



Annual Parents Survey 2016

Parents' awareness and perceptions of Ofsted



Background and method



- The objective of this study was to provide Ofsted with robust and timely evidence from parents to inform the development of the organisation's strategy and priorities
- An online survey was developed in conjunction with Ofsted and was carried out amongst parents between 28th September and 9th October 2016
- The total number of respondents was 1,168 parents; 1,058 with a school aged child and 110 with a pre-school aged child attending childcare
- The figures have been weighted and are representative of all parents in England by family type, age of family reference person, social grade and region

Key findings



Awareness and perceptions of Ofsted

1. A majority of parents of a school age child (64%) know a lot or a fair amount about Ofsted
2. Parents are aware that Ofsted inspects schools (91%) but there is lower awareness that Ofsted is responsible for inspecting services for vulnerable children (51%)
3. Eight out of ten parents (80%) state that Ofsted provides reliable information
4. A majority of parents agree that Ofsted is a valuable source of information for education (69%) and childcare in the local area (62%)
5. A majority of parents agree that Ofsted provides a reliable measure of a school's quality (66%) and a childcare provider's quality (60%)
6. A majority of parents agree that Ofsted's work helps to improve standards of education (65%)

Ofsted ratings and inspection reports

7. A majority of parents know the rating of their child's school (87%) or childcare provider (83%)
8. Almost half of parents of a school age child first found out the Ofsted rating either from communication from the school (25%), or from the Ofsted website (23%)
9. Half of parents (school age child 48%, pre-school age child 54%) have read an Ofsted report in the last year and amongst parents who have read an Ofsted report, eight out of 10 found it useful
10. Parents are most likely to use an Ofsted report to inform them about the school or childcare their child already attends. Parents of pre-school children also use Ofsted reports to help them choose childcare

Contacting Ofsted to raise concerns

11. A majority of parents would contact their school to raise concerns, rather than Ofsted. Of those parents that would contact Ofsted, most would prefer to contact Ofsted directly rather than through an anonymous online review website

Parent View

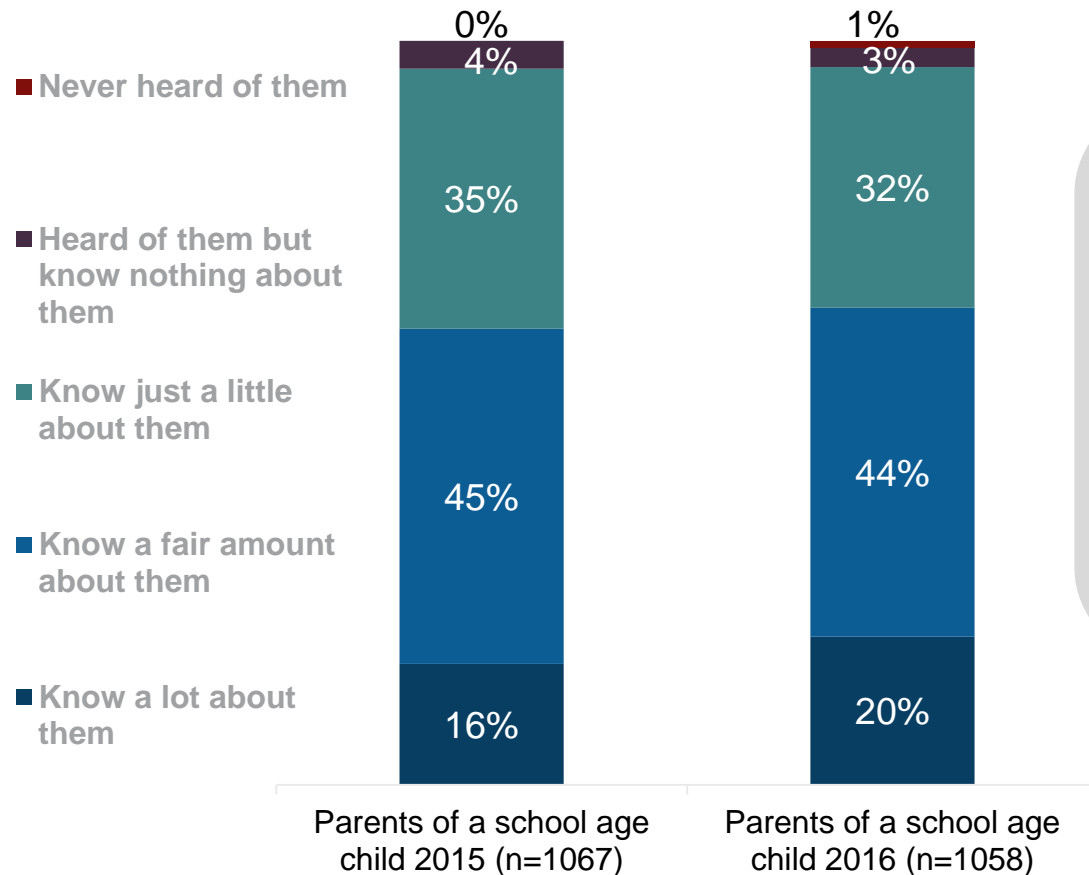
12. Over half of all parents (59%) are likely to review their childcare provider on Parent View and almost three quarters (74%) would find it useful when choosing a childcare provider
13. Over three quarters (79%) of parents would find a parent to parent review site useful when choosing a school

Awareness and perceptions of Ofsted

Views from parents of a school aged child



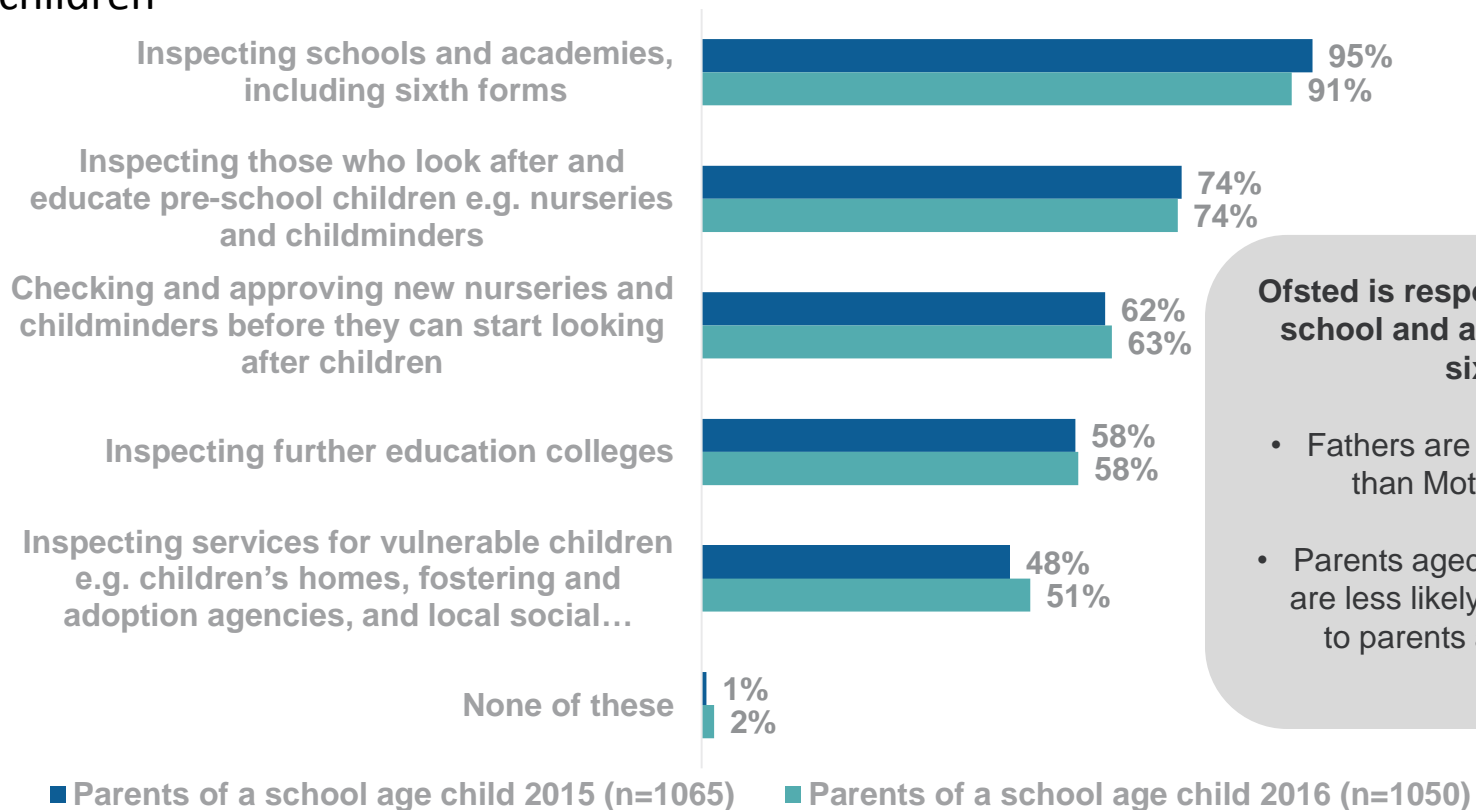
Levels of awareness of Ofsted remain unchanged with almost two thirds (64%) of parents knowing a lot or a fair amount about Ofsted, compared to 61% last year



