

IPSOS EDUCATION MONITOR 2024

A 30-Country Ipsos
Global Advisor Survey

August 2024



Introduction

The media often makes out that Baby Boomers are unsympathetic to the lives of young people today. But our survey finds Boomers more likely than any other generation to say that growing up today is harder than when they were young.

Elsewhere we find further evidence that **perceptions do not always align with reality.** Perceptions of the quality of the education system vary greatly by country. But there is no correlation between how people perceive the quality of their country's education and their country's PISA scores.

This lack of correlation may also reflect Ipsos research which shows parents judge schools on far more than just exam performance, with discipline,

overall wellbeing and development often seen as equally or more important, especially for younger children.

One year on from the explosion of generative AI into the public consciousness and attitudes towards AI have become more divided. Just over a third (36%) now think the use of ChatGPT should be banned in schools, up from 29% last year.

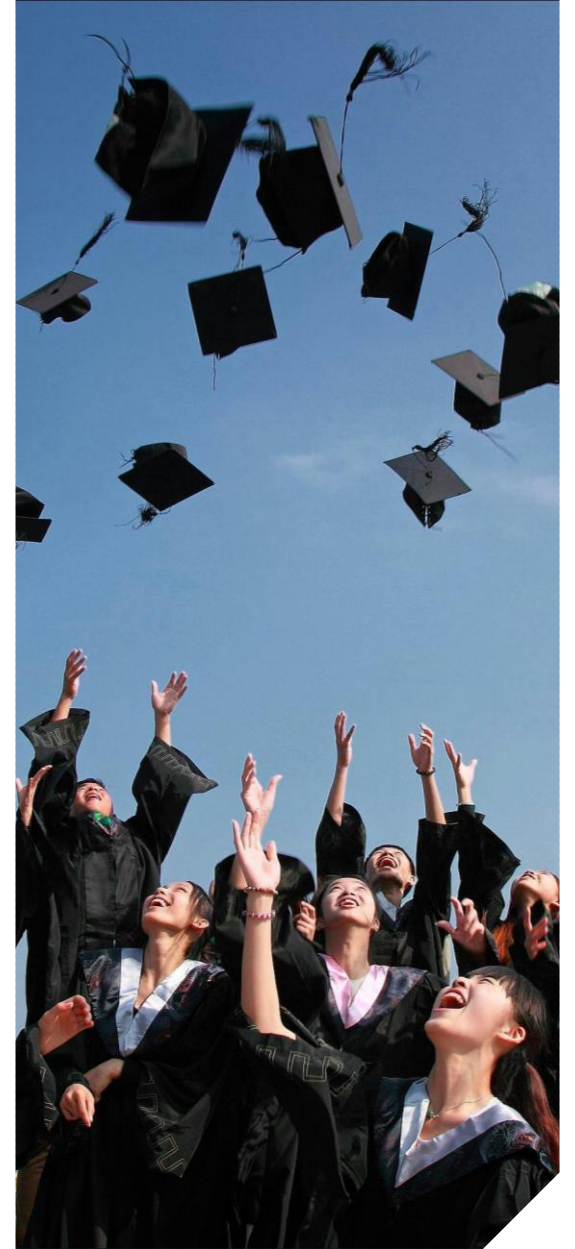
This rises to one in two people in Canada (52%), France (51%) and Australia (49%). Meanwhile, fewer than one in four support banning ChatGPT in schools in Türkiye (24%), Thailand (22%) and Japan (20%).

There's been a similar pushback against technology more broadly too, with a 7-

point increase in people predicting that advances in tech will have a more negative than positive impact on education in the future (25%).

Another area of tech-caution is social media. Majorities in 29 out of 30 countries **support banning children under 14 from social media** both inside and outside school.

Parents with children in school are generally more positive than the wider population about the state of education. They are more likely to rate the quality of education as good, agree that schools embrace diversity and differences among learners, and to see advances in technology as a positive for future education.



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In summary



At a glance



33%

on average across 30 countries say the quality of the education system in their country is good. But views are mixed: 36% say it's poor.



47%

say the quality of education has become worse since they were at school. Romania, France and Hungary are most likely to hold this view.

63%



of Baby Boomers think growing up now is harder than when they were young, compared with 57% of Gen X, 48% of Millennials and 47% of Gen Z.

1 in 4



think advances in technology will have more of a negative than positive impact on education in the future – up 7 points from 18% last year.

29



In 29 of the 30 countries surveyed, a majority support banning social media for children under 14.

29%



think an outdated curriculum is the greatest challenge facing their country's education system. But a perceived lack of funding, overcrowded classrooms and inadequate teacher training also rank highly.



Key findings



Boomers are more sympathetic than we thought

The media often presents Baby Boomers as thinking that kids these days have it easy – but in fact they are more likely than any other generation to say that growing up today is harder than when they were young.



Generational disagreement about smartphones

Just over a third (36%) of Gen Z support banning smartphones in schools compared with 66% of Boomers, 58% of Gen X and 53% of Millennials. But there's more agreement around social media, with a majority across generations in favour of banning its use by children under 14.



Perception is not reality

A third of people (33%, on average) think their country has a good education system – but there's little correlation between perceived quality and mean PISA scores.



Expectations of teachers vary greatly by country

A majority in Thailand see overseeing homework as a responsibility primarily for teachers. But in other countries such as Indonesia this is firmly a job for parents. Addressing bullying and providing sex education also show great variation by country.



Conflicted feelings around the use of AI

Views around the use of AI in schools have become more divided, with a now even split between those supporting a ban of ChatGPT in schools (36% vs 29% in 2023) and those who disagree (37% vs 42% in 2023).



Challenges to education vary greatly by country

In Great Britain, a lack of public funding comes top (40%). In the US, concerns focus around political or ideological bias (33%) and safety and security (31%). In Romania, an outdated curriculum (51%) and inadequate teacher training (45%) are the most cited challenges.



Perils of perception

Some people are overly harsh graders of the skills of students in their country.

While the [OECD's latest Programme for International Student Assessment \(PISA\) report](#) ranks Singapore, Japan and South Korea as the top three countries for mathematics, reading and science, only Singaporeans seem aware that they are doing well.

The majority of people in Singapore say the skills of children and young people in their country is better in comparison to those in similar countries in maths (65%), science (64%) and reading (57%).

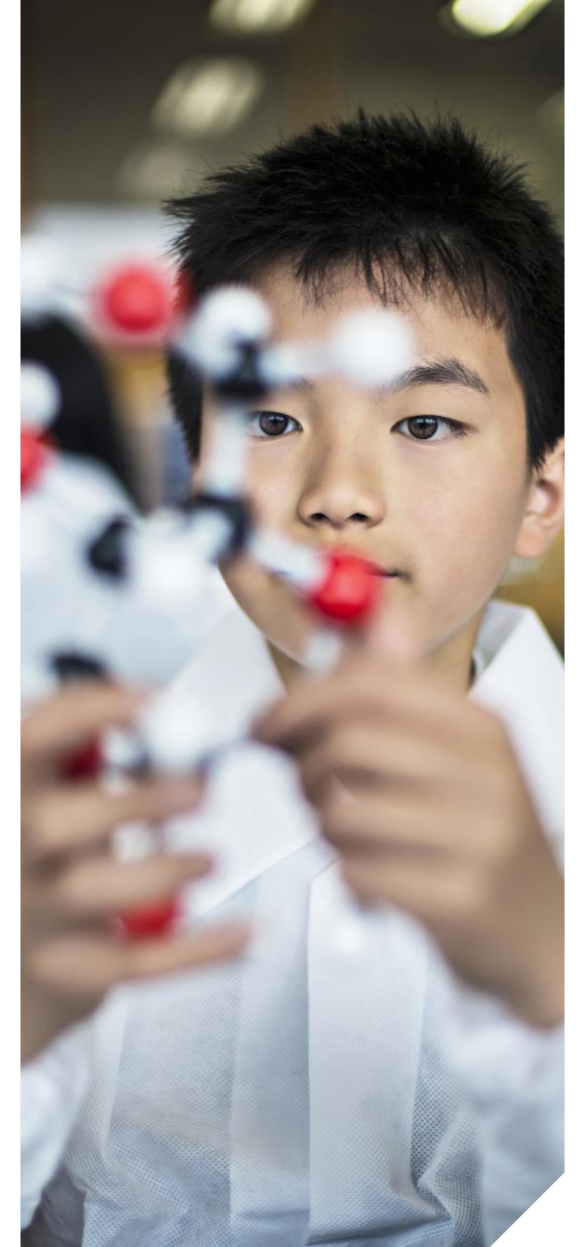
This national confidence is well earned as students in Singapore are no. 1 in PISA scores in all three subjects.

Meanwhile, people in Japan have a more humble view of the skills of kids/young people in their country. Small minorities say Japanese youth are better in maths (17%), science (16%) and reading (10%) even though Japan came right behind Singapore in PISA scores in those subjects – indicative partly of the importance of modesty in Japanese culture.

South Koreans are also tough graders of their students, though

much less so than the Japanese. While South Korea came in third place in the PISA rankings less than half of people thought the skills of kids/young people were better in maths (44%), science (40%) and reading (33%) than their peers in other similar countries.

In all these countries, the pressure on students is huge and this PISA success is not down solely to the core education system but also to afterschool private tutoring. This raises the question, how much should student wellbeing feature in a good education system?



Schools: the great equaliser

While learning can be its own reward most parents are likely hoping school will help their kids become well-rounded and employed adults one day.

The stereotype might be that students feel pressured by family to take a certain career path, but just over two in three (68% on average across 30 countries) parents with children currently in school think it's primarily the responsibility of teachers/schools to offer career guidance.

And while education is said to be the great equaliser, 56% of

parents with kids in school think the education system in their country contributes to reducing social inequalities, while an average of 39% say it doesn't.

There's also division between parents with kids in school over whether the school curriculum in their country adequately prepares students for future careers: 52% say it does and 46% say it doesn't.

In many countries going on to college/university is now seen as a necessary step on the road to adulthood.

But do parents think the – often high – cost of higher education pays off? Most (60%) parents think the higher education/university system in their country adequately prepares students for future careers, while 37% don't think it does.



The role of school

A majority in all 30 countries agree it's primarily the responsibility of teachers and schools to teach basic literacy and numeracy, but there's less consensus on other more charged topics.

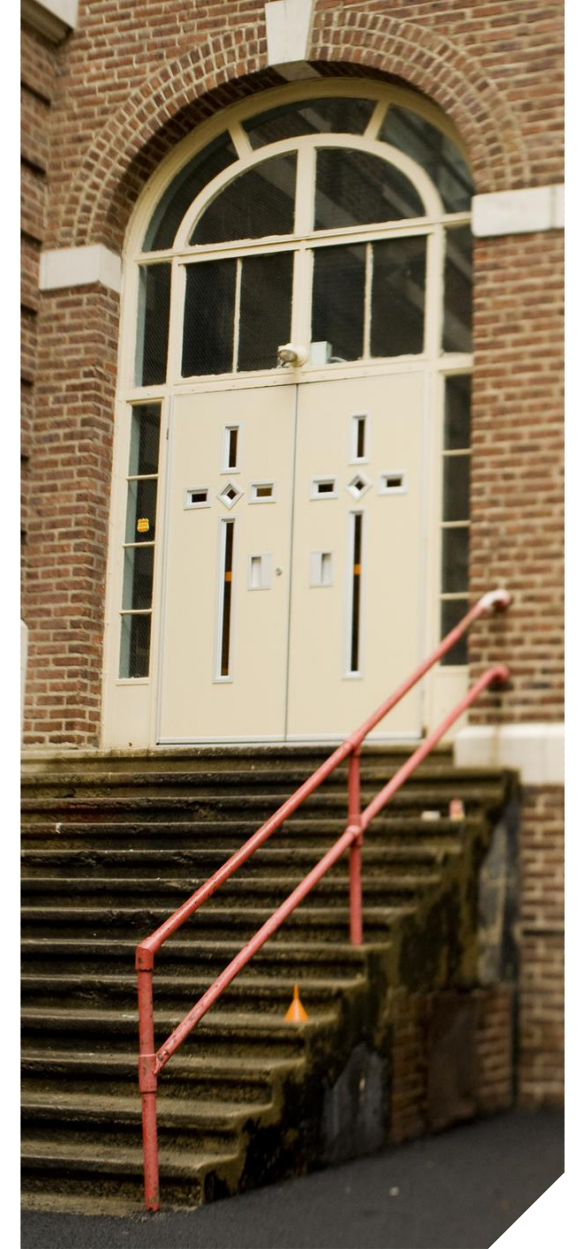
Despite increased awareness, being picked on is still a painful rite of passage for many students and three in five people (59% on average across 30 countries) think it's primarily the responsibility of teachers/schools to address bullying, while 34% think it's primarily the

responsibility of parents. People in Great Britain are most likely (73%) to say the responsibility for dealing with bullying lies with teachers/school compared with 38% in Türkiye.

There are also significant cultural differences across countries when it comes to sex education. Only in Sweden do a majority (61%) think that sex ed is the primary responsibility of teachers/school. On the other end of the scale, fewer than one in four in both Chile and Mexico think this is the responsibility of

teachers/the school (both 23%), with Mexico the top country (75%) agreeing it's primarily up to parents to impart lessons on the facts of life.

Another area that many parents feel is mainly their role is imparting religious values, with 67% saying religion is primarily the responsibility of the parents and 19% saying it's the responsibility of teachers/schools. A majority in all but two countries (Thailand, 42% and Japan, 48%) believe teaching religious values is primarily the role of parents.



Schooled in the use of technology

For better and for worse technology is now part of students' everyday lives from an early age.

Younger Millennials and Gen Z are the first digital natives, having grown up with mobile phones, computers and social media.

It's perhaps then unsurprising to see support for banning the use of smartphones in schools drawn down generational lines, with a 30-percentage point gap between Boomers and Gen Z. Just over one in three (36% on average across 30 countries) Gen

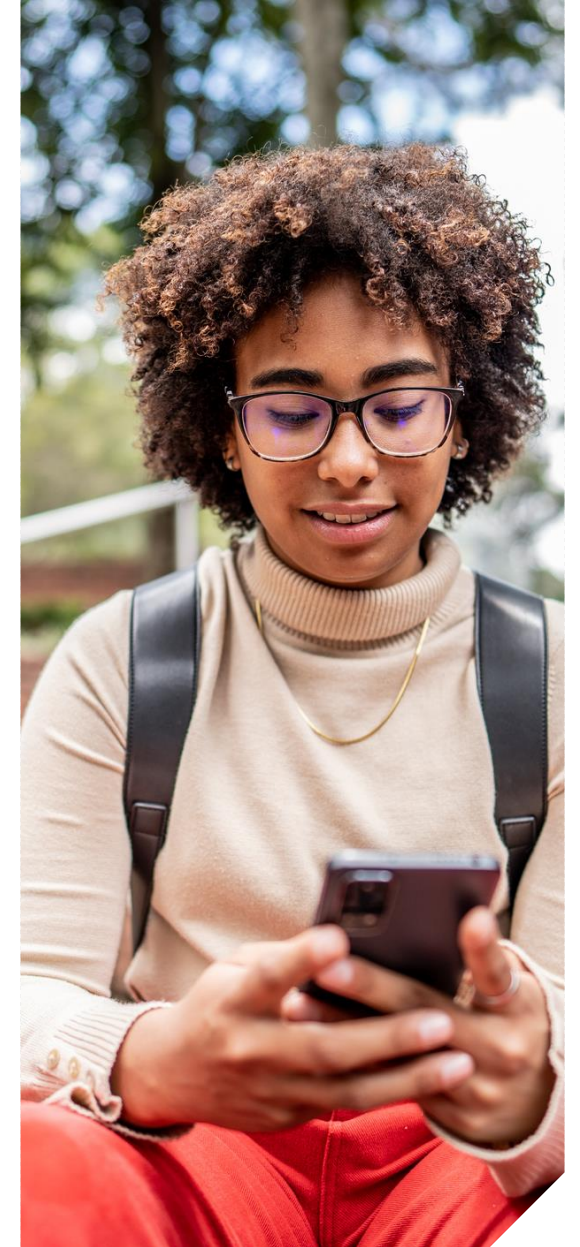
Z are in support of a ban, compared to 66% of Boomers, followed by Gen X (58%) and Millennials (53%).

There's much more consensus across ages and stages when it comes to social media.

Although most social media platforms currently require users to be aged 13 or older, many children under 13 still have their own profile – despite the fact that children's brains are [particularly vulnerable to the harms of social media](#).

In tune with this, the majority of Gen Z (61%), Millennials (68%), Gen X (66%) and Boomers (66%) all agree children under 14 should be banned from using social media both inside and outside of school.

There's also more generational consensus on who should teach digital literacy/online safety, though older people (Boomers, 69%, Gen X, 64%) are a bit more likely than the digital native generations (Millennials, 58%, Gen Z, 58%) to think teachers/schools are primarily responsible for this.



To ban or not to ban AI?

The mainstream use of artificial intelligence (AI) is relatively new and students, parents and teachers are still grappling with if and how to use the emerging technology.

When ChatGPT launched in late 2022, it created almost instant headaches for educators around the world, who had to react to students using this tool in real time.

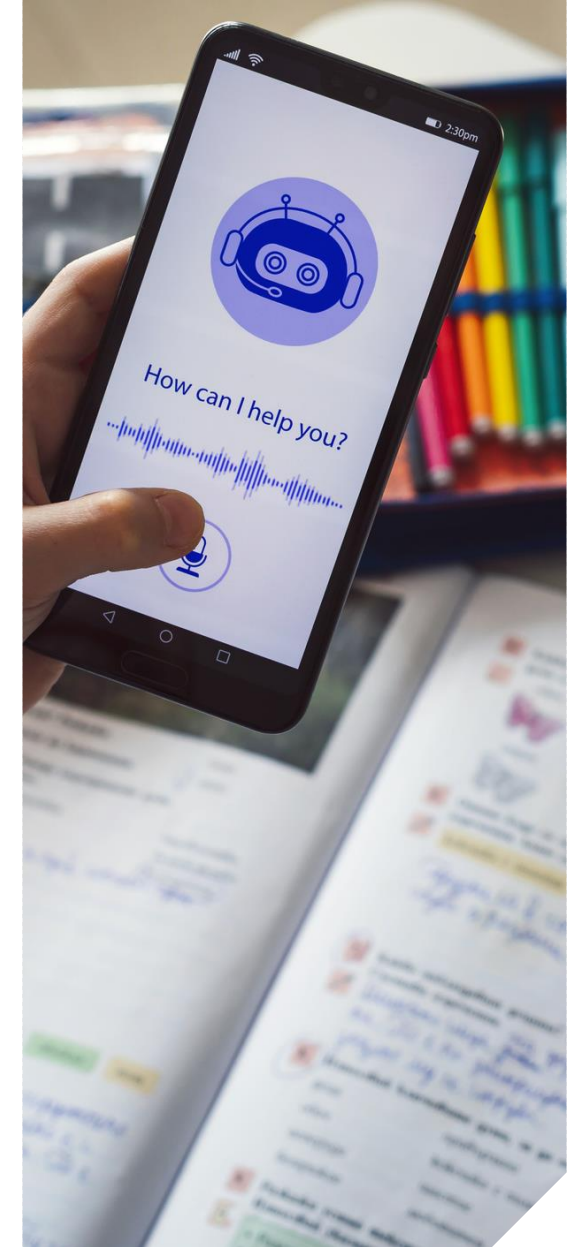
In the wake of the splashy launch of ChatGPT 36%, on average across 30 countries, now think the use of AI (including ChatGPT)

should be banned in schools, [up slightly from 29% who said the same in 2023](#). At the same time there's been a drop in people who don't think it should be banned, down from 42% to 37% today. And just over one in four (27%) currently say they're not sure if AI should be banned in schools or not.

There are also increasingly mixed feelings when it comes to the impact advances in technology, including AI, will have on the future of education, with 27% currently saying it will have a

more positive impact than negative (-8 percentage points year-over-year) and 25% now saying the impact will be more negative (+7 pp y-o-y). Meanwhile 33% (+3 pp y-o-y) say the impact of technology, such as AI, will be neutral on education.

Support for a classroom AI ban is stronger among Anglophone and European countries. This mistrust of AI is not limited to its use in education, with [English-speaking and European countries some of the most nervous about use of AI products](#) more generally.



Ok, let's talk about Boomers

Baby Boomers* have a reputation for telling kids these days how easy they have it.

But our new polling finds Boomers are actually the generation most likely to believe young people have it harder.

Just over three in five (63% on average across 30 countries) Boomers agree that, taking everything into account, growing up in their country is harder these days compared to when they were young, with Gen X not too far behind at 57%. Meanwhile, just under half (48% of Millennials and

47% of Gen Z) of the younger generations think growing up is now harder for those at school coming up behind them.

One stereotype about Boomers appears to have some truth to it: the belief some things were better back in their day.

Slightly more than half (57% on average globally) of Boomers think the overall quality of the education system in their country is now worse compared to when they were in school. **Distance seems to make the heart grow fonder**; the older one is, the more

likely they are to think the education system is worse than it used to be, with only 29% of Gen Z thinking this, followed by 39% of Millennials and 50% of Gen X.

**Generation Z (born between 1996-2012), Millennials (born between 1980-1995), Generation X (born between 1966-1979) and Baby Boomers (born between 1945-1965).*

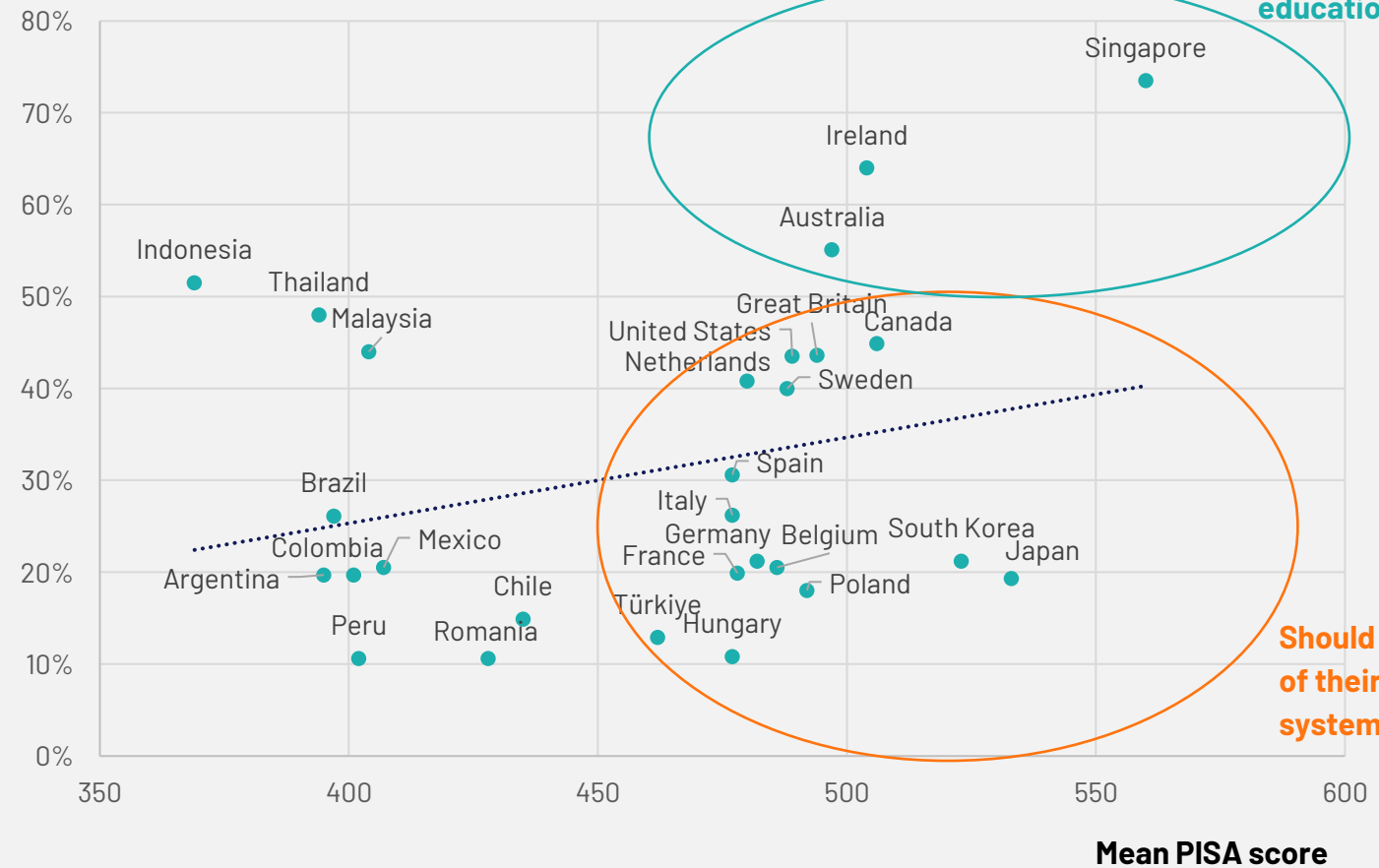


Perils of perception



Across the 30 countries included in our survey, perception of the quality of education does not always align with reality.

