

YouGov / Templars Survey Results

Sample size: 7033 UK Adults

Fieldwork: 12th - 16th August 2013

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

Which if any of the following apply to you? (Please tick all that apply)

Unweighted base	7033	3321	3712	899	1073	1161	1346	2554	4114	2919
Base: All UK Adults	7033	3383	3650	844	1207	1185	1293	2504	3868	3165
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	9%	9%	9%	4%	28%	20%	3%	0%	10%	8%
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	16%	16%	16%	7%	18%	41%	25%	2%	17%	15%
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	32%	28%	35%	-	2%	12%	43%	60%	32%	31%
I plan to have a child in the next 5 years	9%	8%	10%	17%	28%	11%	1%	0%	10%	7%
I have no children and don't plan to have children in the next 5 years	28%	33%	24%	63%	29%	28%	30%	16%	27%	30%
None of these	13%	13%	13%	10%	6%	6%	8%	22%	11%	15%

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	1049	497	552	42	152	445	351	59	635	414
Base: All UK Adults who have children of school age	1126	547	578	55	213	483	328	47	649	477
Private school	5%	5%	5%	5%	6%	4%	5%	6%	7%	2%
State school (including grammar schools)	93%	93%	92%	82%	90%	94%	94%	94%	91%	94%
Other	3%	2%	3%	6%	5%	3%	2%	3%	2%	3%
Don't know	2%	2%	2%	8%	6%	1%	-	-	3%	1%

YouGov / Templars Survey Results

Sample size: 7033 UK Adults

Fieldwork: 12th - 16th August 2013

Total	Region									Working status					
	Base	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which if any of the following apply to you? (Please tick all that apply)

	Unweighted base	7033	1537	1030	642	1108	1649	317	597	153	3623	579	4202	385	1680	295	471
Base: All UK Adults		7033	1681	1125	654	872	1561	345	598	197	3695	561	4256	348	1637	317	477
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)		9%	10%	10%	11%	8%	8%	9%	7%	10%	13%	11%	13%	2%	0%	3%	18%
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)		16%	16%	16%	16%	13%	18%	21%	12%	15%	22%	26%	22%	3%	1%	15%	23%
I have a child/ children older than compulsory school age (i.e. 17 years old or over)		32%	34%	30%	29%	25%	33%	40%	34%	34%	24%	35%	25%	3%	57%	19%	32%
I plan to have a child in the next 5 years		9%	7%	8%	9%	13%	9%	8%	10%	8%	14%	6%	13%	12%	0%	5%	3%
I have no children and don't plan to have children in the next 5 years		28%	27%	30%	27%	34%	27%	24%	28%	25%	29%	23%	29%	73%	16%	50%	22%
None of these		13%	14%	12%	13%	11%	12%	13%	14%	14%	8%	7%	8%	9%	26%	12%	16%

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	1049	231	152	97	130	278	64	70	27	742	132	874	12	17	39	107
Base: All UK Adults who have children of school age		1126	269	185	104	111	277	74	74	30	801	144	945	9	15	48	110
Private school		5%	4%	1%	6%	13%	5%	2%	6%	2%	4%	2%	4%	21%	2%	13%	4%
State school (including grammar schools)		93%	94%	93%	91%	88%	91%	98%	96%	98%	94%	93%	94%	79%	98%	85%	85%
Other		3%	4%	5%	3%	3%	2%	2%	1%	-	2%	5%	2%	-	-	1%	9%
Don't know		2%	3%	2%	2%	0%	3%	-	-	-	2%	1%	2%	-	-	-	3%

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Sample size: 7033 UK Adults

Fieldwork: 12th - 16th August 2013

Total	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

Which if any of the following apply to you? (Please tick all that apply)

	Unweighted base	7033	3182	772	591	204	1508	5050	888	642	222	1752	231
Base: All UK Adults	7033	3156	780	571	202	1473	4934	944	679	259	1883	217	
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	9%	11%	17%	3%	1%	3%	1%	27%	33%	39%	31%	6%	
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	16%	21%	20%	16%	2%	4%	1%	42%	73%	70%	57%	4%	
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	32%	46%	16%	55%	60%	4%	37%	22%	15%	17%	19%	14%	
I plan to have a child in the next 5 years	9%	5%	18%	2%	-	13%	10%	6%	4%	7%	5%	14%	
I have no children and don't plan to have children in the next 5 years	28%	12%	27%	15%	12%	68%	35%	12%	5%	8%	9%	31%	
None of these	13%	14%	9%	15%	25%	10%	16%	3%	2%	4%	3%	33%	

