YouGov / Templars Survey Results

Sample size: 2210 UK Adults

Fieldwork: 12th - 14th August 2013

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Which if any of the following apply to you? (Please tick all that apply)																		
Unweighted base	2210	1059	1151	280	367	379	389	795	1281	929	470	324	188	390	502	112	172	52
Base: All UK Adults	2210	1063	1147	265	392	394	372	787	1215	995	528	354	206	274	491	108	188	62
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	10%	8%	11%	2%	27%	22%	3%	0%	11%	8%	12%	10%	6%	10%	7%	10%	9%	23%
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	17%	17%	18%	10%	20%	47%	23%	1%	17%	17%	18%	19%	17%	15%	18%	22%	13%	15%
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	31%	27%	34%	-	2%	11%	43%	59%	31%	31%	32%	27%	39%	22%	34%	33%	31%	30%
I **plan** to have a child in the next 5 years	8%	7%	8%	15%	25%	6%	1%	0%	9%	7%	6%	7%	7%	10%	8%	7%	11%	9%
I have no children and **don't plan** to have children in the next 5 years	28%	33%	24%	65%	25%	30%	32%	15%	27%	30%	30%	30%	26%	32%	26%	32%	28%	18%
None of these	13%	14%	12%	8%	10%	5%	6%	24%	12%	14%	13%	14%	9%	14%	14%	12%	13%	15%
If you had the choice (i.e. there were no other external factors that would influence your decision, such as whether you can afford it or not), would you ideally like to send your child(ren) to a private school or a state school? (Please tick the option that BEST applies)																		
Unweighted base	636	262	374	61	218	227	111	19	387	249	132	97	49	127	129	33	52	17
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years	674	298	376	70	251	243	97	13	390	284	157	112	58	91	143	33	58	23
Private school	32%	29%	36%	26%	33%	35%	29%	53%	36%	28%	31%	32%	25%	52%	30%	19%	32%	24%
State school (including grammar schools)	50%	55%	46%	59%	47%	48%	57%	43%	50%	51%	49%	46%	47%	35%	58%	62%	62%	48%
No preference	12%	13%	11%	10%	13%	11%	12%	4%	9%	15%	13%	18%	17%	12%	6%	15%	3%	5%
Don't know	6%	3%	8%	5%	7%	6%	3%	-	5%	7%	7%	5%	11%	1%	5%	4%	3%	22%

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YouGov / Templars Survey Results

Sample size: 2210 UK Adults

Fieldwork: 12th - 14th August 2013

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Which if any of the following apply to you? (Please tick all that apply)													
Unweighted base	2210	1084	199	1283	140	557	83	147	1011	256	168	58	481
Base: All UK Adults	2210	1076	202	1277	131	544	95	163	988	263	167	60	472
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	10%	14%	14%	14%	1%	0%	4%	21%	12%	16%	4%	-	3%
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	17%	24%	29%	25%	2%	1%	21%	27%	22%	26%	17%	3%	5%
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	31%	22%	34%	24%	5%	56%	19%	30%	47%	17%	47%	60%	6%
I **plan** to have a child in the next 5 years	8%	13%	5%	11%	14%	0%	4%	2%	3%	13%	2%	-	13%
I have no children and **don't plan** to have children in the next 5 years	28%	31%	19%	29%	73%	16%	50%	18%	13%	26%	19%	12%	65%
None of these	13%	8%	8%	8%	7%	28%	7%	15%	14%	9%	19%	26%	11%
If you had the choice (i.e. there were no other external factors that would influence your decision, such as whether you can afford it or not), would you ideally like to send your child(ren) to a private school or a state school? (Please tick the option that BEST applies)													
Unweighted base	636	452	74	526	23	7	20	60	308	112	40	3	87
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years	674	470	82	552	22	4	25	71	307	131	35	2	93
Private school	32%	33%	34%	33%	23%	50%	22%	34%	35%	28%	36%	35%	24%
State school (including grammar schools)	50%	54%	45%	53%	57%	38%	53%	28%	49%	58%	41%	65%	47%
No preference	12%	10%	16%	11%	20%	12%	-	20%	12%	8%	23%	-	16%
Don't know	6%	3%	5%	3%	-	-	25%	18%	4%	7%	-	-	13%

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Sample size: 2210 UK Adults

Fieldwork: 12th - 14th August 2013

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Which if any of the following apply to you? (Please tick all that apply)																			
Unweighted base	2210	1565	298	206	79	583	62	91	205	174	177	147	188	390	317	185	112	172	52
Base: All UK Adults	2210	1517	303	234	95	632	61	118	233	177	193	161	206	274	314	177	108	188	62
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	10%	1%	25%	37%	37%	31%	6%	9%	14%	12%	6%	15%	6%	10%	7%	7%	10%	9%	23%
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	17%	1%	45%	71%	69%	59%	7%	20%	15%	22%	18%	20%	17%	15%	22%	12%	22%	13%	15%
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	31%	37%	22%	13%	18%	18%	15%	30%	36%	28%	30%	22%	39%	22%	31%	38%	33%	31%	30%
I **plan** to have a child in the next 5 years	8%	9%	5%	5%	4%	5%	12%	5%	6%	6%	10%	5%	7%	10%	8%	7%	7%	11%	9%
I have no children and **don't plan** to have children in the next 5 years	28%	36%	12%	7%	10%	10%	26%	35%	27%	29%	30%	31%	26%	32%	26%	26%	32%	28%	18%
None of these	13%	17%	2%	2%	5%	3%	35%	14%	13%	13%	13%	15%	9%	14%	13%	15%	12%	13%	15%
If you had the choice (i.e. there were no other external factors that would influence your decision, such as whether you can afford it or not), would you ideally like to send your child(ren) to a private school or a state school? (Please tick the option that BEST applies)																			
Unweighted base	636	166	207	185	66	458	12	30	50	52	53	44	49	127	88	41	33	52	17
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years	674	159	217	207	77	500	15	34	63	60	58	53	58	91	103	39	33	58	23
Private school	32%	30%	33%	36%	27%	33%	37%	29%	32%	32%	30%	33%	25%	52%	26%	41%	19%	32%	24%
State school (including grammar schools)	50%	54%	47%	49%	54%	49%	56%	39%	56%	47%	41%	51%	47%	35%	62%	47%	62%	62%	48%
No preference	12%	11%	13%	11%	12%	12%	7%	12%	12%	15%	22%	14%	17%	12%	6%	8%	15%	3%	5%
Don't know	6%	5%	8%	4%	7%	6%	-	21%	-	6%	7%	2%	11%	1%	5%	4%	4%	3%	22%