"The quality of education system in my country is good"



Q: How would you rate the overall quality of the education system in your country? vs. PISA scores source: <https://www.oecd.org/en/about/programmes/pisa.html>

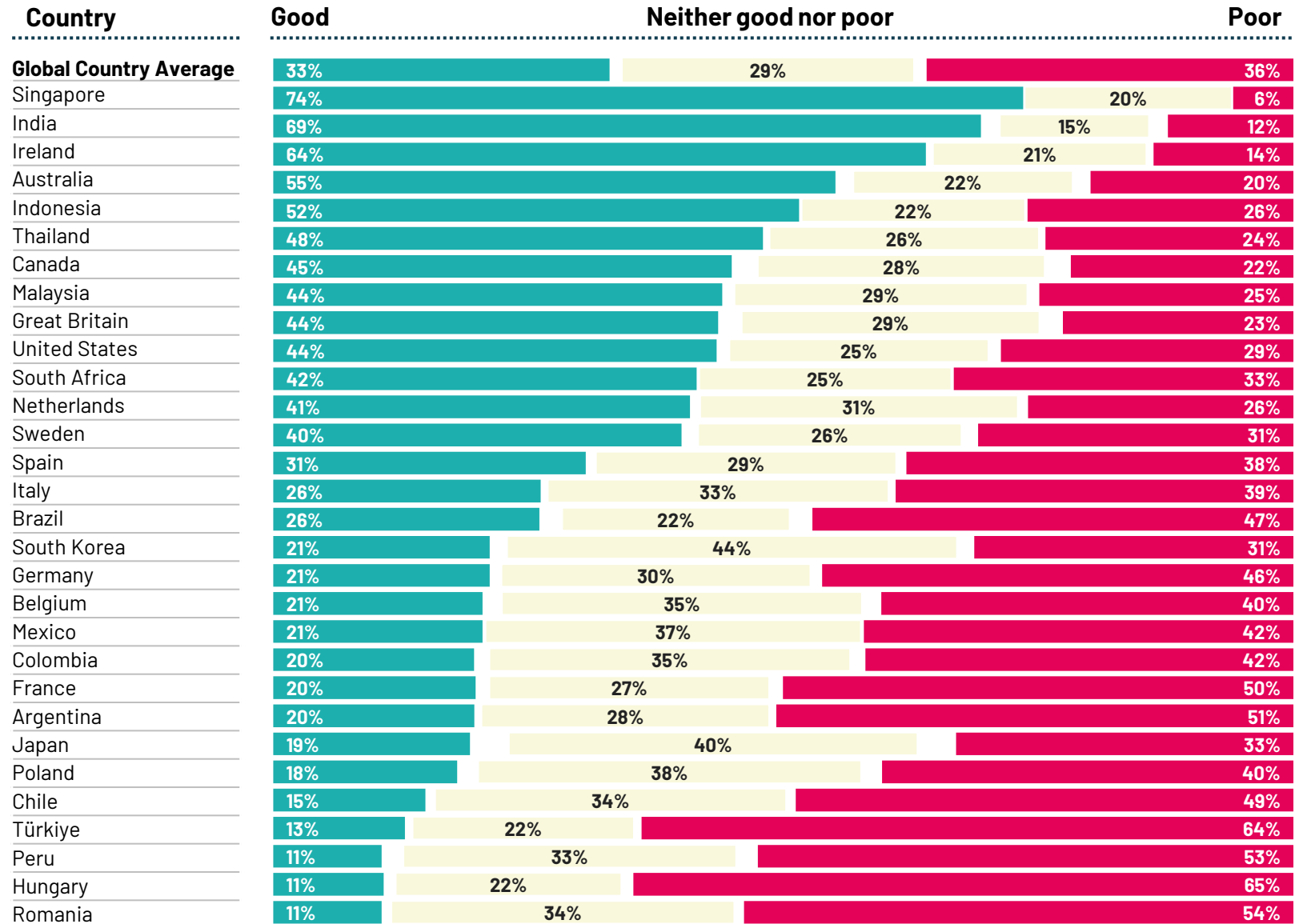


Attitudes to the education system



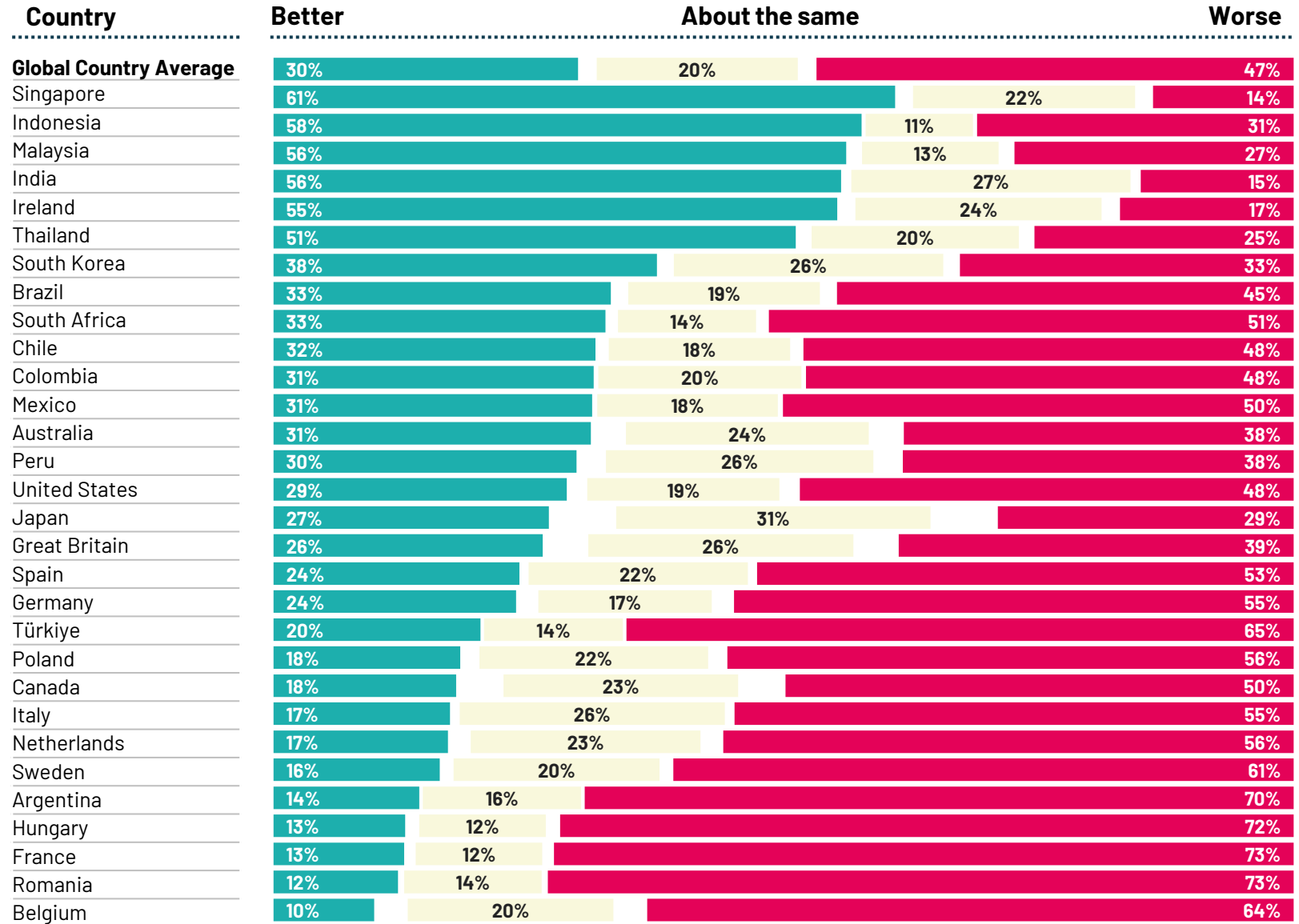
How would you rate the overall quality of the education system in your country?

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June – 5 July 2024.



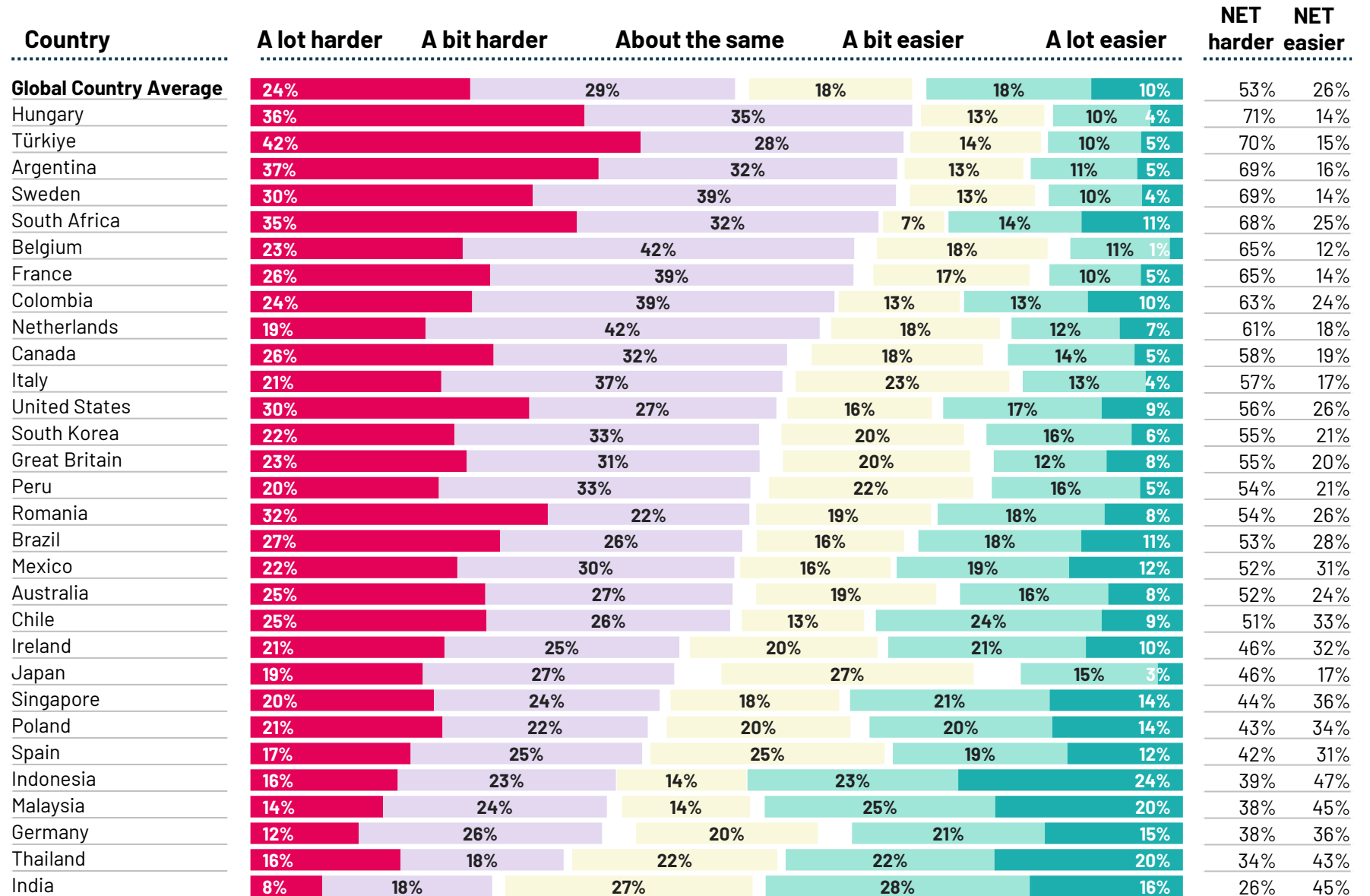
Compared to when you were in school, do you think the overall quality of the education system in your country is now...

Base: 21,106 online non-students aged 25-75 across 30 countries, interviewed 21 June - 5 July 2024.



Taking everything into account, compared to when you were young, would you say that growing up in your country these days is...

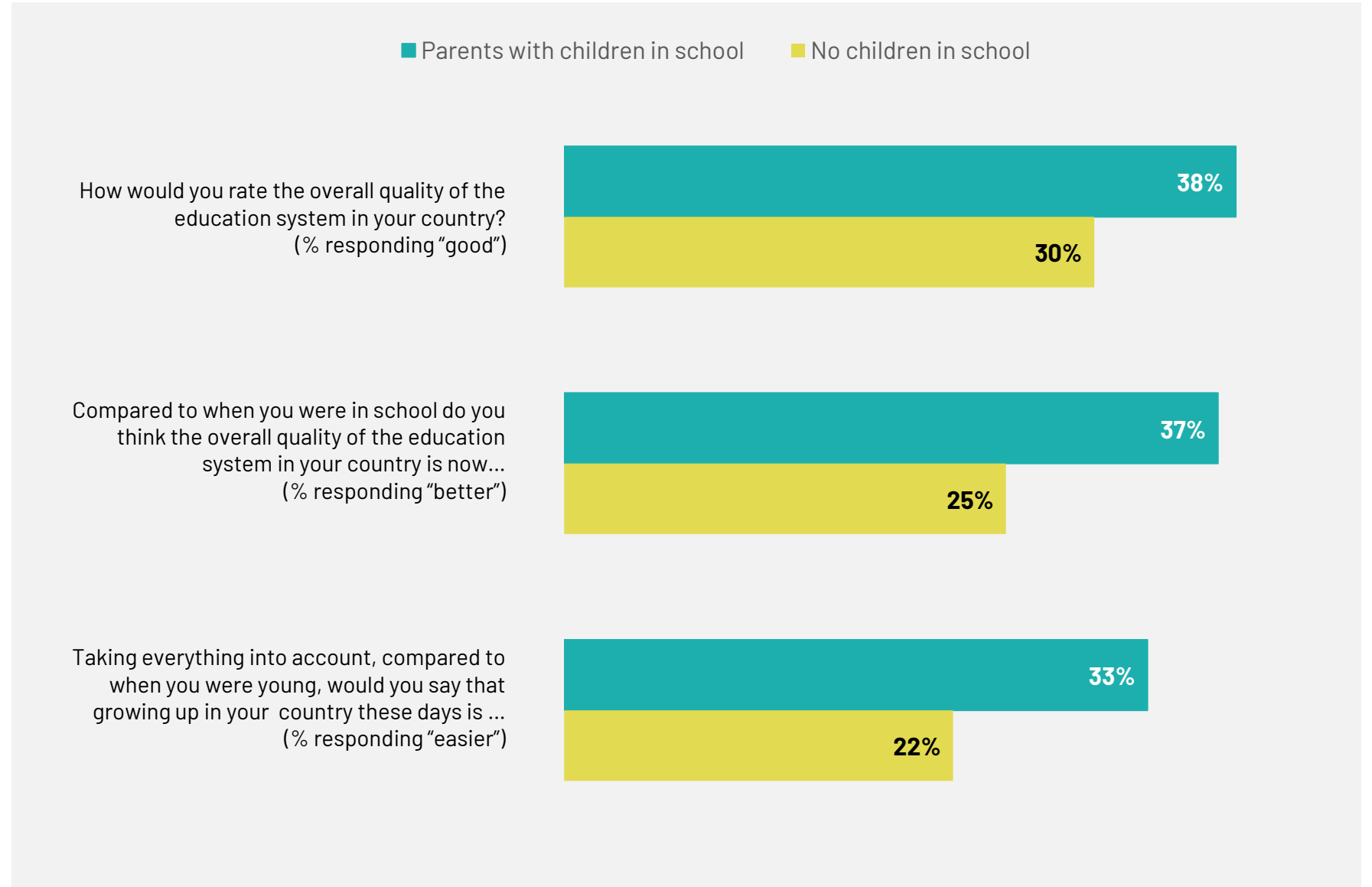
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



On average across 30 countries, parents with children in school have a more positive opinion of education in their country.

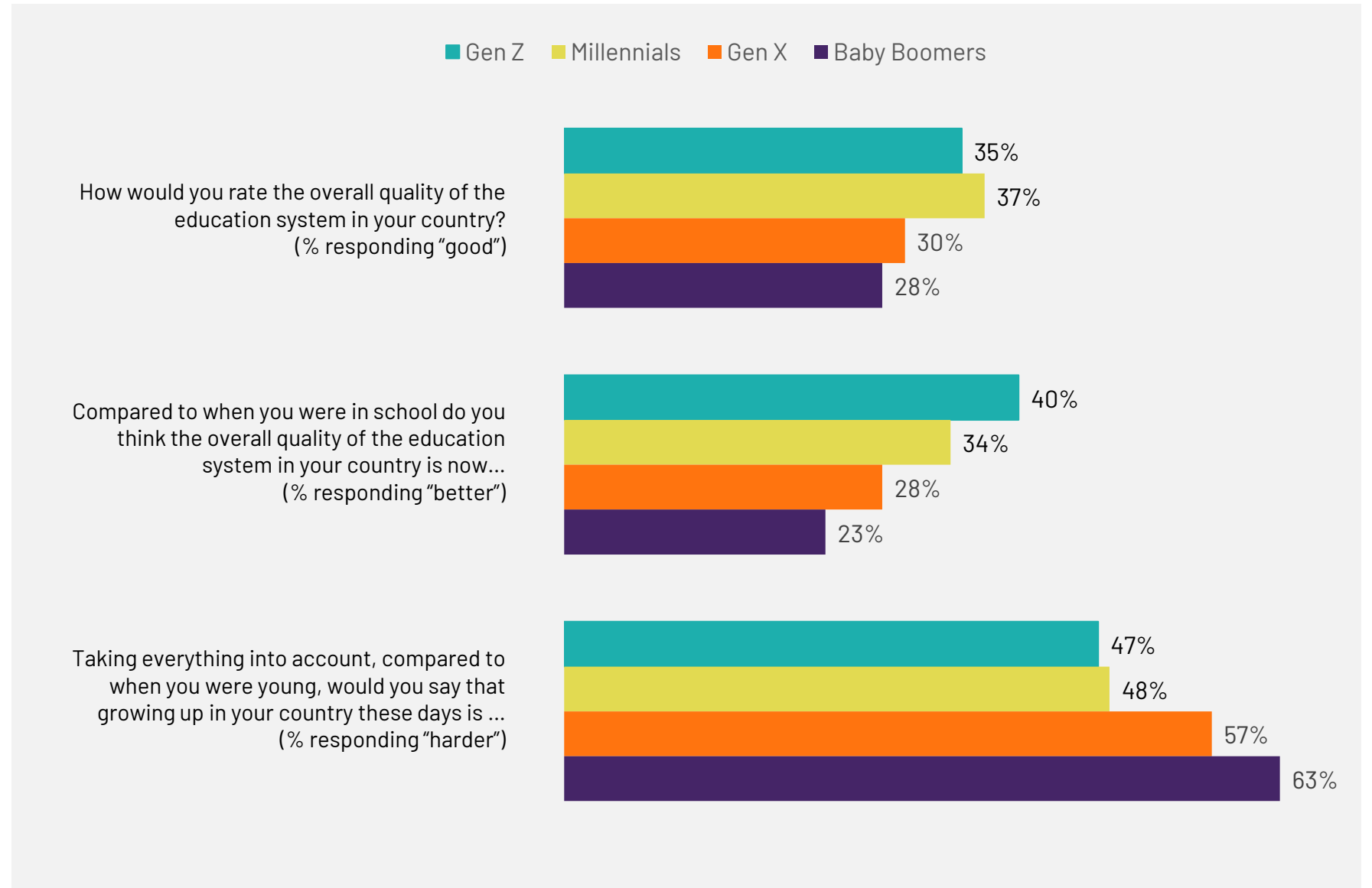
They're also more likely than the wider population to think growing up today is easier than when they were young themselves.

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Younger generations are more likely to have a positive view of the education system in their country and are less likely to think growing up today is harder.

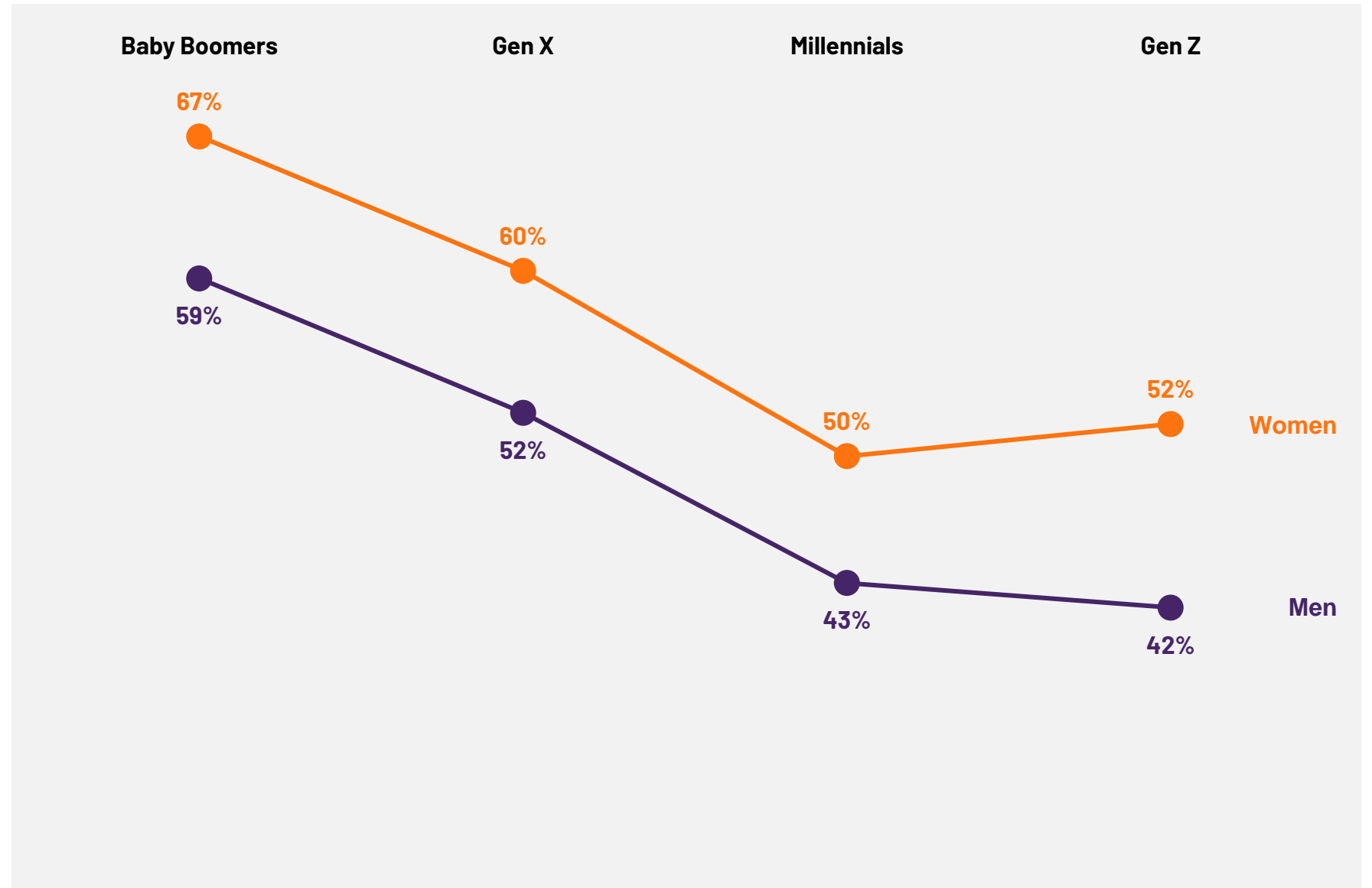
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Across all generations, women tend to think it is harder these days growing up in their country compared with when they were young.

(% harder)

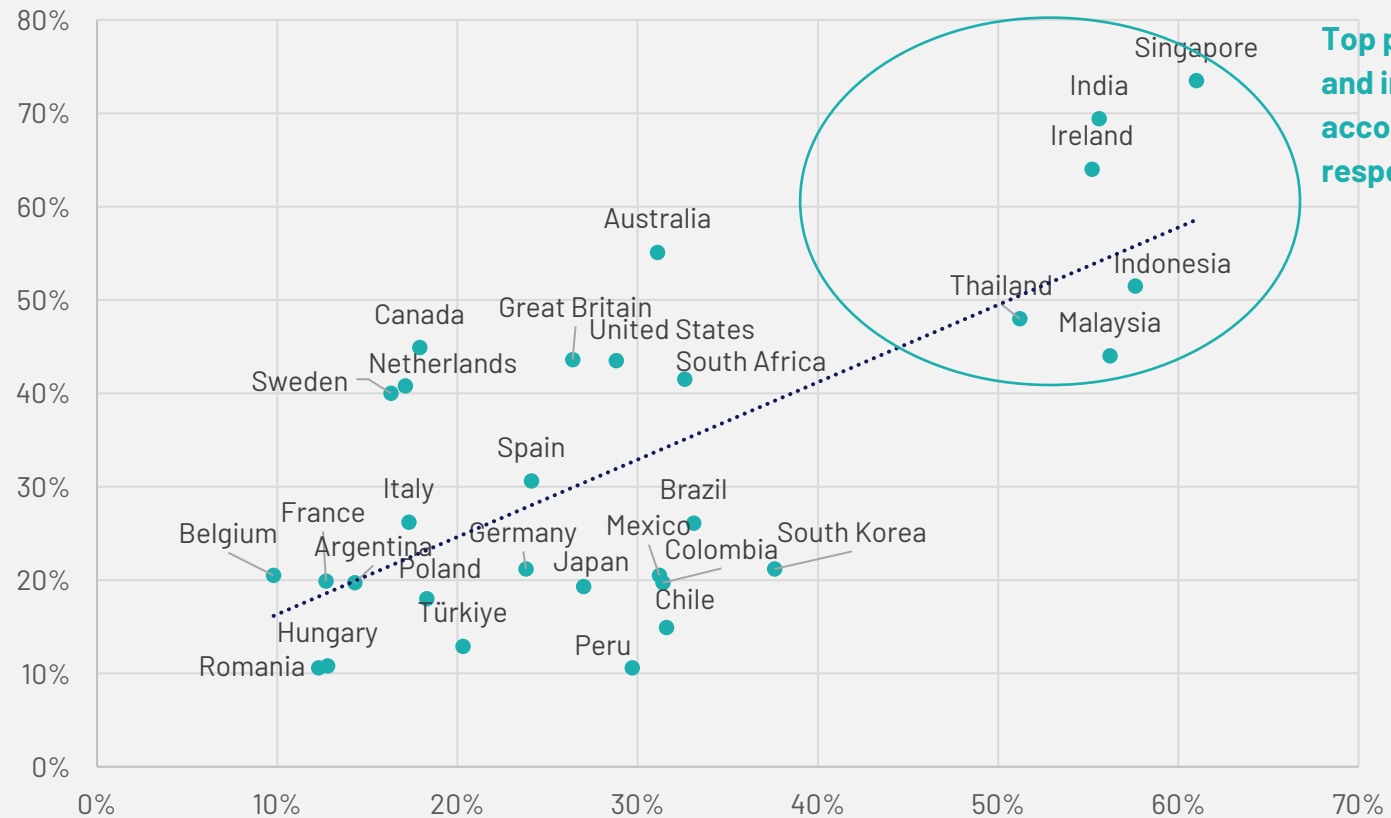
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



According to people's own perceptions of their country, the top performing and improving education systems are located mostly in Asia.

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.

"The overall quality of the education system is good"



Top performers and improvers according to respondents

"The overall quality of the education system is now better than when I was in school"

Q: How would you rate the overall quality of the education system in your country? vs. Q: Compared to when you were in school do you think the overall quality of the education system in your country is now...

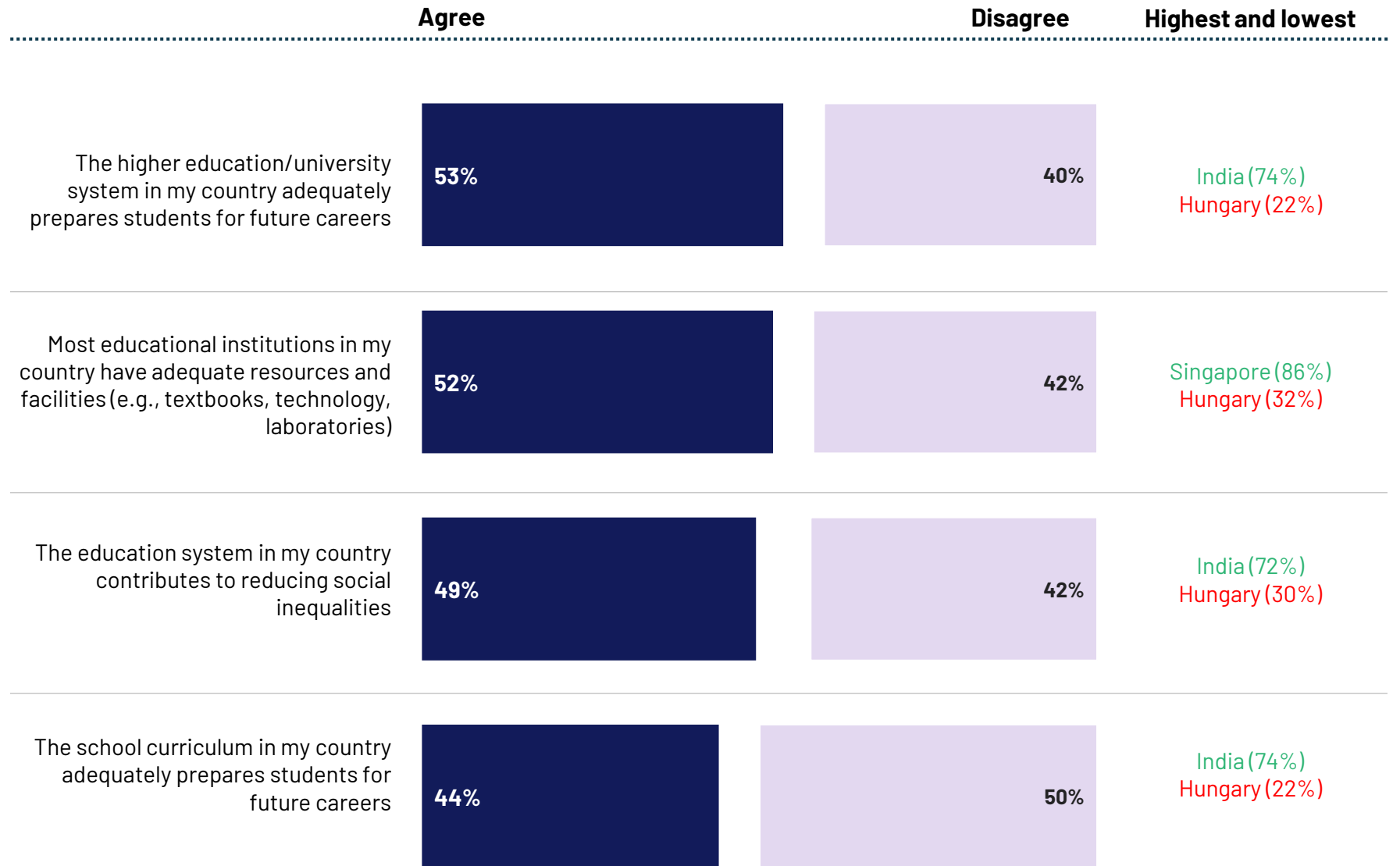


Challenges to the education system



How much do you agree or disagree with each of the following statements?

