



# The **OneChoice** **Kiwi Education** report

January 2022

# Contents

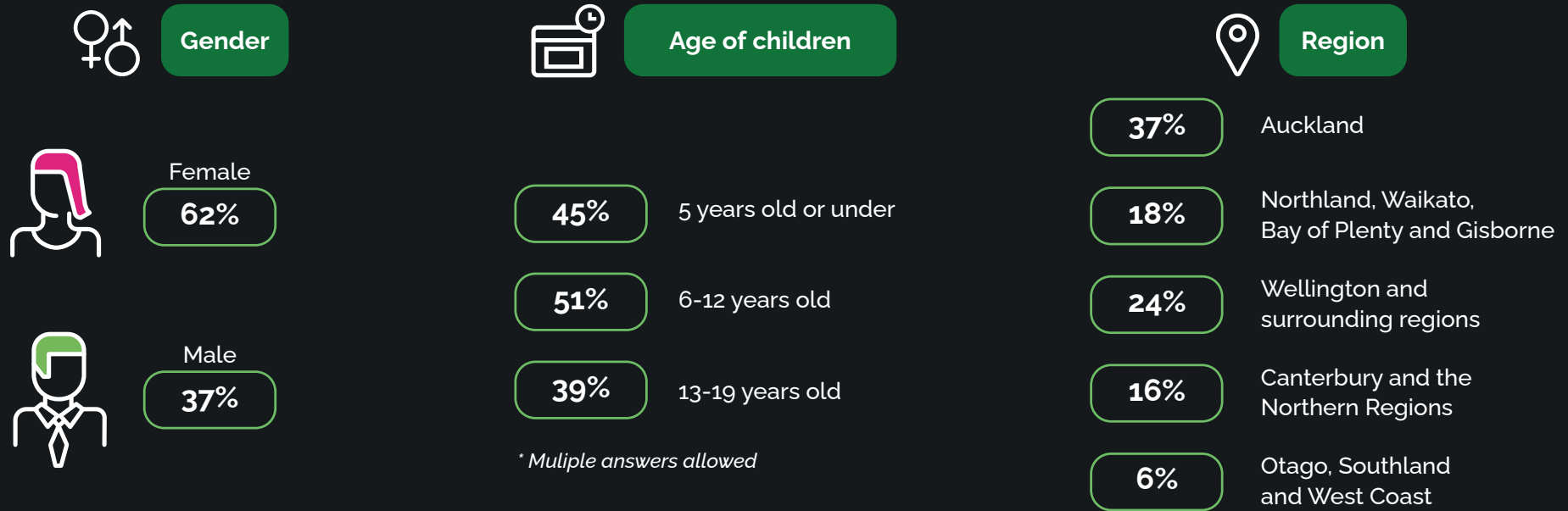


|   |          |  |           |
|---|----------|--|-----------|
| • <b>About the report</b>                             | <b>3</b> | • <b>Zoning</b>                                      | <b>19</b> |
|   |          | School zoning rules – are they fair?                 | 20        |
| • <b>Key findings</b>                                 | <b>4</b> | The impact of zoning is a mixed bag                  | 21        |
|   |          | Making big changes to help kids get ahead            | 22        |
| • <b>Education considerations</b>                     | <b>8</b> |  |           |
| Finding the right fit                                 | 9        | • <b>Concerns in the classroom and beyond</b>        | <b>23</b> |
| The key differences between public and private school | 10       | COVID-19 lockdowns – the good and the bad            | 24        |
| The age-old debate: public vs. private                | 11       | Prevalence of bullying in schools                    | 25        |
| The pros and cons of private school                   | 12       | Effects of bullying worries Kiwi parents             | 26        |
| Financial sacrifices for a private education          | 13       | Online bullying is a top concern                     | 27        |
| A tough choice - which child gets private education?  | 14       | Bullying at school and online                        | 28        |
| Private tutoring bridging the public and private gap  | 15       |  |           |
| Personal schooling experiences influence Kiwi parents | 16       | • <b>Preparing for the future</b>                    | <b>29</b> |
| Co-ed education is decisive for many                  | 17       | Are Kiwi kids getting prepped for the future?        | 30        |
| The pros and cons of co-ed and single sex             | 18       | Tertiary qualifications and future job prospects     | 31        |
|   |          | Kiwi parents willing to put their kids' future first | 32        |

# About the report

The Kiwi Education report is compiled based on research commissioned by OneChoice and conducted by CoreData between 27 October and 1 November 2021. The research was conducted via a quantitative online survey, gathering 1,010 responses from New Zealanders with children aged under 20 years old. The research explores the state of schooling in New Zealand, with a deep dive into Kiwi parents' preferences for private and public schooling, sentiments on co-ed vs single sex, zoning, bullying and moving on into tertiary education.

The relevant demographic breakdowns are as follows:



## Important things to observe about the charts:

Footnotes directly underneath the charts (e.g. \* Respondents who send their kids to private school) mainly refer to the sampling involved per question. This is to differentiate who was asked that particular question in the survey.

Any chart without a specific note on its sampling was asked to all respondents.

It also differentiates the types of questions asked. For instance, 'Multiple answers allowed' appears when the question called for more than one answer from the respondent.

Some charts may not be equal to 100% due to rounding differences.



## Key findings

# Key findings

## School's academic reputation is number one priority

- When choosing a school for their children, the considerations that the most Kiwi parents rate very important or extremely important are the school's academic reputation and NCEA results (64%), artistic, creative and environmental reputation (43%) and where the child's siblings go or went to school (39%).
- The least important is where the parent went to school (18%), religious affiliation (20%) and sporting reputation (24%).

## Kiwi parents split on the best type of education

- In all but one measure, the largest proportion of parents agree that there is no difference in the results children can achieve at either public or private schools.
- Many agree that private schools help children develop more discipline (44%), more respect and better manners (36%), whilst a third (34%) agree that children can develop better social skills in a public school.
- A third of parents (36%) have a preference for public school education, a quarter prefer private (26%), whilst more than a third (38%) have no preference either way.

## Private school pros, cons and sacrifices

- The greatest advantages Kiwi parents see at private schools are the academic results achieved (49%), the standard of facilities (46%) and the smaller classes and individual attention (40%). Largest disadvantages reported are that they are expensive and hard to afford (68%), social pressures to keep up with others (56%) and the exclusivity and elitism (47%).
- More than a third (36%) of those sending their children to private schools are spending between 10% and 20% of their income on fees, whilst more than a quarter (27%) are spending more than 20%.
- In order to afford these schools, many make sacrifices such as cutting back on entertainment and eating out (44%), tightening their household budget (39%) and cutting back on hobbies and discretionary spending (36%).

# Key findings

## Kiwis are decided on disadvantages, but less so on the advantages of single-sex schooling

- For 2 in 5 Kiwi parents (42%), choosing between co-ed and single-sex is a decisive factor when choosing a school for their children.
- The most popular advantages of co-ed schooling was that they provide better opportunities for socialisation development (63%) and better prepare students for the real world (57%).
- Advantages given for single sex schools include that they allow students to concentrate on studies with less distraction (35%) and are more achievement focused (25%).

## Private tutoring partly bridges the gap for many

- 1 in 6 parents say their children (17%) are receiving private tutoring or classes outside of school. This is seen as a more affordable option than private education, with less than 1 in 5 (18%) spending more than 20% of their household income on it.
- Among those whose children attend public school and receiving tutoring, 4 in 5 (83%) agree it at least partially bridges the gap between private and public education.

## Most feel school zoning changes are fair

- The majority of Kiwi parents (69%) feel that the latest school zoning rules are at least mostly fair and more than half (52%) agree that the boundaries should be allowed to change again as it is necessary to accommodate population change.
- Many feel that some exceptions are important with school zoning, such as to allow siblings to go to school together (65%), to provide flexibility for those that live closer to a school out of their zone than in it (55%) and for those that live in rezoned areas (49%).
- The largest proportion of parents (45%) feel that the zoning changes will have both positive and negative community impacts. The biggest positive factor measured is providing the opportunity for all local kids to attend local schools (69%), whilst the most frequently reported negative impact is inflating housing prices in desired school zones (69%).

# Key findings

## Kiwi parents are making big changes to get their kids in the right school

- Many are very likely to or are already doing things like moving to a different location (49%) or spending more on property (43%) in order to get their children into a desired school zone.
- Parents are considering school zoning in advance, with nearly half (44%) of parents planning more than 3 years in advance and nearly a quarter (23%) planning 5 or more years in advance of their children attending a school.

