

Survey of Parents of Schoolchildren in England

Conducted by Survation on behalf of
Chefs in Schools



Methodology: Online survey of English parents aged 18+ with children in primary and/or secondary education

Fieldwork: 16th – 19th May 2025

Sample size: 1001

Survation.

Methodology

Fieldwork Dates

- 16th – 19th May 2025

Data Collection Method

- The survey was conducted online. Differential response rates from different demographic groups were taken into account.

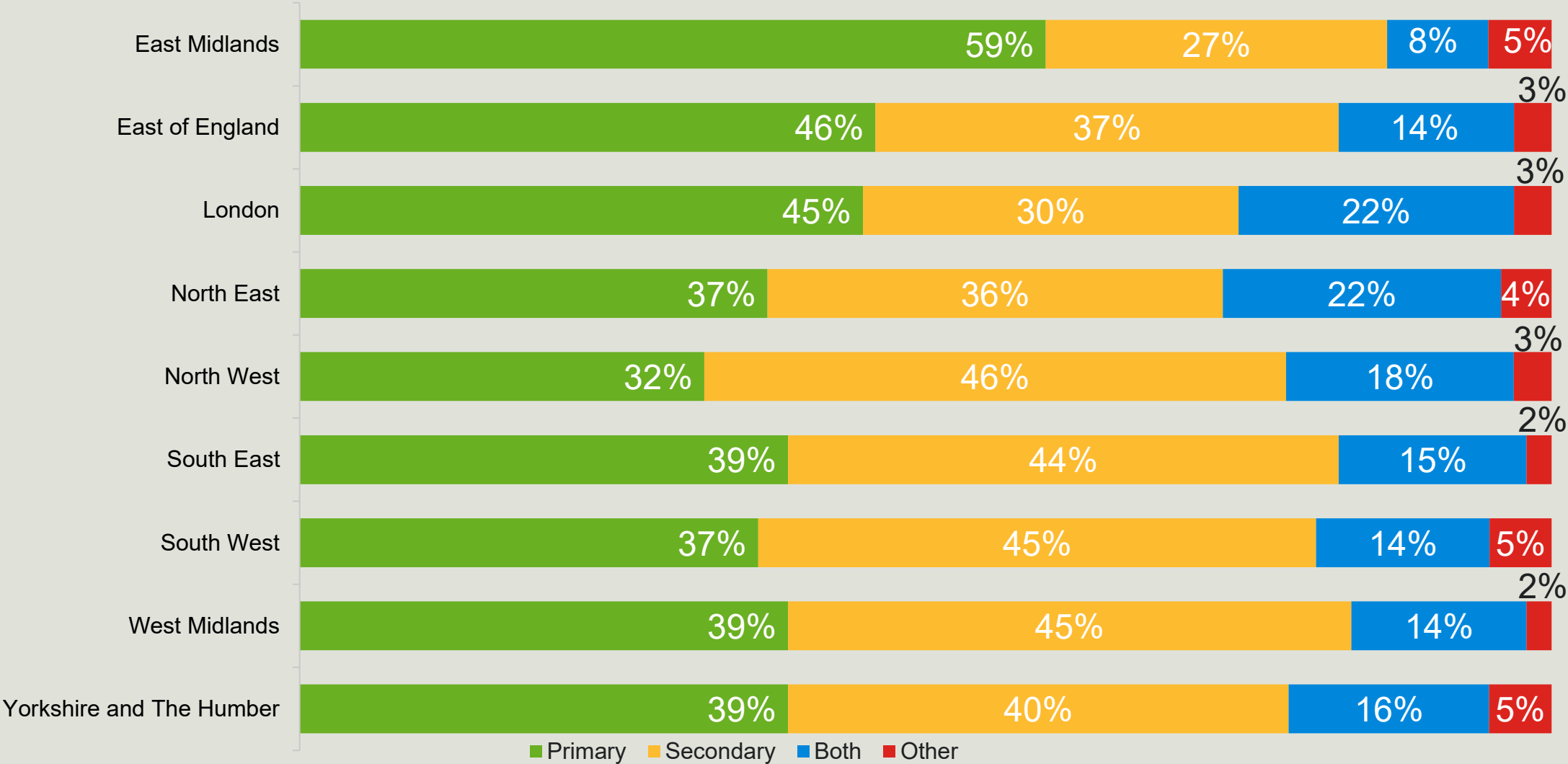
Population Sampled

- Parents in England aged 18+ with children in primary and/or secondary education