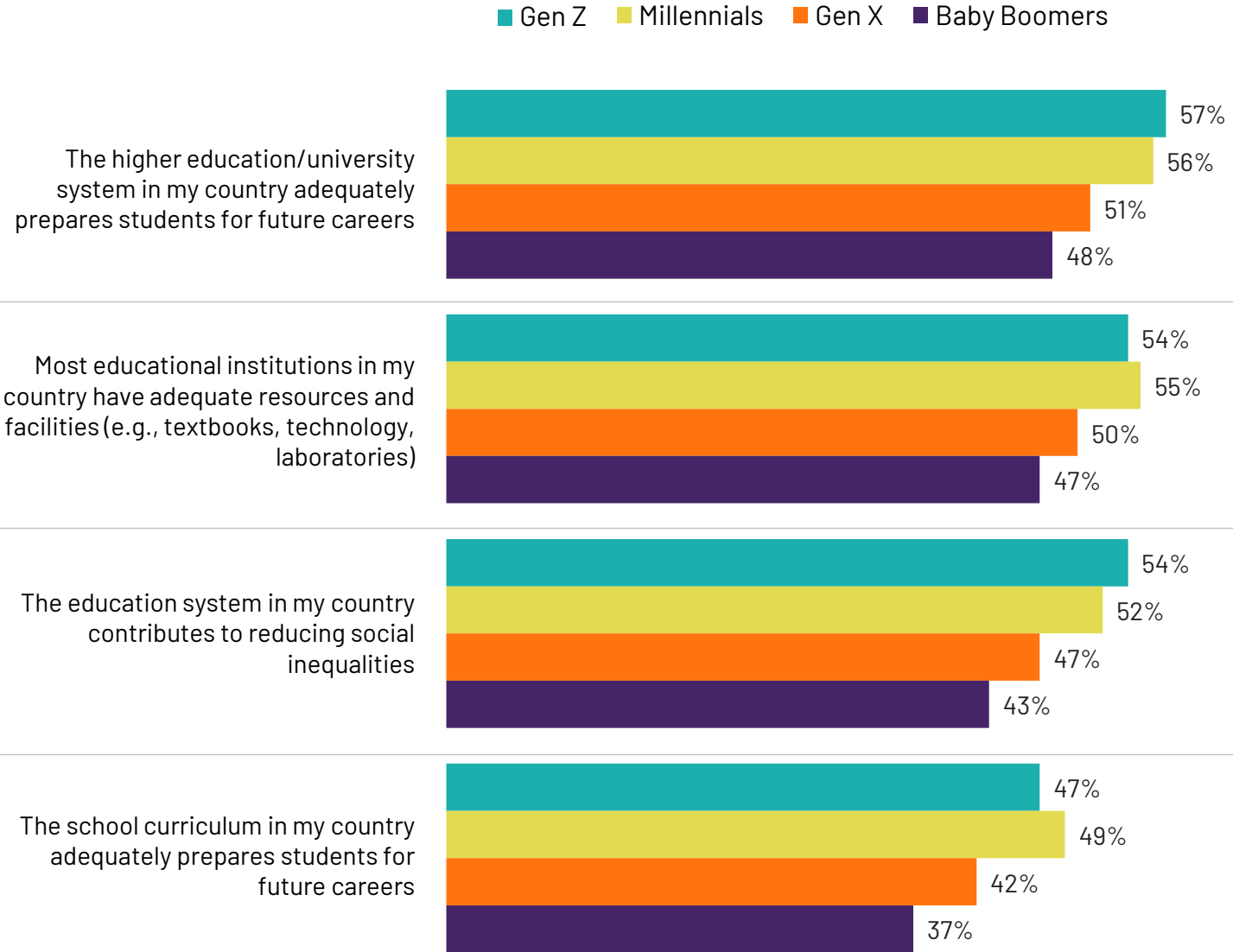
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June – 5 July 2024.



Younger generations have a more positive evaluation of the schooling system in their country

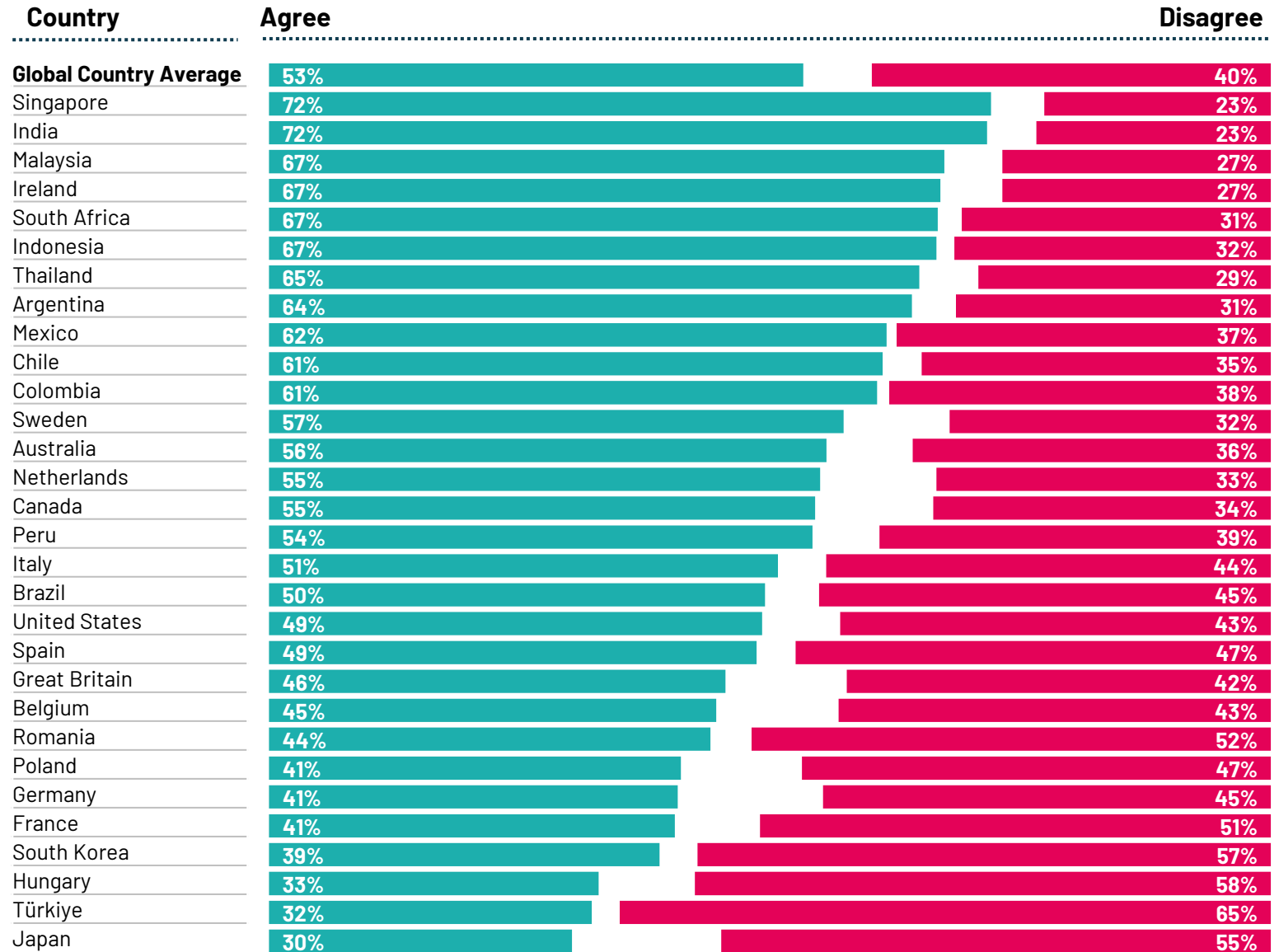
(% agree)

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.

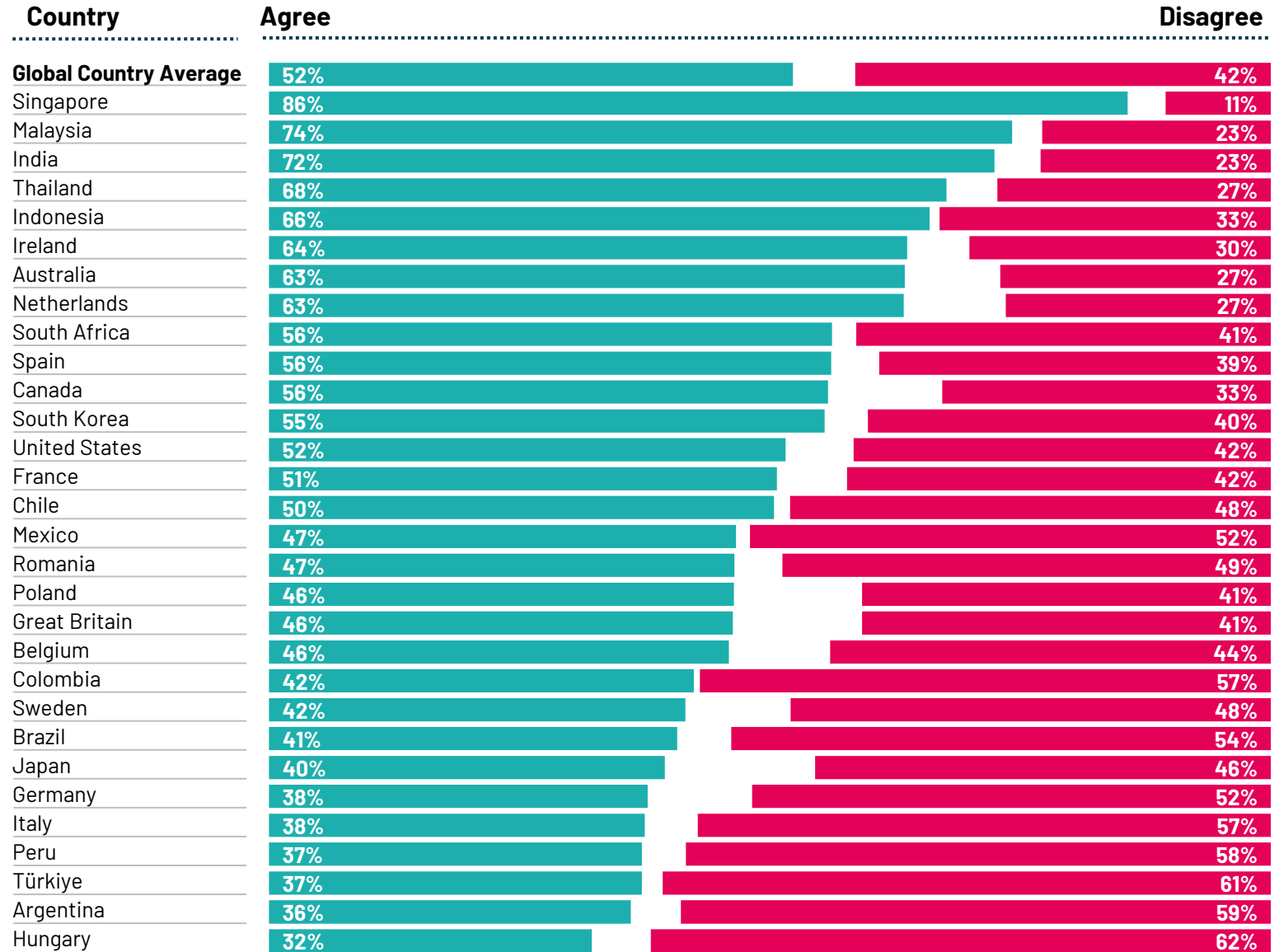


How much do you agree or disagree with each of the following statements? - **The higher education/university system in your country adequately prepares students for future careers**

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



How much do you agree or disagree with each of the following statements? - **Most educational institutions in your country have adequate resources and facilities (e.g., textbooks, technology, laboratories)**

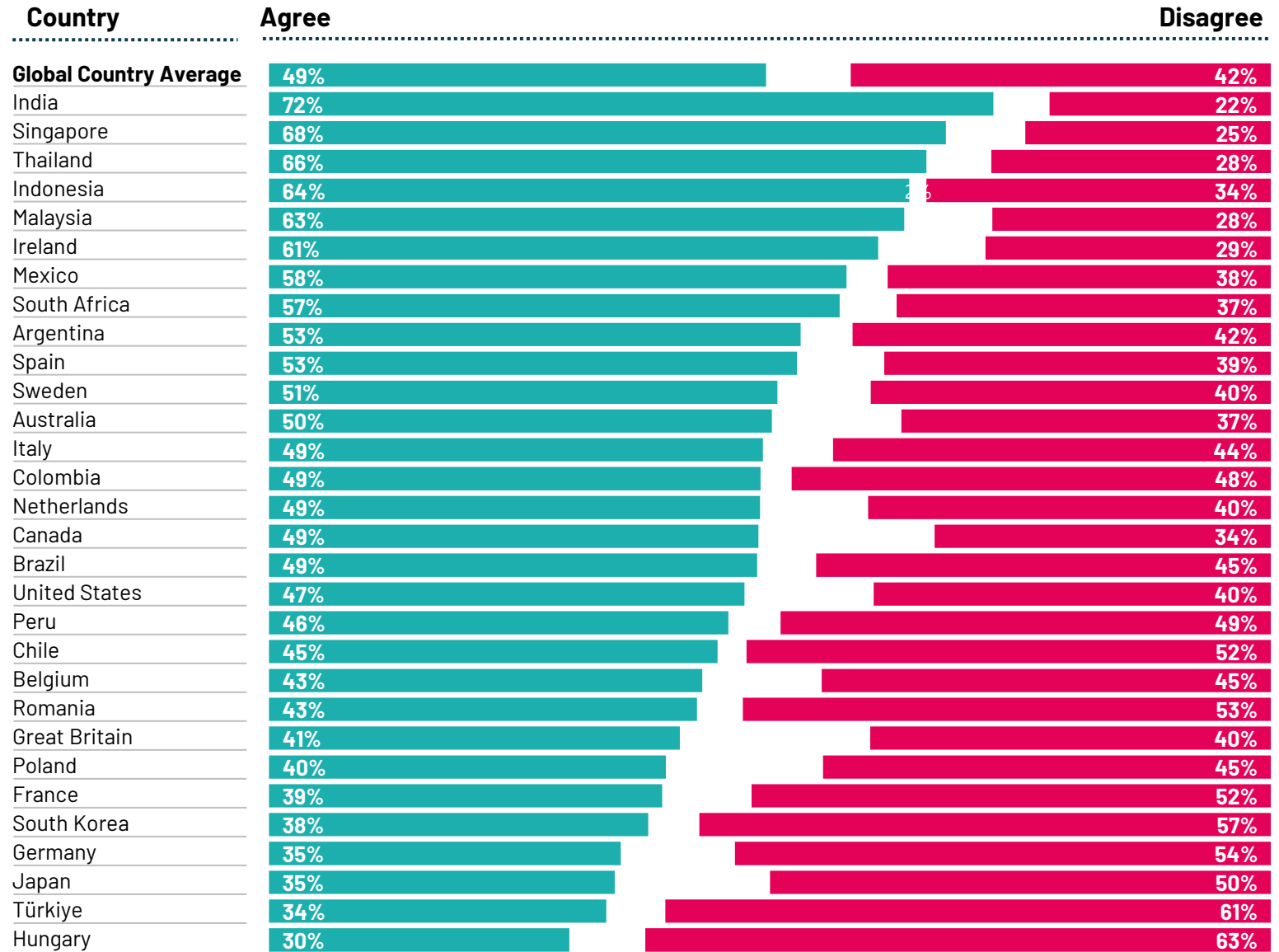


Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



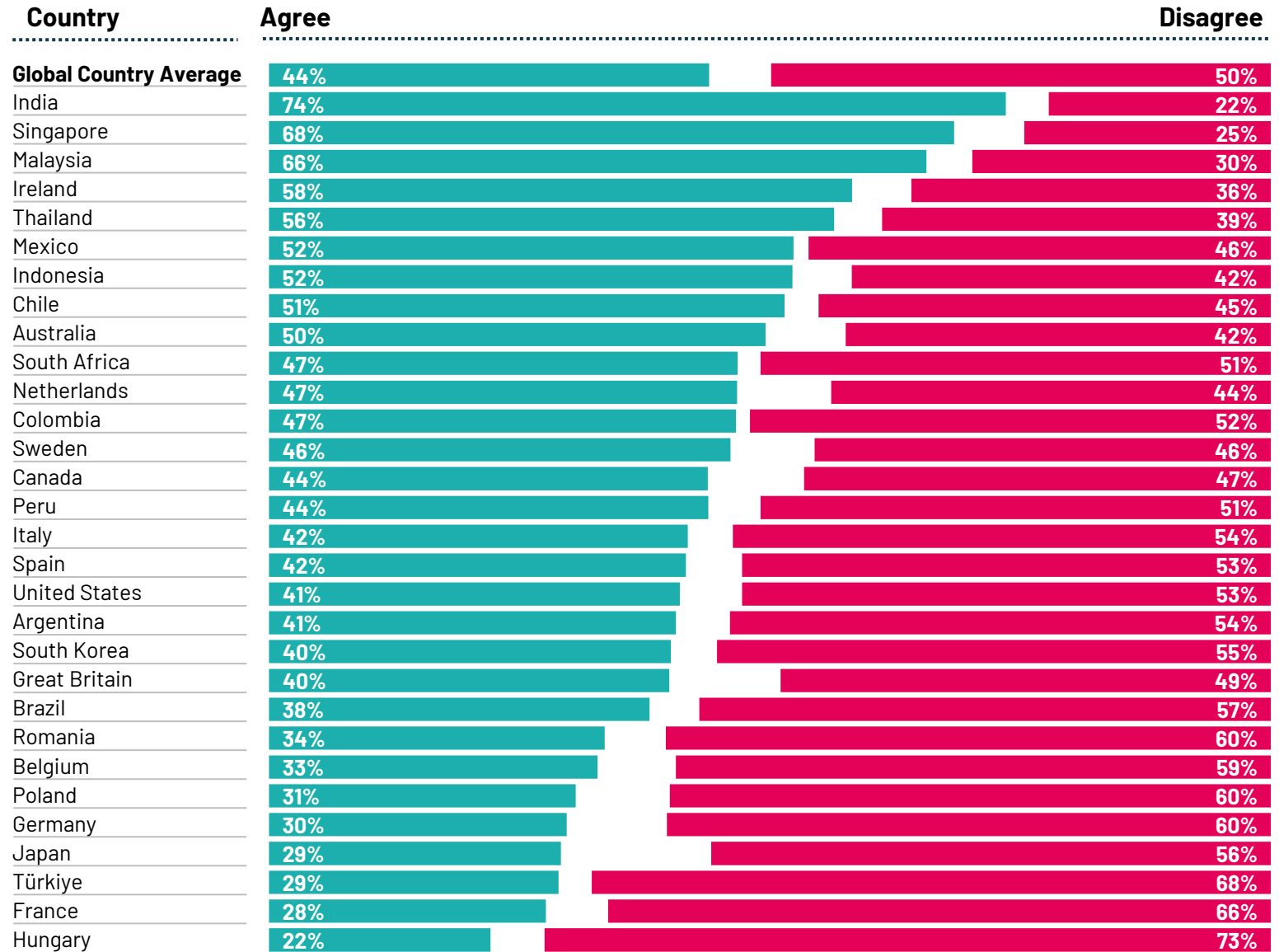
How much do you agree or disagree with each of the following statements? - **The education system in your country contributes to reducing social inequalities**

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



How much do you agree or disagree with each of the following statements? - **The school curriculum in your country adequately prepares students for future careers**

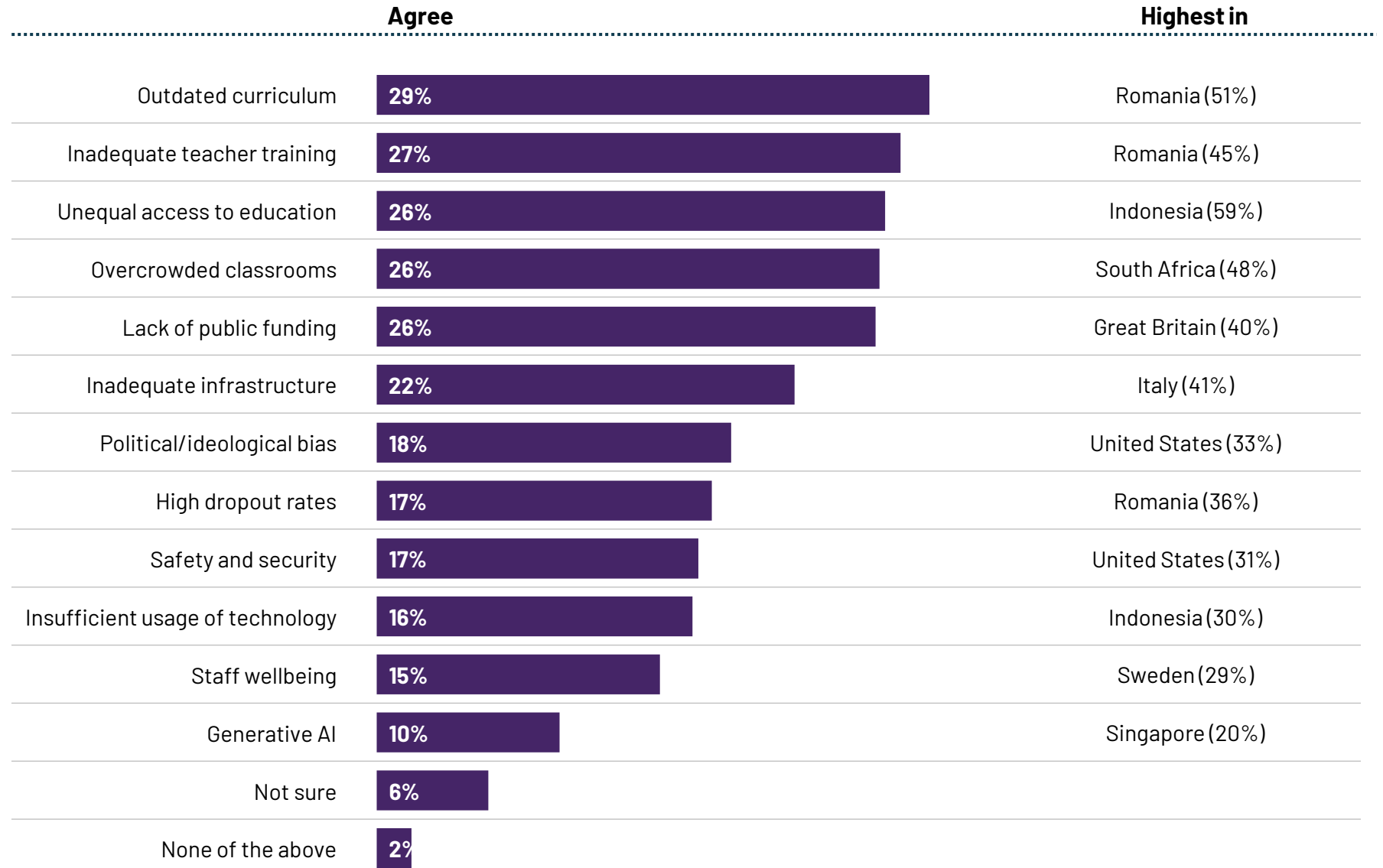
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



In your opinion, what do you believe are the greatest challenges facing the education system in your country?

30-country average

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June – 5 July 2024.



Biggest educational challenges

Q. In your opinion, what do you believe are the greatest challenges facing the education system in your country?

	30-country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	Colombia	France	Germany	Great Britain	Hungary	India	Indonesia	Ireland	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Romania	Singapore	South Africa	South Korea	Spain	Sweden	Thailand	Türkiye	United States
Outdated curriculum	29%	41%	23%	24%	13%	25%	25%	30%	27%	37%	26%	40%	20%	20%	27%	32%	31%	26%	34%	21%	33%	45%	51%	18%	17%	35%	33%	18%	40%	32%	19%
Inadequate teacher training	27%	32%	28%	22%	21%	19%	22%	29%	27%	28%	16%	34%	29%	25%	15%	32%	36%	24%	36%	30%	36%	32%	45%	22%	25%	29%	20%	29%	25%	32%	20%
Unequal access to education	26%	24%	19%	19%	38%	13%	44%	35%	19%	28%	17%	29%	25%	59%	17%	17%	19%	33%	28%	18%	30%	19%	18%	15%	33%	45%	18%	26%	38%	30%	21%
Overcrowded classrooms	26%	15%	25%	41%	20%	39%	41%	27%	45%	35%	33%	12%	23%	13%	34%	17%	7%	21%	22%	45%	22%	19%	12%	18%	48%	7%	28%	46%	8%	37%	24%
Lack of public funding	26%	33%	29%	26%	35%	28%	36%	37%	31%	17%	40%	35%	17%	25%	33%	30%	22%	19%	28%	20%	32%	16%	24%	14%	26%	13%	28%	24%	22%	12%	27%
Inadequate infrastructure	22%	34%	11%	17%	33%	17%	31%	40%	13%	15%	20%	18%	21%	36%	16%	41%	8%	23%	30%	4%	37%	12%	20%	8%	28%	21%	19%	6%	29%	33%	14%
Political/ideological bias	18%	17%	18%	11%	17%	20%	15%	11%	17%	19%	19%	30%	22%	16%	14%	14%	9%	26%	12%	13%	9%	30%	14%	15%	14%	28%	26%	17%	20%	26%	33%
High dropout rates	17%	26%	13%	23%	18%	17%	14%	18%	15%	11%	9%	16%	21%	22%	15%	17%	5%	18%	20%	31%	13%	13%	36%	9%	31%	10%	25%	25%	9%	10%	16%
Safety and security	17%	16%	19%	12%	24%	16%	21%	17%	30%	12%	12%	10%	24%	9%	15%	14%	12%	12%	24%	14%	19%	12%	21%	13%	20%	18%	13%	14%	14%	15%	31%
Insufficient usage of technology	16%	15%	10%	9%	13%	9%	13%	21%	6%	17%	9%	14%	24%	30%	15%	19%	18%	29%	23%	7%	25%	22%	19%	15%	25%	10%	9%	6%	25%	25%	11%
Staff wellbeing	15%	9%	25%	23%	9%	17%	9%	10%	19%	12%	22%	15%	21%	11%	18%	12%	15%	10%	13%	25%	6%	13%	9%	26%	7%	12%	11%	29%	7%	8%	18%
Generative AI	10%	4%	17%	10%	6%	13%	3%	6%	7%	8%	9%	4%	14%	11%	17%	7%	6%	16%	6%	13%	2%	16%	6%	20%	5%	9%	13%	9%	7%	10%	12%

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June – 5 July 2024.



In your opinion, what do you believe are the greatest challenges facing the education system in your country?

Top three challenges by generation

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June – 5 July 2024.