A third of parents (35%) know a little or nothing about Ofsted, decreasing slightly from the previous year (39%)

- This is more prevalent in parents from a lower social grade (C2DE) than parents from a higher social grade (ABC1) – with 40% reporting this compared with 31%
- Two in five parents aged 18-34 years fall into this category compared with a lower proportion of older parents aged 35-54 years (33%)

Awareness of Ofsted's responsibilities remains fairly consistent with last year, with parents of a school age child being least aware of Ofsted's remit to inspect services for vulnerable children

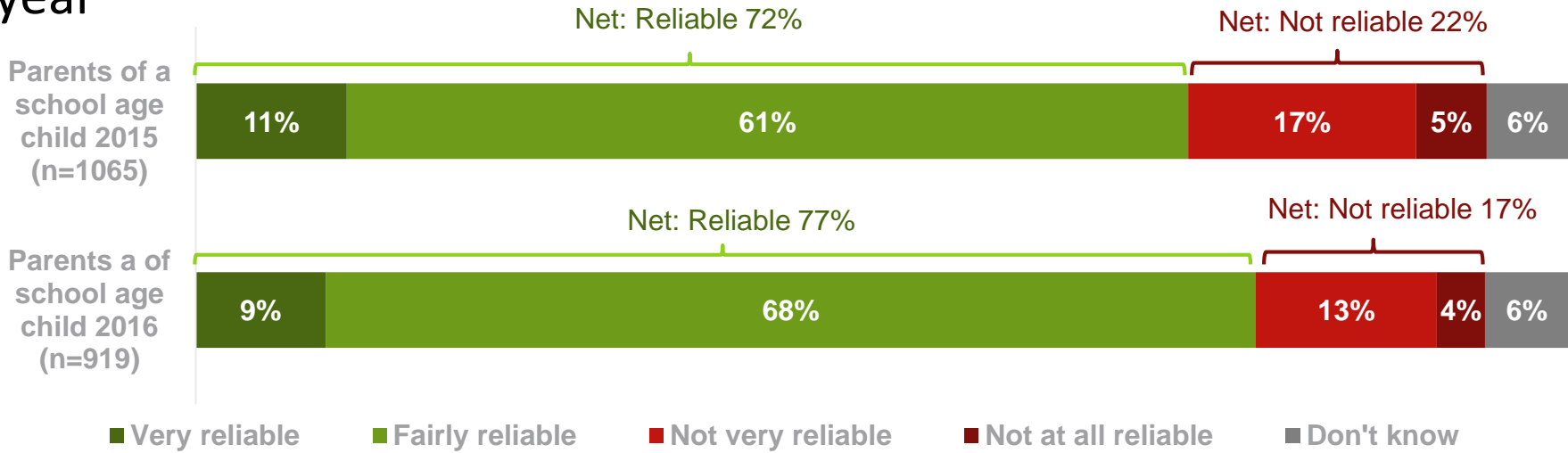


Ofsted is responsible for inspecting school and academies, including sixth forms

- Fathers are less likely to be aware than Mothers (88% vs 93%)
- Parents aged 18-34 years old (87%) are less likely to be aware compared to parents aged 35-54 years old (92%)

YouGov

The proportion of parents agreeing that the information Ofsted provides is reliable has increased to 77% compared from 72% last year



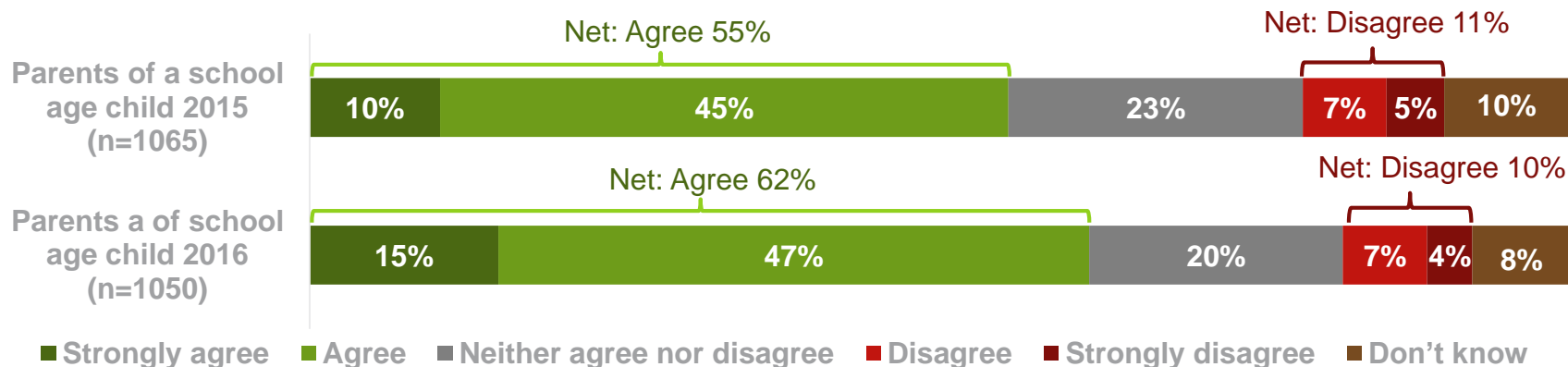
- Fathers are significantly more likely to think the information Ofsted provides is very reliable than Mothers (12% vs 8%)
- A fifth of parents with an educational level of degree and above think the information Ofsted provides is not reliable



Q12. Thinking in general terms, how reliable or unreliable do you think the information that Ofsted provides is? (Please select all that apply) (Base: parents of a school age child who have heard of Ofsted)

The proportion of parents agreeing that Ofsted is a valuable source of information for childcare has increased to 62% compared from 55% last year

Ofsted is a valuable source of information about childcare in your local area



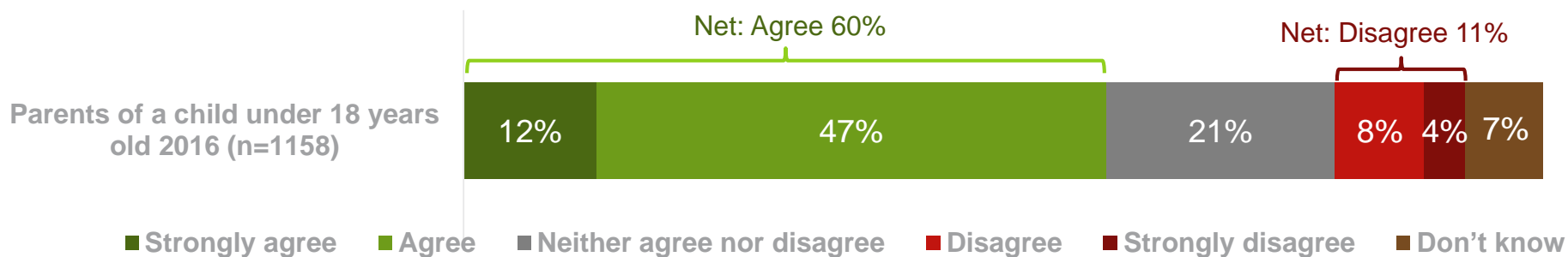
One in 10 parents of a school age child disagree that Ofsted is a valuable source of information about childcare in their local area

