

# YOUNGOV SURVEY OF PARENTS OF UNDER FIVES IN SCOTLAND

The UK Committee for UNICEF (UNICEF UK) is calling on the UK Government and Devolved Nations to deliver a **Baby and Toddler Guarantee** as part of its Early Moments Matter campaign so that parents and carers can access the vital services and financial support to help them and their baby now and set them up for success in the future.

UNICEF UK's latest research with parents of under-fives reveals that financial worries, poor mental health, and childcare continue to severely impact families with young children up and down the country.

## Key findings

YouGov polled parents of at least one child aged 0 to 4 years old living in Scotland.

**24%**

**HAVE HAD TO BORROW MONEY/GONE INTO DEBT TO PAY FOR ESSENTIALS.**

**41%**

**DREAD THE HOLIDAYS BECAUSE OF THE FINANCIAL STRAIN THEY PUT ON THE FAMILY.**

**58%**

**REPORT STRUGGLING WITH THEIR MENTAL HEALTH WHILE BEING A PARENT.**

**65%**

**SAY THE COST-OF LIVING CRISIS HAS NEGATIVELY IMPACTED THEIR FAMILY**

**83%**

**WHO RECEIVE THE SCOTTISH CHILD PAYMENT FIND IT HELPFUL.**

**90%**

**SAY THEY ARE WORRIED ABOUT THEIR CHILDREN'S FUTURE LIFE CHANCES.**

**69%**

**SAY CHILDCARE IS ONE OF THE BIGGEST CHALLENGES FACING PARENTS.**

**It's time to invest properly in early childhood.** We need to break down the barriers children and their families face in accessing the opportunities they are entitled to. Every young child has a right to the best start in life, to develop and thrive and be ready for the next phase.

To find out how to get involved in the campaign and for more information,

please contact Fatoumata Drammeh, Political Affairs Adviser to arrange a meeting. Email: [fatoumatad@unicef.org.uk](mailto:fatoumatad@unicef.org.uk)



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CHILD  
RIGHTS**

