

## **Proud Parents: exploring the sense of pride parents derive from their child's career: a survey on behalf of Get Into Teaching**

### **Introduction**

Kindred Agency commissioned research company OnePoll to carry out a survey on behalf of the *Get Into Teaching* campaign exploring the views of parents of children aged 18+, from the sense pride they feel as a result of their child's career achievements to how they would feel if they were in a role considered to be *giving something back to society*.

Findings from the survey were used to inform campaign development and marketing, in particular public relations activity to position teaching as an opportunity for those looking for a fulfilling and rewarding career option. Press releases based on the main survey findings were proactively shared with target national and regional media for publication. These releases included information about how those considering a career in teaching can find out more.

### **Methodology**

The research was conducted by OnePoll in accordance with the MRS Code of Conduct (2019) between 20 September and 3 October 2022. The aim was to sample 2,000 parents of full-time or self-employed children aged 18+ in specific cities/regions in England. The final respondent number was 2,059. Respondents were asked a set of single answer and multi-answer questions. All responses were gathered using an online survey and individuals were recruited via a random and anonymous sample selection, from an online "double opt-in" panel (where all eligible respondents are required to answer the demographic screening questions again to take part in the survey) of the general public.

Panellists can opt to answer all surveys but will be filtered out if a survey is not relevant to them. OnePoll employs members of the Market Research Society and its research activity abides by the ESOMAR principles.

The way these surveys were built meant that respondents were asked a number of preliminary screening questions to gather their demographic data, which could be used to analyse the data. This demographic data included age group, gender, city and region.

Questions for parents were based on a range of topics and themes including:

- What being proud of their child's career means to parents and what triggers them feeling most proud
- How often they praise their child's work achievements and the scenarios they'd tell others about them
- Whether they are conscious of boasting or bragging to others about their child's achievements when they are feeling so proud
- How proud it would make them feel if their child were to become a teacher and whether they feel they would make a good one  
Whether or not they would feel a greater sense of pride if their child was in a career more about helping others or giving something back to society

In the survey, we are working with a maximum 2.2% margin of error (and a 95% confidence interval).

### **Summary findings**

Respondents were asked what, if anything, does/would being proud of your child/children's job or career mean to you: 48% said *knowing they are happy and fulfilled by their work and what they do*; 46% said *knowing they have worked hard to get where they are*; 42% % said *knowing they are always trying to do their best*; 38% said *knowing they are doing a job they love*; 35% said *knowing that their job can be challenging, but they choose to do it anyway*; 29% said *knowing they are doing a job other people respect*; 27% said *knowing they are doing a job not everyone could do*; 26% said *knowing they are giving back to society*, 3% said *none of the above*; and 6% said *being proud of my child/children's job or career doesn't/wouldn't mean anything to me*.

Asked what makes/would make you most proud of your child/children: 47% said *the person they have grown up to become*; 37% said *the life they have built for themselves*; 27% said *following their dreams*; 23% said *the positive impact they are making on the world*; 23% said *their success in the job/career they do*; 20% said *being financially successful*; 17% said *their academic achievements*; 17% said *the nature of the job/career they do*; and 8% said *none of the above*. The question was then posed, in the context of your child's current job or career, how often do they praise them for their efforts and achievements: 16% said *daily*; 27% said *weekly*; 19% said *fortnightly*; 13% said *monthly*; 15% said *every few months*; 3% said *annually*; and 5% said *never*.

When respondents were asked to what extent they agreed or disagreed with the following statement: "*When telling other people (e.g. wider family, friends, colleagues, acquaintances) about my child/children's job or career achievements, I'm conscious that it can sometimes be interpreted as 'boasting' or 'bragging' – but it is only because I am so proud of them*": 18% said *strongly agree*; 32% said *somewhat agree*; 32% said *neither agree nor disagree*; 5% said *somewhat disagree*; 3% said *strongly disagree*; and 10% said *I never do this*.

Respondents were asked in which social scenarios do you find yourself boasting or bragging about your child/children's job or career and their related achievements: 45% said *when I meet up with old friends and we catch up on life and our families*; 31% said *when I speak with my own work colleagues about my family*; 30% said *when sharing updates through my social media channels*, on something they have achieved or done that I am proud of; 23% said *when I'm out and about and strike up a conversation with someone*; 18% said *when I see my neighbours*; and 16% said *none of the above*.

When asked if you would feel more proud if your child was working in a role considered to be 'giving something back to society', respondents answered as follows: 26% said *yes, a lot more proud*; 26% said *yes, a little more proud*; 28% said *no*; and 19% said *my child is already working in a role where they are deemed to be 'giving back'*.

Respondents were asked if a number of different statements applied to them: 35% said *I love telling my child/children how proud I am of them, even if they find it annoying or embarrassing*; 34% said *when I talk about my child/children’s job or career and their related achievements it fills me with pride*; 27% said *I get excited telling other people about my child/children’s job/career achievements because I’m so proud of them*; 24% said *I love telling other people about my child/children’s job or career achievements*; 22% said *I’m more likely to share news of my child/children’s job or career achievements with people I know if I feel they’re doing something that is benefiting society*; 19% said *there have been times when I’ve been reticent to speak about my child/children’s job or career and related achievements*; 16% said *my friends are probably tired of me talking about my child/children’s job or career achievements*; and 12% said *none of the above*.

In response to the question, if you were to brag about your child/children’s job or career achievements, who are you most likely to tell (choosing up to three): 28% said *family members that I don’t see very much*, 27% said *family members that I see all the time*; 23% said *friends that I see all the time*; 21% said *‘friends I don’t see very much*; 17% said *colleagues*; 14% said *anyone who will listen*; 13% said *people I will never meet again (i.e. strangers)*; 12% said *acquaintances*; 11% said *my followers on social media* and 19% said *none of the above or I wouldn’t do this*.