## Parents willing to take on debt to help kids get ahead

- The majority (70%) are at least somewhat confident that today's children are getting the education they need to be able to work the jobs of the future. The same proportion (70%) also think university degrees will be at least somewhat important for these jobs.
- In order to pay for tertiary education, 3 in 5 Kiwi parents (58%) say their children will take on student loan debt, whilst others are saving early (35%), or will fund it using government assistance (30%).
- 9 in 10 (90%) say they or their children are willing to take on debt to fund their children's tertiary education, with a third (33%) prepared to take on \$10,000 to under \$30,000 debt and a further 1 in 5 (20%) are prepared to take on \$30,000 to under \$50,000 debt to pay for their child's tertiary education.

## Impact of COVID-19 on education

- Almost 3 in 10 parents (29%) feel COVID-19 lockdowns and home schooling has had at least a somewhat negative impact on their children's education, whilst more than half (53%) feel it has been both positive and negative.

## Most parents are concerned about bullying in school

- Nearly 6 in 10 parents (56%) agree that bullying is reasonably prevalent in New Zealand schools and a third (33%) think it is extremely prevalent.
- 3 in 5 (59%) parents rank their concern as considerable or very strong regarding bullying at school with 26% ranking their concerns as reasonable. Factors driving that concern include the impact on children's self-esteem (72%) and increasing levels of bullying behaviour through social media channels (63%).
- More than a quarter of parents (26%) also have reasonable concern for their children about online bullying and half (51%) having considerable or very strong concern. More than half of parents (57%) rank this in their top 3 or as their top concern for their child.
- 3 in 5 parents (58%) report their children have experienced bullying at school, whilst a quarter (25%) have experienced online bullying at least once.



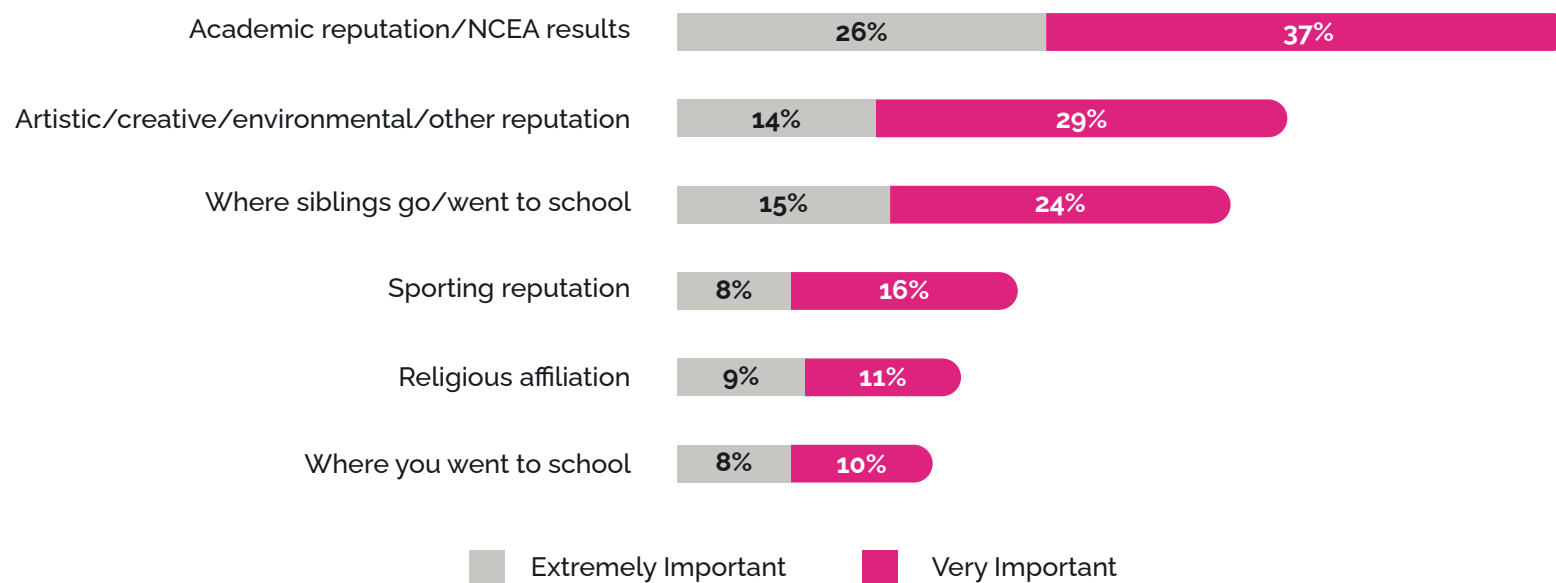
A photograph of a woman and a young boy looking at a laptop screen. The woman is in the background, slightly out of focus, and the boy is in the foreground, looking intently at the screen. They are both smiling, suggesting a positive learning experience.

## Education considerations



# Finding the right fit

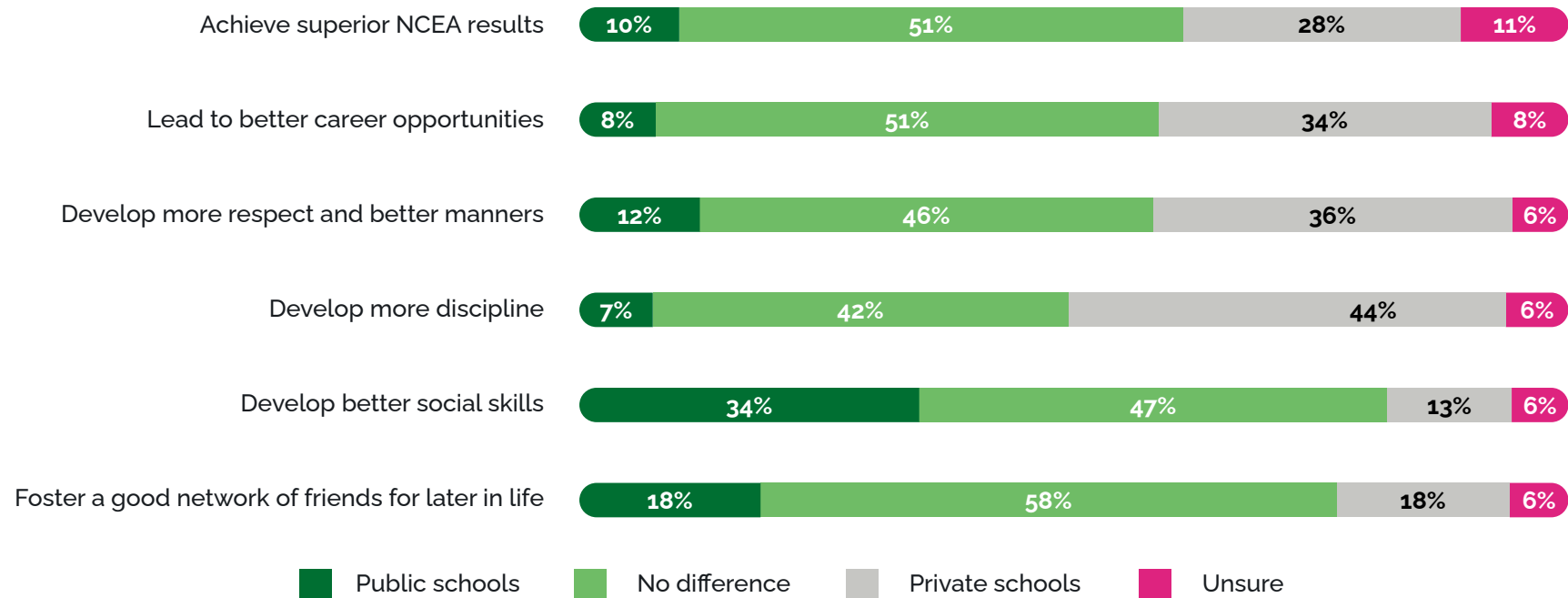
How would you rate the importance of each of these considerations when choosing a school for your children?



The considerations that most Kiwi parents rate as important when choosing a school for their children are the school's academic reputation and NCEA results (64%), artistic, creative and environmental reputation (43%) and where the child's siblings go or went to school (39%). Least important is where the parent went to school (18%), religious affiliation (20%) and sporting reputation (24%).