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	1049	657	125	97	7	47	47	377	461	158	996	6
Base: All UK Adults who have children of school age	1126	669	154	89	4	57	46	397	494	180	1071	9	
Private school	5%	6%	0%	6%	-	5%	17%	5%	3%	7%	4%	-	
State school (including grammar schools)	93%	94%	97%	87%	83%	76%	85%	93%	95%	89%	93%	72%	
Other	3%	1%	0%	7%	17%	11%	14%	2%	2%	4%	2%	-	
Don't know	2%	1%	2%	-	-	12%	1%	1%	2%	3%	2%	28%	

YouGov / Templars Survey Results

Sample size: 7033 UK Adults

Fieldwork: 12th - 16th August 2013

Total	Government Region											
Base	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	7033	284	685	568	502	528	642	1108	1033	616	317	597	153
	Base: All UK Adults	7033	327	759	595	538	587	654	872	988	574	345	598	197
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	9%	10%	11%	10%	10%	10%	11%	8%	7%	10%	9%	7%	10%	
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	16%	23%	15%	13%	18%	16%	16%	13%	18%	17%	21%	12%	15%	
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	32%	34%	34%	33%	33%	27%	29%	25%	32%	33%	40%	34%	34%	
I plan to have a child in the next 5 years	9%	7%	7%	7%	9%	6%	9%	13%	9%	10%	8%	10%	8%	
I have no children and don't plan to have children in the next 5 years	28%	24%	27%	29%	25%	34%	27%	34%	27%	27%	24%	28%	25%	
None of these	13%	13%	15%	13%	11%	14%	13%	11%	13%	11%	13%	14%	14%	

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	1049	62	99	70	80	72	97	130	178	100	64	70	27
	Base: All UK Adults who have children of school age	1126	76	117	77	94	91	104	111	181	96	74	74	30
Private school	5%	-	9%	-	1%	2%	6%	13%	5%	4%	2%	6%	2%	
State school (including grammar schools)	93%	94%	90%	98%	93%	93%	91%	88%	92%	91%	98%	96%	98%	
Other	3%	5%	4%	2%	5%	5%	3%	3%	0%	4%	2%	1%	-	
Don't know	2%	5%	3%	-	2%	1%	2%	0%	3%	3%	-	-	-	

YouGov / Templars Survey Results

Sample size: 7033 UK Adults

Fieldwork: 12th - 16th 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	7033	4375	997	392	1706
	Base: All UK Adults	7033	4400	856	398	1646
I have a child/ children younger than compulsory school age (i.e. younger than 5 years old)	9%	11%	10%	13%	11%	
I have a child/ children of compulsory school age (i.e. between 5 and 16 years old)	16%	16%	17%	20%	16%	
I have a child/ children older than compulsory school age (i.e. 17 years old or over)	32%	28%	24%	28%	16%	
I plan to have a child in the next 5 years	9%	12%	15%	11%	15%	
I have no children and don't plan to have children in the next 5 years	28%	30%	35%	28%	42%	
None of these	13%	11%	7%	14%	7%	

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	1049	669	158	59	264
	Base: All UK Adults who have children of school age	1126	707	142	81	265
Private school	5%	4%	8%	11%	5%	
State school (including grammar schools)	93%	94%	92%	90%	92%	
Other	3%	3%	2%	8%	5%	
Don't know	2%	1%	2%	3%	1%	

Fieldwork: 12th - 16th August 2013

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

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	55	26	29	4	8	17	21	5	43	12
Base: All UK Adults who have children of school age who attend private school	52	26	27	2	12	19	16	3	43	10
Less than £5,000 per year	7%	7%	7%	53%	-	3%	12%	-	3%	28%
£5,000 to £9,999 per year	29%	25%	32%	-	28%	49%	15%	-	31%	20%
£10,000 to £19,999 per year	40%	38%	42%	-	6%	40%	66%	70%	46%	15%
£20,000 to £29,999 per year	4%	3%	5%	20%	15%	-	-	-	3%	10%
£30,000 to £39,999 per year	12%	16%	8%	-	40%	4%	4%	-	13%	8%
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-
Don't know	3%	3%	3%	28%	-	4%	-	-	2%	7%
Prefer not to say	5%	8%	2%	-	10%	-	3%	30%	3%	13%
Mean	14777.16	15852.90	13800.19	8588.90	23398.63	11645.95	13142.35	15000.00	15283.59	12075.11
StdDev	9370.70	10346.53	8481.44	-	12596.97	6427.98	6558.32	-	9028.58	11349.29

