

UNITED KINGDOM FINDINGS 2018



GLOBAL

PARENTS' SURVEY

METHODOLOGY

On behalf of the Varkey Foundation, Ipsos MORI interviewed **27,380** parents across **29 countries** using an **online survey** via the Ipsos Online Panel system* between the 8th December 2017 and 15th January 2018. These countries were:

Argentina	Japan	United Kingdom
India	Spain	Finland
Singapore	China	Peru
Australia	Kenya**	United States
Indonesia	Turkey	France
South Africa	Colombia	Poland
Brazil	Malaysia	Vietnam
Italy	Uganda**	Germany
South Korea	Estonia**	Russia
Canada	Mexico	

- 1,000 parents took part in the United Kingdom. Results contain 1,000 interviews from all other countries except Estonia (500), Kenya (501) and Uganda (371).
- Data has been weighted by age, gender and region of child and corrected for gender of parent.
- As such, the survey is representative of parents of children aged 4-18 in education, against these characteristics, with equal views from mothers and fathers.
- All countries contribute equally to the total global average. Data has not been adjusted for the relative size of population.
- The survey was conducted online. For countries where internet penetration is low (such as India, Uganda, Kenya, Peru and Indonesia), it is important to note that the data is representative of the urban online population, which tends to be better educated and financially better off.



Only one in ten (11%) British parents say they spend 7 hours or more a week helping their children with their education – less than every country surveyed apart from Estonia (10%), Japan (10%), and Finland (5%).

Global average	25%
Global rank	25 th



British Parents are among the most positive in all the countries surveyed about the quality of teaching at their child’s school – almost **nine out of ten (87%)** rating it as very good or fairly good

Global average	78%
Global rank	5 th

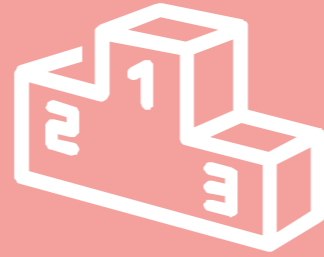


A lower proportion of British parents (**68%**) rate the quality of free to attend schools as good, however this is far higher than the average across the survey of 45% and higher than other major EU economies

Global average	45%
Global rank	6 th



Despite the high regard for free to attend schools, **half (49%)** of parents whose child attends a free to attend school would be fairly or very likely to send their child to a fee-paying school if they could afford it and there was a suitable place available.



Compared to other countries, children's happiness is a high priority for British parents. **Half (49%)** listed the school being a happy environment for children as among their criteria when choosing schools.



Similarly, when asked their top three anxieties about their child's school, most (**52%**) said their child's happiness, well above the global average (**43%**).





Over two-thirds (67%) of British parents say their child's school is preparing them well for the world of 2030 and beyond, higher than the other major EU economies Germany (57%), Italy (52%), France (47%), and tied with Spain.

Global average	64%
Global rank	12 th



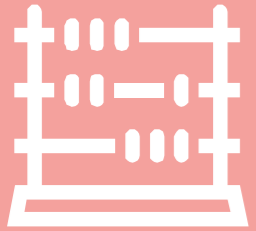
When it comes to their children's futures, British parents are most concerned about bread and butter issues. **Forty-seven percent** list the cost of living and **46%** careers as among their top three anxieties.

Global average	34%
Global rank	4 th



Only a **third (32%)** of British parents say it's very important for their child to attend university to achieve the most in life, around half the global average (**65%**) and the joint lowest surveyed along with France.

Global average	65%
Global rank	28 th



If there were more funds for schools, **70%** of British parents would spend the money on more teachers or better pay for existing teachers. This is the second highest of all the countries surveyed after Germany (**76%**).

Global average 50%

Global rank 2nd

On average, how much time, if any, do you personally spend helping your child academically with their education per week (e.g. help reading to them or helping with homework)?

Only one in ten (11%) British parents say they spend 7 hours or more a week helping their children with their education.

