

YouGov / NSPCC

New Dads

Fieldwork: 24th - 25th March 2014

Sample size: 1187 GB men

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about the messages in the text that you have just read...

How important, if at all, do you think each of the following are? (Please tick one option on each row)

That dads are involved in looking after their babies

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Very important	70%	70%	-	65%	68%	68%	76%	70%	72%	67%
Fairly important	21%	21%	-	20%	19%	19%	16%	26%	20%	22%
Not very important	3%	3%	-	6%	3%	5%	2%	2%	3%	4%
Not important at all	1%	1%	-	1%	1%	1%	1%	0%	1%	1%
Don't know	6%	6%	-	9%	9%	6%	5%	3%	5%	7%

That a dad is involved in the practical care of his baby (e.g. changing nappies)

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Very important	60%	60%	-	55%	59%	62%	65%	60%	63%	57%
Fairly important	29%	29%	-	31%	27%	26%	24%	34%	27%	31%
Not very important	4%	4%	-	6%	4%	6%	3%	2%	4%	3%
Not important at all	1%	1%	-	1%	2%	1%	2%	1%	0%	2%
Don't know	5%	5%	-	8%	9%	6%	5%	3%	5%	6%

That midwives support dads as well as mums

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Very important	34%	34%	-	31%	36%	32%	37%	33%	32%	35%
Fairly important	41%	41%	-	40%	41%	40%	33%	46%	42%	40%
Not very important	16%	16%	-	20%	10%	17%	19%	15%	17%	14%
Not important at all	3%	3%	-	-	4%	3%	4%	3%	3%	3%
Don't know	7%	7%	-	10%	9%	8%	6%	4%	5%	8%

Region							Working status						
North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Thinking about the messages in the text that you have just read...

How important, if at all, do you think each of the following are? (Please tick one option on each row)

That dads are involved in looking after their babies

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Very important	72%	69%	67%	62%	70%	77%	73%	71%	66%	70%	62%	69%	72%	69%
Fairly important	20%	21%	26%	24%	20%	14%	19%	19%	21%	19%	24%	27%	18%	19%
Not very important	4%	5%	2%	5%	2%	3%	1%	4%	5%	4%	3%	2%	3%	3%
Not important at all	-	1%	1%	2%	1%	3%	-	1%	2%	1%	1%	0%	2%	3%
Don't know	4%	4%	4%	7%	8%	3%	7%	6%	7%	6%	10%	1%	6%	6%

That a dad is involved in the practical care of his baby (e.g. changing nappies)

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Very important	64%	59%	55%	55%	59%	65%	67%	63%	57%	62%	49%	61%	54%	57%
Fairly important	28%	31%	36%	27%	31%	24%	24%	25%	32%	26%	38%	35%	31%	29%
Not very important	2%	4%	5%	9%	2%	6%	3%	4%	5%	4%	2%	3%	5%	4%
Not important at all	1%	2%	-	3%	1%	2%	1%	1%	1%	1%	-	0%	7%	3%
Don't know	4%	5%	5%	6%	8%	3%	6%	6%	5%	6%	11%	2%	4%	6%

That midwives support dads as well as mums

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Very important	41%	35%	30%	24%	33%	32%	32%	33%	38%	34%	26%	33%	34%	41%
Fairly important	37%	42%	42%	43%	43%	38%	42%	40%	38%	40%	46%	46%	33%	29%
Not very important	14%	14%	17%	22%	13%	22%	13%	15%	13%	15%	17%	15%	19%	19%
Not important at all	2%	4%	5%	3%	2%	2%	4%	3%	2%	3%	-	3%	6%	4%
Don't know	5%	5%	7%	9%	9%	6%	9%	8%	9%	8%	11%	2%	7%	8%

Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about the messages in the text that you have just read...