Gen Z

30%

Outdated curriculum

27%

Unequal access to education

26%

Lack of public funding

Gen X

30%

Inadequate teacher training

30%

Outdated curriculum

28%

Overcrowded classrooms

Millennials

27%

Outdated curriculum

26%

Unequal access to education

26%

Lack of public funding

Boomers

31%

Overcrowded classrooms

31%

Inadequate teacher training

29%

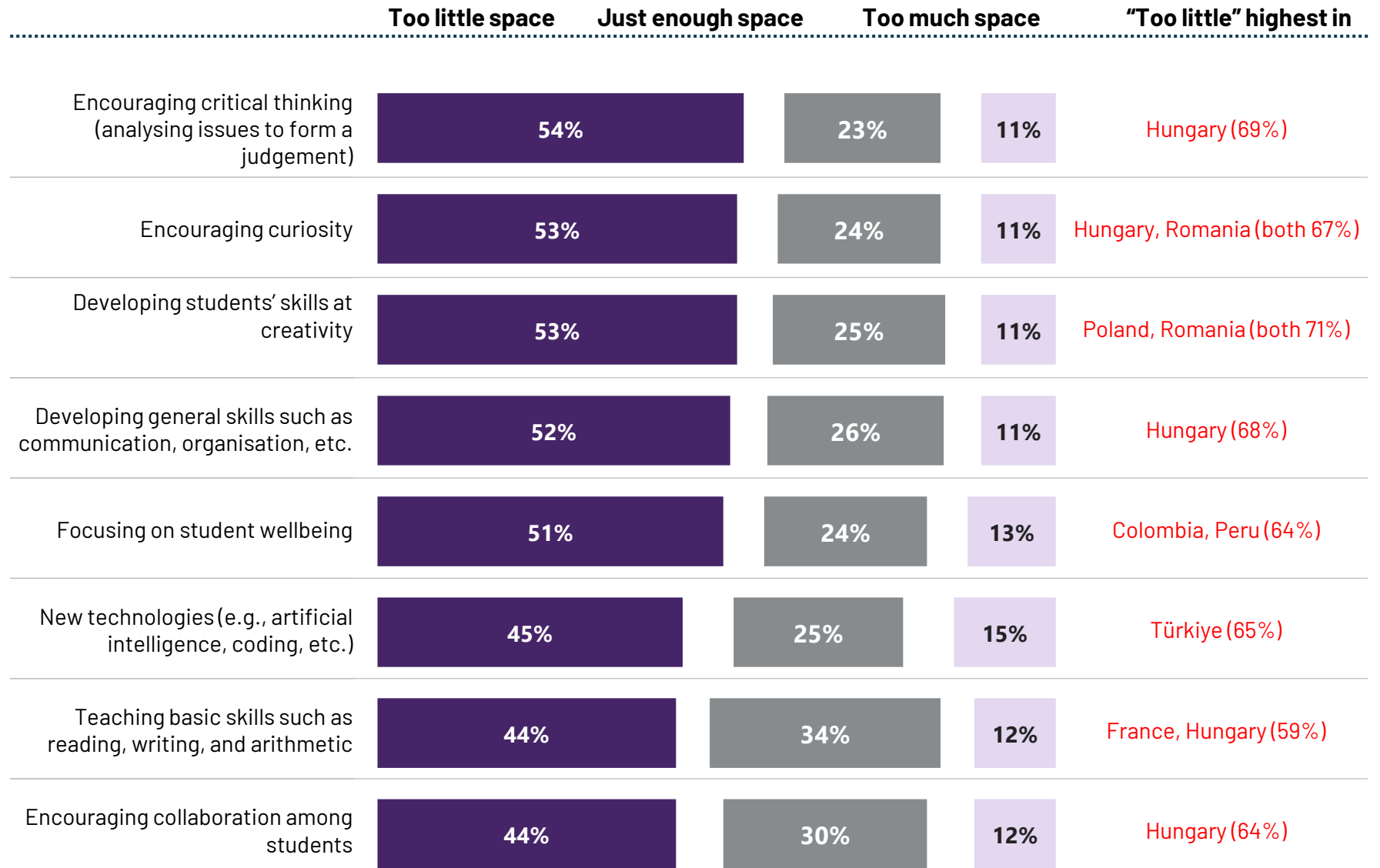
Outdated curriculum



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following?

30-country average

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.

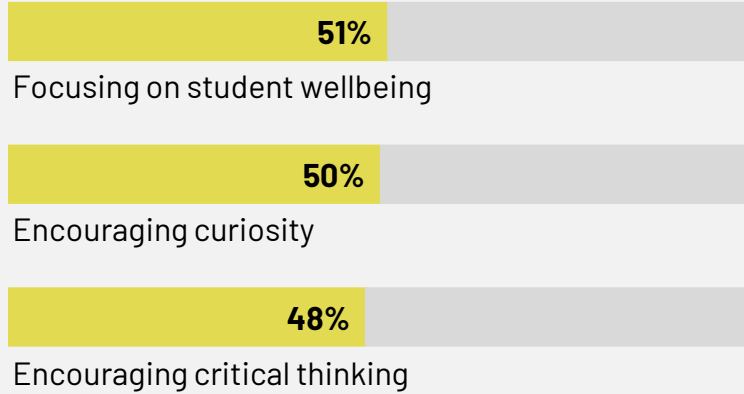


Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following?

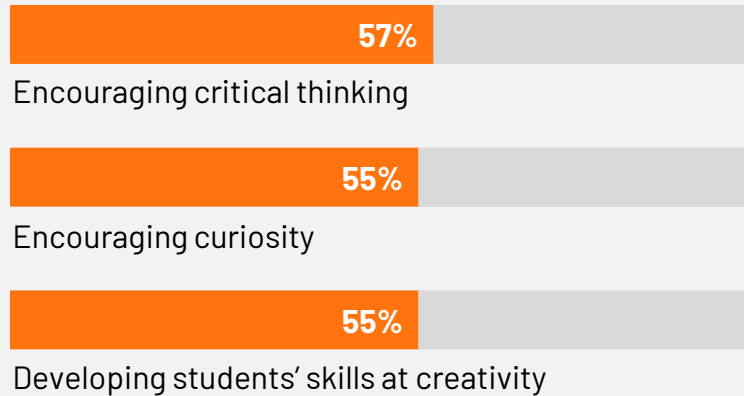
Top three 'too little space' by generation

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.

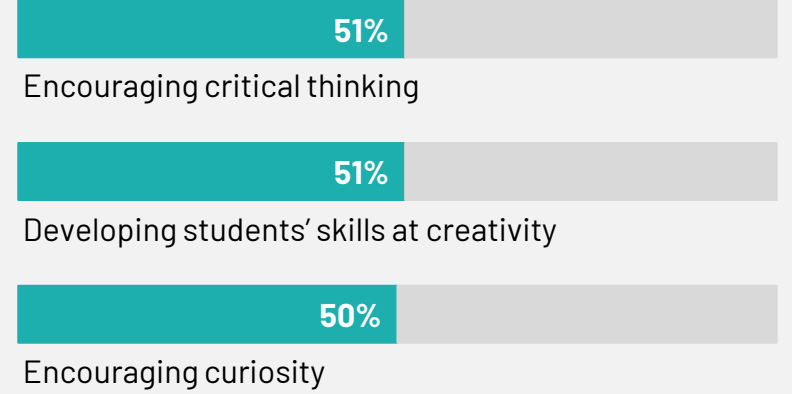
Gen Z



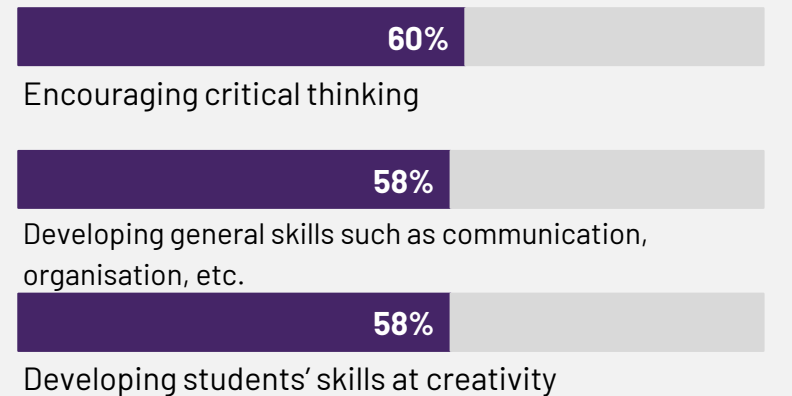
Gen X



Millennials



Boomers

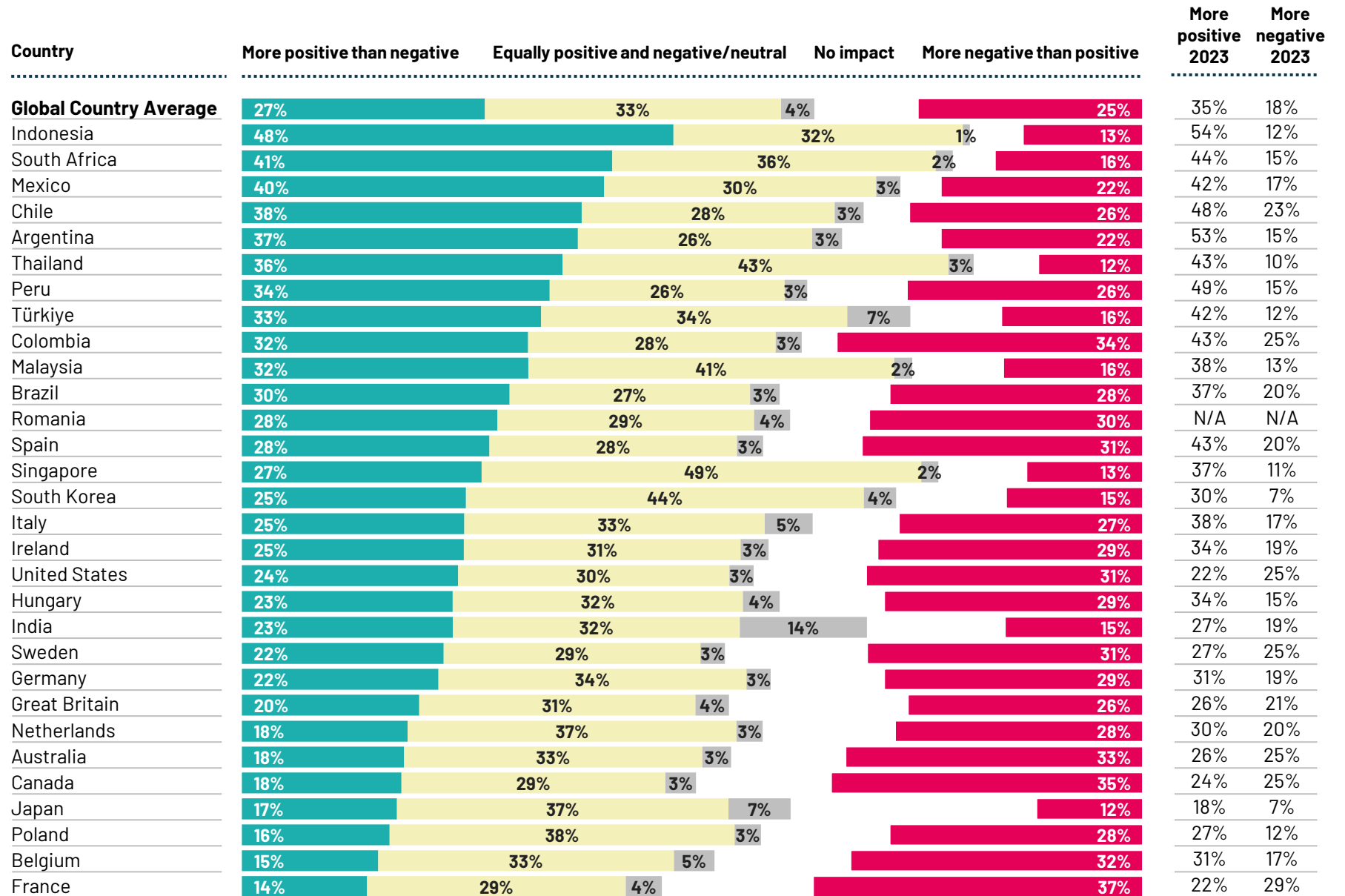


Education and tech



How do you think advances in technology (including artificial intelligence) will affect education in the future? Will they have an impact that is...

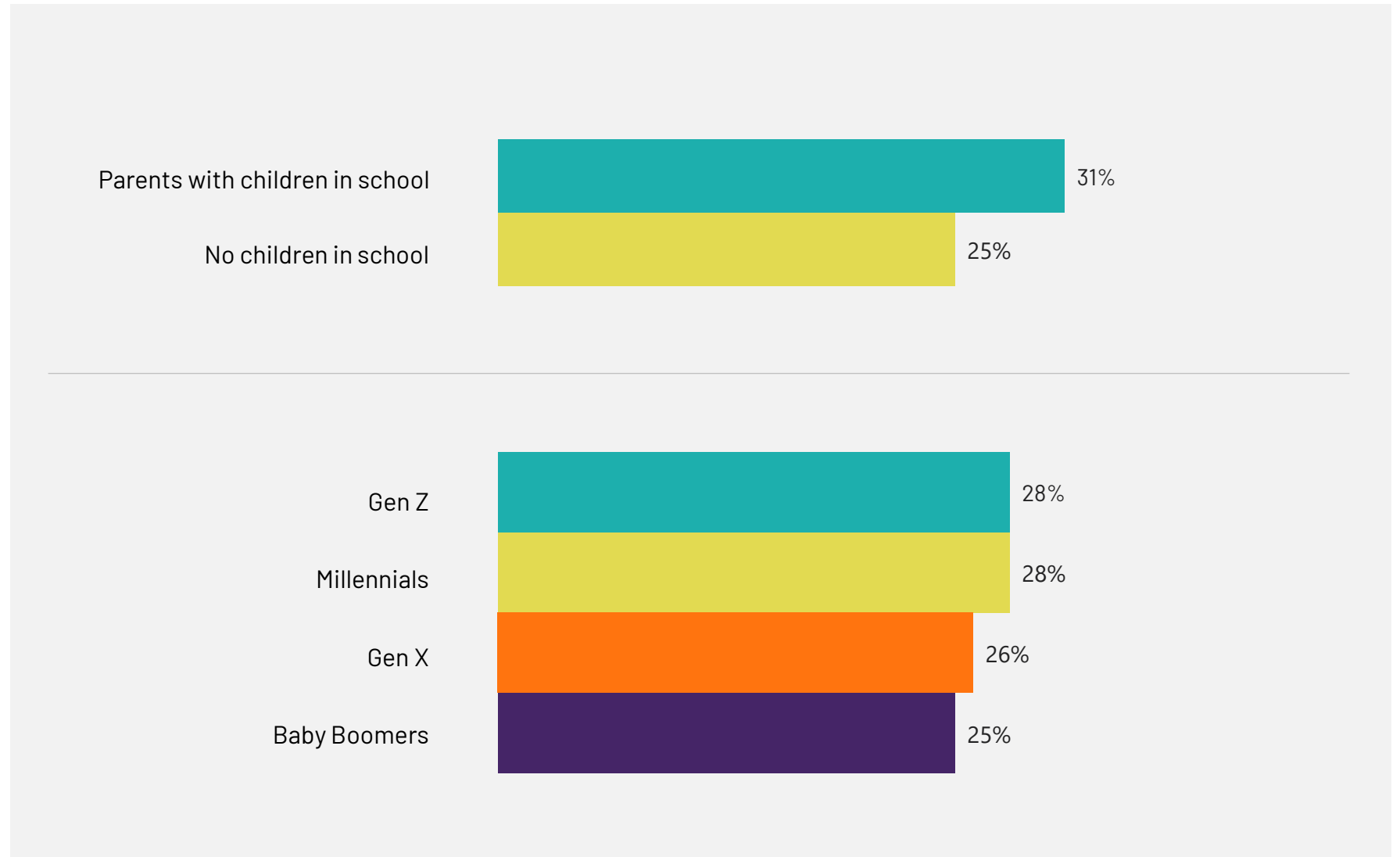
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



How do you think advances in technology (including artificial intelligence) will affect education in the future?

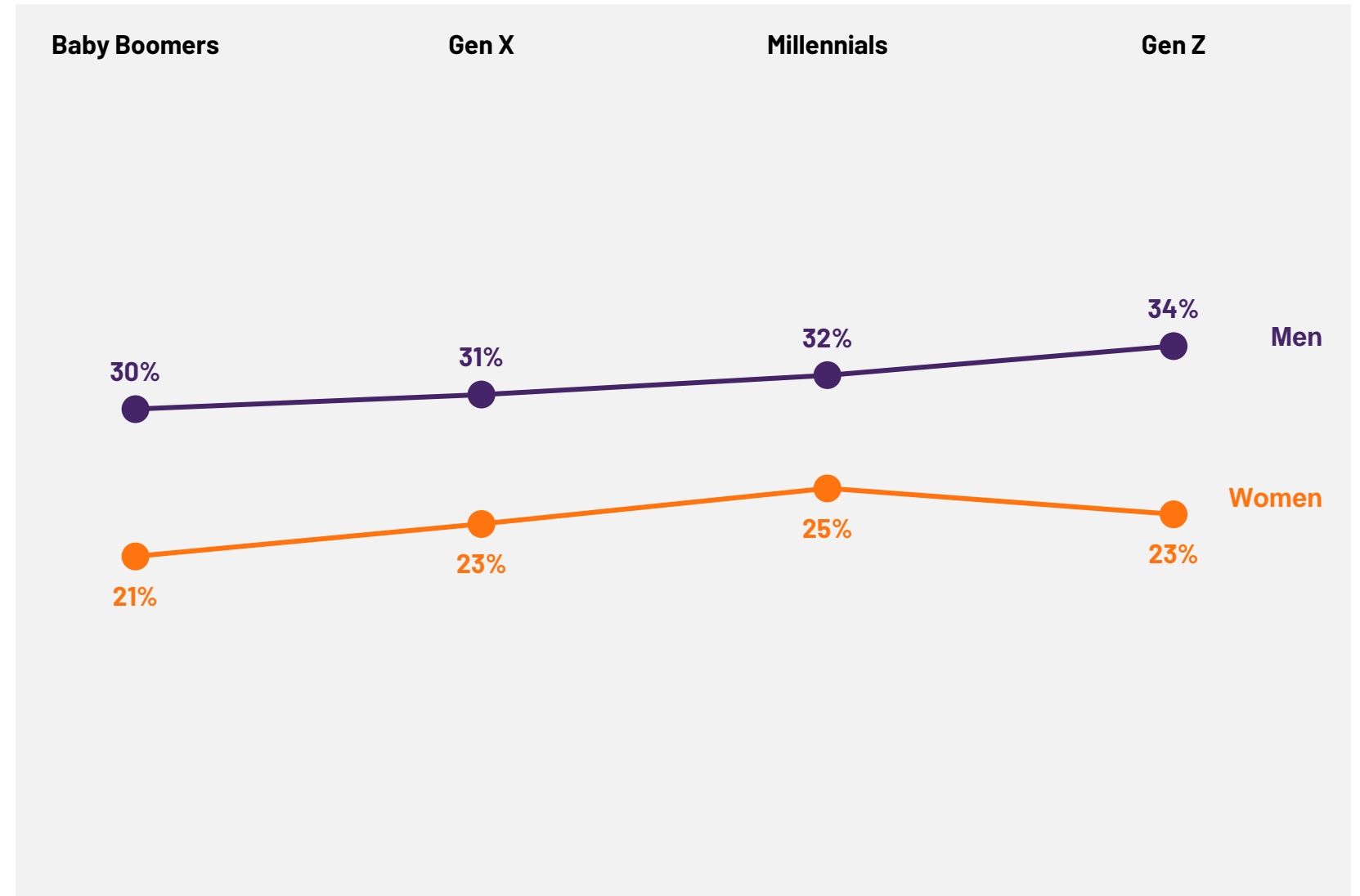
(% responding "more positive than negative")

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Across generations, men are more likely to see advances in technology having a positive impact on education in the future.

(% more positive than negative)



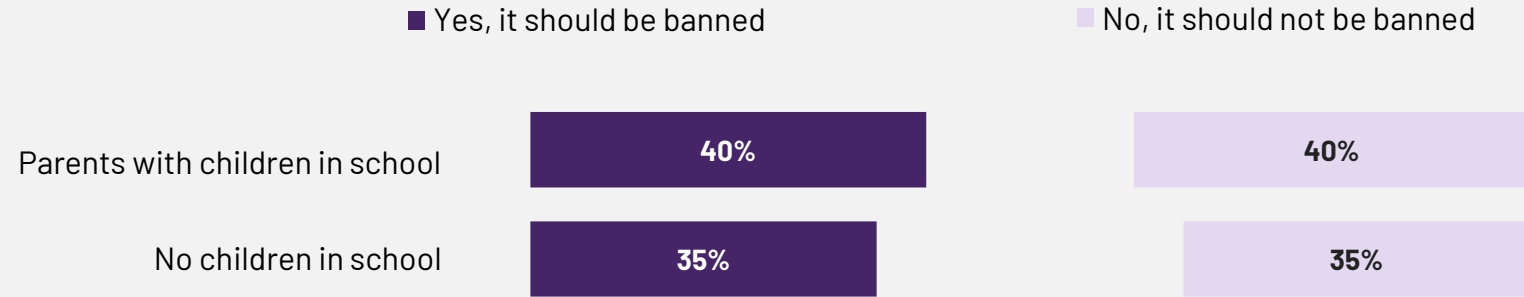
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



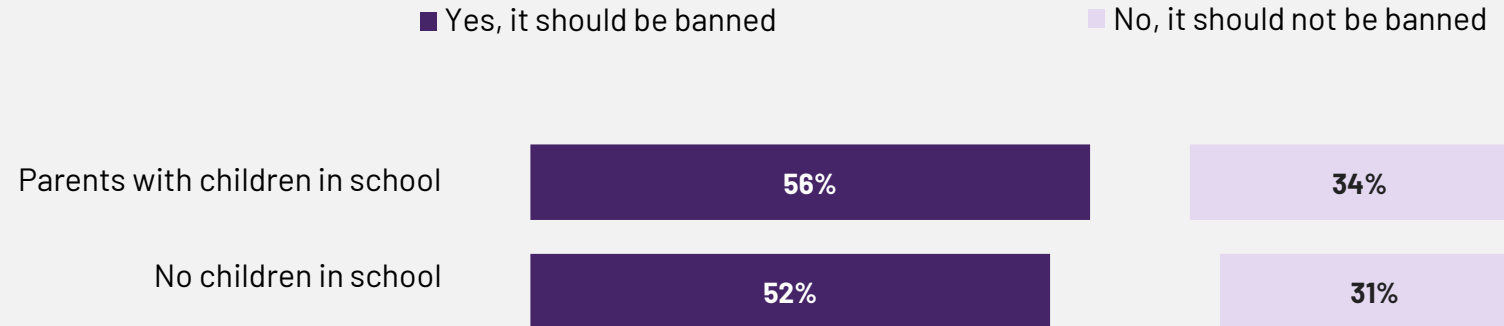
While banning the use of AI in schools is controversial among both parents and non-parents, there is more unity around banning the use of smartphones.

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.

Q. Do you think the use of AI (including ChatGPT) should be banned in schools?

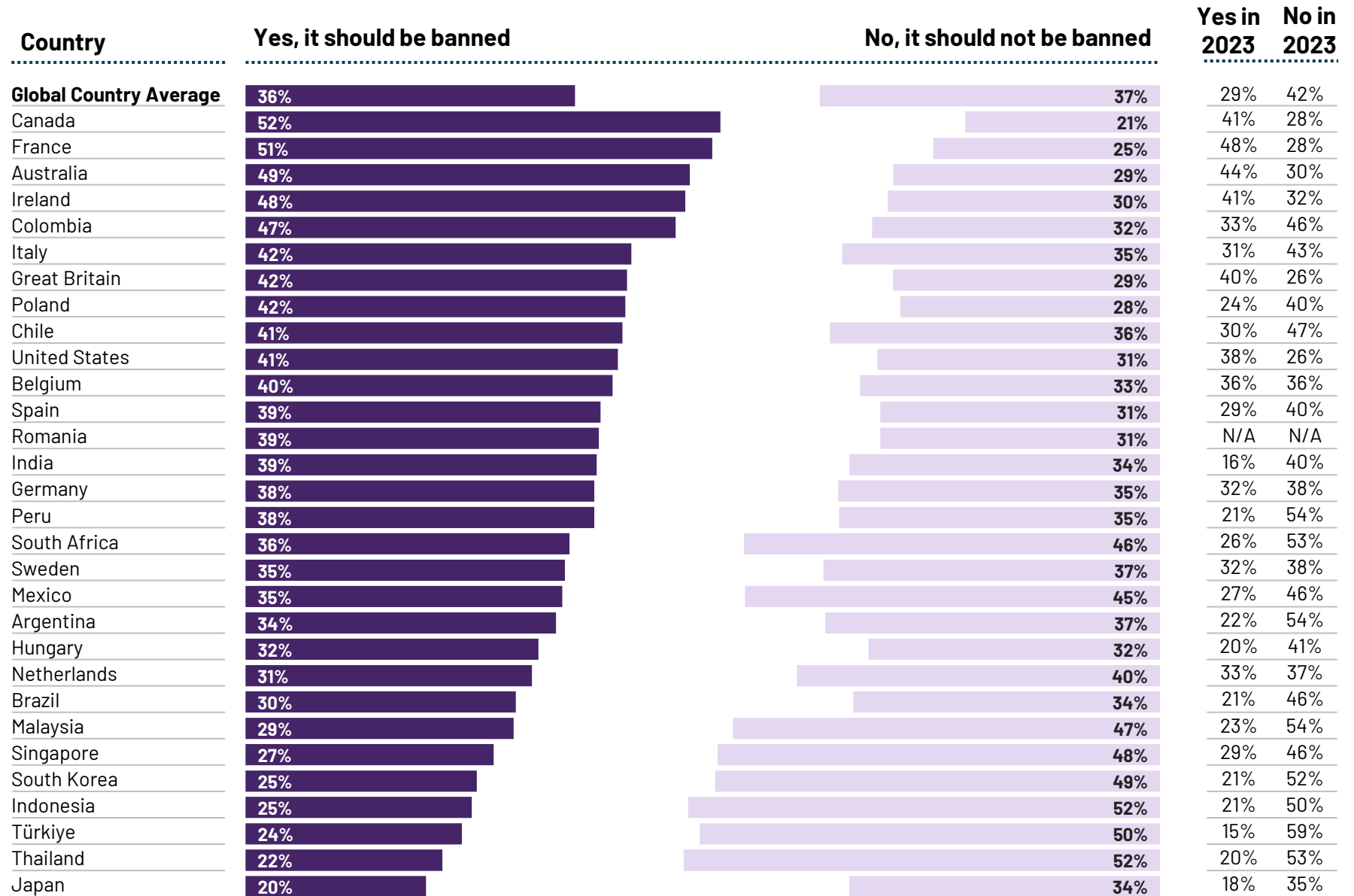


Q. Do you think the use of smartphones should be banned in schools?



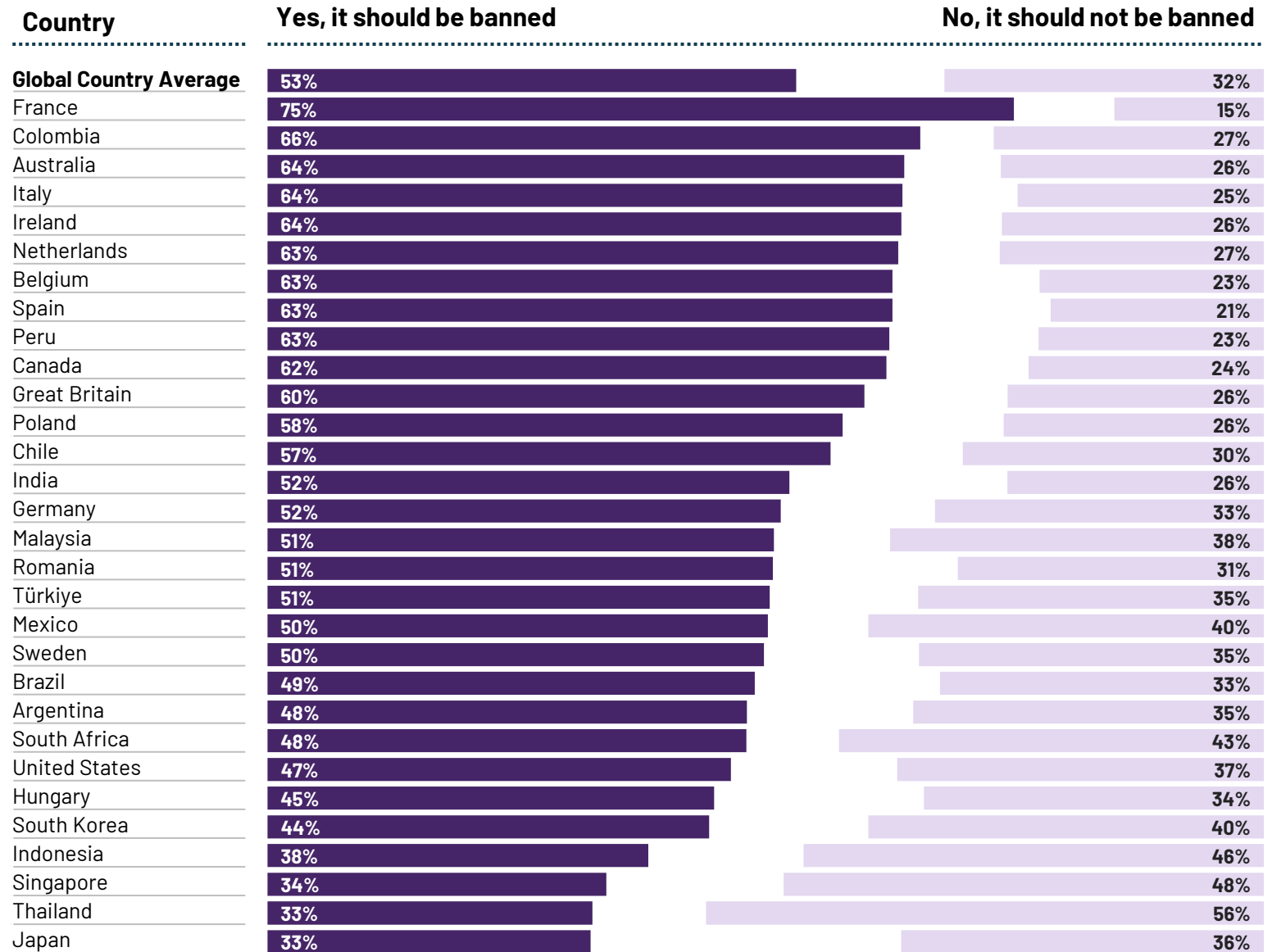
Do you think the use of ChatGPT should be banned in schools?