- Parents of a school age child (10%) are more likely than parents of a pre-school age child (5%)
- This is more likely for those from a higher social grade (ABC1) than parents from a lower social grade (C2DE) (12% vs 8%)
- Parents living in the South East are more likely (13%) than parents living in London (5%)

YouGov

Six out of ten parents of children 0-18 years old agree that Ofsted provides a reliable measure of a childcare provider's quality, increasing to seven out of ten for parents with children attending a childcare setting

Ofsted provides a reliable measure of a childcare provider's quality

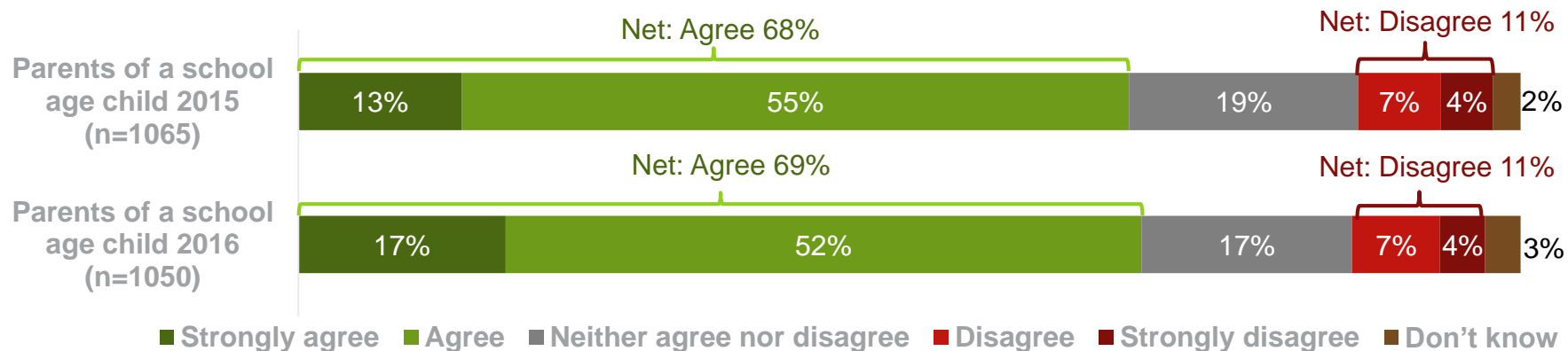


One in 10 parents disagree that provides a reliable measure of a childcare provider's quality

- Parents of a school age child (13%) are more likely than parents of a pre-school age child (7%)
- This is more likely for those from a higher social grade (ABC1) than parents from a lower social grade (C2DE) (14% vs 9%)
- Parents living in the North East and Yorkshire & Humber (15%), East of England (15%), South East (14%), South West (13%) are more likely than parents living in London (5%)

The proportion of parents of a school age child agreeing that Ofsted is a valuable source of information remains steady for education compared to last year

Ofsted is a valuable source of information about education in your local area



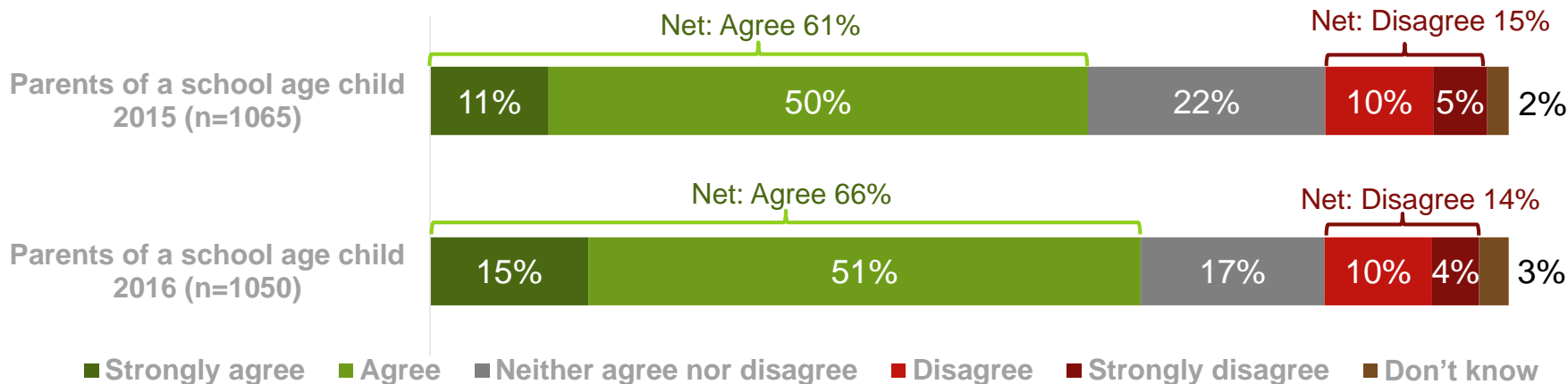
One in 10 parents of a school age child disagree that Ofsted is a valuable source of information about education in their local area

- Parents of a school age child (11%) are more likely than parents of a pre-school age child (5%)
- This is more likely for those from a higher social grade (ABC1) than parents from a lower social grade (C2DE) (13% vs 8%)
- Parents living in the East of England (16%), South East (13%), North East and Yorkshire & Humber (12%) are more likely than parents living in London (5%)

YouGov

The proportion of parents in agreement that Ofsted provides a reliable measure of a school's quality has increased since 2015 (66% vs 61%)

Ofsted provides a reliable measure of a school's quality

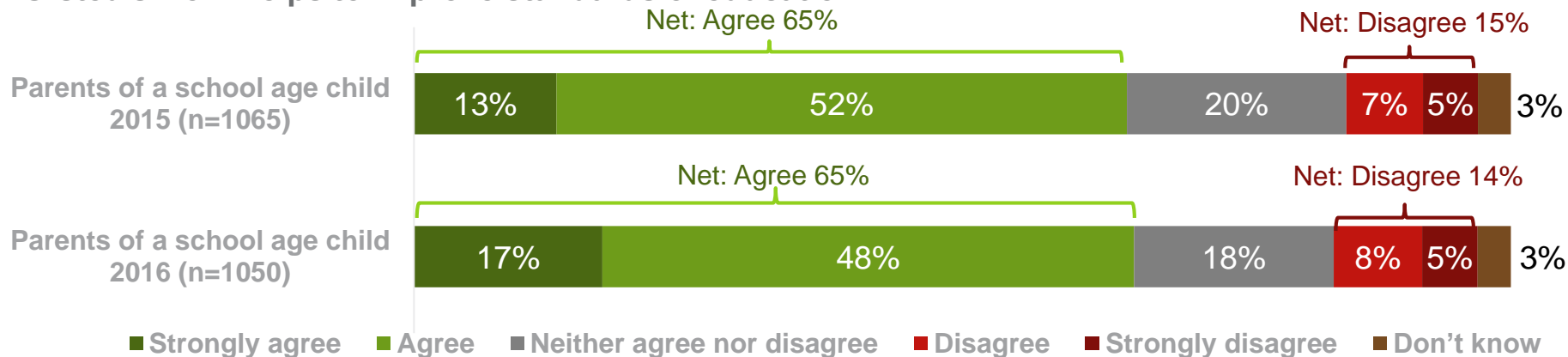


Parents of a school age child who are more likely to disagree that Ofsted provides a reliable measure of a school's quality include:

- Parents of a child attending a primary school (17%) compared to parents of a child attending a secondary school (12%)
- Parents from a higher social grade (ABC1) (17% vs 10%)
- Parents living in the East of England (19%), North East and Yorkshire & Humber (18%), South West (15%) are more likely than parents living in London (7%)

Almost two thirds (65%) of parents agree that Ofsted's work helps to improve standards of education, consistent with 2015

Ofsted's work helps to improve standards of education



Parents of a school age child who are more likely to disagree that Ofsted's work helps to improve standards of education include:

