

YouGov Survey Results

Sample Size: 1015 parents in England
Fieldwork: 15th - 18th December 2009

	Gender of child		Age of child			Social grade		Region									
	Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted Base	1015	496	519	290	312	413	493	522	49	138	106	84	103	114	151	164	106
Base: all parents	1015	493	522	290	313	412	558	457	51	136	103	88	106	113	150	164	103

Thinking just about the hours when your child is usually awake and at home, for how much of this time is there a television on in their presence (whether they are watching it or it is on in the background)?

All of the time	3%	3%	3%	5%	3%	2%	3%	4%	4%	4%	4%	2%	3%	3%	5%	3%	-
Most of the time	25%	26%	24%	23%	25%	26%	17%	35%	38%	36%	28%	29%	29%	28%	14%	18%	19%
About half the time	26%	25%	27%	24%	25%	28%	26%	26%	29%	27%	23%	31%	24%	19%	26%	28%	27%
Less than half the time	16%	18%	15%	15%	15%	18%	18%	14%	9%	11%	16%	19%	17%	20%	16%	18%	20%
Less than a quarter of the time	28%	26%	29%	31%	30%	24%	35%	19%	20%	22%	29%	19%	26%	28%	35%	31%	32%
Never	1%	0%	1%	1%	1%	1%	1%	1%	-	-	1%	-	1%	-	2%	-	3%
Do not have a television	1%	1%	1%	1%	1%	0%	1%	1%	-	1%	-	-	-	1%	2%	1%	-

Please rank the following skills from 1 to 5 in terms of how important you believe they are for your child to develop in the early years (1 = most important and 5 = least important)

Reading skills

Ranked first	11%	12%	10%	5%	9%	17%	9%	13%	12%	20%	12%	8%	11%	7%	13%	9%	6%
Ranked second	12%	11%	12%	11%	10%	14%	9%	15%	9%	11%	12%	9%	9%	16%	12%	13%	13%
Ranked third	57%	56%	58%	59%	56%	57%	61%	52%	57%	46%	53%	58%	65%	56%	56%	66%	55%
Ranked fourth	16%	17%	16%	23%	19%	9%	15%	18%	16%	20%	20%	18%	13%	18%	14%	11%	20%
Ranked fifth	4%	3%	4%	2%	7%	3%	5%	2%	5%	3%	3%	6%	2%	4%	5%	2%	7%
Mean	2.90	2.88	2.92	3.05	3.04	2.68	2.97	2.81	2.92	2.76	2.90	3.04	2.87	2.95	2.85	2.84	3.08

Numeracy skills

Ranked first	2%	3%	1%	3%	2%	2%	2%	2%	6%	3%	2%	-	-	1%	3%	1%	3%
Ranked second	7%	8%	7%	5%	6%	9%	8%	7%	12%	12%	9%	2%	5%	3%	9%	7%	6%
Ranked third	22%	21%	22%	26%	26%	16%	20%	25%	19%	28%	24%	27%	17%	20%	21%	17%	25%
Ranked fourth	44%	44%	44%	44%	42%	45%	50%	36%	40%	35%	32%	45%	50%	50%	46%	49%	44%
Ranked fifth	25%	25%	26%	23%	23%	28%	21%	30%	23%	22%	33%	26%	27%	26%	21%	25%	23%
Mean	3.83	3.80	3.85	3.78	3.80	3.89	3.81	3.85	3.62	3.62	3.85	3.95	4.00	3.97	3.74	3.90	3.78

	Gender of child		Age of child			Social grade		Region									
	Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted Base	1015	496	519	290	312	413	493	522	49	138	106	84	103	114	151	164	106
Base: all parents	1015	493	522	290	313	412	558	457	51	136	103	88	106	113	150	164	103