How important, if at all, do you think each of the following are? (Please tick one option on each row)

That dads are involved in looking after their babies

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Very important	70%	68%	73%	86%	62%	70%	75%	76%	59%	72%	58%
Fairly important	24%	22%	18%	14%	20%	22%	17%	19%	22%	19%	21%
Not very important	3%	5%	3%	-	4%	2%	4%	4%	10%	5%	6%
Not important at all	0%	1%	1%	-	1%	0%	1%	-	6%	2%	4%
Don't know	2%	4%	4%	-	14%	6%	2%	2%	3%	2%	12%

That a dad is involved in the practical care of his baby (e.g. changing nappies)

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Very important	63%	65%	62%	82%	48%	59%	70%	69%	52%	66%	54%
Fairly important	31%	26%	29%	18%	32%	31%	24%	25%	30%	26%	24%
Not very important	3%	5%	3%	-	4%	3%	3%	4%	11%	5%	8%
Not important at all	1%	-	1%	-	3%	1%	1%	-	3%	1%	3%
Don't know	2%	4%	4%	-	12%	6%	3%	2%	3%	3%	12%

That midwives support dads as well as mums

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Very important	31%	37%	47%	33%	30%	34%	33%	32%	27%	32%	34%
Fairly important	43%	36%	36%	54%	40%	41%	40%	41%	42%	41%	37%
Not very important	18%	16%	10%	12%	14%	15%	20%	20%	17%	20%	12%
Not important at all	4%	7%	1%	-	1%	2%	4%	4%	9%	5%	4%
Don't know	4%	5%	5%	-	16%	8%	2%	3%	5%	3%	13%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

It is common for men to feel left out after their baby is born

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Strongly agree	14%	14%	-	11%	18%	15%	17%	10%	13%	15%
Tend to agree	38%	38%	-	32%	32%	37%	37%	46%	40%	37%
Neither agree nor disagree	22%	22%	-	21%	22%	20%	21%	24%	21%	23%
Tend to disagree	9%	9%	-	6%	8%	9%	9%	10%	10%	7%
Strongly disagree	3%	3%	-	2%	1%	3%	4%	3%	2%	4%
Don't know	14%	14%	-	28%	20%	15%	13%	7%	14%	15%

Midwives are not very good at including new dads in maternity care

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Strongly agree	9%	9%	-	4%	14%	10%	13%	6%	10%	8%
Tend to agree	26%	26%	-	26%	24%	26%	26%	28%	27%	26%
Neither agree nor disagree	28%	28%	-	26%	20%	28%	24%	34%	27%	28%
Tend to disagree	7%	7%	-	5%	5%	10%	9%	7%	8%	7%
Strongly disagree	2%	2%	-	1%	4%	3%	3%	2%	2%	3%
Don't know	27%	27%	-	38%	33%	23%	26%	23%	26%	28%

If dads are more involved during pregnancy, they are more likely to be involved in the rest of their child's life

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Strongly agree	28%	28%	-	27%	29%	24%	28%	31%	26%	31%
Tend to agree	37%	37%	-	40%	32%	33%	34%	41%	40%	33%
Neither agree nor disagree	18%	18%	-	10%	18%	23%	20%	17%	18%	18%
Tend to disagree	5%	5%	-	5%	3%	7%	6%	4%	5%	5%
Strongly disagree	2%	2%	-	1%	2%	3%	2%	1%	1%	2%
Don't know	10%	10%	-	17%	15%	9%	9%	6%	9%	11%

Region							Working status						
North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

It is common for men to feel left out after their baby is born

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Strongly agree	15%	15%	12%	10%	14%	11%	15%	15%	12%	15%	8%	11%	17%	17%
Tend to agree	41%	41%	39%	27%	42%	41%	34%	35%	37%	35%	35%	50%	29%	38%
Neither agree nor disagree	24%	23%	23%	25%	19%	18%	17%	21%	24%	22%	30%	21%	20%	16%
Tend to disagree	8%	4%	7%	18%	6%	10%	13%	9%	5%	9%	-	10%	13%	8%
Strongly disagree	2%	5%	3%	2%	1%	3%	4%	3%	6%	3%	2%	3%	2%	3%
Don't know	10%	11%	16%	18%	17%	18%	17%	16%	17%	16%	25%	4%	20%	18%