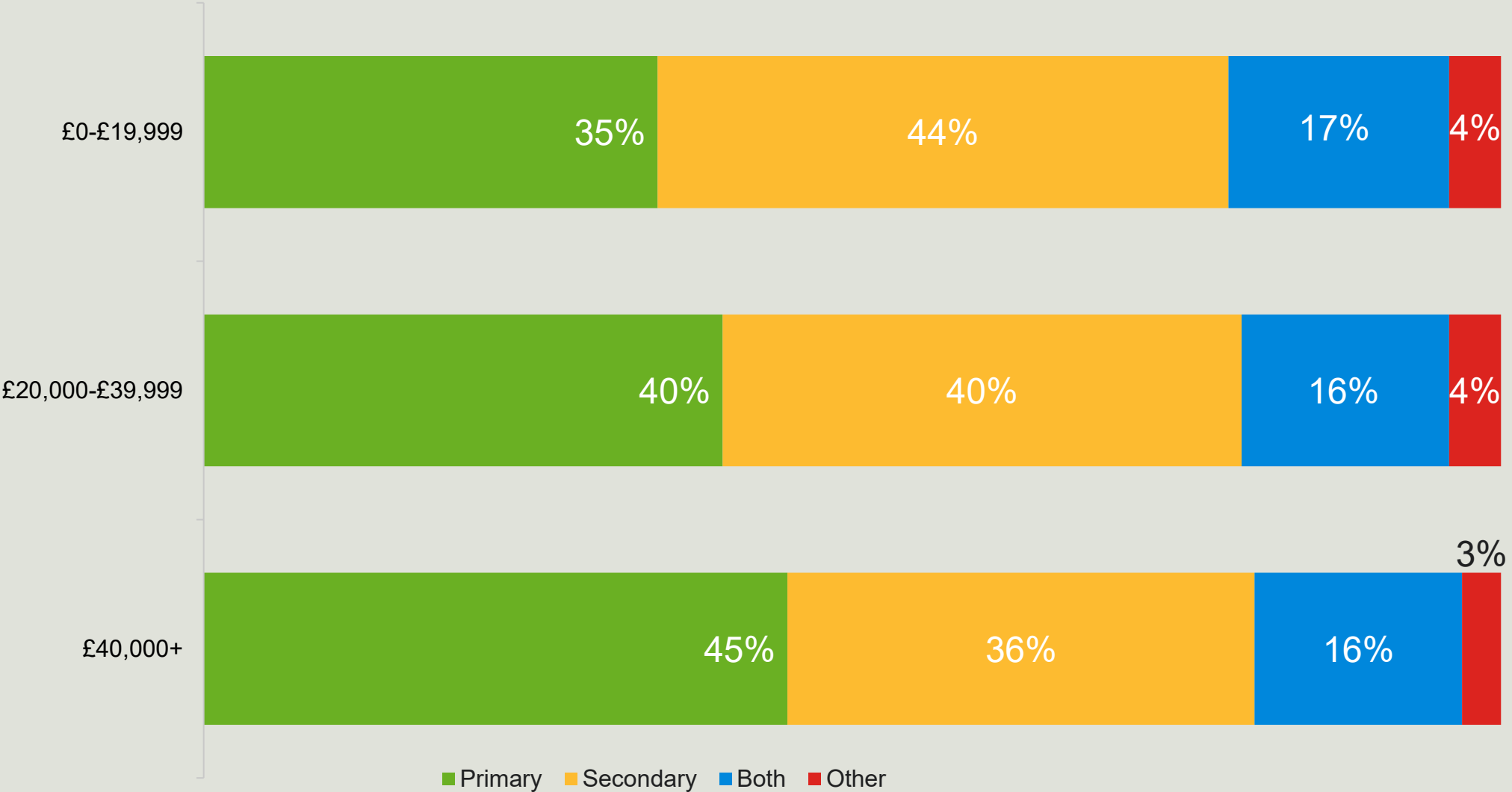
Sample Size

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