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



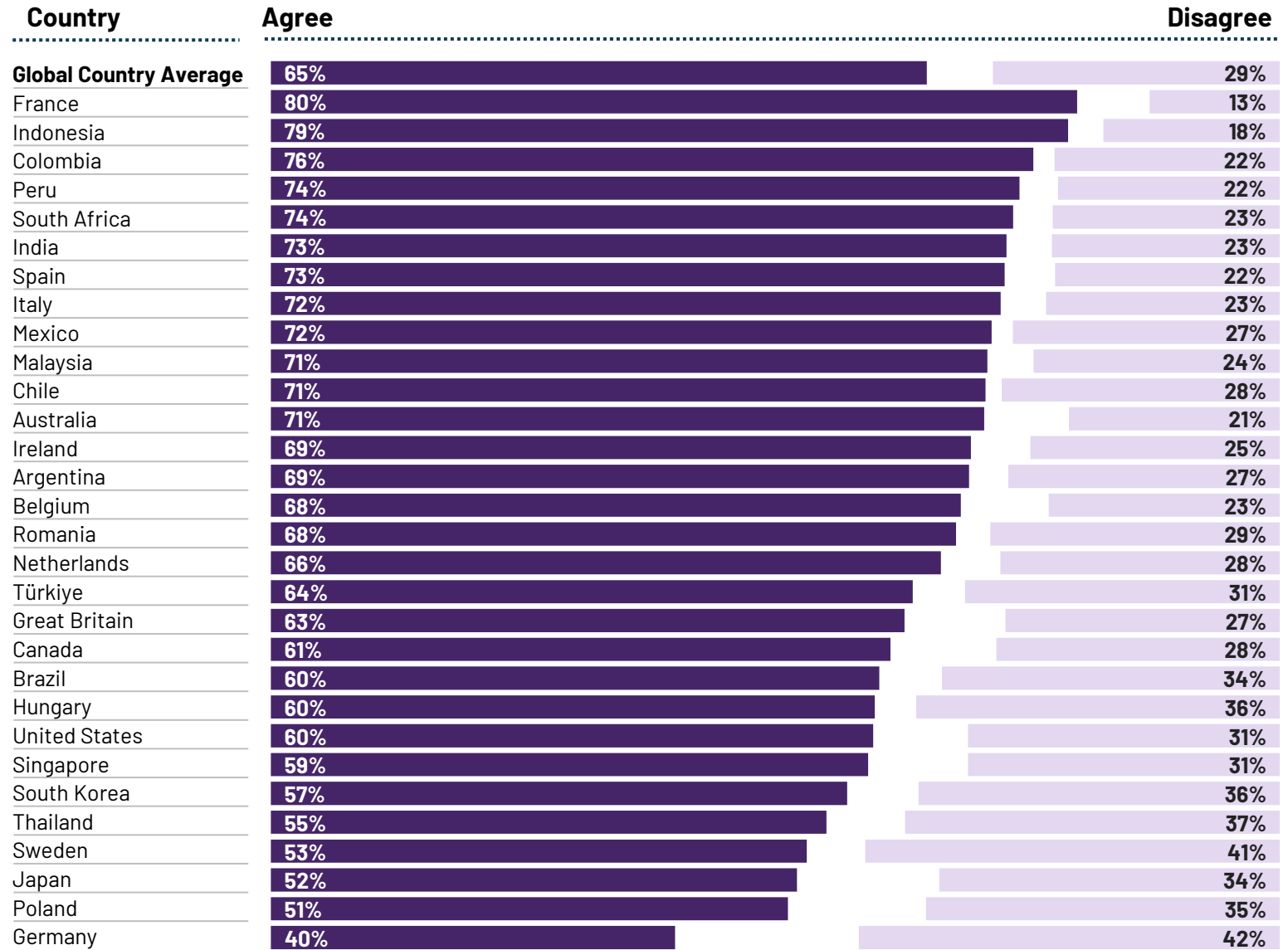
Do you think the use of smartphones should be banned in schools?

Base: 23,754 adults under the age of 75, interviewed 21 June – 5 July 2024. The samples in some countries and regions are more urban, more educated, and/or more affluent than the general population.



How much do you agree or disagree with each of the following statements? - **Children under 14 should be banned from using social media both inside and outside of school**

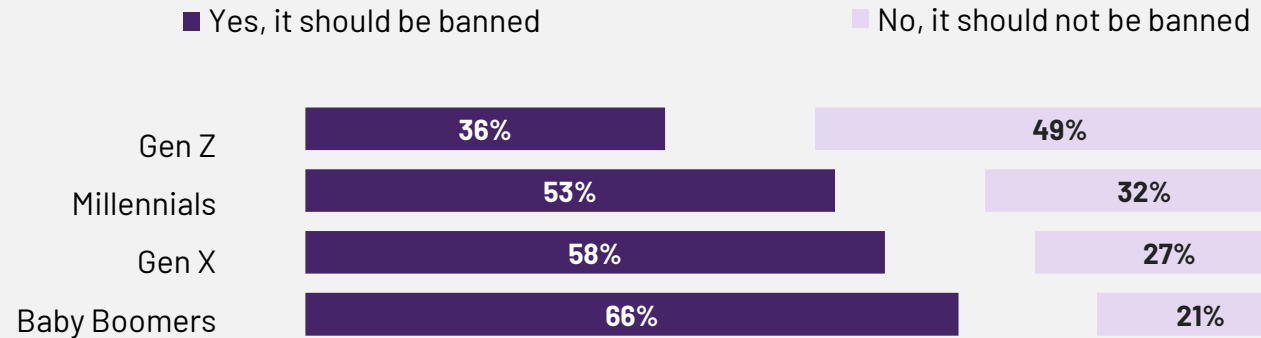
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



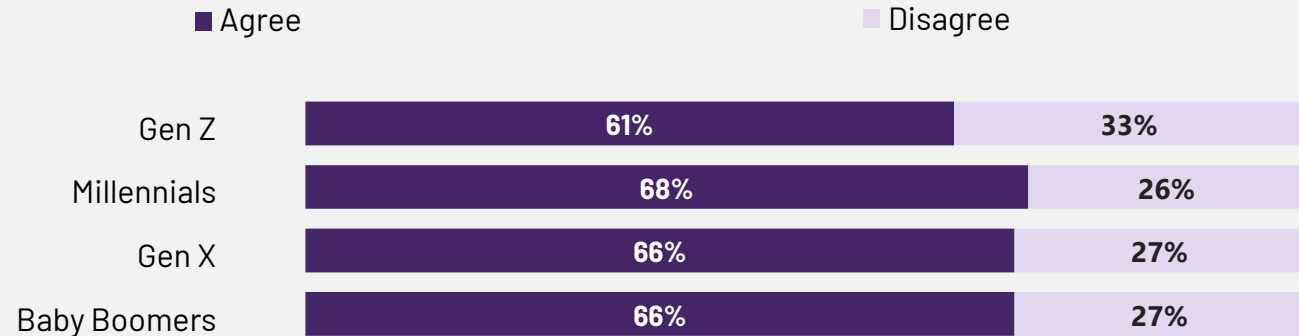
Support for a ban on the use of smartphones in school is drawn along clear generational lines. But there's more consensus on a ban of children under 14 using social media.

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.

Q. Do you think the use of smartphones should be banned in schools?



Children under 14 should be banned from using social media both inside and outside of school



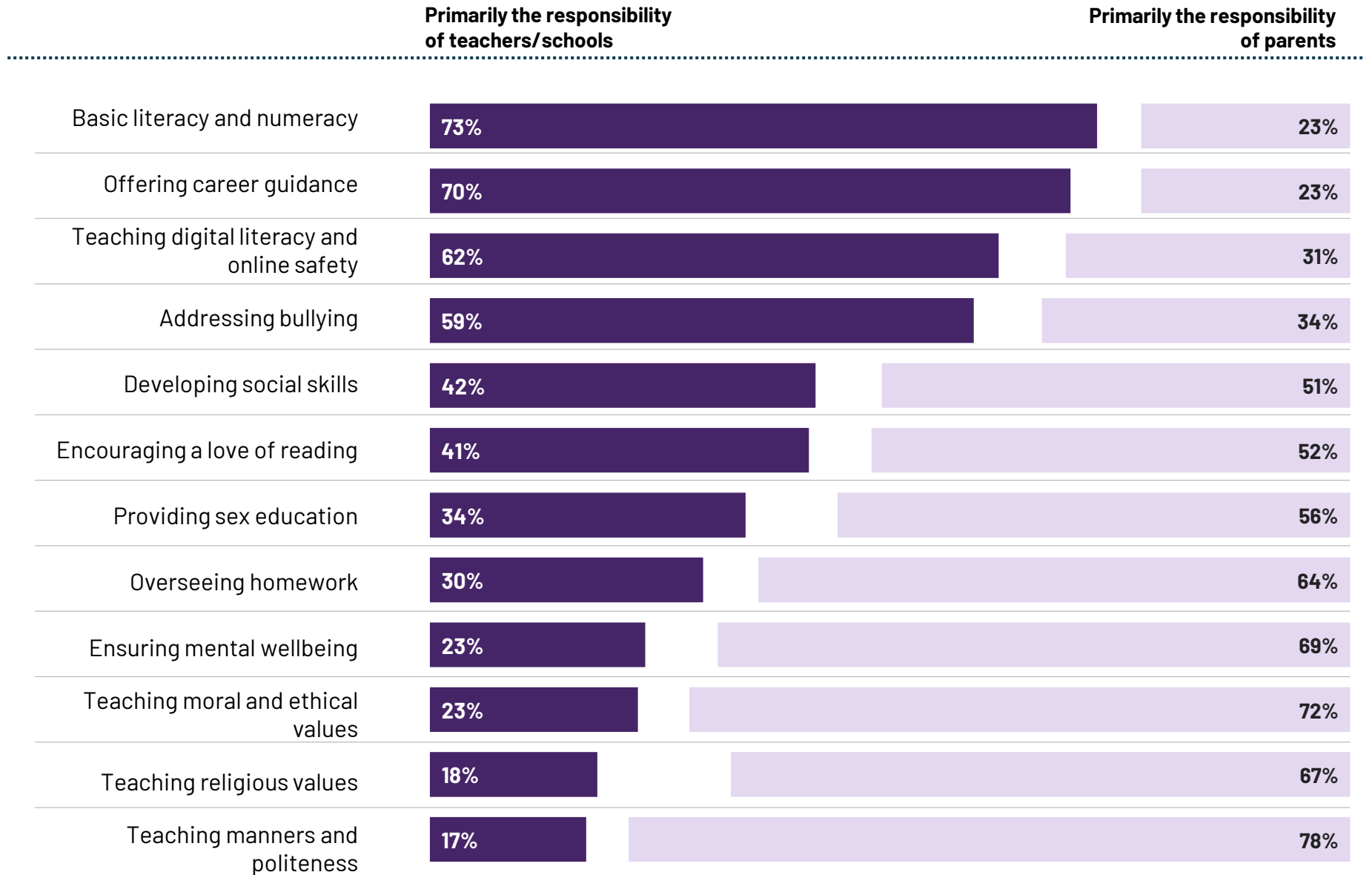
Expectations of teachers



Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?

30-country average

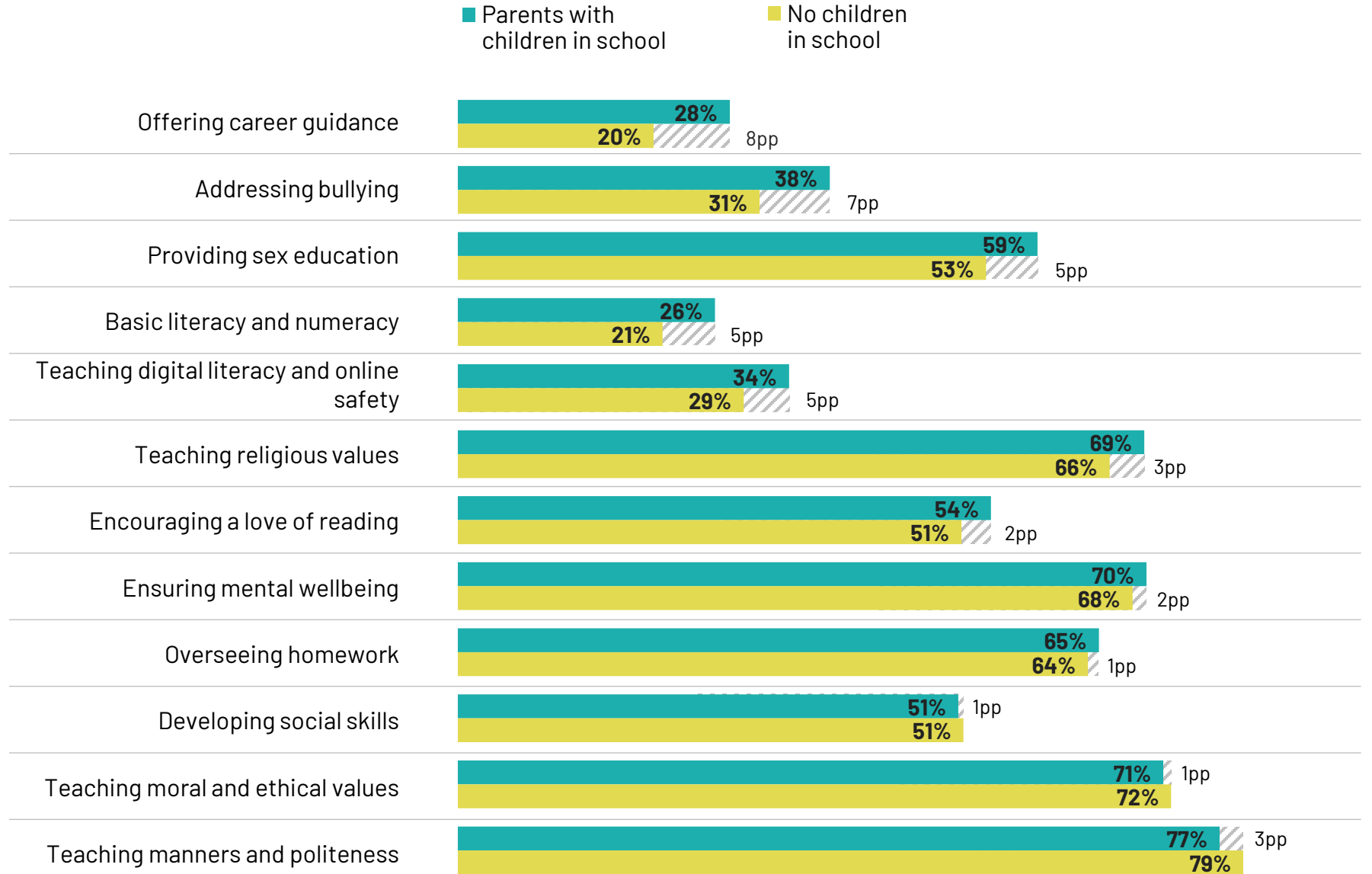
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Across 30 countries, parents generally see themselves as having greater responsibilities than those without children in school.

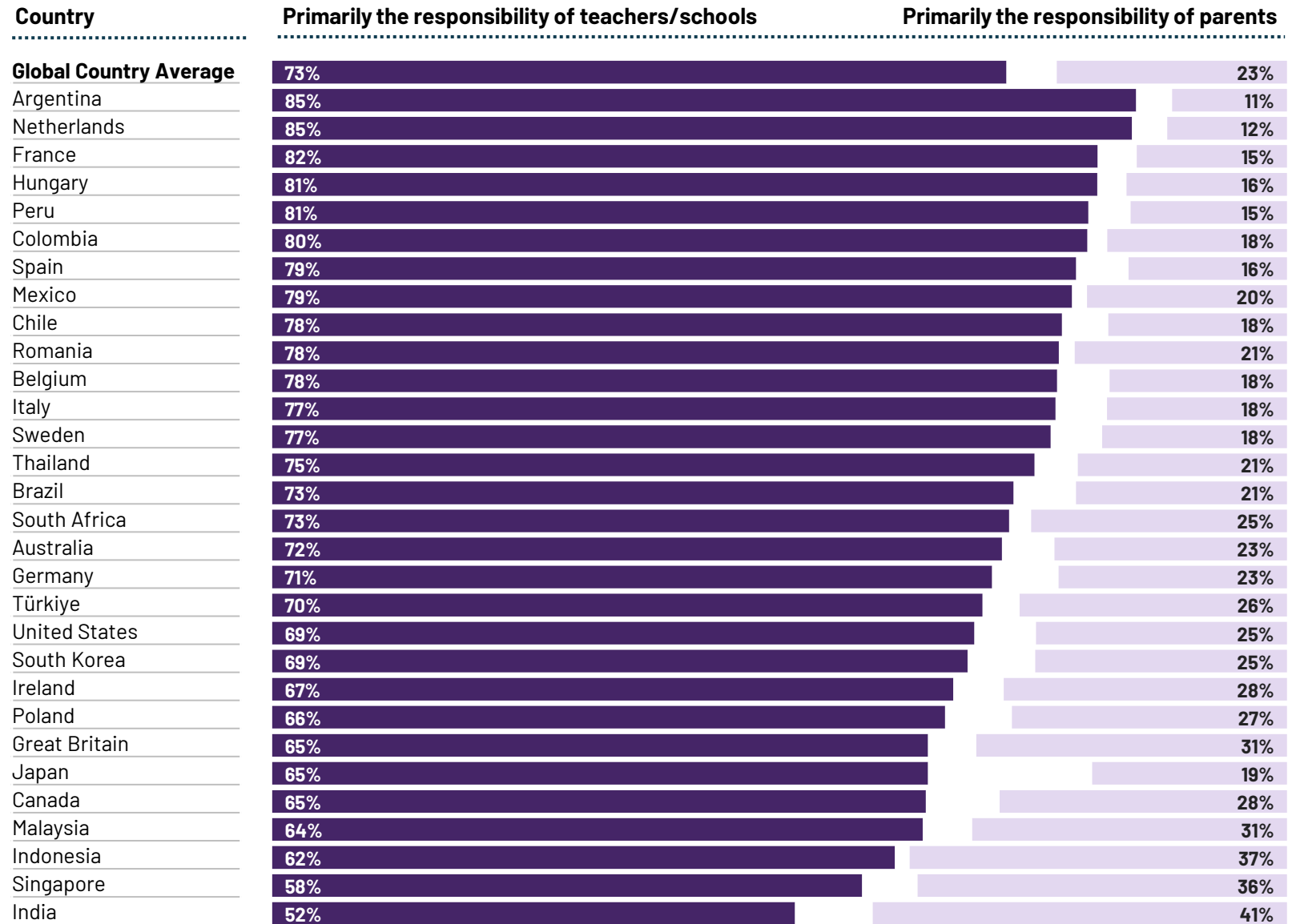
(% primarily the responsibility of parents)

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



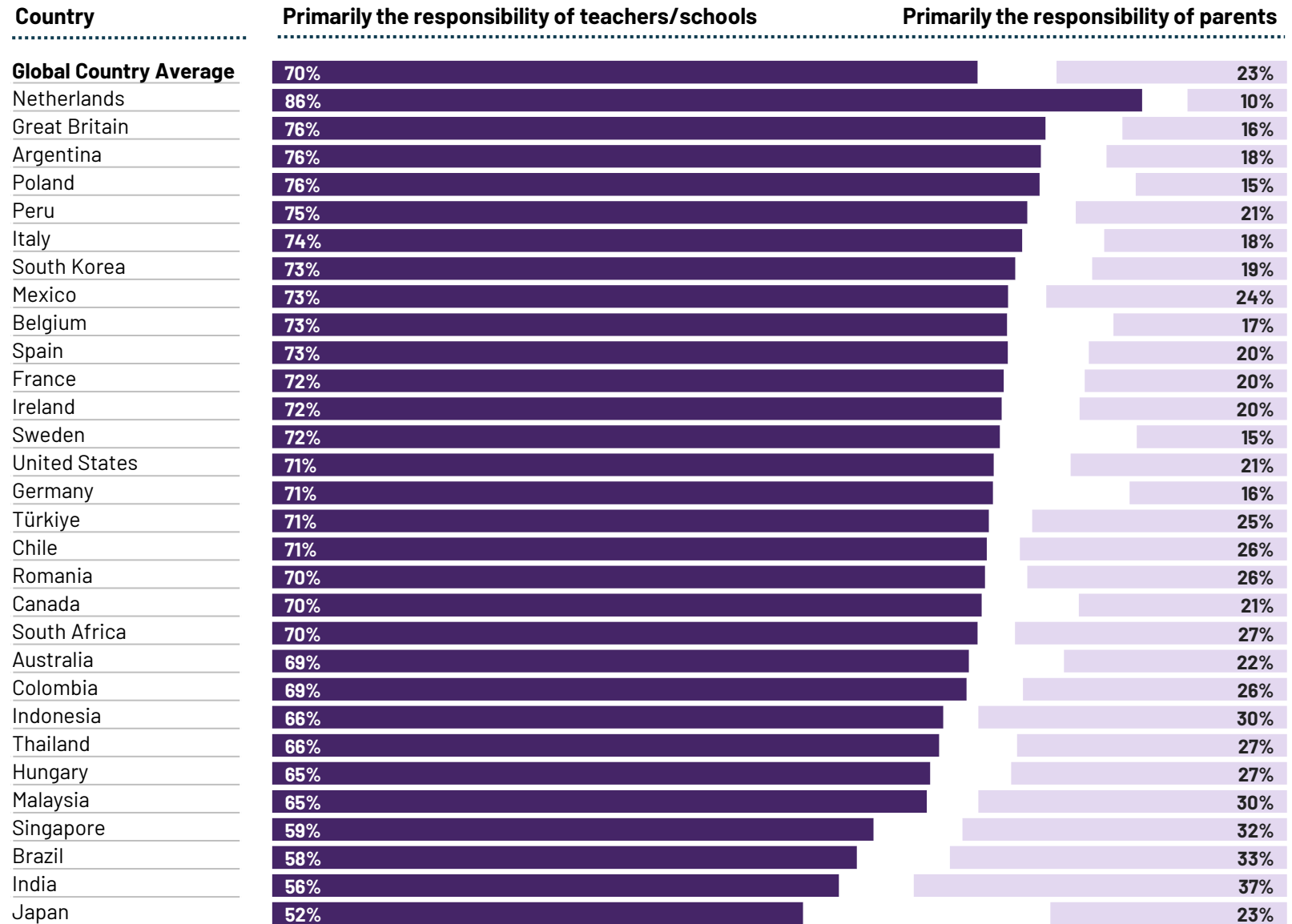
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Basic literacy and numeracy

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



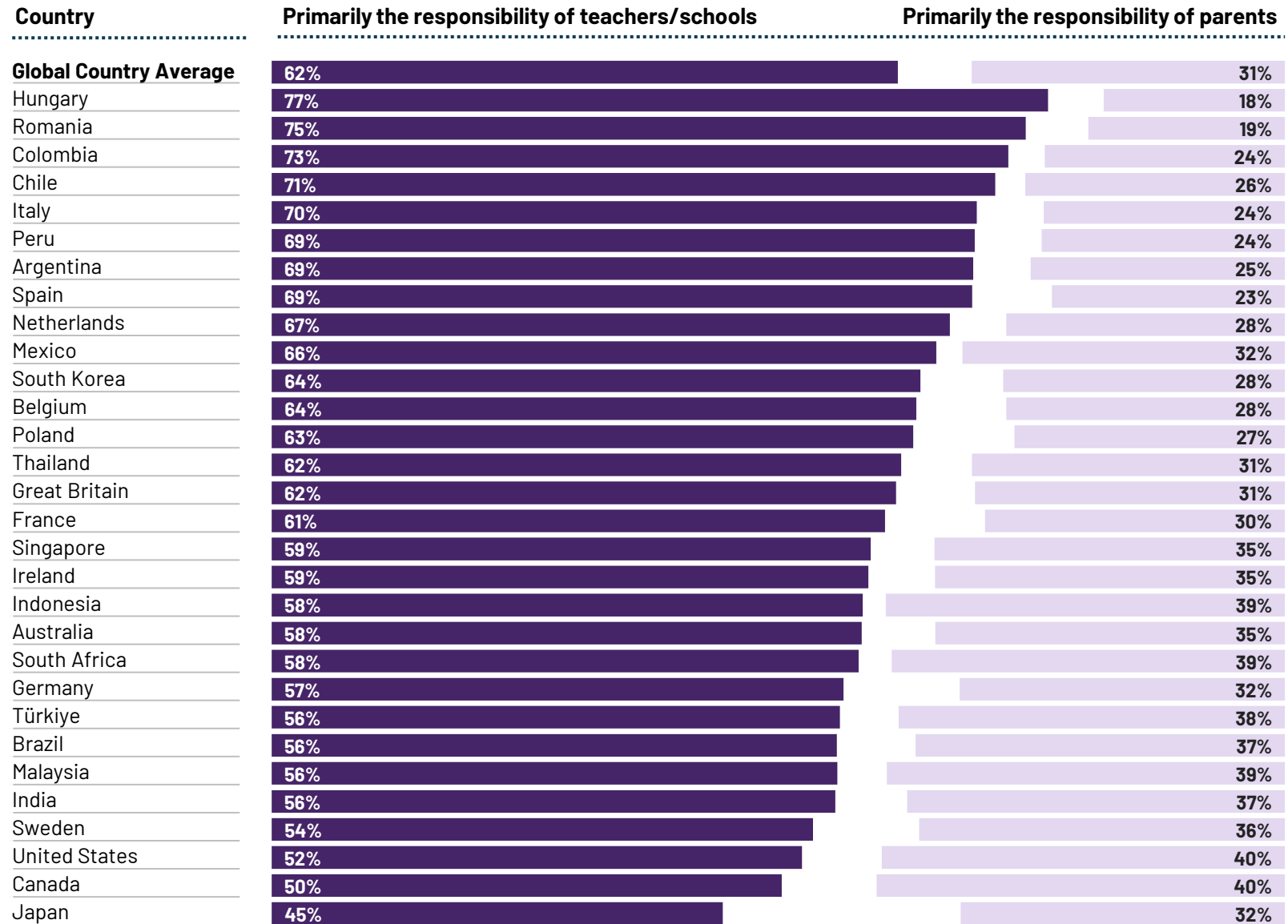
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Offering career guidance

