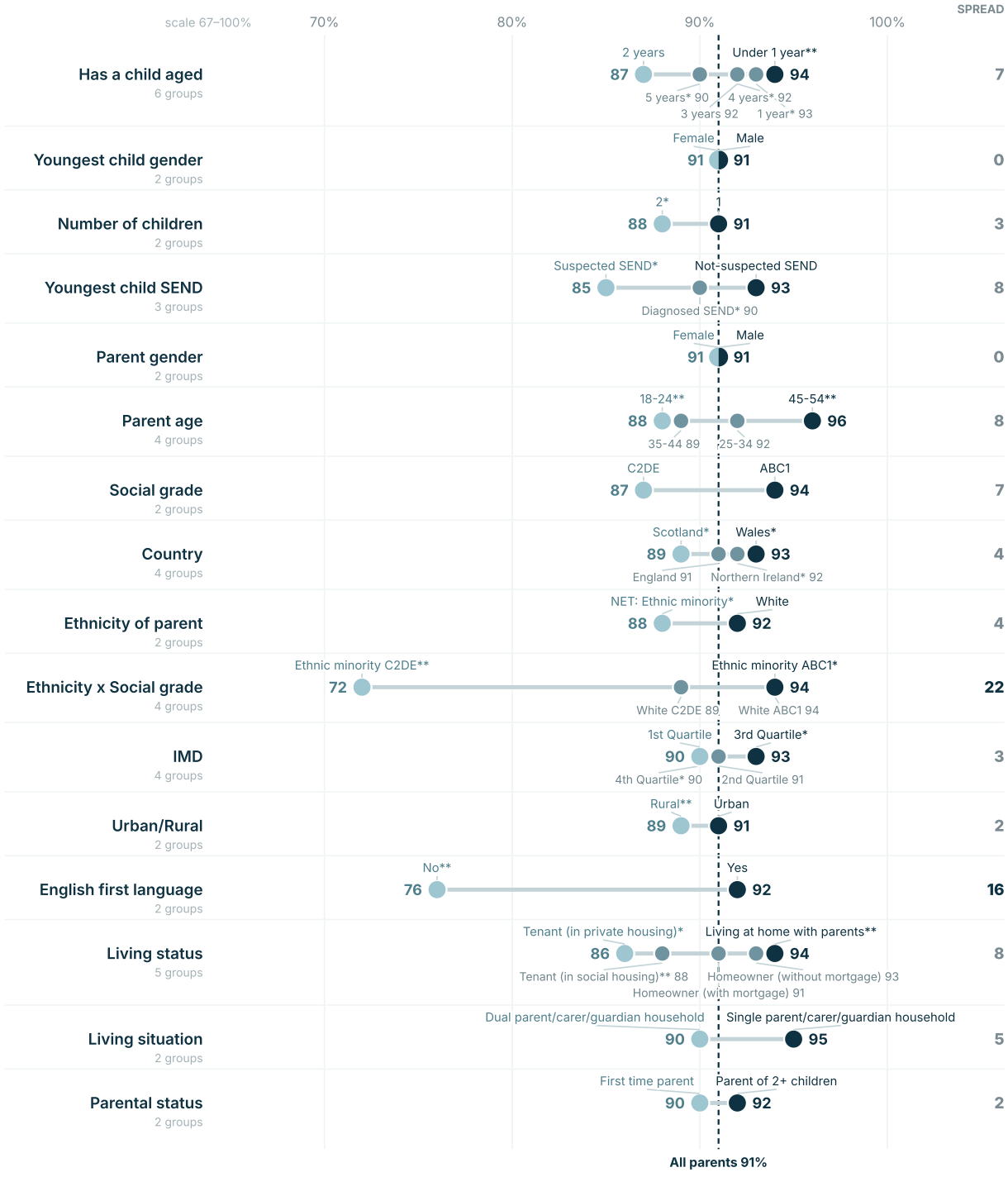
BASE: Those whose youngest child has attended baby groups/classes · n = 851 weighted, 867 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=58; 1 year n=106; 4 years n=193; 5 years n=198; 2 n=126; Diagnosed SEND n=119; Suspected SEND n=128; 18-24 n=50; 45-54 n=37; Scotland n=114; Wales n=111; Northern Ireland n=179; NET: Ethnic minority n=171; Ethnic minority ABC1 n=134; Ethnic minority C2DE n=37; 3rd Quartile n=156; 4th Quartile n=146; Rural n=62; No n=29; Living at home with parents n=73; Tenant (in private housing) n=113; Tenant (in social housing) n=52.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_3 · TABLE 101 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Sessions where staff or volunteers actively demonstrate, coach or guide you on play, communication, or ideas to try at home: How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Useful)

All parents 91%



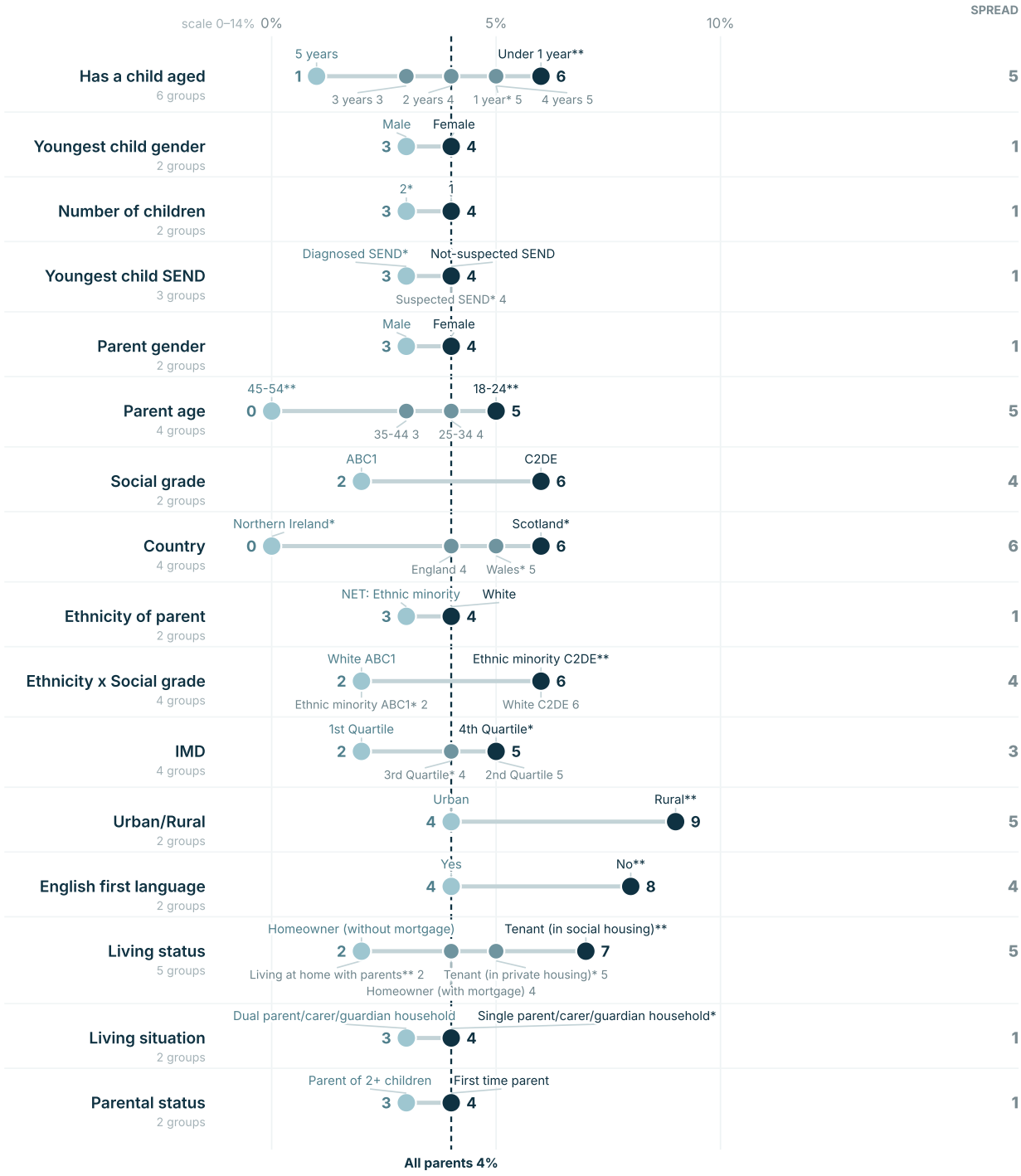
BASE: Those whose youngest child has attended baby groups/classes · n = 851 weighted, 867 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=58; 1 year n=106; 4 years n=193; 5 years n=198; 2 n=126; Diagnosed SEND n=119; Suspected SEND n=128; 18-24 n=50; 45-54 n=37; Scotland n=114; Wales n=111; Northern Ireland n=179; NET: Ethnic minority n=171; Ethnic minority ABC1 n=134; Ethnic minority C2DE n=37; 3rd Quartile n=156; 4th Quartile n=146; Rural n=62; No n=29; Living at home with parents n=73; Tenant (in private housing) n=113; Tenant (in social housing) n=52.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_4 · TABLE 102 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Formal parenting classes or courses (e.g., antenatal classes, behaviour management courses like Incredible Years): How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Not useful)

All parents 4%



BASE: Those whose youngest child has attended baby groups/classes · n = 922 weighted, 958 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=64; 1 year n=133; 2 n=148; Diagnosed SEND n=101; Suspected SEND n=129; 18-24 n=70; 45-54 n=36; Scotland n=123; Wales n=137; Northern Ireland n=195; Ethnic minority ABC1 n=160; Ethnic minority C2DE n=48; 3rd Quartile n=184; 4th Quartile n=181; Rural n=74; No n=25; Living at home with parents n=73; Tenant (in private housing) n=135; Tenant (in social housing) n=52; Single parent/carer/guardian household n=194.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Q15A_4 · TABLE 102 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Formal parenting classes or courses (e.g., antenatal classes, behaviour management courses like Incredible Years): How useful, if at all, did you find attending these groups/classes in supporting you as a parent? (NET: Useful)

All parents 90%



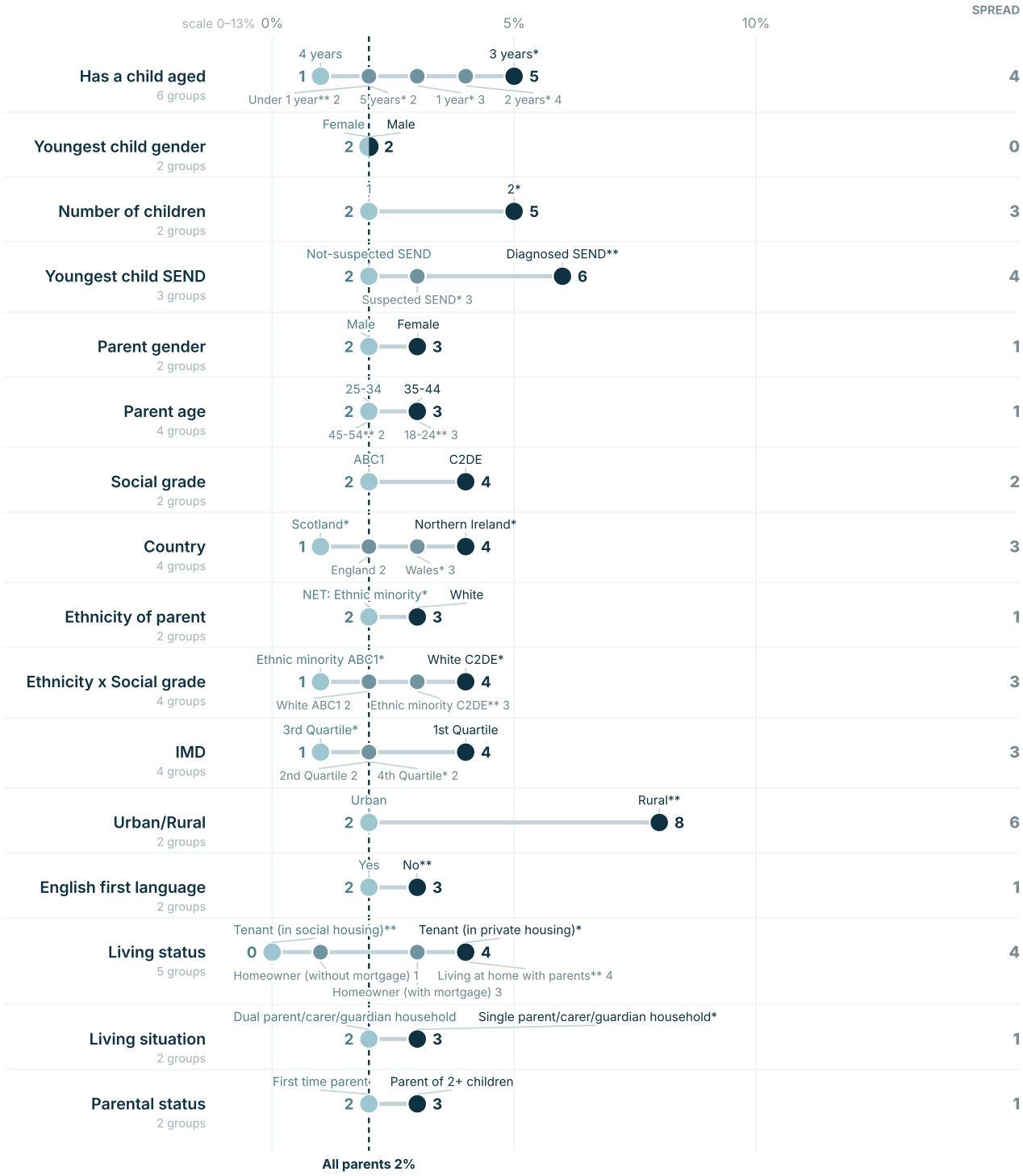
BASE: Those whose youngest child has attended baby groups/classes · n = 922 weighted, 958 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=64; 1 year n=133; 2 n=148; Diagnosed SEND n=101; Suspected SEND n=129; 18-24 n=70; 45-54 n=36; Scotland n=123; Wales n=137; Northern Ireland n=195; Ethnic minority ABC1 n=160; Ethnic minority C2DE n=48; 3rd Quartile n=184; 4th Quartile n=181; Rural n=74; No n=25; Living at home with parents n=73; Tenant (in private housing) n=135; Tenant (in social housing) n=52; Single parent/carer/guardian household n=194.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q15A_5 · TABLE 103 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Parent-led support groups (e.g., local peer support circles, single parent networks) (NET: Not useful)

All parents 2%

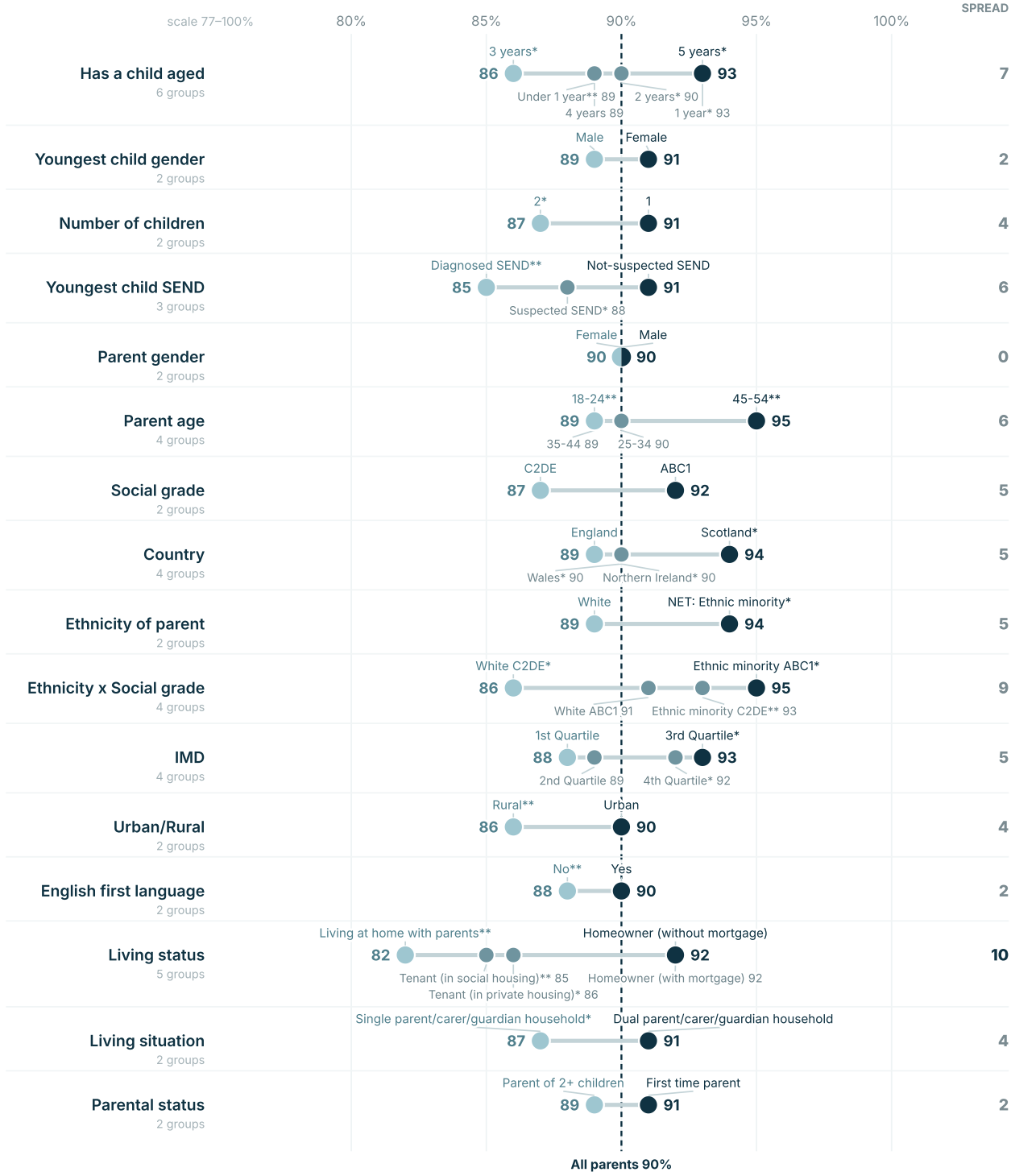


BASE: Those whose youngest child has attended baby groups/classes · n = 760 weighted, 788 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=56; 1 year n=110; 2 years n=169; 3 years n=199; 5 years n=180; 2 n=125; Diagnosed SEND n=84; Suspected SEND n=120; 18-24 n=52; 45-54 n=38; Scotland n=106; Wales n=111; Northern Ireland n=135; NET: Ethnic minority n=169; White C2DE n=197; Ethnic minority ABC1 n=137; Ethnic minority C2DE n=32; 3rd Quartile n=152; 4th Quartile n=150; Rural n=59; No n=27; Living at home with parents n=51; Tenant (in private housing) n=120; Tenant (in social housing) n=41; Single parent/carer/guardian household n=177.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Q15A_5 · TABLE 103 · CAROUSEL - SINGLE CHOICE · ALL CUTS AT A GLANCE

Parent-led support groups (e.g., local peer support circles, single parent networks) (NET: Useful)

All parents 90%



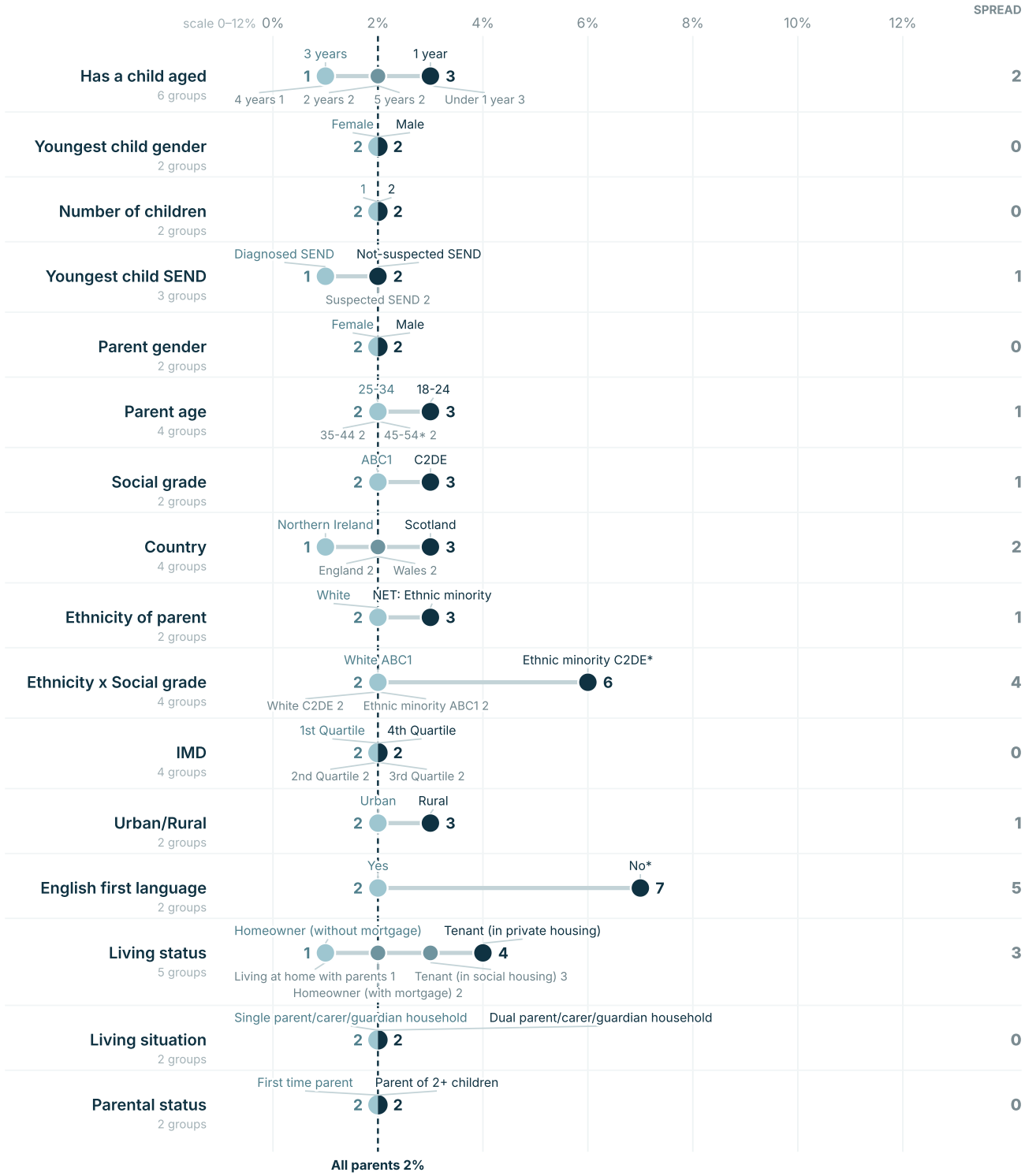
BASE: Those whose youngest child has attended baby groups/classes · n = 760 weighted, 788 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=56; 1 year n=110; 2 years n=169; 3 years n=199; 5 years n=180; 2 n=125; Diagnosed SEND n=84; Suspected SEND n=120; 18-24 n=52; 45-54 n=38; Scotland n=106; Wales n=111; Northern Ireland n=135; NET: Ethnic minority n=169; White C2DE n=197; Ethnic minority ABC1 n=137; Ethnic minority C2DE n=32; 3rd Quartile n=152; 4th Quartile n=150; Rural n=59; No n=27; Living at home with parents n=51; Tenant (in private housing) n=120; Tenant (in social housing) n=41; Single parent/carer/guardian household n=177.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q16 · TABLE 104 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How easy or difficult is it to physically access baby groups, workshops, parenting classes, or support groups in your area? (I am not aware of any family or parenting support services in my area)

All parents 2%



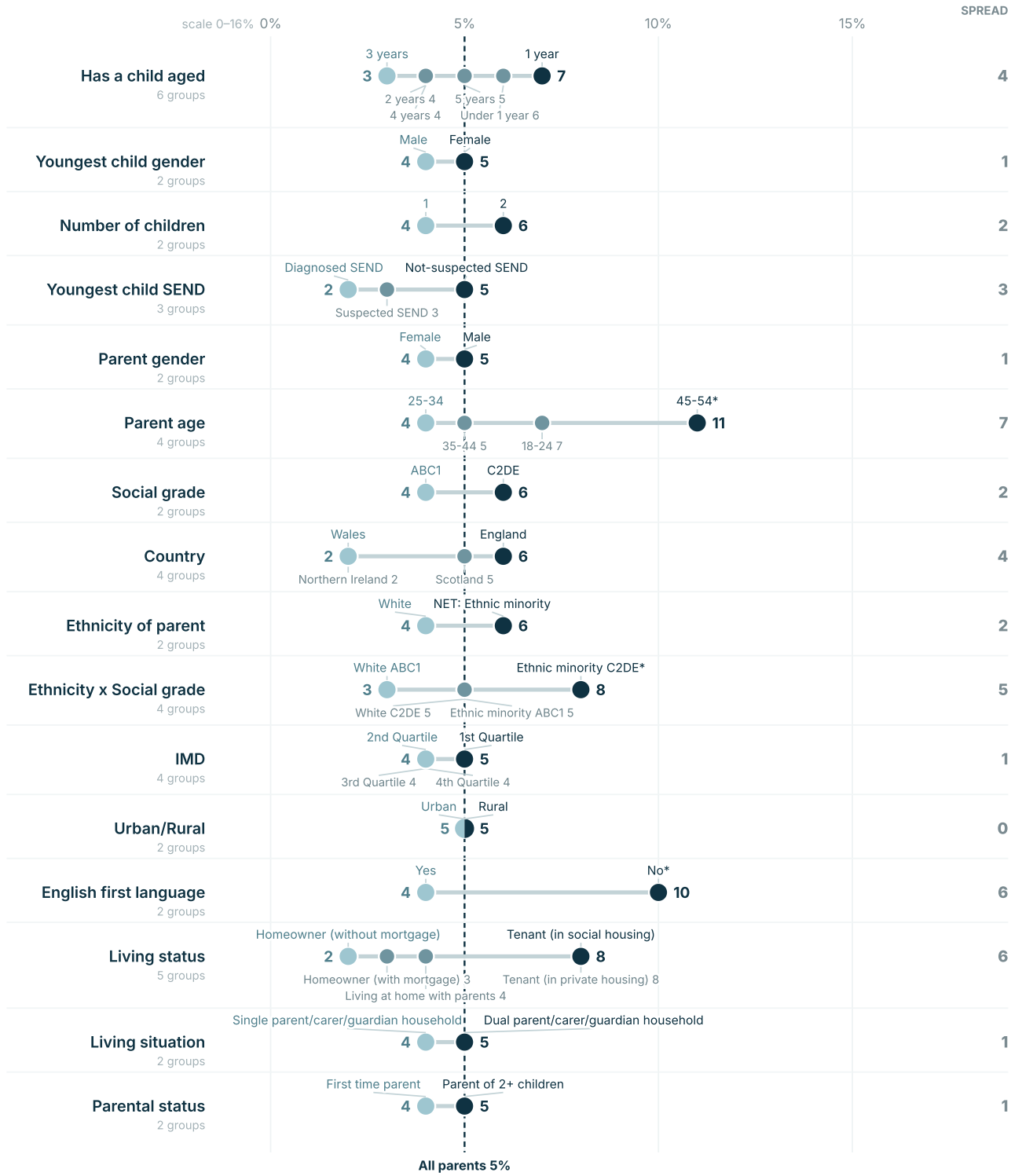
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q16 · TABLE 104 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How easy or difficult is it to physically access baby groups, workshops, parenting classes, or support groups in your area? (I have never tried to access family or parenting support services)

All parents 5%



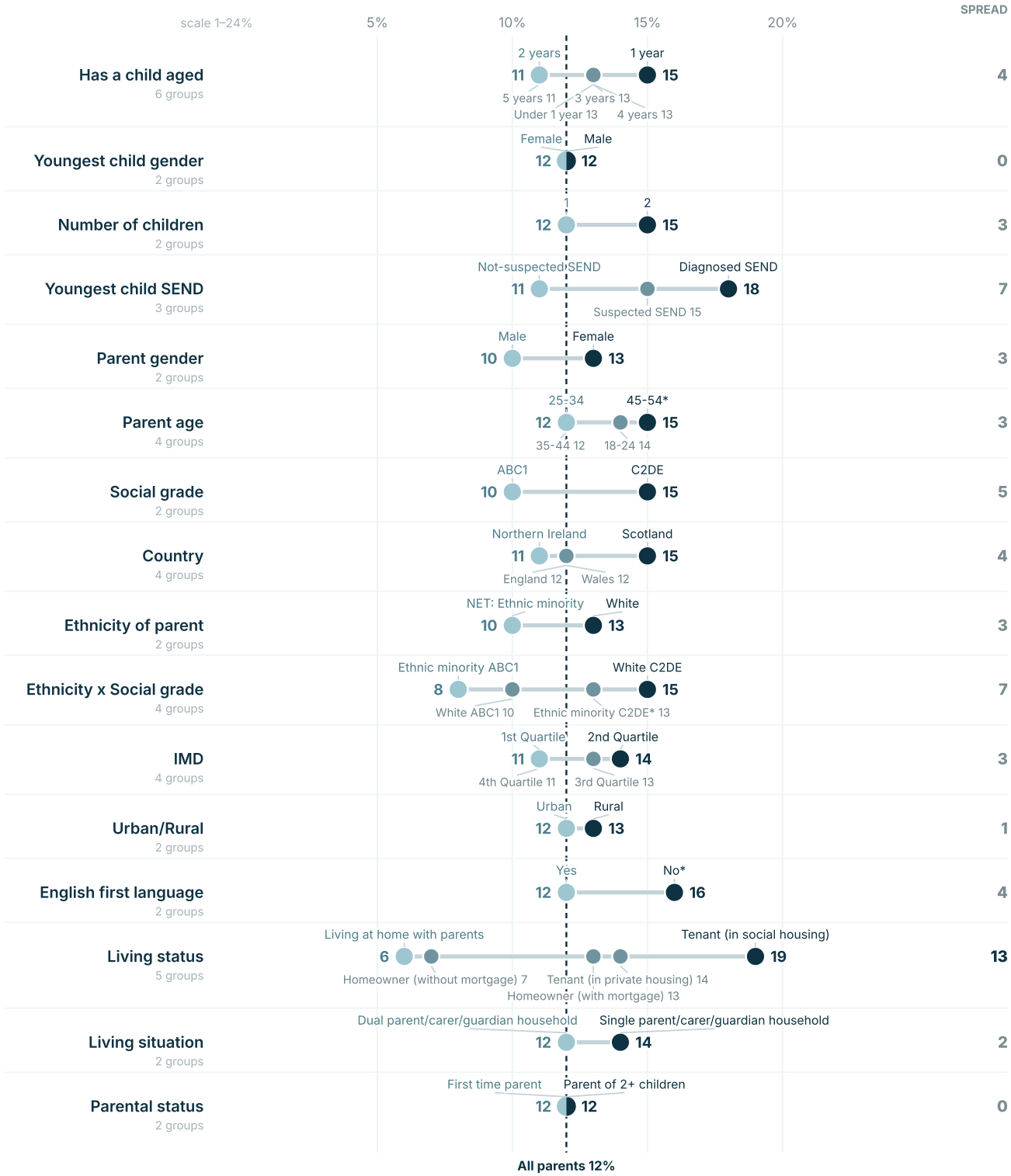
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q16 · TABLE 104 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How easy or difficult is it to physically access baby groups, workshops, parenting classes, or support groups in your area? (NET: Difficult)

All parents 12%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q16 · TABLE 104 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How easy or difficult is it to physically access baby groups, workshops, parenting classes, or support groups in your area? (NET: Easy)

All parents 66%



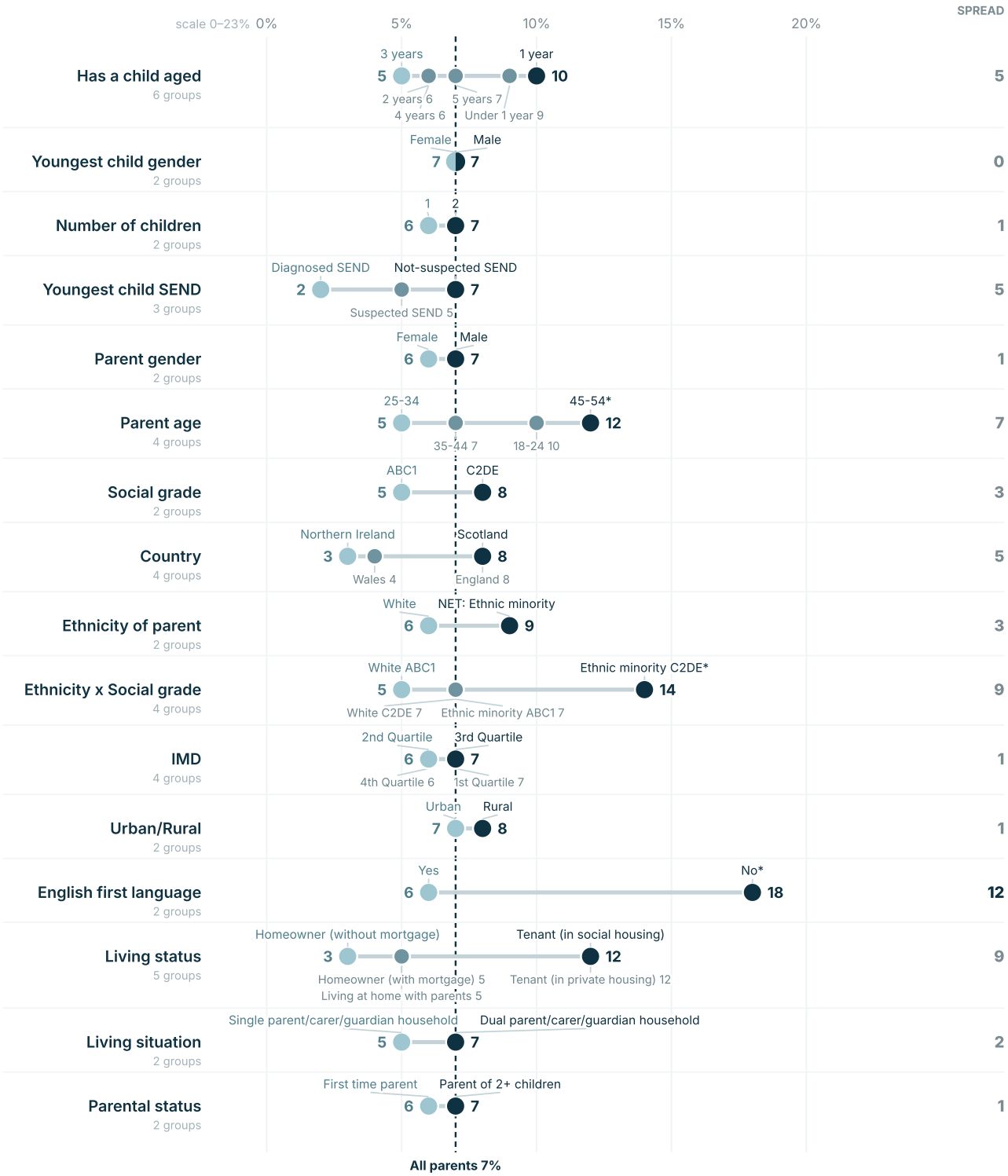
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q16 · TABLE 104 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How easy or difficult is it to physically access baby groups, workshops, parenting classes, or support groups in your area? (NET: Unaware/never tried)

All parents 7%



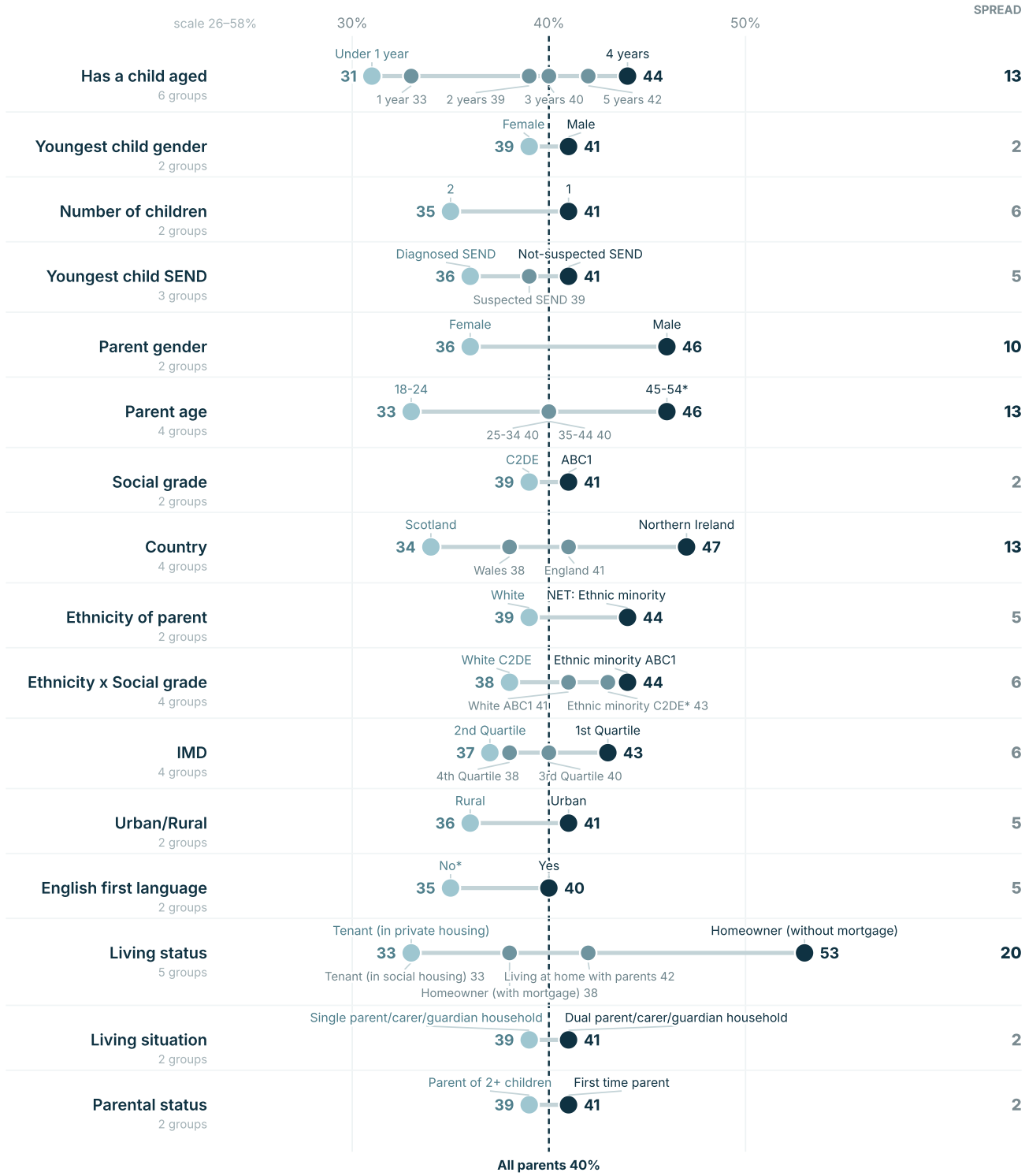
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q17 · TABLE 105 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have there been any times when baby groups, workshops, parenting classes, or support groups were available to you but you chose not to attend these services? (No)

All parents 40%



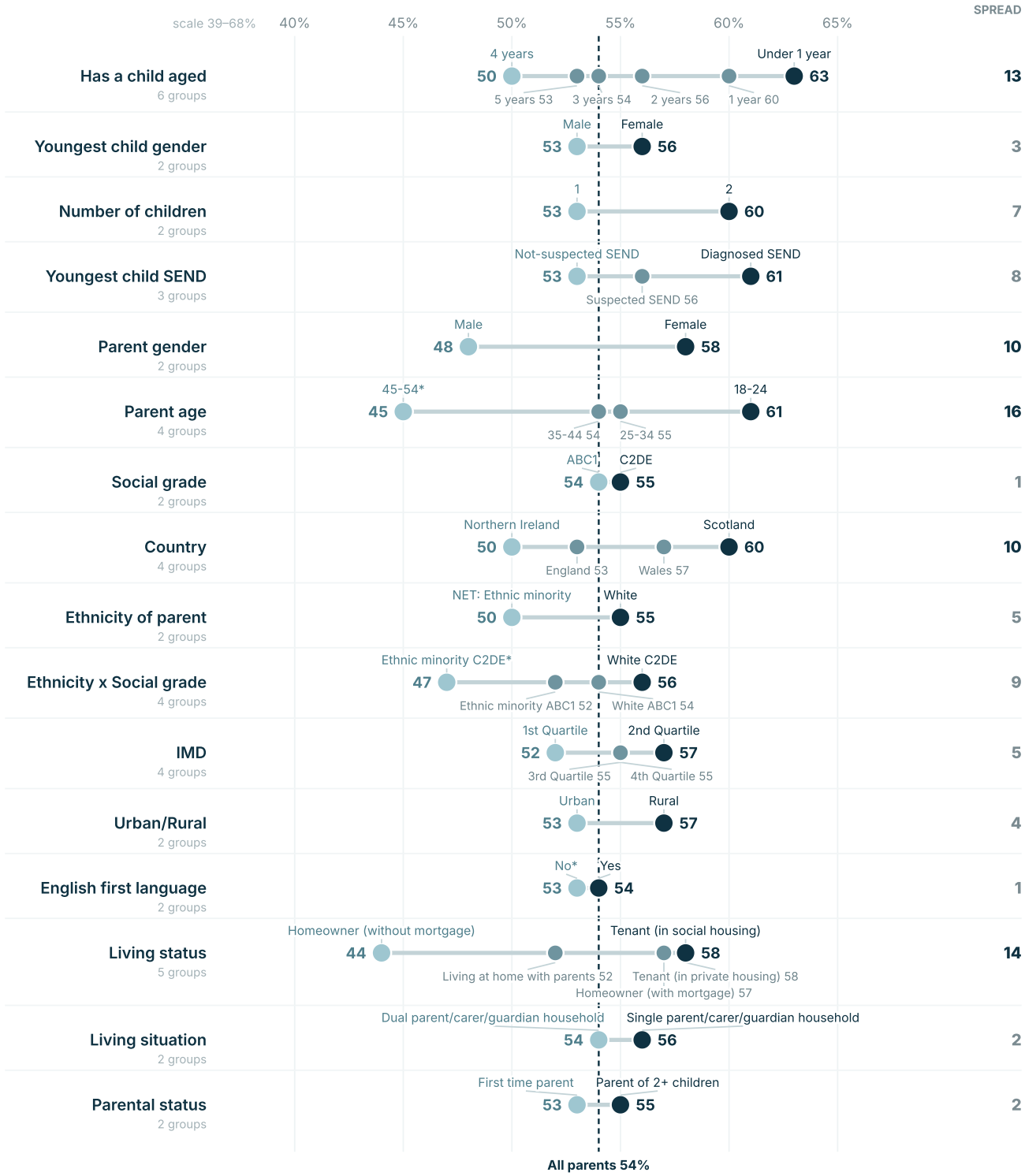
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q17 · TABLE 105 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have there been any times when baby groups, workshops, parenting classes, or support groups were available to you but you chose not to attend these services? (Yes)

All parents 54%



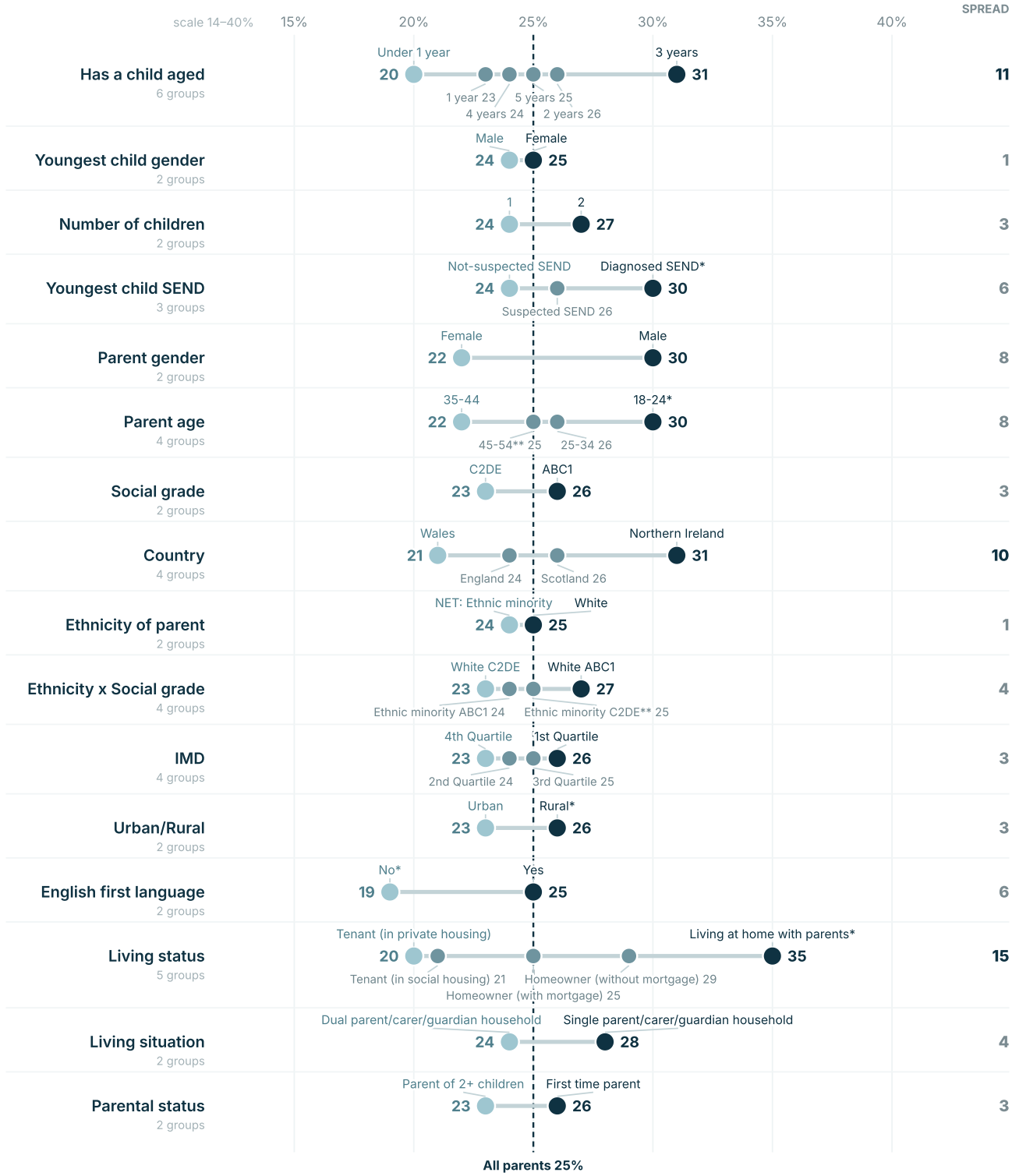
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q17A · TABLE 106 · MULTI CHOICE · ALL CUTS AT A GLANCE