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Sample size: 2210 UK Adults

Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter
Which if any of the following apply to you? (Please tick all that apply)					
Unweighted base	2210	1364	328	120	528
Base: All UK Adults	2210	1366	280	118	512
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	10%	11%	10%	7%	12%
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	17%	18%	17%	18%	16%
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	31%	28%	22%	22%	14%
I **plan** to have a child in the next 5 years	8%	10%	13%	11%	13%
I have no children and **don't plan** to have children in the next 5 years	28%	30%	36%	31%	43%
None of these	13%	11%	9%	17%	8%
If you had the choice (i.e. there were no other external factors that would influence your decision, such as whether you can afford it or not), would you ideally like to send your child(ren) to a private school or a state school? (Please tick the option that BEST applies)					
Unweighted base	636	442	112	31	183
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years	674	458	101	38	186
Private school	32%	33%	42%	20%	33%
State school (including grammar schools)	50%	50%	46%	61%	51%
No preference	12%	12%	10%	13%	9%
Don't know	6%	5%	2%	6%	7%

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Fieldwork: 12th - 14th August 2013

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	236	89	147	18	84	93	33	8	154	82	49	31	15	62	52	7	16	4
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to private school	219	85	134	18	82	84	28	7	140	79	49	35	14	47	43	6	19	5
I went to a private school and want the same for my child(ren)	9%	4%	13%	9%	11%	9%	5%	-	10%	8%	8%	6%	8%	12%	14%	14%	-	-
I think that private schools offer a better education	81%	84%	79%	67%	83%	81%	84%	90%	83%	78%	78%	80%	92%	84%	78%	90%	77%	89%
I think that private schools offer better networking opportunities in later life	52%	61%	47%	52%	52%	47%	76%	38%	49%	57%	36%	53%	50%	68%	54%	17%	60%	64%
I think that private schools have better teachers	54%	61%	49%	46%	64%	40%	73%	38%	54%	53%	50%	63%	45%	60%	44%	19%	68%	75%
I think that private schools operate longer hours which means I can fit my career around my children more easily in term time	12%	10%	13%	17%	12%	12%	6%	21%	10%	16%	13%	3%	8%	4%	24%	8%	10%	54%
I think that children are less likely to be bullied at private school	17%	20%	16%	23%	19%	18%	14%	-	16%	21%	13%	24%	4%	20%	17%	-	17%	54%
I think that a private school education will increase the chance that my child will go to university and therefore get a better job	64%	65%	63%	49%	69%	54%	84%	83%	63%	65%	59%	68%	70%	62%	70%	45%	63%	64%
Many private schools offer the option for children to board, which I need to fit around my job/ lifestyle	3%	2%	4%	5%	3%	2%	6%	-	3%	3%	1%	-	8%	5%	5%	-	3%	-
My child is especially gifted or talented in a specific area which requires he/ she goes to a particular private school	5%	7%	4%	4%	2%	6%	13%	10%	6%	5%	6%	4%	7%	3%	11%	14%	-	-
My child has special needs which I do not think are appropriately catered for locally in state schools	4%	4%	3%	4%	1%	3%	13%	-	3%	4%	-	8%	5%	8%	2%	-	-	-
Other	6%	5%	6%	7%	6%	7%	4%	-	5%	6%	2%	9%	13%	6%	3%	7%	11%	-
Don't know	4%	4%	4%	17%	6%	1%	-	-	6%	-	8%	3%	-	-	8%	-	-	-

You said that if you had the choice you would ideally like to send your child(ren) to a private school…

Which, if any, of the following are reasons why you selected private school? (Please tick all that apply)

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Fieldwork: 12th - 14th August 2013

You said that if you had the choice you would ideally like to send your child(ren) to a private school…

Which, if any, of the following are reasons why you selected private school? (Please tick all that apply)

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted base	236	168	28	196	7	4	7	22	118	40	12	1	24
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to private school	219	155	28	182	5	2	6	24	107	36	13	1	23
I went to a private school and want the same for my child(ren)	9%	11%	3%	10%	19%	-	-	6%	10%	12%	-	-	13%
I think that private schools offer a better education	81%	85%	73%	84%	52%	69%	90%	68%	81%	91%	53%	-	71%
I think that private schools offer better networking opportunities in later life	52%	53%	61%	54%	26%	-	59%	48%	42%	55%	81%	100%	75%
I think that private schools have better teachers	54%	57%	37%	54%	54%	29%	49%	54%	49%	68%	34%	-	54%
I think that private schools operate longer hours which means I can fit my career around my children more easily in term time	12%	12%	13%	12%	11%	-	-	11%	7%	14%	25%	-	33%
I think that children are less likely to be bullied at private school	17%	20%	6%	18%	44%	-	-	17%	13%	23%	4%	-	30%
I think that a private school education will increase the chance that my child will go to university and therefore get a better job	64%	68%	54%	66%	41%	15%	77%	53%	59%	72%	58%	-	64%
Many private schools offer the option for children to board, which I need to fit around my job/ lifestyle	3%	4%	1%	4%	-	-	-	-	3%	1%	-	-	5%
My child is especially gifted or talented in a specific area which requires he/ she goes to a particular private school	5%	4%	9%	5%	15%	-	-	9%	6%	4%	13%	-	-
My child has special needs which I do not think are appropriately catered for locally in state schools	4%	2%	-	2%	15%	31%	-	12%	3%	4%	-	-	13%
Other	6%	7%	-	6%	24%	-	-	2%	8%	3%	10%	-	5%
Don't know	4%	3%	-	3%	-	-	-	16%	5%	-	-	-	5%

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Fieldwork: 12th - 14th August 2013

You said that if you had the choice you would ideally like to send your child(ren) to a private school…

Which, if any, of the following are reasons why you selected private school? (Please tick all that apply)