Fieldwork: 12th - 16th August 2013

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

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	55	6	3	6	16	17	1	5	1	36	5	41	3	1	5	5
Base: All UK Adults who have children of school age who attend private school	52	11	2	6	14	13	1	5	1	36	3	39	2	*	6	5
Less than £5,000 per year	7%	5%	-	10%	11%	4%	-	11%	-	3%	16%	4%	73%	-	-	17%
£5,000 to £9,999 per year	29%	43%	-	38%	25%	23%	-	31%	-	26%	-	23%	-	-	56%	49%
£10,000 to £19,999 per year	40%	9%	100%	52%	40%	52%	-	58%	-	43%	61%	45%	-	100%	33%	22%
£20,000 to £29,999 per year	4%	-	-	-	6%	11%	-	-	-	5%	-	5%	27%	-	-	-
£30,000 to £39,999 per year	12%	42%	-	-	11%	-	-	-	-	15%	22%	16%	-	-	-	-
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	5%	-	-	100%	2%	-	2%	-	-	11%	-
Prefer not to say	5%	-	-	-	6%	4%	100%	-	-	6%	-	5%	-	-	-	12%
Mean	14777.16	19634.03	15000.00	10925.08	14508.09	13760.06	-	11269.64	-	16392.35	17403.20	16488.19	8588.90	15000.00	10279.80	8373.04
StdDev	9370.70	14086.59	-	4922.69	9689.16	5946.57	-	5182.26	-	9676.78	12364.51	9756.36	-	-	3987.14	4925.11

Fieldwork: 12th - 16th August 2013

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

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	55	39	1	7	-	1	4	23	16	12	51	-
Base: All UK Adults who have children of school age who attend private school	52	38	1	6	-	3	8	18	14	12	44	-
Less than £5,000 per year	7%	3%	-	19%	-	-	-	13%	-	11%	8%	-
£5,000 to £9,999 per year	29%	26%	100%	10%	-	100%	42%	8%	29%	49%	26%	-
£10,000 to £19,999 per year	40%	43%	-	50%	-	-	6%	53%	63%	19%	46%	-
£20,000 to £29,999 per year	4%	6%	-	-	-	-	-	10%	4%	-	5%	-
£30,000 to £39,999 per year	12%	16%	-	-	-	-	52%	4%	5%	6%	5%	-
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	2%	-	-	-	-	-	4%	-	5%	3%	-
Prefer not to say	5%	4%	-	21%	-	-	-	8%	-	10%	6%	-
Mean	14777.16	16621.35	7500.00	11058.53	-	7500.00	22183.95	14520.13	14057.99	10531.48	13328.99	-
StdDev	9370.70	9789.68	-	6123.57	-	-	14304.93	7951.04	6320.16	8262.91	7512.46	-

Fieldwork: 12th - 16th August 2013

Total	Government Region											
Base	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	55	-	6	-	1	2	6	16	12	5	1	5	1
Base: All UK Adults who have children of school age who attend private school	52	-	11	-	1	1	6	14	9	4	1	5	1
Less than £5,000 per year	7%	-	5%	-	-	-	10%	11%	-	15%	-	11%	-
£5,000 to £9,999 per year	29%	-	43%	-	-	-	38%	25%	24%	19%	-	31%	-
£10,000 to £19,999 per year	40%	-	9%	-	100%	100%	52%	40%	47%	66%	-	58%	-
£20,000 to £29,999 per year	4%	-	-	-	-	-	-	6%	16%	-	-	-	-
£30,000 to £39,999 per year	12%	-	42%	-	-	-	-	11%	-	-	-	-	-
£40,000 or more per year	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	3%	-	-	-	-	-	-	-	7%	-	-	-	100%
Prefer not to say	5%	-	-	-	-	-	-	6%	6%	-	100%	-	-
Mean	14777.16	-	19634.03	-	15000.00	15000.00	10925.08	14508.09	14676.58	11711.49	-	11269.64	-
StdDev	9370.70	-	14086.59	-	-	-	4922.69	9689.16	6201.42	5685.52	-	5182.26	-