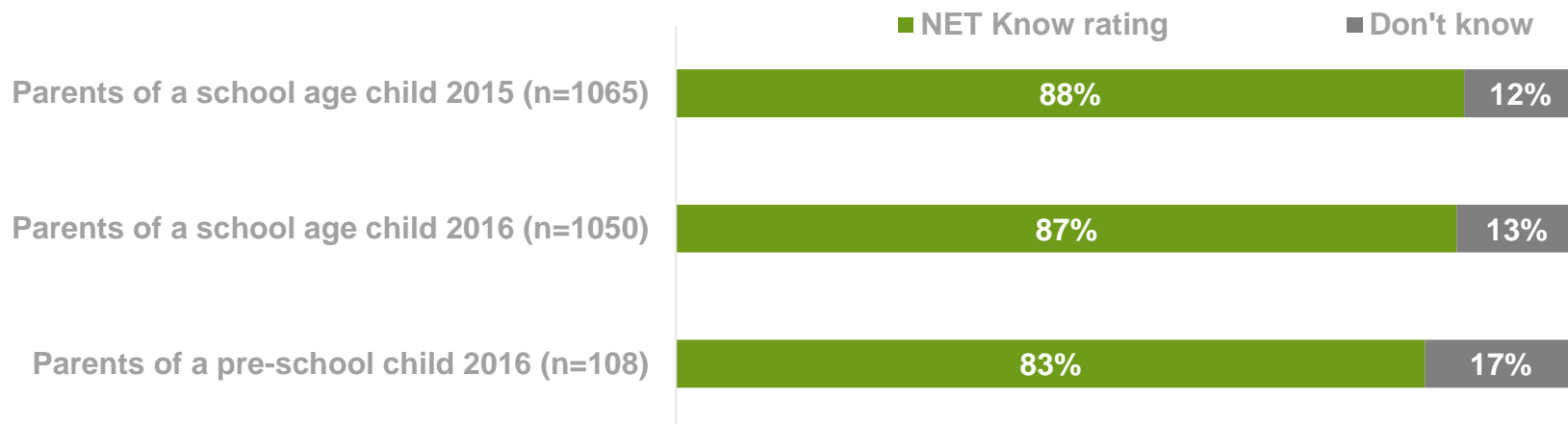
- Parents educated to degree or above (16%) compared to those educated below degree level (11%)
- Parents from a higher social grade (ABC1) (16% vs 11%)
- Parents living in the East of England (18%), South East (16%), North East and Yorkshire & Humber (15%), North West (14%), East Midlands (14%) are more likely than parents living in London (6%)

Ofsted ratings and inspection reports

Views from parents of a child aged 0-18 year olds



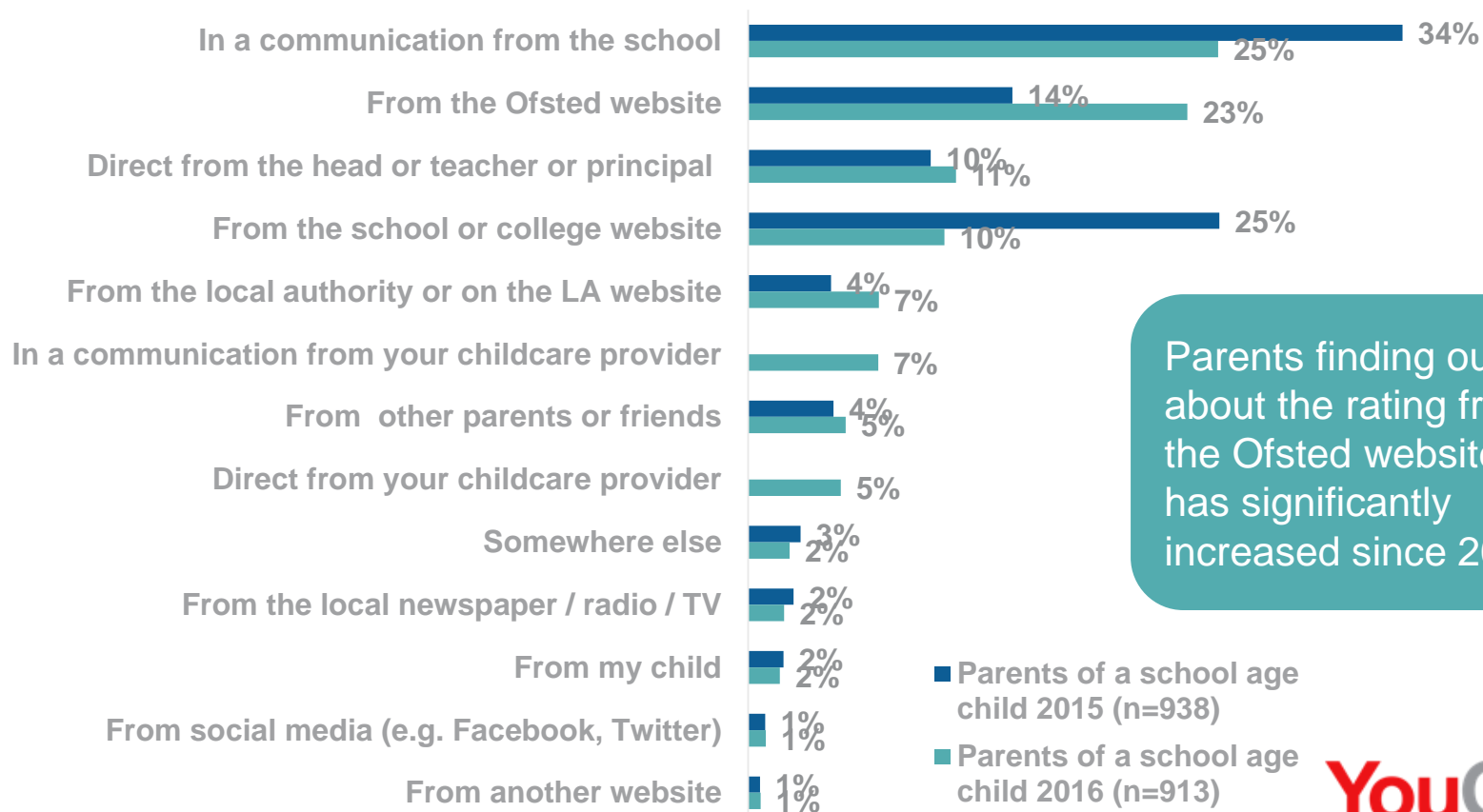
Nearly nine in 10 parents know the rating their school received in the last Ofsted inspection. Eight in 10 parents know the Ofsted rating of the childcare setting their pre-school child attends



Not knowing the rating of their child's last Ofsted school inspection is more likely for parents who are:

- From a lower social grade (C2DE)
- Lone parents
- Fathers
- Have a child attending a private school

Almost half of parents first found out the Ofsted rating either from communication from the school (25%), or from the Ofsted website (23%)



