

GENERATION NEW ERA

A STUDY OF CHILDREN
BORN IN THE 2020s

LEARNING FROM GENERATION NEW ERA



A HUGE THANK YOU!

Thanks so much to you and your family for being part of **Generation New Era**.

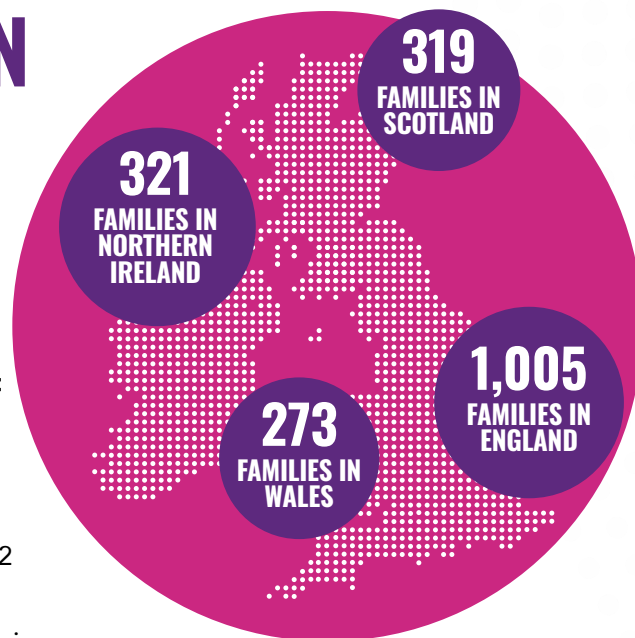
Your contribution helps us understand what life is like for this new generation of children and families – the challenges some face, the opportunities others have, and why. The information you've shared, on a range of important issues, is so valuable. Thank you! Here's a first look at some of the early findings from the study.

GENERATION NEW ERA'S FAMILIES

Who took part?

In total 1,918 families took part

- Of the families, 1,876 had one baby, 41 had twins and one had triplets.
- Of the babies, there were 1,022 boys and 939 girls.
- Around 70% of babies were their mum's first baby, 20% were second babies, and 10% had at least two older siblings.
- Of the parents, 1,850 mums and 1,256 dads took part.



We're delighted that a diverse range of families took part in the study, from different backgrounds, ethnic groups and in different circumstances.

How are families changing?

Some things have changed quite a lot in the last 20 years. For example, people are starting a family later.

MUMS' AVERAGE AGE



DADS' AVERAGE AGE



FIRST TIME MUMS AGED 30 AND OVER



Dads are also doing more with their children compared to the previous generations of parents.

DADS WHO FED THEIR BABY MORE THAN ONCE A DAY



Key:

- Generation New Era Families
- Families around 20 years ago



DADS ARE DOING MORE WITH THEIR CHILDREN THAN PREVIOUS GENERATIONS

GENERATION NEW ERA'S BABIES

The study findings showed some interesting things about your babies' births.



99.8%
(NEARLY ALL)
BABIES WERE BORN
IN A HOSPITAL

6%
OF BIRTHS WERE
CONCEIVED USING A
FERTILITY TREATMENT,
THE MOST COMMON
BEING IVF

3KG
OR 7 POUNDS 3
OUNCES WAS THE
AVERAGE WEIGHT
AT BIRTH

13%
OF BABIES HAD TO
SPEND TIME IN A
NEONATAL UNIT AFTER
THEY WERE BORN

How are the babies doing?

We were pleased to hear that most of your babies were healthy and well.

Three quarters of the babies were in very good health and did not have any longstanding health conditions. Among those that did, the most common conditions were skin problems, allergy or intolerance problems and breathing problems.

In 2002, parents were asked about which of their baby's health conditions they had seen their GP about. At that time, only 1% of babies had seen a doctor about allergies. In Generation New Era, 6% of babies had allergy listed as a longstanding health condition. This may suggest that allergies are more common in babies born today than 20 years ago.

How are parents feeding their babies?

Nearly three quarters of babies had been breastfed at some point. Half of those who ever breastfed stopped before the baby was 28 weeks old, and four in 10 were still breastfeeding at the time of interview.

Nine in 10 first had solid food before they were 24 weeks old, with just over half of all babies starting in their 24th week.

**NEARLY
3/4
OF BABIES HAD
BEEN BREASTFED AT
SOME POINT**

How well are the babies sleeping?

We know babies' sleep can be a challenge! On average, Generation New Era babies:

**1 IN 5
PARENTS SAID THEIR
CHILD'S SLEEP WAS
A PROBLEM**

**WOKE UP 3 TIMES
A NIGHT**



**AROUND 40% WOKE UP ONCE OR
LESS PER NIGHT, AND JUST OVER 20%
WOKE UP MORE THAN THREE TIMES
A NIGHT.**

**SLEPT FOR 10 HOURS
A NIGHT**



**3 IN 10 SLEPT FOR UNDER 10 HOURS,
AND 3 IN 10 SLEPT FOR 11 HOURS
OR MORE.**

GENERATION NEW ERA'S PARENTS

How do parents feel?

Most parents were very satisfied with their lives, with mums being slightly more satisfied than the dads.

We also asked you how you are finding being a parent and getting to know your baby. Most parents said they were doing well adjusting to this new chapter. However, some things were more challenging:

- Nearly 20% said they found it really hard when their baby cries.
- Nearly 30% agreed their child took up more time and energy than they had to give.
- Over 50% worried whether they were doing enough for their baby.

**MORE THAN
9 IN 10
PARENTS FELT VERY
OR FAIRLY COMPETENT
CARING FOR THEIR
CHILD**



How do parents care for their babies?

The play activities parents did most throughout the day with their children were playing with toys, cuddling and talking. Parents were slightly more likely to do physical or noisy play with their baby if they were a boy.

Most babies are spending some of their day watching screens: the average time spent watching screens per day was 45 minutes (half watch for less than 30 minutes a day).

For many families, wider family are really important with helping to look after children:

two in five families said they relied on relatives to look after their baby on a frequent basis. Most often, this was the baby's grandparents. Grandparents helped look after the baby in just over a third of all families.

**MORE THAN
3/4
OF BABIES SPENT
SOME OF THEIR DAY
WATCHING SCREENS**

**JUST OVER
1/3
OF FAMILIES RELIED
ON GRANDPARENTS
TO HELP LOOK AFTER
THEIR BABY**

**2 IN 5
FAMILIES RELIED
ON RELATIVES
TO LOOK AFTER
THEIR BABY**

WHAT HAPPENS NEXT?

We hope to invite you to take part again within the next few years to find out how your child is getting on as they get older. It will always be up to you to decide whether you want to take part. Future surveys are dependent on further funding for the study.

This booklet gives you a first look at the results from the study. These are very early findings as we are still processing and checking the data. We'll be able to share more in-depth findings with you in the future.

The information you and other families have provided will be made securely available to researchers via the UCL Data Safe Haven, UK Data Service and other secure research environments. This data won't contain any names, addresses or other personal details that could directly identify individuals in the study.

KEEP IN TOUCH

Please let us know if any of your contact details have changed.

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