Fieldwork: 12th - 16th 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	55	33	17	6	13
Base: All UK Adults who have children of school age who attend private school	52	29	11	9	13
Less than £5,000 per year	7%	11%	-	15%	14%
£5,000 to £9,999 per year	29%	26%	13%	24%	30%
£10,000 to £19,999 per year	40%	39%	65%	6%	40%
£20,000 to £29,999 per year	4%	6%	8%	10%	7%
£30,000 to £39,999 per year	12%	5%	-	45%	-
£40,000 or more per year	-	-	-	-	-
Don't know	3%	5%	6%	-	-
Prefer not to say	5%	7%	8%	-	9%
Mean	14777.16	13125.74	14758.85	21386.19	11296.19
StdDev	9370.70	8183.33	4492.74	14474.52	6309.82

Fieldwork: 12th - 16th August 2013

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

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	55	26	29	4	8	17	21	5	43	12
Base: All UK Adults who have children of school age who attend private school	52	26	27	2	12	19	16	3	43	10	
My job pays/ my partner/ my child's other parent has a well-paid job	29%	26%	31%	-	14%	20%	44%	87%	35%	-	
My child has a scholarship/ bursary	24%	21%	26%	-	48%	21%	13%	17%	25%	16%	
My child's grandparent(s) pay	24%	19%	28%	-	40%	19%	25%	-	27%	9%	
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	30%	28%	32%	-	68%	12%	26%	40%	37%	-	
I have inherited money	4%	-	7%	-	-	-	12%	-	5%	-	
I have a financial plan in place specifically to be able to afford school fees	5%	2%	8%	-	6%	10%	-	-	6%	-	
I have been saving for many years	17%	19%	15%	31%	13%	11%	27%	-	14%	27%	
I have re-mortgaged my/ our house	5%	4%	7%	20%	-	-	14%	-	4%	9%	
I sold a second property	3%	3%	3%	-	14%	-	-	-	4%	-	
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	10%	16%	4%	-	34%	5%	-	-	10%	10%	
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	
I am extremely thrifty to ensure that I can afford to pay for private school	11%	16%	7%	-	6%	6%	15%	56%	14%	-	
Other (please see tab Q8 Other)	3%	2%	4%	-	-	3%	7%	-	3%	6%	
Don't know	12%	25%	-	-	10%	27%	-	-	12%	13%	
Prefer not to say	3%	4%	3%	49%	-	-	3%	-	-	18%	

Fieldwork: 12th - 16th August 2013

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

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	55	6	3	6	16	17	1	5	1	36	5	41	3	1	5	5
Base: All UK Adults who have children of school age who attend private school		52	11	2	6	14	13	1	5	1	36	3	39	2	*	6	5
My job pays/ my partner/ my child's other parent has a well-paid job	29%	-	28%	56%	30%	42%	-	35%	-	30%	14%	28%	-	-	-	12%	70%
My child has a scholarship/ bursary	24%	37%	-	-	28%	14%	-	53%	-	29%	36%	30%	-	-	-	-	17%
My child's grandparent(s) pay	24%	37%	-	62%	12%	20%	-	11%	-	25%	-	23%	-	-	-	21%	49%
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	30%	53%	-	42%	36%	14%	-	16%	-	24%	30%	24%	-	-	-	74%	34%
I have inherited money	4%	6%	-	23%	-	-	-	-	-	2%	-	2%	-	-	-	21%	-
I have a financial plan in place specifically to be able to afford school fees	5%	-	-	9%	5%	10%	-	-	-	7%	-	7%	-	-	-	-	-
I have been saving for many years	17%	-	45%	9%	20%	31%	-	11%	-	21%	-	19%	43%	-	-	-	12%
I have re-mortgaged my/ our house	5%	-	-	11%	12%	4%	-	-	-	5%	18%	6%	27%	-	-	-	-
I sold a second property	3%	-	-	-	12%	-	-	-	-	5%	-	4%	-	-	-	-	-
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	10%	37%	-	-	-	8%	-	-	-	11%	-	10%	-	-	-	15%	-
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I am extremely thrifty to ensure that I can afford to pay for private school	11%	-	-	18%	8%	19%	-	28%	-	10%	14%	11%	-	100%	-	12%	12%
Other (please see tab Q8 Other)	3%	5%	-	10%	-	-	-	11%	-	3%	16%	4%	-	-	-	-	-
Don't know	12%	37%	-	-	3%	5%	100%	-	-	18%	-	16%	-	-	-	-	-
Prefer not to say	3%	-	27%	-	-	4%	-	-	100%	2%	-	1%	30%	-	-	11%	-