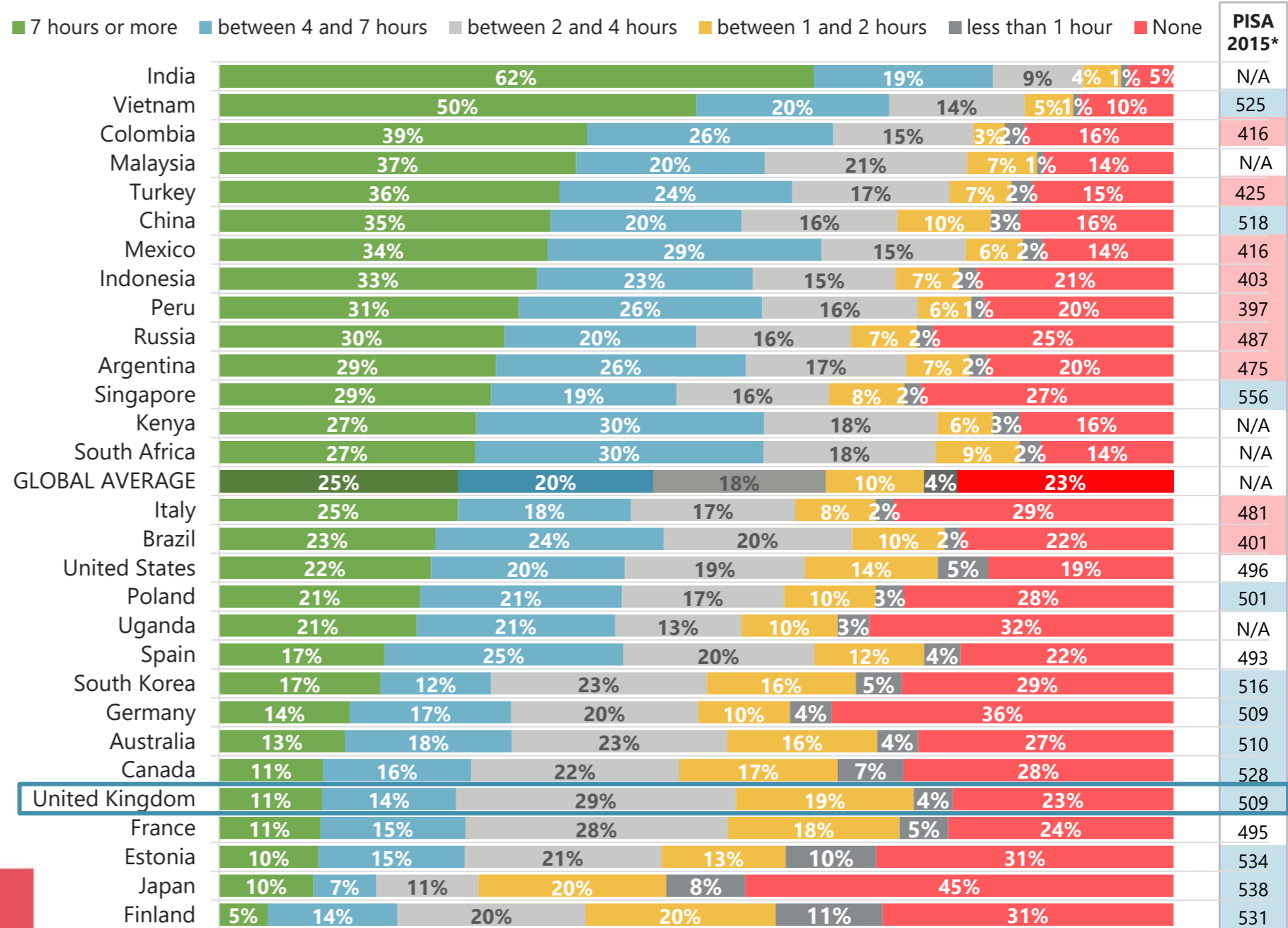
*Mean science score in PISA 2015

Countries/economies with a mean performance/share of top performers above the OECD average; countries/economies with a share of low achievers below the OECD average

Countries/economies with a mean performance/share of top performers/share of low achievers not significantly different from the OECD average

Countries/economies with a mean performance/share of top performers below the OECD average; countries/economies with a share of low achievers above the OECD average

GLOBAL PARENTS' SURVEY



Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

How would you rate the quality of teaching at your child's current school?

British Parents are among the most positive in all the countries surveyed about the quality of teaching at their child's school – nine out of ten (87%) rating it as very good or fairly good

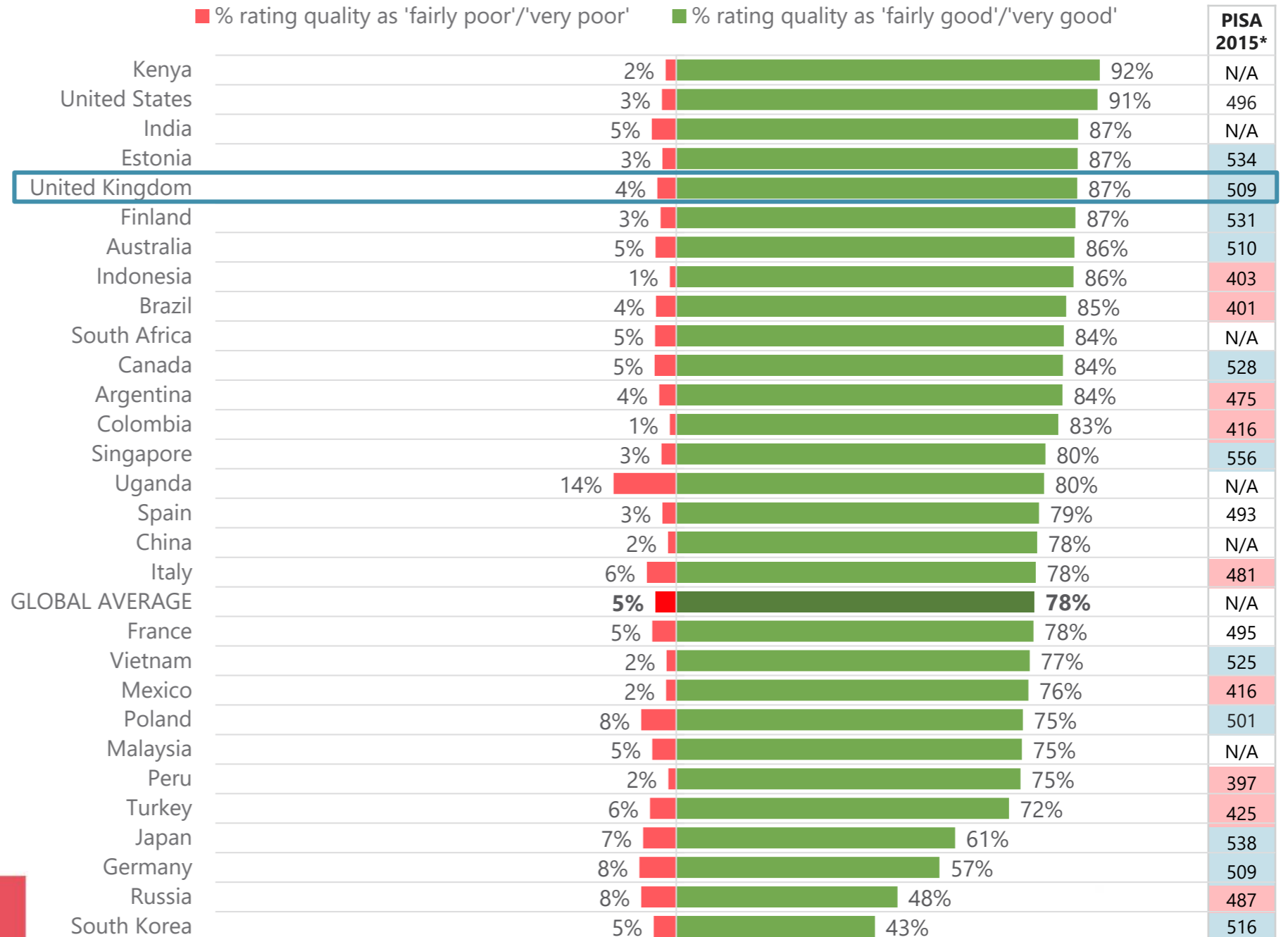
*Mean science score in PISA Science 2015

Countries/economies with a mean performance/share of top performers above the OECD average; countries/economies with a share of low achievers below the OECD average

Countries/economies with a mean performance/share of top performers/share of low achievers not significantly different from the OECD average

Countries/economies with a mean performance/share of top performers below the OECD average; countries/economies with a share of low achievers above the OECD average

