

Key findings

64%

of parents say that being happy in life is one of the most important goals they have for their child, compared to only 30% who say career success.

83%

of parents have a specific occupation in mind for their child, with medicine (19%), engineering (11%) and computer science (8%) the most popular.

79%

of parents see an undergraduate degree or higher qualification as essential to their child achieving important goals in their life, and 50% think a postgraduate degree (master's or higher) is necessary.



58%

of parents would most like their child to study one of the following five degree subjects: medicine; business, management and finance; engineering; computer and information sciences; or law.

39%

of parents have paid for additional tutoring for their child at primary school stage, 44% at secondary school, and 23% at university.

66%

of parents have sought advice about their child's university education and, of these, 72% learned of new options they had not considered.



42%

of parents think that a university education offers poor value for money.



Parents who think they will borrow money to fund their child's university costs expect to be paying it off on average for

6.7 years

after their child graduates, and expect their child to be paying off their own university debt for

7.5 years



77%

of parents would consider sending their child to study at university abroad and, of these, 24% would be willing to pay at least half as much again, compared to the cost of educating their child in their home country.

Making the grade

Happiness, health and financial well-being

Most parents want a happy life for their children – almost two thirds (64%) around the world say that being happy in life is one of the three most important goals they would like their children to achieve as an adult.

This goal is particularly important for parents in developed economies. In France, nearly nine in 10 (86%) parents say that being happy in life is the most important goal they have for their children, a desire shared by around three-quarters of parents in Canada (78%), the UK (77%), Australia (77%) and the USA (72%).

Physical well-being and financial security also figure highly in parents' aspirations for their children. More than a third (35%) of parents around the world want their children to lead a healthy lifestyle and a similar proportion (34%) want them to earn enough to enjoy a comfortable life.

In some places, health beats happiness. Almost three quarters (72%) of parents in China and more than half in Turkey (55%) rate leading a healthy lifestyle as an important goal for their

children – a higher proportion than being happy (63% and 52% respectively). In contrast, just over one in 10 (13%) parents in Indonesia and one in five (21%) parents in France and Mexico say that leading a healthy lifestyle is a top goal for their children, a far lower proportion than say happiness (56%, 86% and 65% respectively).

Financial security rates highly in some parents' hopes for their children. In France, three in five (60%) parents rank earning enough money to enjoy a comfortable life as an important goal, as do over two in five parents in Hong Kong (43%), Australia, Canada and Taiwan (all 41%). In contrast, far fewer parents in China (16%), Mexico (20%), the UAE (20%) and India (22%) say earning enough to live comfortably is a top three desire for their children.

Seeking success

In many emerging economies, parents hope for their children to be successful in their career almost as strongly as they do for them to be happy in life. In India, career success (51%) is actually the most popular goal parents have for their children, out-scoring a happy life (49%).

Parents in Mexico (52%), Malaysia (45%), the UAE (43%) and Indonesia (41%) also rate career success for their children highly, although they rank it as the second most important goal, behind being happy in life.

Other parents rank different goals more highly. Rather than being successful in their career, they are hoping for their children to fulfil their potential, to achieve the highest possible academic qualifications, or to make a difference to society.

In many developed economies, parents prioritise their children fulfilling their potential over achieving career success. Half of UK parents (50%) and around two in five parents in Canada (45%), the USA (40%), Australia (40%) and Singapore (37%) say this is an important goal, one that is ranked higher than pure career success.

The desire for children to achieve the highest possible academic qualifications is strongest in the UAE, where a third (33%) of parents say this is an important goal for their children, as it is for parents in Malaysia (29%) and India (28%).