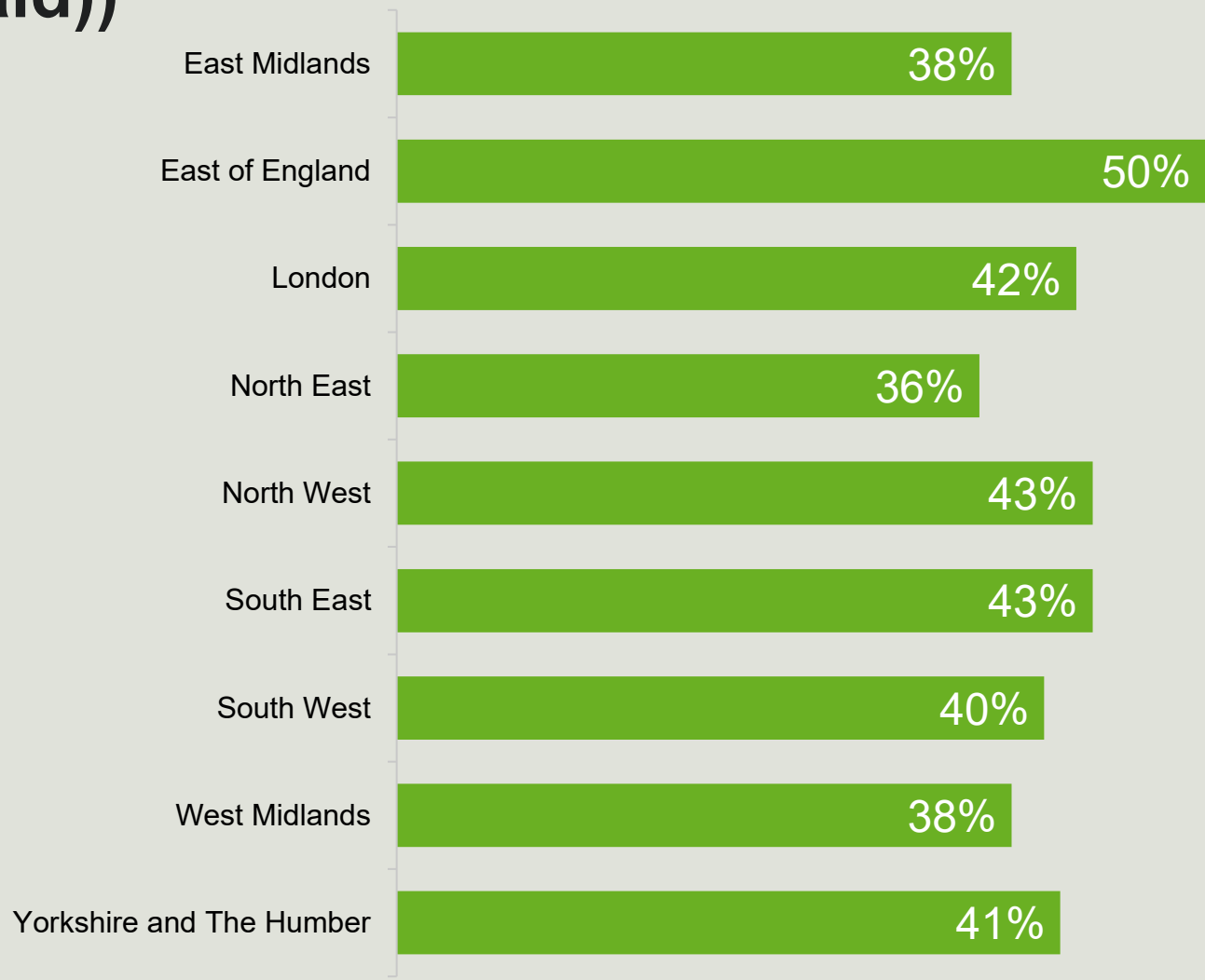
Q1_Region. What type of school does your child attend?