Fieldwork: 12th - 16th August 2013

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

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	55	39	1	7	-	1	4	23	16	12	51	-
Base: All UK Adults who have children of school age who attend private school		52	38	1	6	-	3	8	18	14	12	44	-
My job pays/ my partner/ my child's other parent has a well-paid job	29%	35%	-	16%	-	-	-	6%	42%	40%	11%	33%	-
My child has a scholarship/ bursary	24%	27%	-	10%	-	-	-	52%	17%	18%	23%	19%	-
My child's grandparent(s) pay	24%	27%	-	33%	-	-	-	52%	18%	28%	10%	19%	-
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	30%	26%	100%	24%	-	100%	-	94%	20%	24%	12%	19%	-
I have inherited money	4%	2%	-	24%	-	-	-	-	7%	5%	-	4%	-
I have a financial plan in place specifically to be able to afford school fees	5%	7%	-	-	-	-	-	-	3%	6%	10%	6%	-
I have been saving for many years	17%	16%	100%	20%	-	-	-	8%	34%	4%	11%	18%	-
I have re-mortgaged my/ our house	5%	5%	-	-	-	-	-	-	-	14%	6%	6%	-
I sold a second property	3%	4%	-	-	-	-	-	-	5%	6%	-	4%	-
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	10%	11%	-	-	-	-	-	52%	-	7%	-	2%	-
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	-	-	-
I am extremely thrifty to ensure that I can afford to pay for private school	11%	9%	100%	10%	-	-	-	8%	15%	12%	6%	12%	-
Other (please see tab Q8 Other)	3%	3%	-	10%	-	-	-	-	9%	-	-	4%	-
Don't know	12%	13%	-	21%	-	-	-	-	-	-	51%	14%	-
Prefer not to say	3%	1%	-	9%	-	-	-	-	7%	-	4%	4%	-

Fieldwork: 12th - 16th August 2013

Total	Government Region											
Base	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	55	-	6	-	1	2	6	16	12	5	1	5	1
Base: All UK Adults who have children of school age who attend private school	52	-	11	-	1	1	6	14	9	4	1	5	1	
My job pays/ my partner/ my child's other parent has a well-paid job	29%	-	-	-	-	38%	56%	30%	46%	31%	-	35%	-	
My child has a scholarship/ bursary	24%	-	37%	-	-	-	-	28%	19%	-	-	53%	-	
My child's grandparent(s) pay	24%	-	37%	-	-	-	62%	12%	28%	-	-	11%	-	
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	30%	-	53%	-	-	-	42%	36%	12%	19%	-	16%	-	
I have inherited money	4%	-	6%	-	-	-	23%	-	-	-	-	-	-	
I have a financial plan in place specifically to be able to afford school fees	5%	-	-	-	-	-	9%	5%	14%	-	-	-	-	
I have been saving for many years	17%	-	-	-	-	62%	9%	20%	30%	35%	-	11%	-	
I have re-mortgaged my/ our house	5%	-	-	-	-	-	11%	12%	5%	-	-	-	-	
I sold a second property	3%	-	-	-	-	-	-	12%	-	-	-	-	-	
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	10%	-	37%	-	-	-	-	-	10%	-	-	-	-	
I have sold family heirlooms	-	-	-	-	-	-	-	-	-	-	-	-	-	
I am extremely thrifty to ensure that I can afford to pay for private school	11%	-	-	-	-	-	18%	8%	11%	38%	-	28%	-	
Other (please see tab Q8 Other)	3%	-	5%	-	-	-	10%	-	-	-	-	11%	-	
Don't know	12%	-	37%	-	-	-	-	3%	7%	-	100%	-	-	
Prefer not to say	3%	-	-	-	100%	-	-	-	-	15%	-	-	100%	