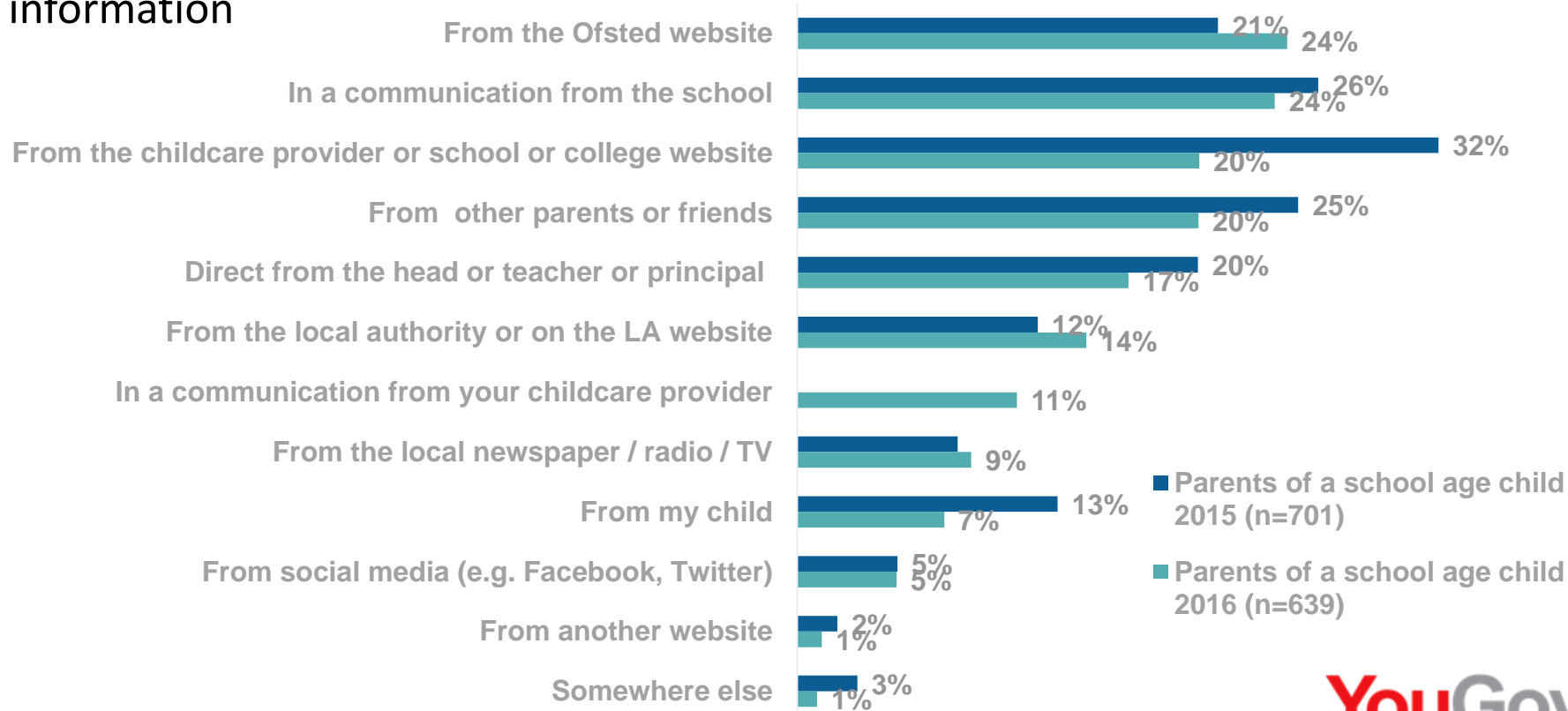
Parents finding out about the rating from the Ofsted website has significantly increased since 2015

■ Parents of a school age child 2015 (n=938)
 ■ Parents of a school age child 2016 (n=913)



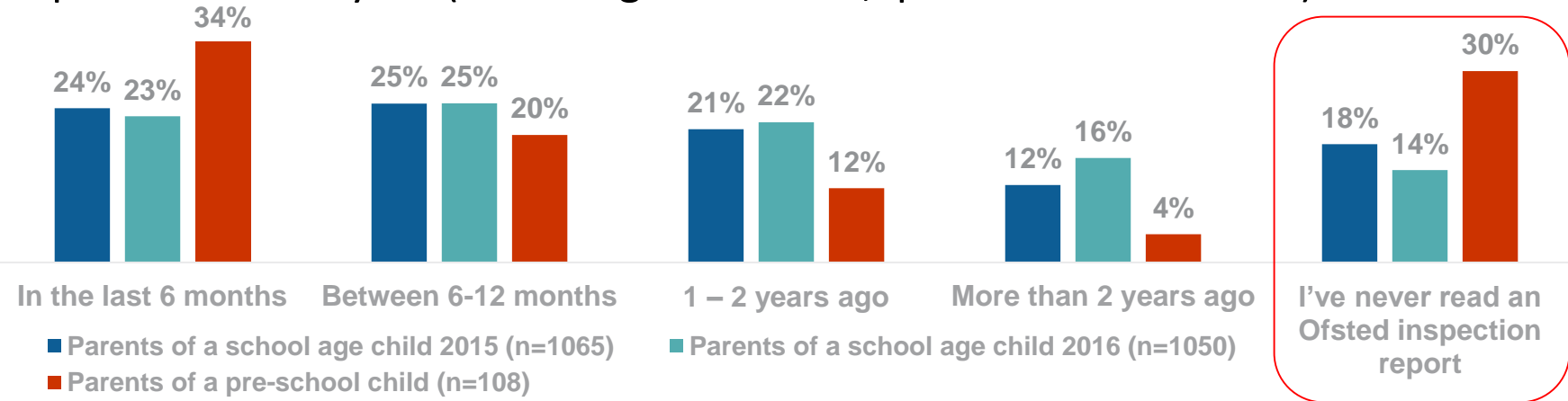
Q4_rb2. How did you first find out about which rating your child's school or college has? (Base: parents of a school age child who are aware of the school Ofsted rating)

As well as the Ofsted website and communication from the school, parents are also turning to the provider's website and other parents or friends for information



q5_rb2. How else did you find out about the Ofsted rating? (Please select all that apply)
 (Base: parents of a school age child who found out about the Ofsted rating)

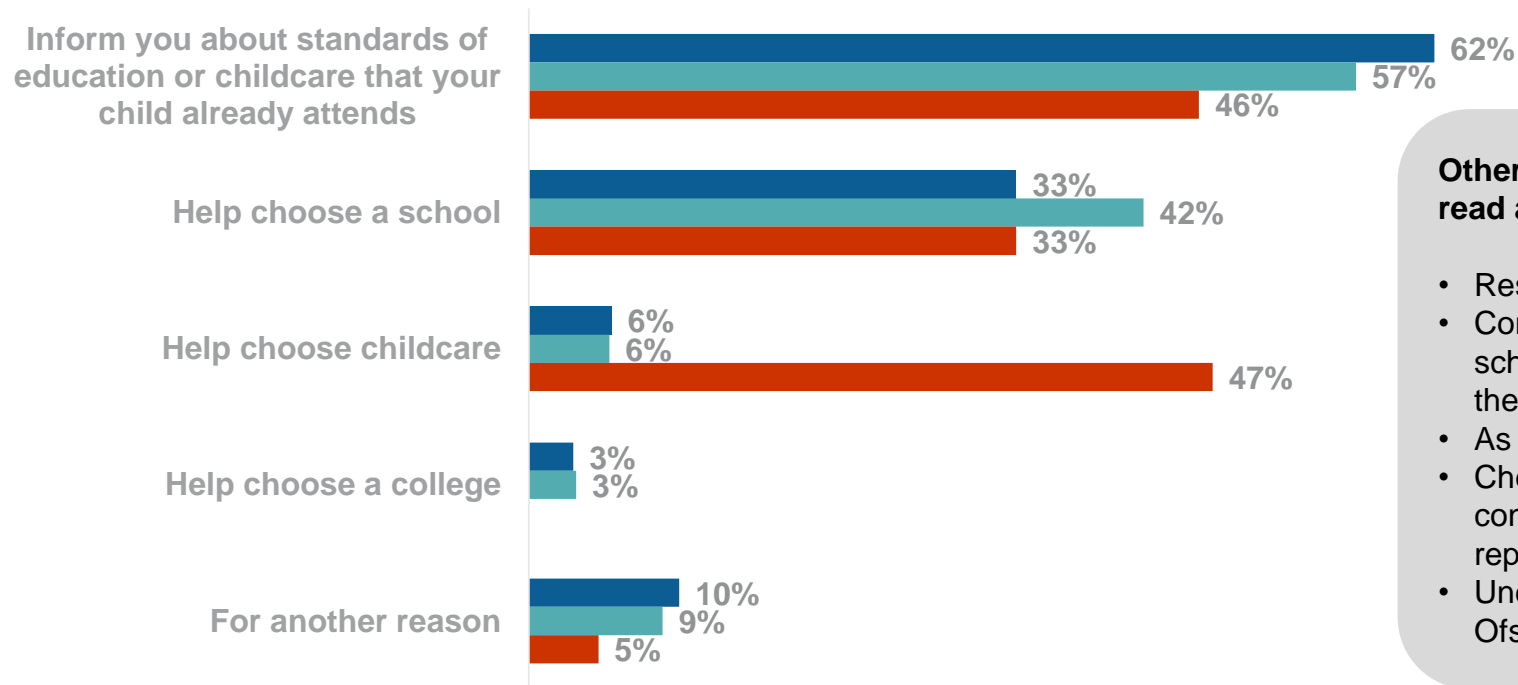
The frequency of parents with a school aged children reading an Ofsted report remains consistent with last year, with approximately half of parents reading a report in the last year (school age child 48%, pre-school child 54%)