What were the reasons you decided not to attend? (I didn't think the service would actually help my situation)

All parents 25%



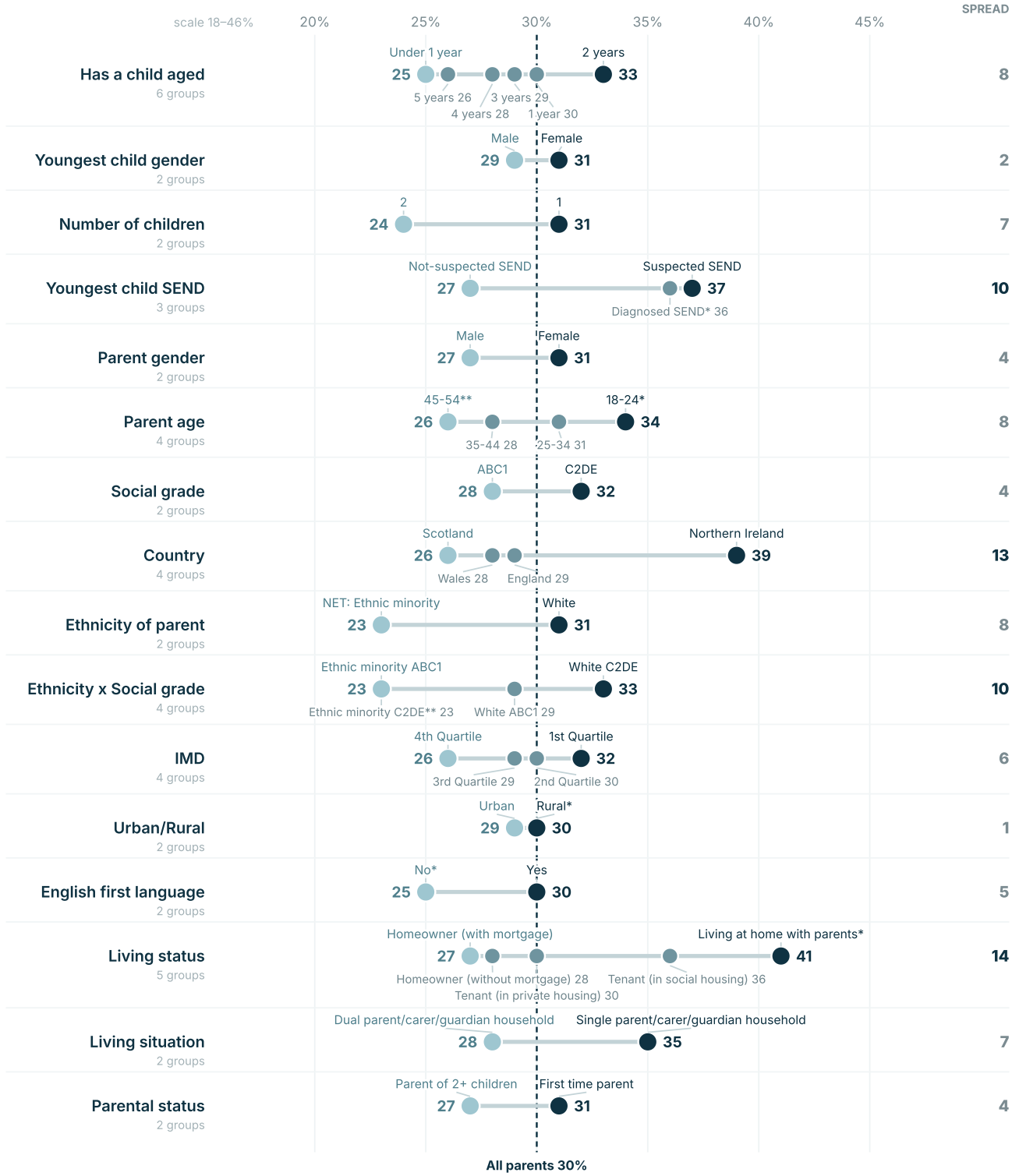
BASE: Those who decided not to attend baby groups/classes available to them · n = 1,930 weighted, 1,923 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Diagnosed SEND n=194; 18-24 n=156; 45-54 n=81; Ethnic minority C2DE n=88; Rural n=188; No n=100; Living at home with parents n=106.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q17A · TABLE 106 · MULTI CHOICE · ALL CUTS AT A GLANCE

What were the reasons you decided not to attend? (I felt like I wouldn't fit in, or that the service wasn't for people like me)

All parents 30%



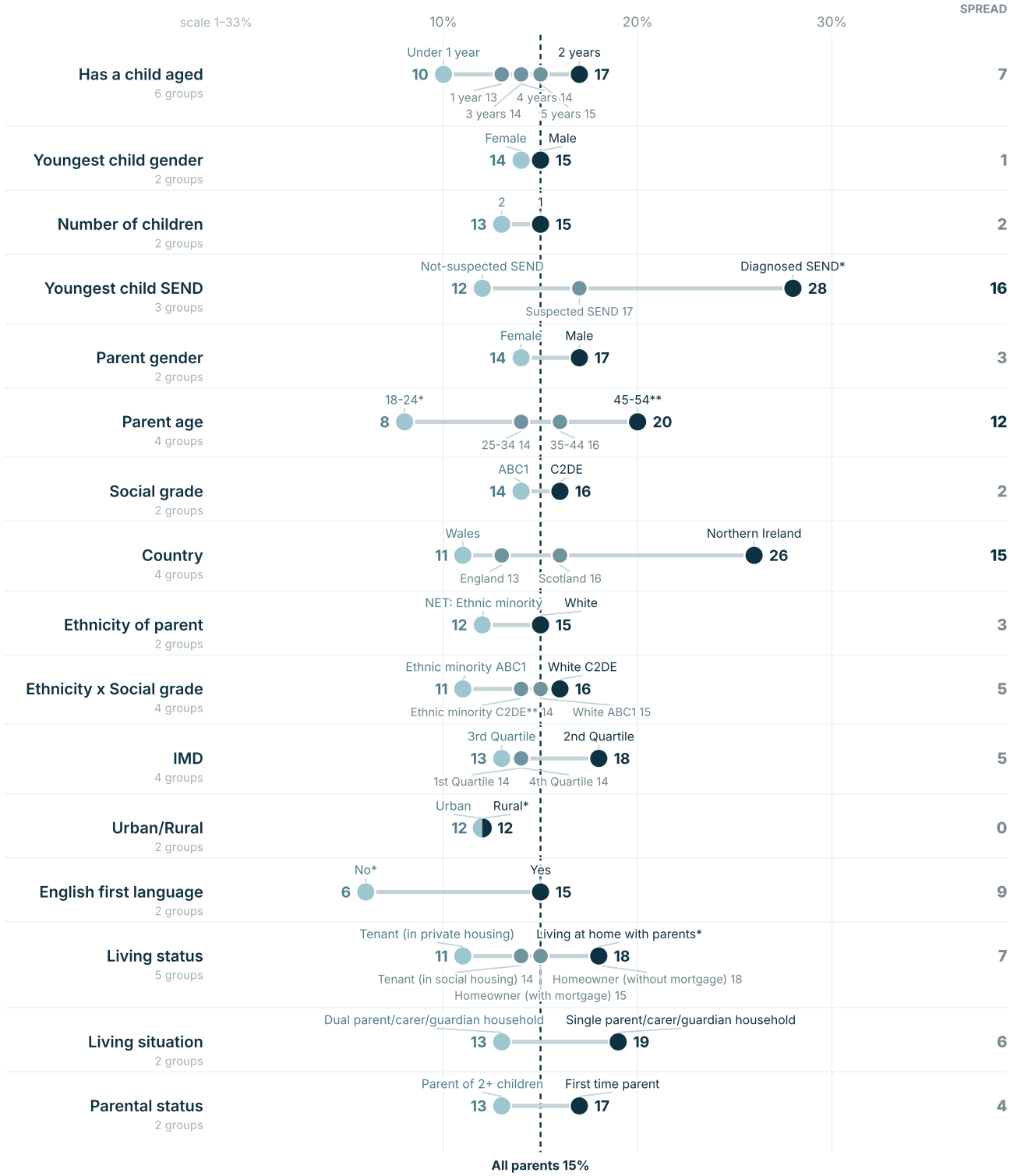
BASE: Those who decided not to attend baby groups/classes available to them · n = 1,930 weighted, 1,923 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Diagnosed SEND n=194; 18-24 n=156; 45-54 n=81; Ethnic minority C2DE n=88; Rural n=188; No n=100; Living at home with parents n=106.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q17A · TABLE 106 · MULTI CHOICE · ALL CUTS AT A GLANCE

What were the reasons you decided not to attend? (I had a previous bad experience with similar services)

All parents 15%



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* unweighted base under 200; ** under 100. These groups are indicative only: Diagnosed SEND n=194; 18-24 n=156; 45-54 n=81; Ethnic minority C2DE n=88; Rural n=188; No n=100; Living at home with parents n=106.
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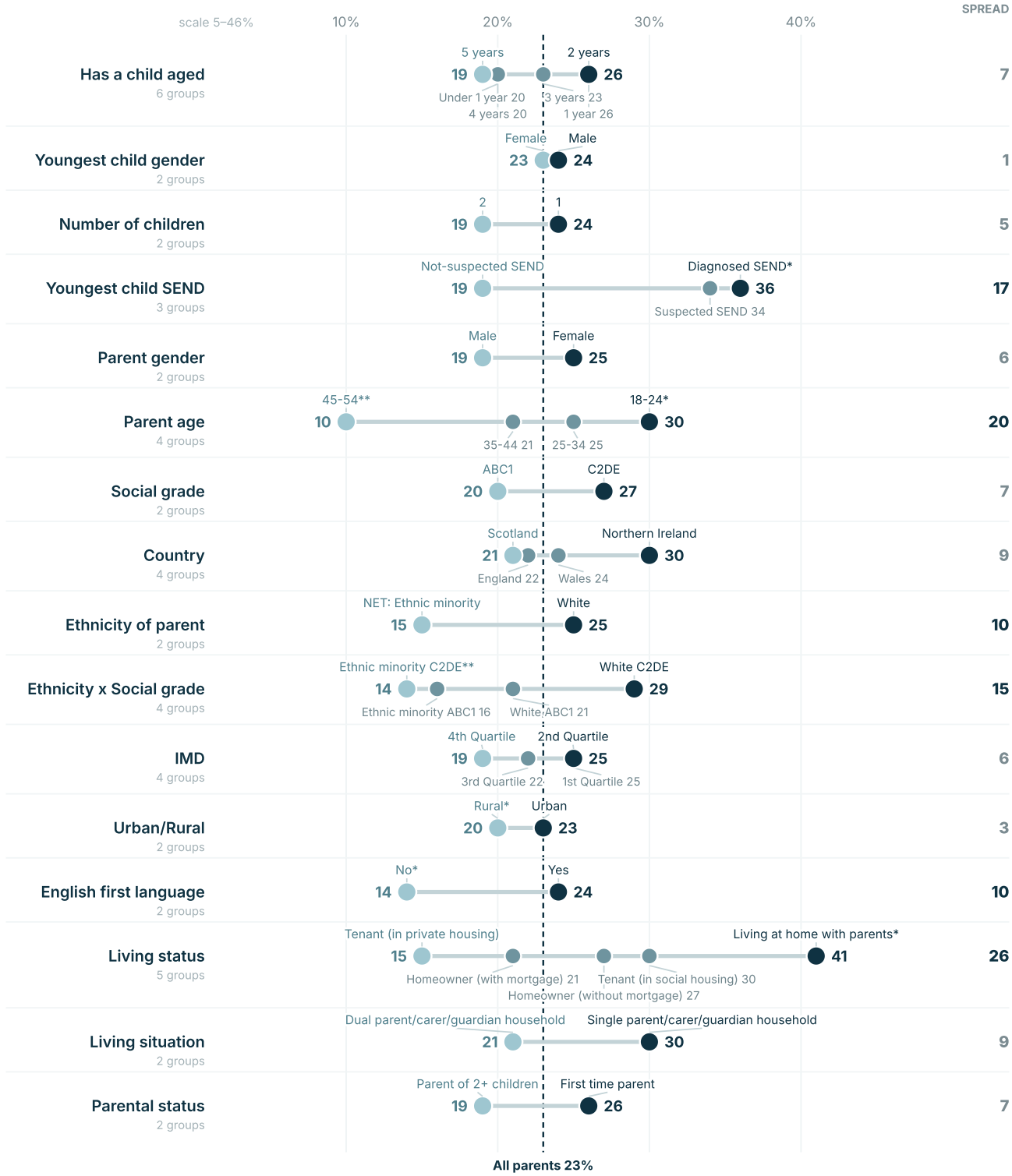
Q17A · TABLE 106 · MULTI CHOICE · ALL CUTS AT A GLANCE

What were the reasons you decided not to attend? (I was worried I might be judged or misunderstood)

All parents 23%



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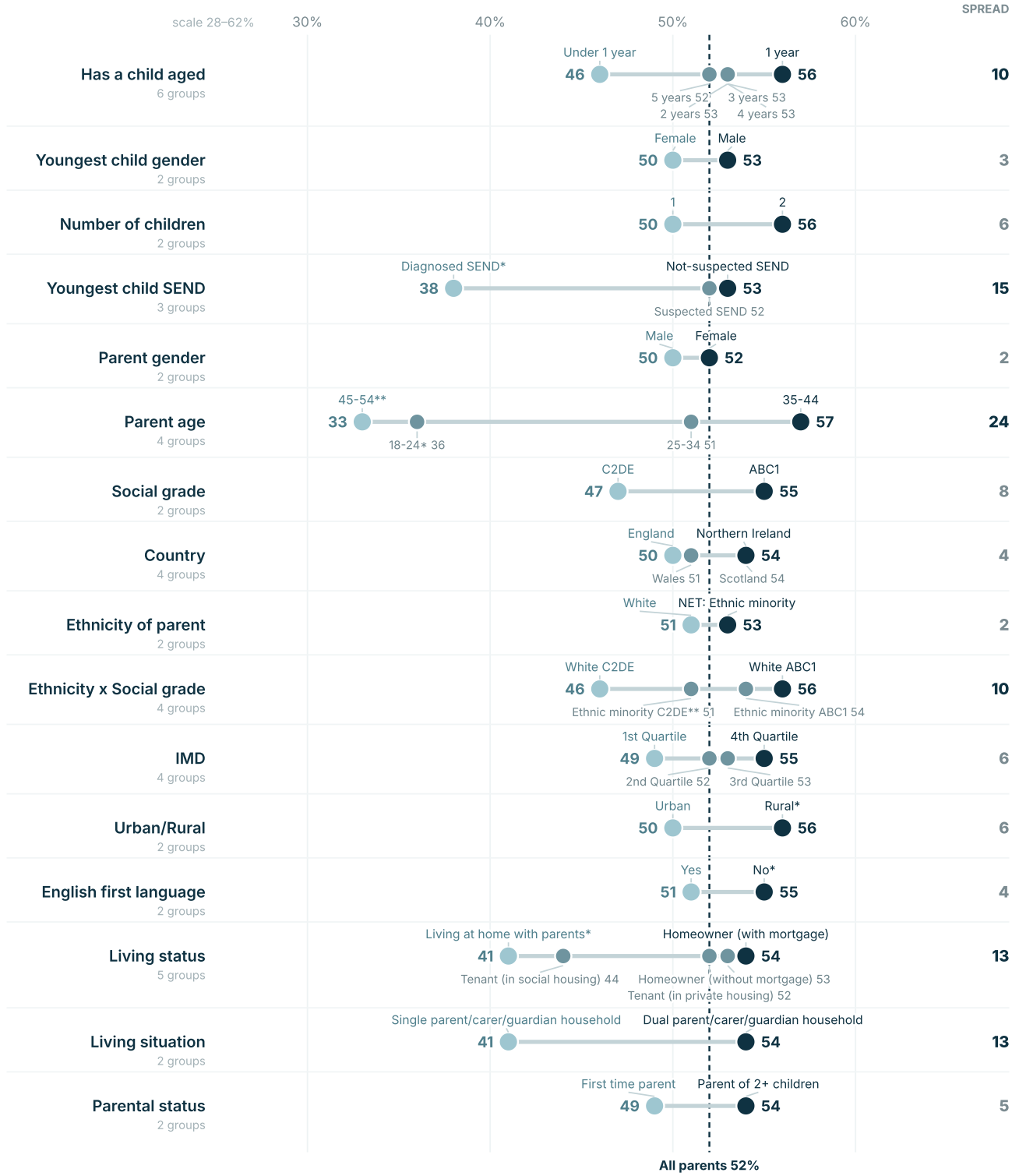
Q17A · TABLE 106 · MULTI CHOICE · ALL CUTS AT A GLANCE

What were the reasons you decided not to attend? (Practical reasons (e.g., childcare, timing, transport, location))

All parents 52%



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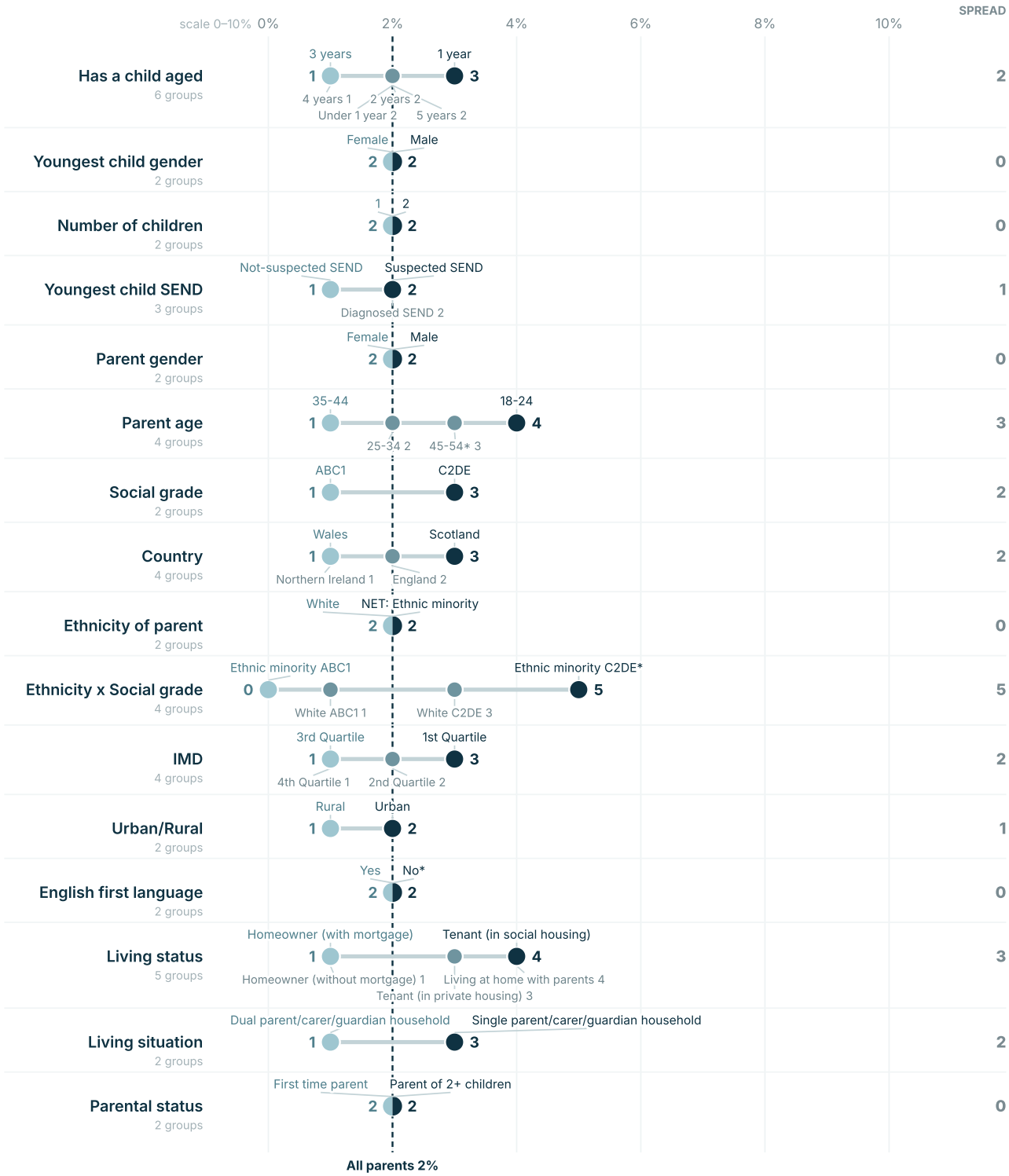
Kindred²

Q18 · TABLE 107 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have you ever had difficulty understanding written or spoken information about parenting, childcare or local services? (I haven't seen any information)

All parents 2%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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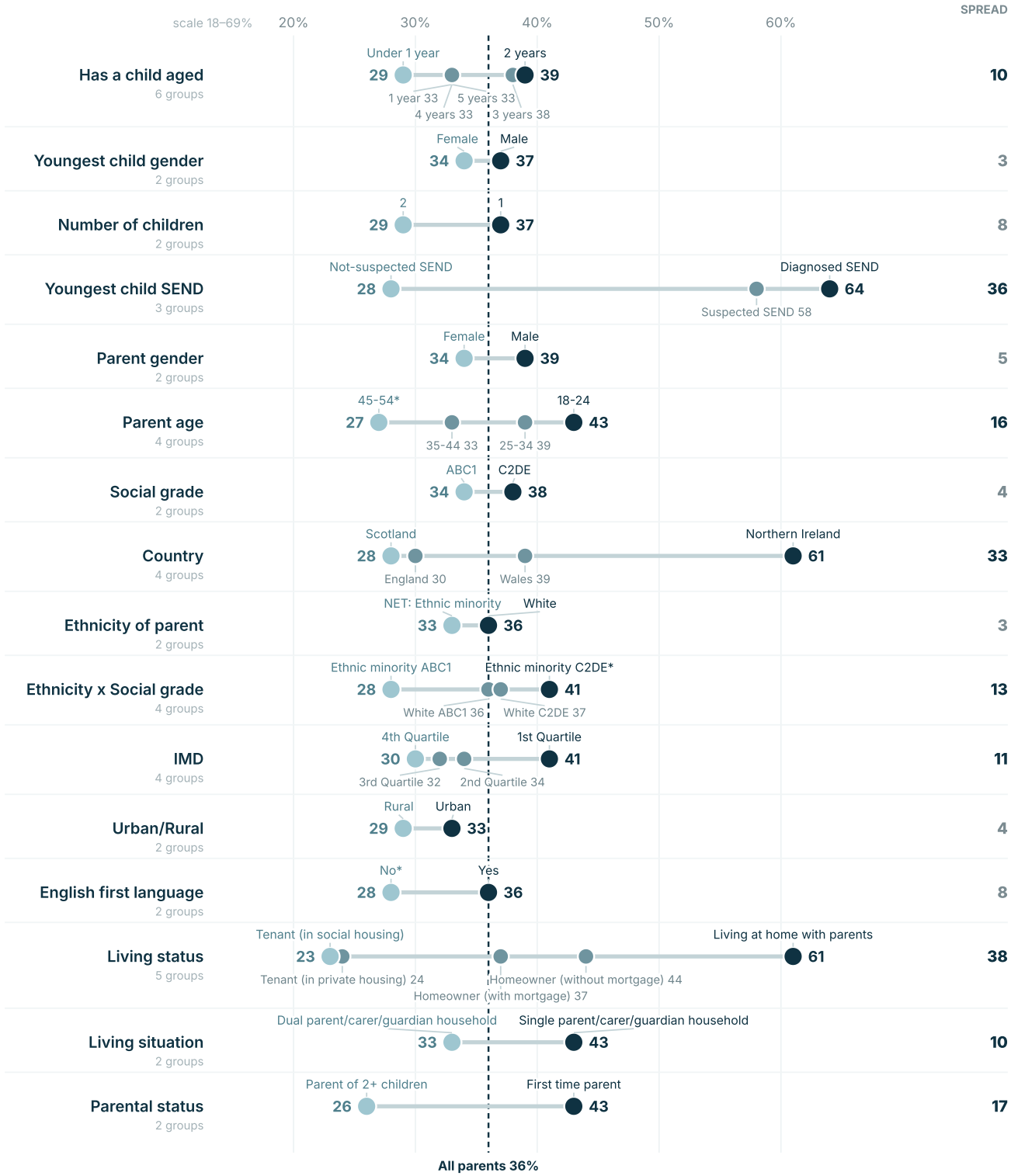
Kindred²

Q18 · TABLE 107 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have you ever had difficulty understanding written or spoken information about parenting, childcare or local services? (NET: Yes)

All parents 36%



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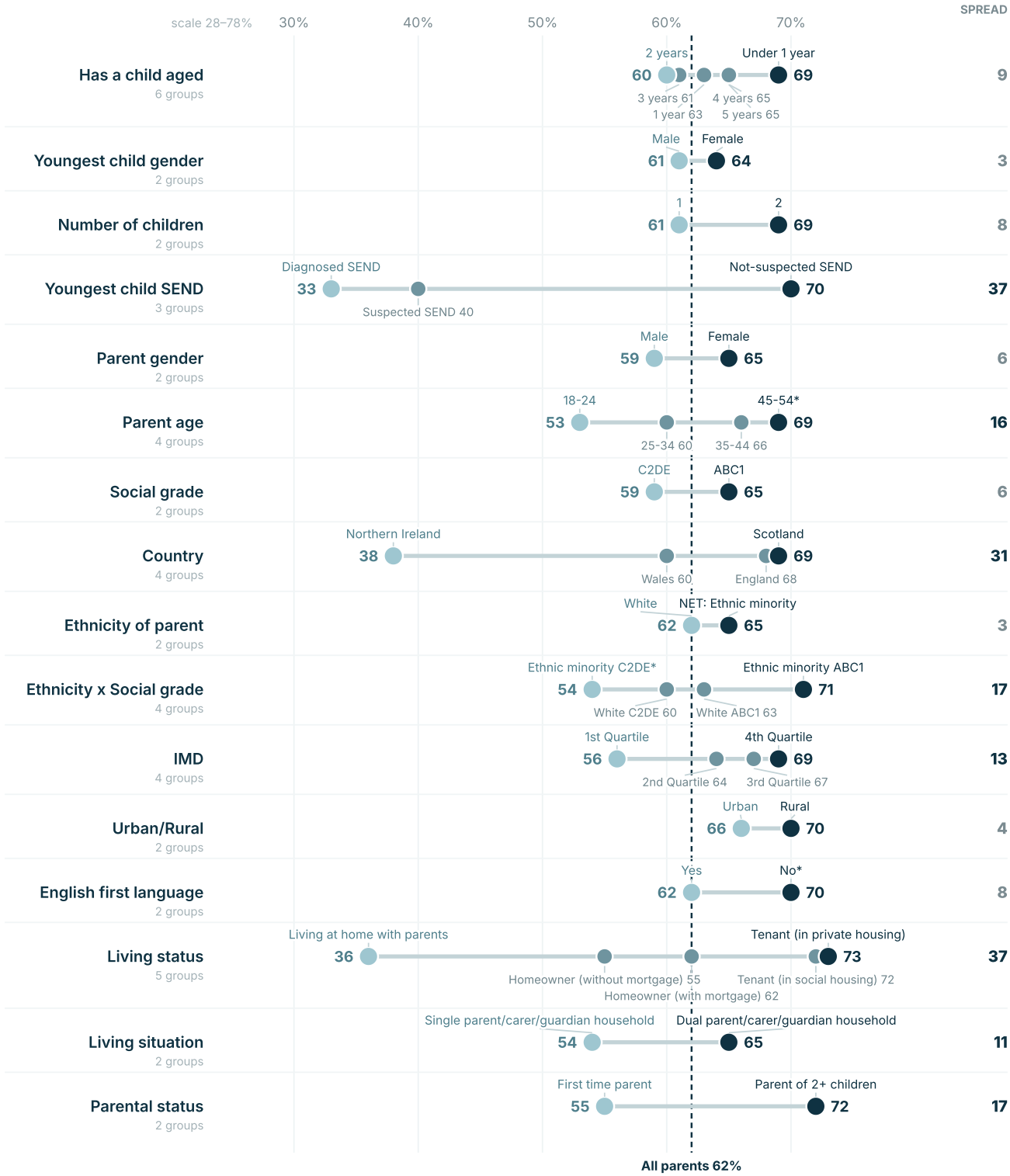
Q18 · TABLE 107 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have you ever had difficulty understanding written or spoken information about parenting, childcare or local services? (No)

All parents 62%



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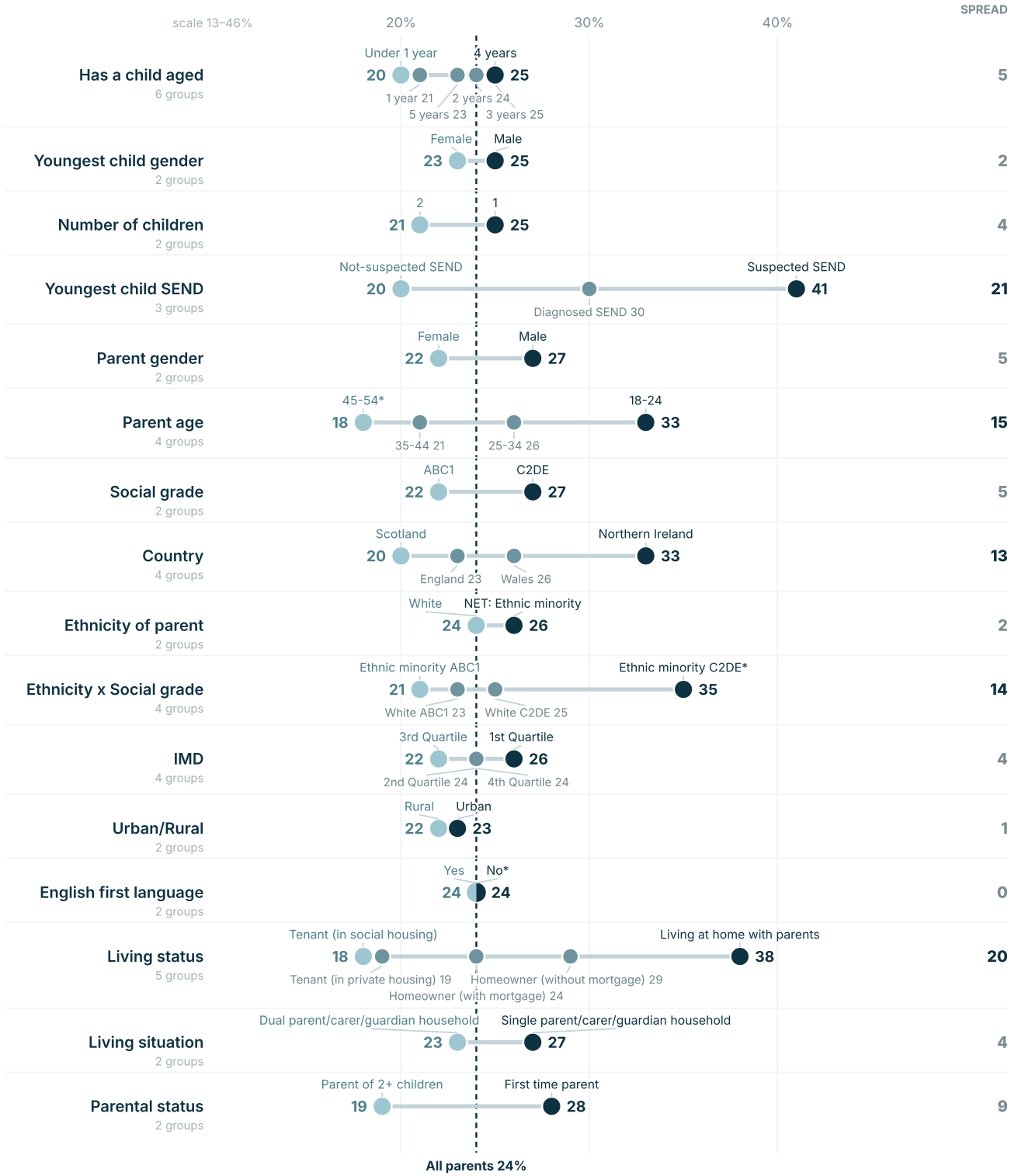
Kindred²

Q18 · TABLE 107 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have you ever had difficulty understanding written or spoken information about parenting, childcare or local services? (Yes, occasionally)

All parents 24%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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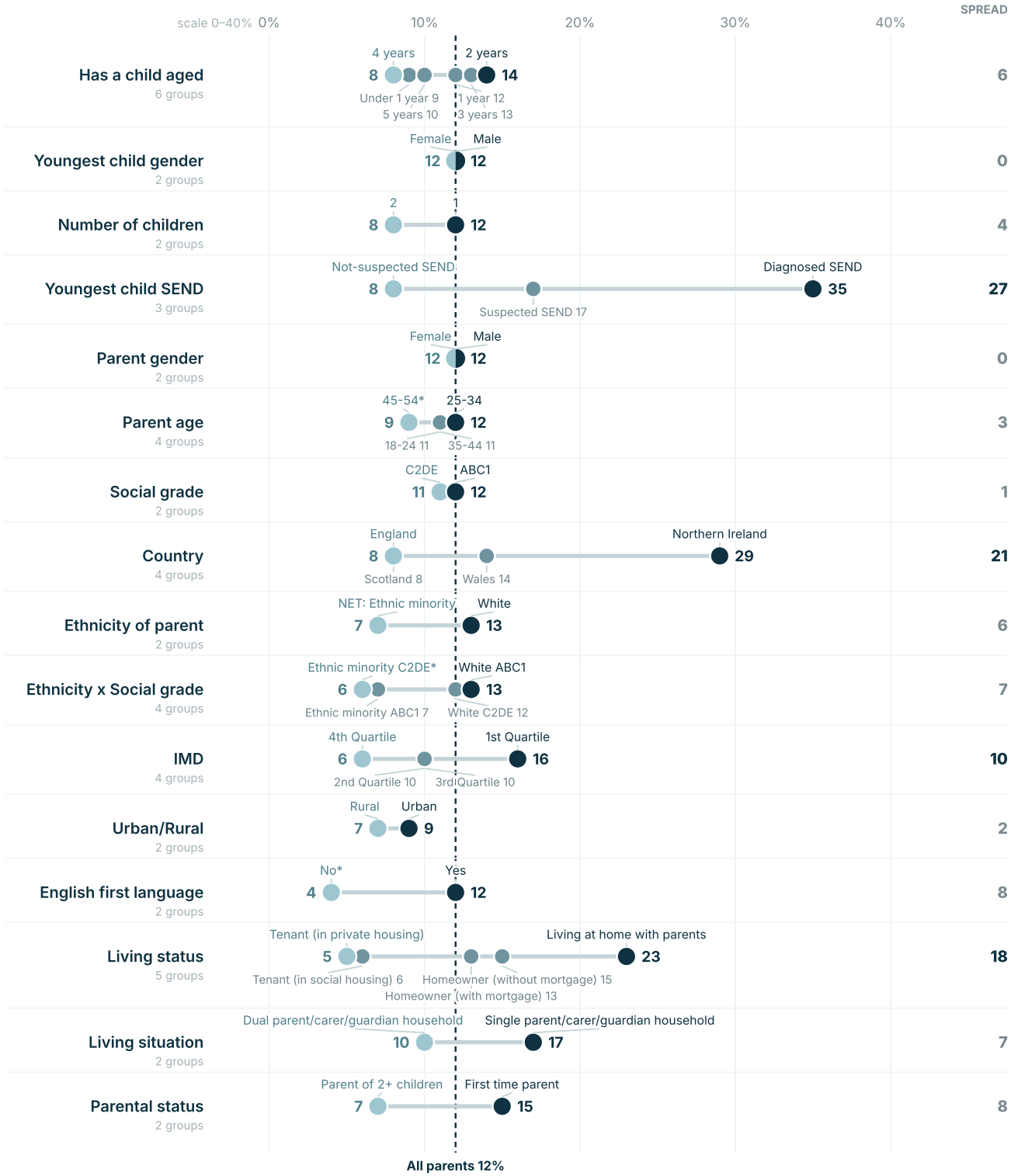
Kindred²

Q18 · TABLE 107 · SINGLE CHOICE · ALL CUTS AT A GLANCE

Have you ever had difficulty understanding written or spoken information about parenting, childcare or local services? (Yes, regularly)

All parents 12%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Conflicting advice)

All parents 28%



BASE: Those who have had difficulty understanding information about childcare services · n = 1,275 weighted, 1,284 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=110; 2 n=182; 18-24 n=112; 45-54 n=49; Scotland n=148; Wales n=197; Ethnic minority ABC1 n=153; Ethnic minority C2DE n=76; 4th Quartile n=193; Rural n=97; No n=56; Living at home with parents n=121; Tenant (in private housing) n=170; Tenant (in social housing) n=87.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Difficult language or too much jargon)

All parents 21%



BASE: Those who have had difficulty understanding information about childcare services · n = 1,275 weighted, 1,284 unweighted.
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Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (I am visually-impaired)

All parents 16%



BASE: Those who have had difficulty understanding information about childcare services · n = 1,275 weighted, 1,284 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=110; 2 n=182; 18-24 n=112; 45-54 n=49; Scotland n=148; Wales n=197; Ethnic minority ABC1 n=153; Ethnic minority C2DE n=76; 4th Quartile n=193; Rural n=97; No n=56; Living at home with parents n=121; Tenant (in private housing) n=170; Tenant (in social housing) n=87.
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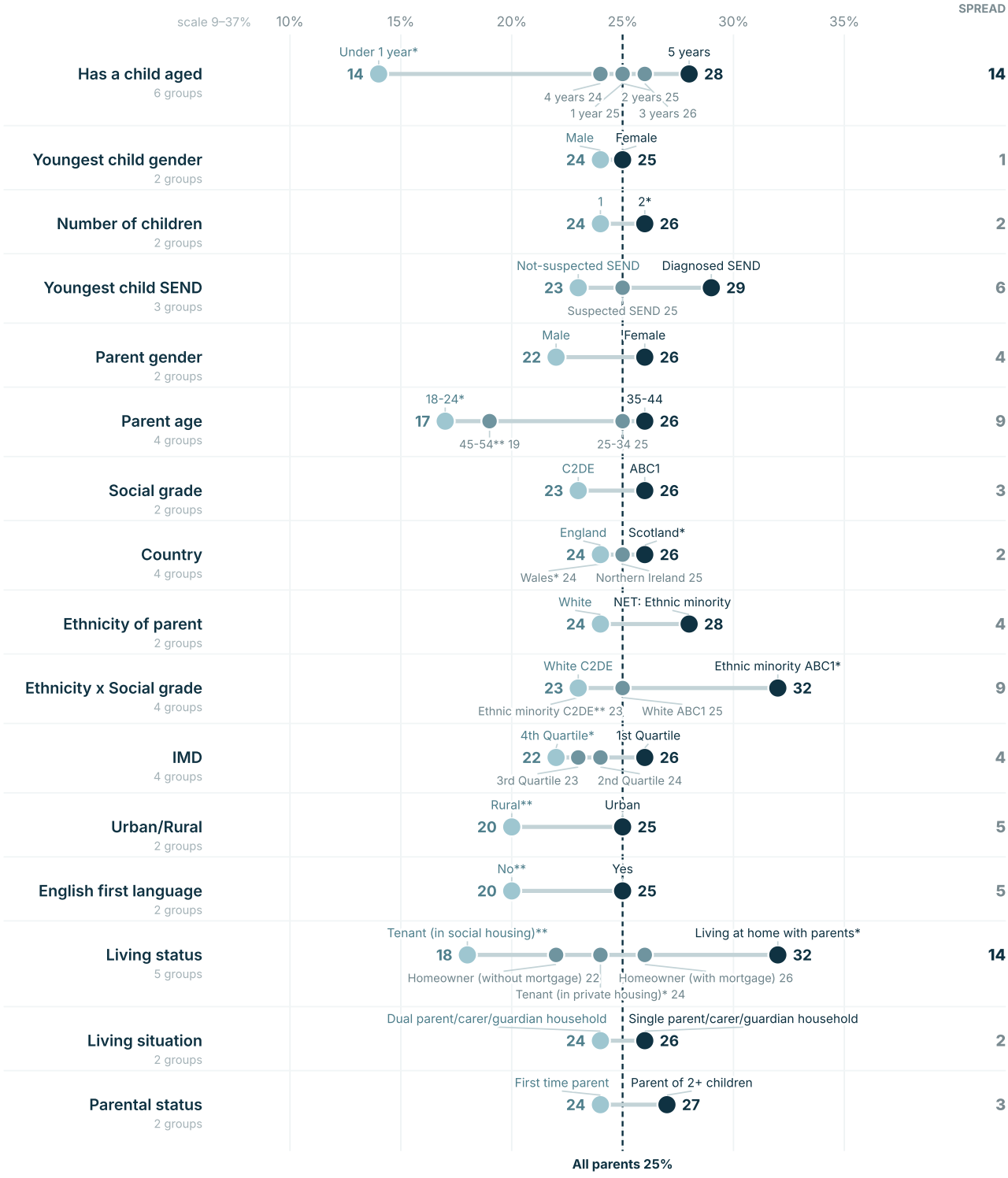
Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Information not relevant to my situation)

All parents 25%



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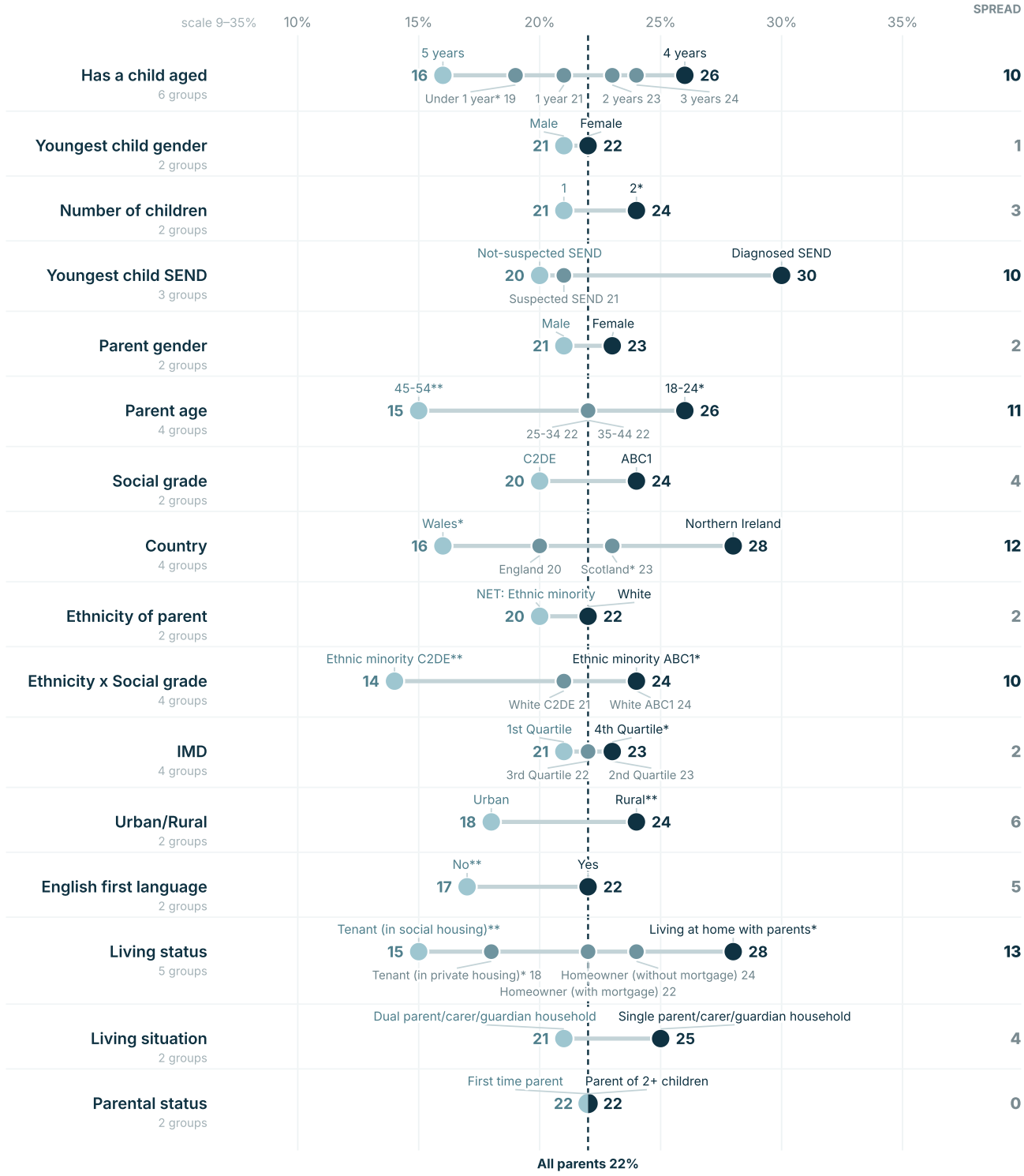
Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Information was judgemental)