GLOBAL PARENTS' SURVEY



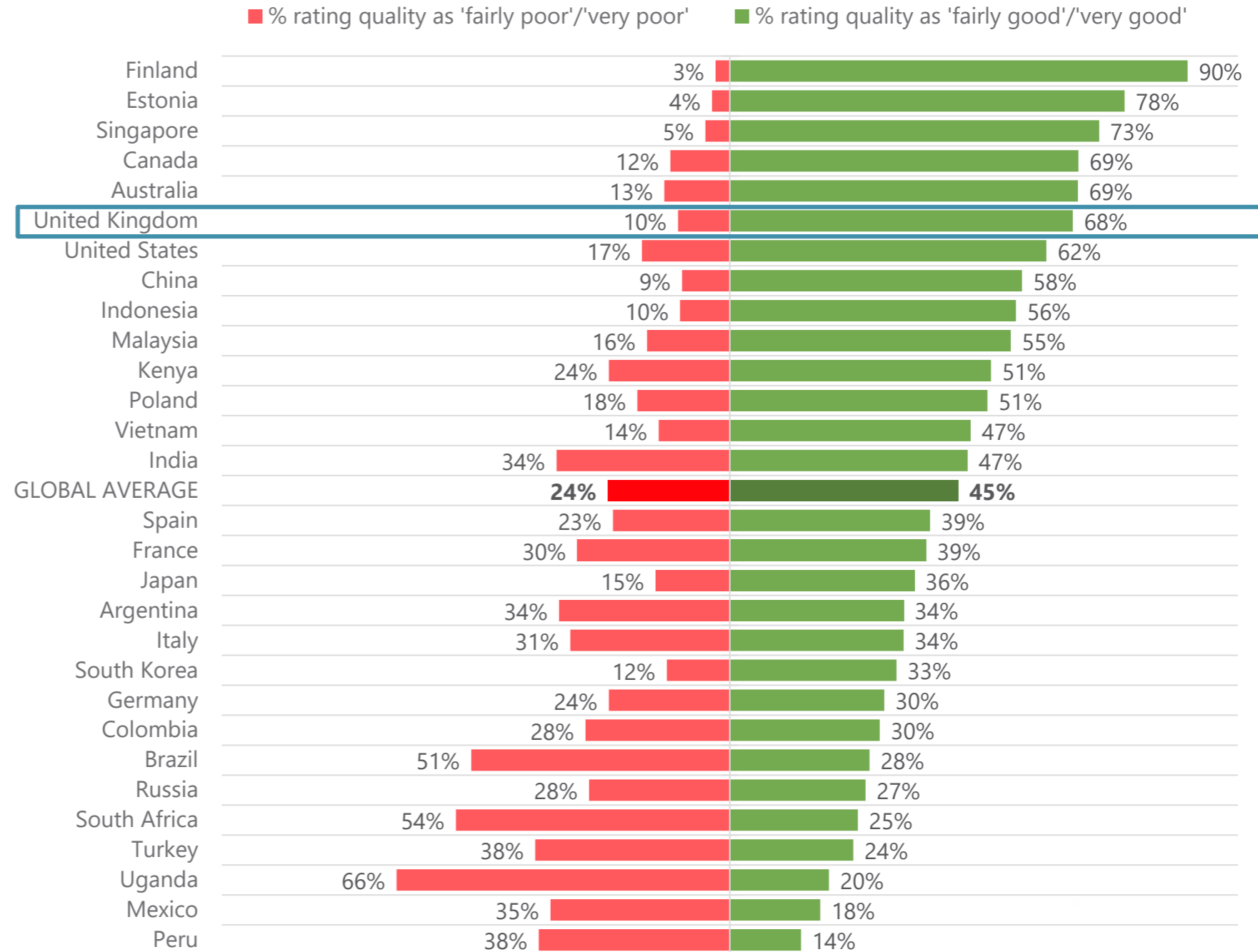
Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

How would you rate the quality of free to attend government-funded schools in your country?

A lower proportion of British parents (68%) rate the quality of free to attend schools as good, however this far higher than the average across the survey of 45% and higher than other major EU economies.

This is in keeping with the fact the UK is the highest PISA-ranked major economy in the EU.