Asked which of the following scenarios, if any, related to you child/children’s job or career, would you be excited to tell your friends and wider family about: 35% said *when they tell me about a certain work situation/scenario where they’ve received an accolade or award*; 34% said *when they tell me about something they’re proud of*; 32% said *when they get a promotion*; 27% said *when they tell me about praise or good feedback they’ve received from colleagues*; 22% said *when they get a new job*; 19% said *when they work somewhere others might have heard of*; 15% said *when they have a pay rise*; and 10% said *none of the above*.

Respondents were asked when you think of your child’s job or career, which of the following best describe how it makes you feel: 49% said *proud*; 49% said *happy*; 37% said *thankful*; 19% said *in awe of them*; 18% said *humbled*; 10% said *smug*; and 8% said *none of the above*.

Respondents were asked when you think about your child’s job or career, what are you most proud of, choosing up to three: 38% said *how hard they worked to get to where they are*; 36% said *how hard they work every day*; 30% said *how dedicated they are to their job/role*; 24% said *how they carry themselves in their role*; 24% said *impact they’re having on people around them*; 20% said *the positive feedback they get from colleagues that they tell me about*; 19% said *‘the positive impact they are having on society*; and 10% said *none of the above*.

When asked if your child were to become a teacher, how proud would this make you, if at all, when telling other people what they do: 37% said *very proud*; 39% said *fairly proud*; 12% said *not very proud*; 2% said *not proud at all*; and 10% said *n/a my child is already a teacher*.

Respondents were asked to what extent they agreed or disagreed with the following statement: *“Teaching as a career is a profession to be proud of”*: 32% said *strongly agree*; 30% said *somewhat agree*; 32% said *neither agree nor disagree*; 3% said *somewhat disagree*; and 3% said *strongly disagree*. Respondents were asked do you think your child would make a good teacher: 36% said *yes, my child would make a very good teacher*; 36% *yes, my child would make a fairly good teacher*; 12% said *no, my child would not be a very good teacher*; 5% said *no, my child would not be a good teacher at all*; and 11% said *not sure*.

Respondents were asked to what extent they agreed or disagreed with the following statement: *“I would feel a greater sense of pride if my child was working in a job or career that was more about helping others or giving something back to society”*: 21% said *strongly agree*; 26% said *somewhat agree*, 41% said *neither agree nor disagree*, 6% said *somewhat disagree* and 6% said *strongly disagree*.

The city-based statistical variations report:

City-based data	Birmingham	Bradford	Brighton	Bristol	Hull	Leeds	Leicester	Liverpool	Manchester	Newcastle	Norwich	Nottingham	Oxford	Plymouth	Sheffield	Southampton
Number of respondents per city in the overall sample	126	109	118	122	136	116	146	109	167	145	133	106	137	110	130	117
Respondents who agree* when telling other people about their child/children’s job or career achievements they are conscious that it can sometimes be interpreted as ‘boasting’ or ‘bragging’	50%	44%	64%	69%	38%	34%	66%	54%	49%	47%	65%	20%	38%	66%	52%	44%
Respondents who say they love telling their child/children how proud they are of them, even if they find it annoying or embarrassing	40%	27%	38%	43%	38%	41%	30%	46%	35%	38%	48%	19%	23%	27%	42%	31%
Respondents who would feel proud** telling other people if their child were to become a teacher	83%	65%	90%	89%	69%	65%	83%	86%	68%	80%	84%	61%	65%	83%	81%	60%

Respondents who believe their child would make a very or fairly good teacher	74%	71%	73%	74%	77%	69%	85%	56%	67%	69%	73%	79%	55%	79%	69%	72%
Respondents who say the person their child/children have grown up to become is the thing that makes them the most proud	40%	35%	52%	65%	43%	38%	45%	64%	50%	62%	61%	24%	20%	48%	62%	35%
Respondents who say they would feel more proud*** if their child was working in a role considered to be 'giving something back to society'	53%	56%	59%	52%	51%	47%	71%	38%	48%	37%	48%	66%	52%	71%	43%	50%

The regional statistical variations report:

Regional-based data	East of England	East Midlands	Greater London	North East	North West	South East	South West	West Midlands	Yorkshire and the Humber
<i>Number of respondents per region in the overall sample</i>	188	209	100	170	245	248	224	318	375
Respondents who agree* when telling other people about their child/children’s job or career achievements they are conscious that it can sometimes be interpreted as ‘boasting’ or ‘bragging’	79%	49%	71%	53%	63%	38%	60%	34%	37%
Respondents who say they love telling their child/children how proud they are of them, even if they find it annoying or embarrassing	39%	35%	30%	34%	44%	29%	38%	28%	39%
Respondents who would feel proud** telling other people if their child were to become a teacher	92%	80%	85%	80%	85%	71%	80%	65%	67%
Respondents who believe their child would make a good teacher	84%	75%	88%	75%	62%	63%	65%	78%	68%
Respondents who say the person their child/children have grown up to become is the thing that makes them the most proud	55%	49%	51%	56%	59%	39%	52%	29%	47%
Respondents who say they would feel more proud*** if their child was working in a role considered to be ‘giving something back to society’	64%	48%	77%	48%	48%	47%	49%	64%	42%

\* This finding combines respondents who said ‘strongly agree’ or ‘somewhat agree’

\*\* This finding combines respondents who said ‘very proud’ or ‘fairly proud’

\*\*\*This finding combines respondents who said ‘yes, a lot more proud’ or ‘yes a little more proud’