Ability to interact with others and make friends

Ranked first	26%	26%	25%	28%	25%	25%	28%	23%	20%	20%	24%	21%	23%	26%	27%	35%	27%
Ranked second	52%	51%	52%	53%	55%	49%	54%	49%	56%	47%	52%	61%	58%	55%	47%	46%	54%
Ranked third	6%	6%	5%	5%	5%	6%	4%	7%	10%	7%	7%	2%	5%	4%	6%	4%	5%
Ranked fourth	6%	6%	6%	3%	7%	8%	6%	7%	6%	10%	9%	5%	4%	1%	8%	5%	6%
Ranked fifth	11%	11%	11%	11%	8%	13%	9%	14%	8%	15%	8%	11%	10%	13%	12%	11%	8%
Mean	2.25	2.25	2.26	2.17	2.19	2.36	2.13	2.39	2.26	2.55	2.25	2.23	2.21	2.19	2.30	2.11	2.14

Writing skills

Ranked first	1%	1%	1%	0%	0%	1%	1%	1%	-	1%	1%	2%	-	1%	1%	-	-
Ranked second	5%	6%	4%	3%	5%	6%	2%	8%	4%	8%	3%	7%	6%	6%	5%	4%	3%
Ranked third	11%	12%	11%	8%	9%	15%	11%	12%	12%	15%	9%	9%	11%	13%	13%	9%	12%
Ranked fourth	27%	26%	29%	27%	27%	28%	25%	30%	27%	23%	33%	26%	27%	27%	26%	30%	28%
Ranked fifth	56%	56%	55%	61%	59%	49%	61%	48%	56%	53%	55%	55%	56%	54%	55%	58%	57%
Mean	4.32	4.30	4.34	4.46	4.38	4.17	4.44	4.17	4.35	4.20	4.39	4.25	4.33	4.27	4.29	4.41	4.40

Ability to talk, listen and understand what is being said to them

Ranked first	61%	59%	63%	64%	64%	56%	61%	61%	62%	57%	61%	68%	67%	65%	55%	55%	64%
Ranked second	24%	24%	24%	28%	24%	21%	27%	21%	18%	22%	24%	21%	22%	20%	28%	31%	25%
Ranked third	4%	4%	4%	2%	3%	6%	4%	4%	2%	4%	8%	3%	2%	7%	4%	4%	3%
Ranked fourth	7%	8%	5%	4%	5%	10%	4%	9%	10%	12%	6%	7%	5%	5%	5%	6%	4%
Ranked fifth	5%	6%	3%	3%	3%	7%	4%	5%	8%	6%	1%	1%	5%	3%	7%	5%	5%
Mean	1.70	1.78	1.63	1.54	1.59	1.90	1.65	1.77	1.85	1.87	1.61	1.53	1.59	1.62	1.82	1.75	1.61

	Gender of child		Age of child			Social grade		Region									
	Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted Base	1015	496	519	290	312	413	493	522	49	138	106	84	103	114	151	164	106
Base: all parents	1015	493	522	290	313	412	558	457	51	136	103	88	106	113	150	164	103

When answering the following questions, please think of the language your child speaks or will speak as a first language, whether that is English or another language.

We would like to ask about the first word your child spoke (with meaning, rather than making a sound by accident).

How old was your child when they said their first word?

They have not said their first word yet	1%	1%	1%	4%	-	-	1%	1%	-	1%	-	2%	1%	2%	3%	-	2%
9 months or younger	31%	27%	34%	34%	30%	29%	29%	32%	21%	36%	33%	25%	27%	33%	32%	31%	30%
10 to 11 months	23%	24%	22%	26%	21%	22%	23%	23%	25%	20%	22%	23%	23%	25%	23%	20%	29%
12 to 13 months	14%	15%	13%	17%	14%	12%	14%	14%	9%	10%	15%	10%	18%	15%	15%	16%	15%
14 to 15 months	7%	7%	6%	8%	5%	7%	7%	6%	7%	5%	2%	7%	9%	5%	6%	11%	9%
16 to 18 months	5%	6%	4%	5%	8%	4%	7%	3%	9%	6%	11%	3%	7%	4%	4%	3%	4%
19 to 21 months	1%	2%	1%	0%	2%	1%	0%	2%	2%	1%	2%	2%	-	1%	2%	1%	-
22 to 24 months	1%	1%	0%	-	0%	1%	0%	1%	2%	-	-	1%	1%	-	1%	2%	-
Over 24 months	1%	1%	-	0%	1%	0%	1%	0%	-	1%	1%	-	2%	-	-	1%	-
Don't know / can't remember	17%	16%	17%	6%	18%	23%	16%	17%	24%	19%	15%	27%	13%	15%	16%	15%	11%
My child does not/ will not communicate verbally due to a physical disability, severe hearing loss or other disability which means they need to use other forms of communication such as signs, symbols or special computer equipment	0%	-	0%	-	-	0%	-	0%	-	-	-	-	-	-	-	1%	1%