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Unweighted base	236	52	81	74	25	180	4	11	19	19	14	17	15	62	30	22	7	16	4
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to private school	219	48	71	73	21	165	5	10	20	19	18	18	14	47	27	16	6	19	5
I went to a private school and want the same for my child(ren)	9%	17%	6%	6%	15%	7%	-	-	17%	3%	12%	-	8%	12%	11%	19%	14%	-	-
I think that private schools offer a better education	81%	87%	82%	78%	78%	80%	69%	94%	67%	83%	97%	63%	92%	84%	78%	79%	90%	77%	89%
I think that private schools offer better networking opportunities in later life	52%	59%	53%	44%	62%	50%	69%	45%	23%	46%	70%	36%	50%	68%	48%	64%	17%	60%	64%
I think that private schools have better teachers	54%	64%	50%	49%	52%	50%	80%	94%	9%	70%	70%	55%	45%	60%	34%	61%	19%	68%	75%
I think that private schools operate longer hours which means I can fit my career around my children more easily in term time	12%	11%	15%	9%	-	10%	69%	-	15%	18%	-	5%	8%	4%	13%	42%	8%	10%	54%
I think that children are less likely to be bullied at private school	17%	18%	18%	14%	17%	16%	53%	-	11%	21%	24%	23%	4%	20%	22%	9%	-	17%	54%
I think that a private school education will increase the chance that my child will go to university and therefore get a better job	64%	73%	58%	66%	55%	61%	69%	52%	46%	75%	85%	51%	70%	62%	69%	71%	45%	63%	64%
Many private schools offer the option for children to board, which I need to fit around my job/ lifestyle	3%	5%	3%	2%	-	2%	16%	-	-	3%	-	-	8%	5%	4%	6%	-	3%	-
My child is especially gifted or talented in a specific area which requires he/ she goes to a particular private school	5%	2%	7%	6%	6%	6%	-	7%	10%	-	-	7%	7%	3%	8%	16%	14%	-	-
My child has special needs which I do not think are appropriately catered for locally in state schools	4%	1%	5%	4%	4%	4%	-	-	-	-	-	16%	5%	8%	-	4%	-	-	-
Other	6%	6%	6%	6%	5%	6%	-	-	5%	-	4%	14%	13%	6%	4%	-	7%	11%	-
Don't know	4%	-	5%	5%	-	5%	20%	-	19%	-	-	6%	-	-	11%	3%	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter

You said that if you had the choice you would ideally like to send your child(ren) to a private school…

Which, if any, of the following are reasons why you selected private school? (Please tick all that apply)

Unweighted base	236	165	52	11	64
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to private school	219	152	43	8	62
I went to a private school and want the same for my child(ren)	9%	10%	16%	10%	11%
I think that private schools offer a better education	81%	85%	80%	95%	93%
I think that private schools offer better networking opportunities in later life	52%	55%	73%	77%	46%
I think that private schools have better teachers	54%	57%	63%	70%	61%
I think that private schools operate longer hours which means I can fit my career around my children more easily in term time	12%	11%	8%	5%	12%
I think that children are less likely to be bullied at private school	17%	19%	20%	17%	15%
I think that a private school education will increase the chance that my child will go to university and therefore get a better job	64%	69%	78%	85%	74%
Many private schools offer the option for children to board, which I need to fit around my job/ lifestyle	3%	4%	5%	-	3%
My child is especially gifted or talented in a specific area which requires he/ she goes to a particular private school	5%	7%	7%	31%	7%
My child has special needs which I do not think are appropriately catered for locally in state schools	4%	3%	-	10%	-
Other	6%	7%	7%	-	4%
Don't know	4%	0%	4%	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
You said that if you had the choice you would ideally like to send your child(ren) to a state school (including grammar schools)…																		
Which, if any, of the following are reasons why you selected state school? (Please tick all that apply)																		
Unweighted base	298	134	164	33	95	99	61	10	178	120	62	46	22	48	62	19	31	8
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to state school	338	165	173	41	118	117	55	6	195	143	77	51	27	32	83	21	36	11
I went to a state school and therefore I want to send my child(ren) to one too	38%	38%	38%	22%	44%	38%	39%	30%	40%	35%	37%	34%	32%	67%	28%	30%	51%	39%
I feel that the money I could spend on school fees could be better spent towards other aspects of my child's upbringing	48%	40%	55%	31%	55%	47%	48%	47%	45%	51%	47%	56%	42%	62%	34%	47%	52%	76%
I don't think there's any difference in the standard of education you get between state and private schools	18%	13%	22%	32%	24%	8%	14%	15%	20%	15%	17%	9%	8%	19%	22%	6%	29%	45%
I want my child(ren) to meet and mix with other children from all walks of life	60%	57%	62%	72%	59%	59%	51%	61%	60%	59%	55%	67%	33%	67%	64%	42%	60%	91%
I want my child(ren) to have a well-rounded upbringing and therefore I want to be able to pay for extra-curricular activities which I couldn't afford if I was sending my child to a private school	40%	32%	46%	23%	33%	48%	49%	29%	42%	36%	47%	50%	45%	38%	25%	35%	32%	72%
I firmly believe that it's the responsibility of the state to provide a good quality education and that I shouldn't have to pay for it	37%	37%	37%	22%	36%	43%	42%	16%	40%	34%	45%	41%	26%	34%	27%	44%	42%	60%
I don't believe my child(ren) would fit in at private school	19%	16%	22%	11%	20%	23%	18%	-	14%	26%	18%	39%	16%	10%	10%	28%	13%	44%
Other	4%	5%	3%	-	3%	5%	8%	15%	6%	2%	4%	8%	2%	4%	2%	12%	6%	-
Don't know	6%	9%	2%	12%	7%	5%	2%	-	7%	4%	6%	-	28%	1%	6%	3%	3%	-

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Fieldwork: 12th - 14th August 2013

You said that if you had the choice you would ideally like to send your child(ren) to a state school (including grammar schools)…

Which, if any, of the following are reasons why you selected state school? (Please tick all that apply)