Three in 10 parents of a pre-school age child attending a childcare setting have never read an Ofsted report, this is significantly higher than parents of a school age child. These parents are more likely to be:

- Lone parents
- Fathers
- Lower social grade (C2DE)
- Educated below degree level

Parents are most likely to use an Ofsted report to inform them about the school or childcare their child already attends. Parents of pre-school children also use Ofsted reports to help them choose childcare



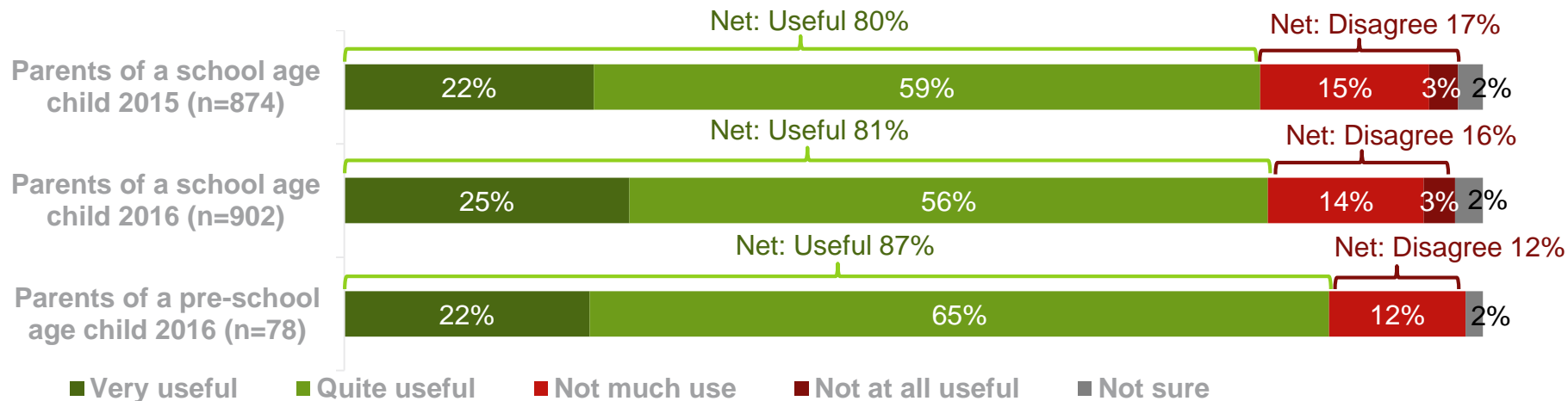
Other reasons parents read an Ofsted report:

- Research for a job
- Comparing other schools/providers in the area
- As a school governor
- Check the contents/result of a report as a contributor
- Understand the Ofsted guidelines

■ Parents of a school aged child 2015 (n=874) ■ Parents of a school aged child 2016 (n=902)
 ■ Parents of a pre-school child (n=78)



Of parents who have read an Ofsted report, eight out of 10 parents with a school age child find it useful, consistent with the findings in 2015. This is slightly higher for parents of a pre-school child with 87% finding the report useful

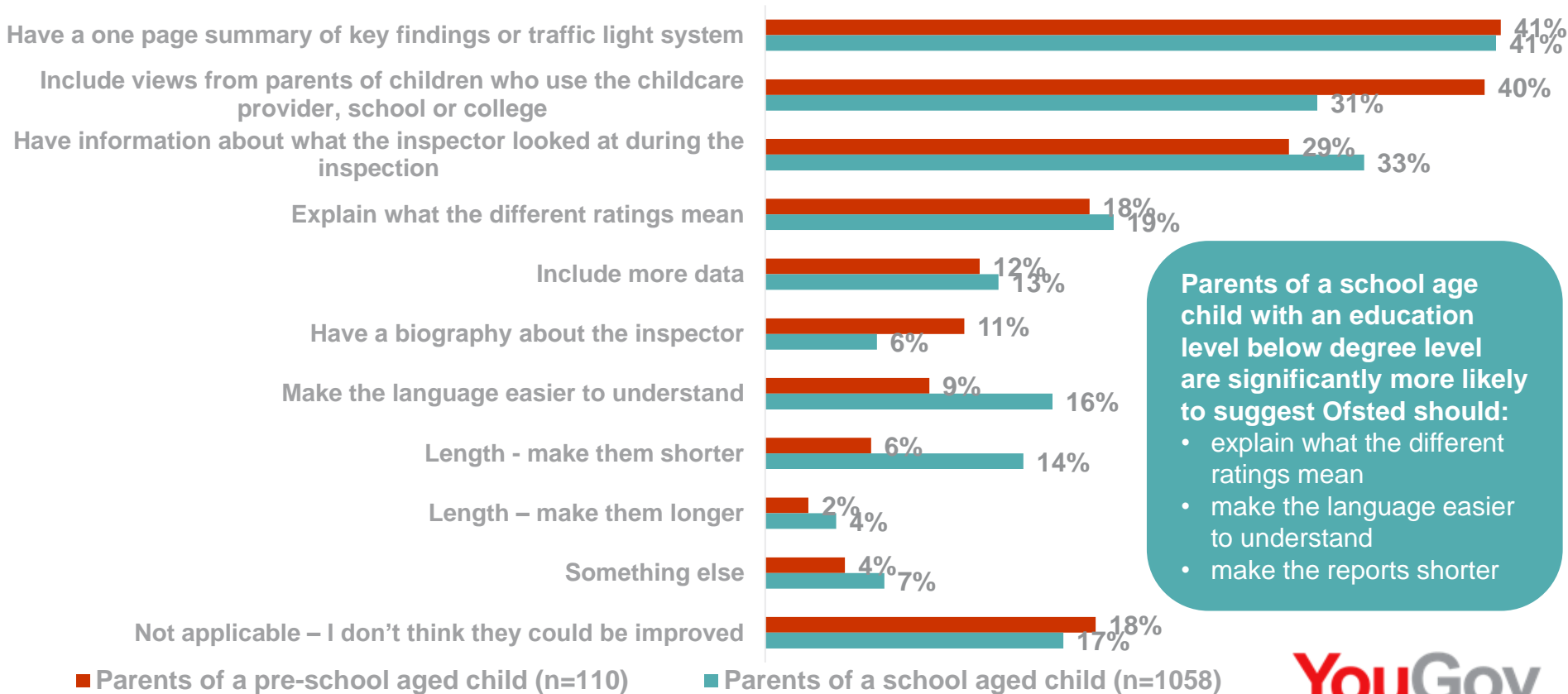


A higher proportion of parents of a school age child who read the report to help choose a school (89%) found it useful than those who read it to be informed about the standards of education in their child's school (79%), this is consistent with the findings from last year

Only 16% of parents of a school age child did NOT find it useful. We looked into this group and parents that didn't find it useful are more likely to be using the report for another reason or to be informed about the standards of education in their child's school



Four in 10 parents feel a one page summary of key findings or traffic light system would make Ofsted reports more useful



Parents of a school age child with an education level below degree level are significantly more likely to suggest Ofsted should:

- explain what the different ratings mean
- make the language easier to understand
- make the reports shorter



Q11a. How could Ofsted improve inspection reports to make them more useful to you? Please select your top 3. (Base: all parents of children aged 0-18 years old)

Why was the Ofsted inspection report useful?

Used as a point of comparison regarding my priorities for my child against other providers

Because it showed areas of strength in not just subjects but pastoral care of the students too

It gave me peace of mind

It gave insight into the school's overall performance and where improvement is required.

It was an reliable inspection and guide to the quality of the school.

It saved me bothering the teachers whose time should be spent with the children It gave me all the insights & info I needed to be assured they were doing an outstanding job

I think the school needed to improve, especially with regards to consistency of teaching and allowances for children with special educational needs. The report picked up on these points.

I don't trust Ofsted because they repeatedly miss the point and rely on statistics rather than the wellbeing and education of individual children.

It did not address concerns I had

Didn't feel the information provided was very detailed or informative. That's not to say that the inspection wasn't in depth. But the report wasn't very satisfying.

Written for themselves rather than parents. Strange criteria for making their assessment.

Why was the Ofsted inspection report not useful?

Geography means that there is no alternative if I wanted to change school. Pointless.