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



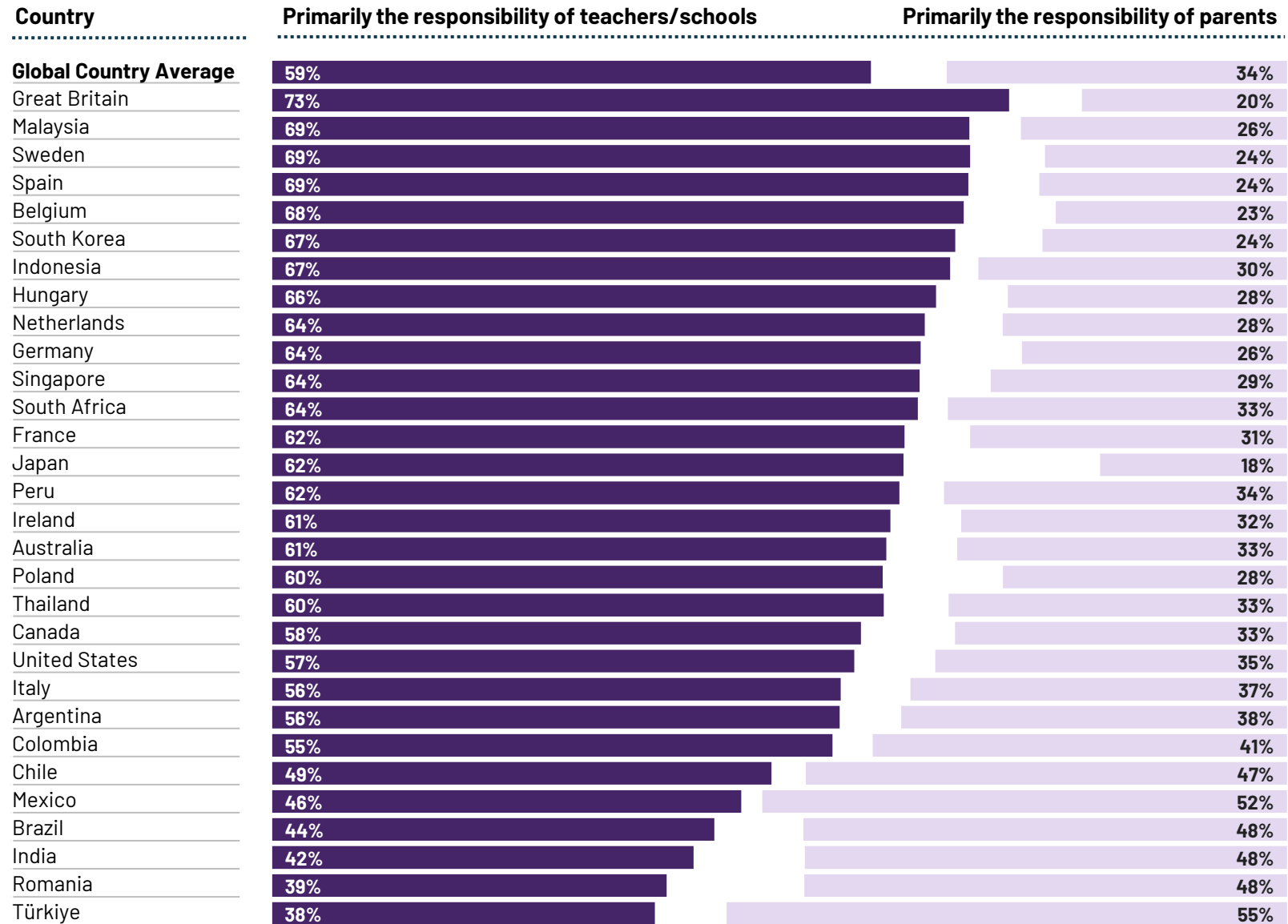
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Teaching digital literacy and online safety

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



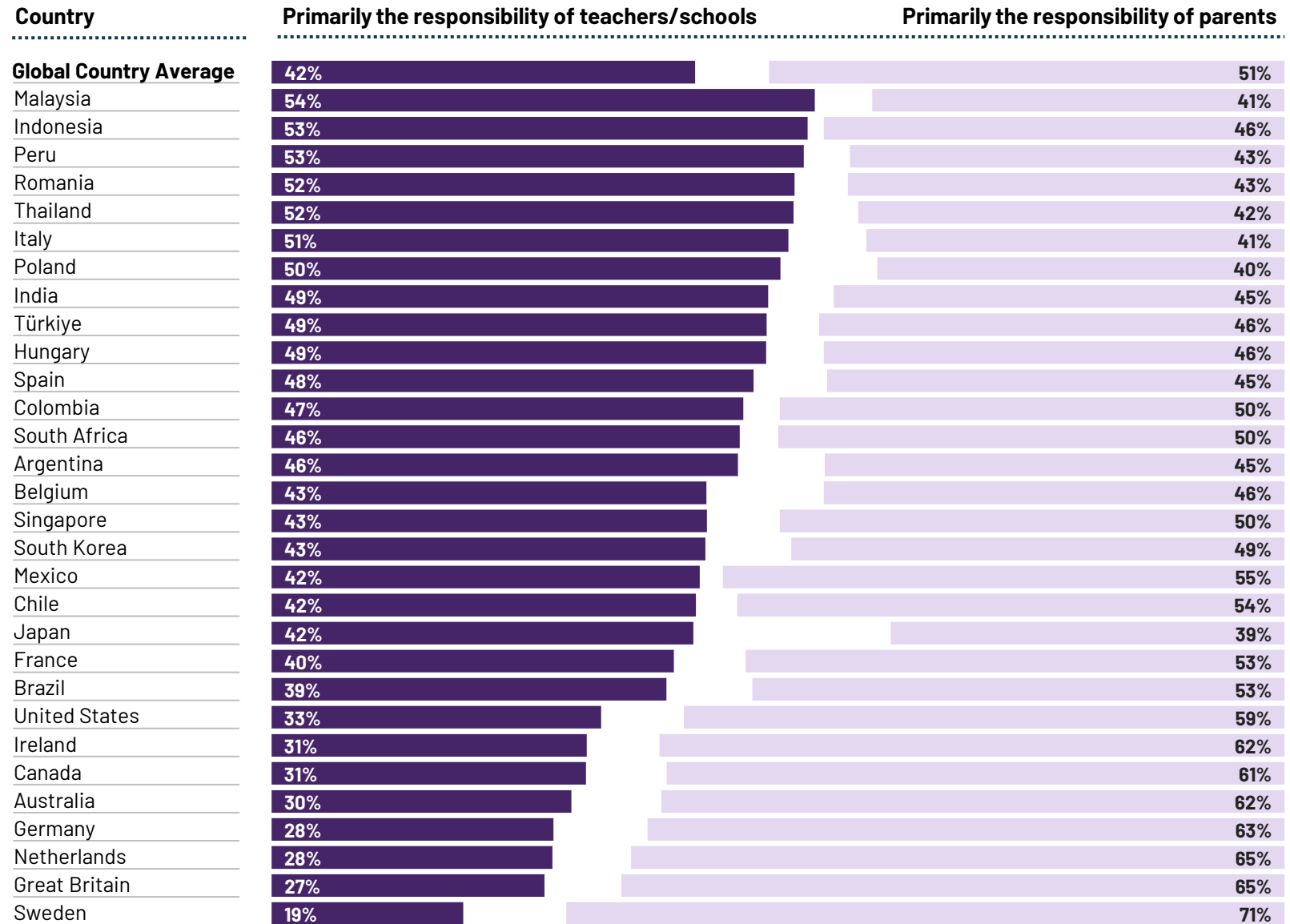
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Addressing bullying

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



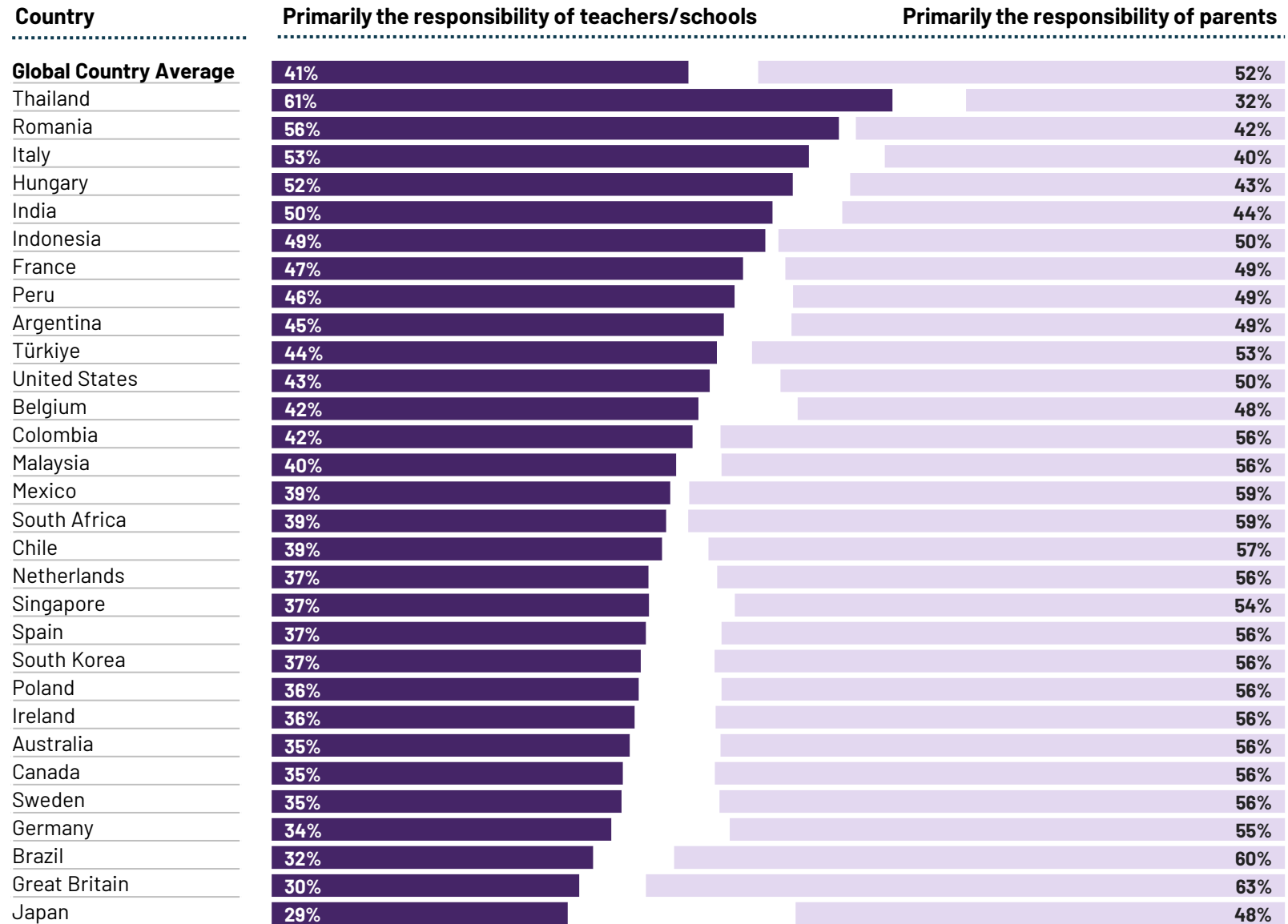
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Developing social skills

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



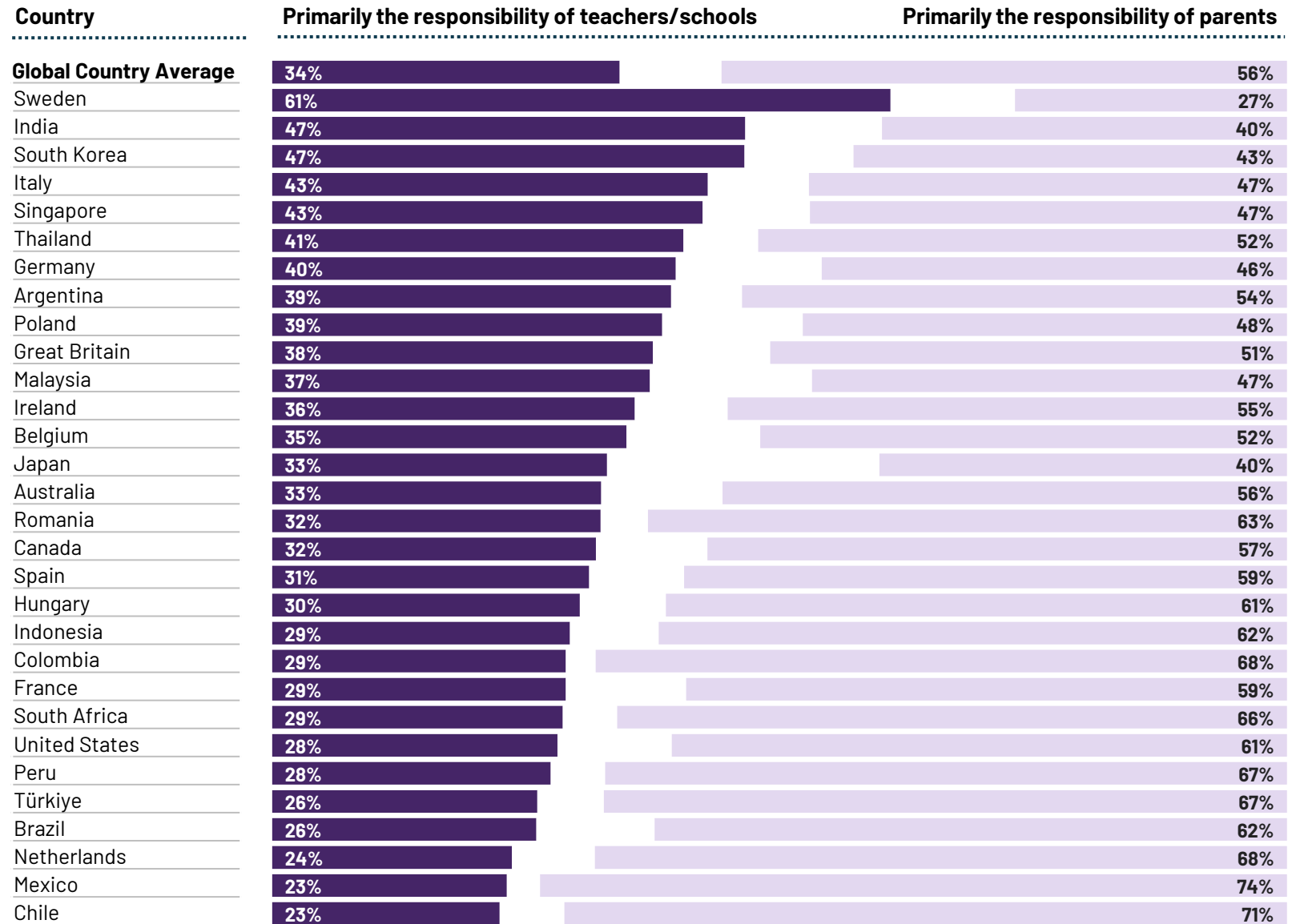
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Encouraging a love of reading

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



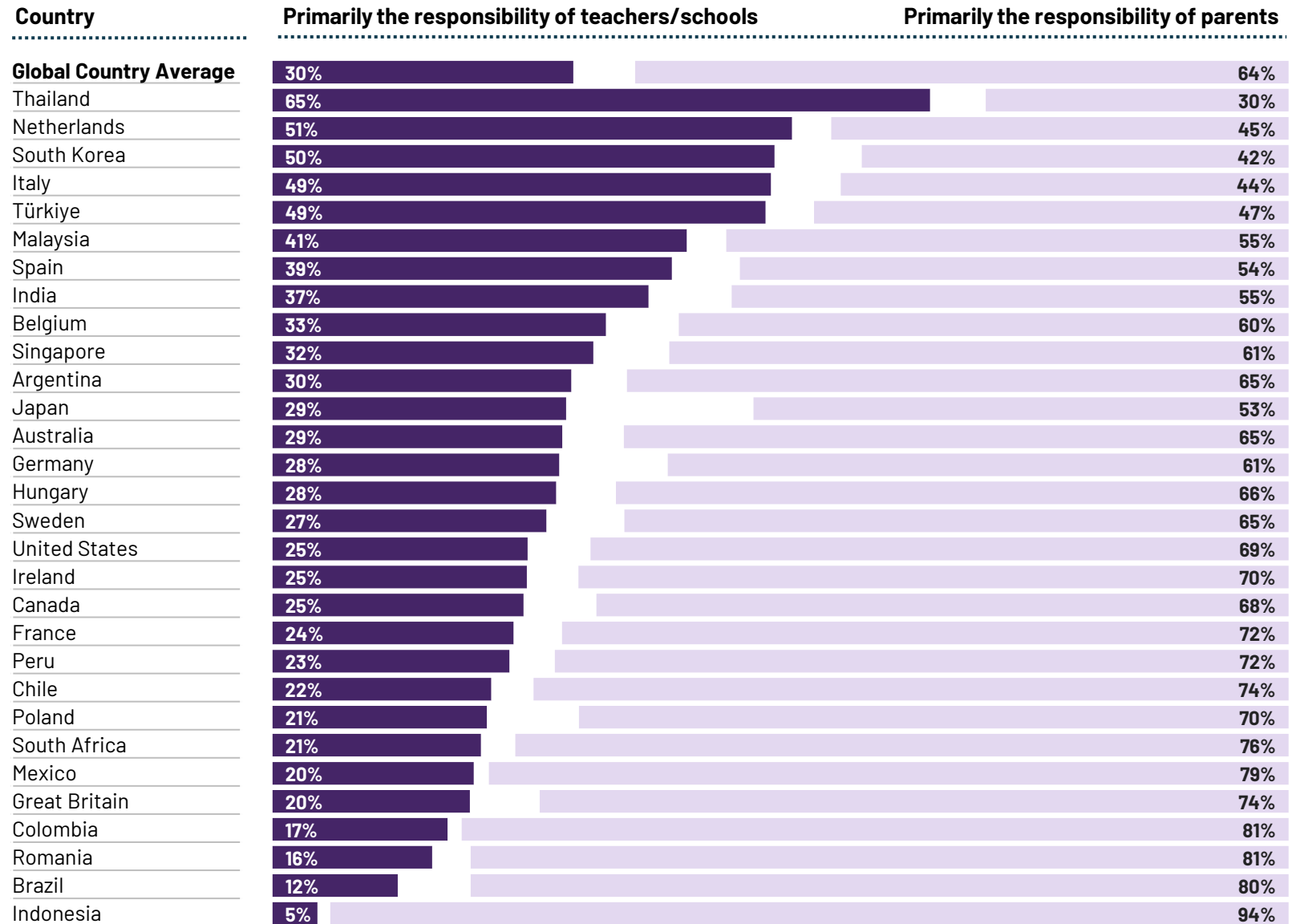
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Providing sex education

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



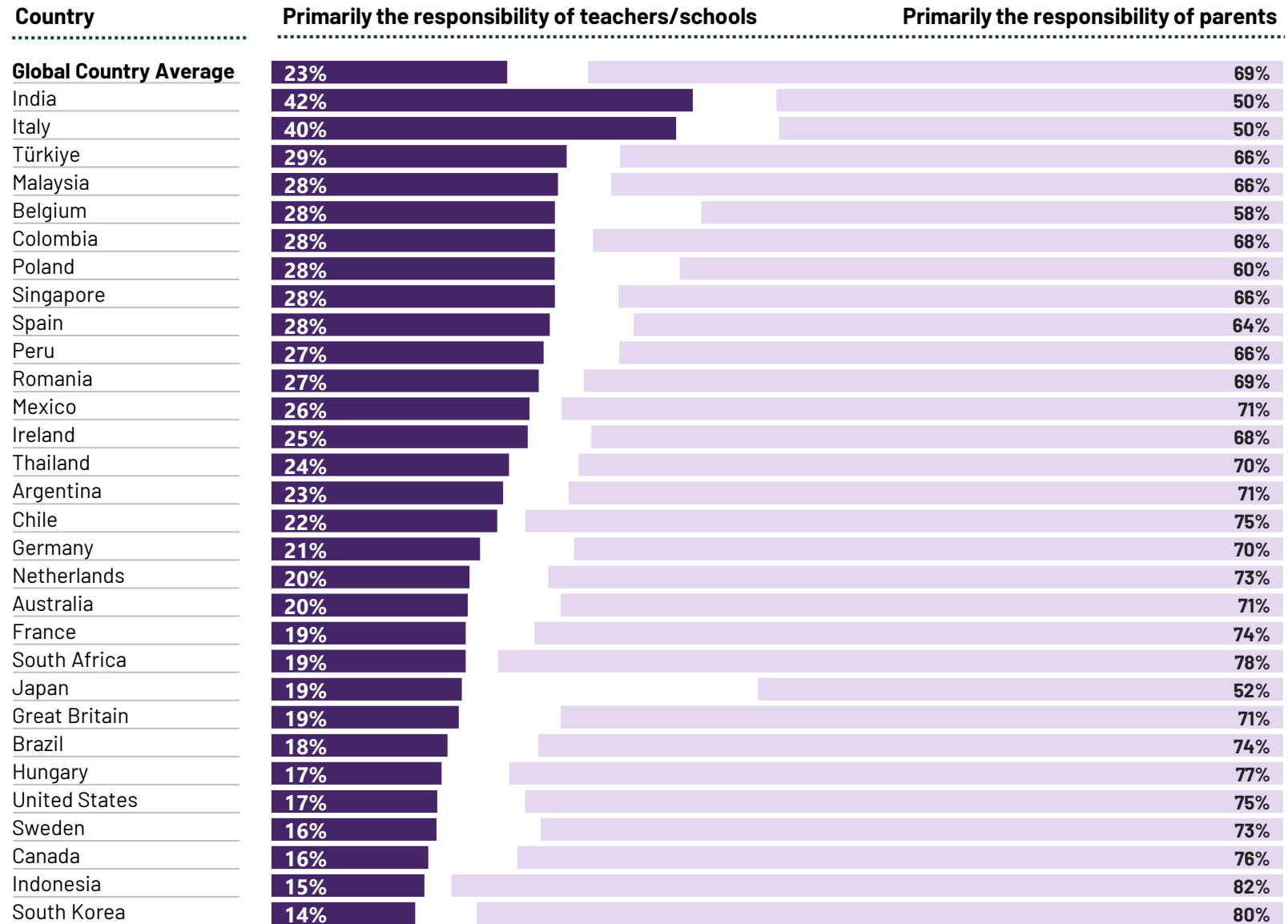
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Overseeing homework

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



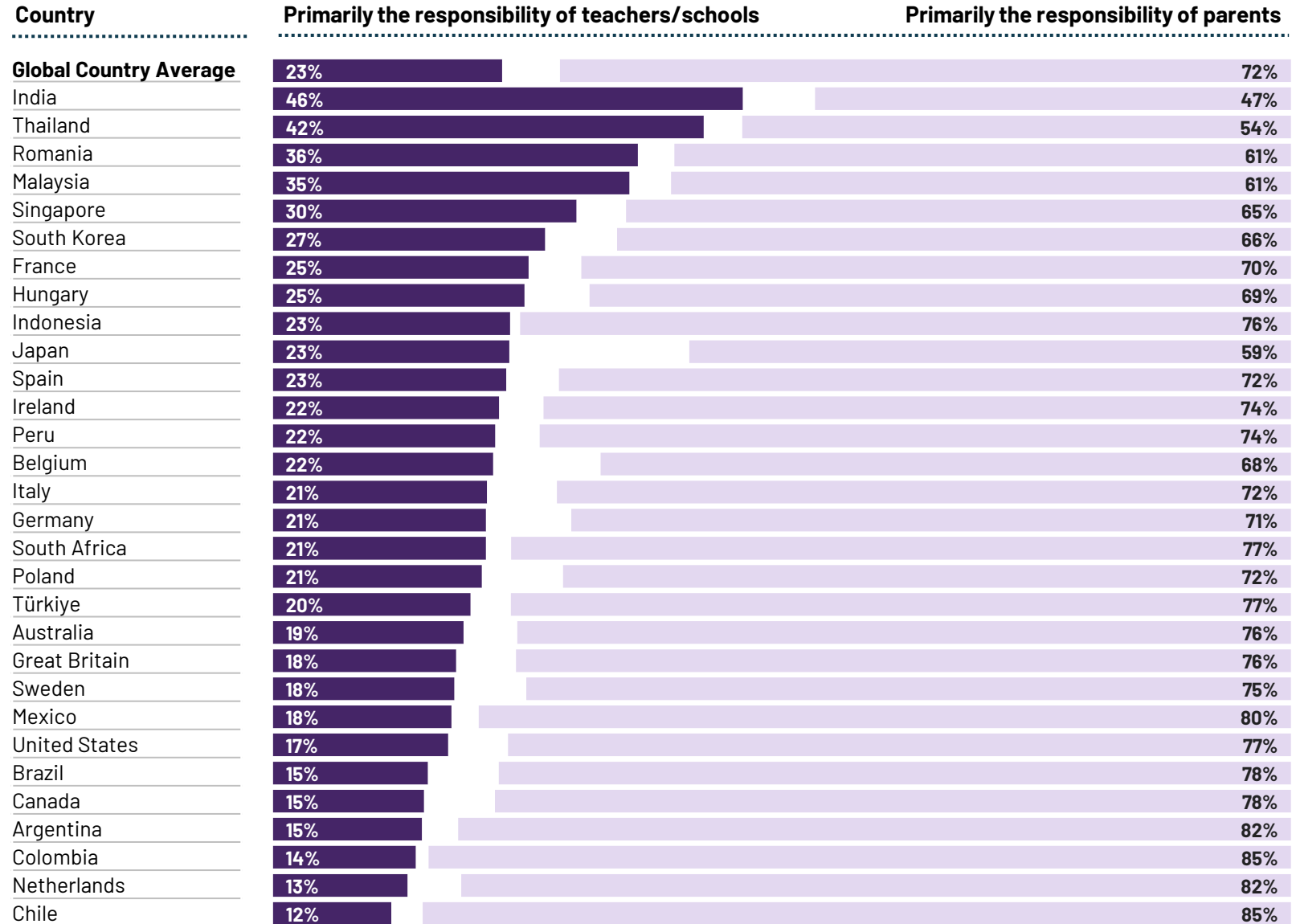
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Ensuring mental wellbeing