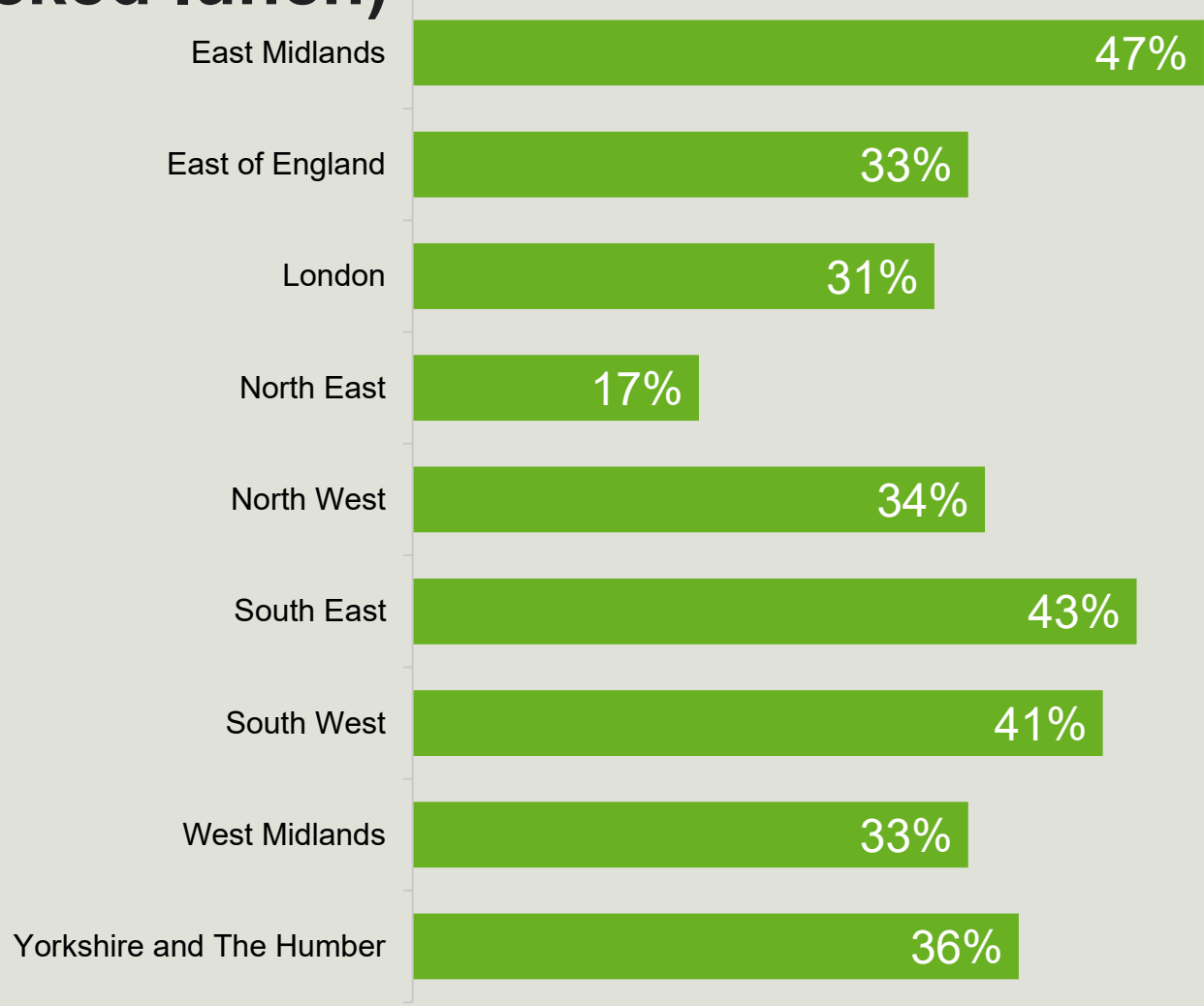
Q1_Household Income. What type of school does your child attend?