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Unweighted base	298	226	30	256	12	2	10	18	142	59	18	2	41
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to state school	338	254	37	291	12	1	13	20	151	76	14	1	44
I went to a state school and therefore I want to send my child(ren) to one too	38%	39%	32%	38%	42%	-	20%	44%	40%	25%	38%	-	58%
I feel that the money I could spend on school fees could be better spent towards other aspects of my child's upbringing	48%	47%	33%	45%	60%	100%	50%	75%	44%	52%	40%	46%	67%
I don't think there's any difference in the standard of education you get between state and private schools	18%	17%	22%	18%	36%	44%	27%	3%	17%	7%	13%	-	37%
I want my child(ren) to meet and mix with other children from all walks of life	60%	59%	46%	58%	63%	100%	55%	86%	55%	58%	40%	46%	72%
I want my child(ren) to have a well-rounded upbringing and therefore I want to be able to pay for extra-curricular activities which I couldn't afford if I was sending my child to a private school	40%	36%	47%	37%	29%	44%	38%	77%	47%	36%	31%	46%	39%
I firmly believe that it's the responsibility of the state to provide a good quality education and that I shouldn't have to pay for it	37%	37%	27%	36%	63%	44%	29%	48%	33%	48%	41%	100%	37%
I don't believe my child(ren) would fit in at private school	19%	16%	13%	15%	43%	44%	8%	69%	17%	30%	17%	54%	26%
Other	4%	5%	-	4%	4%	-	-	5%	7%	2%	7%	-	3%
Don't know	6%	8%	-	7%	-	-	-	-	8%	4%	-	-	5%

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Fieldwork: 12th - 14th August 2013

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
You said that if you had the choice you would ideally like to send your child(ren) to a state school (including grammar schools)…																			
Which, if any, of the following are reasons why you selected state school? (Please tick all that apply)																			
Unweighted base	298	87	91	83	31	205	6	12	27	23	27	19	22	48	47	15	19	31	8
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to state school	338	86	101	101	41	244	8	13	36	28	24	27	27	32	64	18	21	36	11
I went to a state school and therefore I want to send my child(ren) to one too	38%	55%	35%	31%	30%	33%	13%	24%	42%	37%	42%	26%	32%	67%	29%	24%	30%	51%	39%
I feel that the money I could spend on school fees could be better spent towards other aspects of my child's upbringing	48%	60%	55%	35%	41%	44%	21%	59%	40%	51%	58%	54%	42%	62%	23%	74%	47%	52%	76%
I don't think there's any difference in the standard of education you get between state and private schools	18%	23%	19%	12%	14%	15%	36%	9%	23%	12%	7%	10%	8%	19%	21%	26%	6%	29%	45%
I want my child(ren) to meet and mix with other children from all walks of life	60%	63%	56%	55%	67%	58%	77%	56%	34%	82%	73%	62%	33%	67%	62%	72%	42%	60%	91%
I want my child(ren) to have a well-rounded upbringing and therefore I want to be able to pay for extra-curricular activities which I couldn't afford if I was sending my child to a private school	40%	34%	42%	38%	55%	43%	9%	39%	46%	53%	63%	39%	45%	38%	23%	30%	35%	32%	72%
I firmly believe that it's the responsibility of the state to provide a good quality education and that I shouldn't have to pay for it	37%	36%	39%	39%	36%	39%	12%	52%	39%	48%	49%	34%	26%	34%	27%	25%	44%	42%	60%
I don't believe my child(ren) would fit in at private school	19%	13%	27%	18%	19%	22%	6%	31%	5%	28%	45%	34%	16%	10%	11%	7%	28%	13%	44%
Other	4%	6%	3%	4%	7%	4%	-	4%	5%	2%	10%	6%	2%	4%	1%	5%	12%	6%	-
Don't know	6%	6%	1%	8%	11%	6%	-	-	13%	-	-	-	28%	1%	8%	-	3%	3%	-

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Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter
You said that if you had the choice you would ideally like to send your child(ren) to a state school (including grammar schools)…					
Which, if any, of the following are reasons why you selected state school? (Please tick all that apply)					
Unweighted base	298	209	49	17	94
Base: All UK Adults who have children of school age or younger/ plan to have children in the next 5 years and would ideally like to send their child to state school	338	228	46	23	95
I went to a state school and therefore I want to send my child(ren) to one too	38%	43%	50%	31%	42%
I feel that the money I could spend on school fees could be better spent towards other aspects of my child's upbringing	48%	52%	56%	33%	45%
I don't think there's any difference in the standard of education you get between state and private schools	18%	20%	16%	22%	22%
I want my child(ren) to meet and mix with other children from all walks of life	60%	56%	63%	58%	64%
I want my child(ren) to have a well-rounded upbringing and therefore I want to be able to pay for extra-curricular activities which I couldn't afford if I was sending my child to a private school	40%	45%	38%	28%	46%
I firmly believe that it's the responsibility of the state to provide a good quality education and that I shouldn't have to pay for it	37%	37%	45%	22%	30%
I don't believe my child(ren) would fit in at private school	19%	17%	13%	3%	14%
Other	4%	5%	6%	3%	3%
Don't know	6%	4%	-	-	9%

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Fieldwork: 12th - 14th August 2013

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

For the following question, if you already have a child of compulsory school age, please only think about those who are not yet of compulsory school age (i.e. younger than 5).

Now taking the total costs associated with sending your child(ren) to private school into consideration…

Which type of school do you think your child(ren) would be most likely to attend? (Please tick the option that BEST applies)

Unweighted base	374	149	225	47	188	115	20	4	242	132	73	57	25	84	69	17	35	14
Base: All UK Adults who have children younger than school age/ plan to have children in the next 5 years	379	164	215	45	203	111	17	4	232	148	93	61	27	55	69	19	39	18
Private school	10%	14%	6%	7%	8%	12%	18%	19%	12%	6%	12%	6%	6%	8%	14%	19%	6%	-
State school (including grammar schools)	79%	77%	81%	79%	80%	78%	77%	81%	76%	84%	71%	86%	79%	84%	79%	75%	88%	77%
Other	1%	-	1%	3%	0%	1%	-	-	0%	1%	2%	1%	-	1%	-	-	-	-
Don't know	10%	9%	12%	11%	11%	10%	4%	-	11%	9%	15%	7%	15%	8%	7%	6%	6%	23%

You mentioned earlier that you have a child/ children of compulsory school age (i.e. between 5 and 16 years old)…

Which, if any, of the following types of school does your child/ do your children of compulsory school age currently attend? (If you have more than one child of compulsory school age, please tick ALL that apply)