# The key differences between public and private school

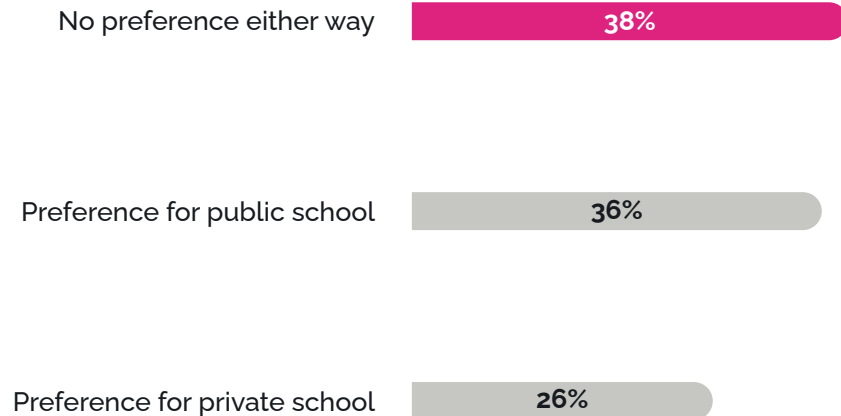
Please indicate which school system (public or private) you think can best achieve the following for your children?



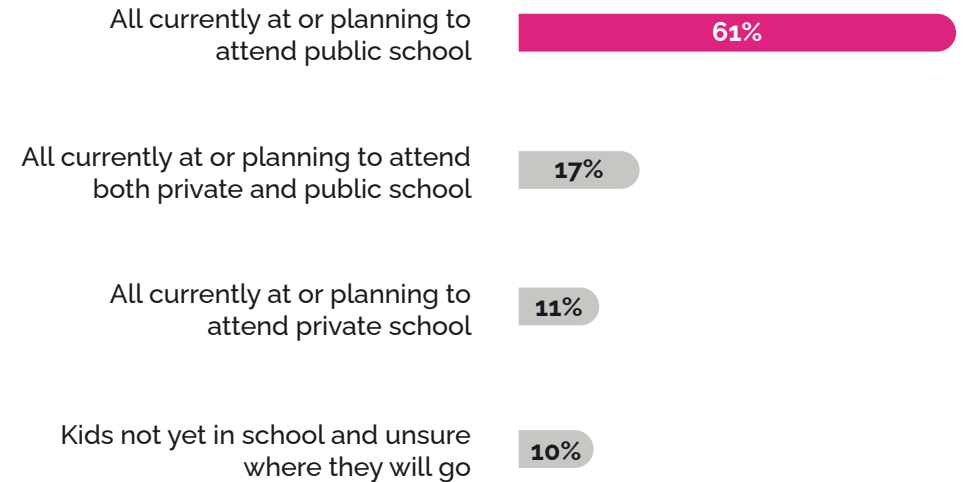
In all but one measure, the largest proportion of parents agree that there is no difference in the results children can achieve at either public or private schools. Many agree that private schools help children develop more discipline (44%) as well as more respect and better manners (36%), whilst a third (34%) agree that children can develop better social skills in a public school.

# The age-old debate: public vs. private

Do you have a preference between private and public schools for your kids' education?



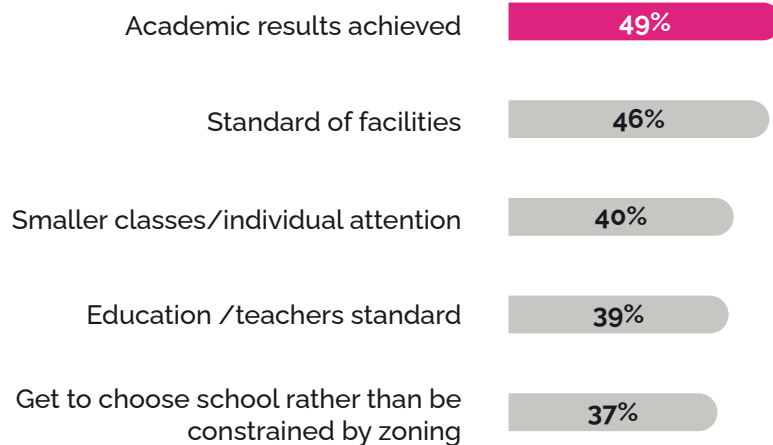
Which one of the following best describes the schools your children currently attend or plan to attend?



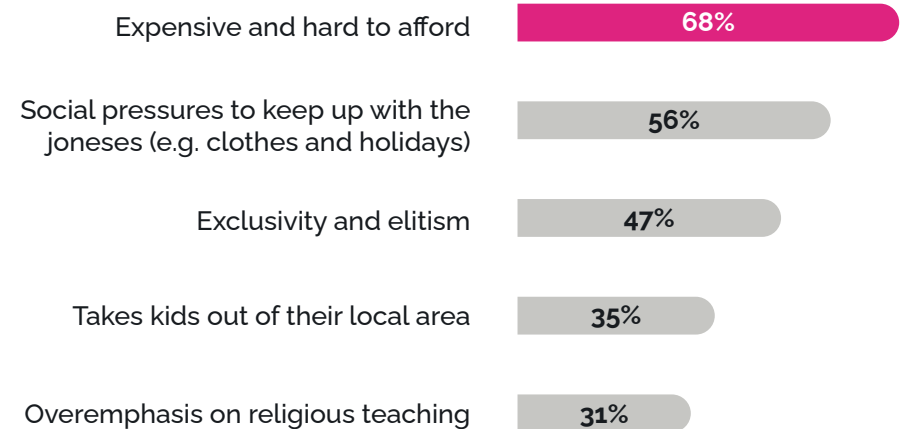
A third of Kiwi parents (36%) prefer public school education, a quarter prefer private (26%), whilst more than a third (38%) have no preference either way. 3 in 5 parents say their children are currently at or are planning to attend public school (61%), 11% of children are currently at or planning to attend private school and 10% are not yet in school and parents are unsure where they will go.

# The pros and cons of private school

## What do you see as the greatest advantages of private schools?



## What do you see as the greatest disadvantages of private schools?

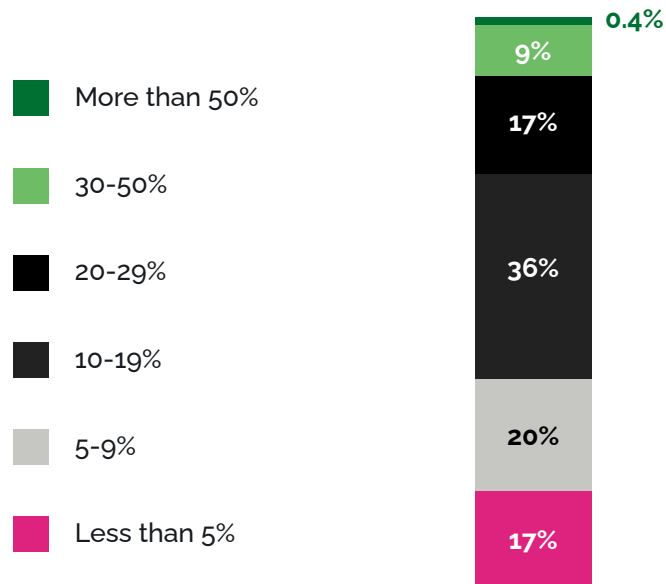


*\*Top 5 results only shown, multiple answers allowed*

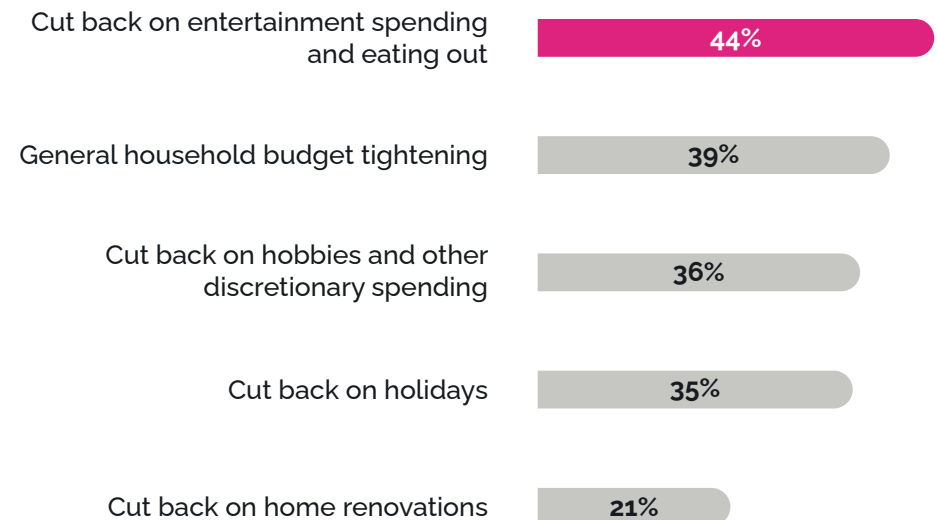
The greatest perceived advantages of private schools are the academic results achieved (49%), the standard of facilities (46%) and the smaller classes and individual attention (40%). The greatest perceived disadvantages are that they are expensive and hard to afford (68%), social pressures to keep up with others (56%) and the exclusivity and elitism (47%).