Fieldwork: 12th - 16th August 2013

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

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	55	33	17	6	13
Base: All UK Adults who have children of school age who attend private school		52	29	11	9	13
My job pays/ my partner/ my child's other parent has a well-paid job	29%	22%	71%	40%	29%	
My child has a scholarship/ bursary	24%	27%	24%	55%	33%	
My child's grandparent(s) pay	24%	9%	5%	70%	-	
I choose to prioritise spending on my child's education over other items (e.g. pension contributions, other savings, holidays, cars etc.)	30%	19%	27%	45%	19%	
I have inherited money	4%	-	-	-	-	
I have a financial plan in place specifically to be able to afford school fees	5%	7%	5%	-	4%	
I have been saving for many years	17%	13%	10%	9%	-	
I have re-mortgaged my/ our house	5%	5%	7%	-	6%	
I sold a second property	3%	6%	8%	10%	7%	
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	10%	3%	9%	45%	-	
I have sold family heirlooms	-	-	-	-	-	
I am extremely thrifty to ensure that I can afford to pay for private school	11%	12%	39%	-	16%	
Other (please see tab Q8 Other)	3%	6%	-	-	8%	
Don't know	12%	22%	9%	-	42%	
Prefer not to say	3%	2%	-	6%	-	

Fieldwork: 12th - 16th August 2013

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

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	55	26	29	4	8	17	21	5	43	12
Base: All UK Adults who have children of school age who attend private school	52	26	27	2	12	19	16	3	43	10	
I would stop going on expensive holidays abroad	46%	59%	34%	22%	55%	46%	47%	26%	50%	31%	
I would downgrade my car	7%	11%	4%	-	-	-	20%	26%	7%	9%	
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	43%	43%	43%	-	62%	24%	60%	39%	49%	15%	
I would cut back on gifts for family and friends	27%	24%	30%	-	26%	18%	41%	26%	27%	25%	
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	23%	15%	30%	-	7%	26%	35%	13%	25%	10%	
I would downsize our/ my home	21%	27%	15%	-	6%	27%	26%	30%	25%	-	
I would sell our/ my property abroad	12%	22%	3%	31%	48%	-	-	-	13%	8%	
I would liquidate some of my investments/ use my savings	39%	40%	39%	20%	47%	24%	56%	31%	47%	6%	
Other (please see tab Q9 Other)	3%	3%	4%	-	-	4%	6%	-	4%	-	
Don't know	9%	12%	6%	28%	10%	10%	5%	-	4%	28%	
Not applicable – I don't think I would give up anything	6%	8%	5%	-	-	15%	4%	-	6%	8%	

Fieldwork: 12th - 16th August 2013

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

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	55	6	3	6	16	17	1	5	1	36	5	41	3	1	5	5
Base: All UK Adults who have children of school age who attend private school		52	11	2	6	14	13	1	5	1	36	3	39	2	*	6	5
I would stop going on expensive holidays abroad	46%	95%	28%	43%	21%	50%	-	28%	-	-	50%	47%	50%	30%	-	48%	25%
I would downgrade my car	7%	6%	45%	-	-	13%	-	16%	-	-	7%	-	7%	-	-	12%	12%
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	43%	49%	28%	42%	43%	47%	-	47%	-	-	46%	-	42%	-	100%	74%	25%
I would cut back on gifts for family and friends	27%	12%	28%	29%	23%	46%	-	28%	-	-	34%	18%	32%	-	-	12%	12%
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	23%	-	-	42%	21%	31%	-	53%	-	-	24%	-	22%	-	100%	36%	13%
I would downsize our/ my home	21%	42%	-	33%	14%	17%	-	-	-	-	23%	-	21%	-	-	21%	25%
I would sell our/ my property abroad	12%	37%	-	-	17%	-	-	-	-	-	16%	-	15%	43%	-	-	-
I would liquidate some of my investments/ use my savings	39%	46%	55%	90%	24%	34%	-	31%	-	-	38%	61%	40%	27%	-	21%	70%
Other (please see tab Q9 Other)	3%	7%	-	-	-	7%	-	-	-	-	5%	-	4%	-	-	-	-
Don't know	9%	5%	-	-	6%	11%	100%	-	100%	-	9%	-	8%	-	-	11%	17%
Not applicable – I don't think I would give up anything	6%	-	-	10%	20%	-	-	-	-	-	6%	39%	8%	-	-	-	-