Unweighted base	341	150	191	15	53	158	99	16	194	147	80	55	29	50	76	22	22	7
Base: All UK Adults who have children of school age	386	180	207	26	79	184	87	10	213	174	97	67	34	41	89	23	25	9
Private school	5%	8%	2%	5%	3%	5%	5%	15%	7%	2%	6%	3%	2%	18%	2%	-	2%	6%
State school (including grammar schools)	88%	87%	90%	64%	84%	91%	94%	89%	87%	90%	84%	81%	90%	86%	93%	100%	98%	94%
Other	3%	1%	5%	12%	6%	1%	3%	-	2%	5%	2%	13%	3%	1%	-	-	-	-
Don't know	5%	5%	4%	19%	10%	3%	-	-	6%	3%	9%	3%	5%	-	5%	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
For the following question, if you already have a child of compulsory school age, please only think about those who are not yet of compulsory school age (i.e. younger than 5). **Now taking the total costs associated with sending your child(ren) to private school into consideration…** **Which type of school do you think your child(ren) would be most likely to attend? (Please tick the option that BEST applies)**													
Unweighted base	374	274	37	311	20	2	7	34	154	76	11	-	71
Base: All UK Adults who have children younger than school age/ plan to have children in the next 5 years	379	277	38	314	19	1	7	38	151	77	10	-	75
Private school	10%	10%	7%	10%	14%	-	-	10%	16%	10%	-	-	5%
State school (including grammar schools)	79%	82%	80%	81%	70%	100%	87%	65%	79%	80%	95%	-	73%
Other	1%	0%	1%	0%	-	-	-	4%	0%	-	-	-	2%
Don't know	10%	8%	12%	9%	16%	-	13%	20%	5%	11%	5%	-	20%
You mentioned earlier that you have a child/ children of compulsory school age (i.e. between 5 and 16 years old)… **Which, if any, of the following types of school does your child/ do your children of compulsory school age currently attend? (If you have more than one child of compulsory school age, please tick ALL that apply)**													
Unweighted base	341	236	46	282	3	6	14	36	209	48	31	3	21
Base: All UK Adults who have children of school age	386	258	58	316	3	3	20	44	216	68	28	2	26
Private school	5%	6%	2%	5%	25%	9%	3%	-	7%	1%	2%	-	-
State school (including grammar schools)	88%	89%	87%	89%	75%	91%	97%	82%	90%	95%	89%	65%	70%
Other	3%	1%	9%	3%	-	-	-	9%	1%	-	9%	35%	10%
Don't know	5%	5%	3%	4%	-	-	-	9%	3%	4%	-	-	20%

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Fieldwork: 12th - 14th August 2013

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
For the following question, if you already have a child of compulsory school age, please only think about those who are not yet of compulsory school age (i.e. younger than 5). **Now taking the total costs associated with sending your child(ren) to private school into consideration…** **Which type of school do you think your child(ren) would be most likely to attend? (Please tick the option that BEST applies)**																			
Unweighted base	374	153	86	87	37	210	11	14	30	29	27	30	25	84	44	25	17	35	14
Base: All UK Adults who have children younger than school age/ plan to have children in the next 5 years	379	148	88	94	39	221	11	17	45	31	29	32	27	55	44	25	19	39	18
Private school	10%	11%	10%	4%	20%	9%	-	-	22%	5%	9%	4%	6%	8%	13%	16%	19%	6%	-
State school (including grammar schools)	79%	73%	83%	90%	69%	83%	79%	56%	68%	83%	83%	89%	79%	84%	79%	80%	75%	88%	77%
Other	1%	0%	2%	-	-	1%	-	6%	-	2%	-	2%	-	1%	-	-	-	-	-
Don't know	10%	15%	5%	6%	11%	6%	21%	38%	10%	9%	9%	5%	15%	8%	8%	5%	6%	6%	23%
You mentioned earlier that you have a child/ children of compulsory school age (i.e. between 5 and 16 years old)… **Which, if any, of the following types of school does your child/ do your children of compulsory school age currently attend? (If you have more than one child of compulsory school age, please tick ALL that apply)**																			
Unweighted base	341	14	129	141	56	326	1	20	29	31	31	24	29	50	55	21	22	22	7
Base: All UK Adults who have children of school age	386	12	137	167	66	370	4	23	36	38	35	33	34	41	68	21	23	25	9
Private school	5%	6%	5%	1%	13%	5%	-	-	15%	-	2%	5%	2%	18%	1%	6%	-	2%	6%
State school (including grammar schools)	88%	82%	90%	92%	76%	89%	100%	78%	72%	100%	80%	82%	90%	86%	93%	94%	100%	98%	94%
Other	3%	13%	4%	0%	7%	3%	-	7%	-	-	12%	15%	3%	1%	-	-	-	-	-
Don't know	5%	-	1%	7%	6%	5%	-	18%	13%	-	7%	-	5%	-	7%	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter

For the following question, if you already have a child of compulsory school age, please only think about those who are not yet of compulsory school age (i.e. younger than 5).

Now taking the total costs associated with sending your child(ren) to private school into consideration…

Which type of school do you think your child(ren) would be most likely to attend? (Please tick the option that BEST applies)

Unweighted base	374	278	74	20	127
Base: All UK Adults who have children younger than school age/ plan to have children in the next 5 years	379	277	64	21	121
Private school	10%	9%	12%	10%	7%
State school (including grammar schools)	79%	79%	78%	73%	82%
Other	1%	1%	-	-	0%
Don't know	10%	12%	10%	17%	10%

You mentioned earlier that you have a child/ children of compulsory school age (i.e. between 5 and 16 years old)…

Which, if any, of the following types of school does your child/ do your children of compulsory school age currently attend? (If you have more than one child of compulsory school age, please tick ALL that apply)