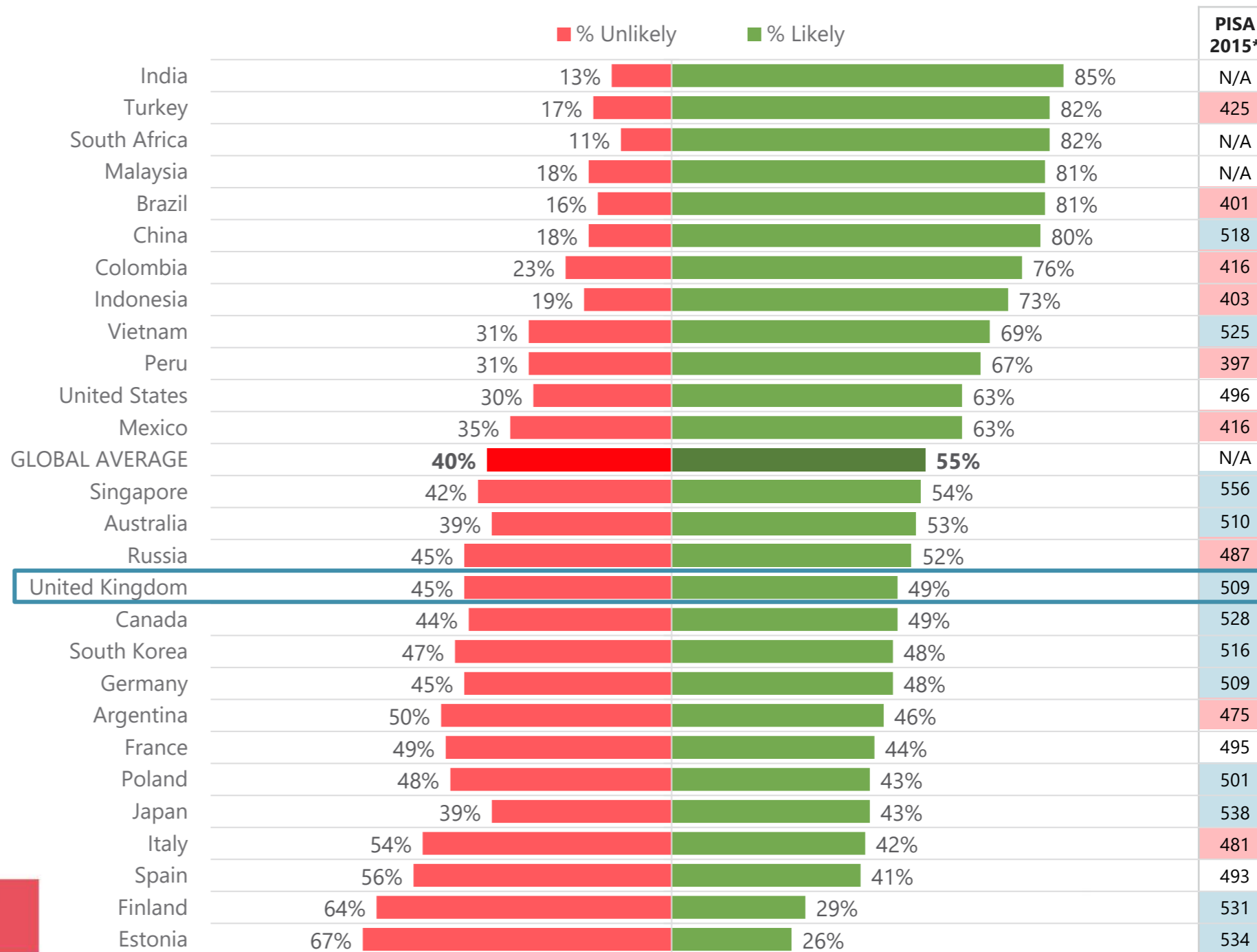
GLOBAL PARENTS' SURVEY



If it was affordable for you, and if there was an appropriate local place available, how likely would you be to send your child to a fee paying school?

Despite the high regard for free to attend schools, **half (49%)** of parents whose child attends a free to attend school would be fairly or very likely to send their child to a fee-paying school if they could afford it and there was a suitable place available. This is below the global average of **55%** but in line with Germany (**48%**) and higher than all the other major EU economies – France **44%**, Italy **42%** and Spain **41%**.

GLOBAL PARENTS' SURVEY



NB: For this filtered question, Uganda and Kenya excluded due to a base size of below 100 Base: Parents of children who attend free to attend government funded schools (16767). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

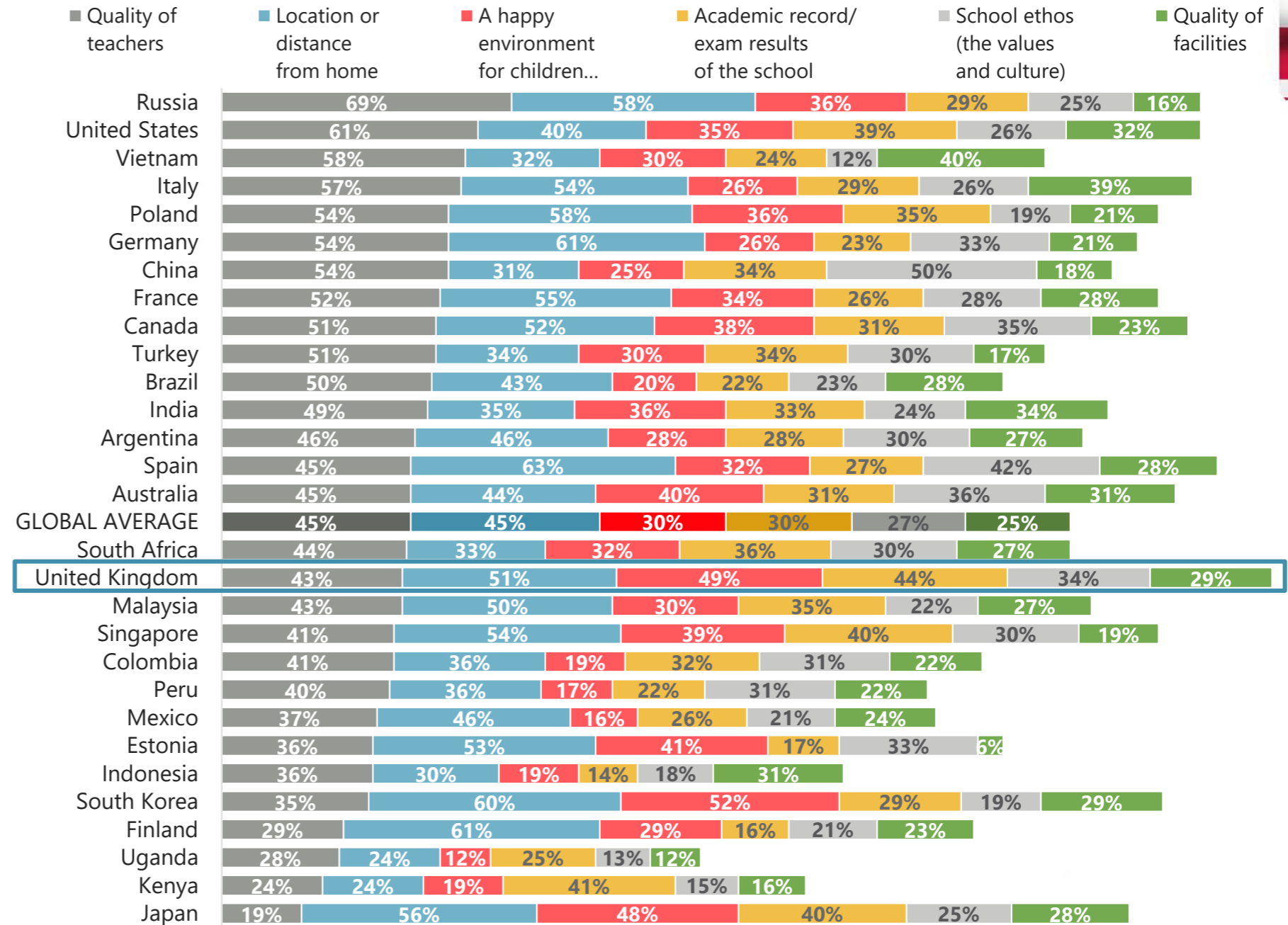
Which of the following, if any, were the most important factors when choosing your child's current school?

Compared to other countries, children's happiness is a high priority for British parents. Almost half (49%) listed the school being a happy environment for children as among their top three criteria when choosing schools, equal to Japan and higher than any country surveyed apart from South Korea (52%).

British parent's other top concern was location or distance from home (51%).