All parents 22%



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* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=110; 2 n=182; 18-24 n=112; 45-54 n=49; Scotland n=148; Wales n=197; Ethnic minority ABC1 n=153; Ethnic minority C2DE n=76; 4th Quartile n=193; Rural n=97; No n=56; Living at home with parents n=121; Tenant (in private housing) n=170; Tenant (in social housing) n=87.
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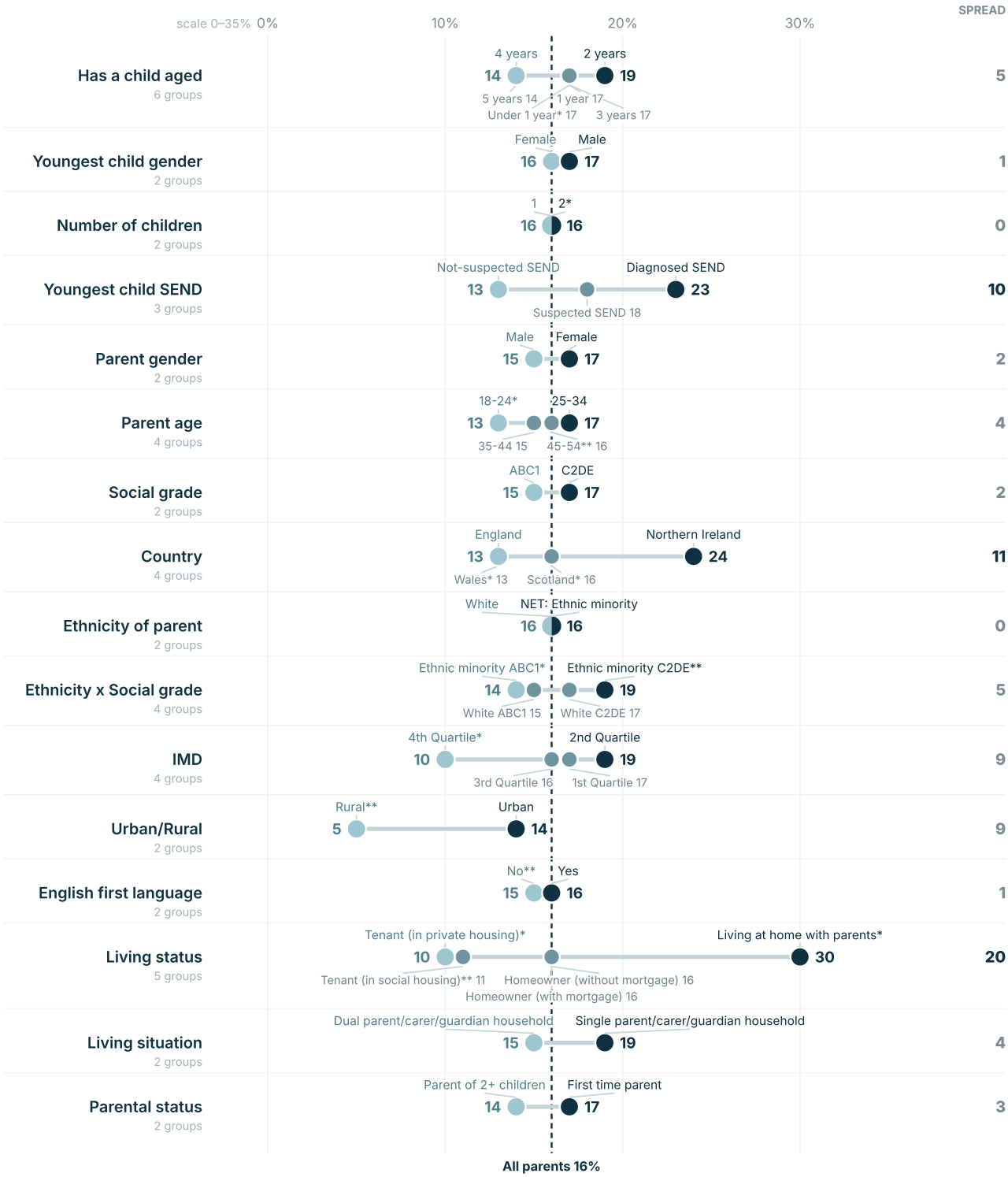
Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (It was not available in my preferred language)

All parents 16%



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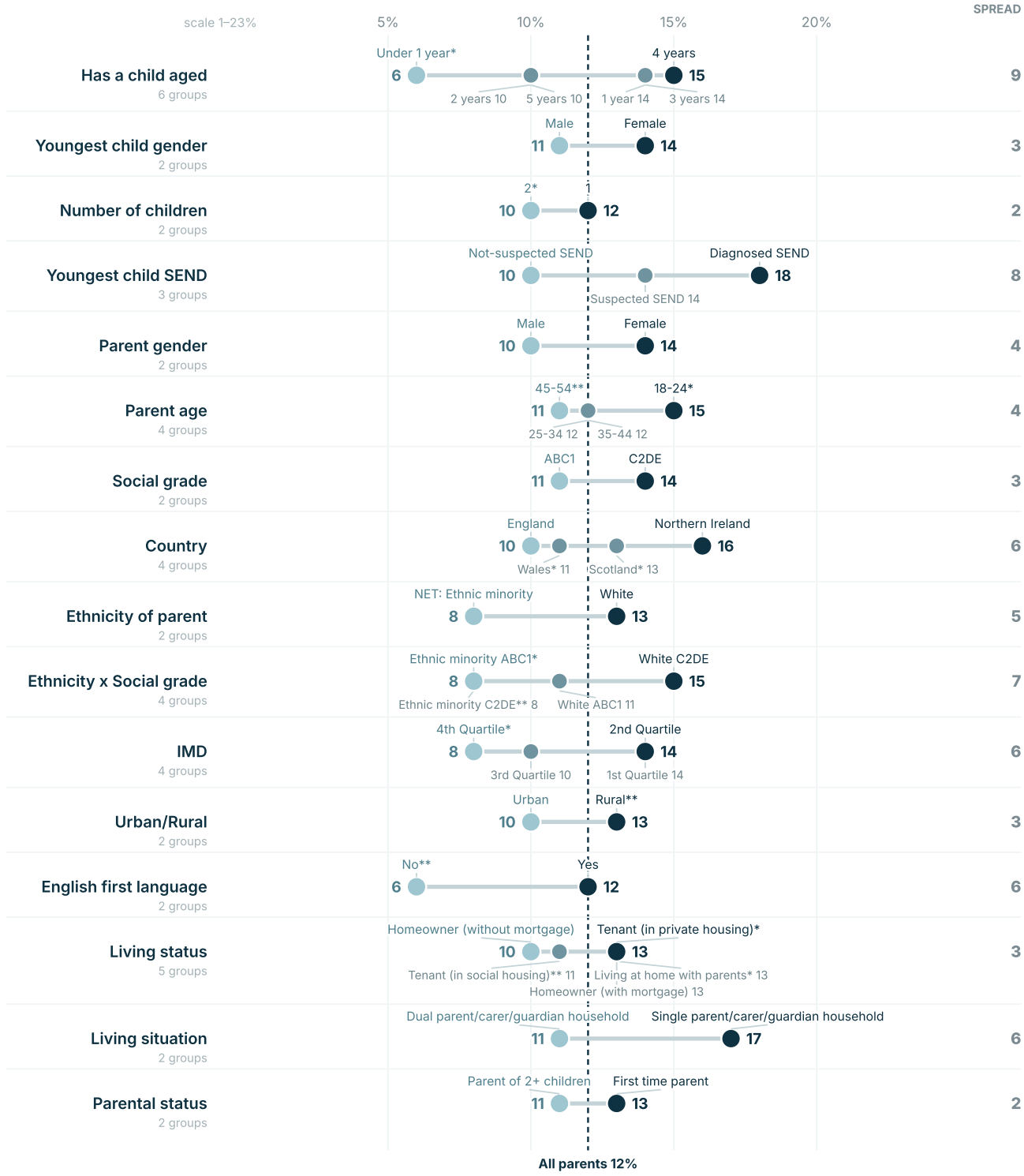
Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Not dyslexia-friendly)

All parents 12%



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Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Too much information)

All parents 35%



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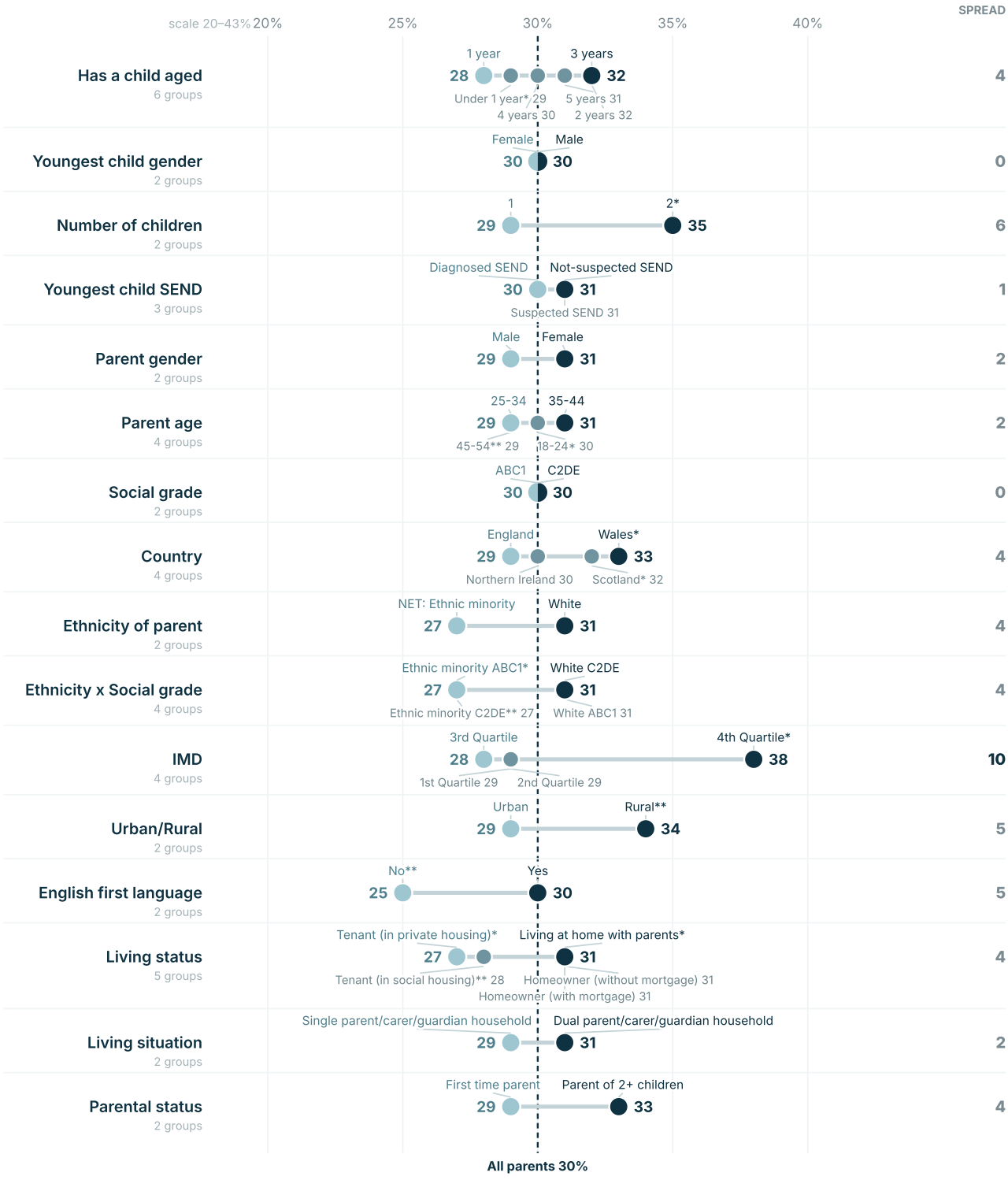
Kindred²

Q18A · TABLE 108 · MULTI CHOICE · ALL CUTS AT A GLANCE

What made the information difficult to understand? (Unclear where to start)

All parents 30%



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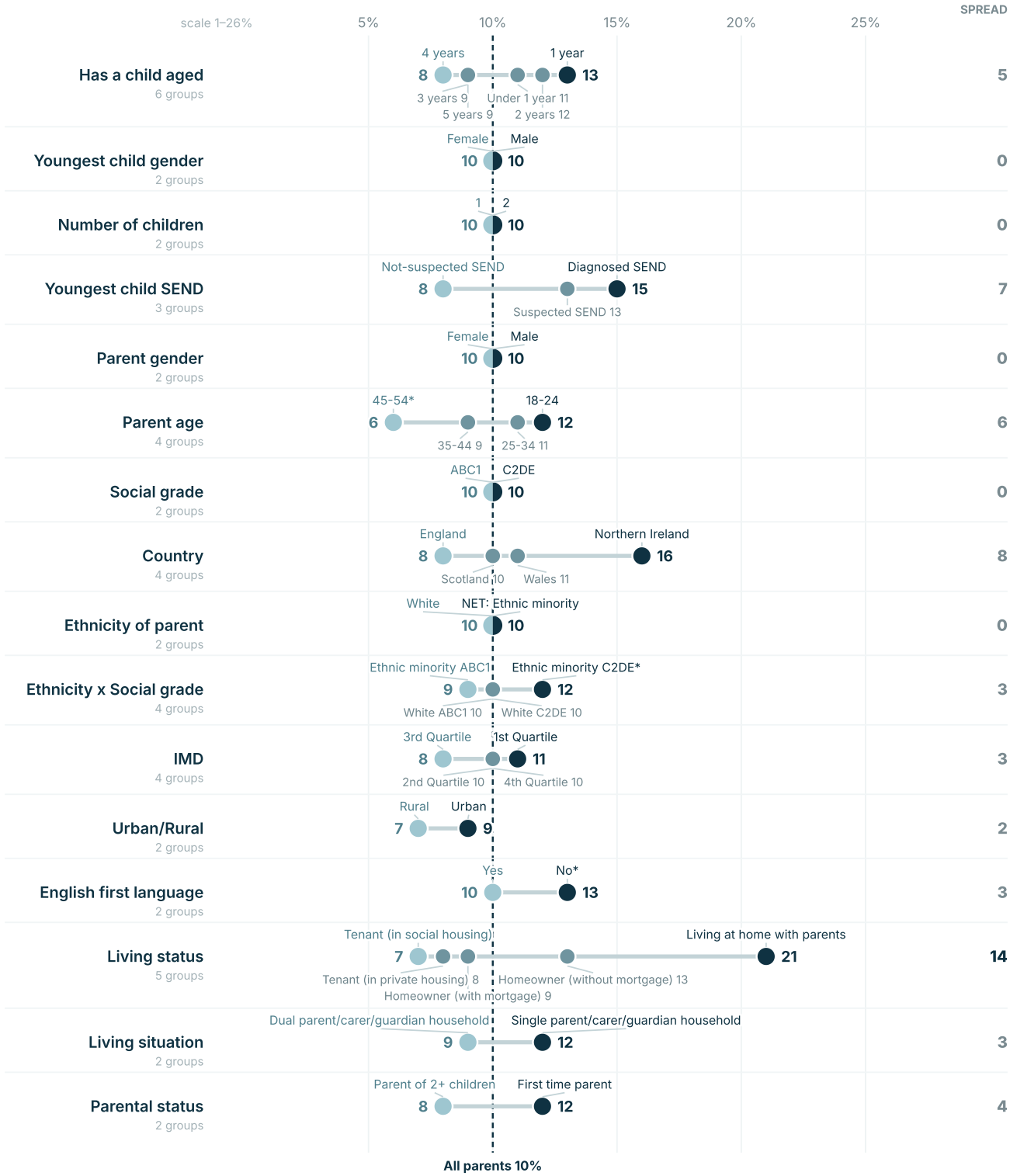
Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (Daily)

All parents 10%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (Monthly)

All parents 25%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (Multiple times a day)

All parents 4%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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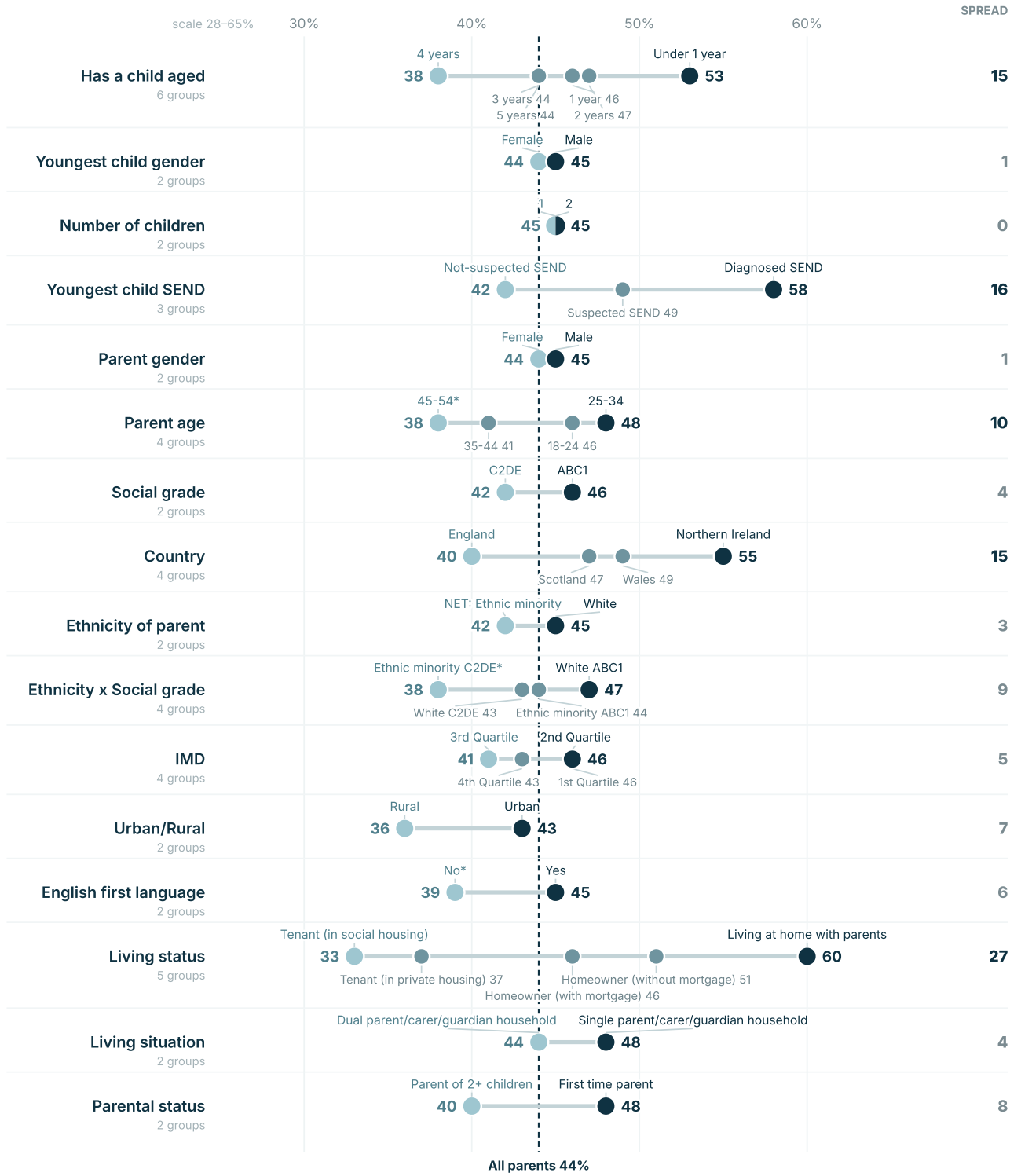
Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (NET: At least weekly)

All parents 44%



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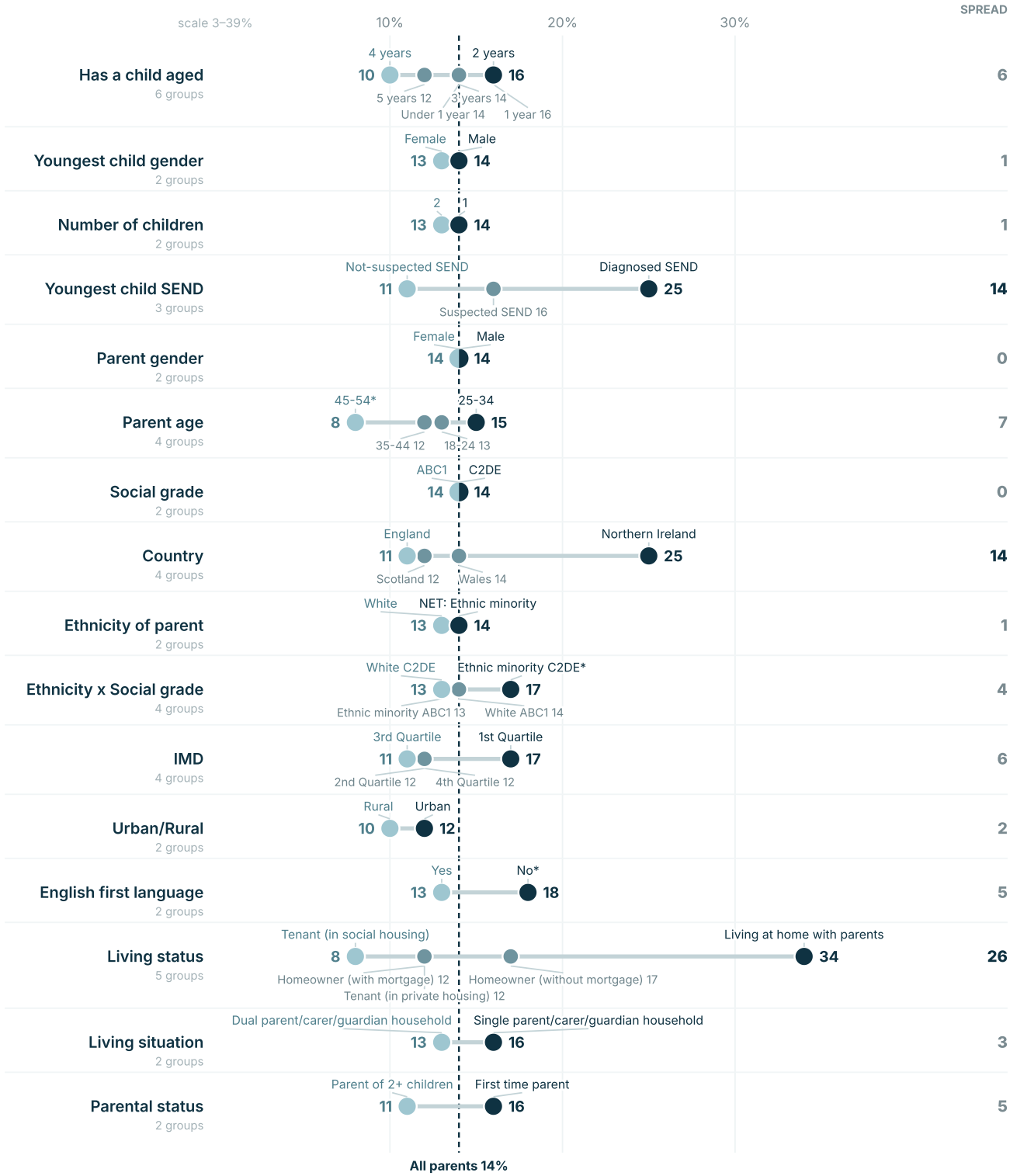
Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (NET: Daily)

All parents 14%



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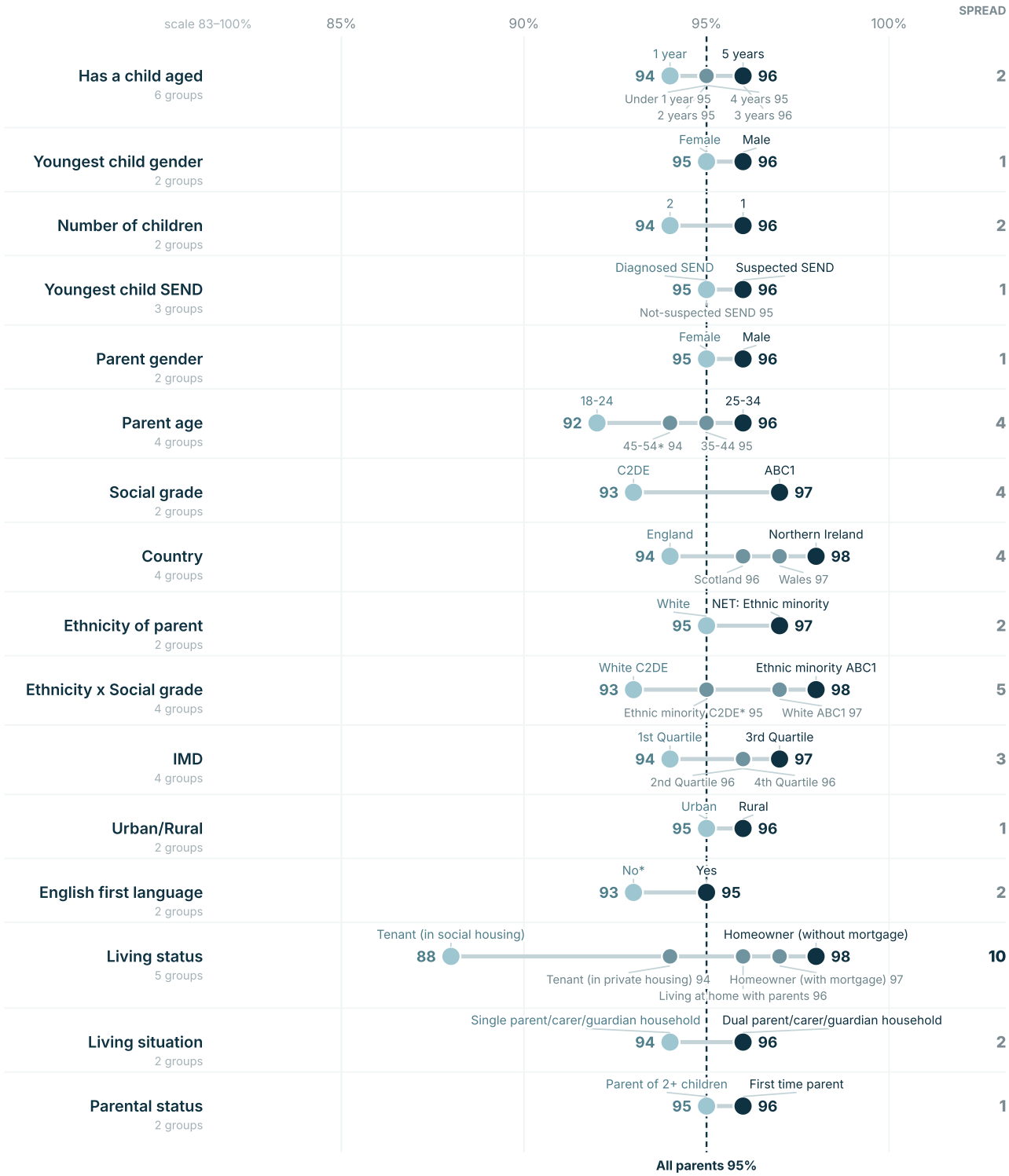
Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (NET: Have ever sought parenting advice)

All parents 95%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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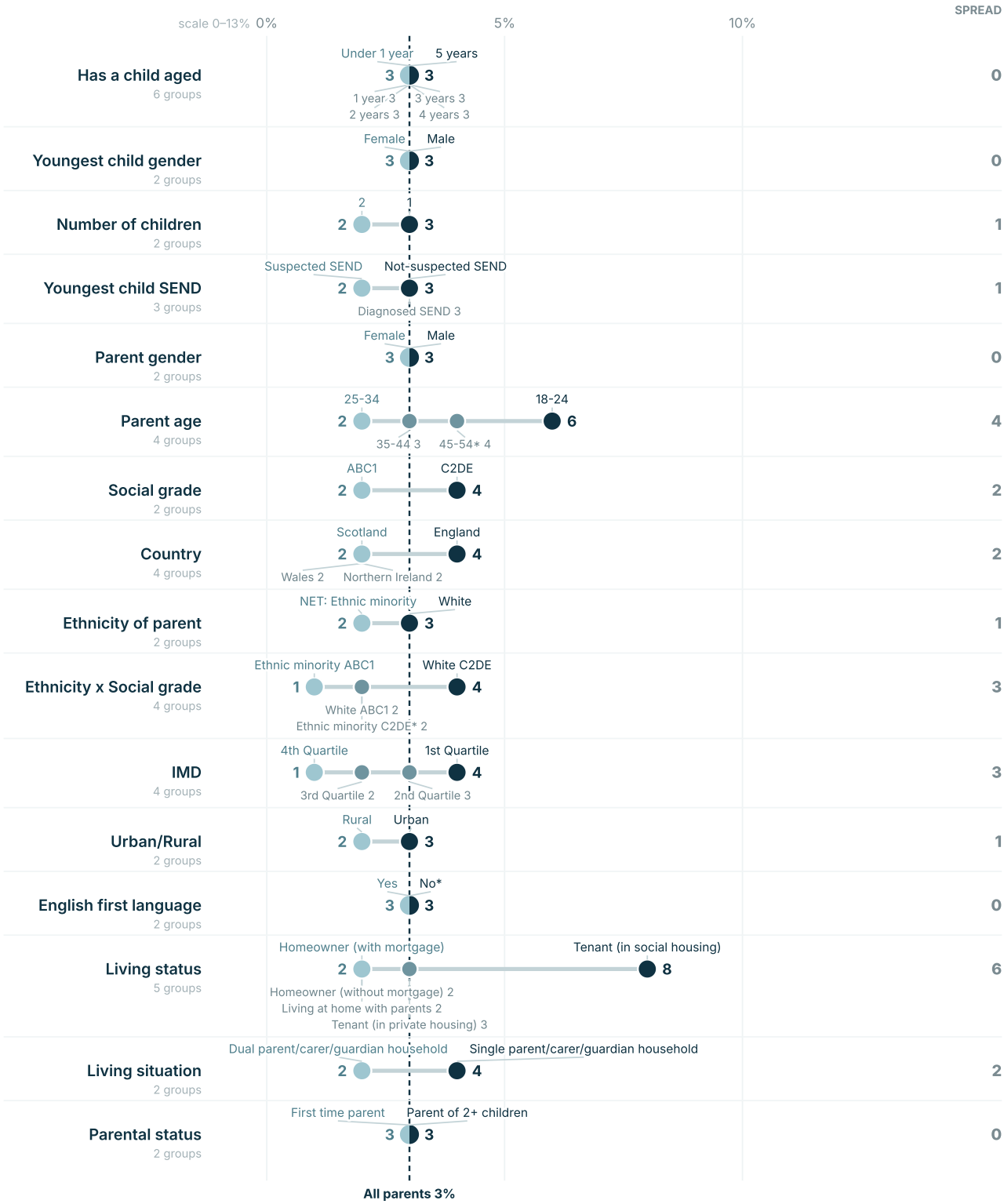
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (Never)

All parents 3%



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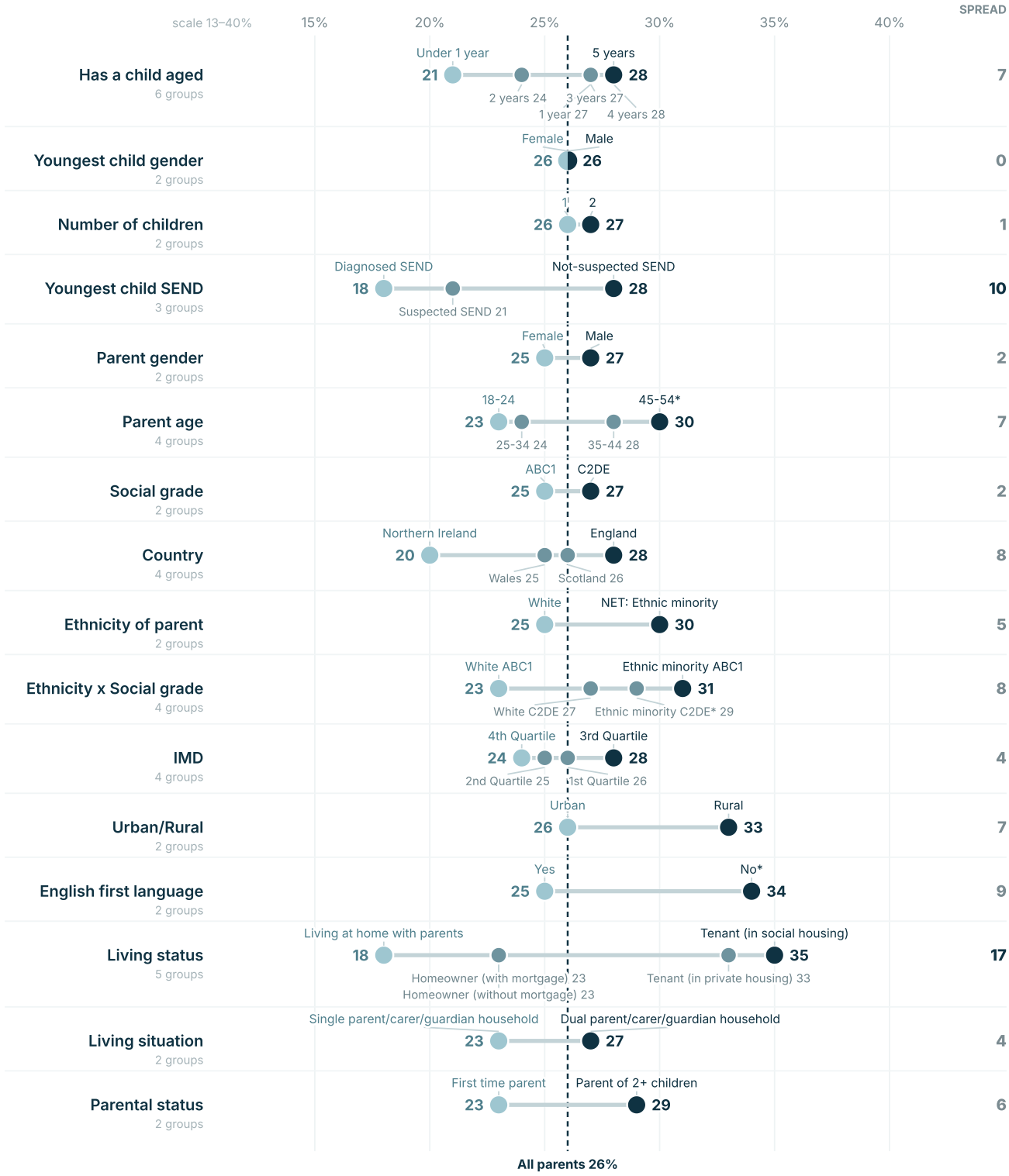
Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (Rarely)

All parents 26%



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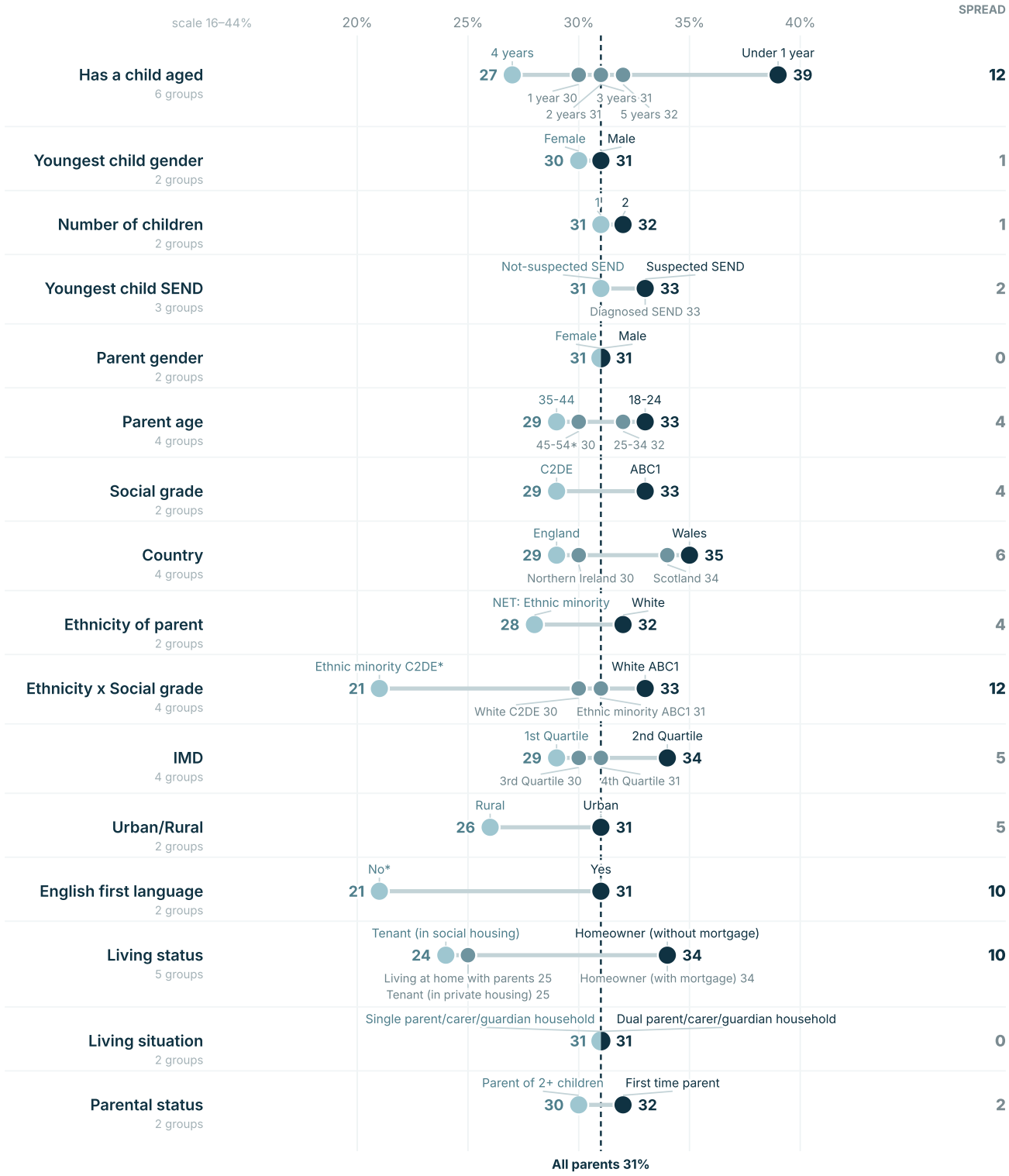
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q19 · TABLE 109 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you seek parenting advice? (e.g. from family or friends, online sources, parenting groups, or professionals) (Weekly)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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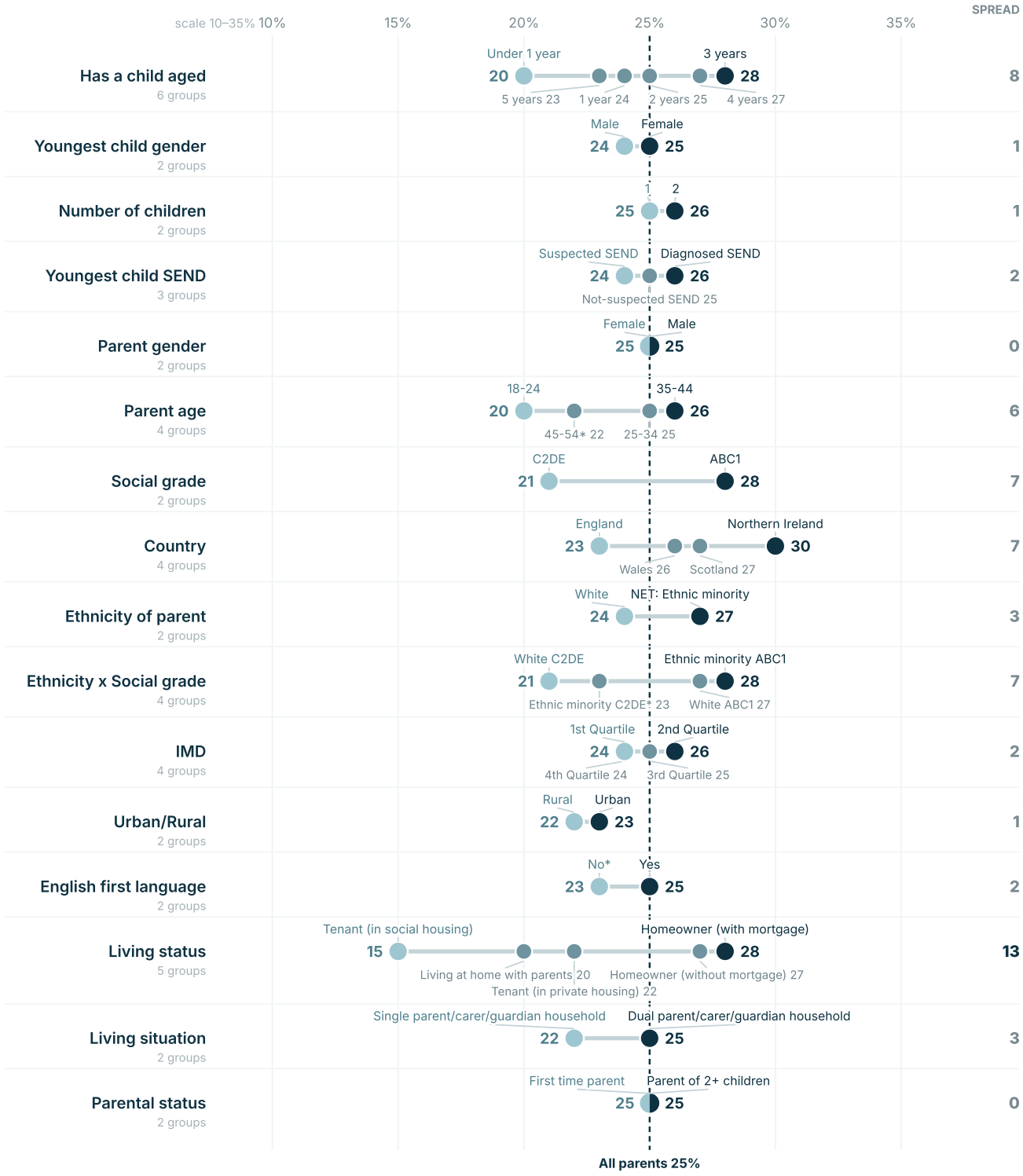
Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (Before a new stage, such as nursery or school)

All parents 25%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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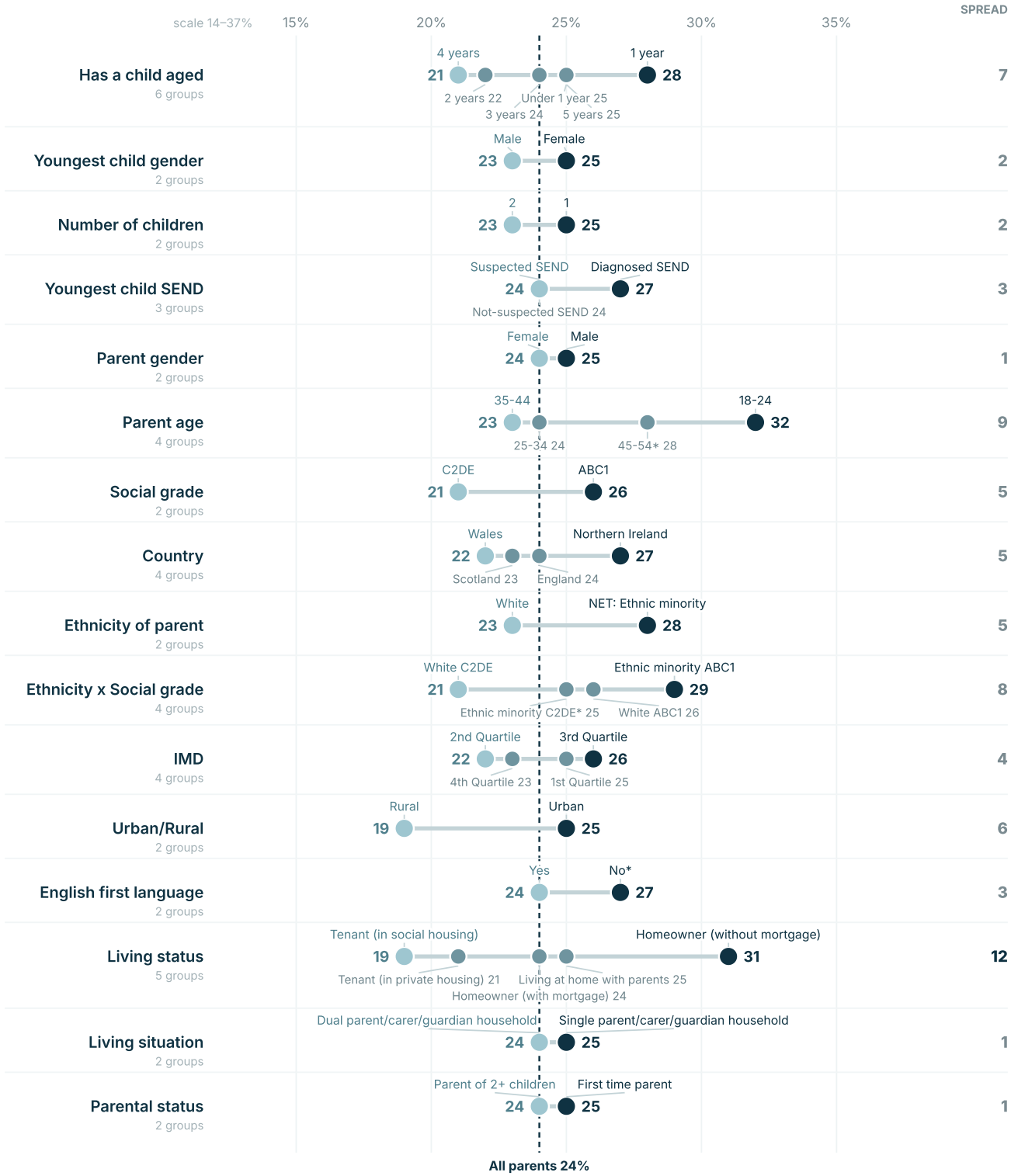
Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (I look regularly, even without a concern)