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



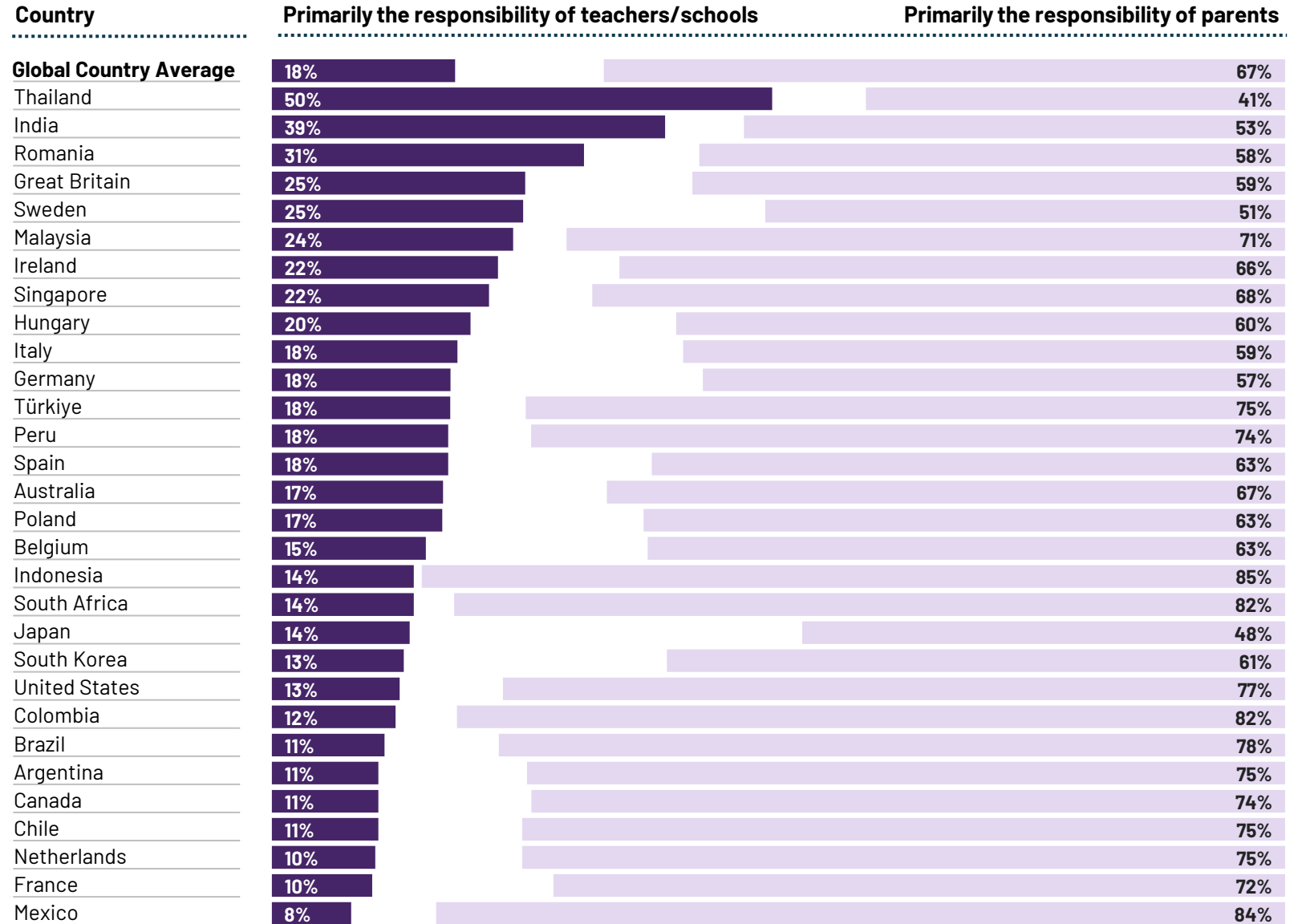
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Teaching moral and ethical values

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



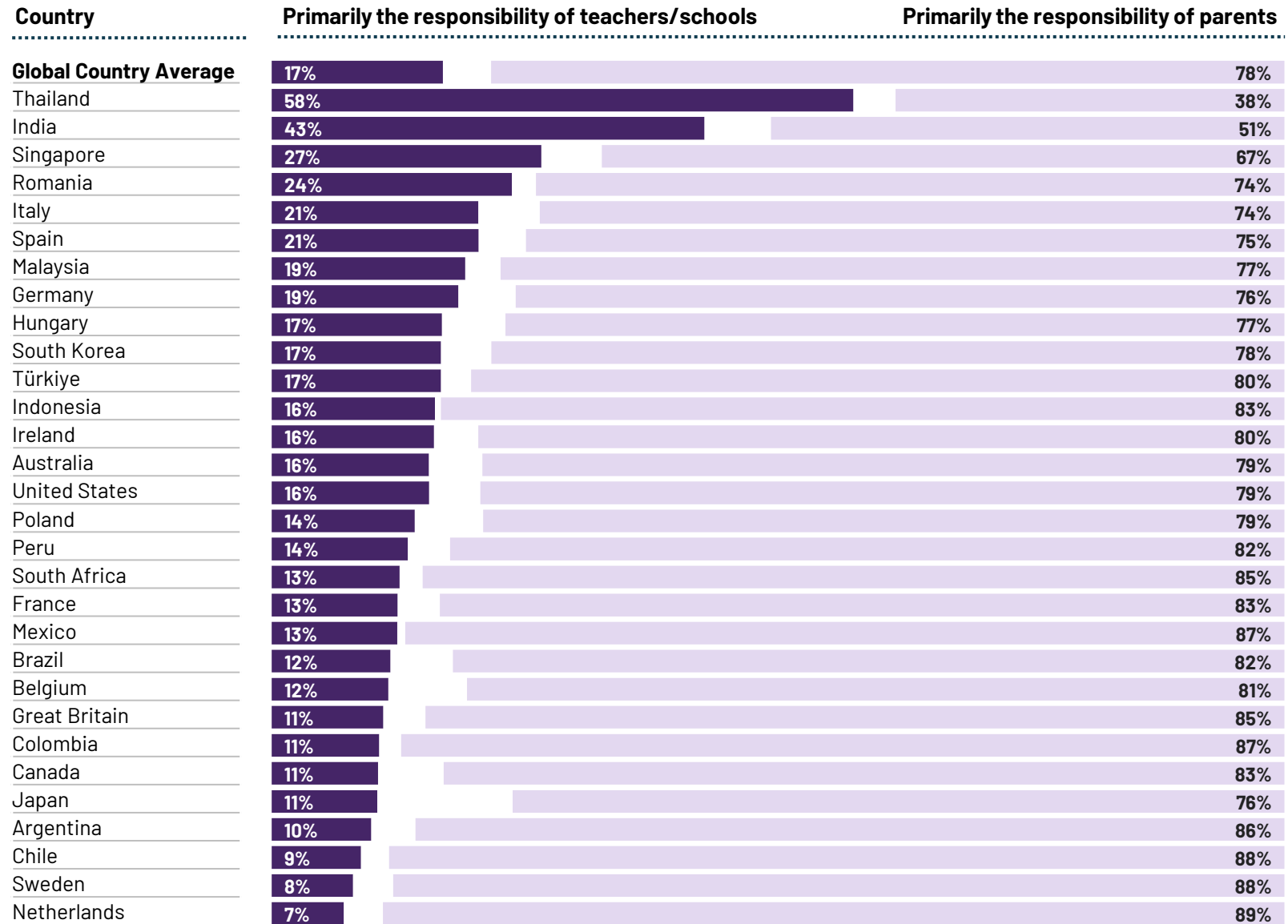
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Teaching religious values

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



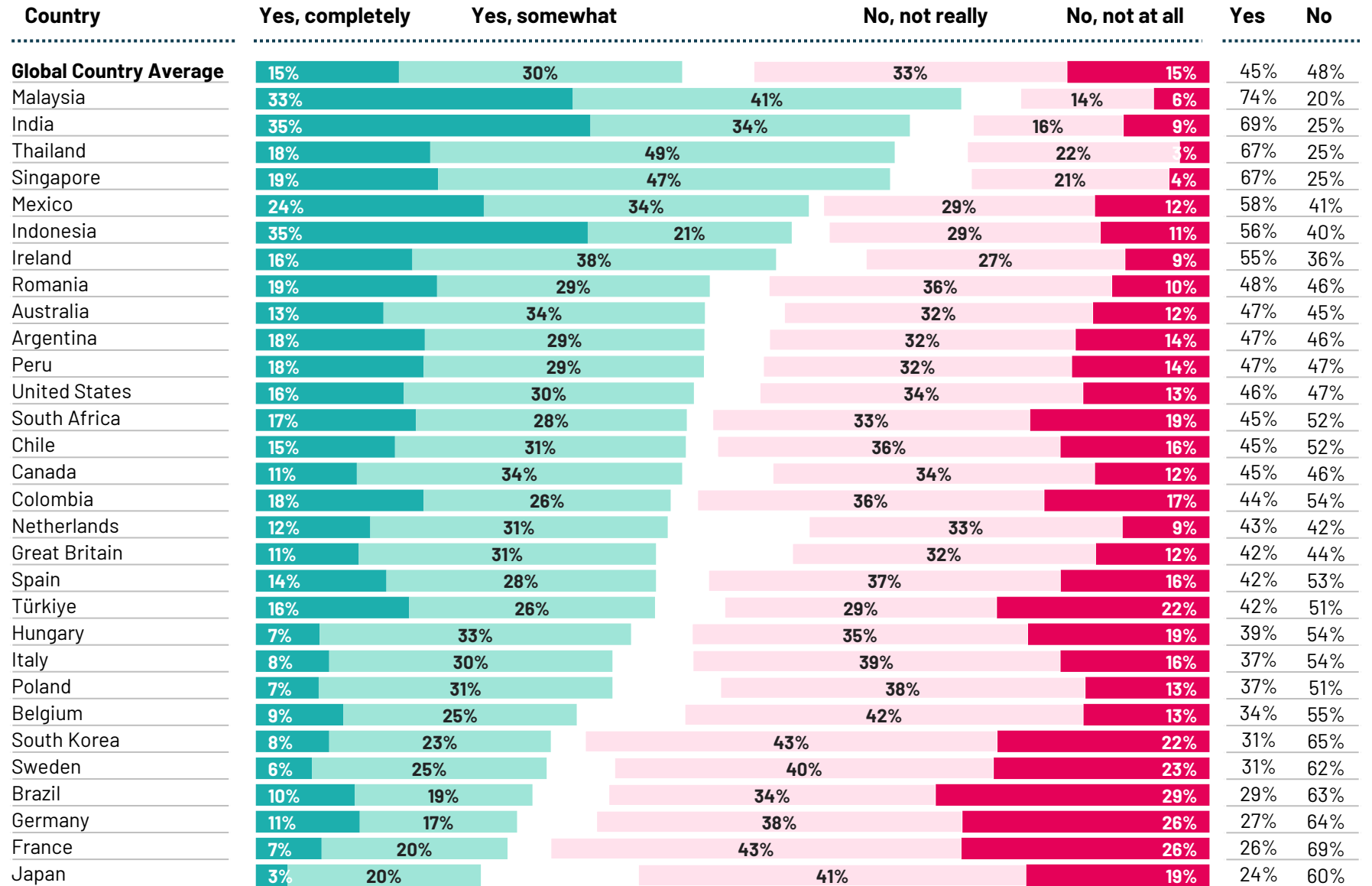
Who do you think should primarily be responsible for each of the following areas: teachers/schools or parents?
- Teaching manners and politeness

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



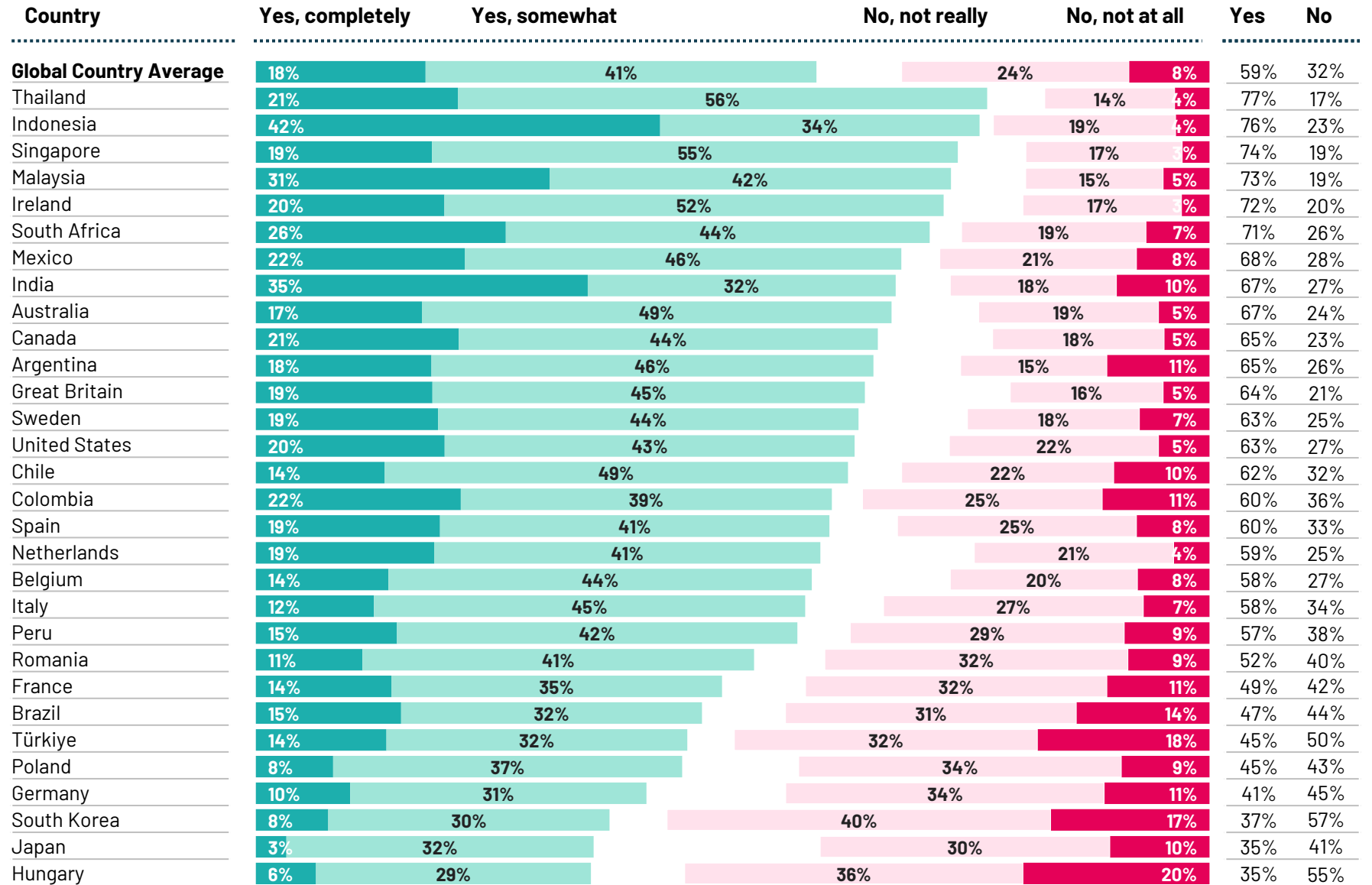
Do you think schools in your country currently... - **Provide safe spaces free from violence and bullying**

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



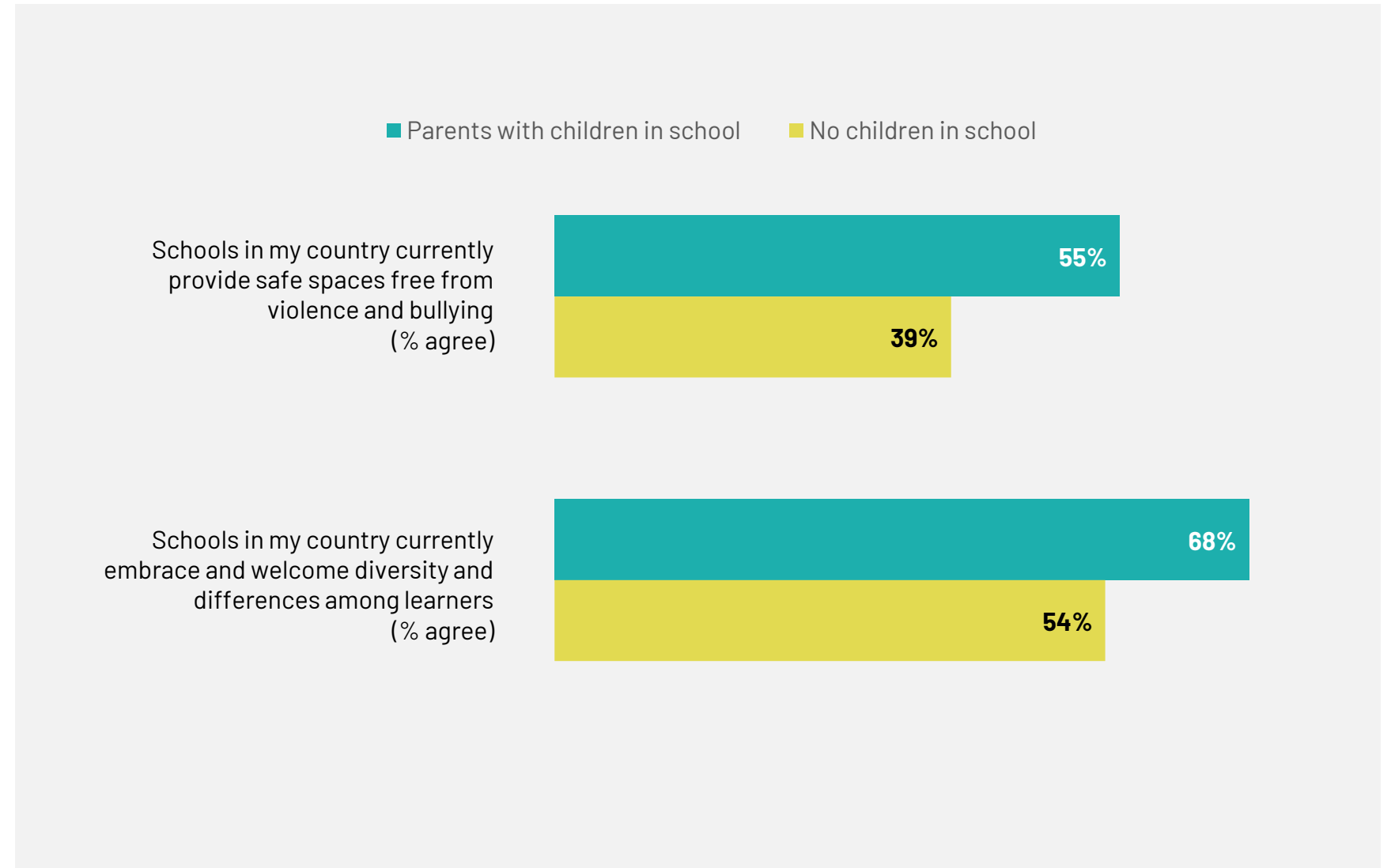
Do you think schools in your country currently... -
Embrace and welcome diversity and differences among learners

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



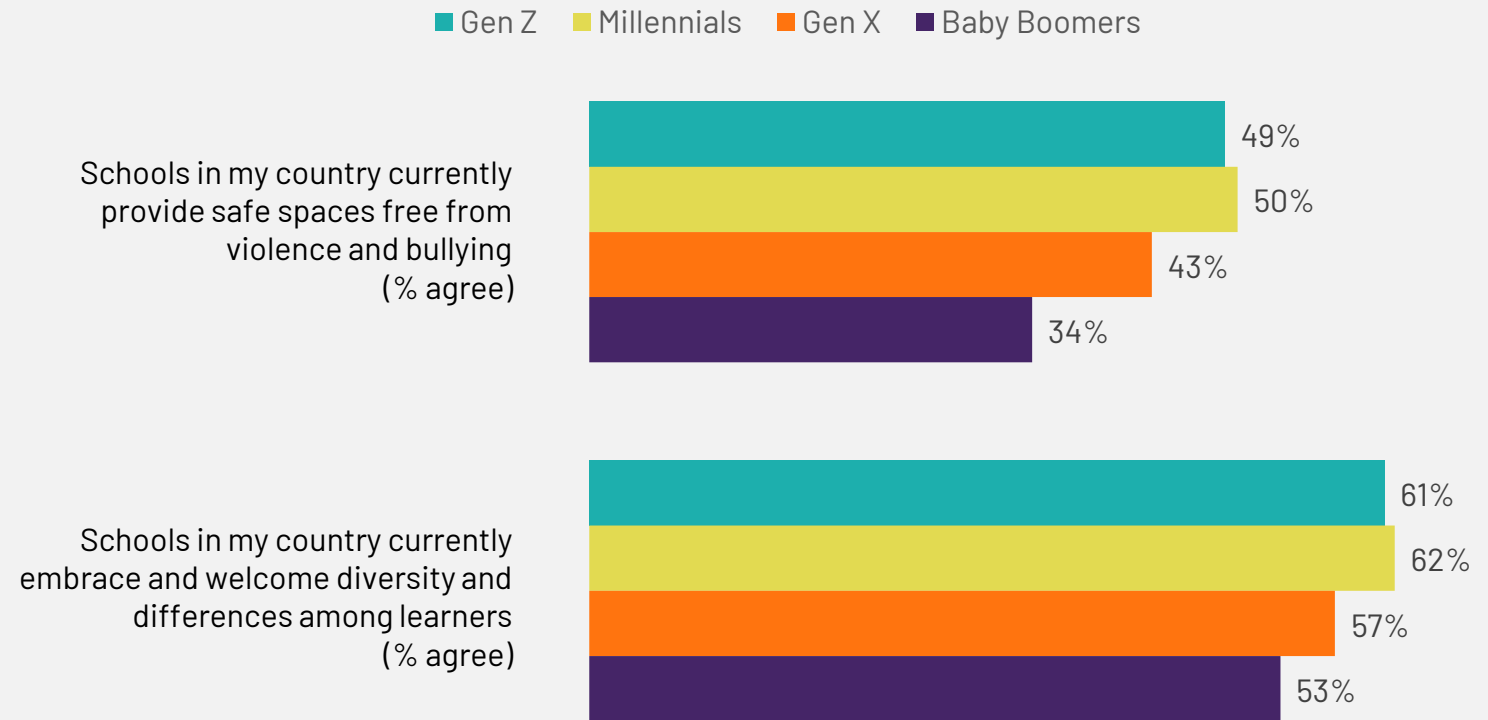
Across 30 countries, parents with children in school have a much more positive evaluation of schools when it comes to providing safe spaces and embracing diversity.

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Younger generations, with more recent experience of being in school, are also more likely to judge schools positively.

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



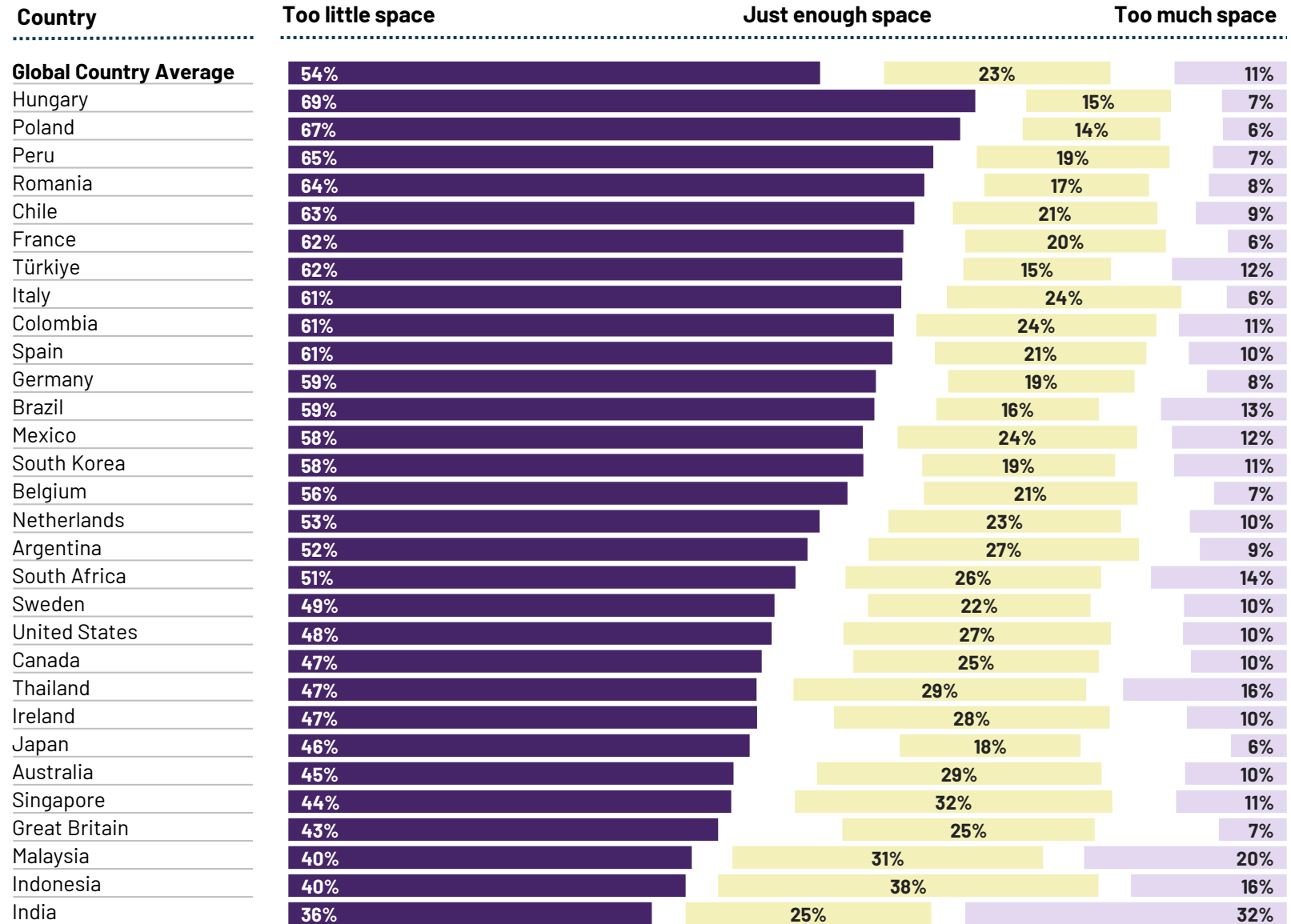
Appendix



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- Encouraging critical thinking (analysing issues to form a judgement)