# Financial sacrifices for a private education

What percentage of your total household income would you estimate your children's annual private school fees cost?



What kind of financial sacrifices are you making in your household to pay your children's private school fees?



\*n=243, People who send their child(ren) to private schools

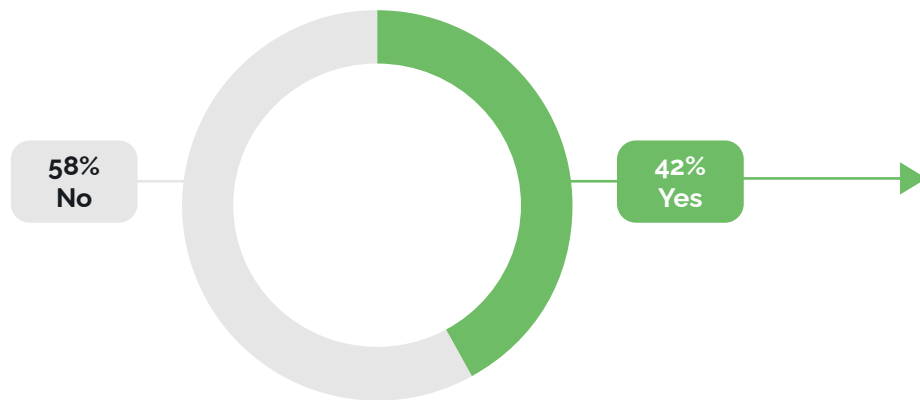
\*Multiple answers allowed

More than a third (36%) of Kiwi parents sending their children to private schools are spending between 10-19% of their income on fees, whilst more than a quarter (27%) are spending more than 20%. In order to afford these schools, many make sacrifices such as cutting back on entertainment and eating out (44%), tightening their household budget (39%) and cutting back on hobbies and discretionary spending (36%).



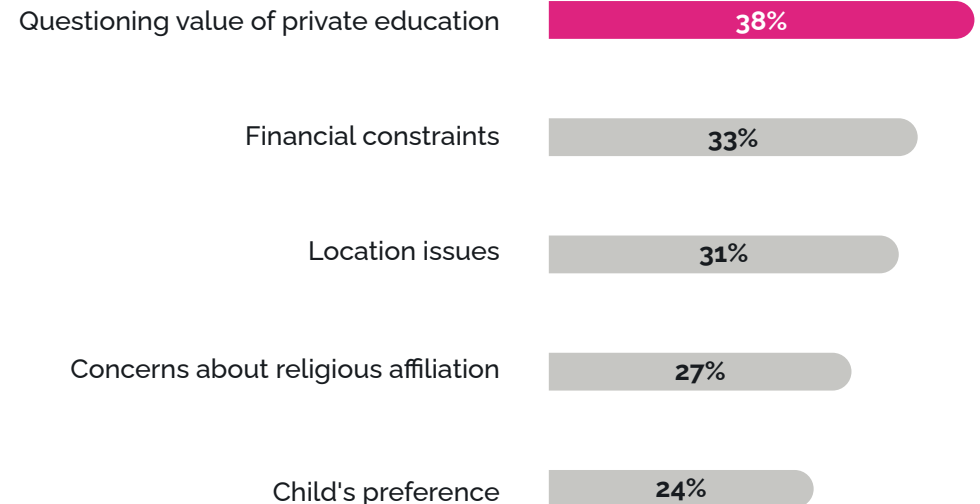
# A tough choice - which child gets private education?

Have you ever had to/or anticipate having to make a decision about which child in the family receives a private education?



*\*n=285, People who send or are planning to send their child to private school*

Why did/does this decision need to be made?



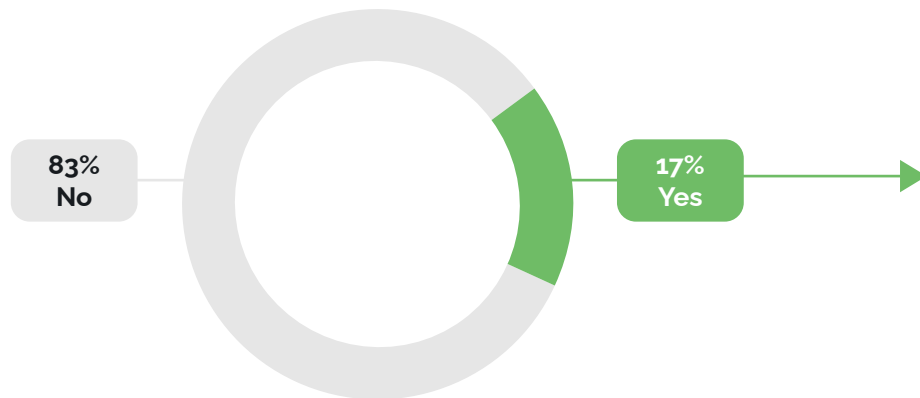
*\*n=119, people who have/will make a decision about which child receives private education*

*\*Multiple answers allowed*

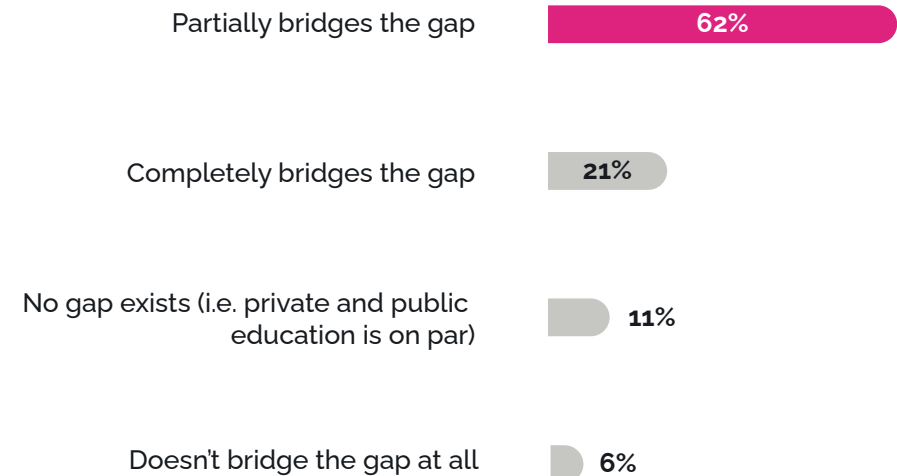
2 in 5 Kiwi parents (42%) have had to or anticipate deciding which child receives private education, often as they are questioning the value of private education (38%), or due to location issues (31%) or financial constraints (33%).

# Private tutoring bridging the public and private gap

Does your child receive professional private tutoring/  
classes outside of school?



Do you believe the benefit received from the private  
tutoring/classes bridges the gap between public  
and private school education?

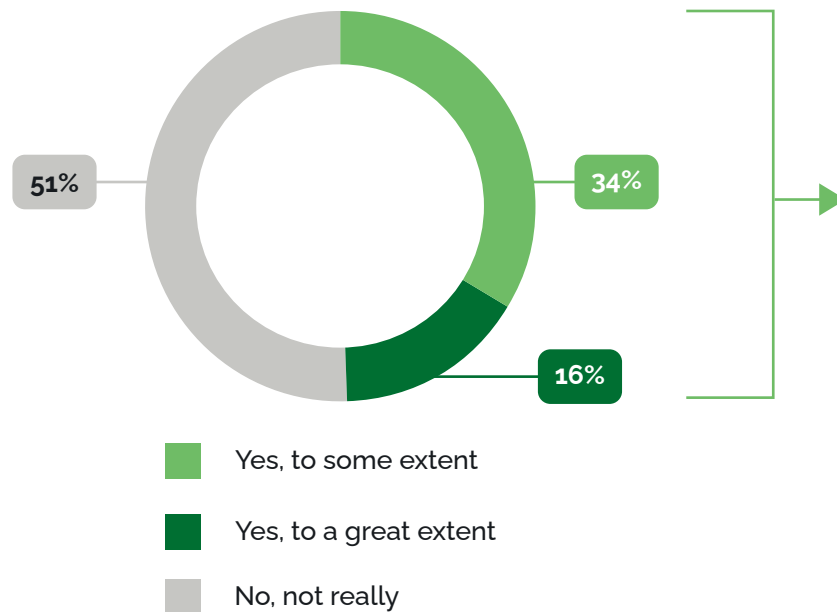


*\*n=137, People whose children are attending public education AND private tutoring*