GLOBAL PARENTS' SURVEY

Top 6 categories most often chosen as 1st, 2nd or 3rd choice globally



NB: 30% of parents from Uganda and from Indonesia gave an answer of 'don't know'

Base: All parents who had more than one school from which to choose (20072). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

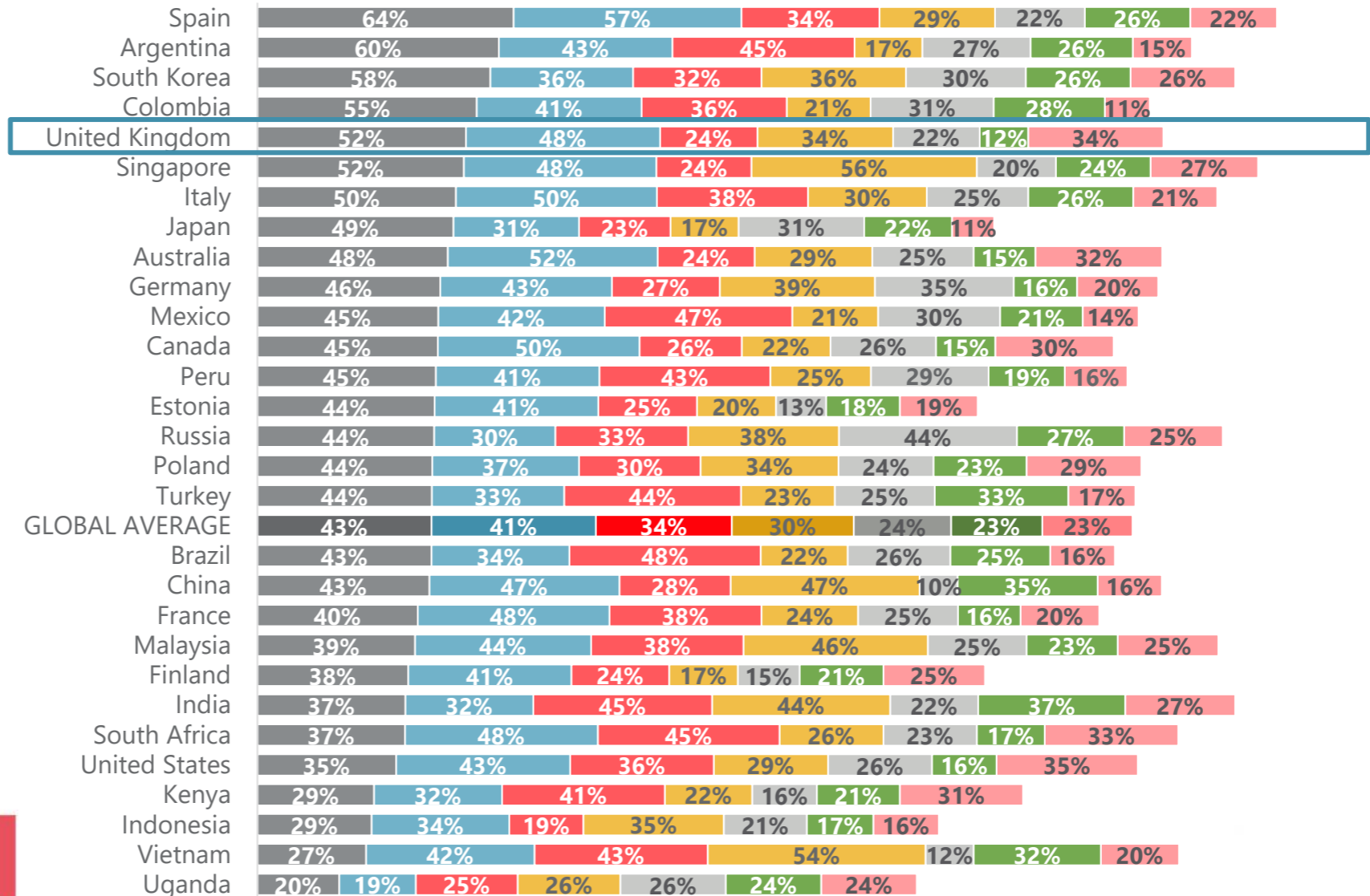
What, if any of the following, causes you the most anxiety about your child at school?

Similarly, when asked their top three anxieties about their child's school, most (52%) said their child's happiness, well above the global average (43%).

GLOBAL PARENTS' SURVEY

Top 7 categories most often chosen as 1st, 2nd or 3rd choice globally

- Whether they are happy and enjoy school
- Their mental wellbeing, including bullying
- Their personal safety
- Facing too much academic pressure
- Not being stretched enough academically
- Their physical health
- Growing up 'too early' through peer pressure



NB: 21% of parents from Indonesia and Finland gave an answer of 'none'

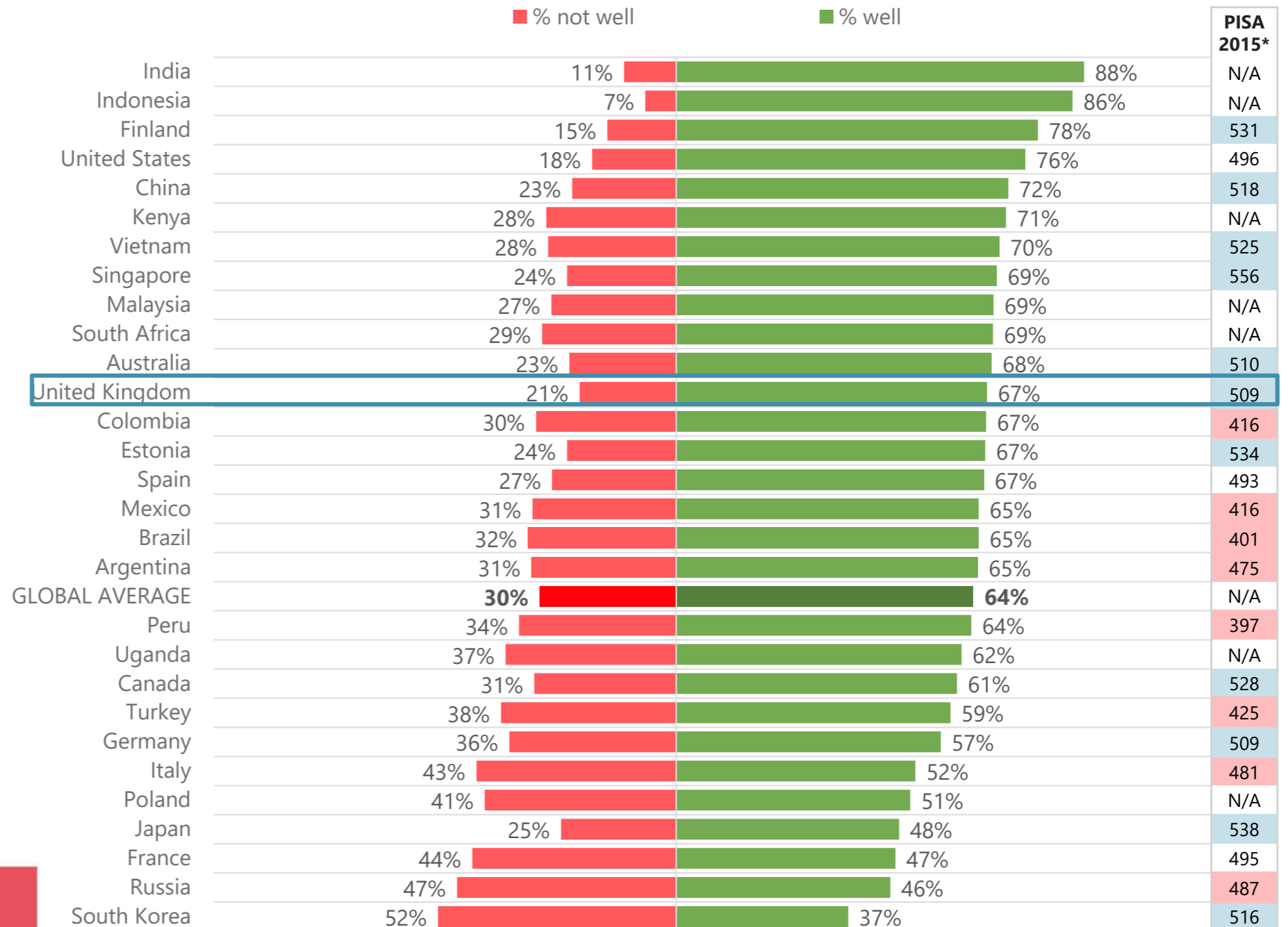
Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