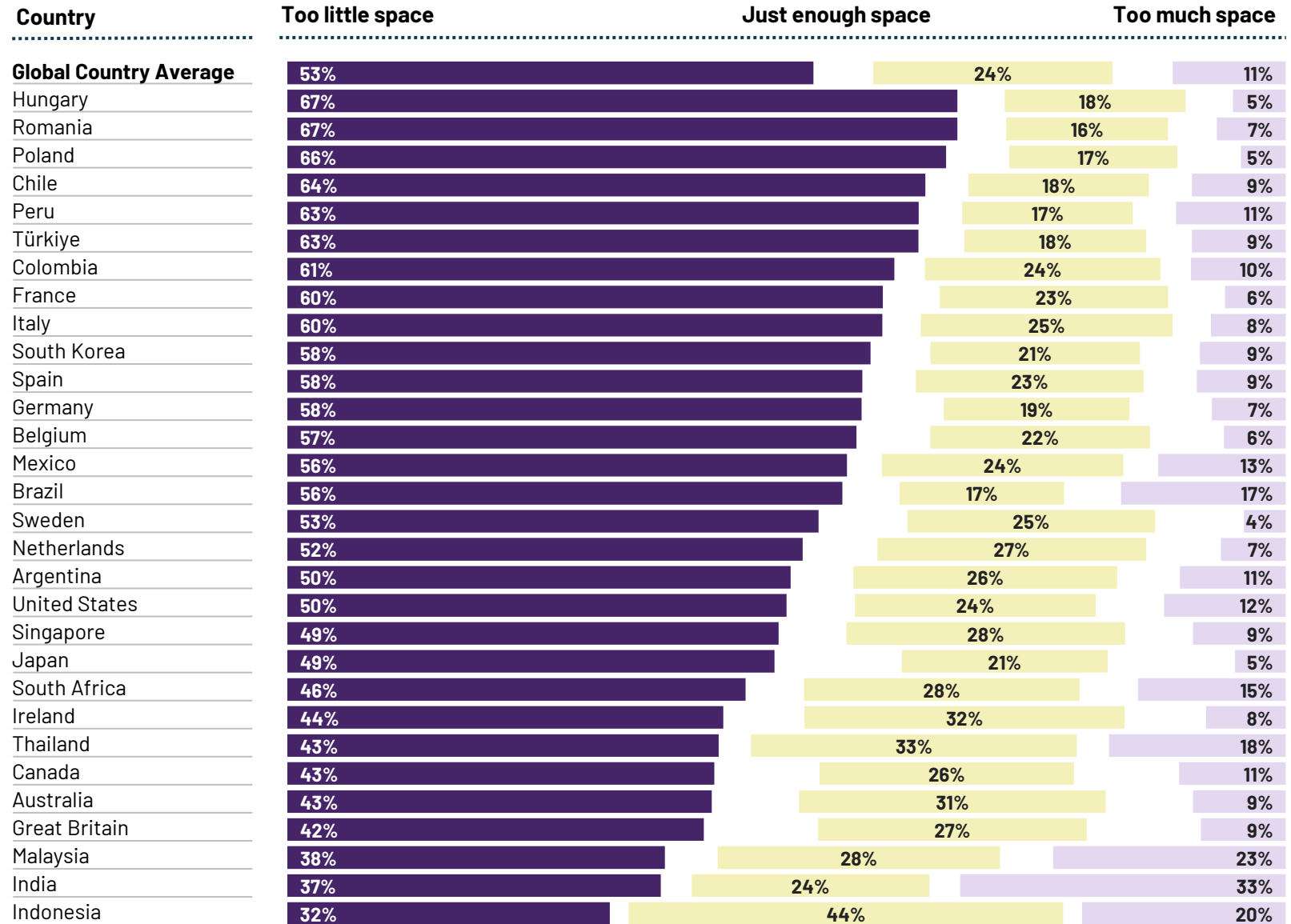
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- Encouraging curiosity

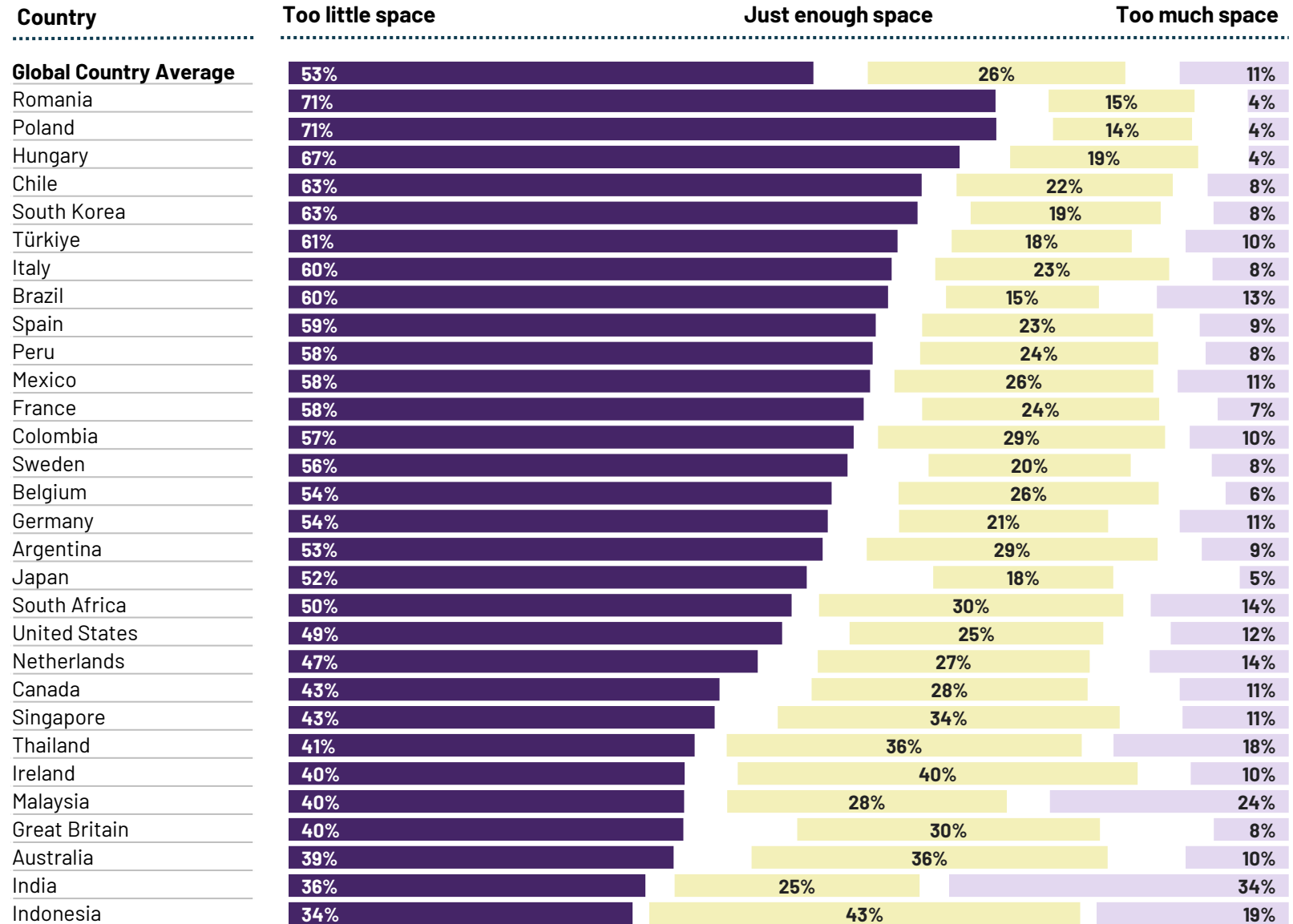
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- Developing students' skills at creativity

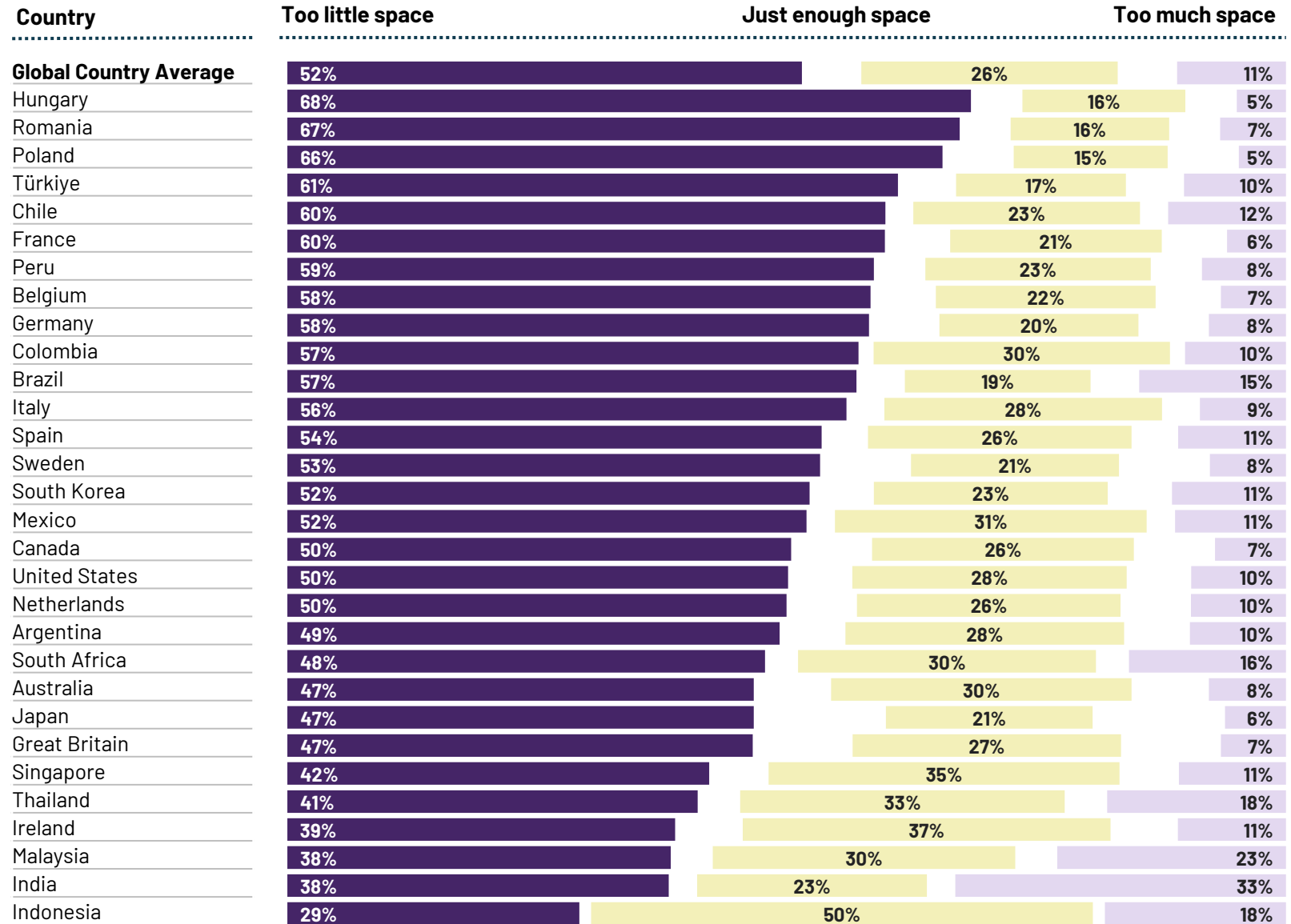
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- **Developing general skills such as communication, organisation, etc.**

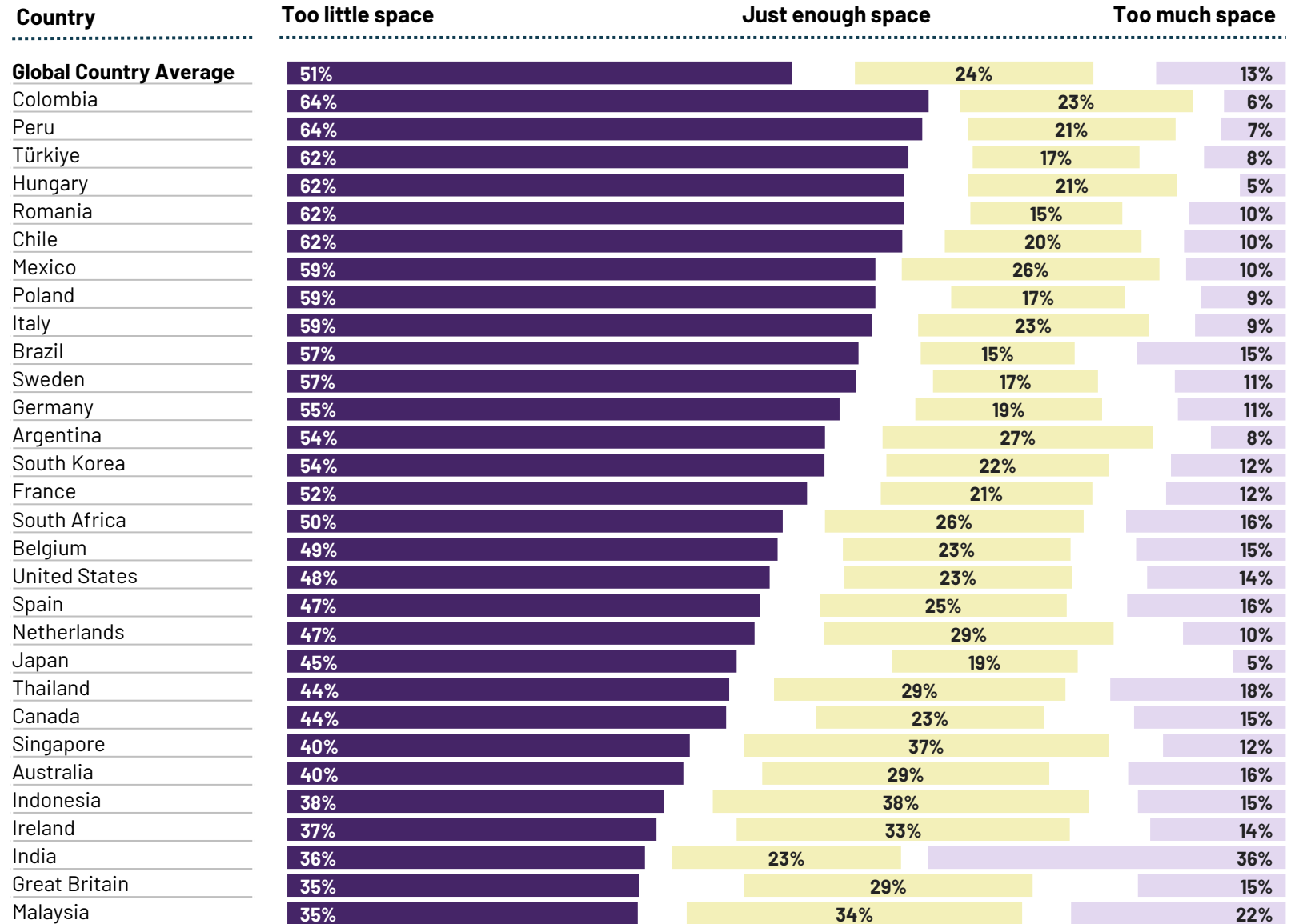
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- Focusing on student wellbeing

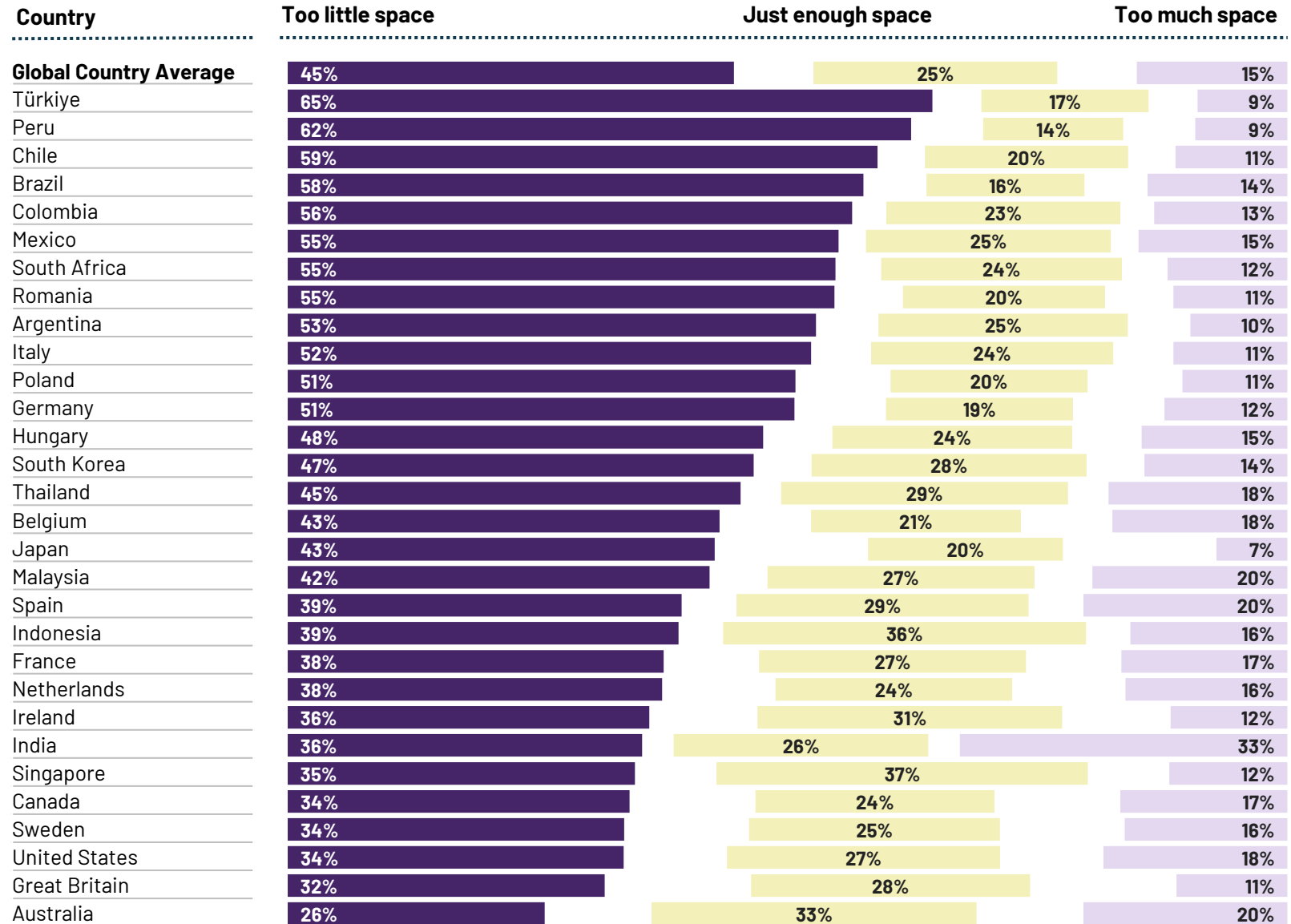
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- **New technologies**
(e.g., artificial intelligence, coding, etc.)

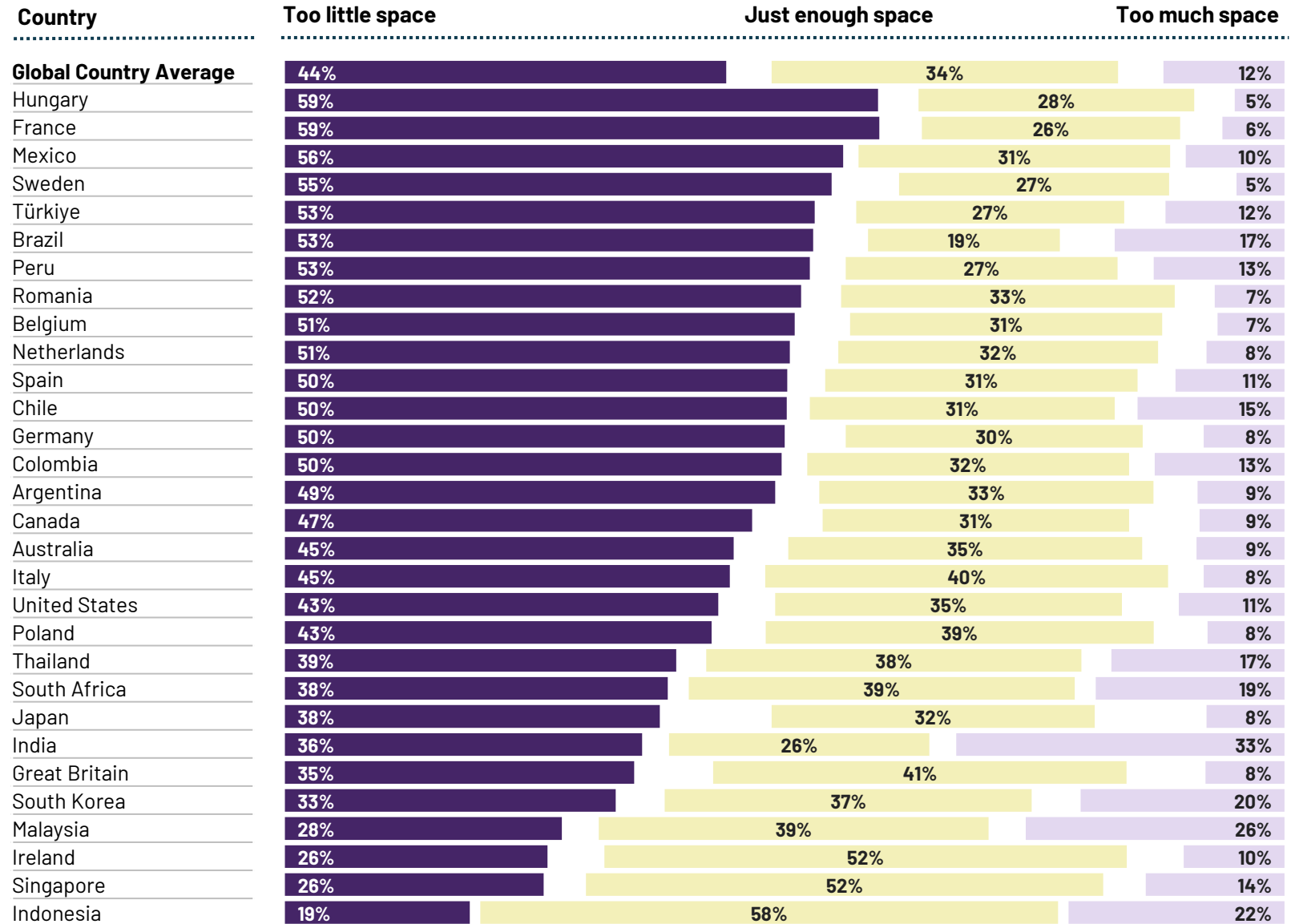
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- Teaching basic skills such as reading, writing, and arithmetic

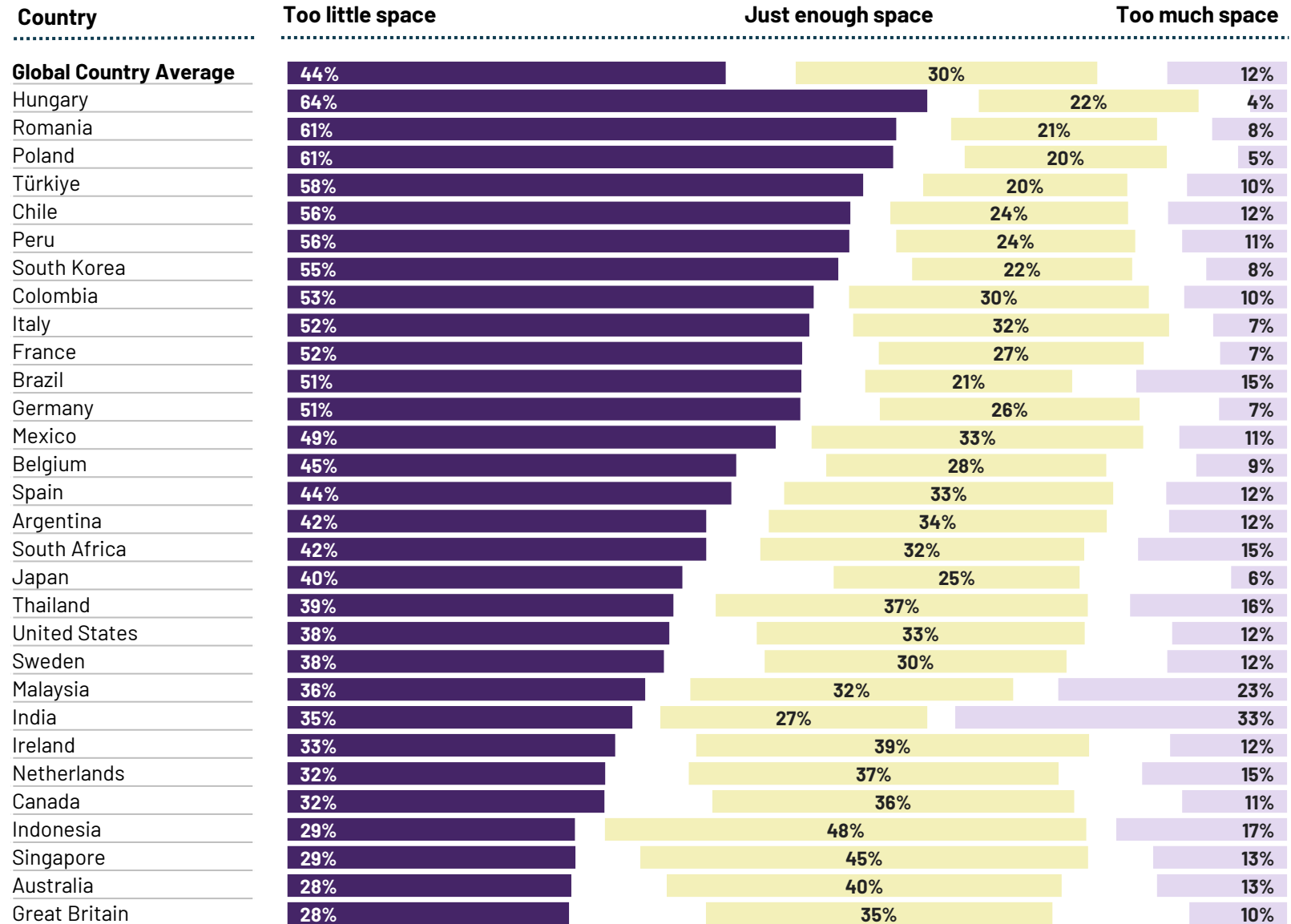
Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Do you think the school curriculum in your country gives too much, too little or just enough space to each of the following

- Encouraging collaboration among students

Base: 23,754 online adults under the age of 75 across 30 countries, interviewed 21 June - 5 July 2024.



Methodology



METHODOLOGY

These are the results of a 30-country survey conducted by Ipsos on its Global Advisor online platform and, in India, on its IndiaBus platform, between Friday, June 21 and Friday, July 5, 2024. For this survey, Ipsos interviewed a total of 23,754 adults aged 18 years and older in India, 18-74 in Canada, Republic of Ireland, Malaysia, South Africa, Türkiye, and the United States, 20-74 in Thailand, 21-74 in Indonesia and Singapore, and 16-74 in all other countries.

The sample consists of approximately 2,000 individuals in Japan, 1,500 each in Germany and Brazil, and 1,000 individuals each in Australia, Canada, France, Great Britain, Italy, Spain, and the U.S., and 500 individuals each in Argentina, Belgium, Chile, Colombia, Hungary, Indonesia, Ireland, Malaysia, Mexico, the Netherlands, Peru, Poland, Romania, Singapore, South Africa, South Korea, Sweden, Thailand, and Türkiye. The sample in India consists of approximately 2,200 individuals, of whom

approximately 1,800 were interviewed face-to-face and 400 were interviewed online.

Samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be considered representative of their general adult populations under the age of 75.

Samples in Brazil, Chile, Colombia, Indonesia, Ireland, Malaysia, Mexico, Peru, Romania, Singapore, South Africa, Thailand, and Türkiye are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

India's sample represents a large subset of its urban population - social economic classes A, B and C in metros and tier 1-3 town classes across all four zones.

The data is weighted so that the composition of each country's sample best reflects the demographic

profile of the adult population according to the most recent census data. "The 30-Country Average" reflects the average result for all the countries and markets in which the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

When percentages do not sum up to 100 or the 'difference' appears to be +/-1 percentage point more/less than the actual result, this may be due to rounding, multiple responses, or the exclusion of "don't know" or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll where N=1,000 being accurate to +/- 3.5 percentage points and of where N=500 being accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.



For more information

Emilie Rochester

Content Manager
Ipsos Knowledge Centre

Emilie.Rochester@ipsos.com

Amandine Lama

Global Lead Public Affairs
Innovation

Amandine.Lama@ipsos.com