...I think colour coding make it easier to understand and give school a flag that shows their colours such as red for rubbish and yellow for improve and green for super, this will get more attention make it easier. Ofsted should be at reception on the wall so that when we want to look around we have honest information

Because they only give a snapshot of how the school is performing based on a few hours spent in the school. It's not a true or realistic picture

Ofsted main criteria seem to change regularly. Parents need a clear explanation as to why a schools rating can change dramatically over an apparently short period of time. They need to know more about what is being judged.

parents views and experiences of children who were not there at the time or who had been 'voluntarily' excluded to make the school seem better

I don't like the way pupils are hand picked to talk to them and parents too. This shouldn't happen. Do they look at the number of children that have moved to/from a school in a local area and question the reasons why (beyond moving house)?

One topic/section in the Ofsted report about the childcare provider, school or college that you feel is not covered at all, or in enough detail

Pastoral care doesn't seem to have a great emphasis and the whole notion of 'every child matters' seems to have been lost. There seems to be so much emphasis on stem subjects and the arts seem to be sidelined to the detriment of many children's learning and for the economy of the country in general

The school's ethos. Exactly what they think should guide a child's education. Too many schools are obsessed with getting a high score rather than educating and developing children.

Parent views, responses to concerns

they didn't take any account of the good things that the school did - like its very low NEET rate and all the work related things they did

Safety of the children

The overall rating

The quality of teaching

What is the most important element of an Ofsted report?

Behaviour report

The key findings

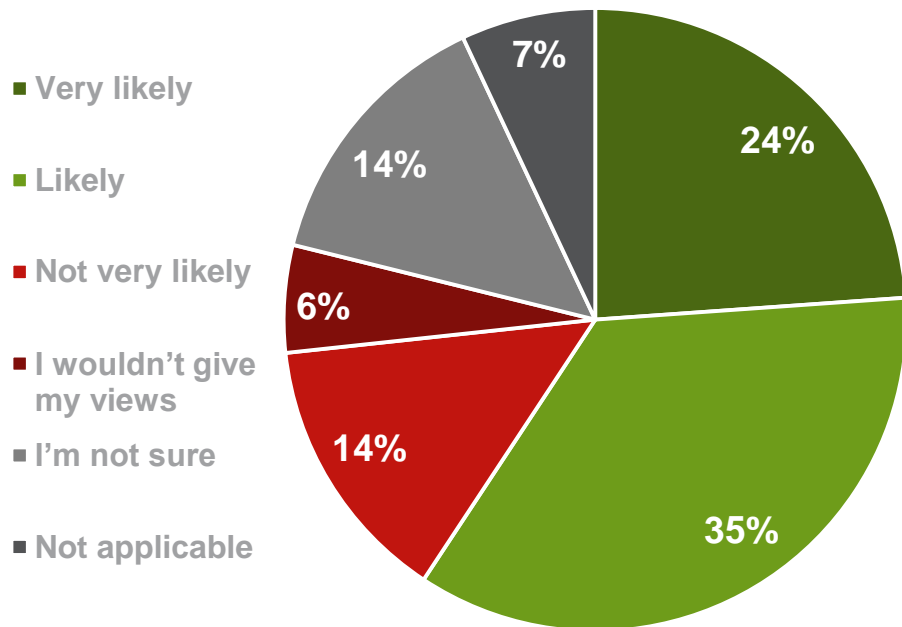
Pastoral care

Exam ratings

The actual statistics such as attendance data and SEN [Special Educational Needs] data

Where it identifies the areas that the school needs to focus on to improve its effectiveness at helping all its pupils

Over half of all parents (59%) are likely to review their childcare provider on Parent View, if they were included



Would be likely to review their childcare provider

- 77% of parents using a childminder*
- 82% of parents using a nursery*

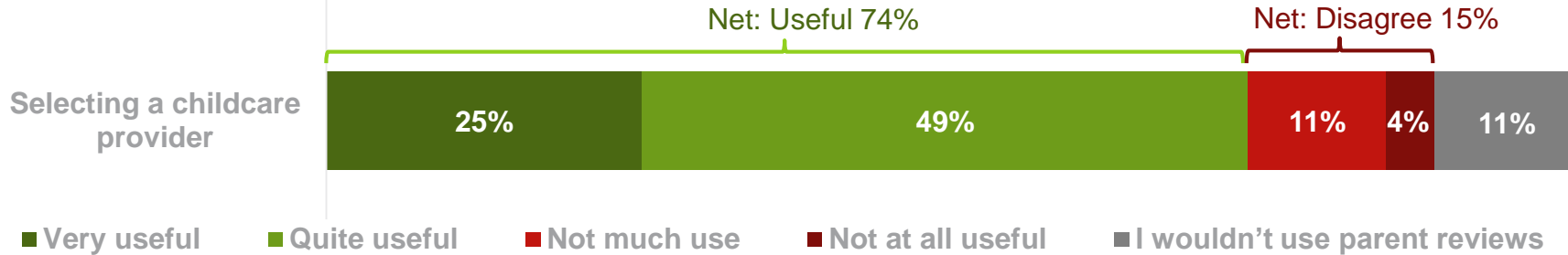
The following are significantly more likely to review their childcare provider on Parent view

- Parents aged between 18 and 34 years old compared to parents aged 55 and over (64% vs. 50%)
- Mothers compared to Fathers (63% vs. 53%)
- Parents living in London (68%) compared to those living in the South West (56%) and East of England (52%)

Almost three quarters (72%) of parents of a pre-school aged child would be likely to review their childcare provider, compared to 58% of parents of a school aged child

YouGov

The majority of parents would find a parent to parent review site useful when choosing a childcare provider



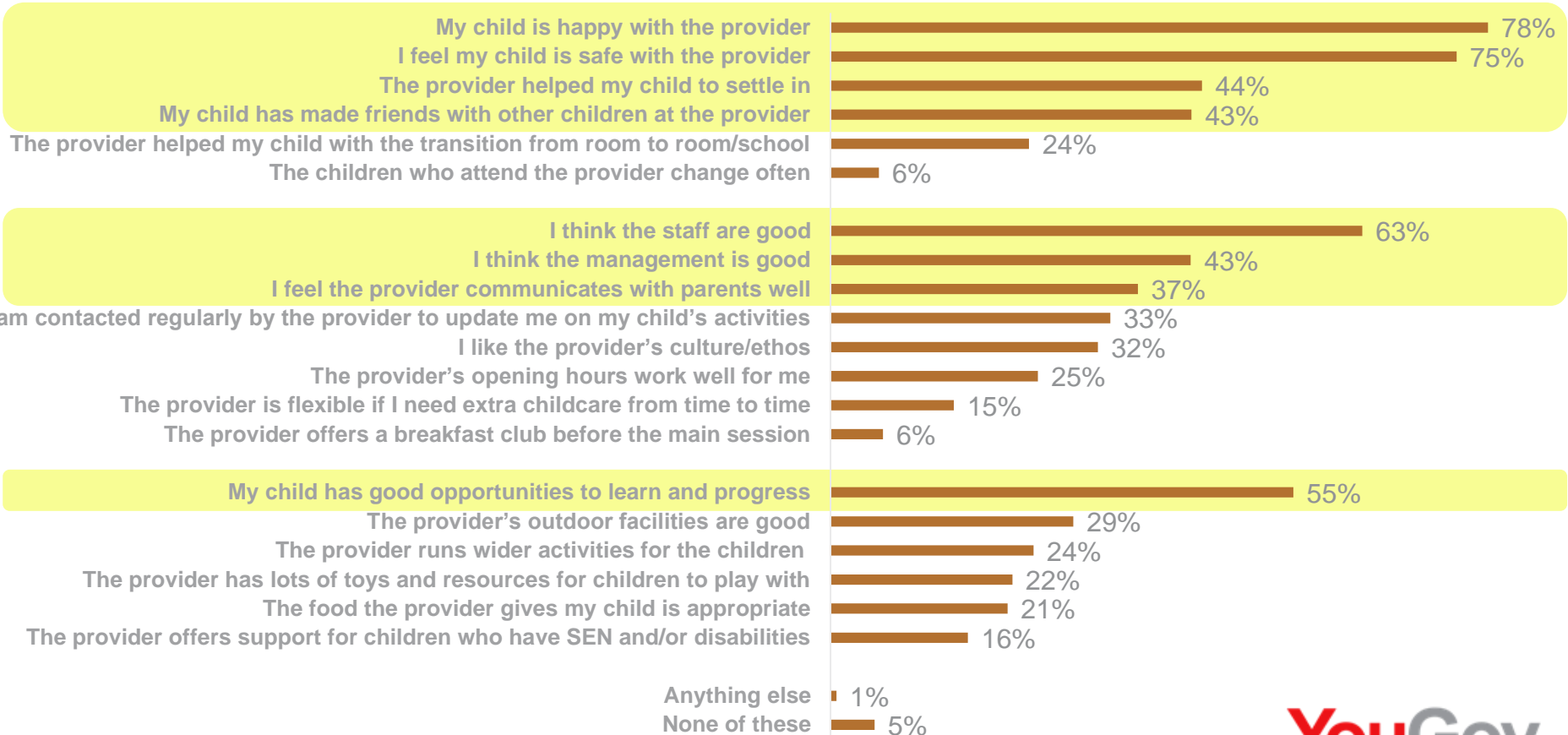
Parents who would find a parent to parent review site **useful**