How well, if at all, do you think your child's school is preparing them for the future world of 2030 and beyond?

Over two-thirds (67%) of British parents say their child's school is preparing them well for the world of 2030 and beyond, higher than the other major EU economies Germany (57%), Italy (52%) France (47%), and tied with Spain.

By comparison, the least positive country polled was South Korea on 37%.

GLOBAL PARENTS' SURVEY



Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

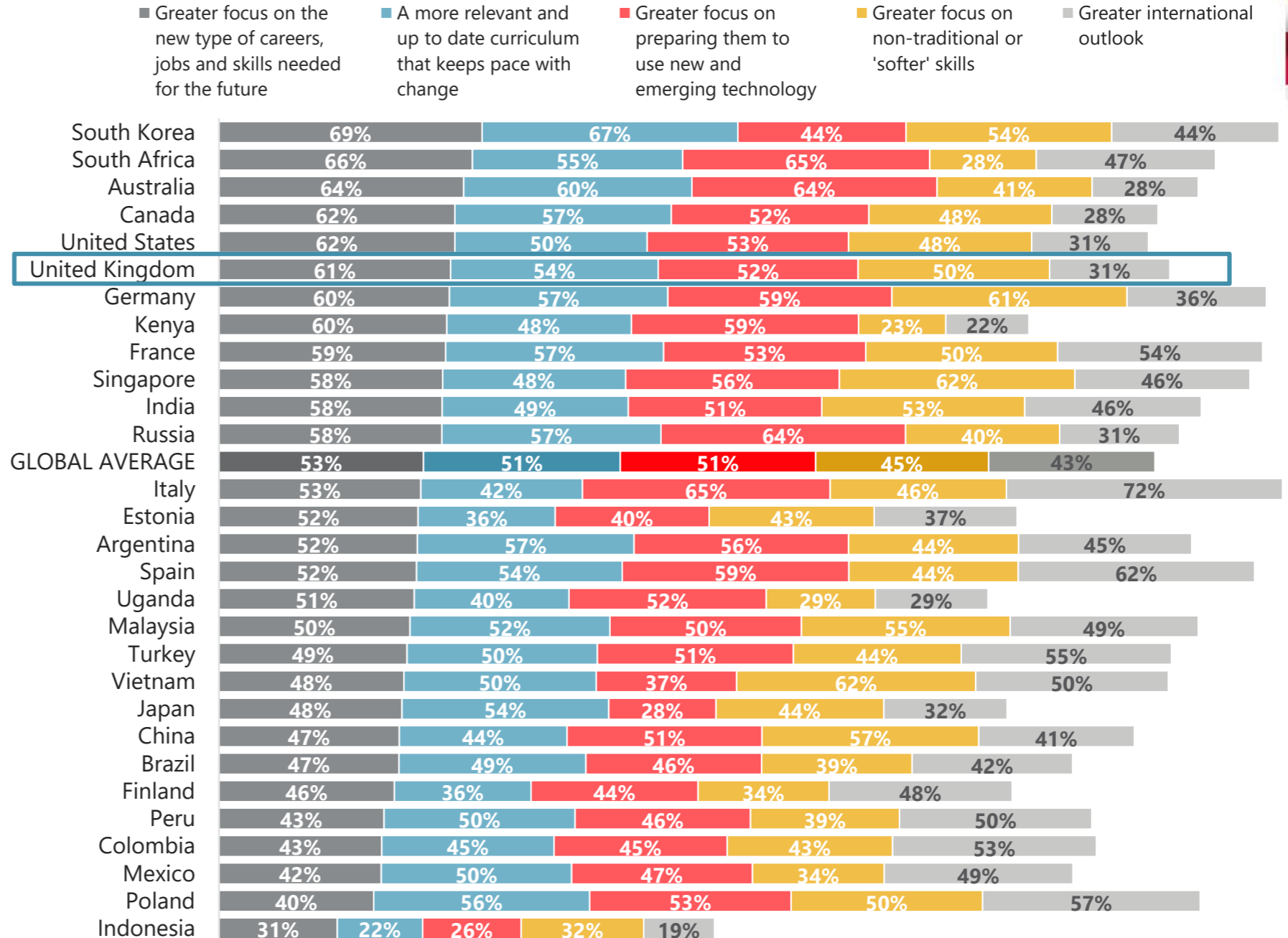
Which of the following, if any, are the most important areas where you think your child's school should be doing more to better prepare your child for the world of 2030 and beyond?

With Brexit on the horizon, only 31% of those British parents who felt their child was underprepared said the number one thing their child's school should be doing more to better prepare their child for the world of 2030 and beyond was a greater international outlook. This is below the international average (43%) and considerably lower than Italy (72%), the country where the most parents demanded a greater international outlook.