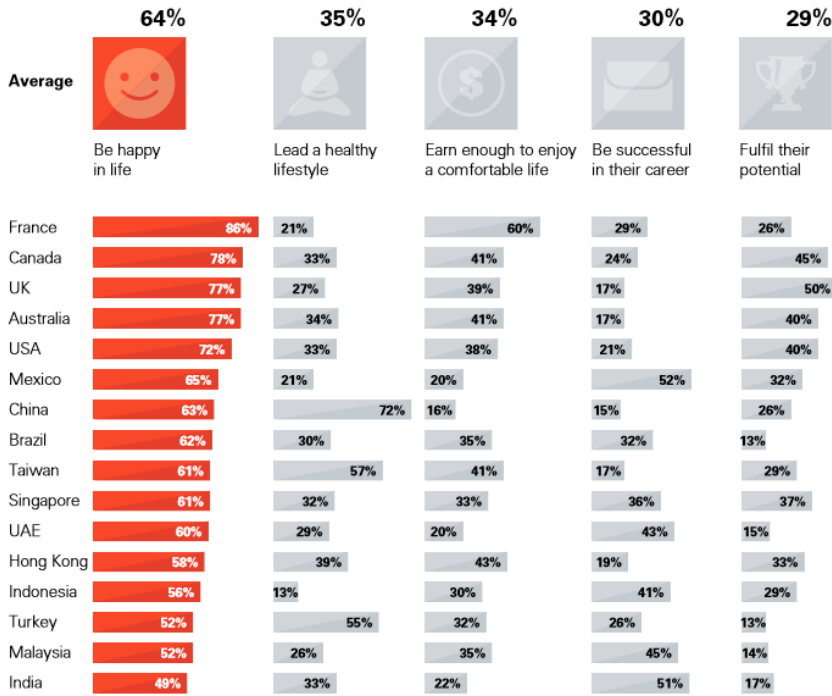
Making a difference to society is important to two in five (38%) parents in Indonesia and to just under a quarter (22%) of parents in Turkey and India.



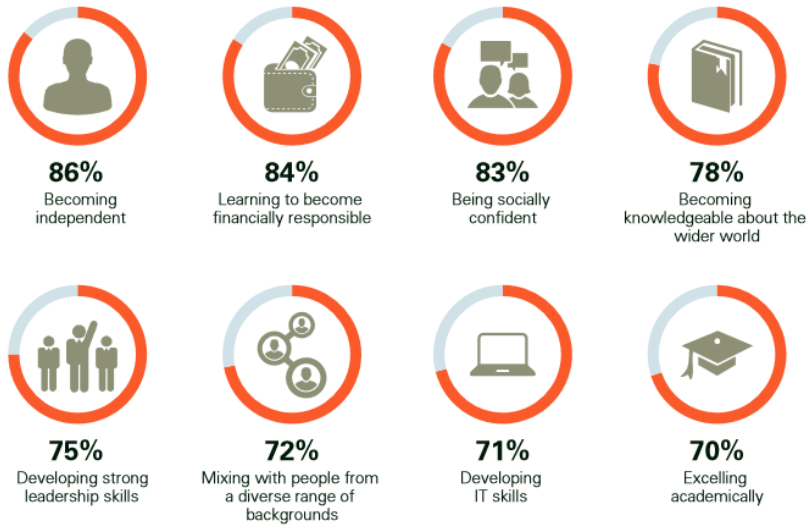
The ultimate goal parents have for their children is to be happy in life



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Parents see independence as the most important quality students gain from university



Q: How important, if at all, do you think it is for students to gain or experience the following from their university education?
A: Important or extremely important. (Base: All parents)

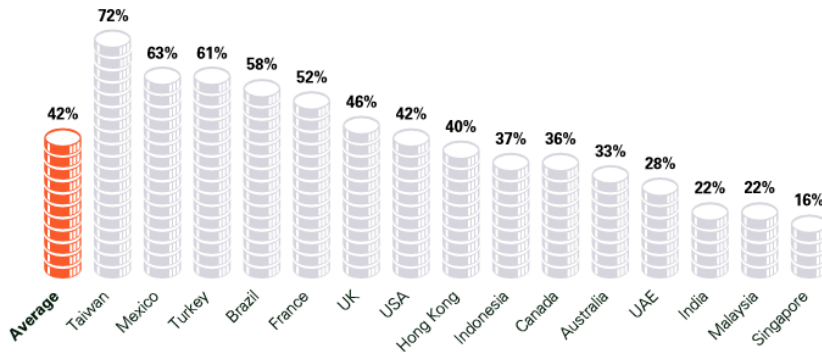
education offers poor value for money. This view is particularly

standards are not high enough⁵.

modern world.

^{3,4,5} Data excludes mainland China

In many countries, parents think a university education offers poor value for money



Q: Do you think a university education in your country offers good value for money, or not?
A: Fairly or very poor value for money. (Base: All parents, excluding mainland China)