All parents 24%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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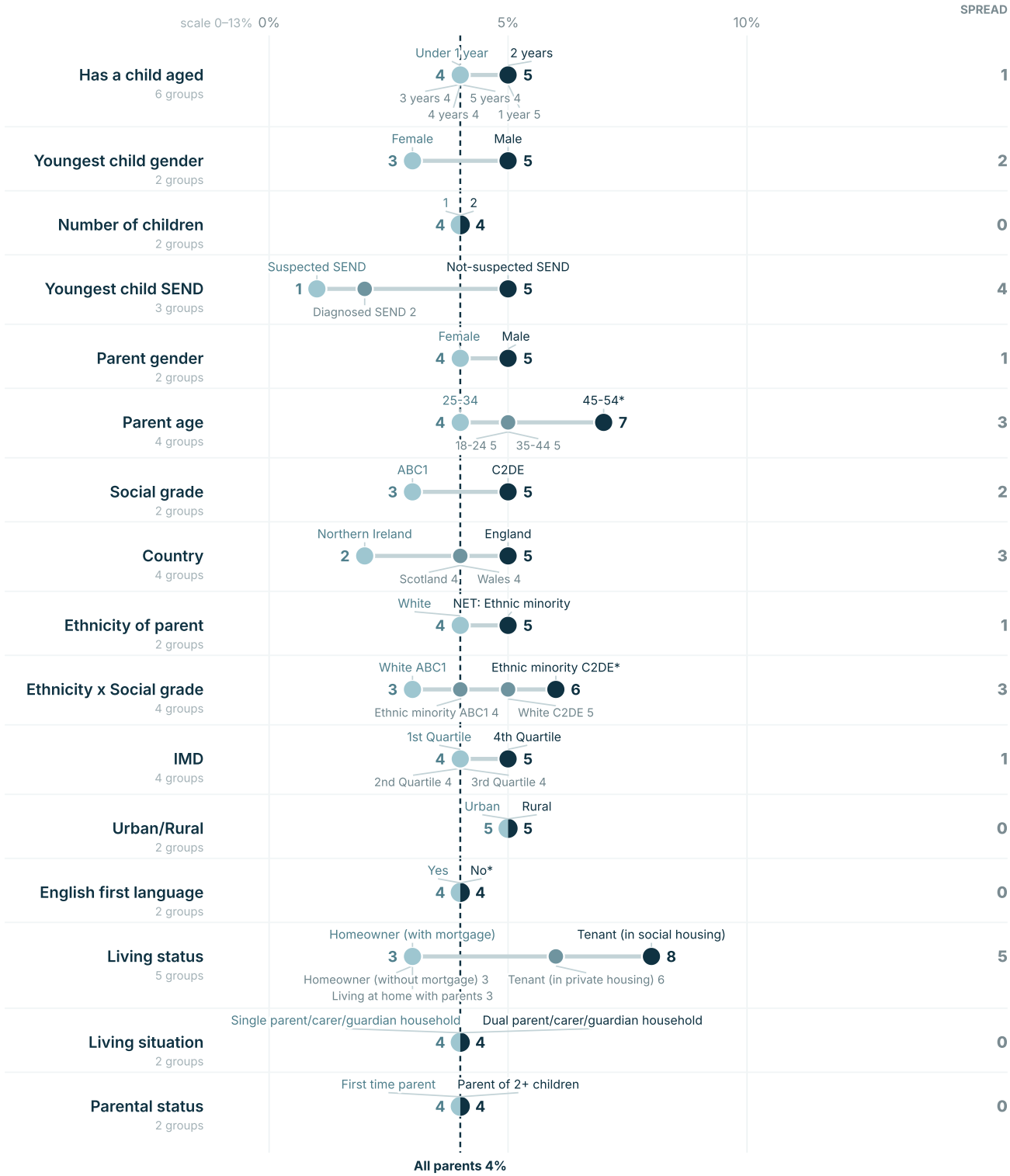
Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (I rarely or never look for advice)

All parents 4%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (When a professional raises a concern)

All parents 20%



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Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (When I compare my child with others)

All parents 17%



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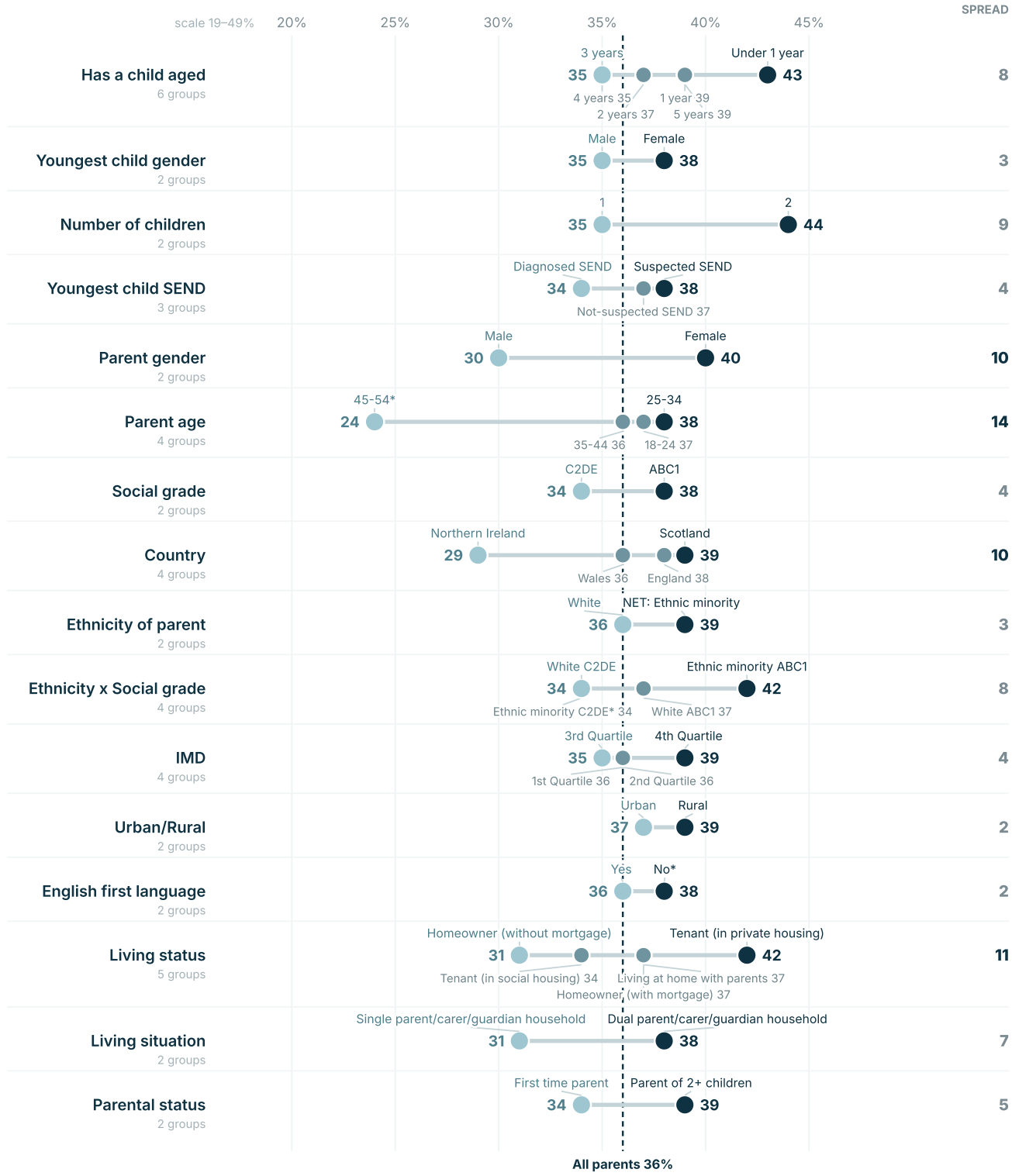
Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (When I feel overwhelmed or unsure)

All parents 36%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (When I notice something worrying)

All parents 45%



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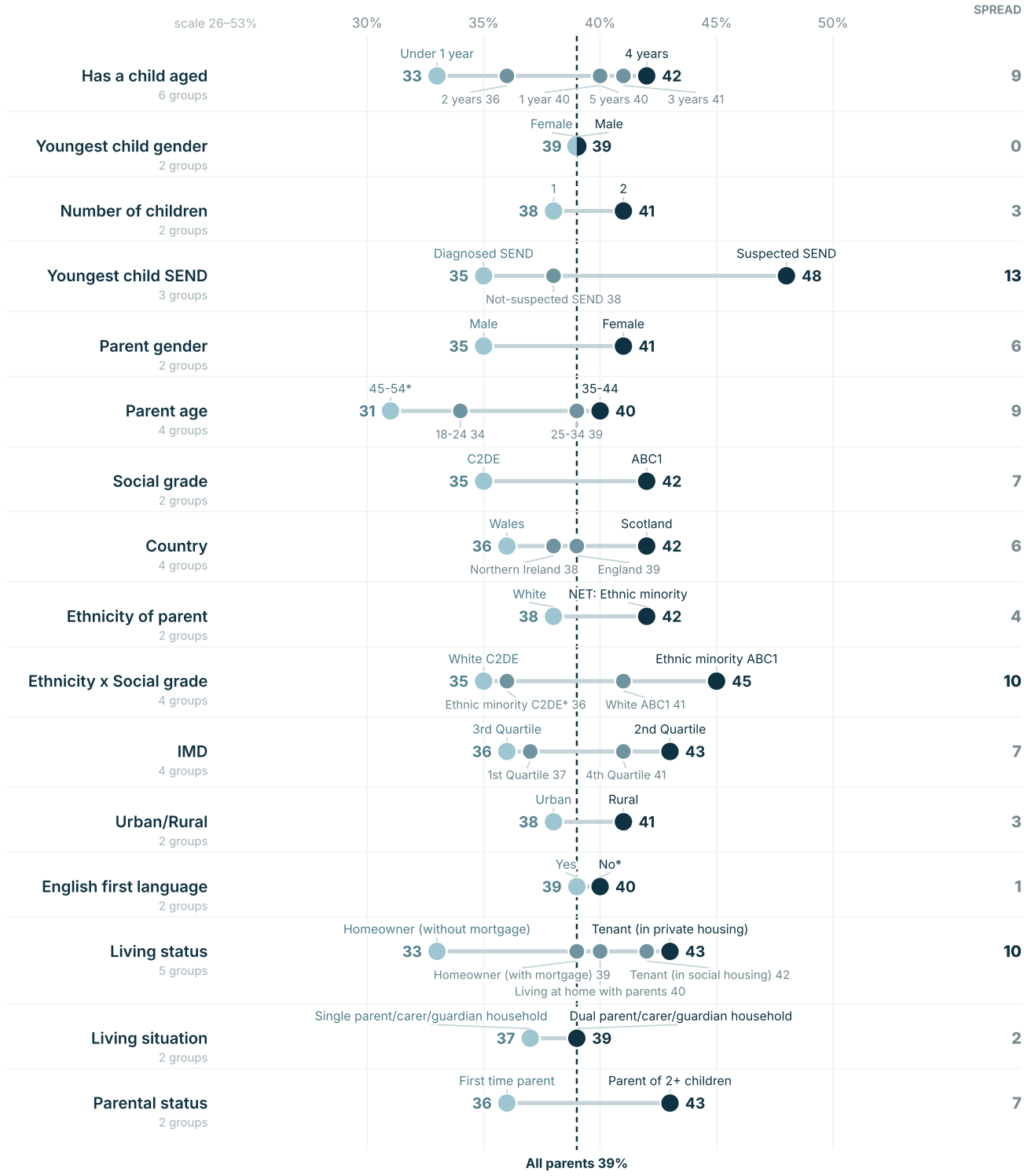
Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (When my child is struggling with something)

All parents 39%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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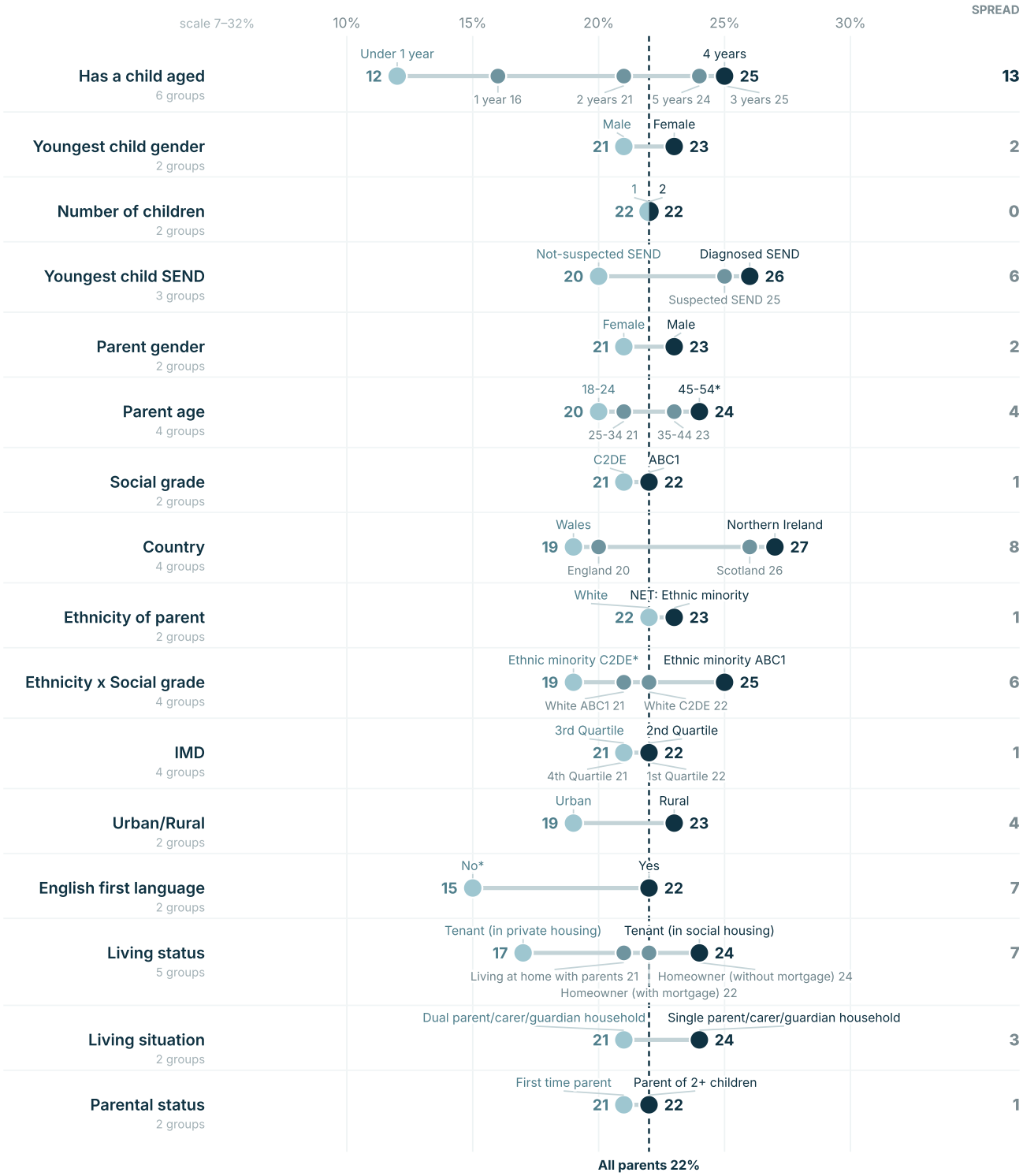
Kindred²

Q20 · TABLE 110 · MULTI CHOICE · ALL CUTS AT A GLANCE

At what points, if ever, do you usually look for advice or support about your child's development? (When nursery, childcare or school raises a concern)

All parents 22%



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Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (AI tools (e.g. ChatGPT))

All parents 21%



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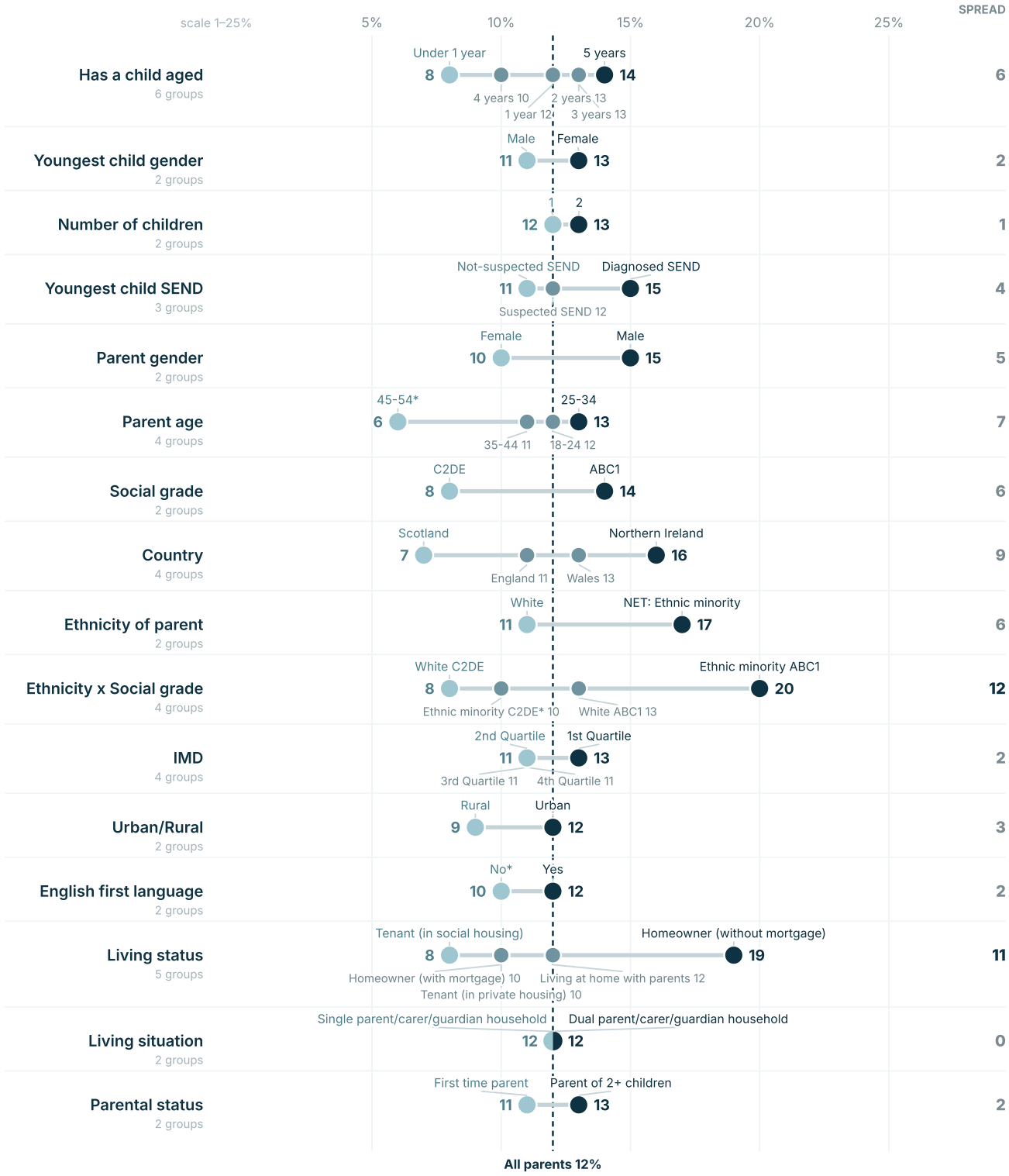
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Community parent support services (e.g. Home-Start))

All parents 12%



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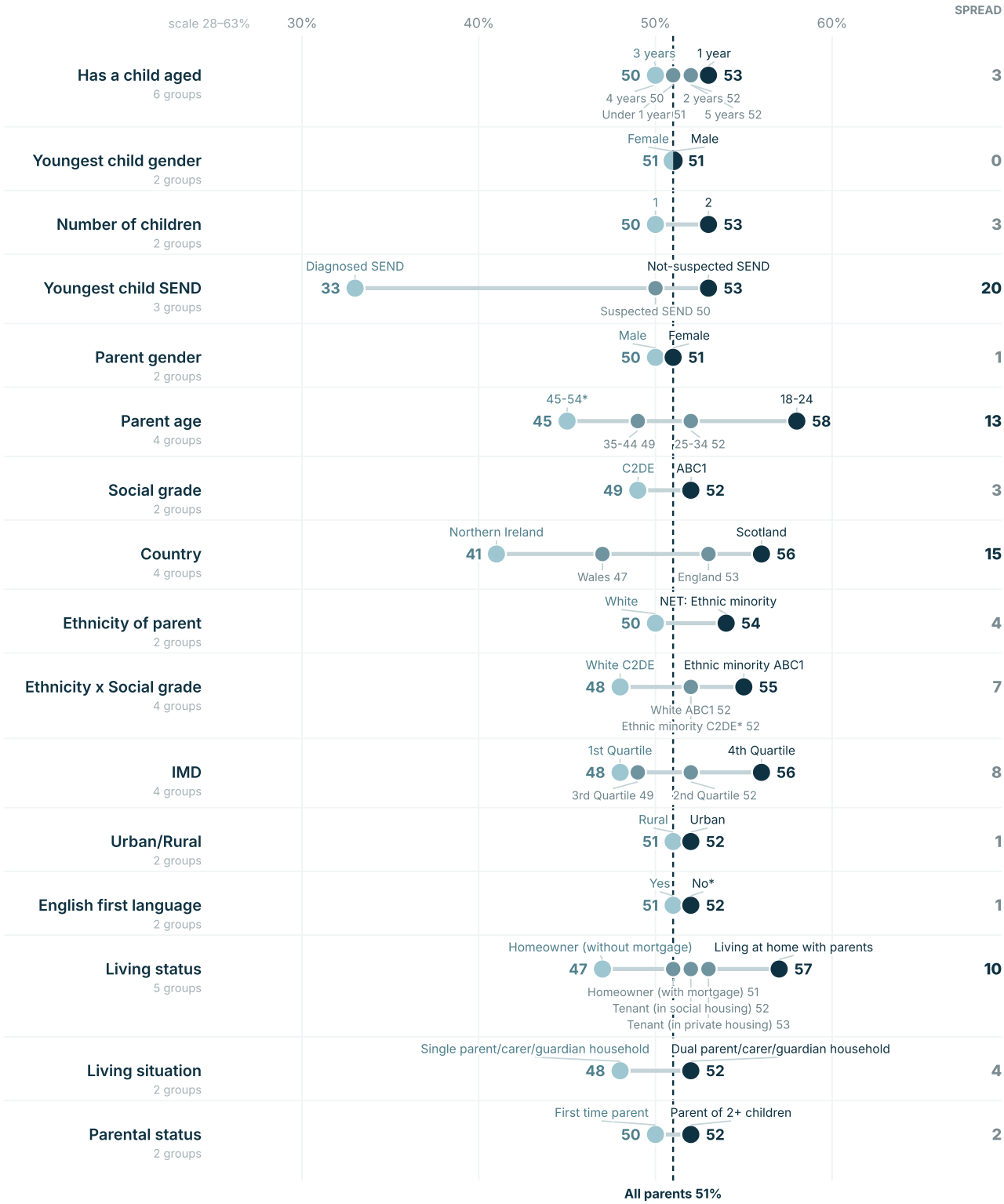
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Family members)

All parents 51%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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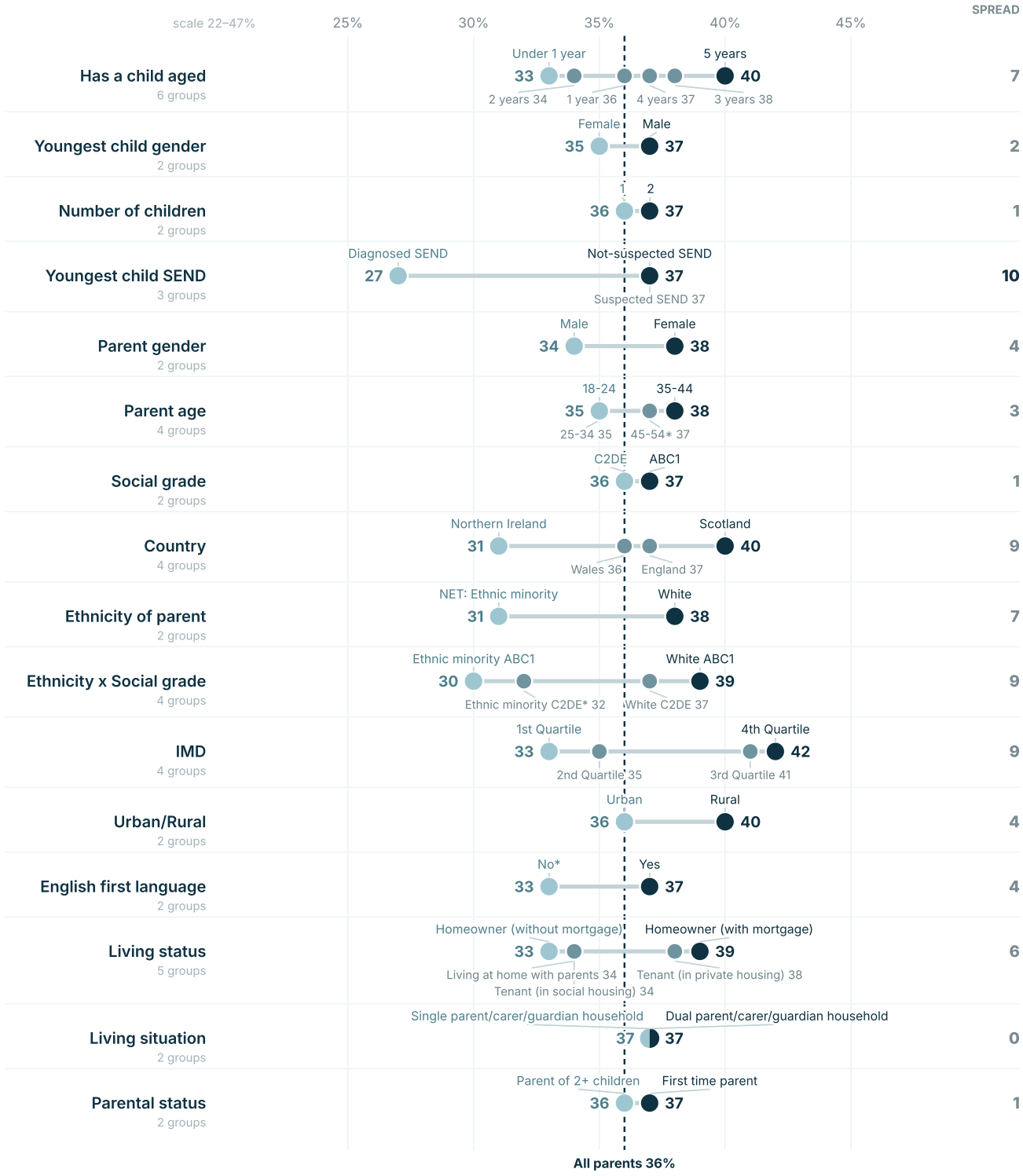
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Friends)

All parents 36%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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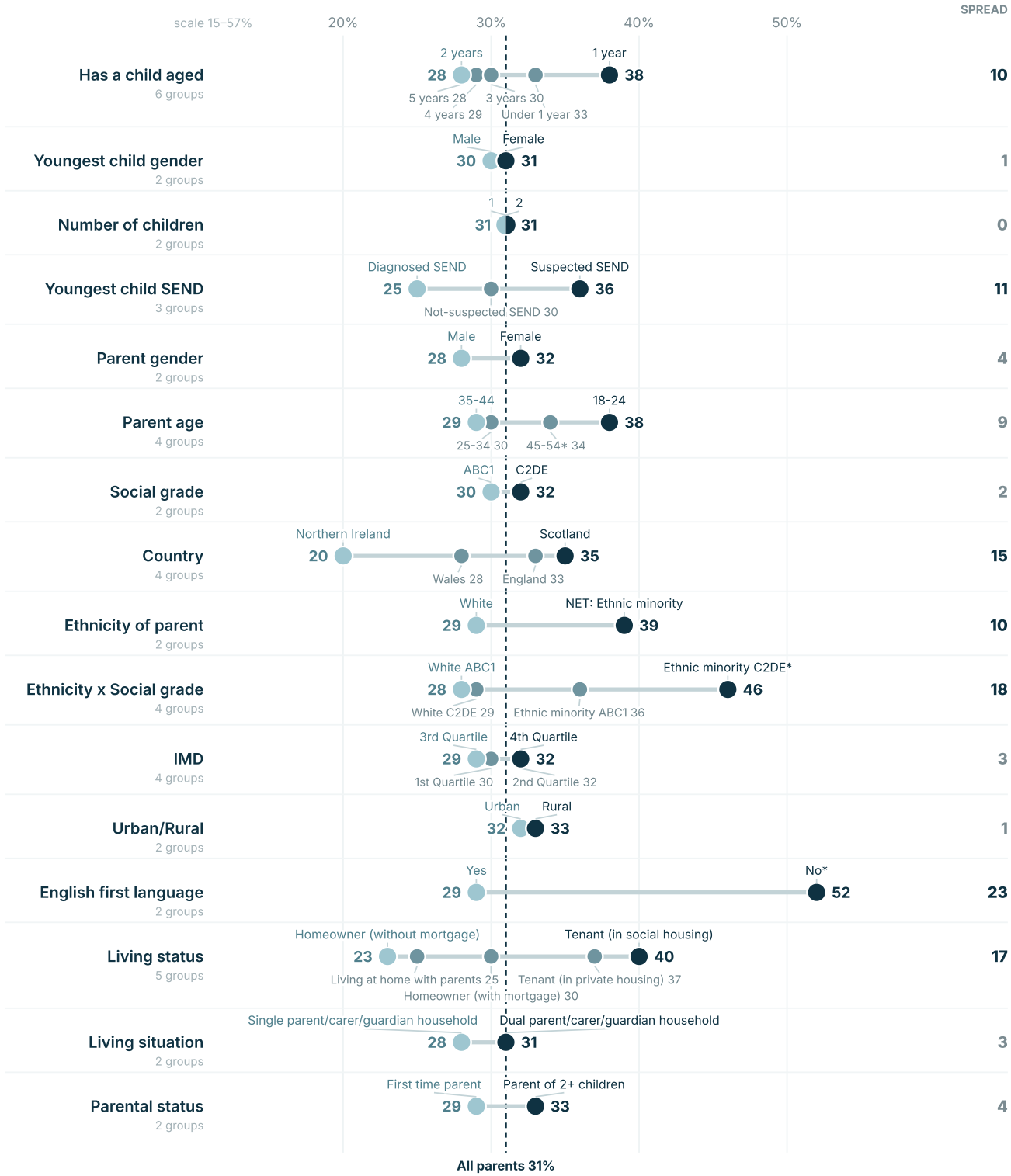
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (GP)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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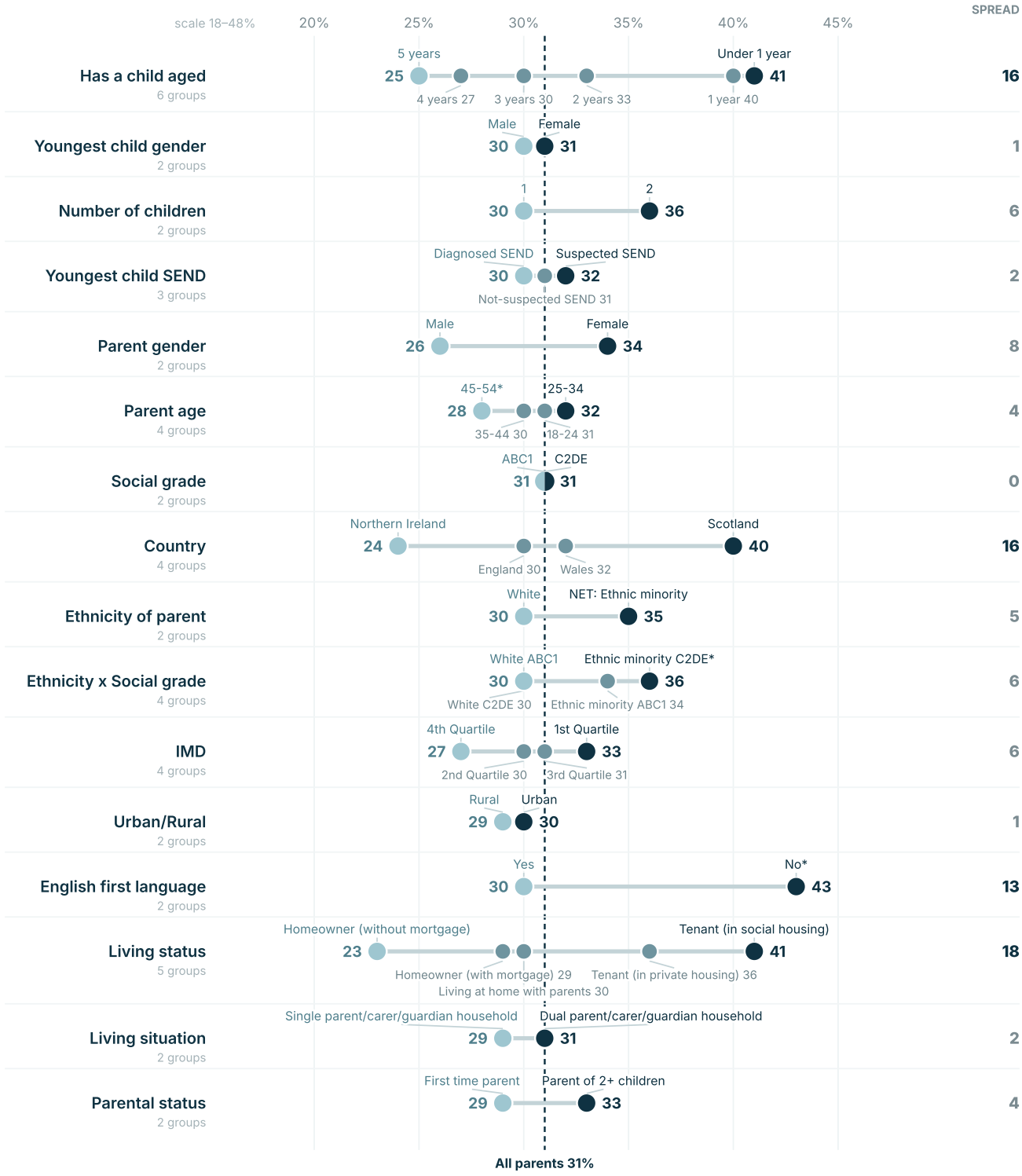
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Health visitors)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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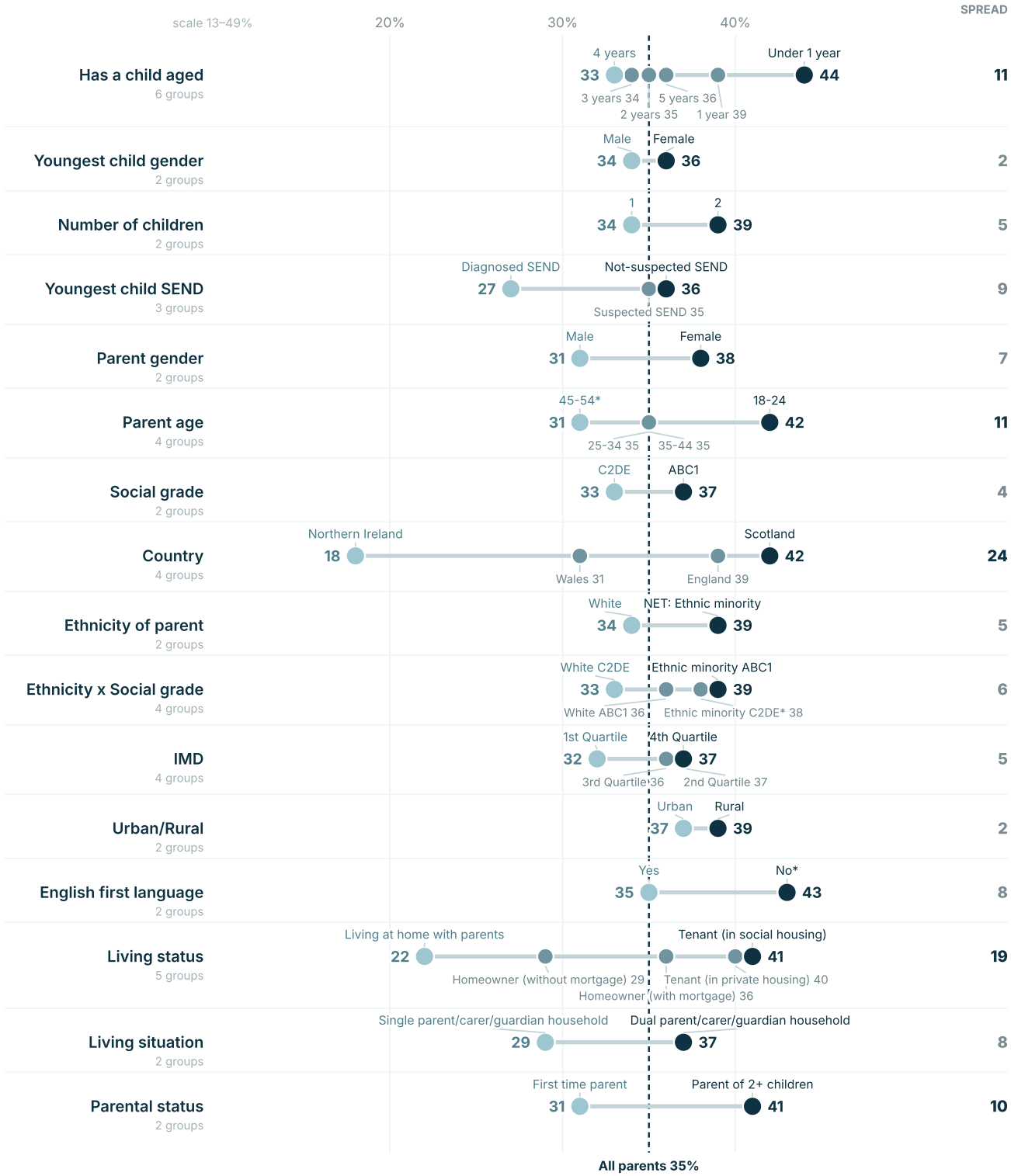
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (NHS)

All parents 35%



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Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (None of these)

All parents 2%



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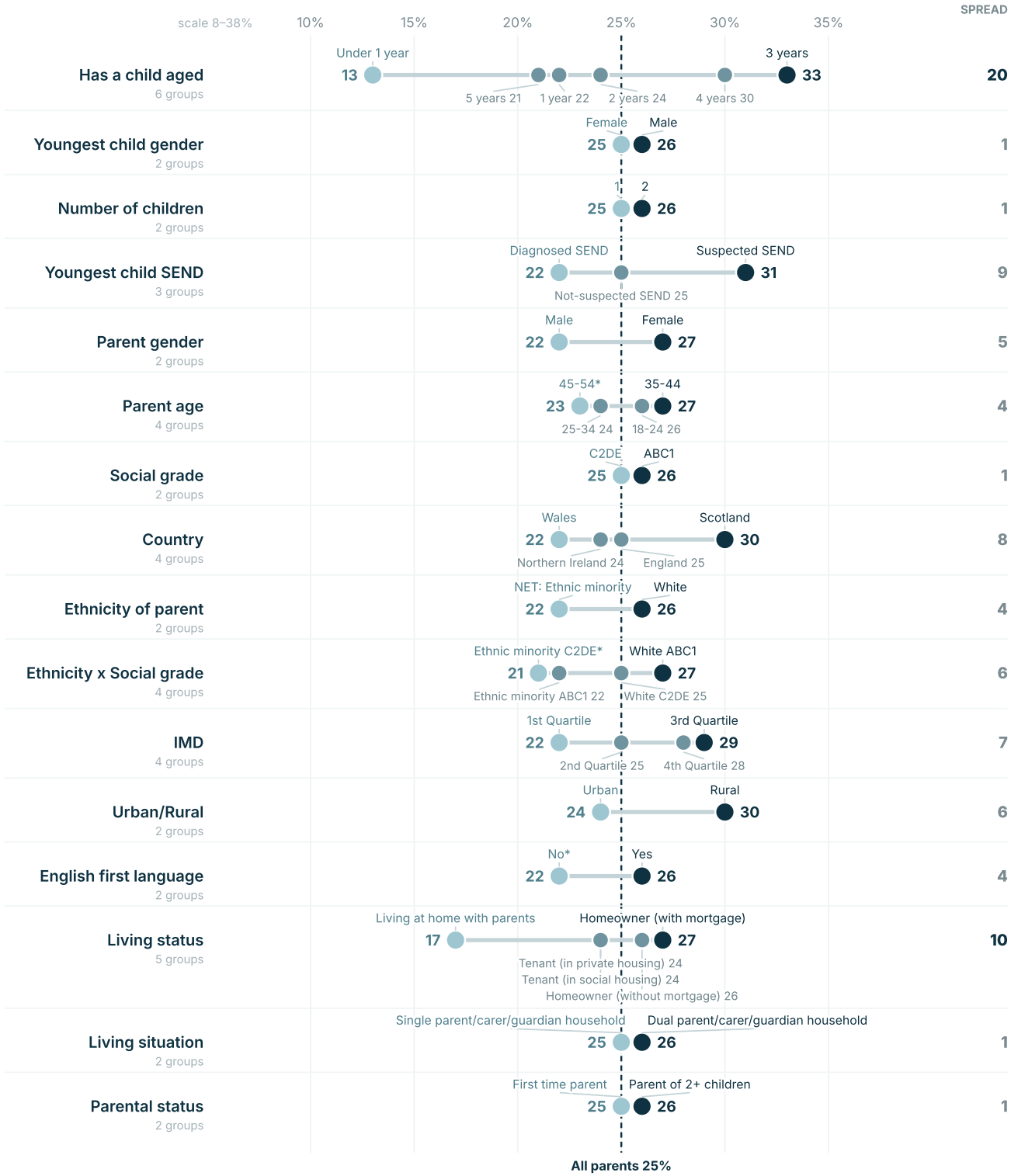
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Nursery staff)

All parents 25%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Online parenting forums)

All parents 20%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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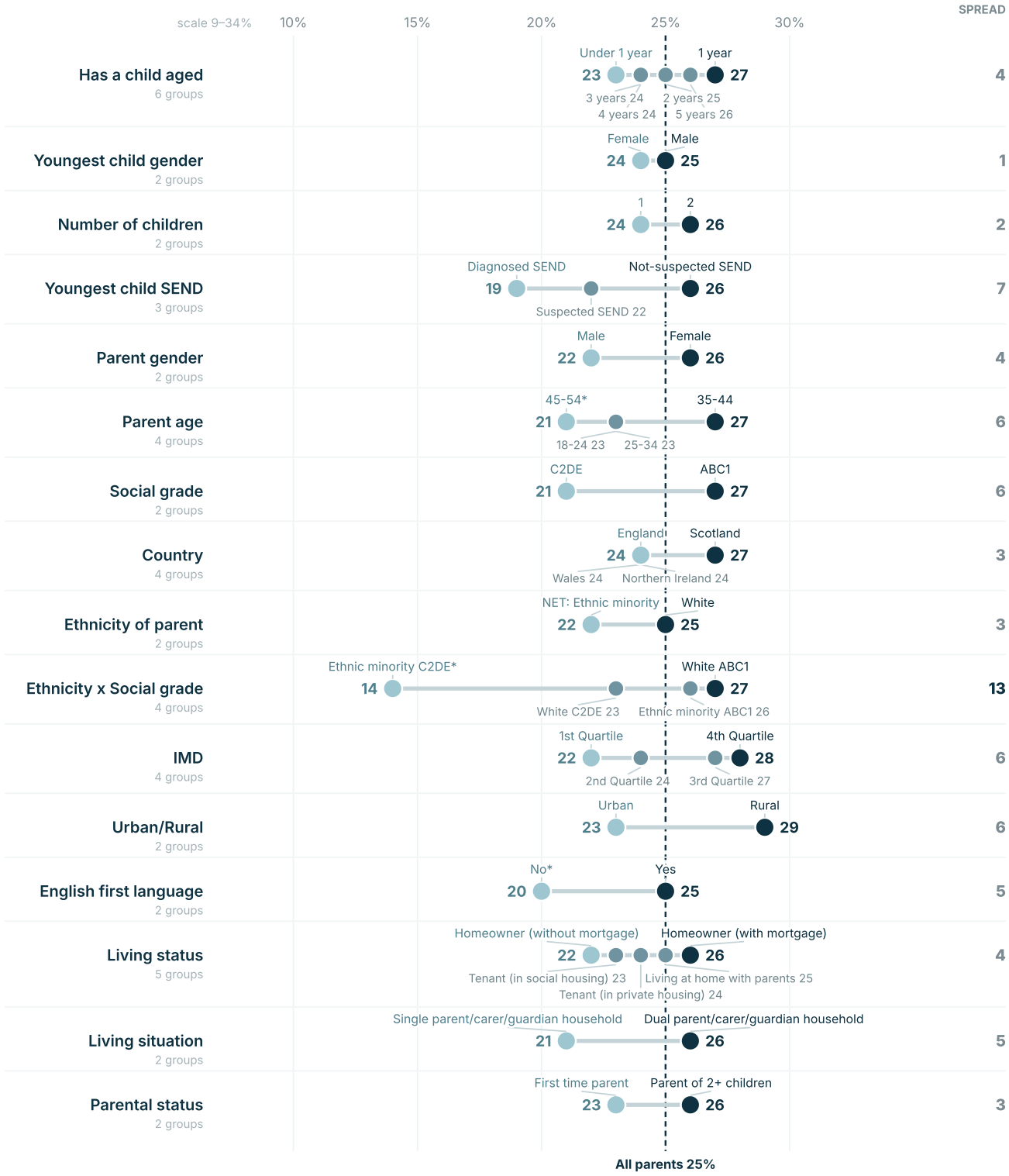
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Other parents)

All parents 25%



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Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Parenting authors/experts)