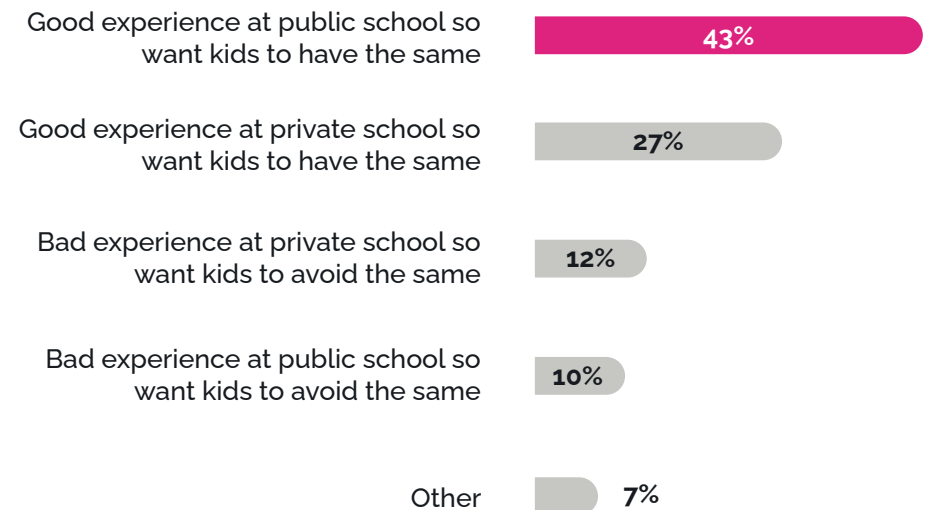
1 in 6 parents report their kids (17%) are receiving private tutoring or classes out of school. This is a more affordable option than private education, with less than 1 in 5 (18%) spending more than 20% of their household income on it. Among those whose children attend public school and receiving tutoring, 4 in 5 (83%) agree it at least partially bridges the gap between private and public education.

# Personal schooling experiences influence Kiwi parents

Did your schooling experience influence your preference between choosing private or public schools for your child(ren)?



What influence did your experience have on your preferences for your own kids?

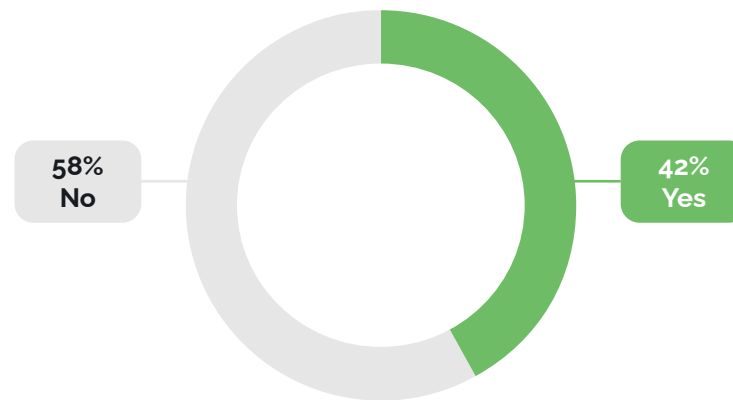


*\*n=499, people who were influenced by their schooling experience*

Almost 1 in 2 Kiwi parents (49%) indicate that the decision to school their child publicly or privately was at least some extent due to their own schooling experience. The majority of those influenced by their schooling (71%) had a positive experience at either private or public schooling and want their children to have the same.

## Co-ed education is decisive for many

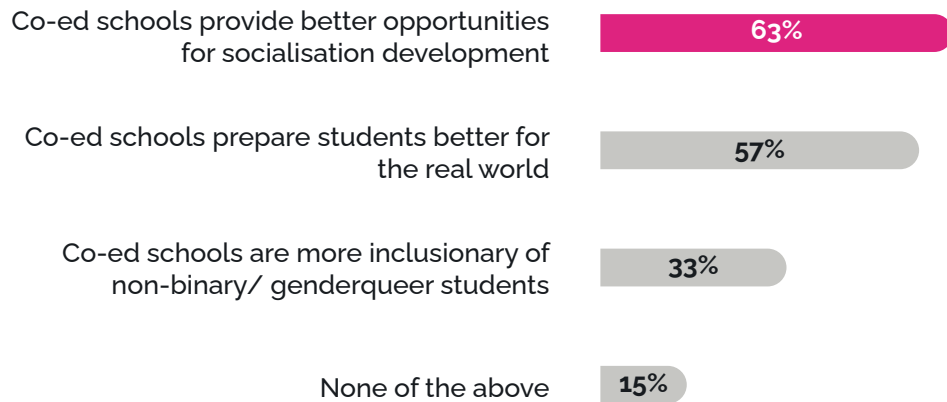
Is co-ed vs single-sex a decisive factor in choosing a school for your child(ren)?



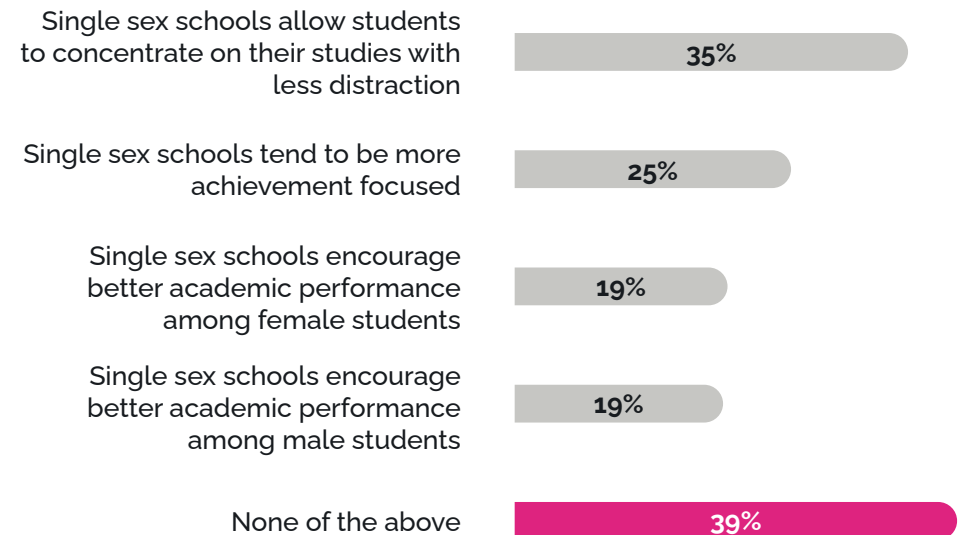
For 2 in 5 Kiwi parents (42%), choosing between co-ed and single-sex is a decisive factor when choosing a school for their children.

# The pros and cons of co-ed and single sex

## What do you see as the greatest advantages of co-ed schools/disadvantages of single sex schools?



## What do you see as the greatest disadvantages of co-ed schools/advantages of single sex schools?



*\*Multiple answers allowed*

The greatest perceived advantages of co-ed schooling is that they provide better opportunities for socialisation development (63%) and better prepare students for the real world (57%). Advantages given for single sex schools include that they allow students to concentrate on studies with less distraction (35%) and are more achievement focused (25%).

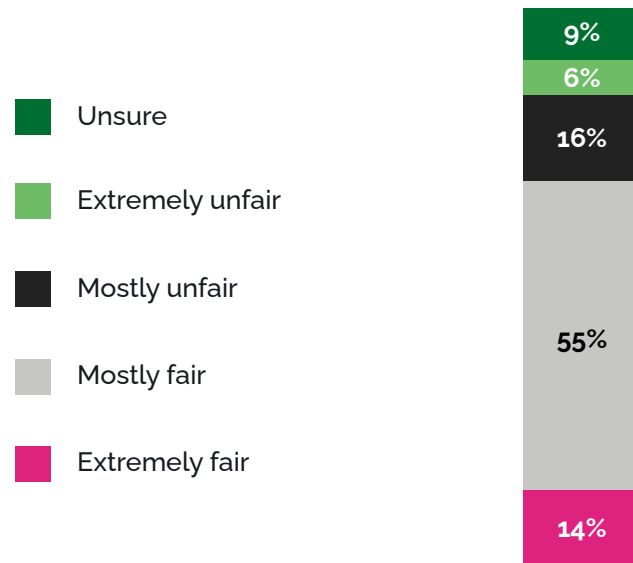




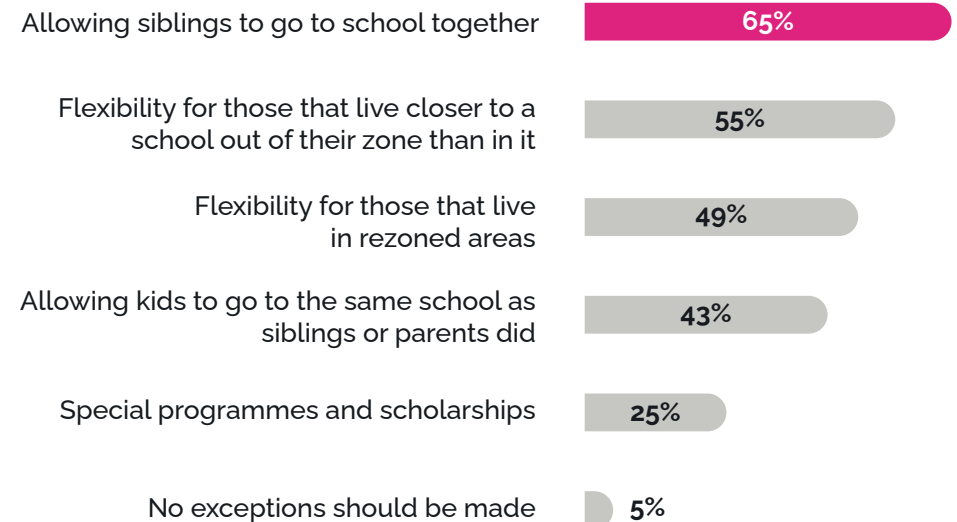
# Zoning

# School zoning rules – are they fair?

How fair do you feel the latest state school zoning rules are?



