mummypages
'BACK-TO-SCHOOL' insights 2015

Cost of Education

- 80% of mums find school expensive with 61% experiencing financial difficulty
- 75% of mums find school uniforms to be the most expensive aspect of the school bill
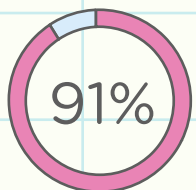- Only 13% of mums are able to buy generic school uniforms
- A child in primary school will cost the average family €2,211 per year
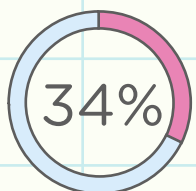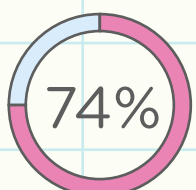- A teenager in secondary school will cost the average family €3,375 per year

Mental Health Education

91% want mental health education in schools to help prevent anxiety and help students deal with the disorder
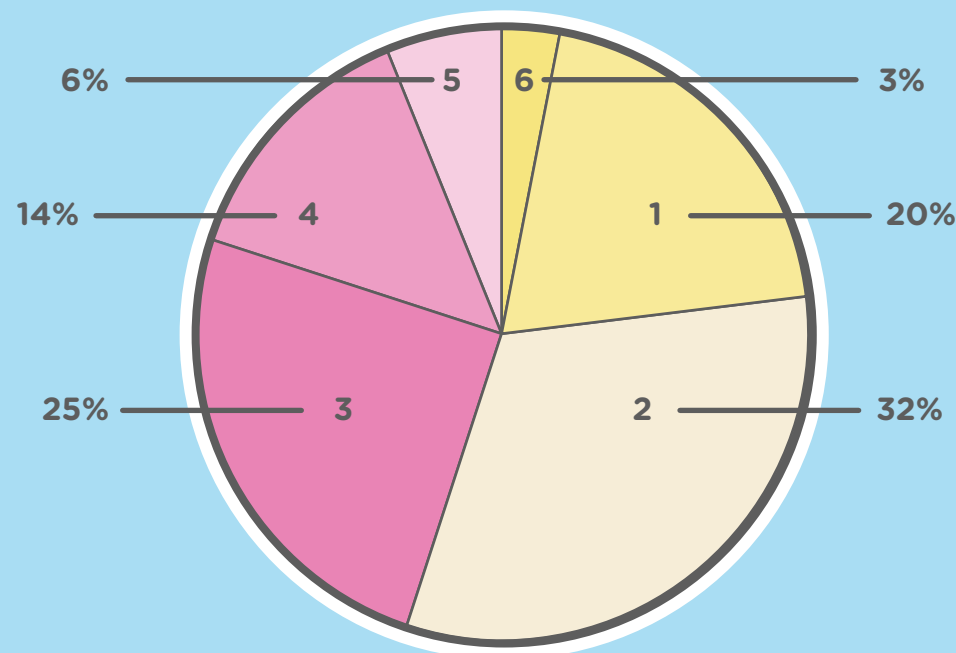
34% worry their child may suffer from anxiety in school

74% believe social media amplifies stress felt by children and teenagers

After-School Activities

55% of children are participating in after-school activities. Children are participating in:

- 6% — 5
- 3% — 6
- 14% — 4
- 20% — 1
- 25% — 3
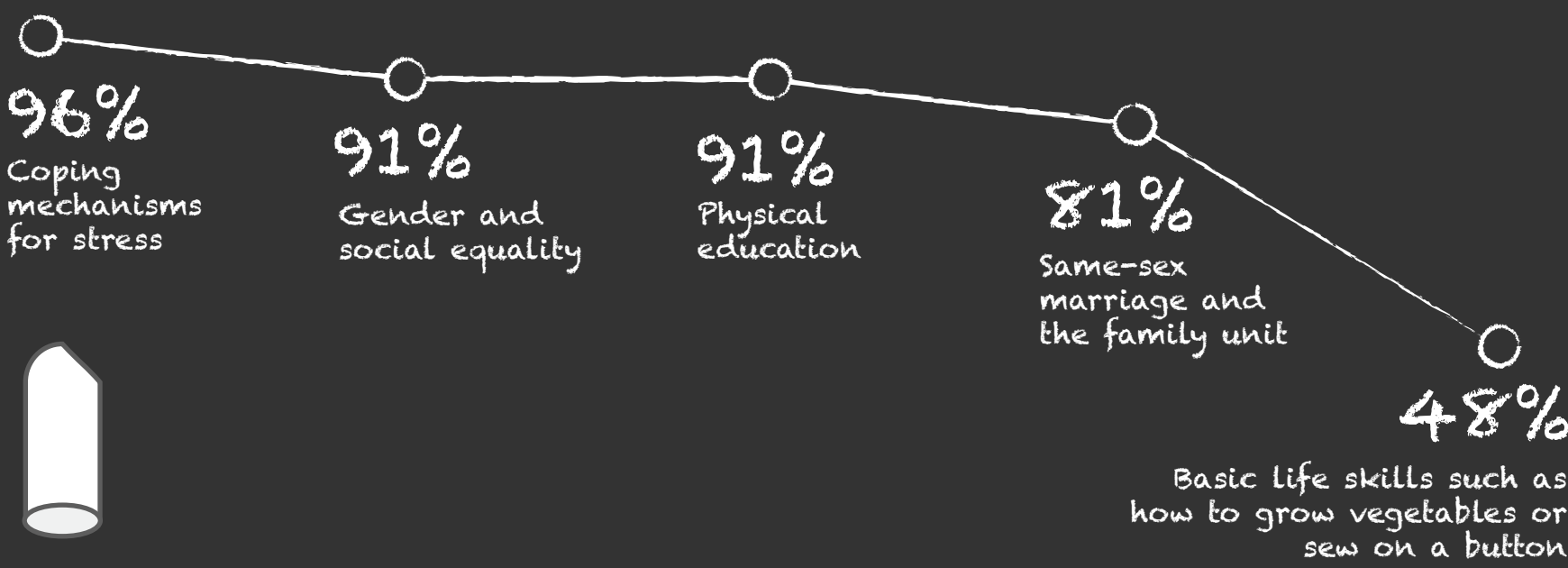- 32% — 2

Number of activities

Mums spend an average of €220 on sports gear and equipment for PE and activities

Mums spend an average of €144 per term on after-school activities in primary school

School Curriculum

Mums call for an overhaul of the school curriculum to include teachings on:

- **96%** Coping mechanisms for stress
- **91%** Gender and social equality
- **91%** Physical education
- **81%** Same-sex marriage and the family unit
- **48%** Basic life skills such as how to grow vegetables or sew on a button

Technology

15% of schools have introduced e-readers or tablets in place of traditional school books

91% call for the Government to create a national strategy on digital technology use in the classroom

The digital revolution in Irish classrooms costs parents an average of €289 in primary school and €779 in secondary school

School Gate – Mum's Sorrow or Sanity

63% of mums breathe a sigh of relief and secretly look forward to 'Back-to-School' time

91% look forward to getting back into a routine

43% find it exhausting entertaining children during the summer

34% can't wait to have some free time for themselves

After-School Care

Mums would like to see the following facilities available in schools:

- Onsite after-school care facilities — **74%**
- Organised after-school activities in schools — **63%**
- A homework club — **42%**
- An early morning breakfast club — **31%**

MummyPages.ie is Ireland's biggest parenting community, it engages with over 600,000 mums on everything from pre-pregnancy to parenting and family life. MummyPages 'Back-to-School' Insights were collated from the responses of 1,766 mums who participated in this survey.