All parents 14%



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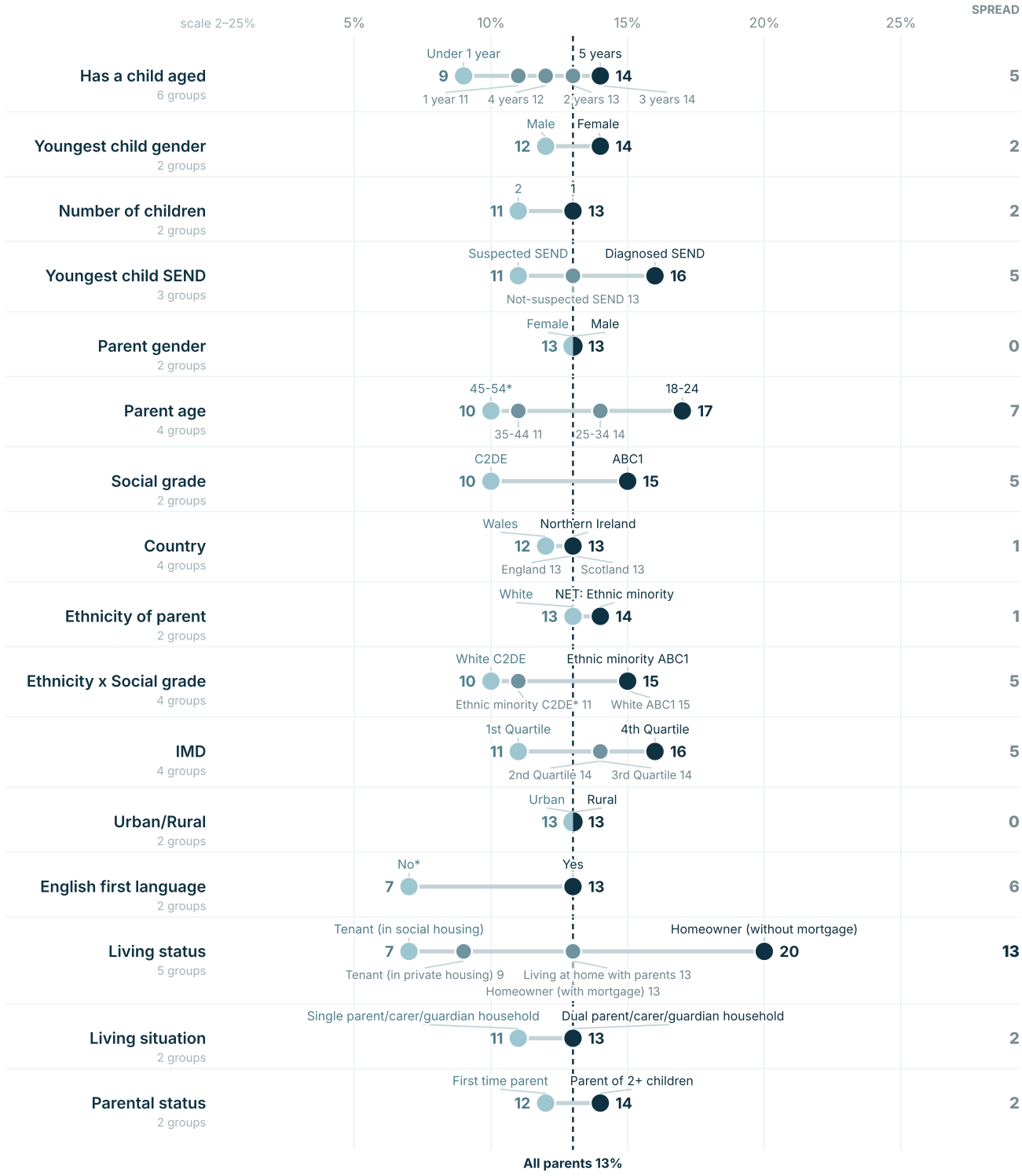
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Parenting influencers)

All parents 13%



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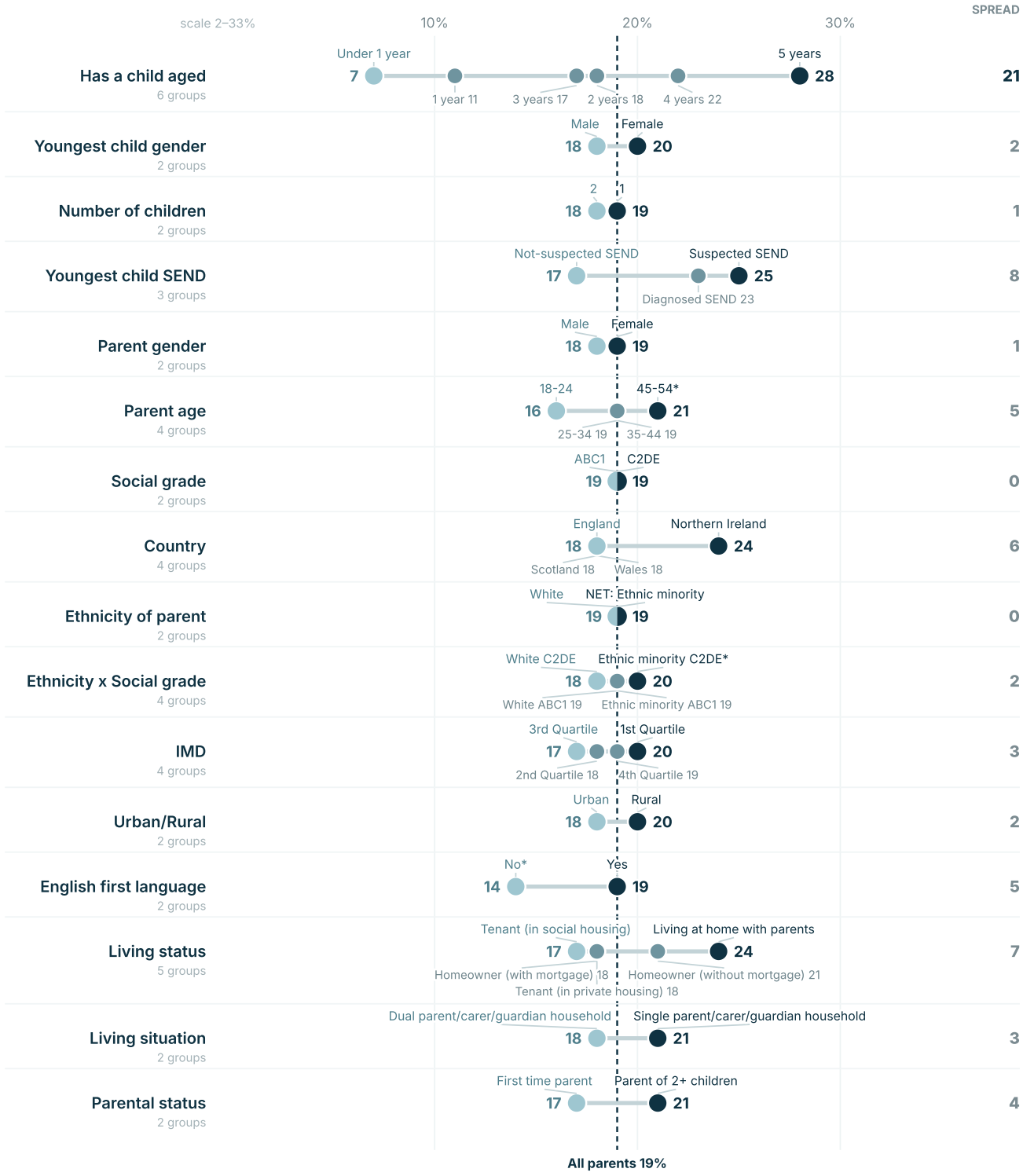
Kindred²

Q21 · TABLE 111 · MULTI CHOICE · ALL CUTS AT A GLANCE

Which, if any, of the following sources do you use for parenting advice? (Teachers)

All parents 19%



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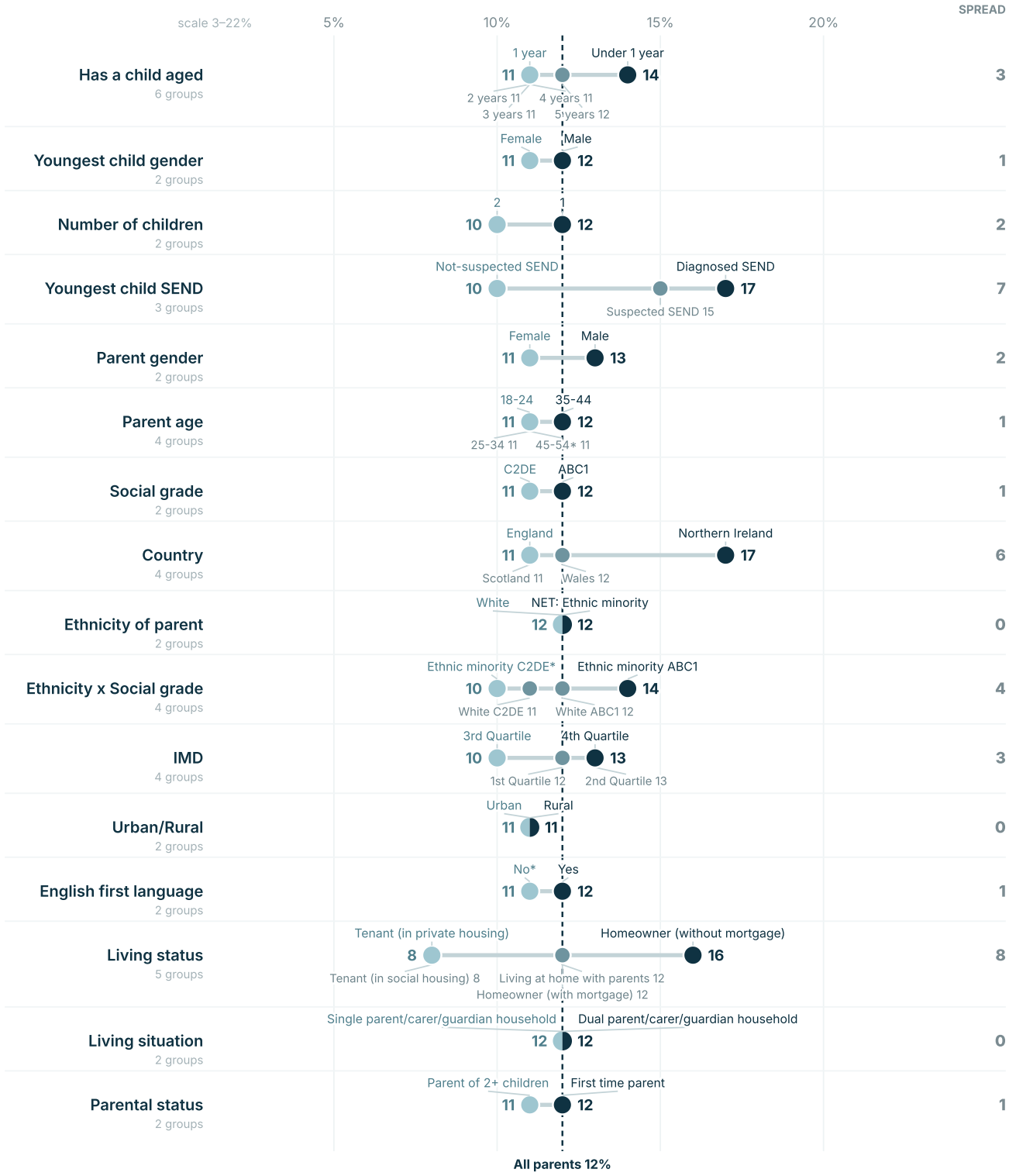
Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (AI tools (e.g. ChatGPT))

All parents 12%



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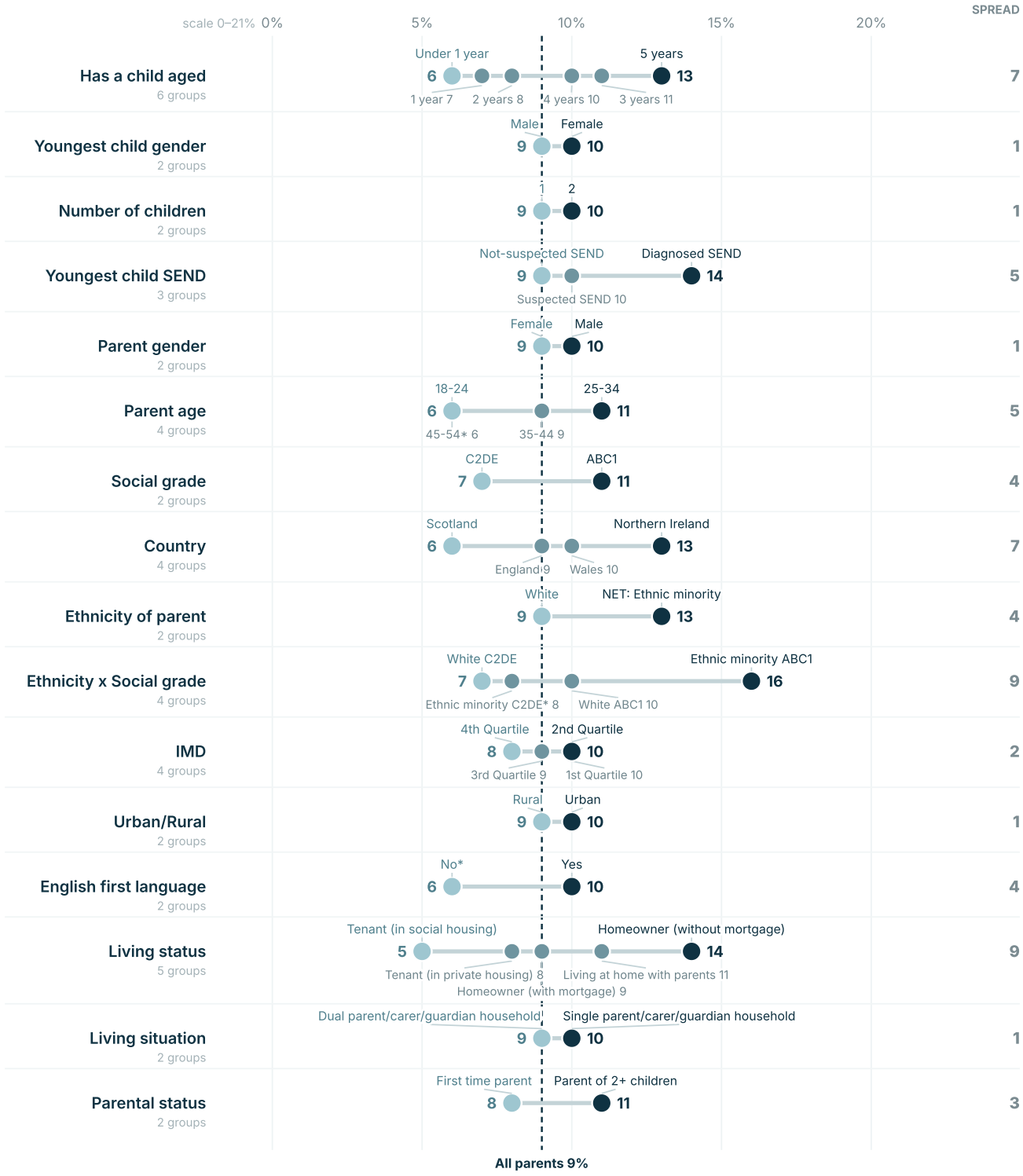
Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Community parent support services (e.g. Home-Start))

All parents 9%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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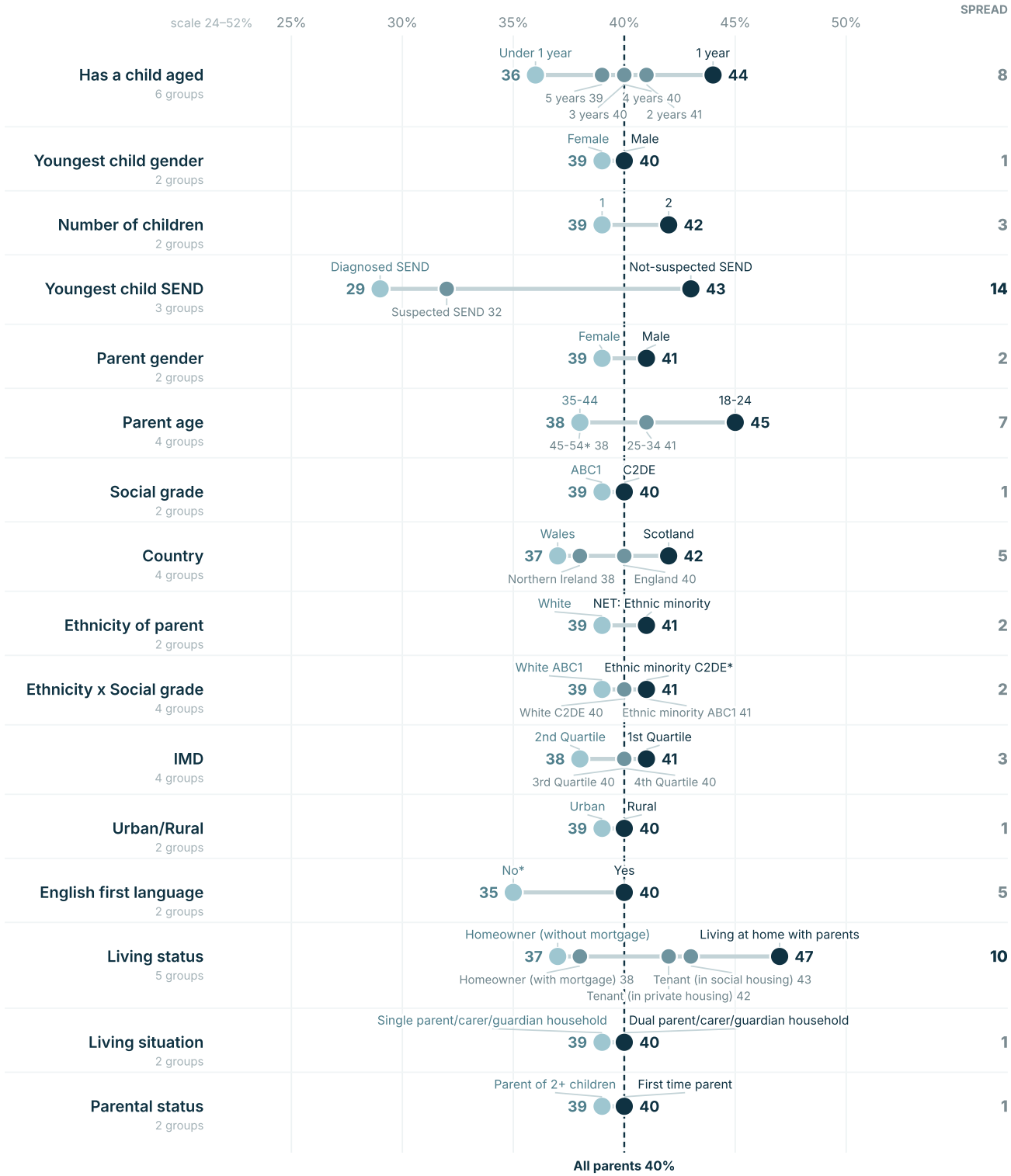
Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Family members)

All parents 40%



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Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Friends)

All parents 23%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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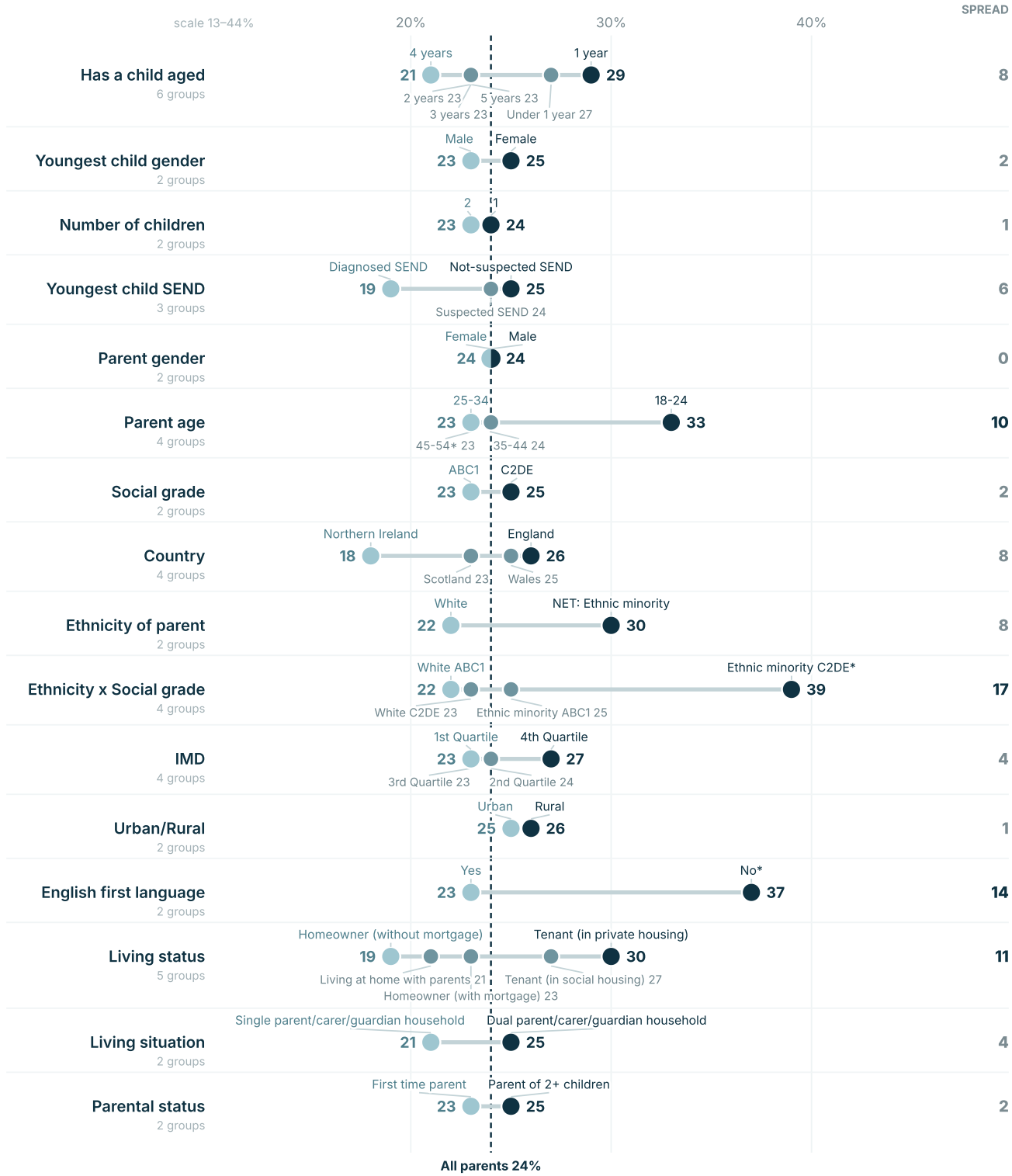
Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (GP)

All parents 24%



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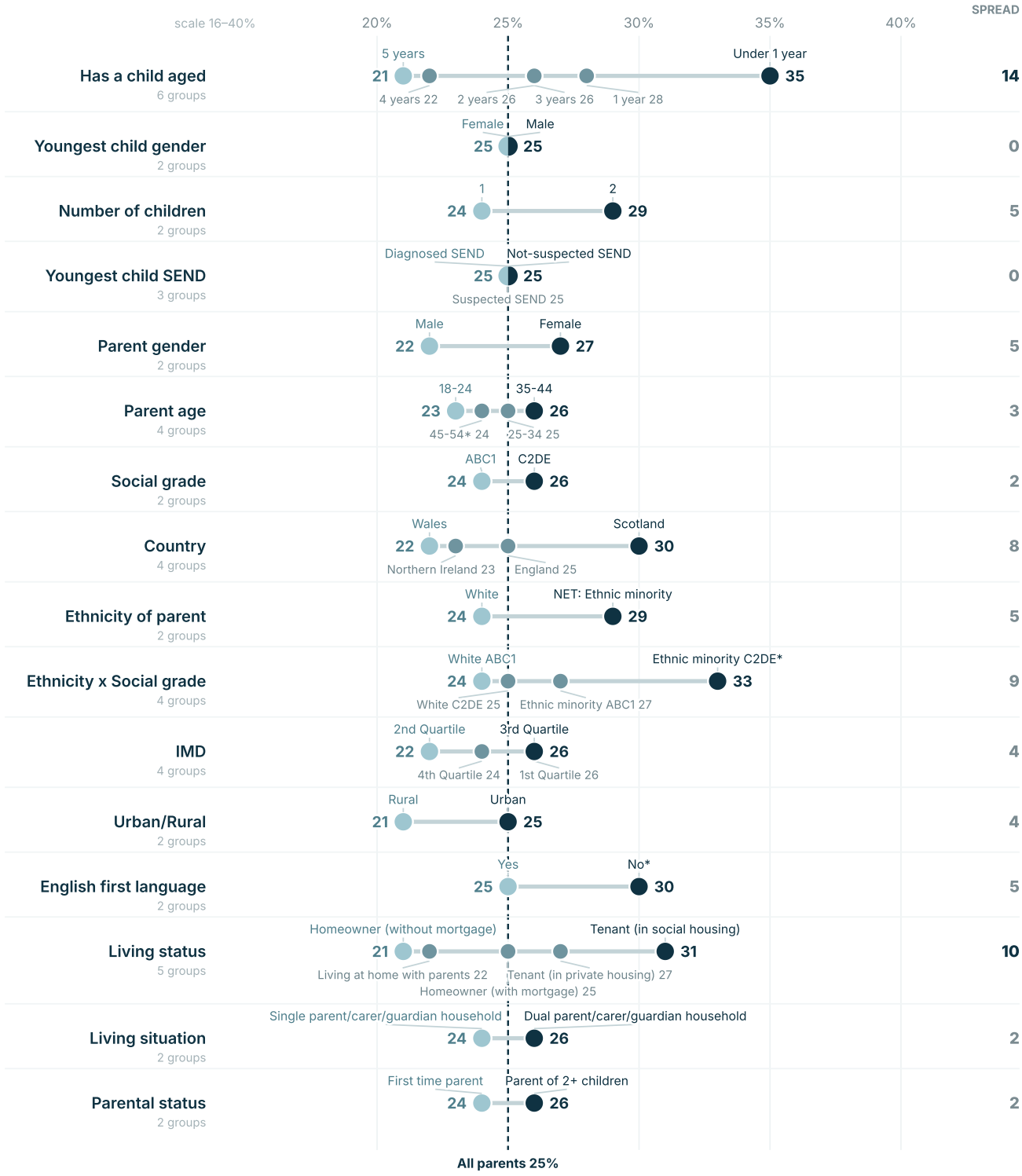
Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Health visitors)

All parents 25%



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* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (NHS)

All parents 28%



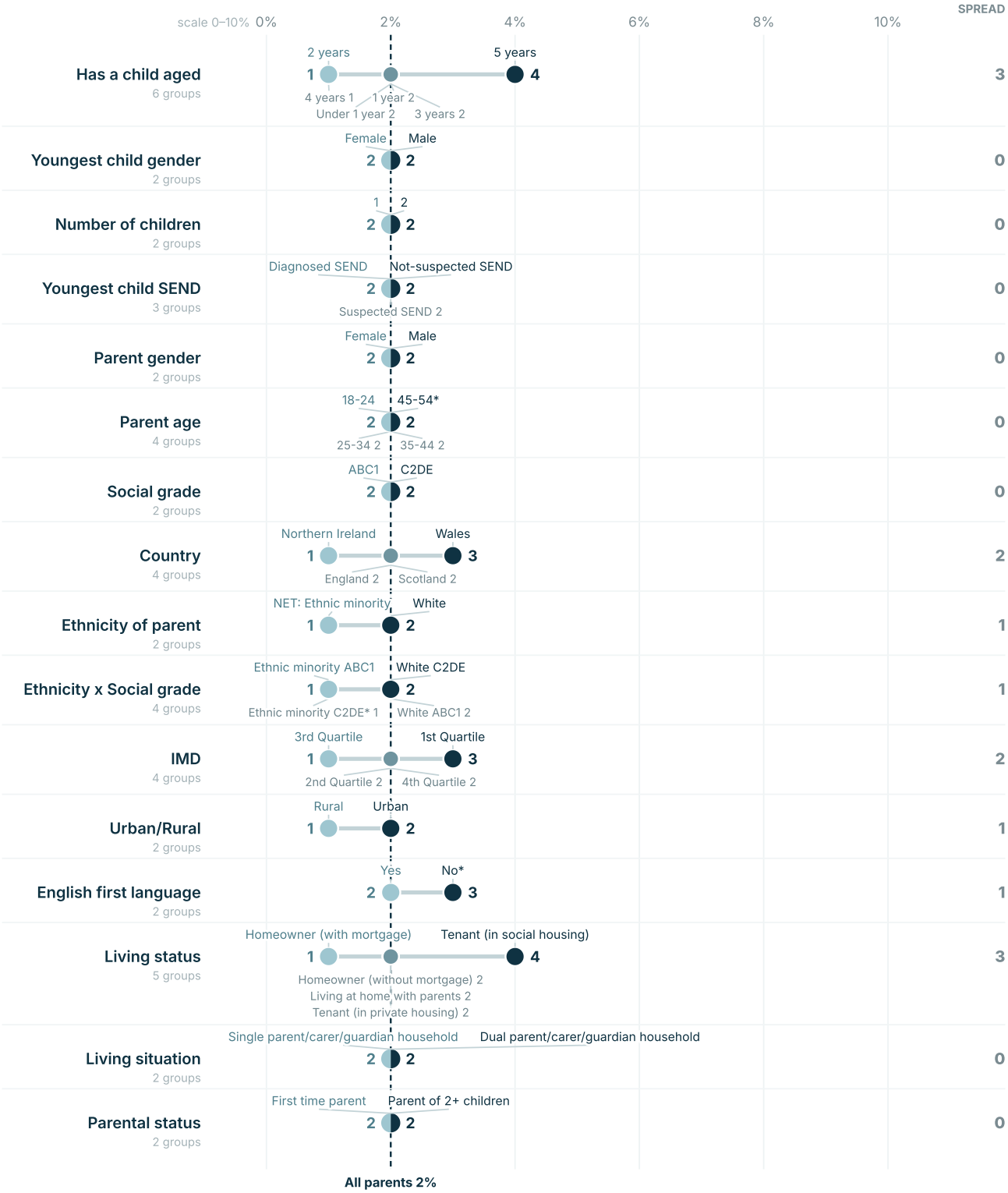
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (None of these)

All parents 2%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Nursery staff)

All parents 18%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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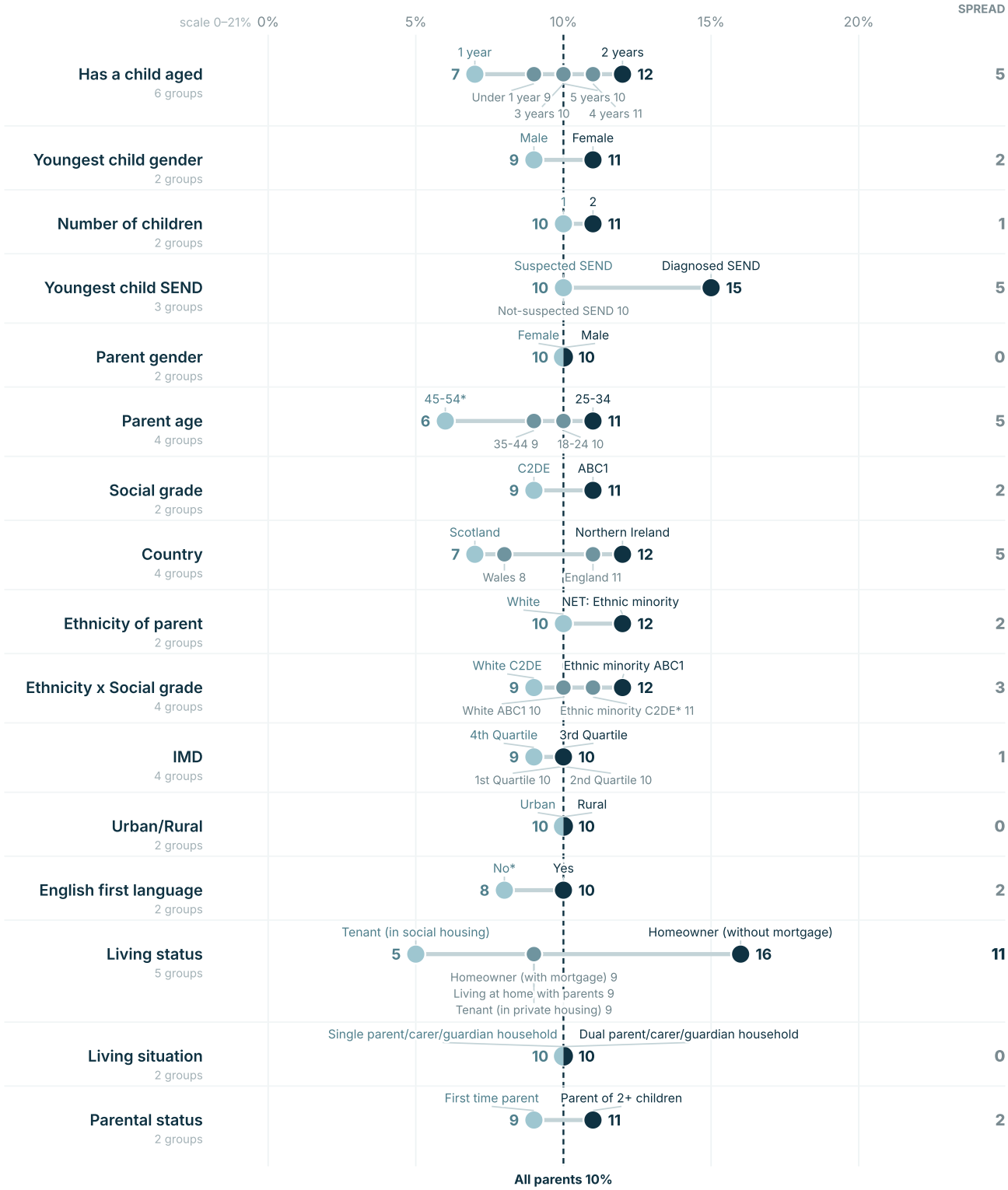
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Online parenting forums)

All parents 10%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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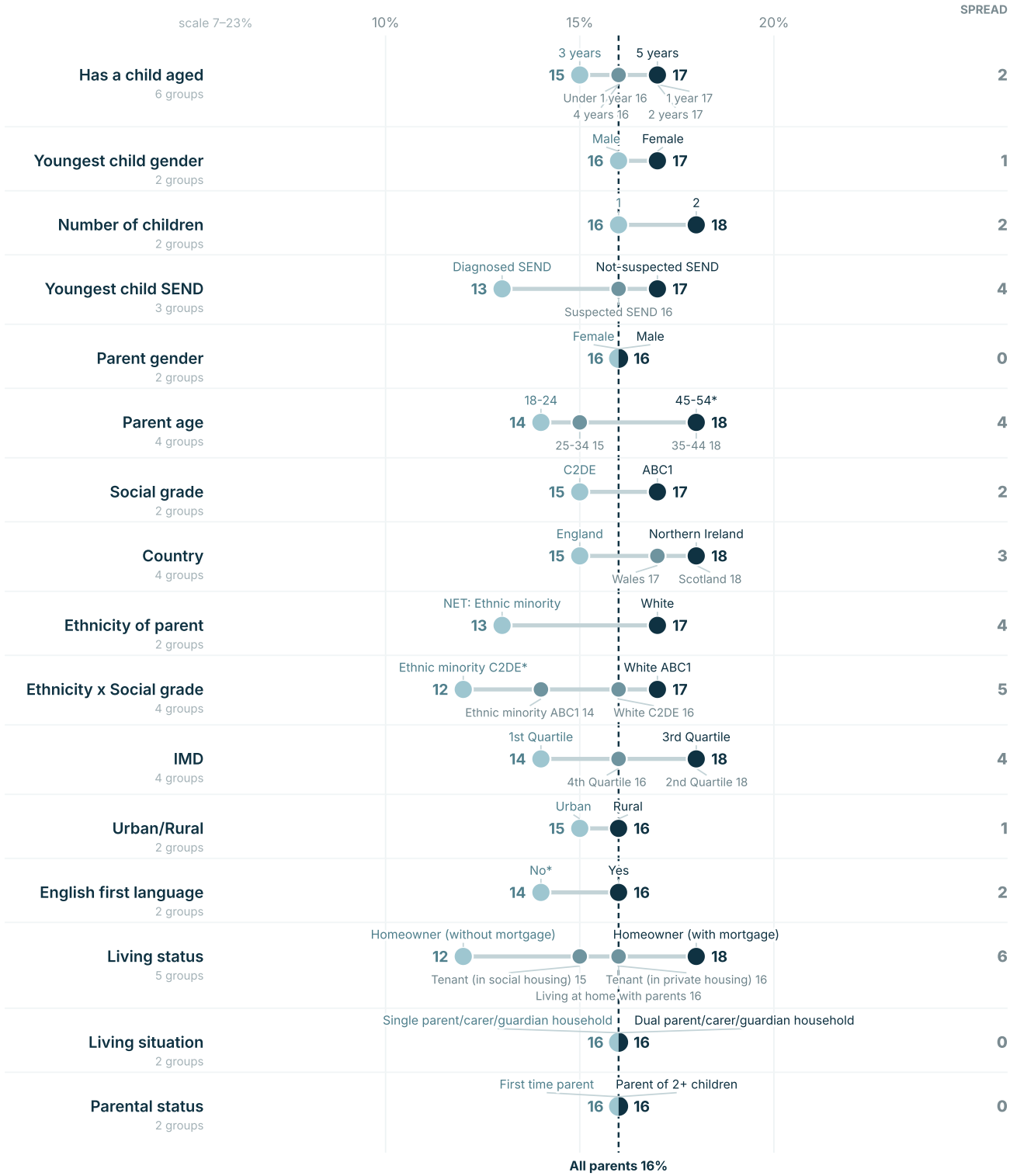
Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Other parents)

All parents 16%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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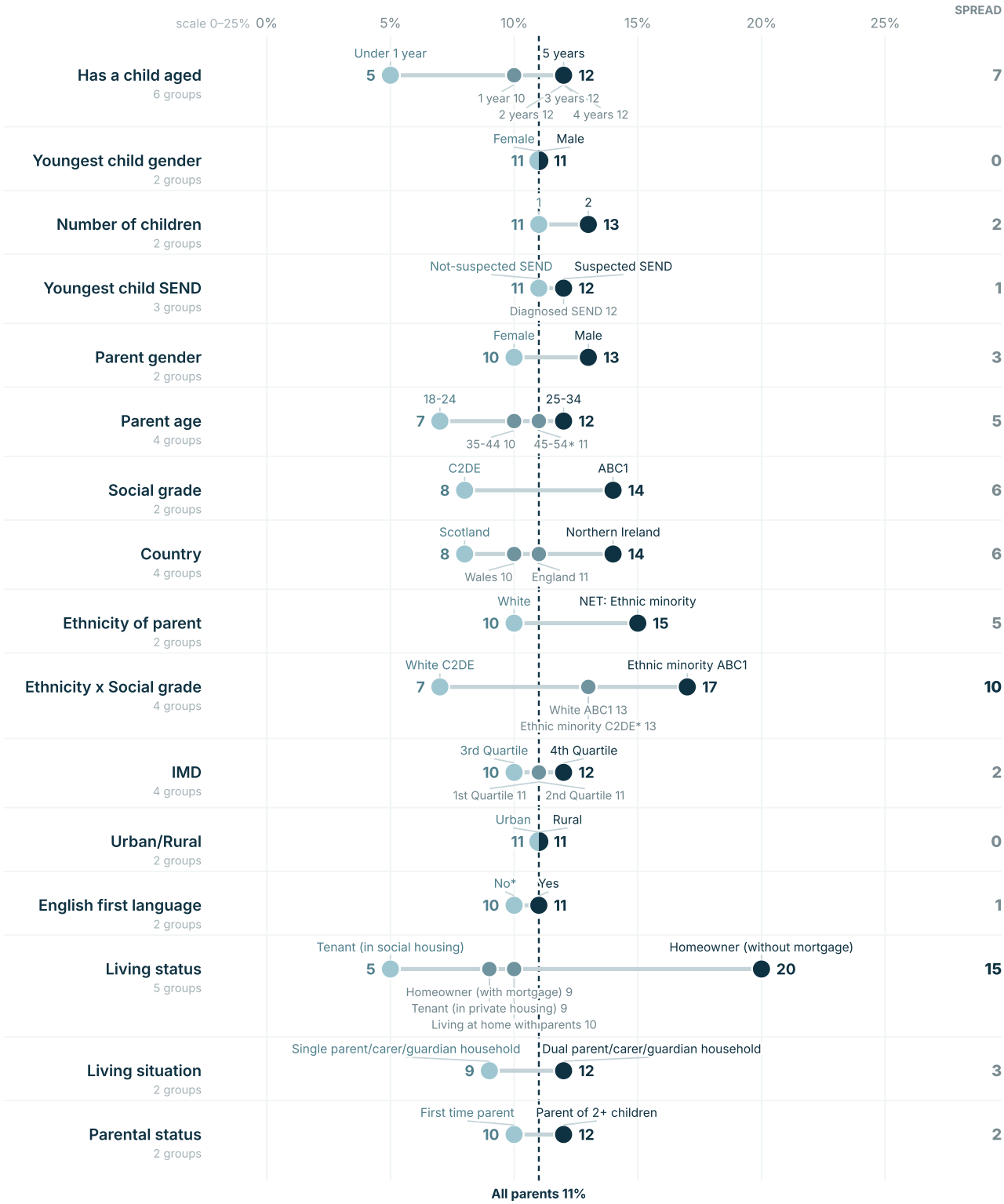
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Parenting authors/experts)

All parents 11%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Parenting influencers)

All parents 9%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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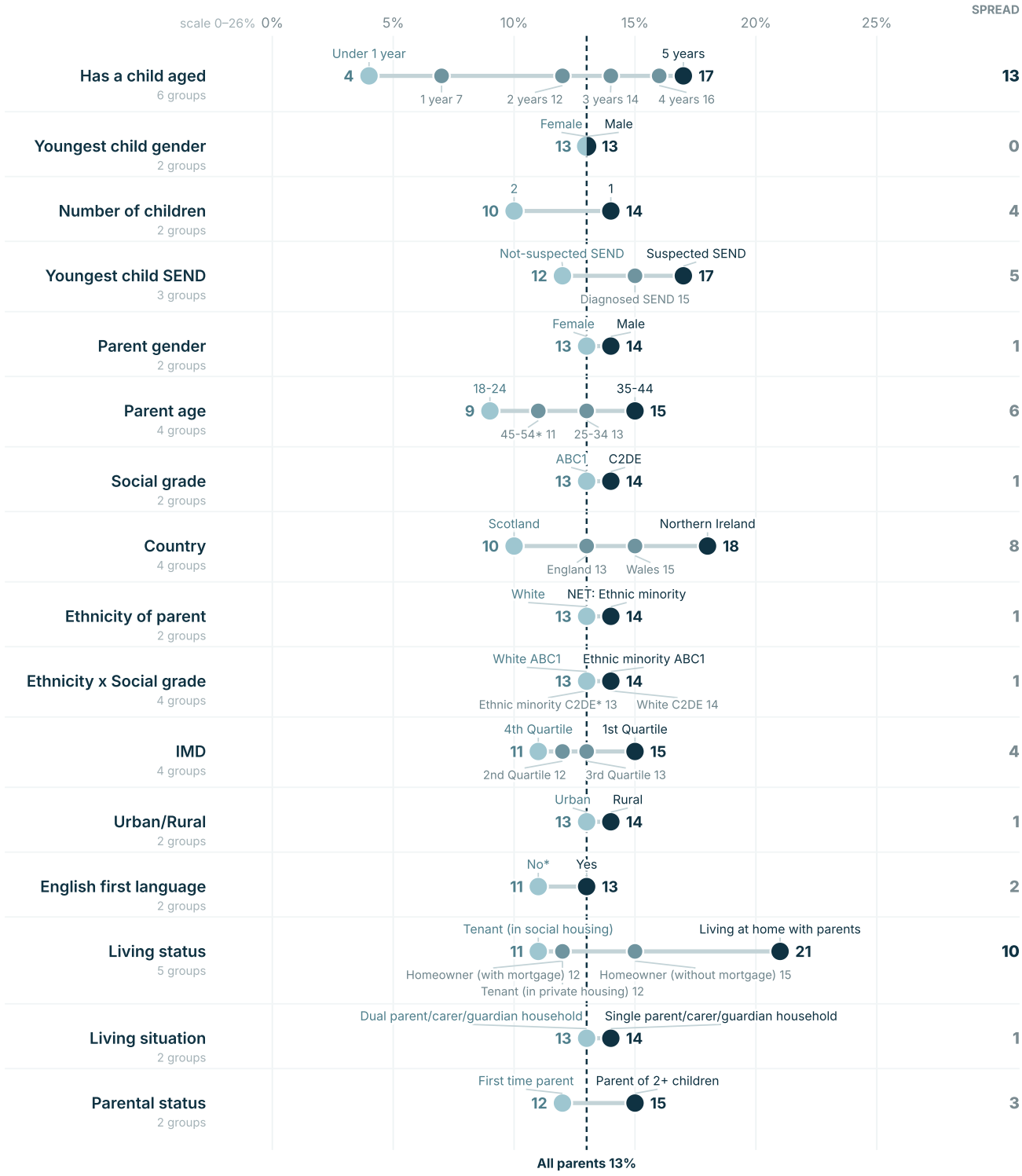
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q22 · TABLE 112 · MULTI CHOICE · ALL CUTS AT A GLANCE

And which, if any, of the following sources do you trust most for parenting advice? (Teachers)

All parents 13%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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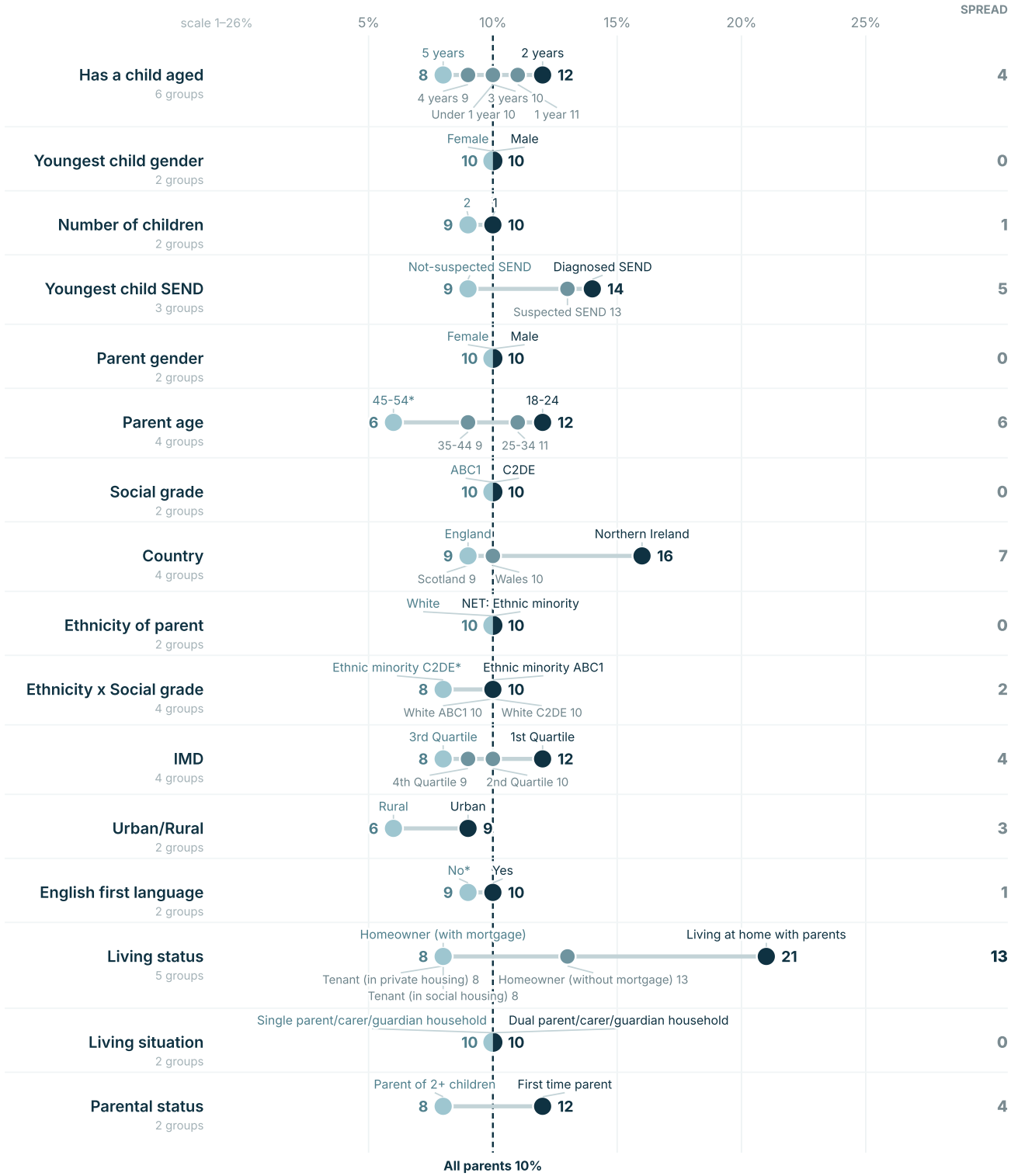
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (Daily)