What kind of exceptions do you feel are important to be made with school zoning?\*\*



\*n=790, People whose children attend or are planning to attend public school

\*\*Multiple answers allowed

The majority of Kiwi parents (69%) feel that the latest school zoning rules are at least mostly fair and half (52%) agree that the boundaries should be allowed to change again as it is necessary to accommodate population change. Many feel that some exceptions are important with school zoning, such as to allow siblings to go to school together (65%), to provide flexibility for those that live closer to a school out of their zone than in it (55%) and for those that live in rezoned areas (49%).

# The impact of zoning is a mixed bag

## What do you think are the positive impacts of zoning on local communities?

Opportunity for all local kids to attend local school

69%

Avoiding overcrowded schools

58%

Standard set of rules for everyone to go by

41%

## What do you think are the negative impacts of zoning on local communities?

Inflated housing prices in desired school zones

69%

Encourages exclusivity and less integrated communities

54%

Changing zoning boundaries causing confusion and uncertainty

44%

Arbitrary nature of zoning lines

41%

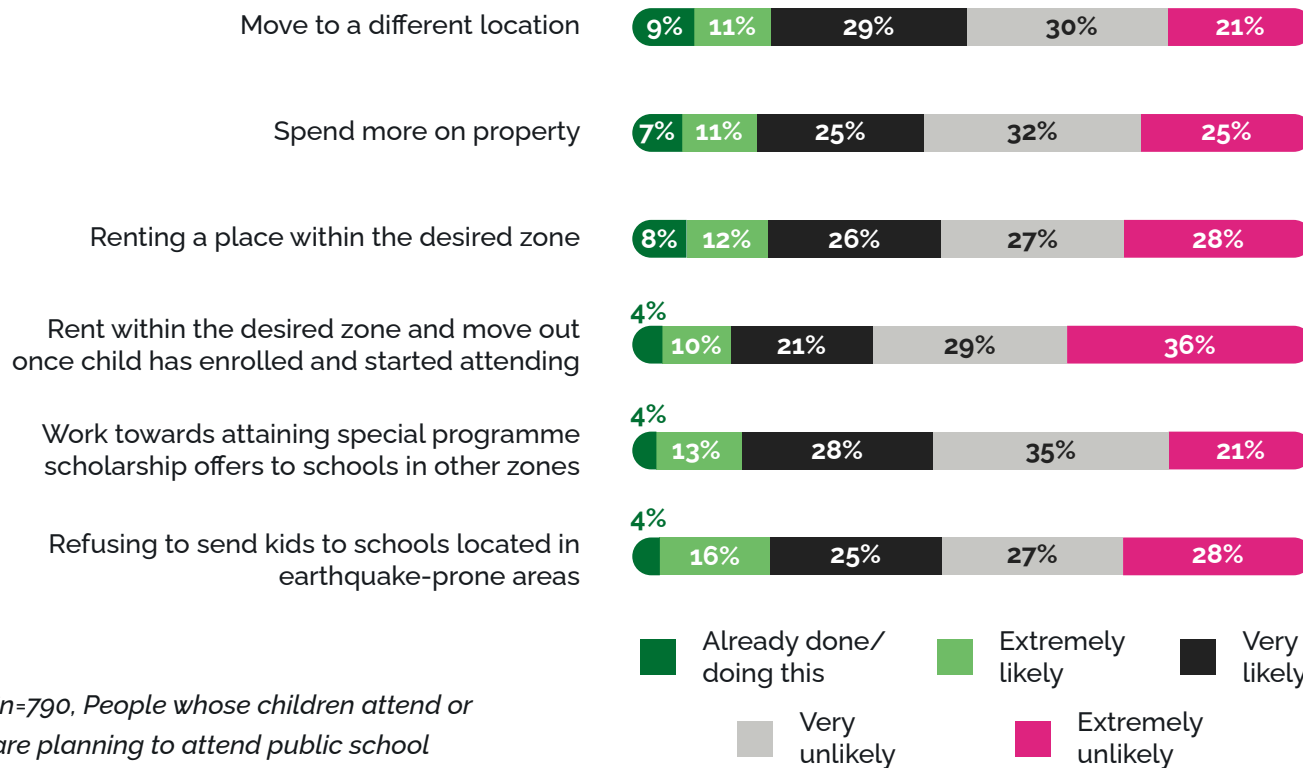
*\*n=790, People whose children attend or are planning to attend public school*

*\*Multiple answers allowed*

The largest proportion of parents (45%) feel that the zoning changes will have both positive and negative community impacts, whilst a quarter (27%) thought changes were mostly or extremely positive and a small proportion (9%) think it is mostly or extremely negative. The largest positive factor measured is providing the opportunity for all local kids to attend local schools (69%), whilst the most frequently reported negative impact is inflating housing prices in desired school zones (69%).

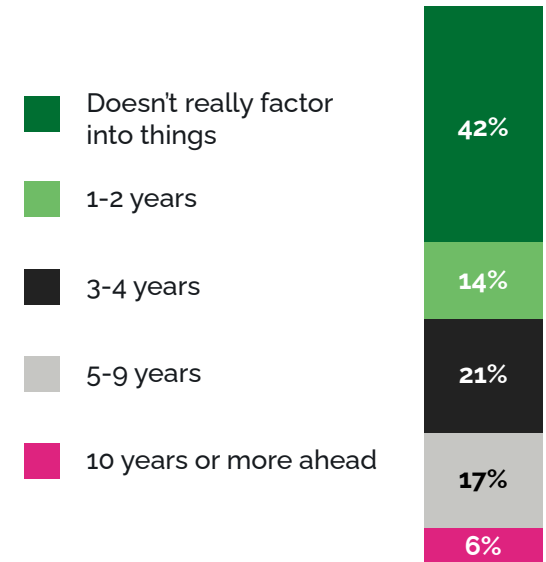
# Making big changes to help kids get ahead

How likely are you to consider any of the following to get your child(ren) into a desired school zone or school outside of your zone?



\*n=790, People whose children attend or are planning to attend public school

How far ahead of kids attending school do zoning considerations factor into where you choose to live?



Many Kiwi parents are very likely to, or already doing things like moving to a different location (49%) or spending more on property (43%) in order to get their children into a desired school zone. Parents are considering school zoning in advance, with nearly half (44%) planning more than 3 years in advance and nearly a quarter (23%) planning 5 or more years in advance of their children attending a school.





## Concerns in the classroom and beyond



# COVID-19 lockdowns – the good and the bad

How much of an impact do you feel COVID-19 lockdowns and home schooling has had on your child(ren)'s education?



- Extremely positive
- Somewhat positive
- Both positive and negative
- Somewhat negative
- Extremely negative

How concerned are you that your child(ren) has fallen significantly behind in their studies due to COVID-19 lockdowns and home schooling?



- Very strong concern
- Considerable concern
- Reasonable concern
- Minimal concern
- No concern at all

*\*n=904, People whose children attend school*

Almost 3 in 10 parents (29%) feel COVID-19 lockdowns and home schooling has had at least a somewhat negative impact on their children's education, whilst more than half (53%) feel it has been both positive and negative.

# Prevalence of bullying in schools

How prevalent do you think bullying is in schools today?



- Extremely prevalent
- Reasonably prevalent
- Reasonably rare
- Extremely rare

Do you feel schools are doing enough to combat this issue?