Midwives are not very good at including new dads in maternity care

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Strongly agree	11%	11%	7%	7%	8%	9%	9%	10%	15%	10%	2%	6%	8%	19%
Tend to agree	27%	30%	17%	22%	28%	34%	26%	26%	22%	25%	24%	32%	28%	14%
Neither agree nor disagree	29%	25%	32%	34%	25%	24%	24%	27%	25%	27%	29%	31%	24%	24%
Tend to disagree	9%	10%	6%	6%	7%	5%	7%	7%	7%	7%	3%	9%	12%	6%
Strongly disagree	2%	4%	4%	1%	3%	2%	3%	3%	5%	3%	-	2%	-	3%
Don't know	23%	21%	34%	31%	30%	27%	32%	28%	27%	28%	42%	20%	28%	34%

If dads are more involved during pregnancy, they are more likely to be involved in the rest of their child's life

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Strongly agree	28%	34%	29%	25%	30%	19%	25%	28%	21%	27%	24%	34%	26%	30%
Tend to agree	37%	35%	36%	38%	34%	50%	38%	34%	37%	35%	43%	42%	36%	27%
Neither agree nor disagree	21%	19%	11%	19%	16%	15%	22%	20%	19%	20%	9%	15%	26%	20%
Tend to disagree	5%	3%	7%	6%	7%	3%	4%	5%	5%	5%	5%	5%	4%	9%
Strongly disagree	2%	3%	3%	-	2%	-	2%	2%	6%	2%	-	0%	-	3%
Don't know	7%	7%	13%	13%	12%	12%	11%	11%	13%	12%	19%	3%	8%	12%

Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

It is common for men to feel left out after their baby is born

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Strongly agree	12%	22%	23%	17%	11%	14%	16%	11%	25%	16%	8%
Tend to agree	45%	30%	29%	45%	30%	38%	46%	38%	39%	42%	31%
Neither agree nor disagree	24%	16%	30%	19%	22%	21%	22%	31%	15%	24%	24%
Tend to disagree	9%	10%	4%	4%	6%	9%	5%	11%	11%	8%	12%
Strongly disagree	3%	0%	4%	8%	2%	2%	3%	5%	5%	4%	7%
Don't know	7%	21%	9%	7%	29%	17%	7%	5%	5%	6%	18%

Midwives are not very good at including new dads in maternity care

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Strongly agree	10%	13%	10%	12%	9%	8%	11%	14%	18%	13%	7%
Tend to agree	30%	17%	24%	44%	17%	25%	20%	37%	37%	29%	30%
Neither agree nor disagree	30%	28%	30%	18%	23%	26%	28%	33%	29%	30%	33%
Tend to disagree	10%	7%	10%	14%	5%	6%	21%	8%	8%	14%	4%
Strongly disagree	3%	1%	1%	4%	3%	2%	6%	2%	5%	4%	4%
Don't know	18%	34%	25%	9%	43%	33%	15%	6%	3%	10%	23%

If dads are more involved during pregnancy, they are more likely to be involved in the rest of their child's life

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Strongly agree	29%	29%	39%	47%	22%	28%	35%	26%	28%	31%	25%
Tend to agree	38%	35%	27%	42%	36%	38%	34%	39%	29%	35%	25%
Neither agree nor disagree	17%	18%	27%	11%	17%	17%	17%	20%	20%	19%	31%
Tend to disagree	8%	4%	1%	-	4%	4%	5%	9%	17%	8%	4%
Strongly disagree	2%	1%	-	-	2%	1%	5%	1%	4%	3%	2%
Don't know	6%	13%	5%	-	19%	12%	4%	6%	3%	4%	14%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

New dads need to know more about what to expect when their first baby is born

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Strongly agree	36%	36%	-	27%	33%	30%	37%	46%	35%	38%
Tend to agree	40%	40%	-	47%	41%	37%	39%	39%	41%	38%
Neither agree nor disagree	13%	13%	-	13%	11%	18%	14%	11%	14%	12%
Tend to disagree	3%	3%	-	2%	3%	7%	1%	1%	3%	1%
Strongly disagree	1%	1%	-	-	-	2%	1%	1%	0%	1%
Don't know	8%	8%	-	12%	12%	7%	7%	4%	6%	10%