GLOBAL PARENTS' SURVEY



% selecting as 1st/2nd/3rd choice



NB: 54% of parents from Indonesia who felt underprepared selected 'don't know' Base: Parents who feel their child is underprepared for the world of 2030 and beyond (9758). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

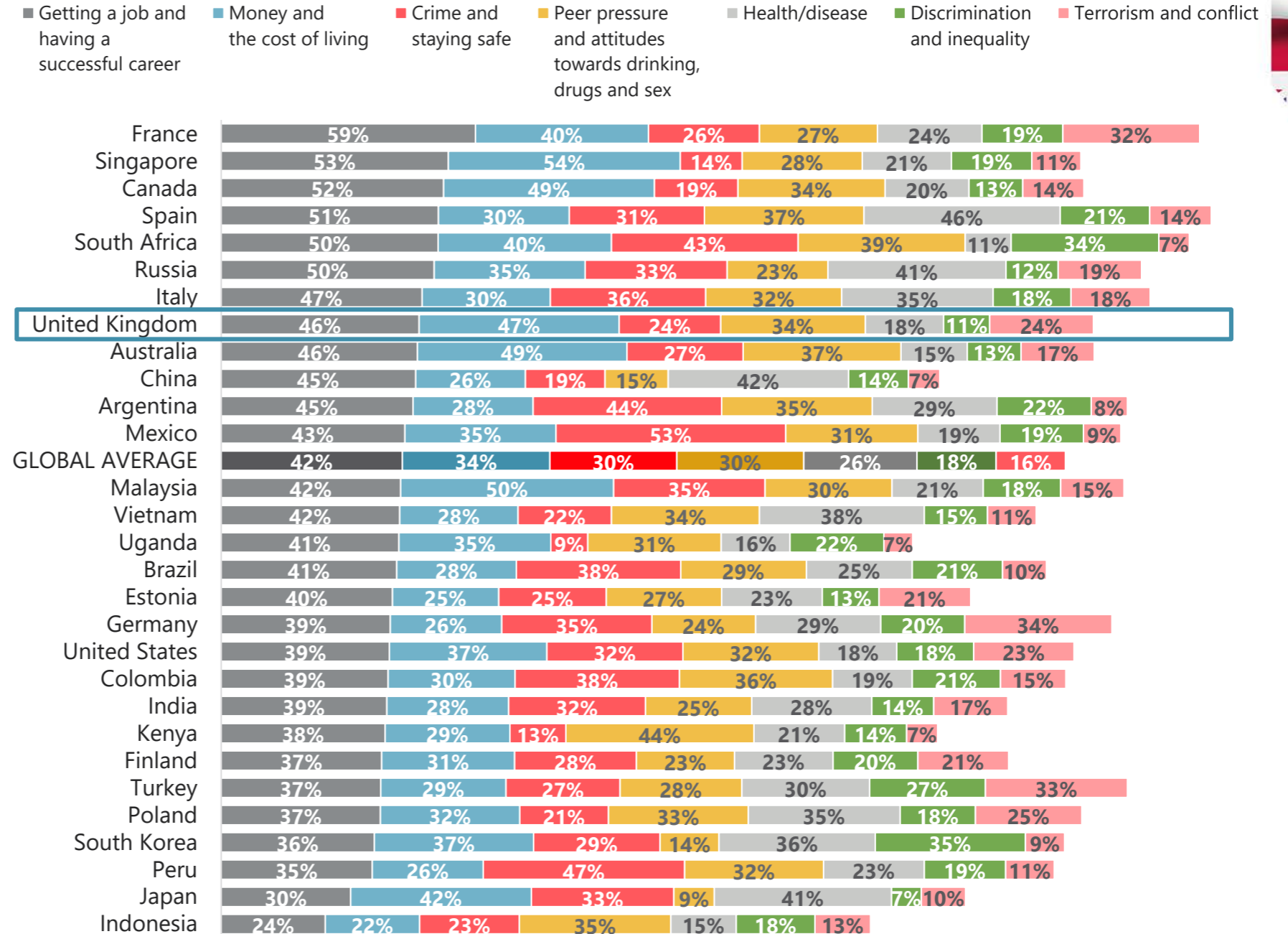
What, if any of the following, causes you the most anxiety about your child's future?

When it comes to their children's futures, British parents are most concerned about bread and butter issues. **Forty-seven percent** list the cost of living and **46%** careers as among their top three anxieties for their child's future, while a higher proportion of British parents (**22%**) list housing as among their top three anxieties about their child's future than any other country surveyed.

By contrast only **13%** list climate change as among their main anxieties.

GLOBAL PARENTS' SURVEY

Top 7 categories most often chosen as 1st, 2nd or 3rd choice globally



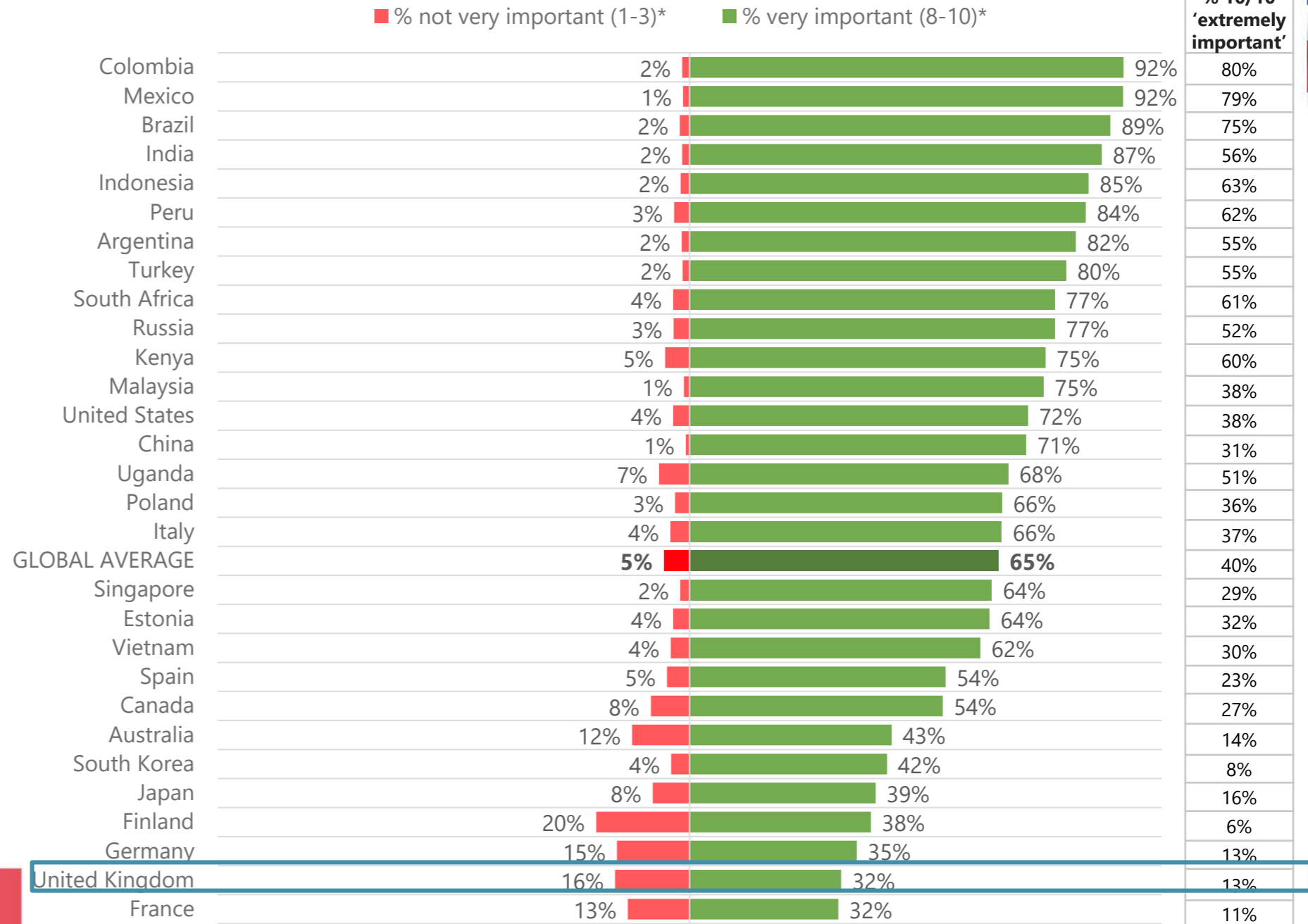
NB: 30% of parents from Indonesia gave an answer of 'don't know'

Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.

How important or not do you think it is that your child attends university in order to achieve the most in life?

Only a **third (32%)** of British parents say it's very important for their child to attend university to achieve the most in life, around half the global average (**65%**) and the joint lowest surveyed along with France. By comparison, in Colombia and Mexico, **92%** of parents think it's very important their child attends university, the highest of all the countries surveyed.

GLOBAL PARENTS' SURVEY



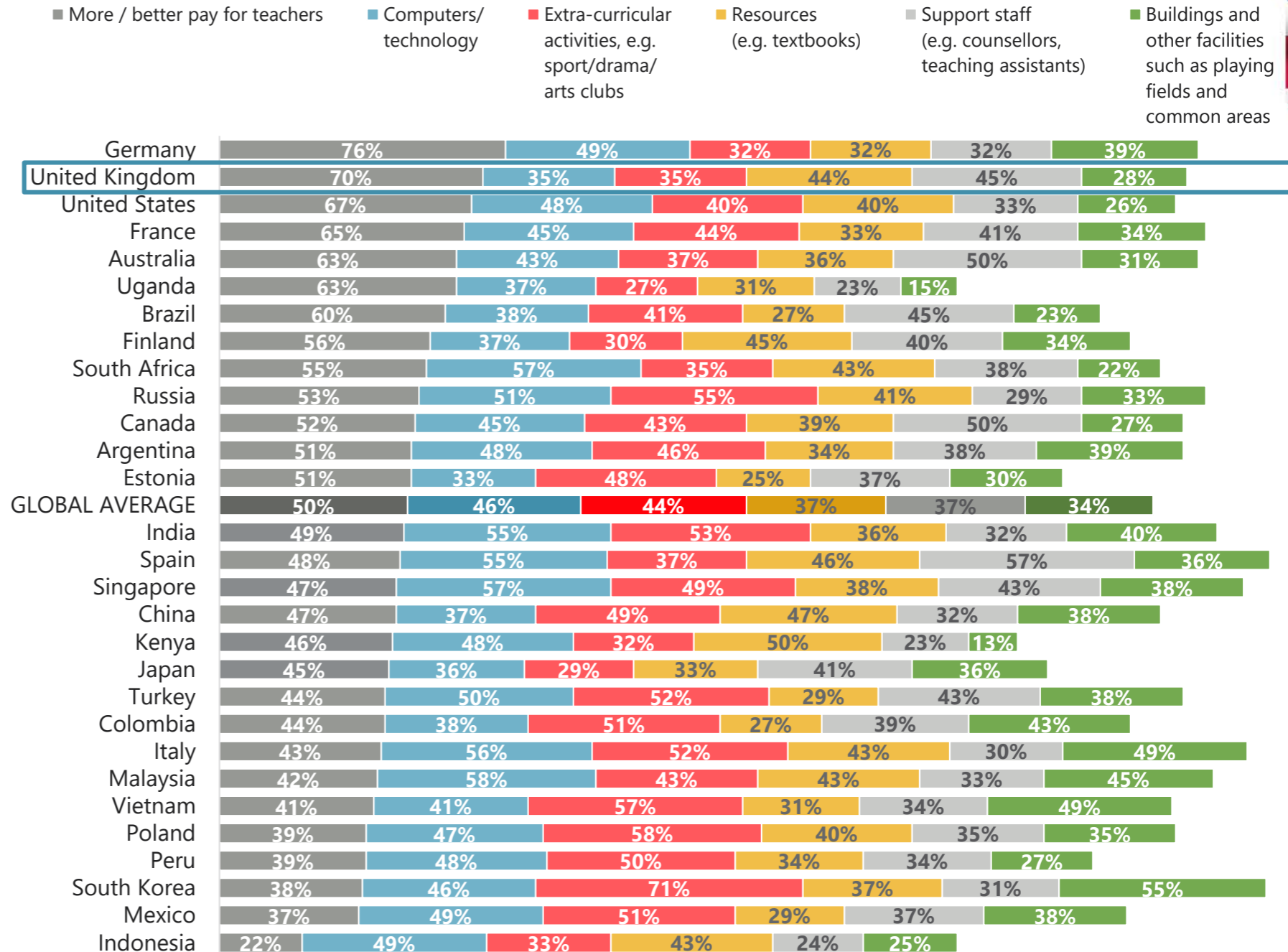
Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018. *Scored on a scale of 1-10, where 10 is extremely important and 1 is not at all important.

If there were additional funds for your child's school, which of the following would you like to see it spent on?

If there were more funds for schools, 70% of British parents would spend the money on more teachers or better pay for existing teachers. This is the second highest of all the countries surveyed after Germany (76%).

GLOBAL PARENTS' SURVEY

Top 6 categories most often chosen as 1st, 2nd or 3rd choice globally



NB: 30% of parents from Indonesia gave an answer of 'don't know'

Base: All parents (27380). Research commissioned by the Varkey Foundation, conducted by Ipsos MORI between 8th December 2017 - 15th January 2018.