All parents 10%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (Monthly)

All parents 21%



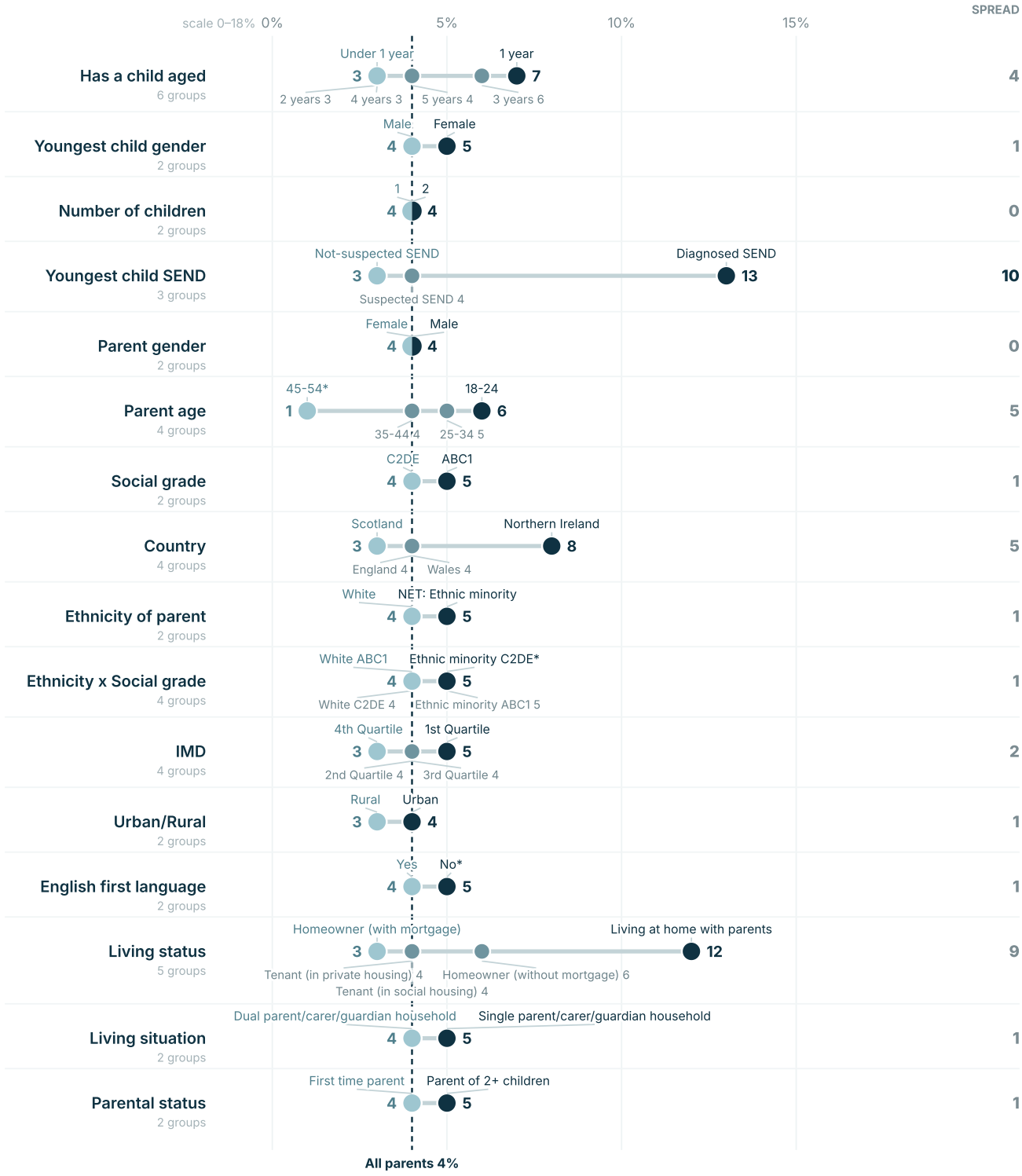
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (Multiple times a day)

All parents 4%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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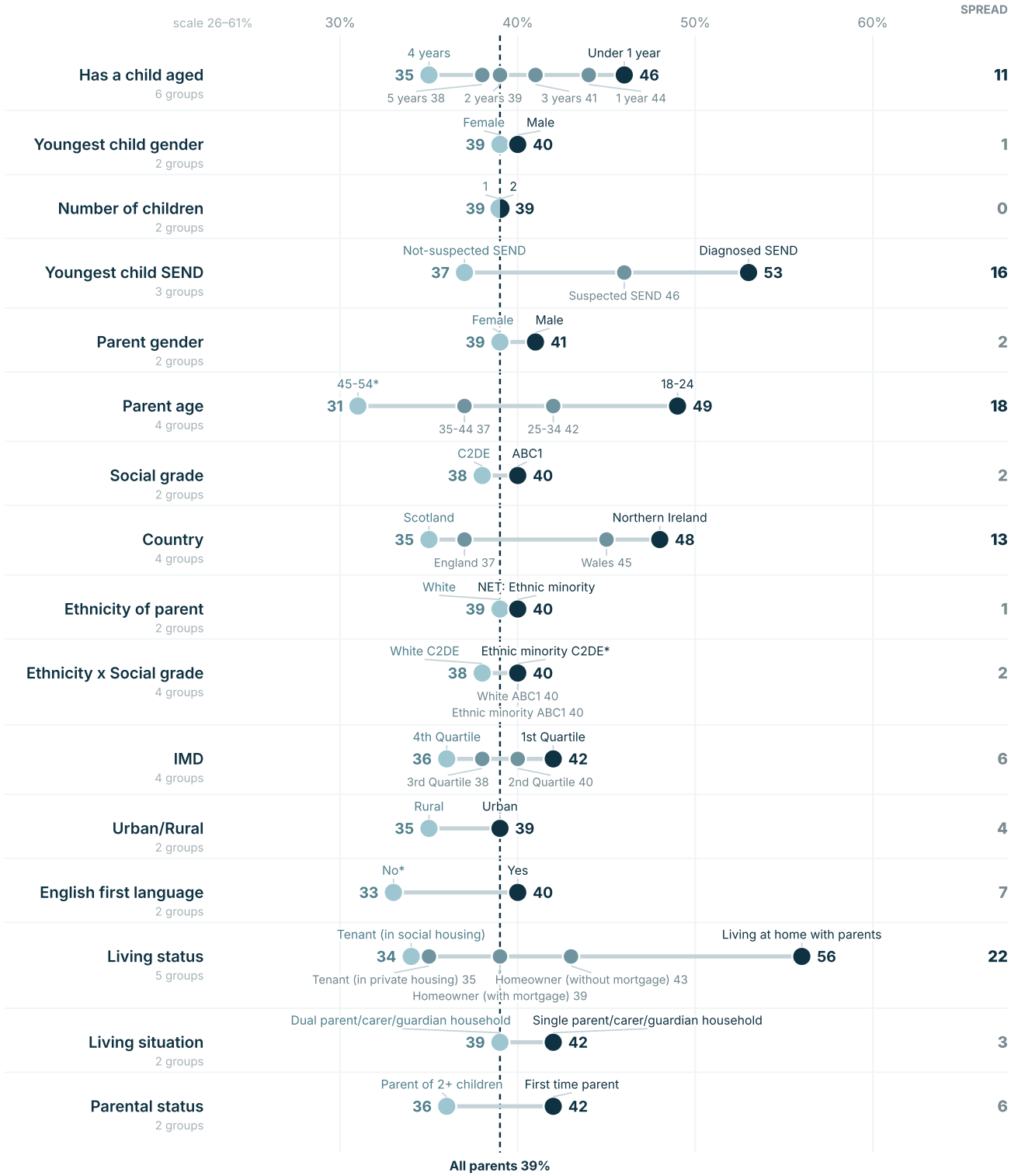
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (NET: At least weekly)

All parents 39%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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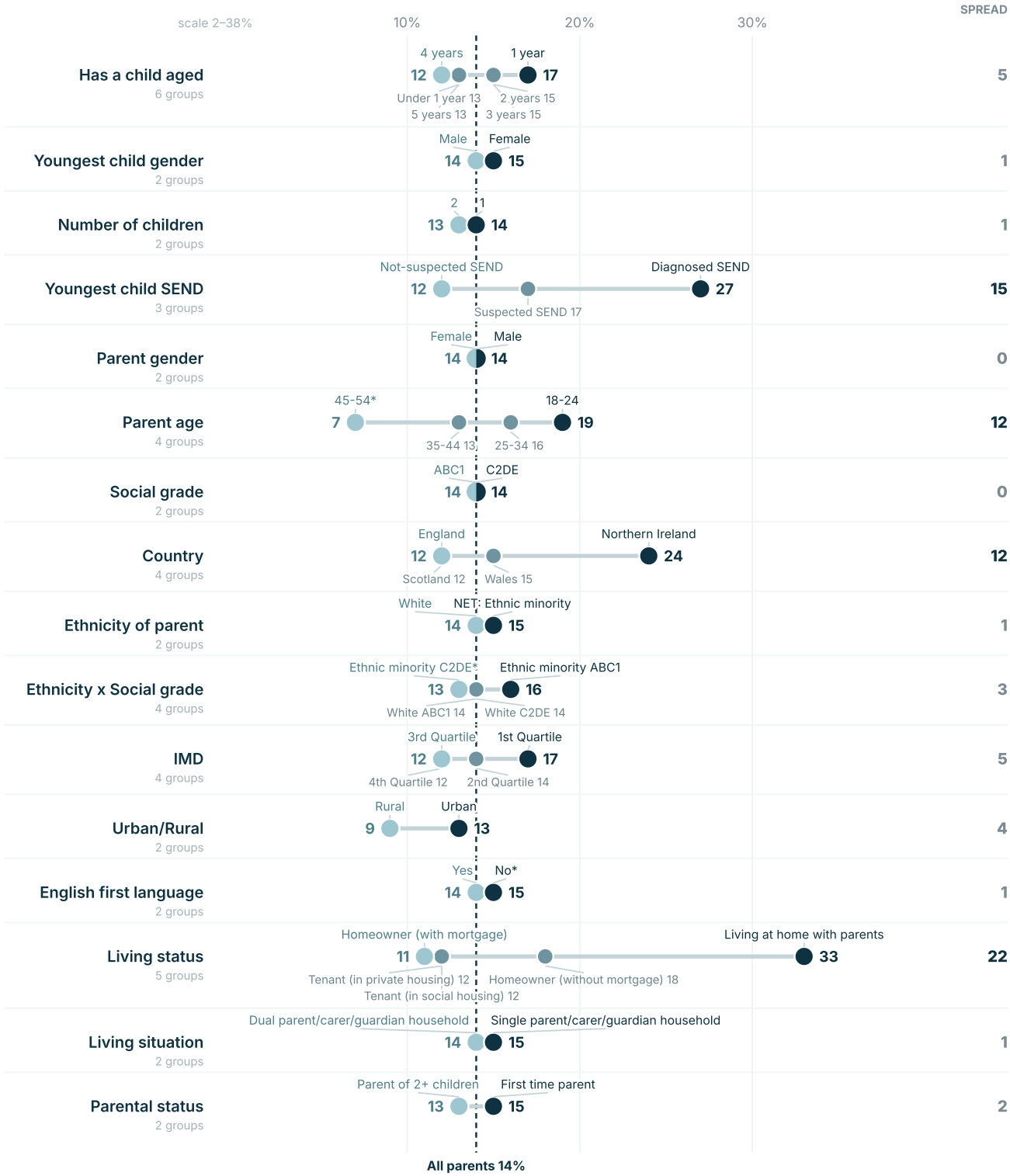
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (NET: Daily)

All parents 14%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (NET: Have ever recieved unasked for advice)

All parents 92%



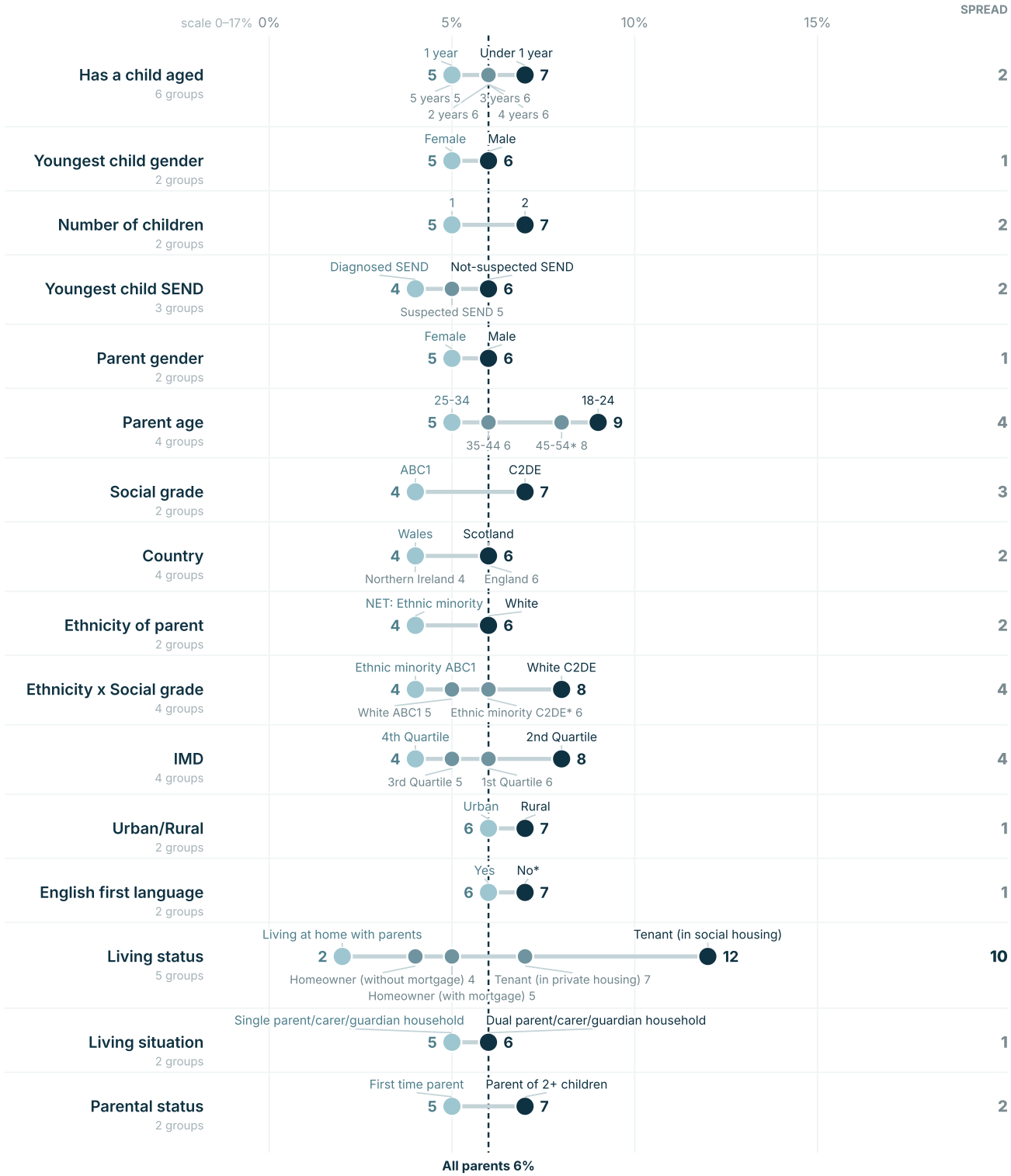
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (Never)

All parents 6%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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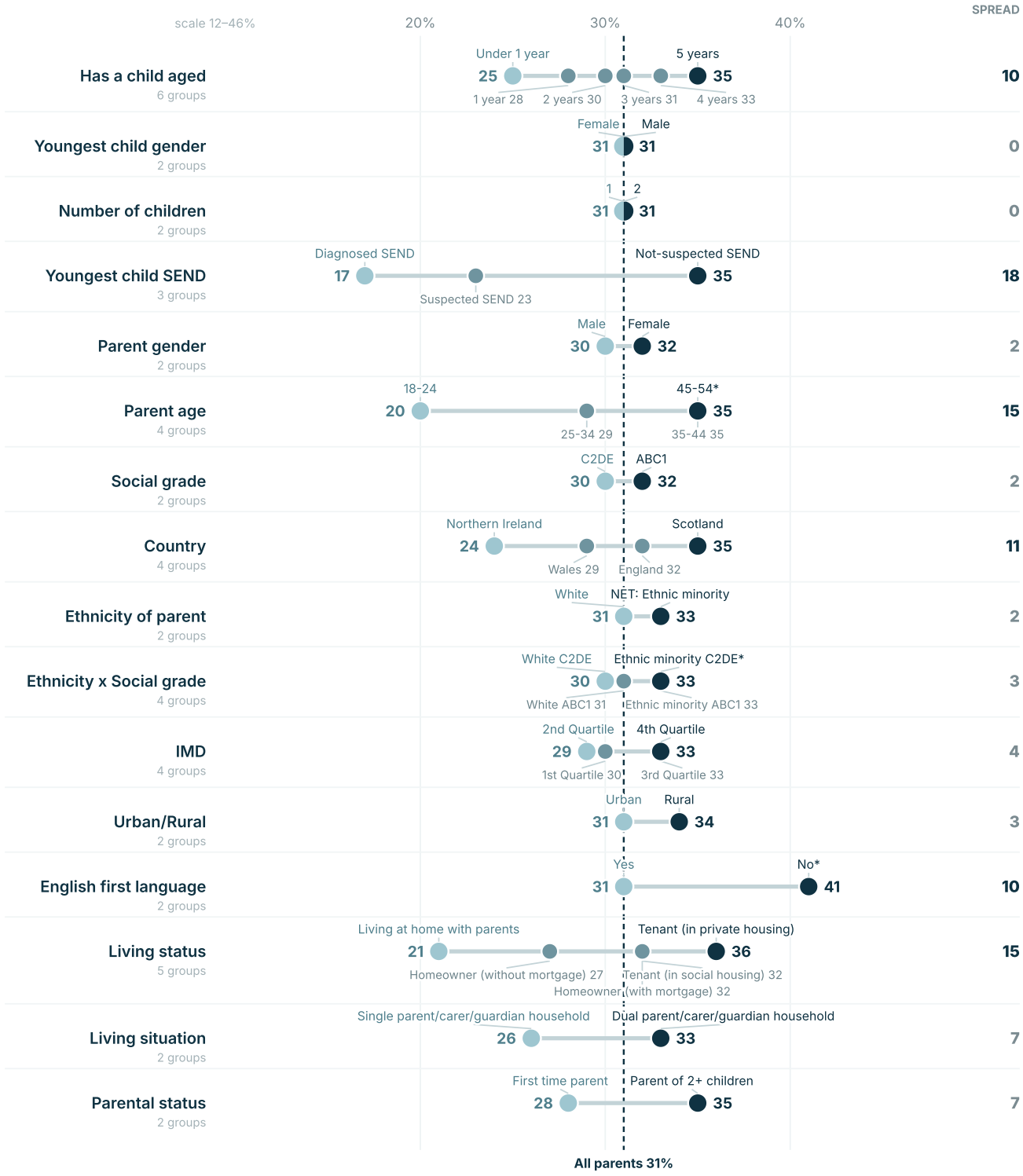
Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (Rarely)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23 · TABLE 113 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How often, if at all, do you receive advice you didn't ask for about how you should be parenting your child? (Weekly)

All parents 25%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
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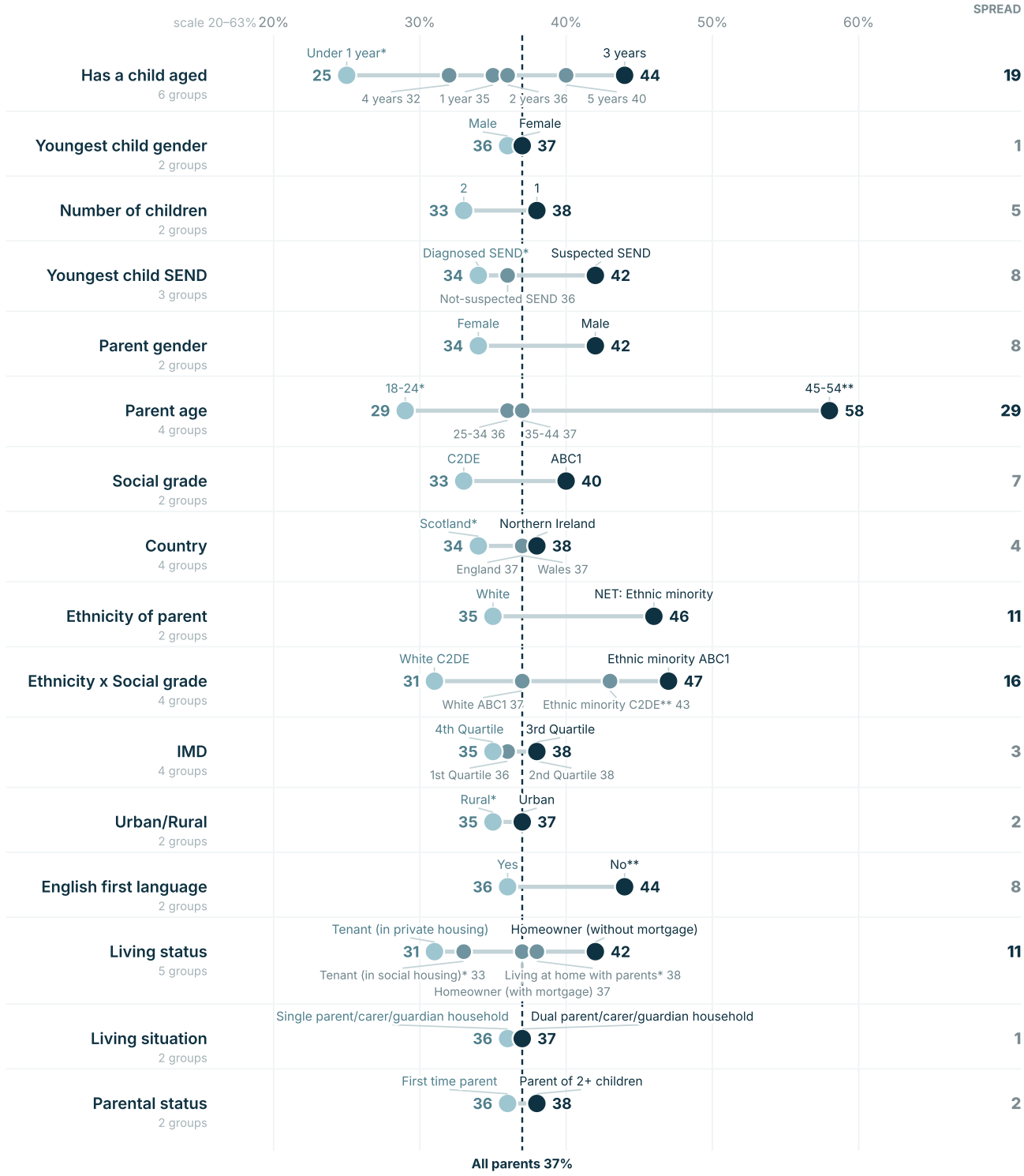
Kindred²

Q23A · TABLE 114 · MULTI CHOICE · ALL CUTS AT A GLANCE

Who do you most frequently receive this unasked-for advice from? (Friends who are parents)

All parents 37%



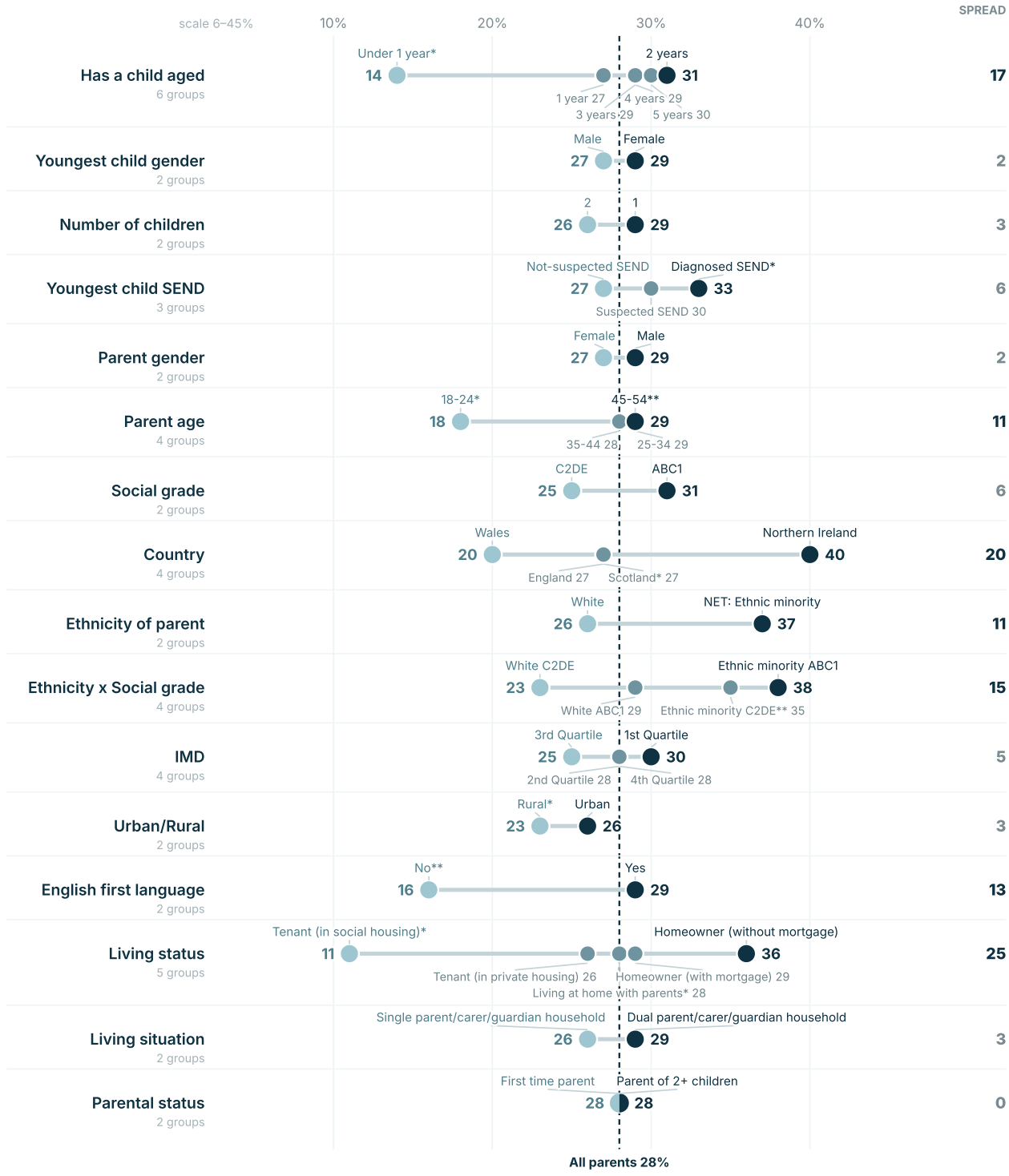
BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23A · TABLE 114 · MULTI CHOICE · ALL CUTS AT A GLANCE

Who do you most frequently receive this unasked-for advice from? (Healthcare or early years professionals (e.g., health visitors, nursery staff))

All parents 28%



BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
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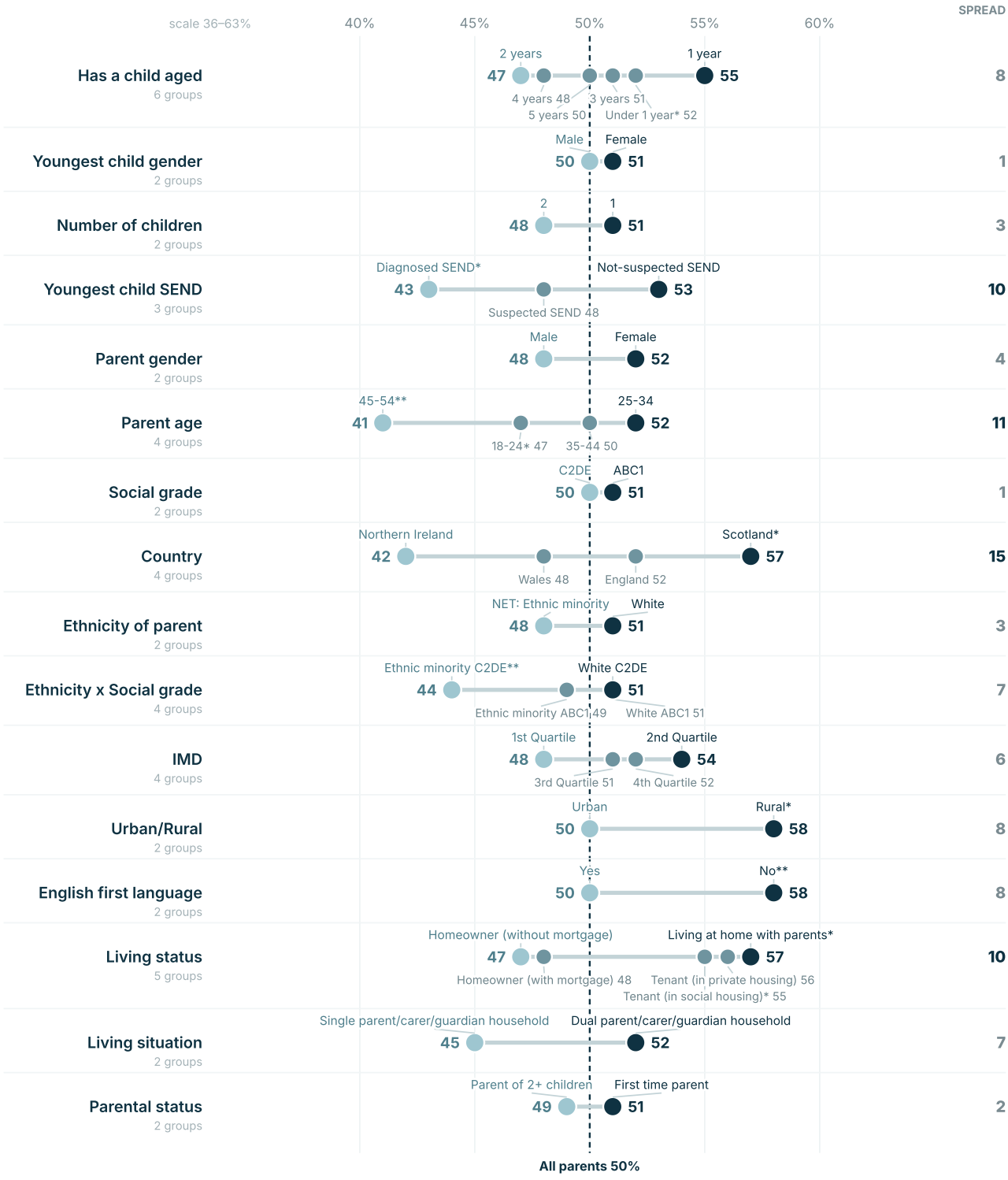
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23A · TABLE 114 · MULTI CHOICE · ALL CUTS AT A GLANCE

Who do you most frequently receive this unasked-for advice from? (My own parents or extended family members)

All parents 50%



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* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
The value axis is adjusted to the groups shown rather than running 0-100%.
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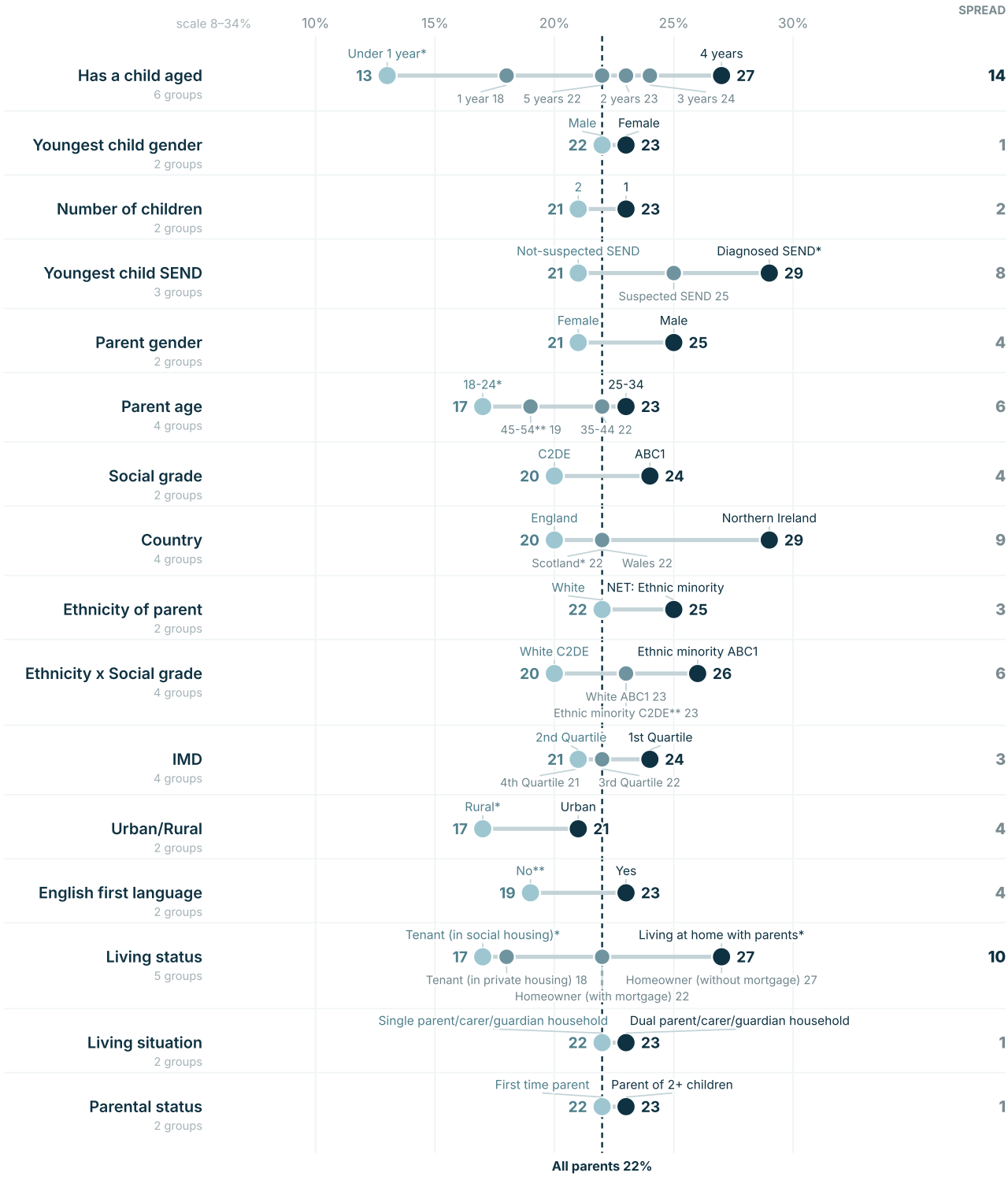
Kindred²

Q23A · TABLE 114 · MULTI CHOICE · ALL CUTS AT A GLANCE

Who do you most frequently receive this unasked-for advice from? (Other parents at school gates or playgroups)

All parents 22%



BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
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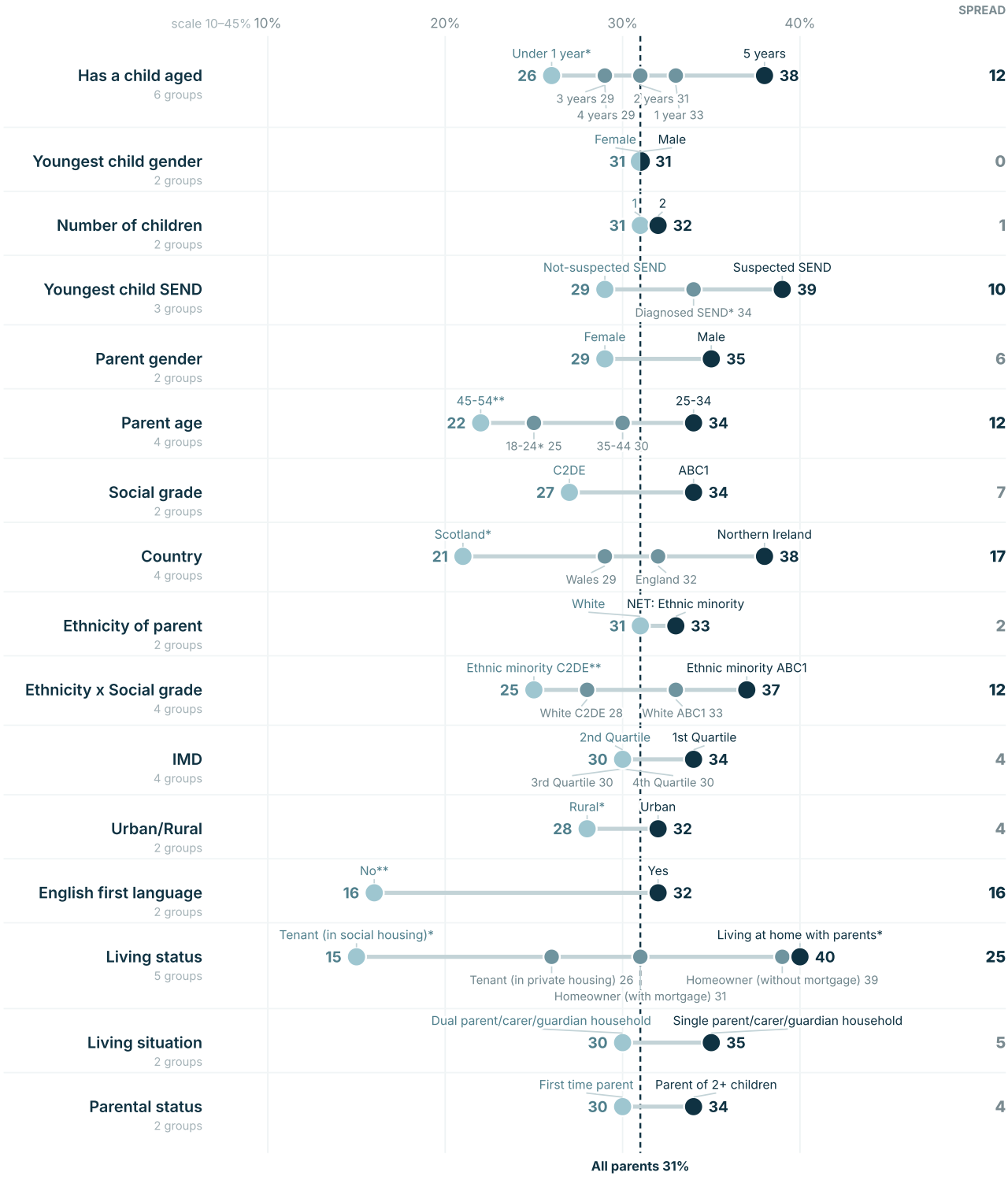
Kindred²

Q23A · TABLE 114 · MULTI CHOICE · ALL CUTS AT A GLANCE

Who do you most frequently receive this unasked-for advice from? (Social media users, influencers, or online comment sections)

All parents 31%



BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
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Kindred²

Q23A · TABLE 114 · MULTI CHOICE · ALL CUTS AT A GLANCE

Who do you most frequently receive this unasked-for advice from? (Total strangers (e.g., in public places, supermarkets, parks))

All parents 32%



BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
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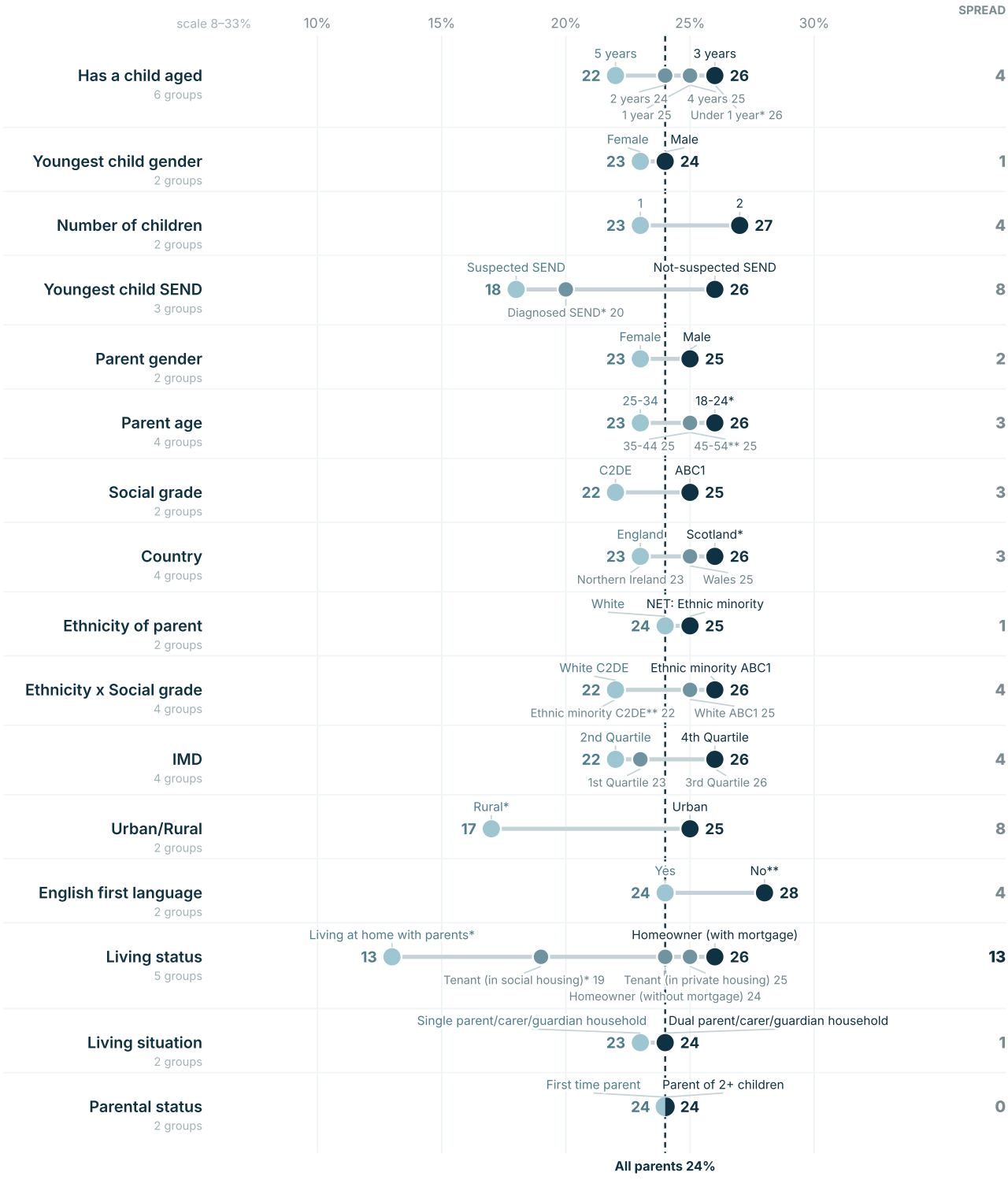
Kindred²

Q23B · TABLE 115 · MULTI CHOICE · ALL CUTS AT A GLANCE

How does receiving this unasked-for advice typically make you feel? (It doesn't bother me / I just ignore it)