Being more prepared for parenthood would make it easier for new parents

Unweighted base	1187	1187	-	107	143	187	293	457	627	560
Base: All GB men	1187	1187	-	151	201	234	202	400	622	565
Strongly agree	35%	35%	-	33%	34%	32%	32%	41%	36%	35%
Tend to agree	44%	44%	-	45%	43%	43%	44%	44%	47%	41%
Neither agree nor disagree	11%	11%	-	8%	13%	13%	13%	10%	10%	13%
Tend to disagree	2%	2%	-	3%	2%	3%	1%	1%	2%	2%
Strongly disagree	1%	1%	-	1%	-	3%	1%	1%	1%	2%
Don't know	7%	7%	-	11%	9%	6%	8%	3%	5%	8%

Region							Working status						
North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

New dads need to know more about what to expect when their first baby is born

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Strongly agree	38%	41%	33%	29%	37%	31%	39%	33%	42%	34%	26%	45%	31%	48%
Tend to agree	40%	37%	44%	43%	39%	45%	36%	39%	38%	39%	44%	42%	44%	24%
Neither agree nor disagree	14%	13%	13%	18%	11%	15%	12%	14%	8%	14%	18%	10%	14%	12%
Tend to disagree	4%	3%	2%	1%	2%	1%	2%	3%	5%	3%	4%	0%	-	3%
Strongly disagree	0%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	1%	2%	3%
Don't know	5%	5%	8%	9%	10%	8%	10%	10%	6%	9%	9%	1%	9%	9%

Being more prepared for parenthood would make it easier for new parents

Unweighted base	297	172	111	138	263	75	131	644	89	733	60	291	50	53
Base: All GB men	292	196	113	154	271	59	102	660	89	749	82	255	51	51
Strongly agree	36%	35%	33%	27%	39%	34%	39%	32%	42%	33%	29%	44%	29%	39%
Tend to agree	44%	46%	50%	45%	40%	42%	41%	44%	39%	44%	50%	44%	40%	39%
Neither agree nor disagree	13%	9%	7%	18%	10%	13%	7%	12%	7%	11%	7%	10%	23%	9%
Tend to disagree	2%	3%	2%	-	2%	2%	-	2%	4%	2%	2%	0%	-	1%
Strongly disagree	1%	2%	1%	1%	1%	-	3%	2%	1%	1%	-	0%	2%	3%
Don't know	4%	5%	7%	9%	8%	9%	9%	8%	7%	8%	12%	1%	7%	9%

Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

New dads need to know more about what to expect when their first baby is born

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Strongly agree	40%	34%	44%	71%	27%	38%	38%	26%	26%	32%	34%
Tend to agree	40%	43%	31%	29%	39%	40%	40%	42%	44%	41%	32%
Neither agree nor disagree	13%	10%	19%	-	16%	11%	16%	24%	13%	18%	19%
Tend to disagree	3%	3%	-	-	3%	2%	3%	5%	8%	5%	2%
Strongly disagree	0%	1%	1%	-	2%	1%	1%	-	3%	1%	2%
Don't know	4%	10%	5%	-	14%	8%	2%	3%	5%	3%	13%

Being more prepared for parenthood would make it easier for new parents

Unweighted base	562	102	72	21	235	843	124	90	46	260	84
Base: All GB men	521	110	64	19	277	826	131	91	53	275	86
Strongly agree	36%	38%	40%	61%	25%	37%	36%	30%	22%	32%	28%
Tend to agree	47%	42%	41%	27%	43%	44%	41%	48%	60%	47%	35%
Neither agree nor disagree	11%	9%	12%	9%	15%	10%	14%	13%	11%	13%	19%
Tend to disagree	3%	-	1%	-	2%	1%	4%	4%	-	3%	2%
Strongly disagree	1%	1%	1%	4%	2%	1%	3%	1%	3%	3%	2%
Don't know	3%	9%	4%	-	14%	7%	2%	3%	3%	3%	15%