Unweighted base	341	219	49	14	73
Base: All UK Adults who have children of school age	386	243	46	21	84
Private school	5%	6%	8%	10%	7%
State school (including grammar schools)	88%	90%	97%	97%	90%
Other	3%	3%	-	-	5%
Don't know	5%	3%	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
You said that you have a child of compulsory school age who currently attends private school…																		
Taking into account all costs related to sending your child(ren) to private school, for example school fees, uniform, travel, extra-curricular activities, boarding fees etc.																		
Approximately how much does it cost on average to send your child to private school per year? (If you have more than one child attending private school, please think about the average cost per child)																		
Unweighted base	22	14	8	2	4	7	6	3	16	6	2	3	1	11	3	-	1	1
Base: All UK Adults who have children of school age who attend private school	19	14	5	1	3	9	4	1	15	4	5	2	1	8	2	-	1	1
Less than £5,000 per year	7%	5%	14%	56%	-	-	16%	-	-	33%	-	-	-	10%	-	-	100%	-
£5,000 to £9,999 per year	33%	44%	-	-	25%	60%	-	-	42%	-	100%	-	-	-	39%	-	-	-
£10,000 to £19,999 per year	41%	40%	45%	-	23%	33%	84%	50%	43%	37%	-	100%	100%	53%	61%	-	-	-
£20,000 to £29,999 per year	4%	6%	-	-	29%	-	-	-	5%	-	-	-	-	11%	-	-	-	-
£30,000 to £39,999 per year	7%	-	28%	-	23%	7%	-	-	4%	16%	-	-	-	17%	-	-	-	-
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	13%	44%	-	-	-	-	-	14%	-	-	-	-	-	-	-	100%
Prefer not to say	4%	5%	-	-	-	-	-	50%	5%	-	-	-	-	10%	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
You said that you have a child of compulsory school age who currently attends private school…													
Taking into account all costs related to sending your child(ren) to private school, for example school fees, uniform, travel, extra-curricular activities, boarding fees etc.													
Approximately how much does it cost on average to send your child to private school per year? (If you have more than one child attending private school, please think about the average cost per child)													
Unweighted base	22	17	2	19	1	1	1	-	17	1	1	-	-
Base: All UK Adults who have children of school age who attend private school	19	16	1	17	1	*	1	-	16	1	1	-	-
Less than £5,000 per year	7%	4%	-	4%	100%	-	-	-	4%	-	-	-	-
£5,000 to £9,999 per year	33%	39%	-	36%	-	-	-	-	35%	100%	-	-	-
£10,000 to £19,999 per year	41%	44%	41%	44%	-	100%	-	-	43%	-	100%	-	-
£20,000 to £29,999 per year	4%	5%	-	5%	-	-	-	-	5%	-	-	-	-
£30,000 to £39,999 per year	7%	4%	59%	8%	-	-	-	-	8%	-	-	-	-
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	100%	-	-	-	-	-	-
Prefer not to say	4%	5%	-	4%	-	-	-	-	5%	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
You said that you have a child of compulsory school age who currently attends private school…																			
Taking into account all costs related to sending your child(ren) to private school, for example school fees, uniform, travel, extra-curricular activities, boarding fees etc.																			
Approximately how much does it cost on average to send your child to private school per year? (If you have more than one child attending private school, please think about the average cost per child)																			
Unweighted base	22	1	10	4	7	21	-	-	2	-	1	2	1	11	1	2	-	1	1
Base: All UK Adults who have children of school age who attend private school	19	1	7	2	8	18	-	-	5	-	1	2	1	8	*	1	-	1	1
Less than £5,000 per year	7%	-	8%	-	9%	8%	-	-	-	-	-	-	-	10%	-	-	-	100%	-
£5,000 to £9,999 per year	33%	100%	-	-	65%	31%	-	-	100%	-	-	-	-	-	-	53%	-	-	-
£10,000 to £19,999 per year	41%	-	54%	100%	19%	43%	-	-	-	-	100%	100%	100%	53%	100%	47%	-	-	-
£20,000 to £29,999 per year	4%	-	11%	-	-	4%	-	-	-	-	-	-	-	11%	-	-	-	-	-
£30,000 to £39,999 per year	7%	-	9%	-	8%	7%	-	-	-	-	-	-	-	17%	-	-	-	-	-
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	8%	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	100%
Prefer not to say	4%	-	10%	-	-	4%	-	-	-	-	-	-	-	10%	-	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter
You said that you have a child of compulsory school age who currently attends private school…					
Taking into account all costs related to sending your child(ren) to private school, for example school fees, uniform, travel, extra-curricular activities, boarding fees etc.					
Approximately how much does it cost on average to send your child to private school per year? (If you have more than one child attending private school, please think about the average cost per child)					
Unweighted base	22	15	6	3	3
Base: All UK Adults who have children of school age who attend private school	19	13	4	2	6
Less than £5,000 per year	7%	10%	-	35%	-
£5,000 to £9,999 per year	33%	40%	-	-	80%
£10,000 to £19,999 per year	41%	25%	57%	28%	6%
£20,000 to £29,999 per year	4%	6%	22%	37%	13%
£30,000 to £39,999 per year	7%	10%	-	-	-
£40,000 or more per year	-	-	-	-	-
Don't know	3%	4%	-	-	-
Prefer not to say	4%	6%	21%	-	-

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Fieldwork: 12th - 14th August 2013

Thinking about your child(ren) who attend private school…

Which, if any, of the following describe how you are able to afford the school fees? (Please tick all that apply)

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted base	22	14	8	2	4	7	6	3	16	6	2	3	1	11	3	-	1	1
Base: All UK Adults who have children of school age who attend private school	19	14	5	1	3	9	4	1	15	4	5	2	1	8	2	-	1	1
My job pays/ my partner/ my child's other parent has a well-paid job	23%	23%	23%	-	52%	4%	30%	80%	29%	-	-	28%	100%	34%	26%	-	-	-
My child has a scholarship/ bursary	14%	9%	28%	-	52%	7%	-	30%	13%	16%	-	-	-	28%	26%	-	-	-
My child's grandparent(s) pay	4%	-	14%	-	23%	-	-	-	4%	-	-	-	-	9%	-	-	-	-
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	16%	14%	23%	-	48%	12%	15%	-	21%	-	13%	-	100%	14%	39%	-	-	-
I have inherited money	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have a financial plan in place specifically to be able to afford school fees	4%	-	14%	-	23%	-	-	-	4%	-	-	-	-	9%	-	-	-	-
I have been saving for many years	29%	34%	13%	56%	25%	20%	54%	-	26%	41%	-	44%	100%	34%	74%	-	-	-
I have re-mortgaged my/ our house	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I sold a second property	8%	6%	14%	-	52%	-	-	-	10%	-	-	-	-	19%	-	-	-	-
I take an income/ lump sum from my investment portfolio when I need to pay school fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have/ a family member has taken an income/ lump sum from their pension to pay for fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am extremely thrifty to ensure that I can afford to pay for private school	11%	14%	-	-	25%	-	15%	50%	14%	-	-	-	100%	4%	65%	-	-	-
Other **(please see tab Q8 Other)**	3%	-	14%	-	-	-	16%	-	-	15%	-	-	-	-	-	-	100%	-
Don't know	27%	36%	-	-	-	56%	-	-	35%	-	87%	-	-	5%	-	-	-	-
Prefer not to say	6%	4%	13%	44%	-	-	15%	-	-	28%	-	28%	-	-	-	-	-	100%