Have you ever looked at picture books with your child at home?

Yes	100%	100%	100%	100%	100%	100%	100%	100%	98%	100%	100%	99%	100%	100%	100%	100%	100%
No	0%	0%	0%	-	-	0%	-	0%	2%	-	-	1%	-	-	-	-	-

	Gender of child		Age of child			Social grade		Region									
	Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted Base	1015	496	519	290	312	413	493	522	49	138	106	84	103	114	151	164	106
Base: all parents	1015	493	522	290	313	412	558	457	51	136	103	88	106	113	150	164	103

How old was your child when they first started to enjoy looking at picture books with you?

	1013	495	518	290	312	411	493	520	48	138	106	83	103	114	151	164	106
Unweighted Base	1013	495	518	290	312	411	493	520	48	138	106	83	103	114	151	164	106
Base: all who have looked at picture books	1013	493	521	290	313	410	558	455	50	136	103	87	106	113	150	164	103
They have not started this yet	0%	0%	0%	1%	-	-	0%	0%	-	-	-	-	1%	-	1%	-	-
3 months or younger	18%	17%	19%	20%	22%	14%	21%	14%	20%	15%	20%	15%	20%	20%	13%	22%	18%
4 to 6 months	27%	27%	26%	24%	27%	29%	28%	26%	19%	24%	29%	33%	30%	24%	25%	28%	28%
7 to 12 months	32%	31%	33%	35%	28%	33%	31%	33%	30%	34%	30%	35%	26%	34%	35%	30%	33%
13 months to 24 months (over one year, up to two)	17%	18%	17%	19%	18%	15%	15%	20%	18%	22%	15%	13%	20%	17%	19%	15%	16%
25 months to 36 months (over two years, up to three)	1%	2%	1%	0%	2%	2%	1%	2%	6%	2%	2%	-	-	-	1%	2%	2%
37 months to 48 months (over three years, up to four)	1%	1%	0%	-	-	1%	1%	1%	-	1%	1%	1%	-	-	1%	-	1%
49 months to 60 months (over four years, up to five)	0%	0%	-	-	-	0%	-	0%	-	1%	-	-	-	-	-	-	1%
Over five years of age	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	4%	3%	4%	1%	3%	6%	3%	5%	8%	2%	3%	4%	3%	5%	6%	3%	2%

Have you ever told stories, played word games or sung nursery rhymes with your child at home?

Yes	99%	99%	100%	99%	100%	99%	100%	98%	100%	99%	99%	97%	100%	99%	99%	99%	100%
No	1%	1%	0%	1%	0%	1%	0%	2%	-	1%	1%	3%	-	1%	1%	1%	-

	Gender of child		Age of child			Social grade		Region									
Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	
Unweighted Base	1015	496	519	290	312	413	493	522	49	138	106	84	103	114	151	164	106
Base: all parents	1015	493	522	290	313	412	558	457	51	136	103	88	106	113	150	164	103

How old was your child when they first started to enjoy these activities with you?

	Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted Base	1005	488	517	286	311	408	492	513	49	137	105	81	103	113	149	162	106
Base: all who have done stories/ word games/ nursery rhymes	1006	486	520	287	312	407	557	449	51	135	102	85	106	112	148	163	103
They have not started this yet	0%	0%	-	0%	-	-	-	0%	-	1%	-	-	-	-	-	-	-
3 months or younger	29%	28%	30%	28%	34%	26%	33%	24%	31%	25%	26%	32%	27%	28%	26%	34%	36%
4 to 6 months	24%	24%	25%	28%	21%	24%	23%	26%	15%	21%	31%	27%	33%	23%	24%	24%	17%
7 to 12 months	21%	23%	20%	28%	17%	20%	21%	23%	23%	27%	16%	17%	19%	25%	21%	23%	19%
13 months to 24 months (over one year, up to two)	16%	15%	17%	13%	18%	17%	14%	19%	22%	21%	15%	17%	15%	13%	14%	14%	20%
25 months to 36 months (over two years, up to three)	3%	4%	2%	1%	4%	3%	3%	2%	2%	2%	5%	2%	1%	1%	6%	2%	3%
37 months to 48 months (over three years, up to four)	1%	1%	0%	-	0%	2%	1%	1%	-	1%	1%	1%	1%	1%	2%	-	-
49 months to 60 months (over four years, up to five)	0%	0%	0%	-	0%	0%	0%	0%	-	-	-	-	-	-	-	1%	1%
Over five years of age	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/ can't remember	5%	6%	4%	1%	4%	8%	4%	5%	7%	3%	6%	4%	4%	8%	7%	3%	4%

In your opinion, what should parents do when their child says a word or phrase incorrectly?

Tell them they have said it incorrectly and tell them the correct form	14%	13%	15%	14%	11%	17%	12%	17%	14%	9%	13%	15%	15%	20%	17%	12%	13%
Say it back to them in the correct way, but not point out their mistake	79%	80%	79%	80%	81%	77%	83%	75%	76%	86%	81%	81%	78%	75%	73%	83%	79%
Ignore it and just carry on with the conversation	4%	4%	4%	4%	4%	4%	3%	5%	8%	2%	3%	2%	6%	3%	6%	2%	6%
Other	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%
Don't know	1%	1%	1%	1%	1%	0%	1%	1%	-	1%	-	-	-	-	3%	1%	1%

	Gender of child		Age of child			Social grade		Region									
	Total	Male	Female	1-2	3-4	5-7	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West
Unweighted Base	1015	496	519	290	312	413	493	522	49	138	106	84	103	114	151	164	106
Base: all parents	1015	493	522	290	313	412	558	457	51	136	103	88	106	113	150	164	103

Has your child ever experienced difficulty with learning to talk or to understand speech?

Yes, significant difficulty	3%	5%	2%	2%	3%	5%	3%	3%	-	5%	2%	3%	1%	2%	3%	4%	5%
Yes, slight difficulty	14%	17%	11%	12%	16%	13%	14%	14%	8%	17%	17%	7%	12%	13%	13%	15%	19%
No, my child has not experienced difficulty with this	83%	78%	87%	86%	81%	82%	83%	84%	92%	78%	81%	90%	87%	85%	85%	81%	76%

From which, if any, of the following has your child received help with learning to talk or to understand speech? Please tick all that apply.

	Unweighted Base	172	106	66	39	58	75	86	86	4	30	20	9	13	17	23	32	24
Base: all whose child has experienced difficulty		172	106	66	39	59	73	97	75	4	30	20	9	14	17	23	32	24
Speech and language therapist	54%	55%	52%	19%	57%	70%	51%	57%	70%	68%	62%	76%	36%	53%	38%	50%	50%	
Health visitor	14%	15%	12%	9%	9%	21%	14%	14%	30%	23%	10%	24%	8%	18%	-	19%	7%	
Teacher	24%	24%	24%	12%	12%	40%	20%	29%	23%	29%	10%	10%	17%	35%	38%	11%	32%	
Nursery or playgroup staff	33%	32%	35%	7%	46%	36%	31%	35%	23%	37%	54%	34%	31%	26%	26%	30%	27%	
Other	8%	7%	10%	10%	5%	9%	8%	8%	-	10%	4%	-	8%	17%	-	10%	13%	
Has not received any help	23%	22%	23%	54%	20%	8%	27%	17%	-	14%	19%	10%	31%	18%	27%	33%	25%	

All figures, unless otherwise stated, are from YouGov Plc.