All parents 24%



BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
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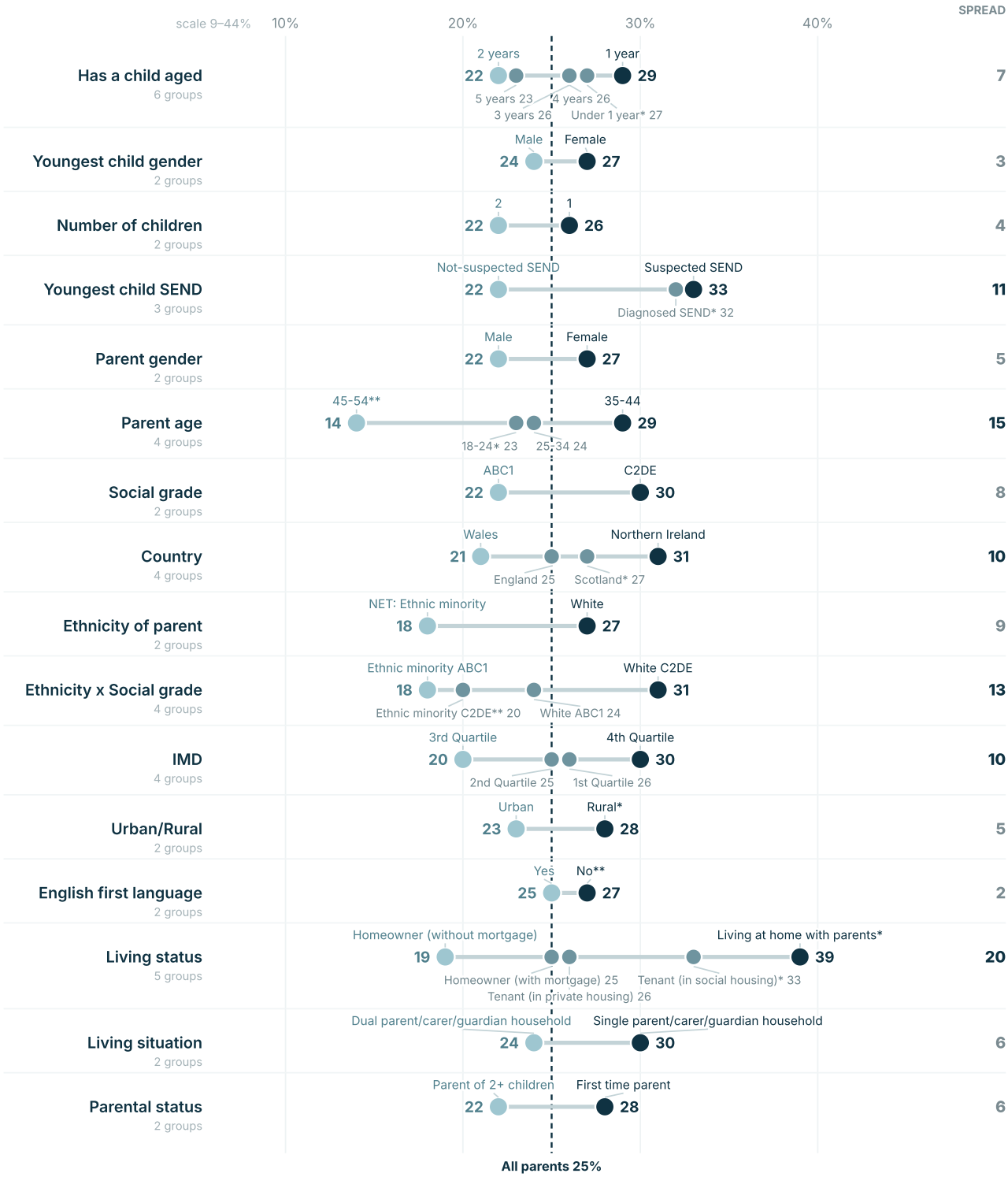
Kindred²

Q23B · TABLE 115 · MULTI CHOICE · ALL CUTS AT A GLANCE

How does receiving this unasked-for advice typically make you feel? (It makes me feel angry or defensive)

All parents 25%



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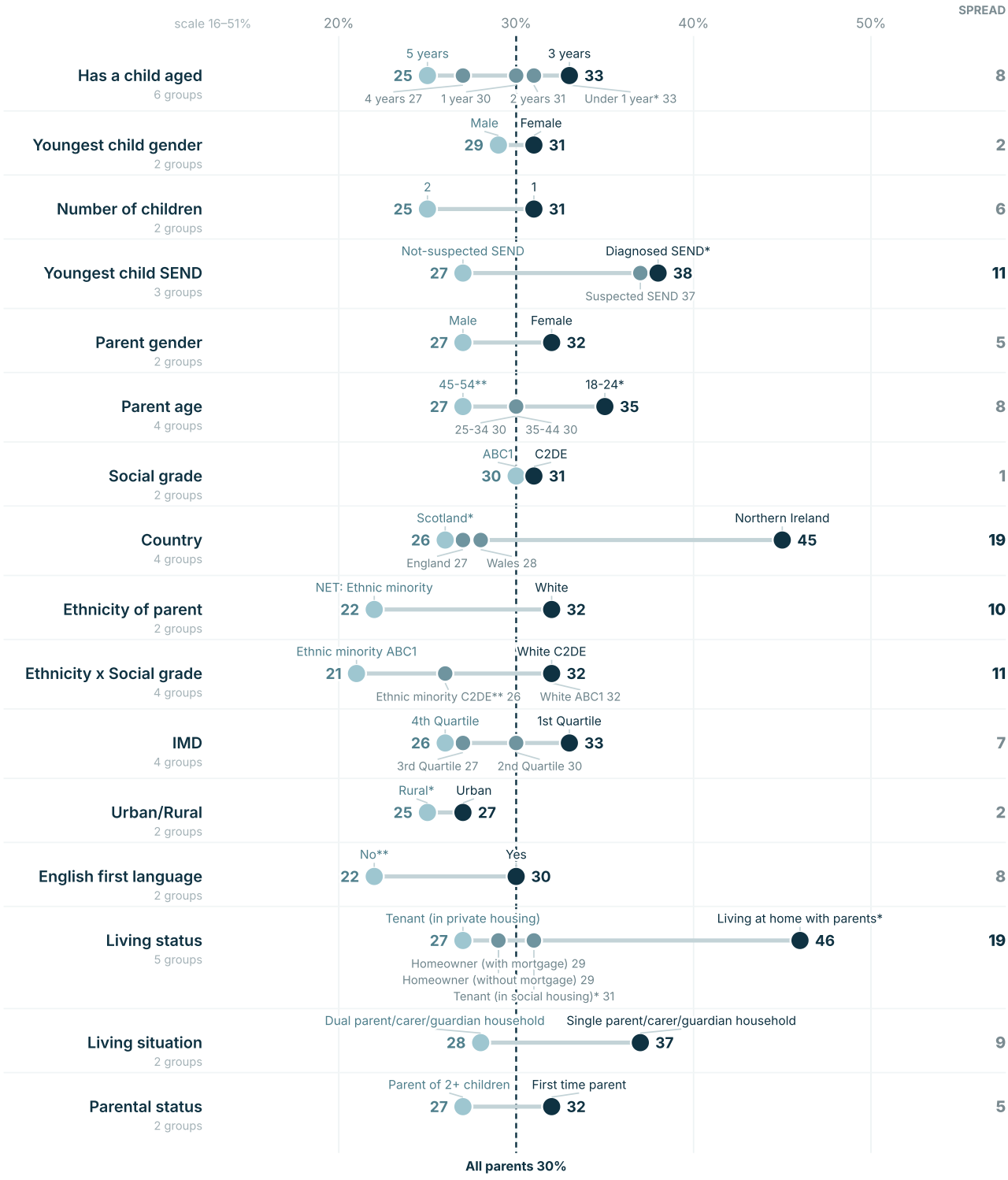
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23B · TABLE 115 · MULTI CHOICE · ALL CUTS AT A GLANCE

How does receiving this unasked-for advice typically make you feel? (It makes me feel guilty or worried that I am not doing enough)

All parents 30%



BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
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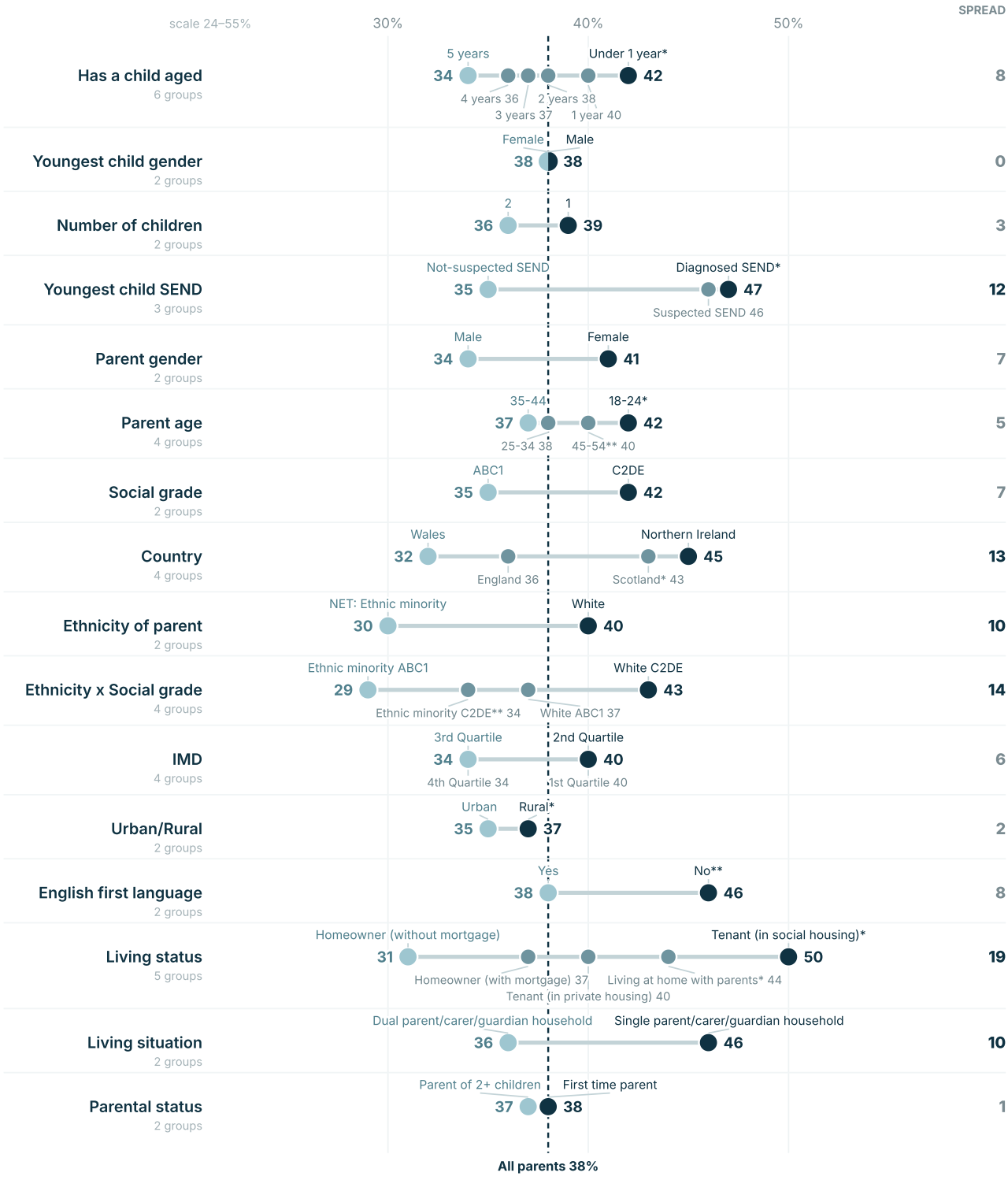
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q23B · TABLE 115 · MULTI CHOICE · ALL CUTS AT A GLANCE

How does receiving this unasked-for advice typically make you feel? (It makes me feel judged or criticised as a parent)

All parents 38%



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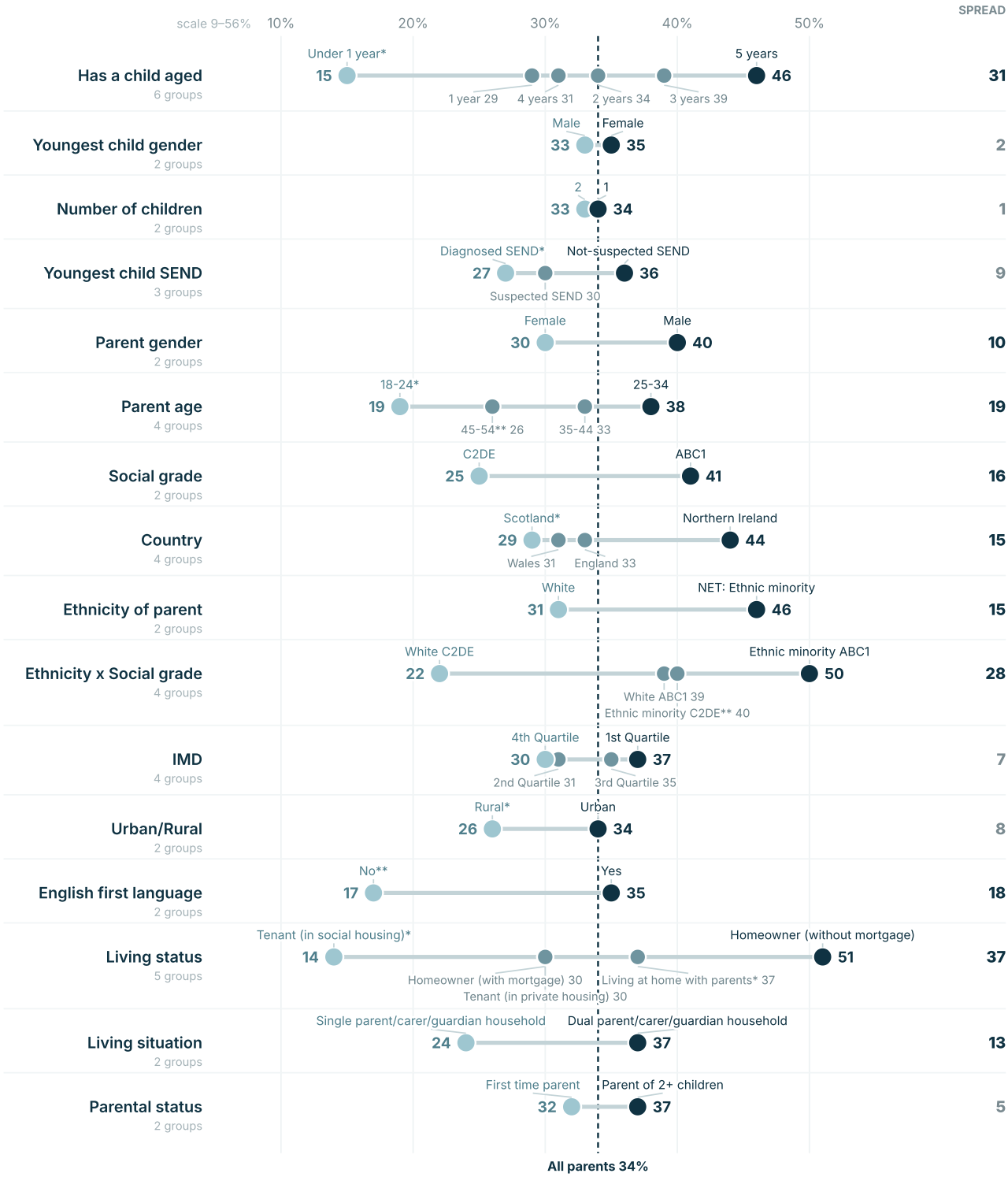
Kindred²

Q23B · TABLE 115 · MULTI CHOICE · ALL CUTS AT A GLANCE

How does receiving this unasked-for advice typically make you feel? (It makes me feel supported and grateful for the input)

All parents 34%



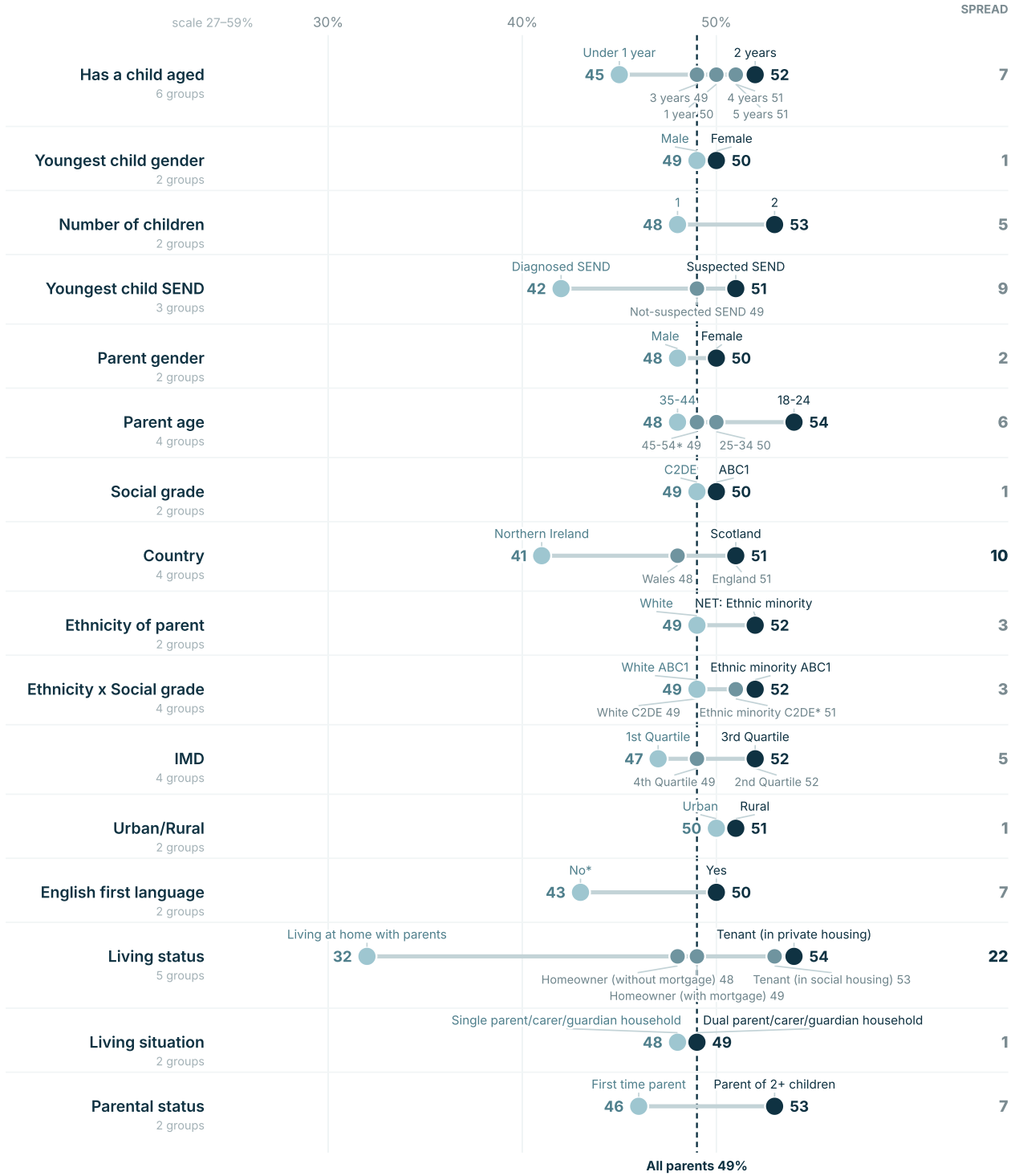
BASE: Those who receive unasked for advice about parenting their child · n = 1,407 weighted, 1,430 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=180; Diagnosed SEND n=170; 18-24 n=126; 45-54 n=56; Scotland n=186; Ethnic minority C2DE n=76; Rural n=119; No n=63; Living at home with parents n=112; Tenant (in social housing) n=125.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q24 · TABLE 116 · SINGLE CHOICE · ALL CUTS AT A GLANCE

If you or your child's caregivers experienced a sudden illness or emergency tomorrow, how many people living nearby to your home could you realistically call to look after your child at an hour's notice? (1-2 people)

All parents 49%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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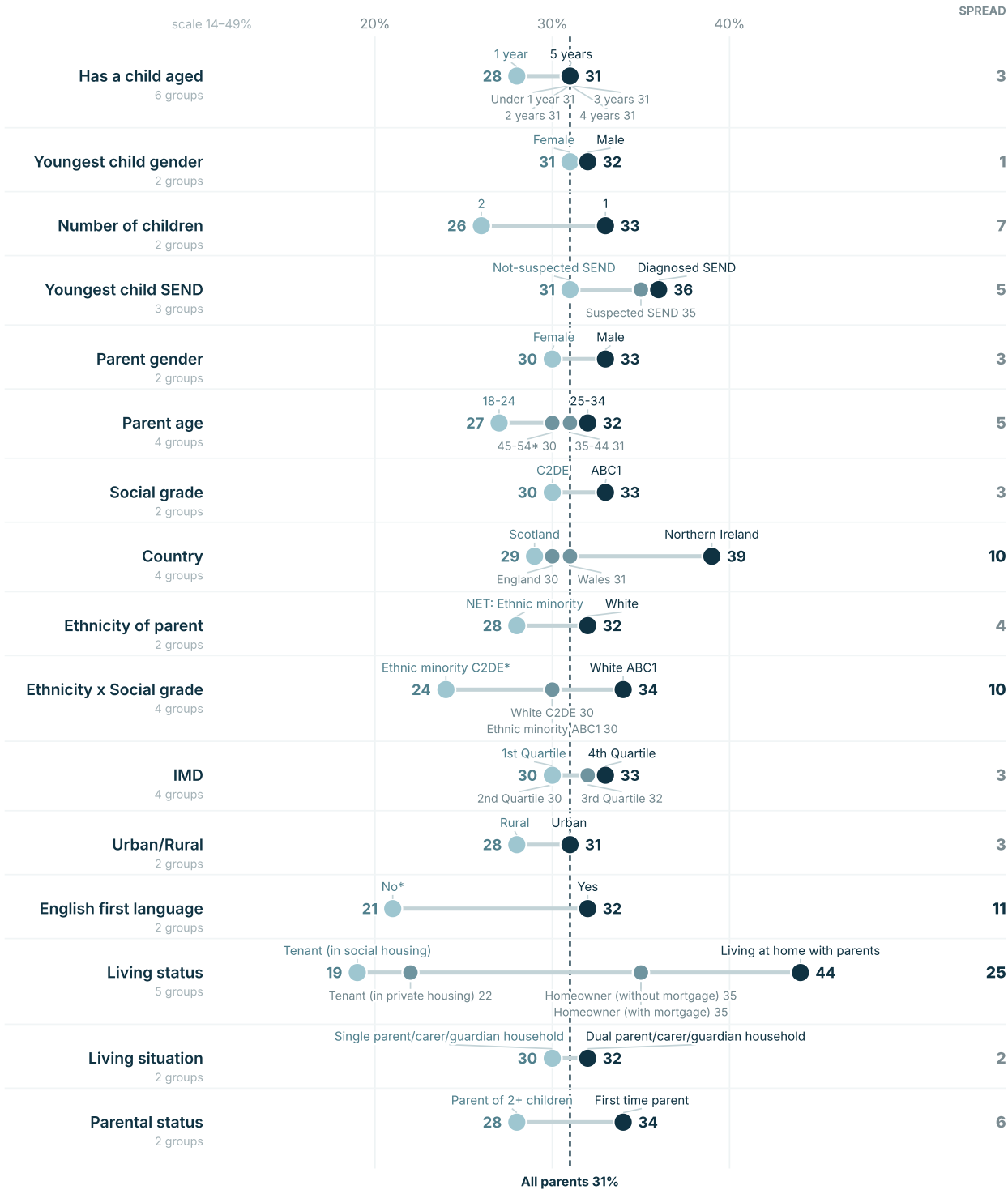
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q24 · TABLE 116 · SINGLE CHOICE · ALL CUTS AT A GLANCE

If you or your child's caregivers experienced a sudden illness or emergency tomorrow, how many people living nearby to your home could you realistically call to look after your child at an hour's notice? (3-5 people)

All parents 31%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q24 · TABLE 116 · SINGLE CHOICE · ALL CUTS AT A GLANCE

If you or your child's caregivers experienced a sudden illness or emergency tomorrow, how many people living nearby to your home could you realistically call to look after your child at an hour's notice? (6 or more people)

All parents 6%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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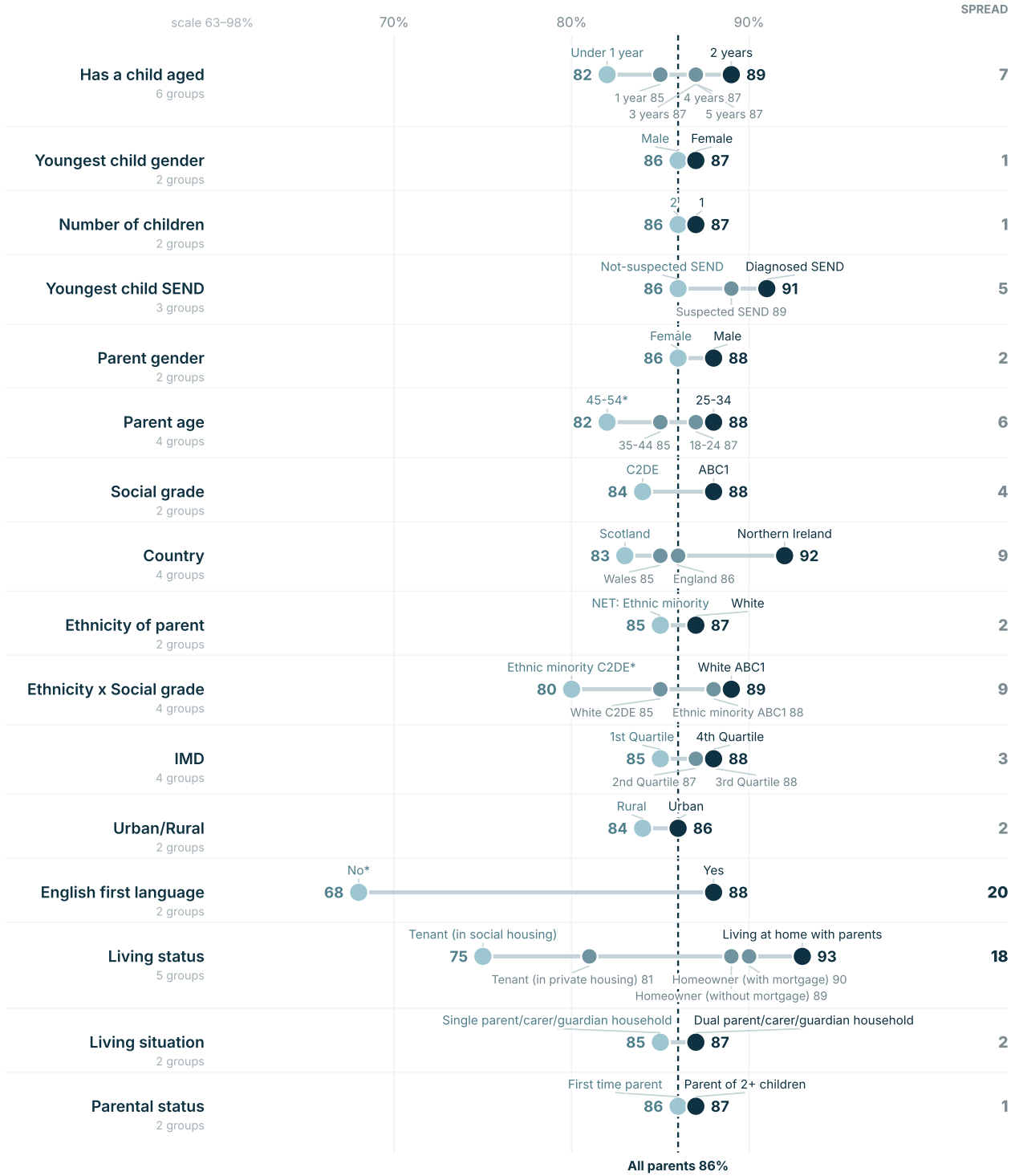
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q24 · TABLE 116 · SINGLE CHOICE · ALL CUTS AT A GLANCE

If you or your child's caregivers experienced a sudden illness or emergency tomorrow, how many people living nearby to your home could you realistically call to look after your child at an hour's notice? (NET: Any local support outside household)

All parents 86%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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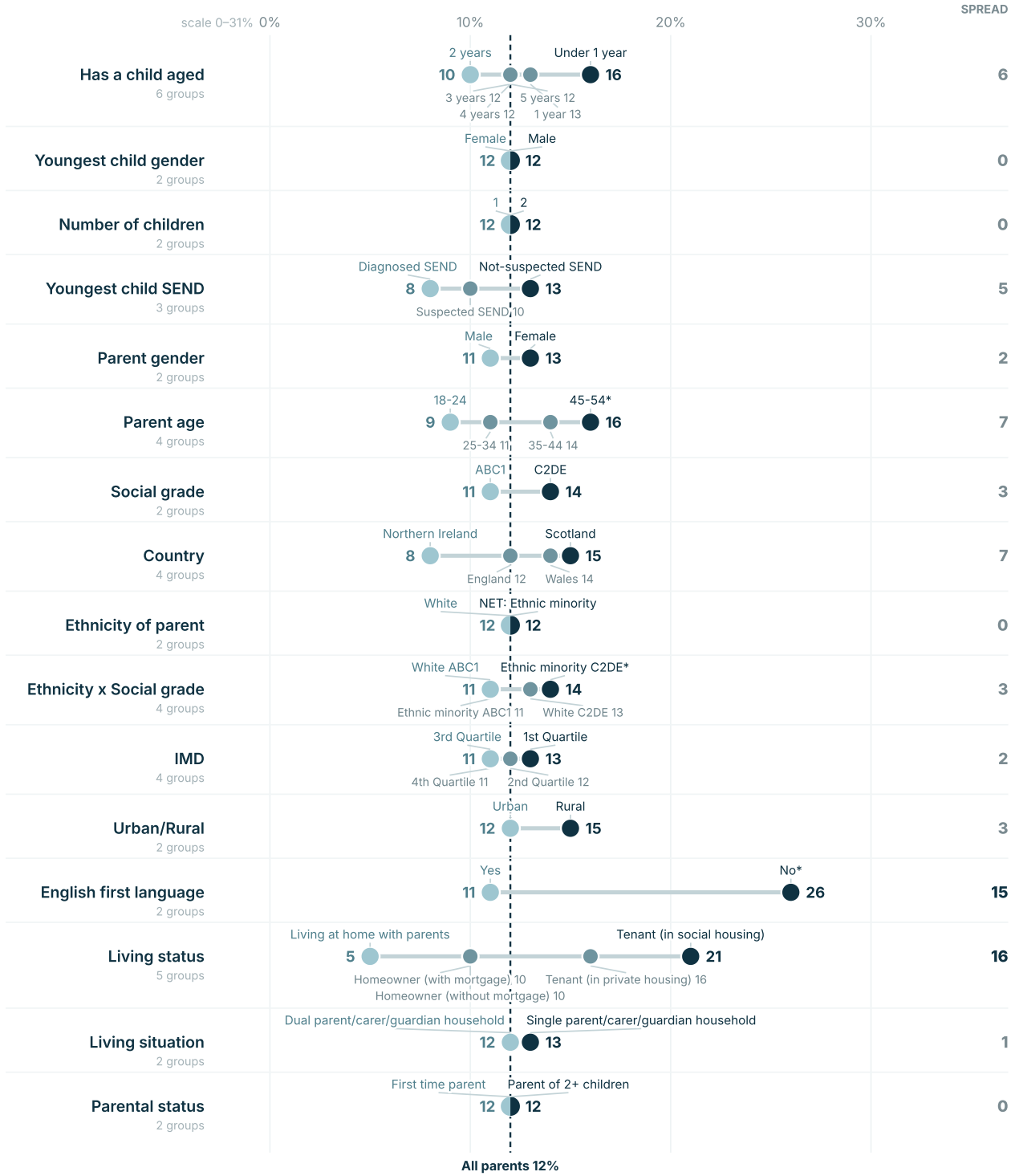
Kindred²

Q24 · TABLE 116 · SINGLE CHOICE · ALL CUTS AT A GLANCE

If you or your child's caregivers experienced a sudden illness or emergency tomorrow, how many people living nearby to your home could you realistically call to look after your child at an hour's notice? (None - we have no local support outside of our immediate household)

All parents 12%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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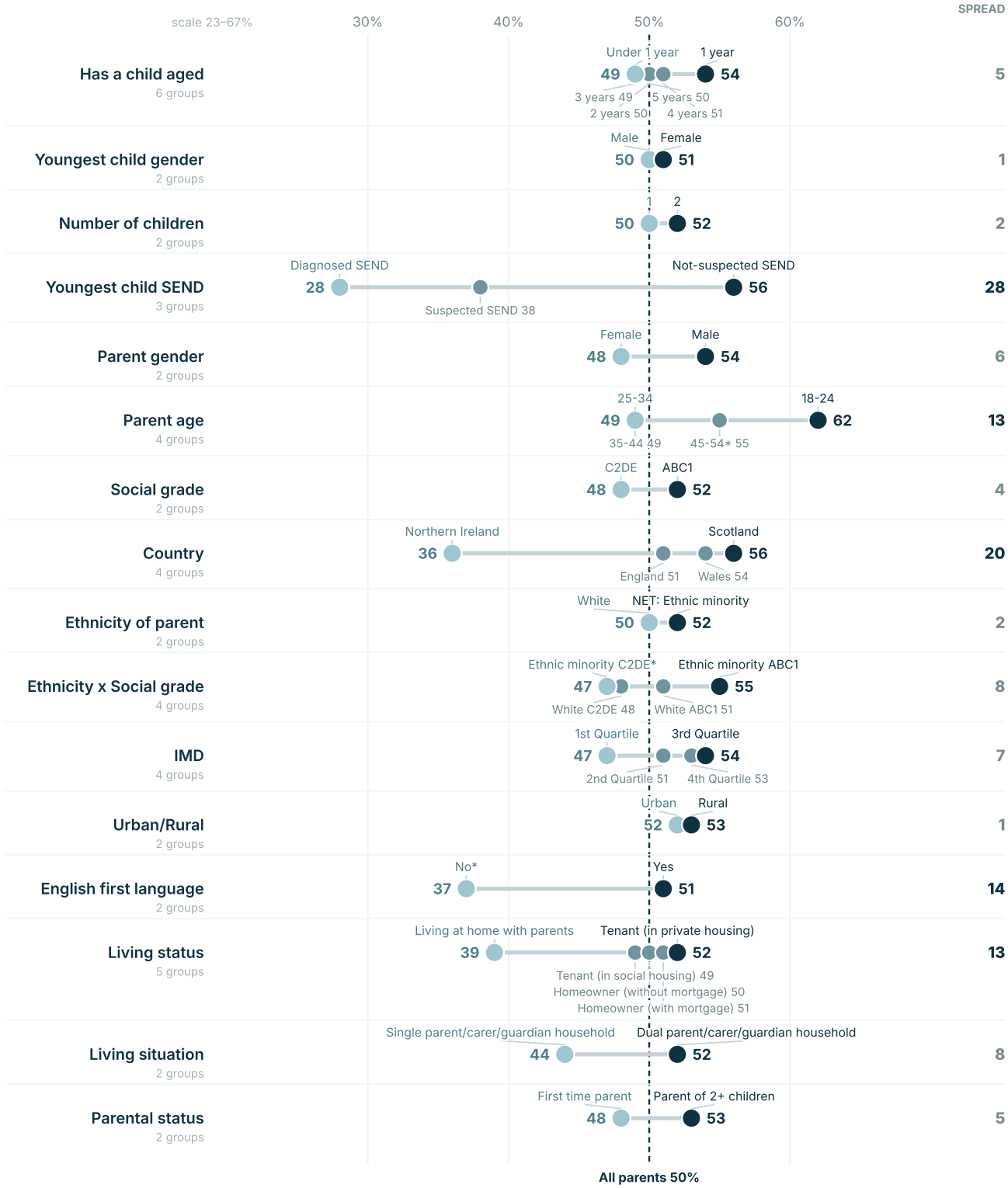
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25 · TABLE 117 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How worried, if at all, are you about your child's future overall? (NET: Not worried)

All parents 50%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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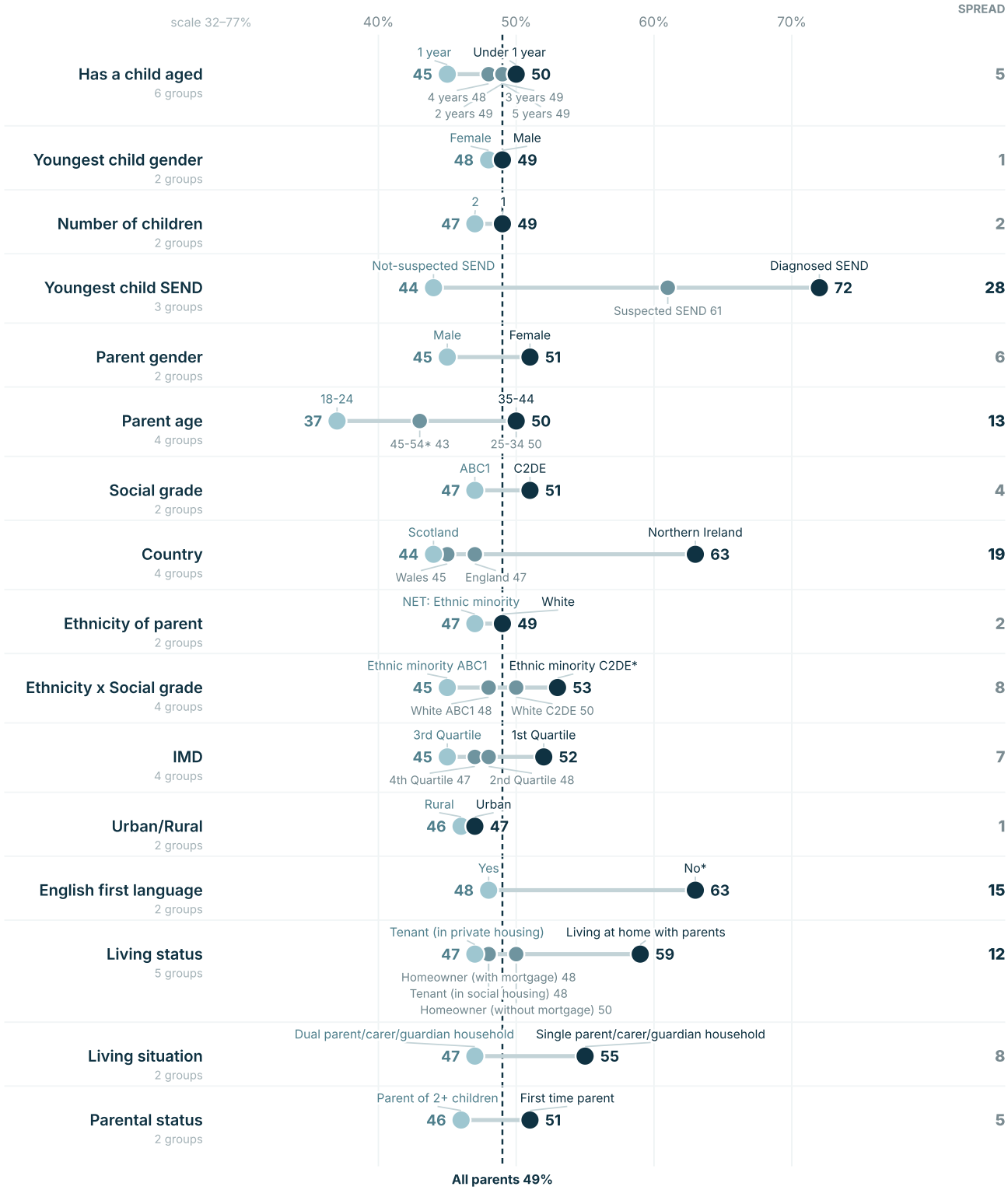
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25 · TABLE 117 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How worried, if at all, are you about your child's future overall? (NET: Worried)

All parents 49%



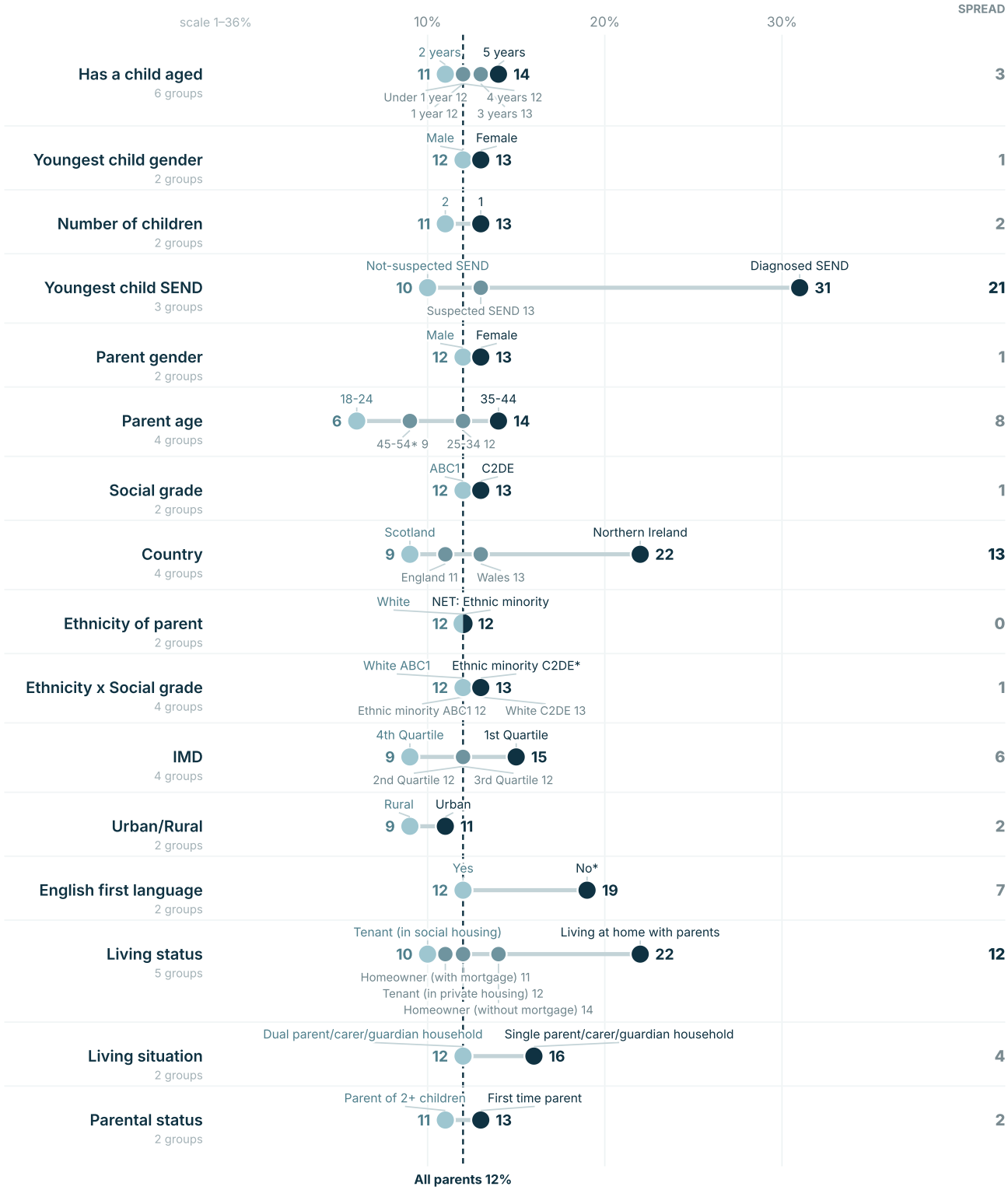
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25 · TABLE 117 · SINGLE CHOICE · ALL CUTS AT A GLANCE

How worried, if at all, are you about your child's future overall? (Very worried)

All parents 12%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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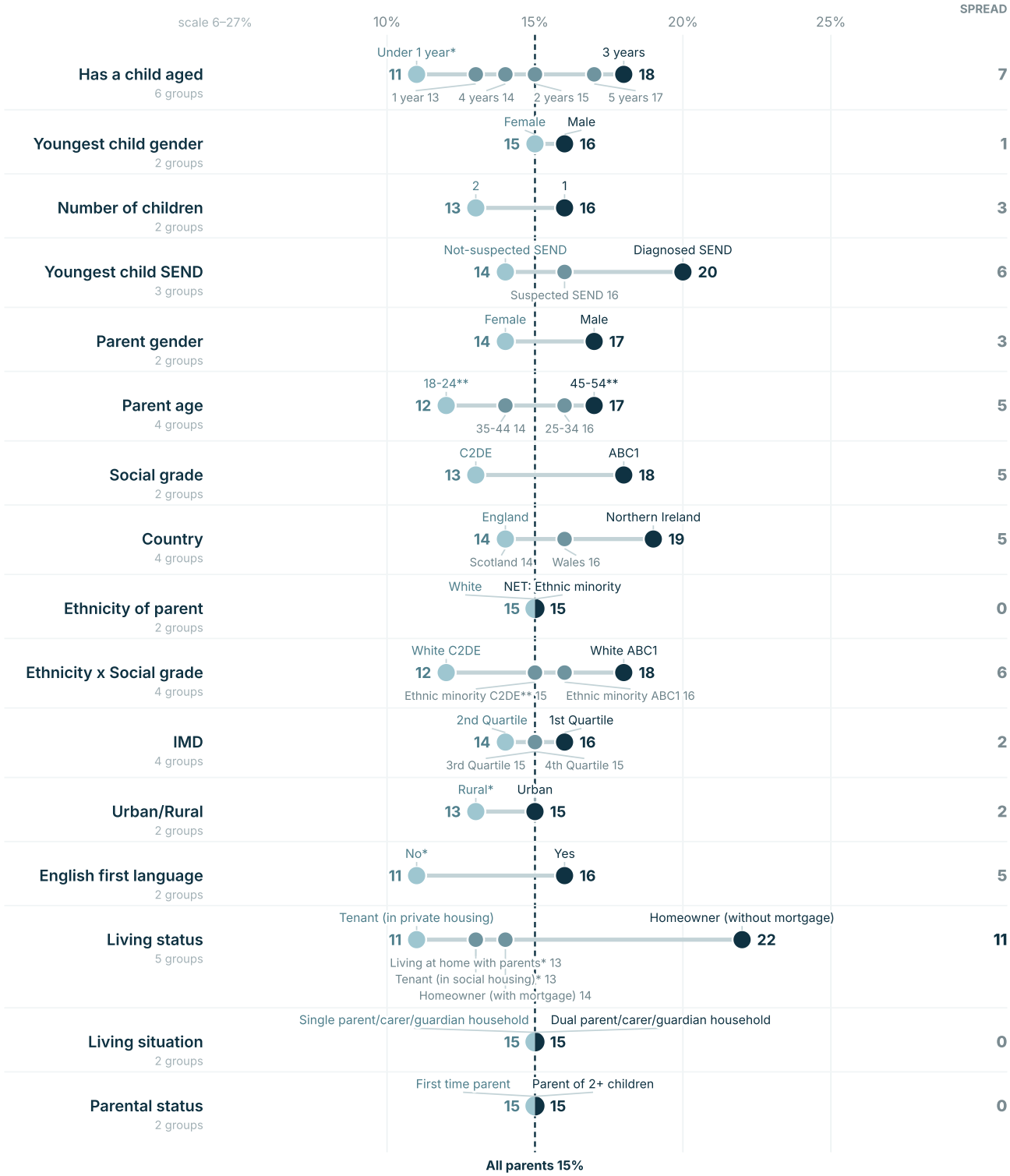
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Academic success)