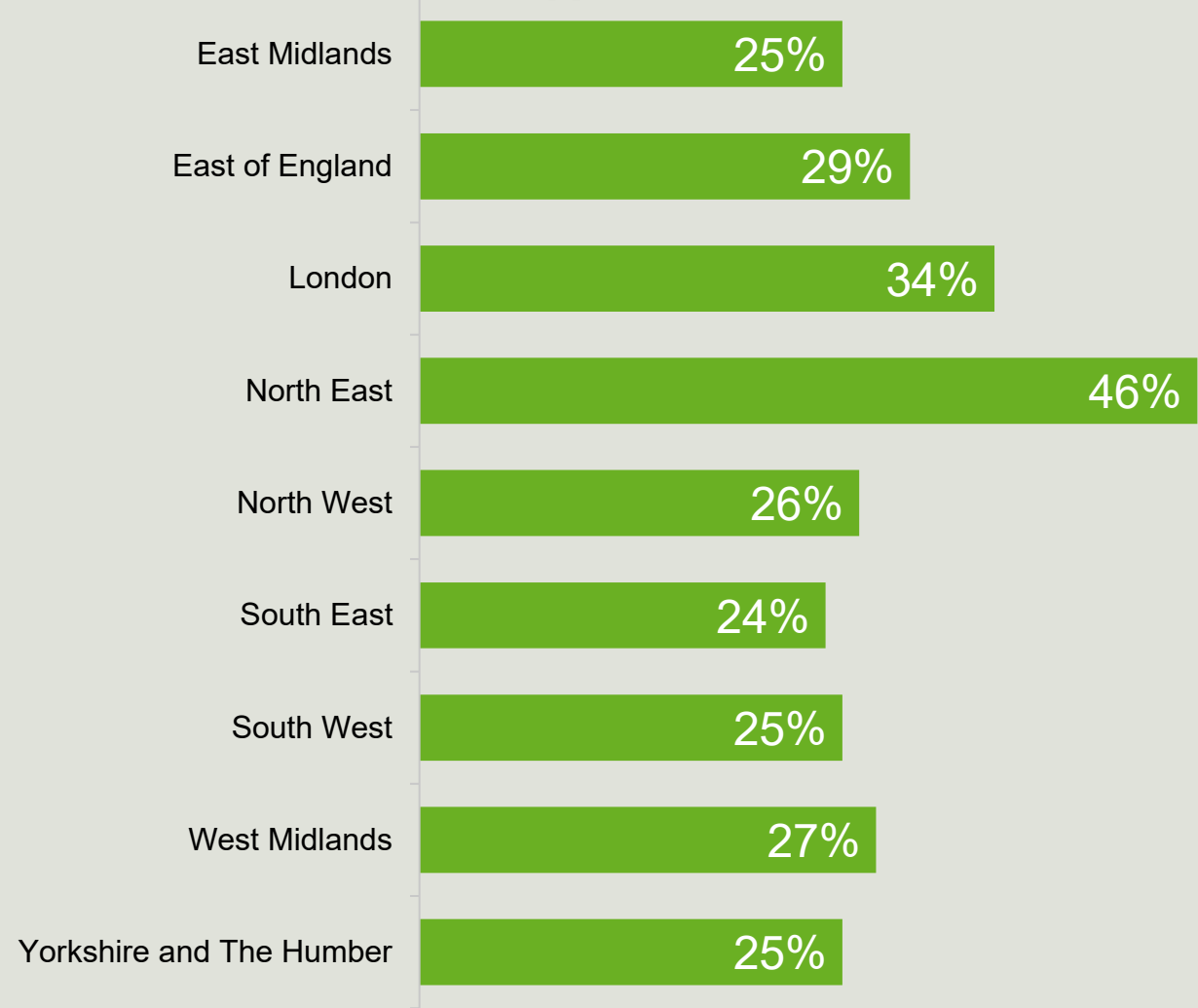
Q2_Region. What school food does your child eat? (School lunch (paid))