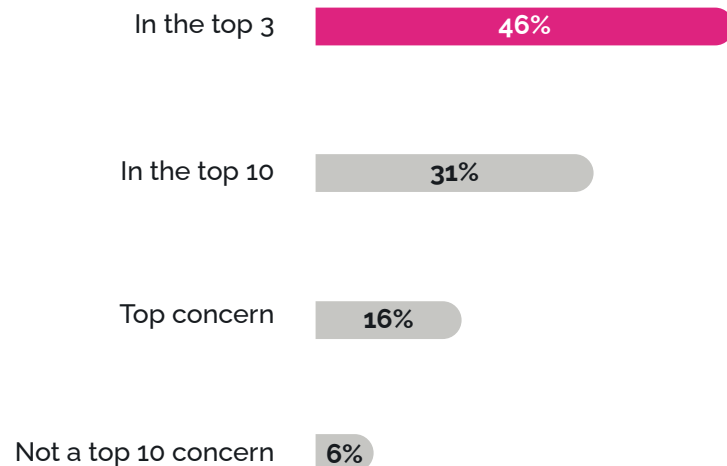
- Not at all
- To some degree
- To a large degree
- Doing as much as they can

Nearly 6 in 10 parents (56%) agree that bullying is reasonably prevalent in New Zealand schools and a third (33%) think it is extremely prevalent. Three quarters of parents (76%) feel schools at least to some degree are doing enough to combat the issue, whilst a quarter (24%) do not think they are doing enough at all.

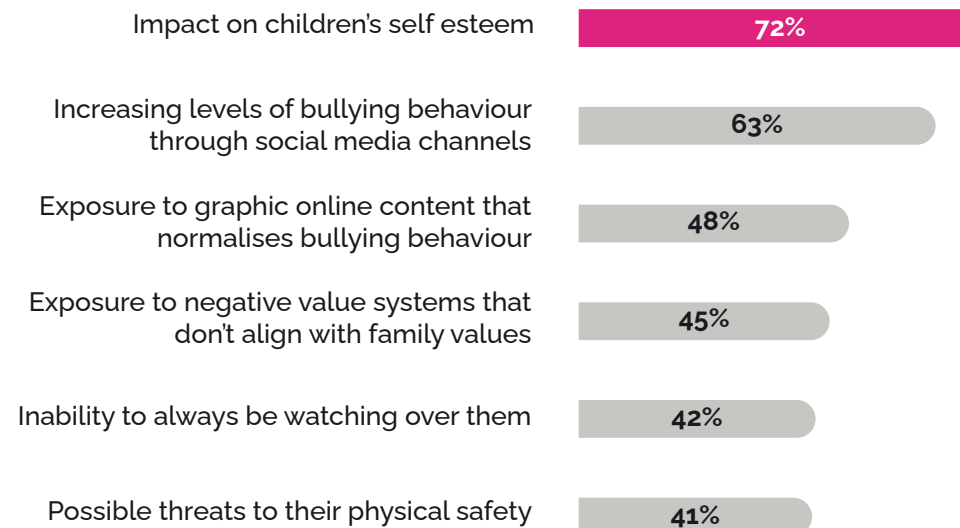
# Effects of bullying worries

## Kiwi parents

Where does your concern about bullying at school rank against your other key concerns for your children?



What is really driving that concern?\*\*



\*n=962, People who are concerned about bullying at school

\*\*Multiple answers allowed

3 in 5 (59%) parents rank their concern as considerable or very strong regarding bullying at school with 26% ranking their concerns as reasonable. Factors driving that concern include the impact on children's self esteem (72%) and increasing levels of bullying behaviour through social media channels (63%).

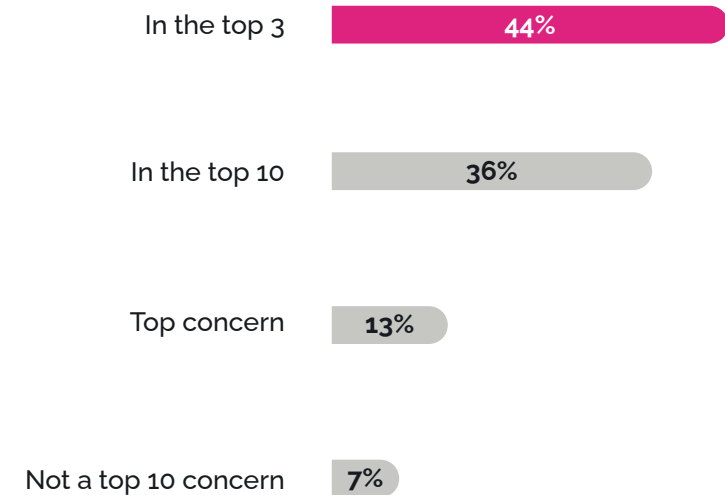
# Online bullying is a top concern

How concerned are you personally for your child(ren) about online bullying?



- Very strong concern
- Considerable concern
- Reasonable concern
- Minimal concern
- No concern at all

Where does your concern about online bullying rank against your other key concerns for your children?

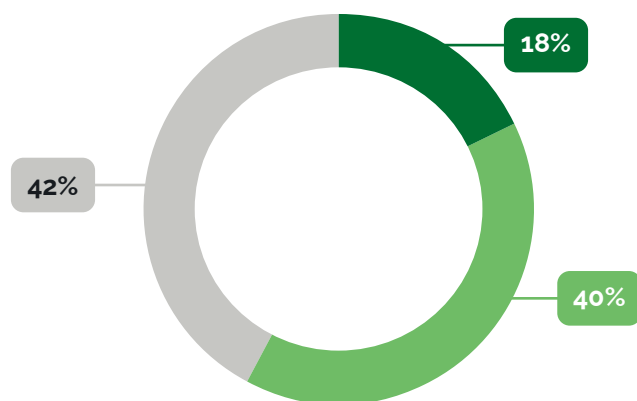


*\*n=908, People who are concerned about online bullying*

More than half of Kiwi parents (51%) rate their concern about online bullying as considerable or very strong. Almost half (44%) rank online bullying in their top 3 concerns and 36% rank it in their top 10.

# Bullying at school and online

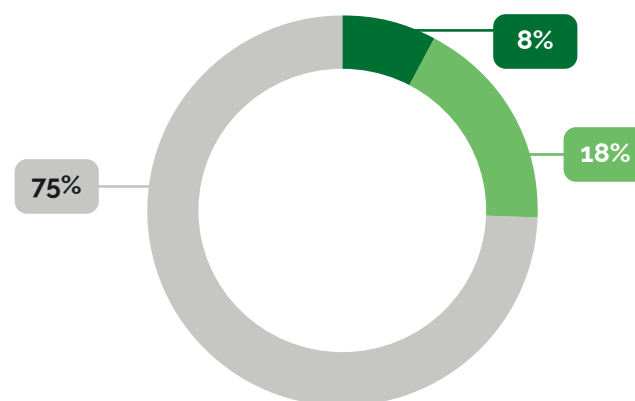
Have any of your children experienced bullying at school?



- Yes, repeatedly
- Yes, at least once
- Not that I know of

*\*n=904, People whose children attend school*

Have any of your children directly experienced online bullying?



- Yes, repeatedly
- Yes, at least once
- Not that I know of

*\*n=736, People who have children aged 6-19*

3 in 5 parents (58%) say their children have experienced bullying at school, whilst a quarter of parents (26%) say their children have experienced online bullying at least once.