- 88% of parents of a pre-school child
- 83% of 18-34 year olds
- 81% of parents living in London
- 79% of Mothers
- 76% of parents using a childminder*
- 90% of parents using a nursery*

Parents who would not use parent reviews when selecting a childcare provider

- 15% of parents aged between 45 and 54 years old
- 19% of parents living in the East Midlands
- 12% of parents of a school age child

The most useful information for a parent review about a childcare provider



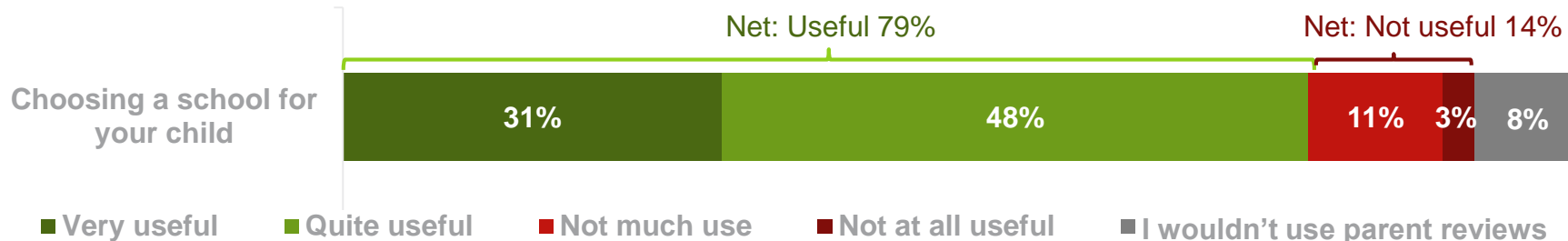
The most useful information for a parent review about a childcare provider by setting use

Parents using a childminder		Parents using a nursery	
My child is happy with the provider	83%	My child is happy with the provider	82%
I feel my child is safe with the provider	68%	I feel my child is safe with the provider	77%
My child has good opportunities to learn and progress	65%	My child has good opportunities to learn and progress	70%
The provider helped my child to settle in	51%	I think the staff are good	64%
The provider runs wider activities for the children	51%	The provider helped my child to settle in	53%
The provider's opening hours work well for me	41%	My child has made friends with other children at the provider	50%
My child has made friends with other children at the provider	40%	I think the management is good	46%
I think the staff are good	37%	The provider helped my child with the transition from room to room/ on to school	40%
I am contacted regularly by the provider to update me on my child's activities	35%	The provider's outdoor facilities are good	38%
I feel the provider communicates with parents well	32%	I like the provider's culture/ethos	36%

Q19. Thinking about choosing a childcare provider . If you could see ratings of different aspects of the childcare provider from parents of children who currently attend, which of the pieces of information below would be most useful to you? Please choose up to 10 aspects

*NB small base parents of child attending a childminder n=16, nursery n=55

The majority of parents would find a parent to parent review site useful when choosing a school



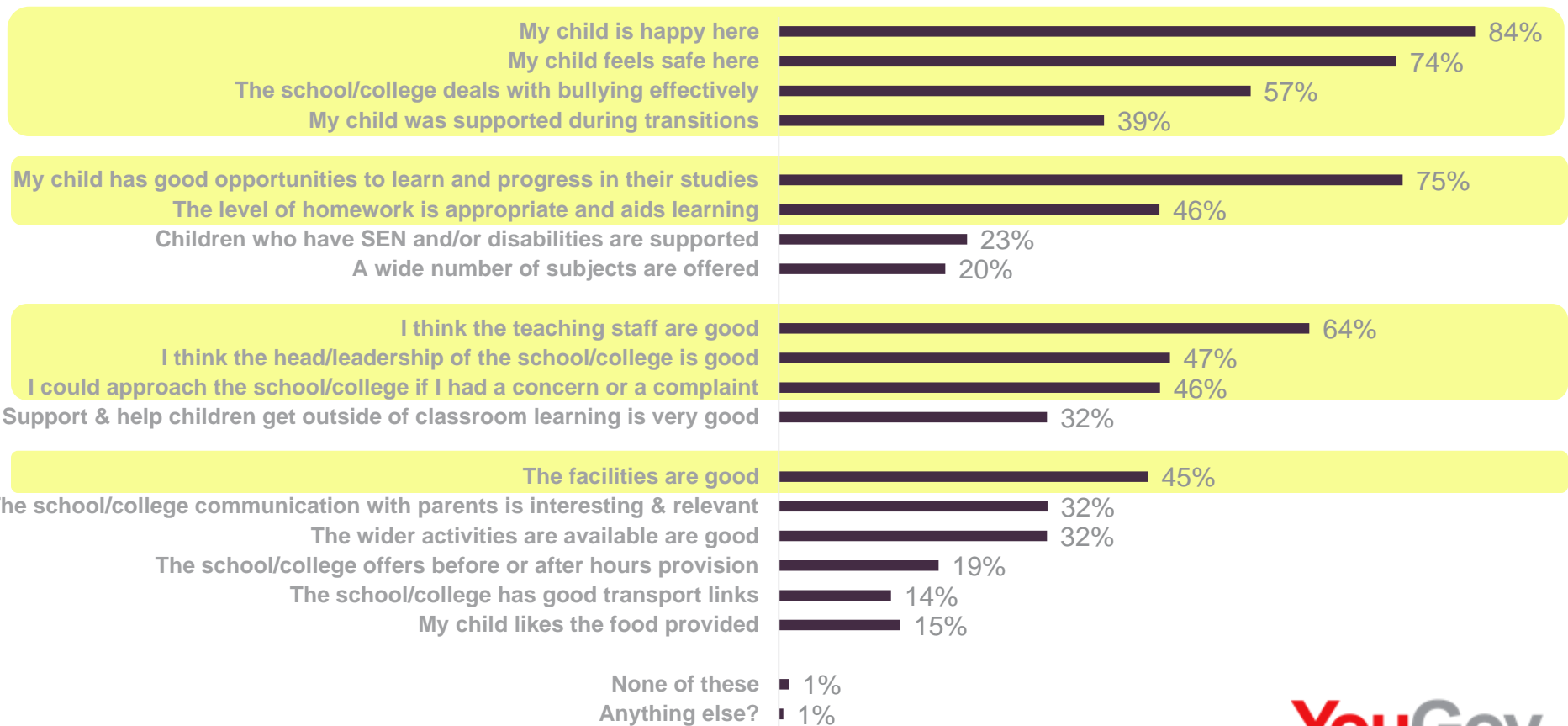
Parents who would find a parent to parent review site **useful**

- 90% parents of a pre-school child
- 82% C2DE parents
- 85% 18-34 year olds
- 82% Mothers

Parents who would not use parent reviews when selecting a school

- 10% of Fathers
- 11% of parents living in the East of England

The most useful information for a parent review about a school or college



Q16_new. Thinking about choosing a school or college. If you could see ratings of different aspects of the school or college from parents of children who currently attend, which of the pieces of information below would be most useful to you? Please choose up to 10 aspects (Base: parents of a child 0-18 years old who would find a parent to parent review site for schools useful n=912)



YouGov