Fieldwork: 12th - 16th August 2013

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

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	39	1	7	-	1	4	23	16	12	51	-
Base: All UK Adults who have children of school age who attend private school	52	38	1	6	-	3	8	18	14	12	44	-
I would stop going on expensive holidays abroad	46%	50%	100%	33%	-	-	66%	33%	42%	57%	43%	-
I would downgrade my car	7%	10%	-	-	-	-	-	12%	12%	-	9%	-
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	43%	42%	100%	24%	-	100%	100%	37%	30%	30%	33%	-
I would cut back on gifts for family and friends	27%	35%	100%	-	-	-	8%	32%	33%	24%	30%	-
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	23%	19%	-	33%	-	-	-	30%	37%	9%	27%	-
I would downsize our/ my home	21%	23%	-	24%	-	-	-	15%	26%	36%	24%	-
I would sell our/ my property abroad	12%	15%	-	-	-	-	52%	5%	6%	6%	6%	-
I would liquidate some of my investments/ use my savings	39%	44%	100%	43%	-	-	60%	34%	53%	19%	36%	-
Other (please see tab Q9 Other)	3%	2%	-	16%	-	-	-	5%	-	6%	4%	-
Don't know	9%	5%	-	21%	-	-	-	11%	5%	15%	10%	-
Not applicable – I don't think I would give up anything	6%	7%	-	10%	-	-	-	14%	-	6%	7%	-

Fieldwork: 12th - 16th August 2013

Total	Government Region											
Base	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	Total	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland
Base: All UK Adults who have children of school age who attend private school	52	-	11	-	1	1	6	14	9	4	1	5	1	
I would stop going on expensive holidays abroad	46%	-	95%	-	-	38%	43%	21%	44%	65%	-	28%	-	
I would downgrade my car	7%	-	6%	-	-	62%	-	-	6%	31%	-	16%	-	
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	43%	-	49%	-	-	38%	42%	43%	46%	50%	-	47%	-	
I would cut back on gifts for family and friends	27%	-	12%	-	-	38%	29%	23%	44%	50%	-	28%	-	
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	23%	-	-	-	-	-	42%	21%	31%	31%	-	53%	-	
I would downsize our/ my home	21%	-	42%	-	-	-	33%	14%	12%	31%	-	-	-	
I would sell our/ my property abroad	12%	-	37%	-	-	-	-	17%	-	-	-	-	-	
I would liquidate some of my investments/ use my savings	39%	-	46%	-	100%	38%	90%	24%	22%	66%	-	31%	-	
Other (please see tab Q9 Other)	3%	-	7%	-	-	-	-	-	10%	-	-	-	-	
Don't know	9%	-	5%	-	-	-	-	6%	7%	19%	100%	-	100%	
Not applicable – I don't think I would give up anything	6%	-	-	-	-	-	10%	20%	-	-	-	-	-	

Fieldwork: 12th - 16th 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	55	33	17	6	13
Base: All UK Adults who have children of school age who attend private school		52	29	11	9	13
I would stop going on expensive holidays abroad	46%	48%	62%	67%	59%	
I would downgrade my car	7%	6%	17%	-	6%	
I would stop my other personal activities and luxuries (e.g. meals out, sports club membership, family days-out, theatre trips etc.)	43%	22%	46%	51%	18%	
I would cut back on gifts for family and friends	27%	27%	34%	6%	12%	
I would cut back on extra-curricular activities I pay for my children to do (e.g. music lessons, sports lessons etc.)	23%	23%	51%	10%	34%	
I would downsize our/ my home	21%	23%	26%	-	33%	
I would sell our/ my property abroad	12%	8%	8%	64%	7%	
I would liquidate some of my investments/ use my savings	39%	24%	60%	85%	26%	
Other (please see tab Q9 Other)	3%	3%	-	-	-	
Don't know	9%	16%	12%	-	19%	
Not applicable – I don't think I would give up anything	6%	5%	-	-	4%	