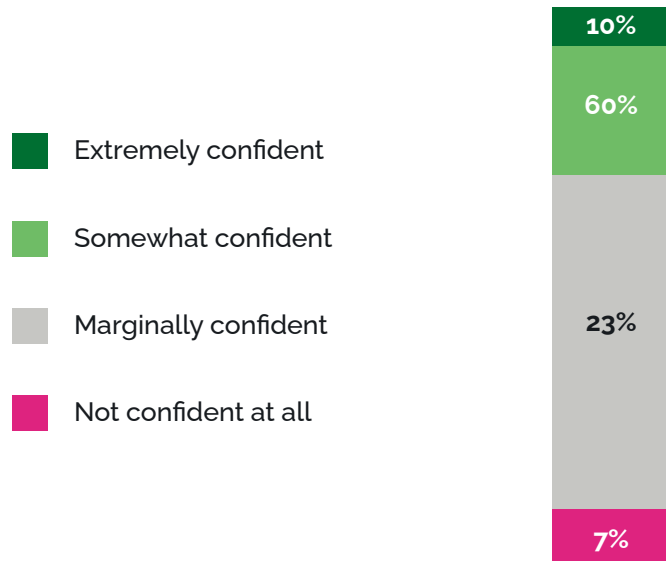




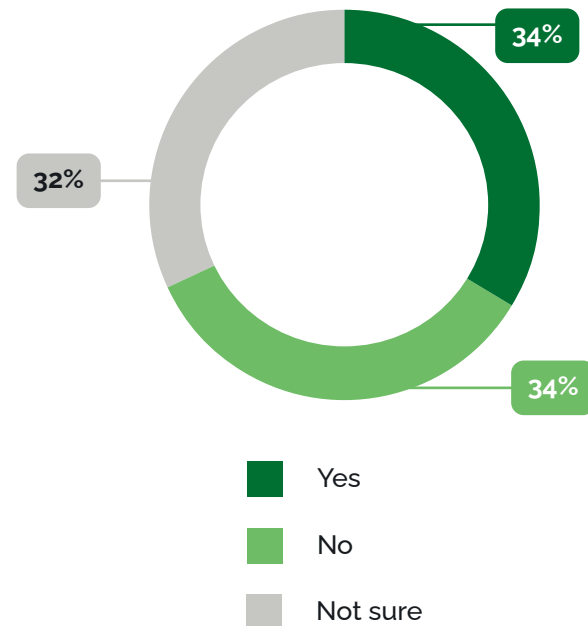
Preparing for the future

# Are Kiwi kids getting prepped for the future?

How confident are you that most of today's children are getting the kind of education they need to be able to work the jobs of the future?



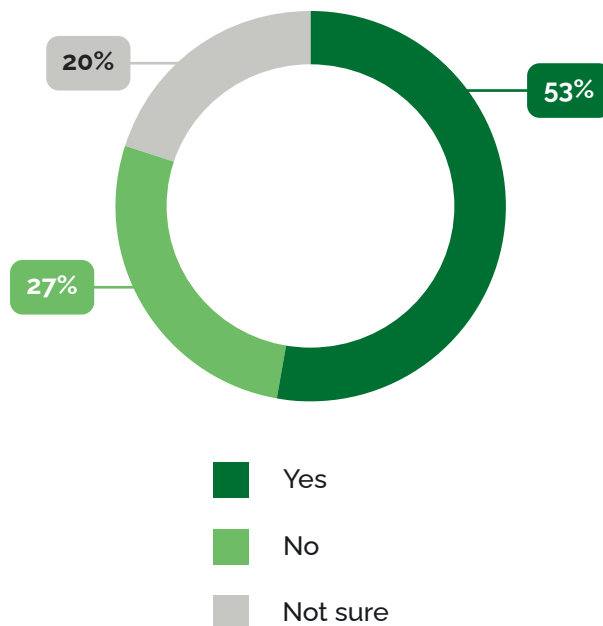
Do you think the current school curriculum is equipping children well with all the skills they will need to thrive in a professional working environment?



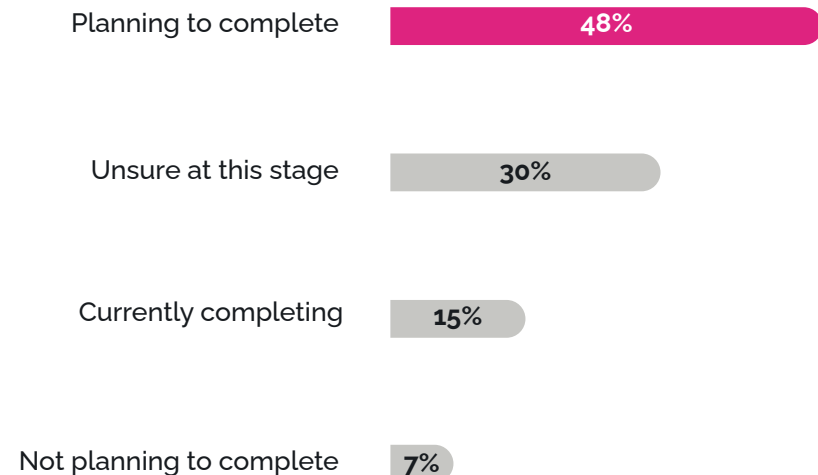
The majority of parents (70%) are at least somewhat confident that today's children are getting the kind of education they need to be able to work the jobs of the future. However, they are divided as to whether the school curriculum is equipping them with all the skills they will need to thrive in a professional working environment.

# Tertiary qualifications and future job prospects

Do you think your children's job prospects will critically rely on their formal tertiary education?



Are your kids completing or planning to seek tertiary education?

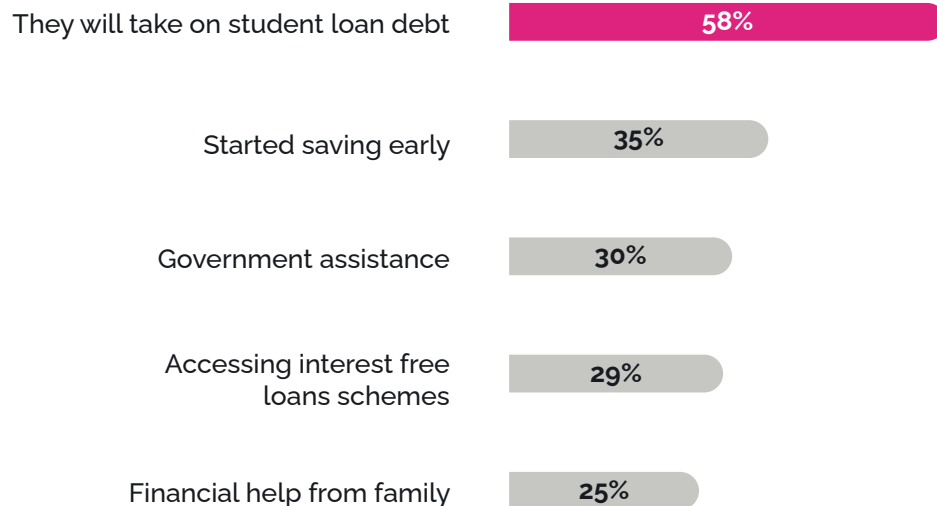


*\*n=395, Parents who have children aged 13-19*

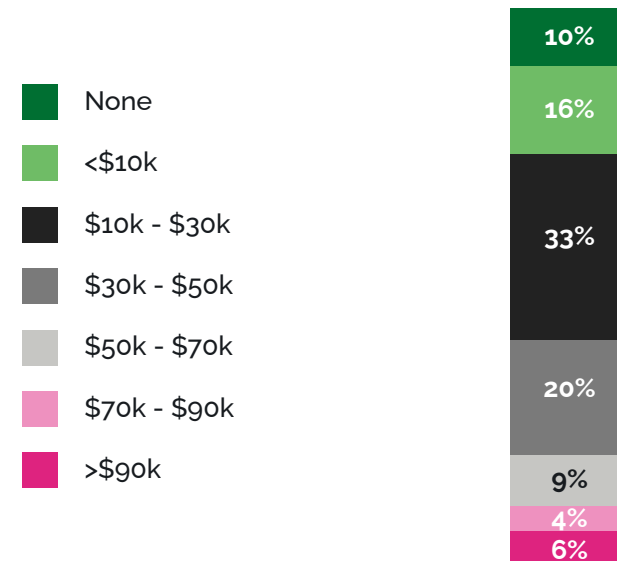
7 in 10 Kiwi parents (70%) agree that university degrees will be at least somewhat important to the jobs of the future and a further quarter (24%) think that they will be marginally important, whilst a small group (6%) do not think they will be important at all. Half (53%) think that their children's job prospects will critically rely on formal tertiary education and a similar proportion of children aged 13-19 (48%) are already planning to complete a tertiary education.

# Kiwi parents willing to put their kids' future first

How are you funding, or likely to fund, your children's tertiary education?\*



How much debt are you or your child willing to get into to fund their tertiary education?



\*n=249, Parents who have children aged 13-19 attending or planning to attend tertiary education

\*\*Multiple answers allowed

In order to pay for tertiary education, 3 in 5 parents (58%) say their children will take on student loan debt, whilst others are saving early (35%), or will fund it using government assistance (30%). 9 in 10 (90%) say they or their children are willing to take on debt to fund their children's tertiary education, with a third (33%) prepared to take on \$10,000 to under \$30,000 debt and a further 1 in 5 (20%) are prepared to take on \$30,000 to under \$50,000 debt to pay for their child's tertiary education.

# More research from **OneChoice** coming soon...

## About **OneChoice**

We're all about helping Kiwis through trusted insurance products that take the stress and confusion out of the buying process. Backed by award-winning partners, OneChoice launched in 2020 the goal of bringing simple life insurance to New Zealand. We set out to be different by providing cover that's easy to understand, easy to manage, and even easier to rely on.

