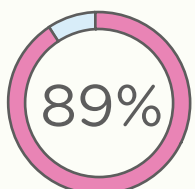
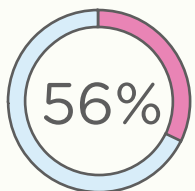


BACK-TO-SCHOOL insights 2016

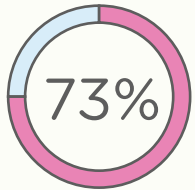
Back to school finance



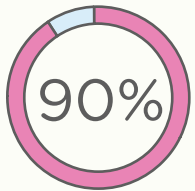
of mums find August the most financially stressful month for school related expense



of parents experience financial difficulty with Back-to-School costs



of parents think the school 'Voluntary Contribution' should be banned



of mums would like schools to introduce a 'Back-to-School' savings scheme

Digital

94%

of parents want a zero VAT rate on tablets & laptops for children's education

88%

of parents would like a syllabus dedicated to digital skills and media within school curriculum

77%

of parents think being 'digitally responsible' and 'safe online' needs to be included in education from junior infants

Cost of Education



81% of mums cite the school uniform & footwear as the most expensive part of 'Back to School'



84% of schools insist on at least one crested uniform item



67% parents purchase a mix of generic & specialist school uniform items



68% of mums get organised for the new school year in August

MummyPages.ie School Costs 2016

	Primary	Secondary
Uniform / Sports Gear / Footwear	178	313
School books & classroom resources	202	439
Voluntary contribution	180	212
Technology support at home / in class	107	294
School trips	33	145
Fundraising	64	82
TOTAL	<u>€764</u>	<u>€1485</u>

Physical Education



of mums think schools need to give more time to physical education (P.E.)



1 in 4 Irish schoolchildren are overweight or obese



of parents want a minimum of 30 minutes of P.E. every day in school

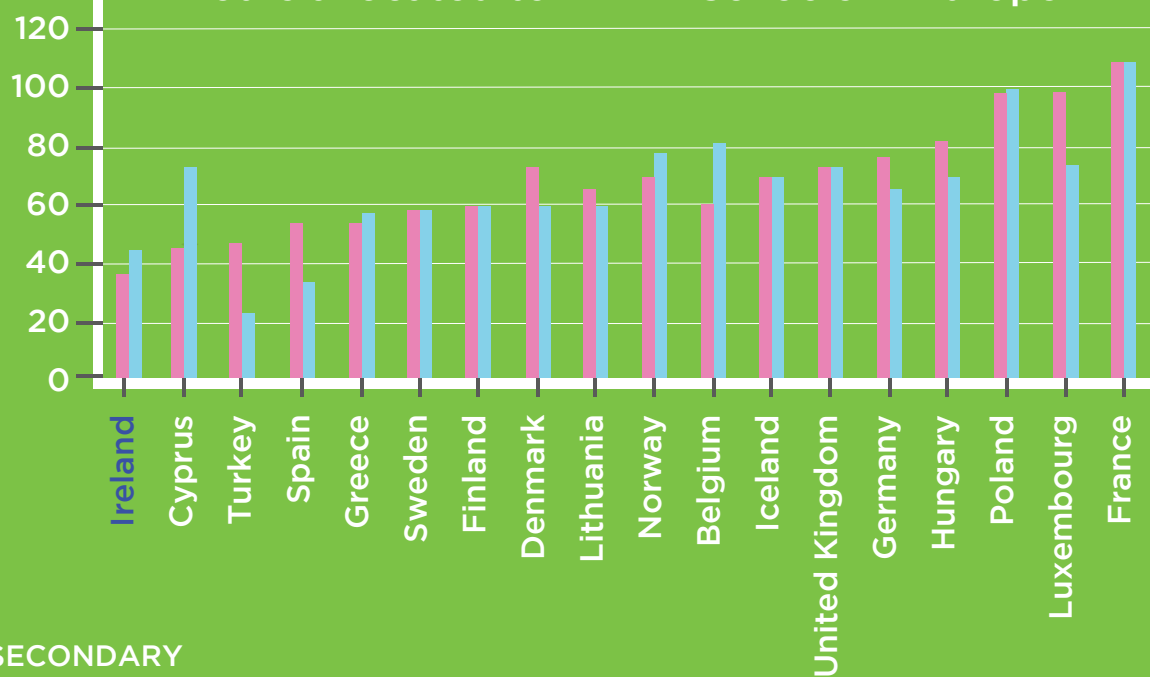


MummyPages mums are calling on the Ministers for Education, Health and Children to extend the minimum mandatory time dedicated to Physical Education within the school week



of mums would like mandatory Yoga to be introduced to the school day to combat anxiety and mental health issues

Hours allocated to P.E. in Schools in Europe



PRIMARY SECONDARY

Source: Eurydice

HOMEWORK

67%

of parents think that their children get too much homework

82%

of Parents would like to receive a copy of their child's homework by email with feedback option

54%

of parents are concerned about the effect that e-school books has on their child's eyes, sleep, and overall learning.

63%

of parents feel inadequate that their child has a better knowledge of digital media