All parents 15%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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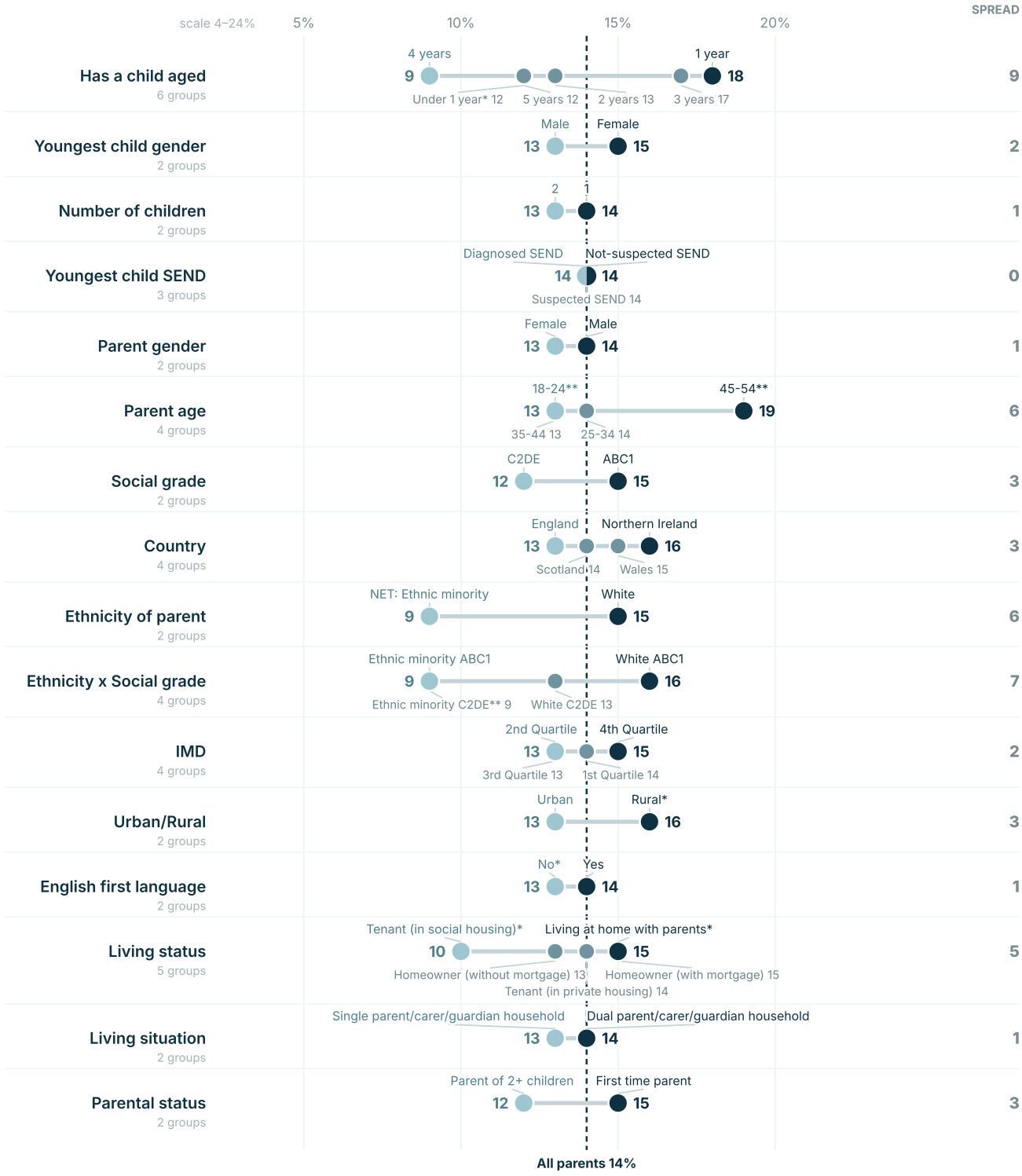
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Climate change)

All parents 14%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Cost of living)

All parents 39%



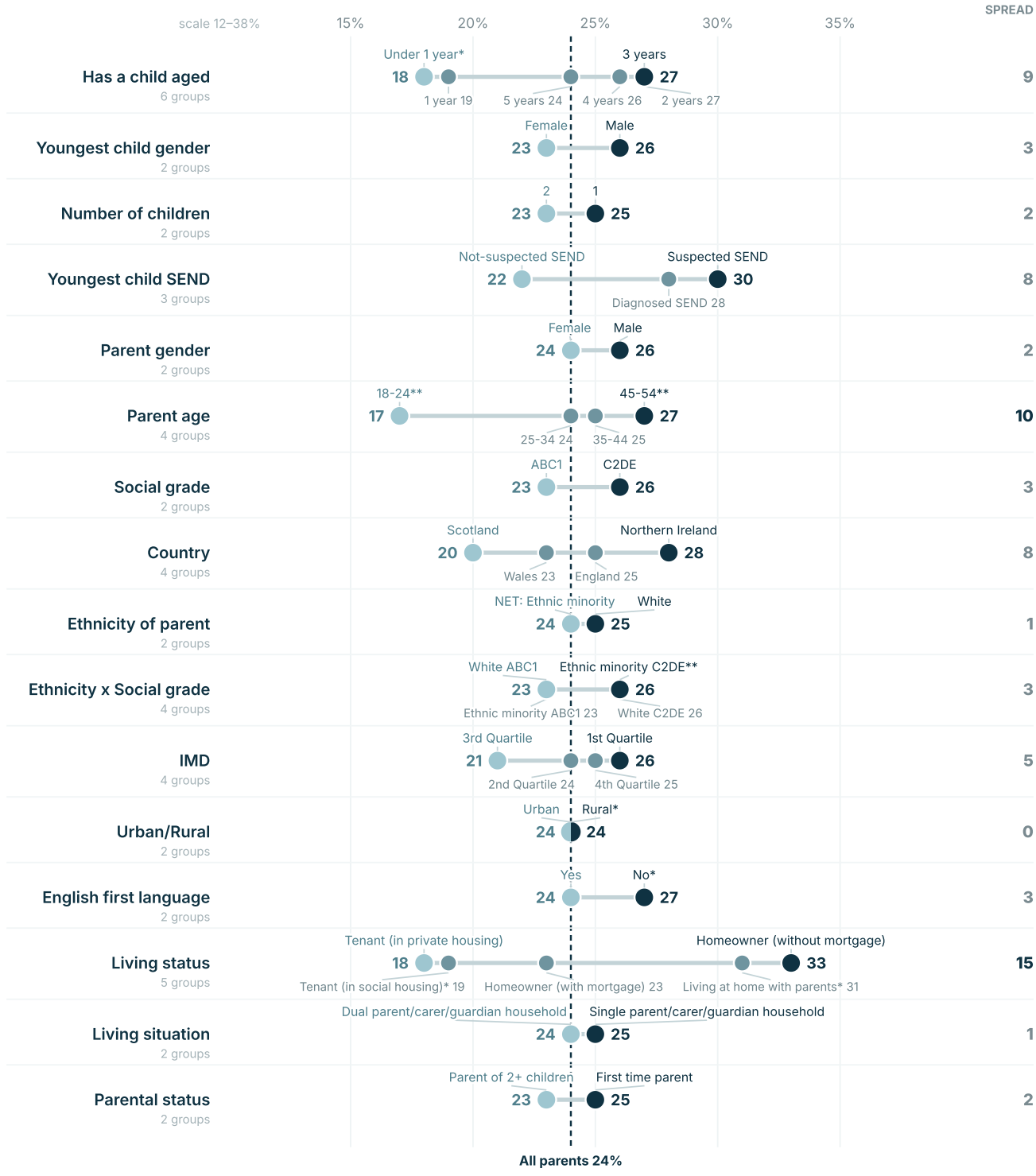
BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Education)

All parents 24%



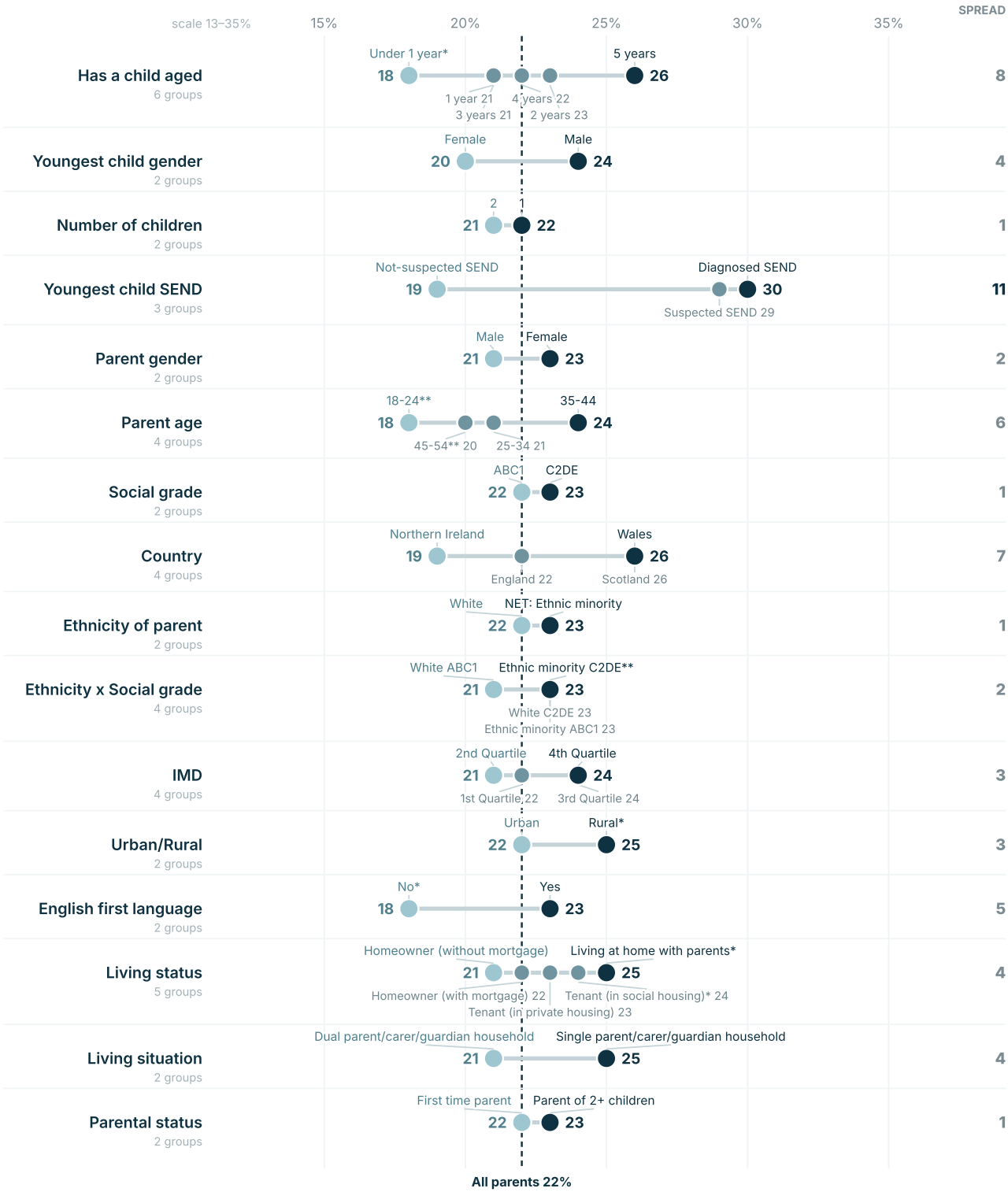
BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Friendships/social skills)

All parents 22%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
The value axis is adjusted to the groups shown rather than running 0-100%.
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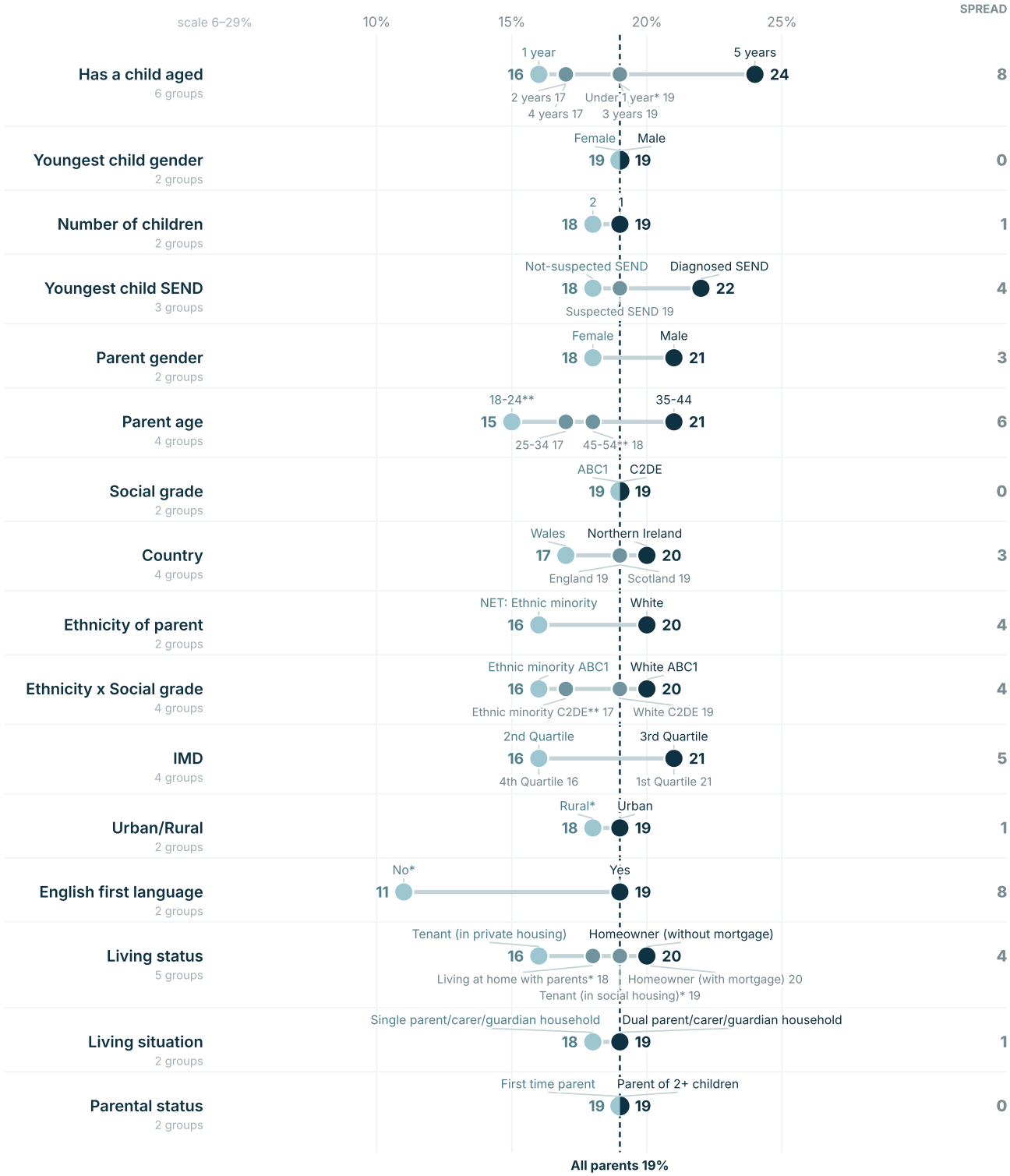
Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Future employment)

All parents 19%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Mental health)

All parents 29%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (None of these)

All parents 0%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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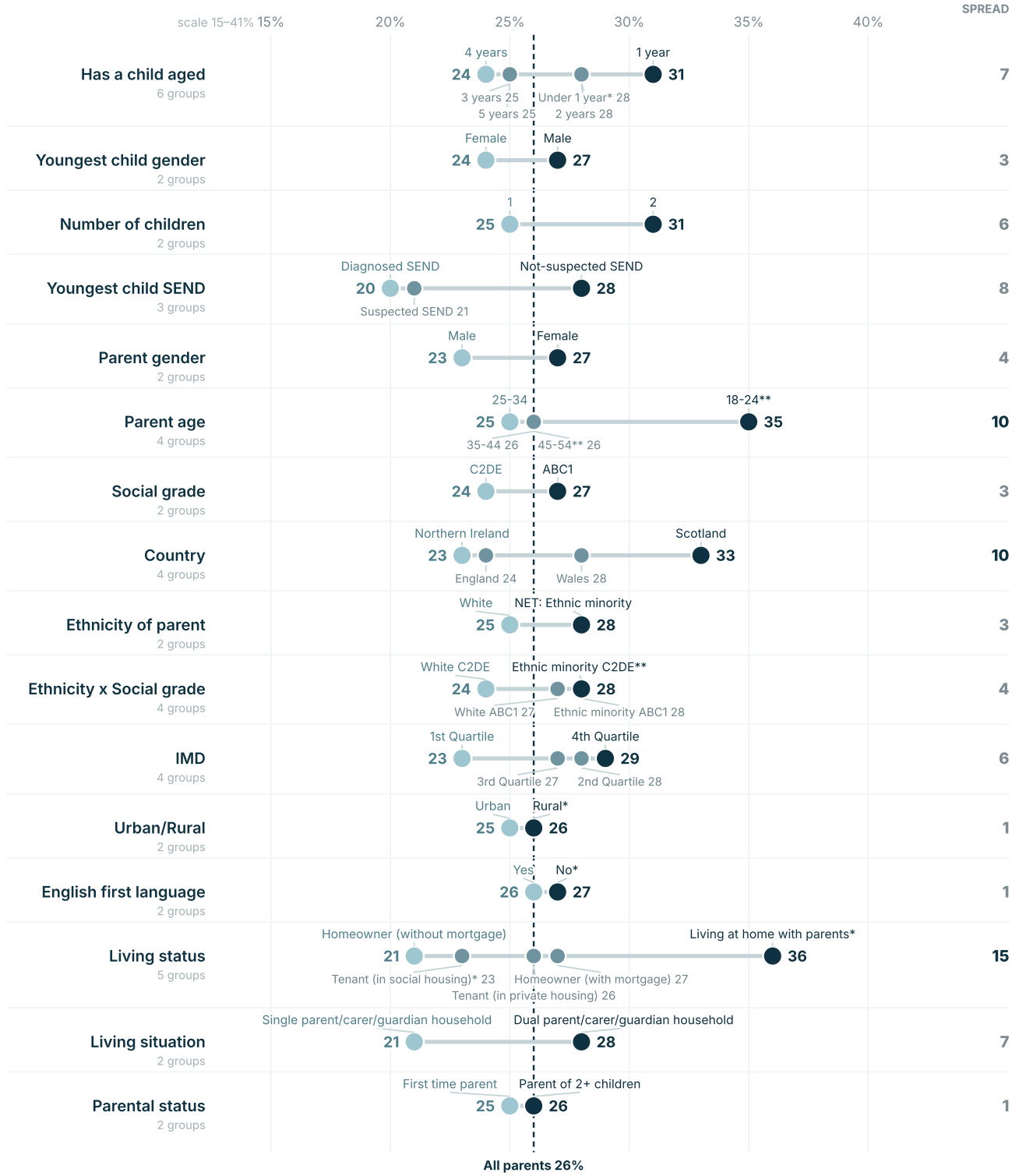
Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Online safety)

All parents 26%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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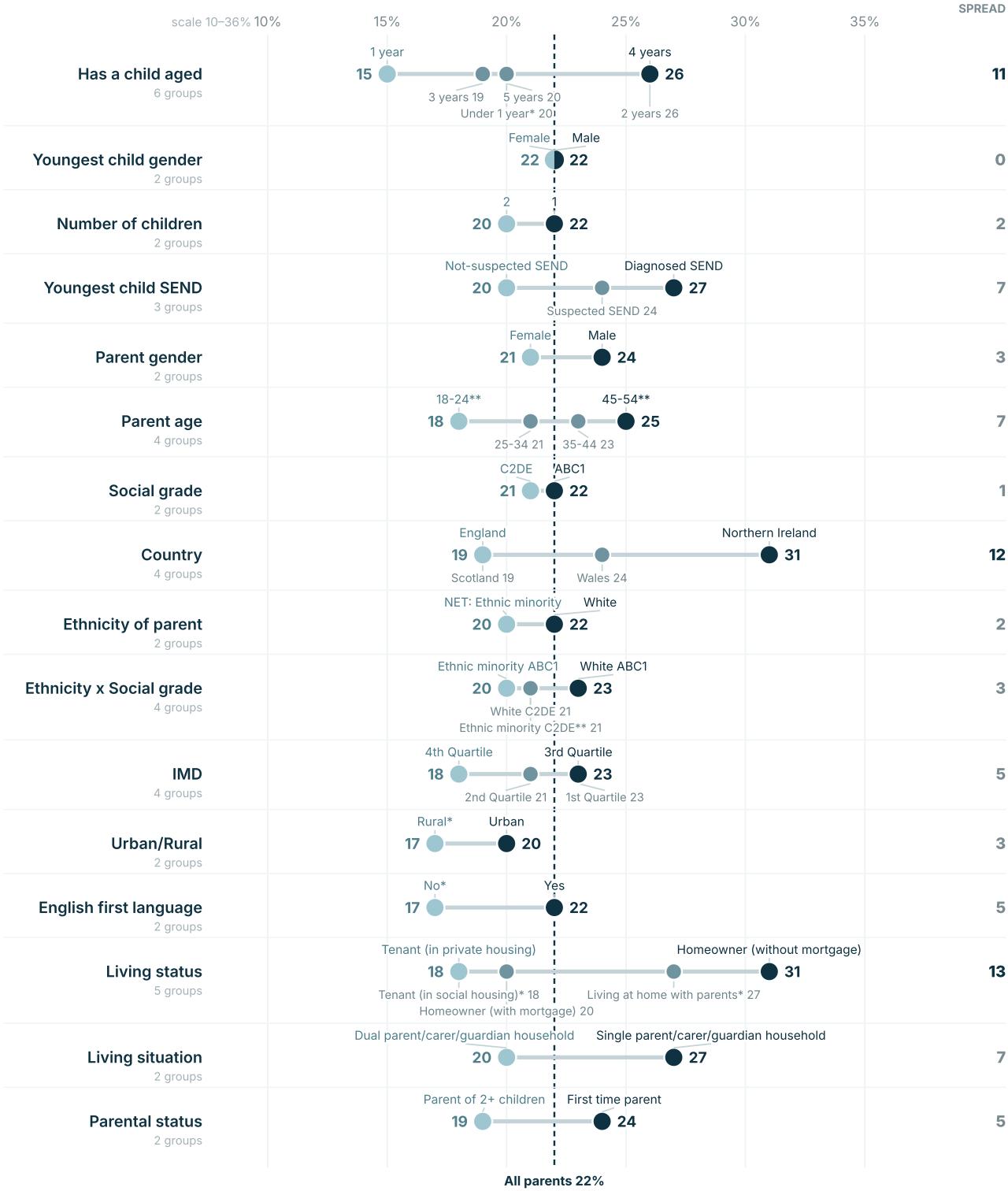
Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Physical health)

All parents 22%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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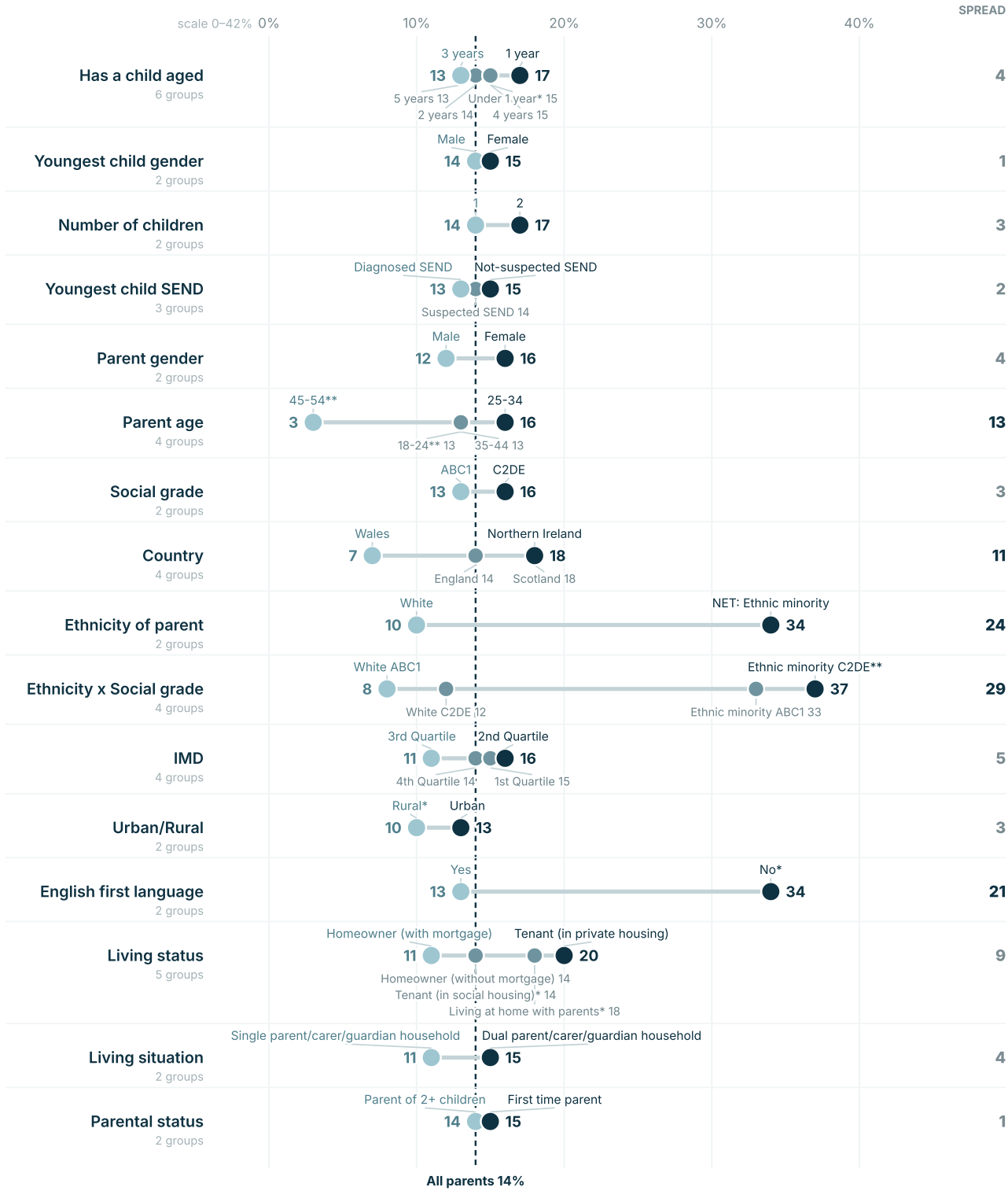
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Racism or discrimination)

All parents 14%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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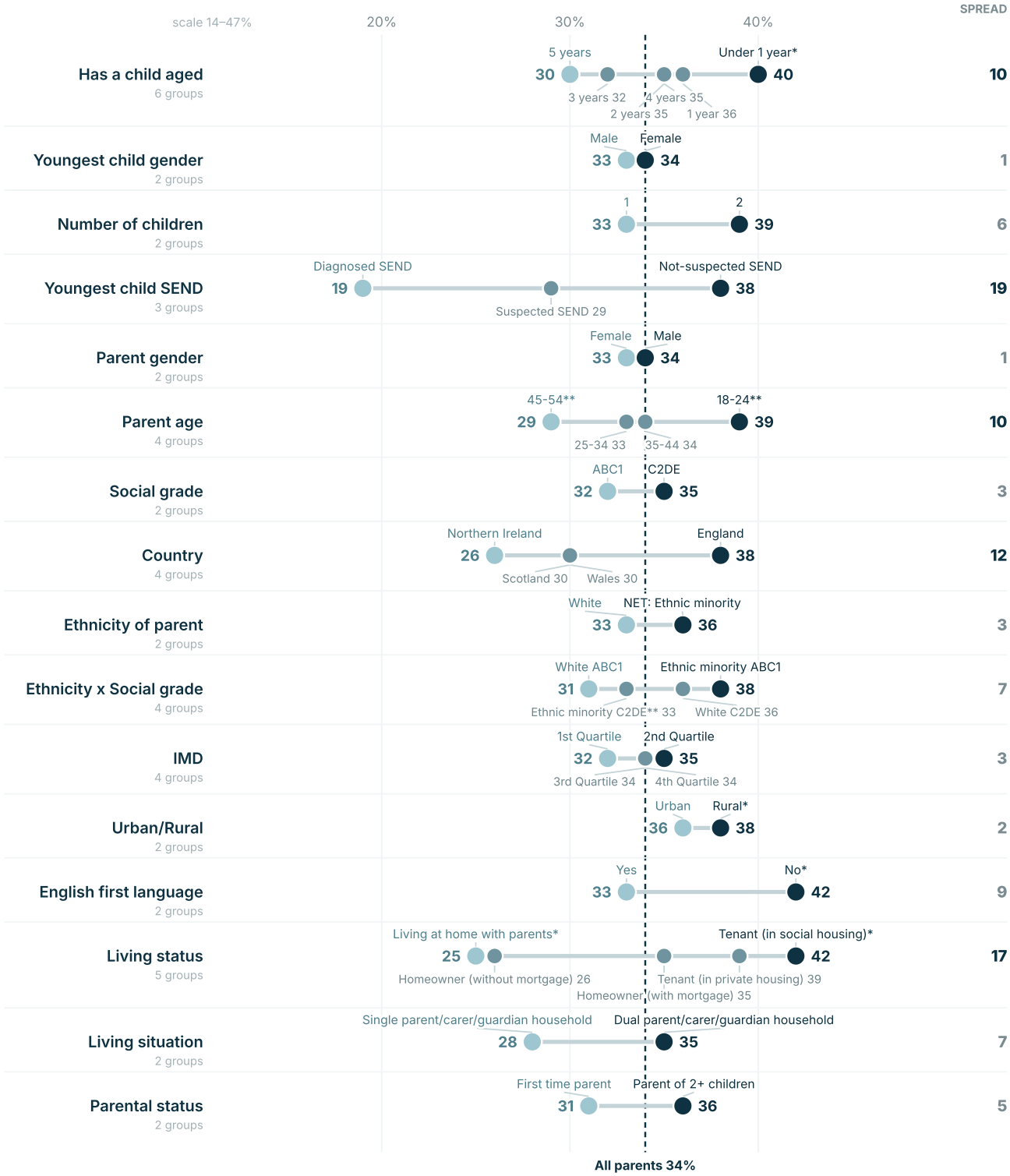
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Safety/crime)

All parents 34%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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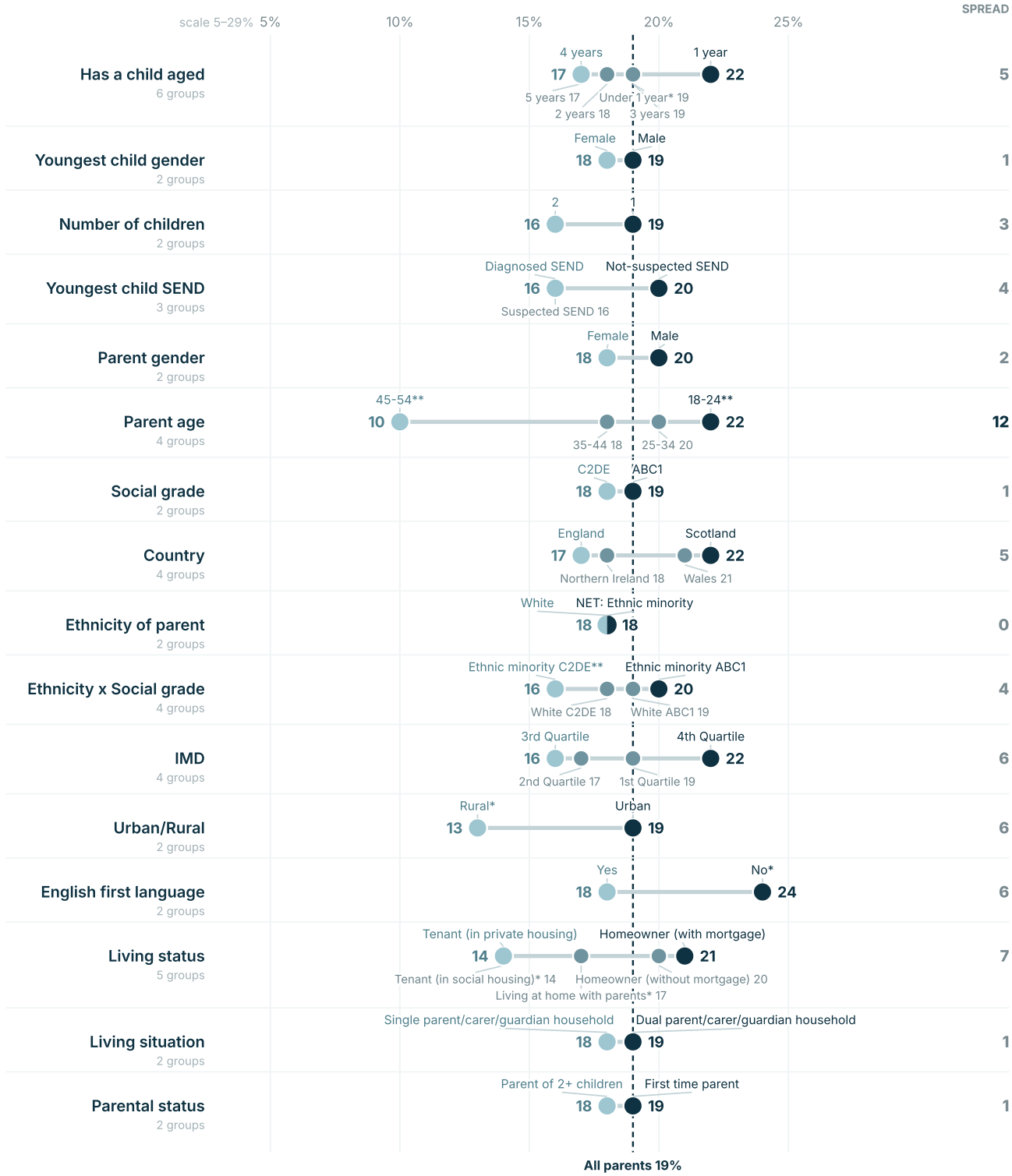
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q25A · TABLE 118 · MULTI CHOICE · ALL CUTS AT A GLANCE

You said you were worried about your child's future overall. Which, if any, of the following concern you the most? (Screen time/technology)

All parents 19%



BASE: Those who are worried about their child's future overall · n = 1,739 weighted, 1,714 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: Under 1 year n=189; 18-24 n=97; 45-54 n=78; Ethnic minority C2DE n=96; Rural n=149; No n=117; Living at home with parents n=122; Tenant (in social housing) n=168.
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National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (12 to 17 months)

All parents 13%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (18 to 23 months)

All parents 21%



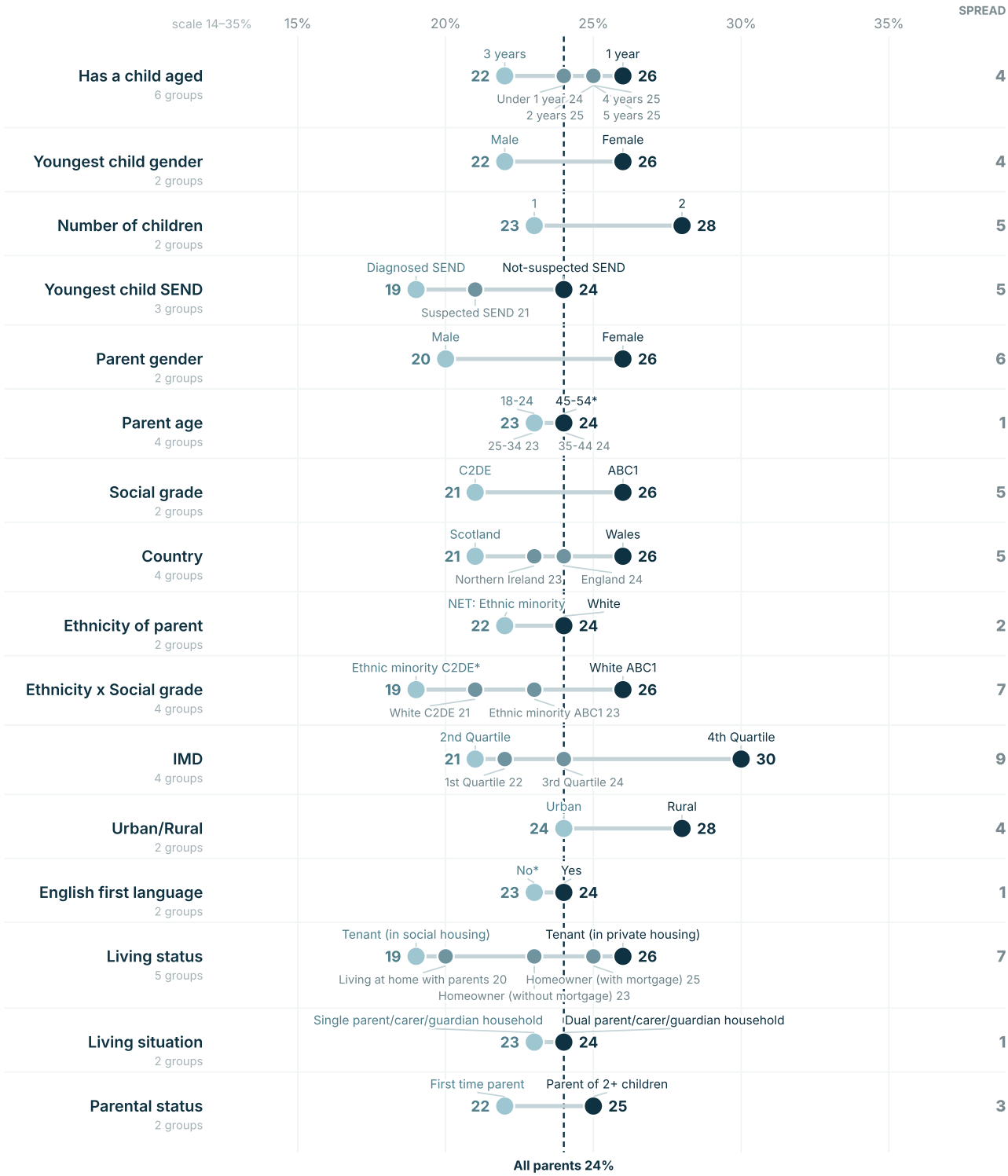
BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

Kindred²

Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (2 years old)

All parents 24%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (24 to 30 months)

All parents 0%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (3 years old)

All parents 14%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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Kindred²

Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (4 years or older)

All parents 3%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
The value axis is adjusted to the groups shown rather than running 0-100%.
National Early Childhood Parenting Survey 2026 · Savanta for Kindred Squared · fieldwork 8 July – 6 August 2026 · weighted tables 28 August 2026.

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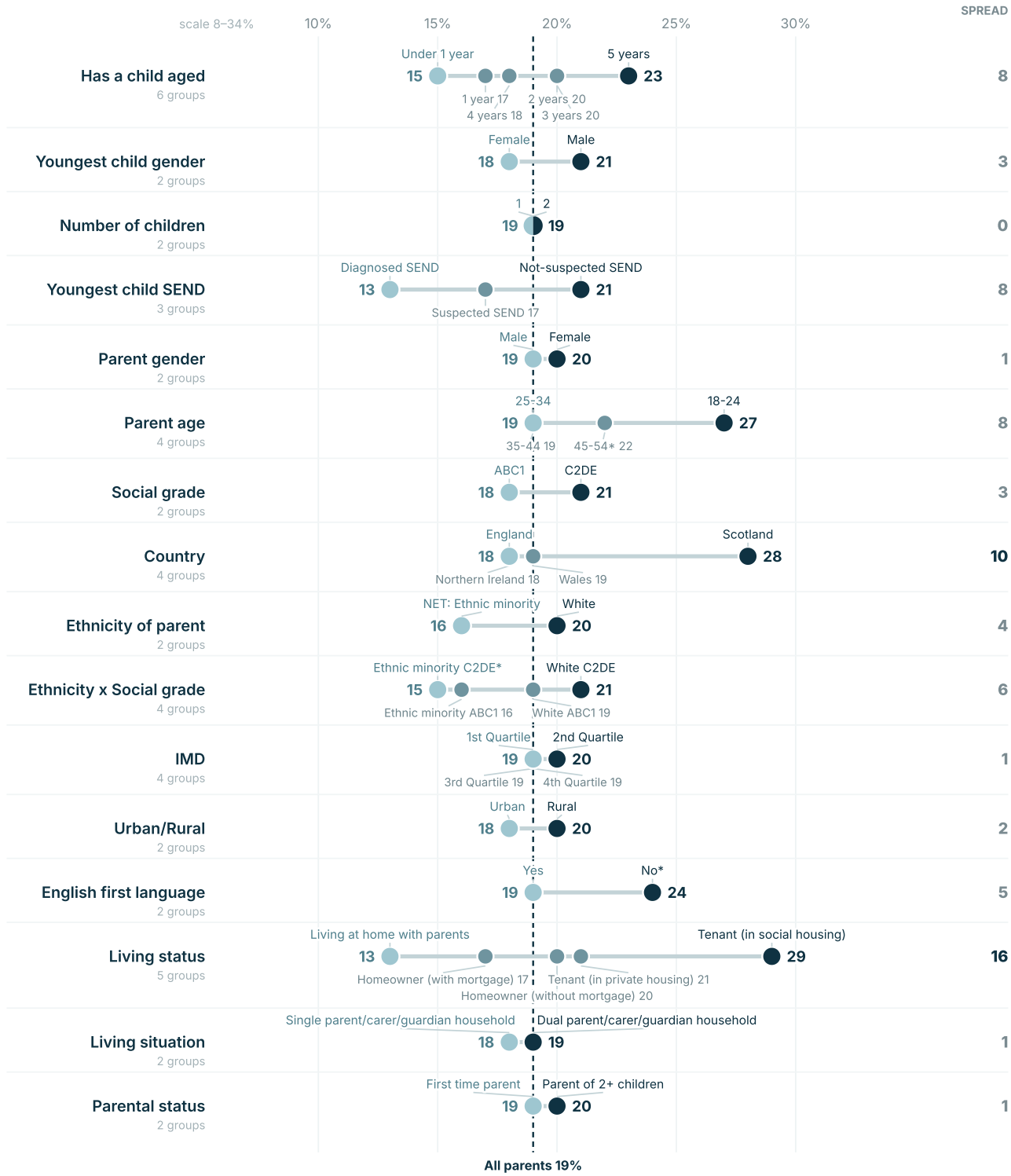
Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (It depends on the individual child's readiness)

All parents 19%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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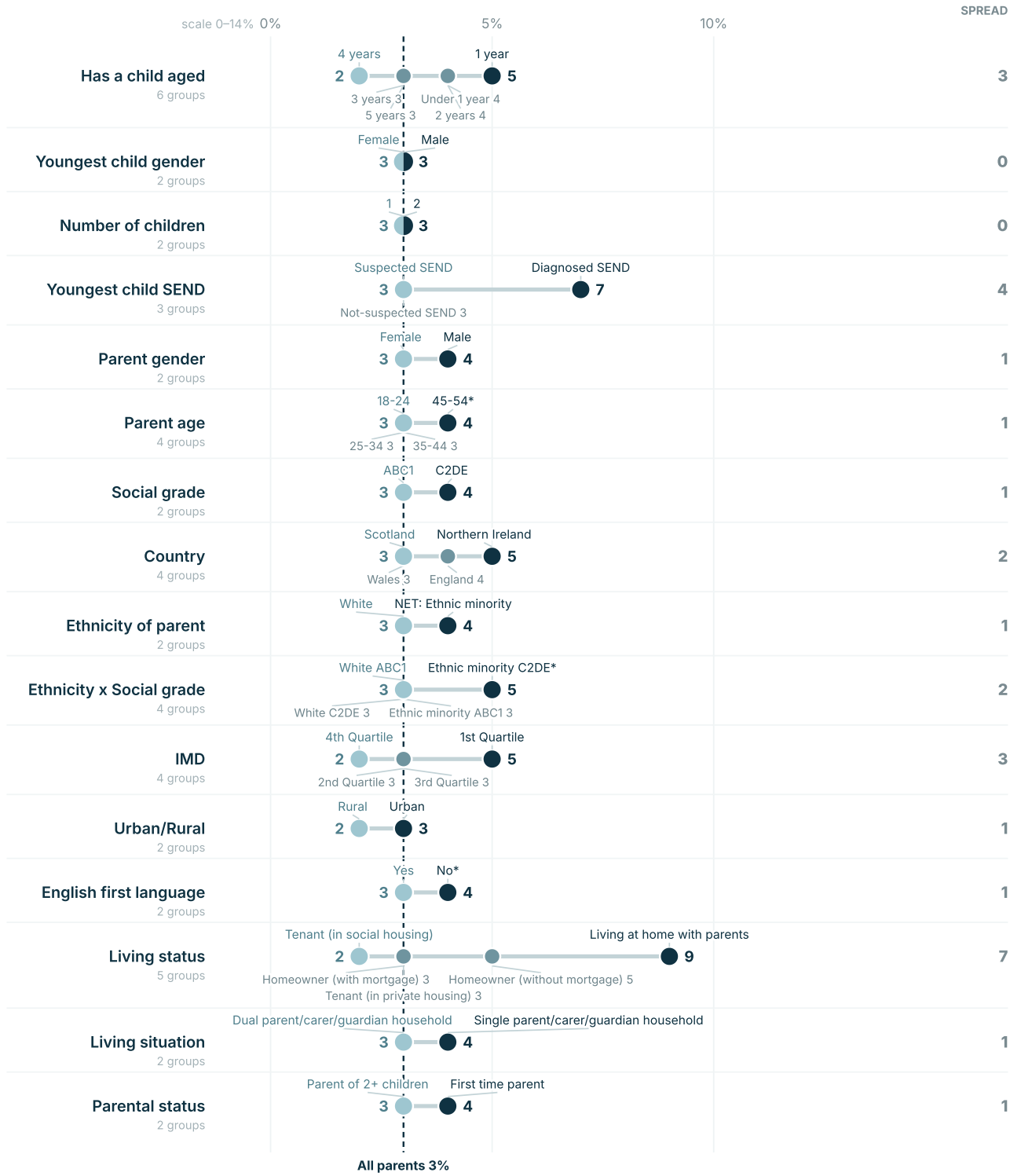
Q26 · TABLE 119 · SINGLE CHOICE · ALL CUTS AT A GLANCE

In your opinion, when is the best time for children with no medical diagnosis (such as a bowel or bladder condition) to be coming out of nappies? (Under 12 months)

All parents 3%



BASE: All respondents · n = 3,564 weighted, 3,564 unweighted.
* unweighted base under 200; ** under 100. These groups are indicative only: 45-54 n=181; Ethnic minority C2DE n=184; No n=190.
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