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Fieldwork: 12th - 14th August 2013

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Thinking about your child(ren) who attend private school…													
Which, if any, of the following describe how you are able to afford the school fees? (Please tick all that apply)													
Unweighted base	22	17	2	19	1	1	1	-	17	1	1	-	-
Base: All UK Adults who have children of school age who attend private school	19	16	1	17	1	*	1	-	16	1	1	-	-
My job pays/ my partner/ my child's other parent has a well-paid job	23%	24%	41%	25%	-	-	-	-	27%	-	-	-	-
My child has a scholarship/ bursary	14%	9%	100%	15%	-	-	-	-	16%	-	-	-	-
My child's grandparent(s) pay	4%	4%	-	4%	-	-	-	-	4%	-	-	-	-
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	16%	19%	-	18%	-	-	-	-	15%	100%	-	-	-
I have inherited money	-	-	-	-	-	-	-	-	-	-	-	-	-
I have a financial plan in place specifically to be able to afford school fees	4%	4%	-	4%	-	-	-	-	4%	-	-	-	-
I have been saving for many years	29%	29%	-	27%	100%	-	-	-	21%	100%	100%	-	-
I have re-mortgaged my/ our house	-	-	-	-	-	-	-	-	-	-	-	-	-
I sold a second property	8%	9%	-	8%	-	-	-	-	9%	-	-	-	-
I take an income/ lump sum from my investment portfolio when I need to pay school fees	-	-	-	-	-	-	-	-	-	-	-	-	-
I have/ a family member has taken an income/ lump sum from their pension to pay for fees	-	-	-	-	-	-	-	-	-	-	-	-	-
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	-	-	-
I am extremely thrifty to ensure that I can afford to pay for private school	11%	8%	41%	10%	-	100%	-	-	7%	100%	-	-	-
Other **(please see tab Q8 Other)**	3%	4%	-	4%	-	-	-	-	4%	-	-	-	-
Don't know	27%	32%	-	30%	-	-	-	-	32%	-	-	-	-
Prefer not to say	6%	4%	-	3%	-	-	100%	-	4%	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Thinking about your child(ren) who attend private school…																			
Which, if any, of the following describe how you are able to afford the school fees? (Please tick all that apply)																			
Unweighted base	22	1	10	4	7	21	-	-	2	-	1	2	1	11	1	2	-	1	1
Base: All UK Adults who have children of school age who attend private school	19	1	7	2	8	18	-	-	5	-	1	2	1	8	*	1	-	1	1
My job pays/ my partner/ my child's other parent has a well-paid job	23%	-	26%	81%	7%	24%	-	-	-	-	-	39%	100%	34%	100%	-	-	-	-
My child has a scholarship/ bursary	14%	-	19%	21%	8%	14%	-	-	-	-	-	-	-	28%	100%	-	-	-	-
My child's grandparent(s) pay	4%	-	-	31%	-	4%	-	-	-	-	-	-	-	9%	-	-	-	-	-
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	16%	100%	-	79%	9%	13%	-	-	13%	-	-	-	100%	14%	-	53%	-	-	-
I have inherited money	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have a financial plan in place specifically to be able to afford school fees	4%	-	-	31%	-	4%	-	-	-	-	-	-	-	9%	-	-	-	-	-
I have been saving for many years	29%	100%	37%	29%	16%	26%	-	-	-	-	-	61%	100%	34%	-	100%	-	-	-
I have re-mortgaged my/ our house	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I sold a second property	8%	-	11%	31%	-	8%	-	-	-	-	-	-	-	19%	-	-	-	-	-
I take an income/ lump sum from my investment portfolio when I need to pay school fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have/ a family member has taken an income/ lump sum from their pension to pay for fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am extremely thrifty to ensure that I can afford to pay for private school	11%	100%	4%	50%	-	7%	-	-	-	-	-	-	100%	4%	100%	53%	-	-	-
Other **(please see tab Q8 Other)**	3%	-	8%	-	-	4%	-	-	-	-	-	-	-	-	-	-	-	100%	-
Don't know	27%	-	-	-	61%	28%	-	-	87%	-	-	-	-	5%	-	-	-	-	-
Prefer not to say	6%	-	15%	-	-	6%	-	-	-	-	100%	-	-	-	-	-	-	-	100%

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Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter
Unweighted base	22	15	6	3	3
Base: All UK Adults who have children of school age who attend private school	19	13	4	2	6
Thinking about your child(ren) who attend private school…					
Which, if any, of the following describe how you are able to afford the school fees? (Please tick all that apply)					
My job pays/ my partner/ my child's other parent has a well-paid job	23%	24%	90%	65%	13%
My child has a scholarship/ bursary	14%	15%	35%	37%	13%
My child's grandparent(s) pay	4%	5%	-	-	-
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	16%	13%	17%	-	-
I have inherited money	-	-	-	-	-
I have a financial plan in place specifically to be able to afford school fees	4%	5%	-	-	-
I have been saving for many years	29%	17%	17%	35%	-
I have re-mortgaged my/ our house	-	-	-	-	-
I sold a second property	8%	11%	22%	37%	13%
I take an income/ lump sum from my investment portfolio when I need to pay school fees	-	-	-	-	-
I have/ a family member has taken an income/ lump sum from their pension to pay for fees	-	-	-	-	-
I have sold family heirlooms	-	-	-	-	-
I am extremely thrifty to ensure that I can afford to pay for private school	11%	5%	30%	-	-
Other **(please see tab Q8 Other)**	3%	5%	-	-	-
Don't know	27%	38%	10%	-	87%
Prefer not to say	6%	4%	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Please imagine your current financial situation changed and money became tight...																		
Which, if any, of the following do you think you would give up to ensure you could continue to send your child(ren) to private school? (Please tick all that apply, but only tick those that you already have/ do)																		
Unweighted base	22	14	8	2	4	7	6	3	16	6	2	3	1	11	3	-	1	1
Base: All UK Adults who have children of school age who attend private school	19	14	5	1	3	9	4	1	15	4	5	2	1	8	2	-	1	1
I would stop going on expensive holidays abroad	50%	56%	32%	-	53%	73%	31%	-	60%	15%	100%	28%	-	26%	39%	-	100%	-
I would downgrade my car	5%	7%	-	-	-	-	23%	-	-	23%	-	44%	-	-	-	-	-	-
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	25%	23%	32%	-	25%	21%	46%	20%	28%	15%	13%	28%	100%	20%	39%	-	100%	-
I would cut back on gifts for family and friends	28%	21%	51%	-	72%	16%	46%	-	32%	15%	13%	28%	100%	28%	39%	-	100%	-
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	13%	15%	9%	-	29%	8%	15%	20%	17%	-	-	-	100%	25%	-	-	-	-
I would downsize our/ my home	38%	46%	14%	-	23%	56%	15%	50%	49%	-	87%	-	100%	23%	-	-	-	-
I would sell our/ my property abroad	12%	11%	14%	56%	52%	-	-	-	10%	18%	-	-	-	29%	-	-	-	-
I would liquidate some of my investments/ use my savings	29%	29%	31%	-	53%	13%	61%	30%	34%	14%	-	56%	100%	26%	100%	-	-	-
Other **(please see tab Q9 Other)**	4%	5%	-	-	-	8%	-	-	5%	-	13%	-	-	-	-	-	-	-
Don't know	3%	-	13%	44%	-	-	-	-	-	14%	-	-	-	-	-	-	-	100%
Not applicable – I don't think I would give up anything	13%	13%	14%	-	-	27%	-	-	13%	16%	-	-	-	33%	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Working status							Marital Status				
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
Please imagine your current financial situation changed and money became tight... **Which, if any, of the following do you think you would give up to ensure you could continue to send your child(ren) to private school? (Please tick all that apply, but only tick those that you already have/ do)**													
Unweighted base	22	17	2	19	1	1	1	-	17	1	1	-	-
Base: All UK Adults who have children of school age who attend private school	19	16	1	17	1	*	1	-	16	1	1	-	-
I would stop going on expensive holidays abroad	50%	59%	-	55%	-	-	-	-	55%	100%	-	-	-
I would downgrade my car	5%	6%	-	5%	-	-	-	-	6%	-	-	-	-
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	25%	28%	-	26%	-	100%	-	-	24%	100%	-	-	-
I would cut back on gifts for family and friends	28%	33%	-	31%	-	-	-	-	29%	100%	-	-	-
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	13%	14%	-	13%	-	100%	-	-	14%	-	-	-	-
I would downsize our/ my home	38%	45%	-	42%	-	-	-	-	45%	-	-	-	-
I would sell our/ my property abroad	12%	9%	-	8%	100%	-	-	-	9%	-	-	-	-
I would liquidate some of my investments/ use my savings	29%	31%	41%	32%	-	-	-	-	27%	100%	100%	-	-
Other **(please see tab Q9 Other)**	4%	5%	-	4%	-	-	-	-	5%	-	-	-	-
Don't know	3%	-	-	-	-	-	100%	-	-	-	-	-	-
Not applicable – I don't think I would give up anything	13%	12%	59%	15%	-	-	-	-	16%	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Children in Household						Government Region											
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Please imagine your current financial situation changed and money became tight...																			
Which, if any, of the following do you think you would give up to ensure you could continue to send your child(ren) to private school? (Please tick all that apply, but only tick those that you already have/ do)																			
Unweighted base	22	1	10	4	7	21	-	-	2	-	1	2	1	11	1	2	-	1	1
Base: All UK Adults who have children of school age who attend private school	19	1	7	2	8	18	-	-	5	-	1	2	1	8	*	1	-	1	1
I would stop going on expensive holidays abroad	50%	100%	25%	19%	76%	48%	-	-	100%	-	-	39%	-	26%	-	53%	-	100%	-
I would downgrade my car	5%	-	12%	-	-	5%	-	-	-	-	-	61%	-	-	-	-	-	-	-
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	25%	100%	18%	48%	20%	22%	-	-	13%	-	-	39%	100%	20%	-	53%	-	100%	-
I would cut back on gifts for family and friends	28%	100%	23%	60%	20%	26%	-	-	13%	-	-	39%	100%	28%	-	53%	-	100%	-
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	13%	-	20%	29%	4%	14%	-	-	-	-	-	-	100%	25%	-	-	-	-	-
I would downsize our/ my home	38%	-	10%	60%	61%	40%	-	-	87%	-	-	-	100%	23%	-	-	-	-	-
I would sell our/ my property abroad	12%	-	11%	31%	9%	12%	-	-	-	-	-	-	-	29%	-	-	-	-	-
I would liquidate some of my investments/ use my savings	29%	100%	24%	69%	19%	27%	-	-	-	-	100%	39%	100%	26%	100%	100%	-	-	-
Other **(please see tab Q9 Other)**	4%	-	-	-	9%	4%	-	-	13%	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	8%	-	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	100%
Not applicable – I don't think I would give up anything	13%	-	25%	-	8%	14%	-	-	-	-	-	-	-	33%	-	-	-	-	-

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Fieldwork: 12th - 14th August 2013

	Total	Social Media (monthly or more)			
	Base	Facebook	LinkedIn	Google+	Twitter
Please imagine your current financial situation changed and money became tight... Which, if any, of the following do you think you would give up to ensure you could continue to send your child(ren) to private school? (Please tick all that apply, but only tick those that you already have/ do)					
Unweighted base	22	15	6	3	3
Base: All UK Adults who have children of school age who attend private school	19	13	4	2	6
I would stop going on expensive holidays abroad	50%	64%	49%	65%	100%
I would downgrade my car	5%	7%	-	-	-
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	25%	23%	44%	28%	6%
I would cut back on gifts for family and friends	28%	29%	44%	28%	6%
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	13%	12%	50%	37%	20%
I would downsize our/ my home	38%	48%	48%	-	87%
I would sell our/ my property abroad	12%	16%	22%	72%	13%
I would liquidate some of my investments/ use my savings	29%	24%	79%	65%	20%
Other **(please see tab Q9 Other)**	4%	-	-	-	-
Don't know	3%	4%	-	-	-
Not applicable – I don't think I would give up anything	13%	5%	-	-	-

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