Q2_Region. What school food does your child eat? (I provide a packed lunch)

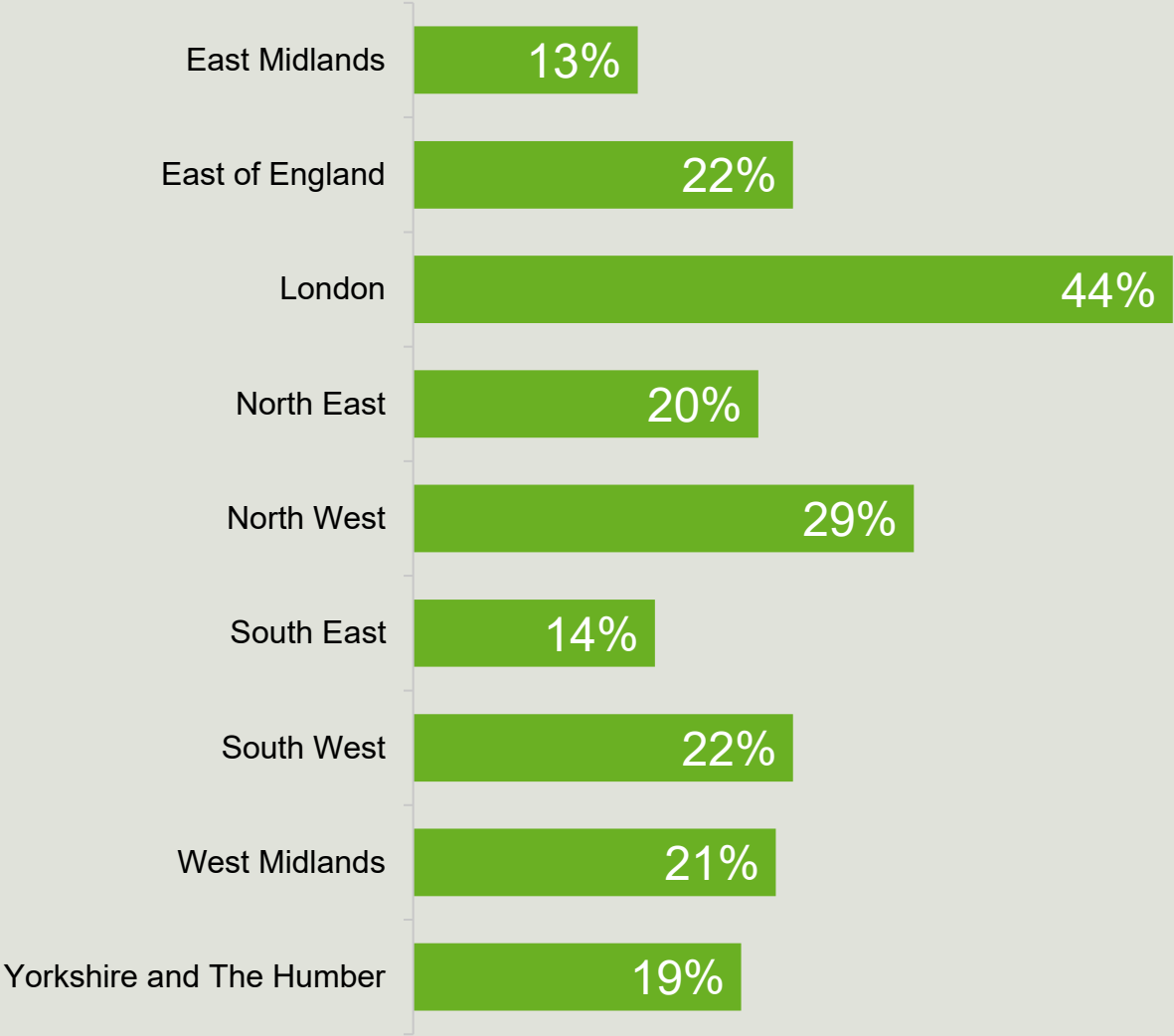


Q2_Region. What school food does your child eat? (School lunch (free school meals))

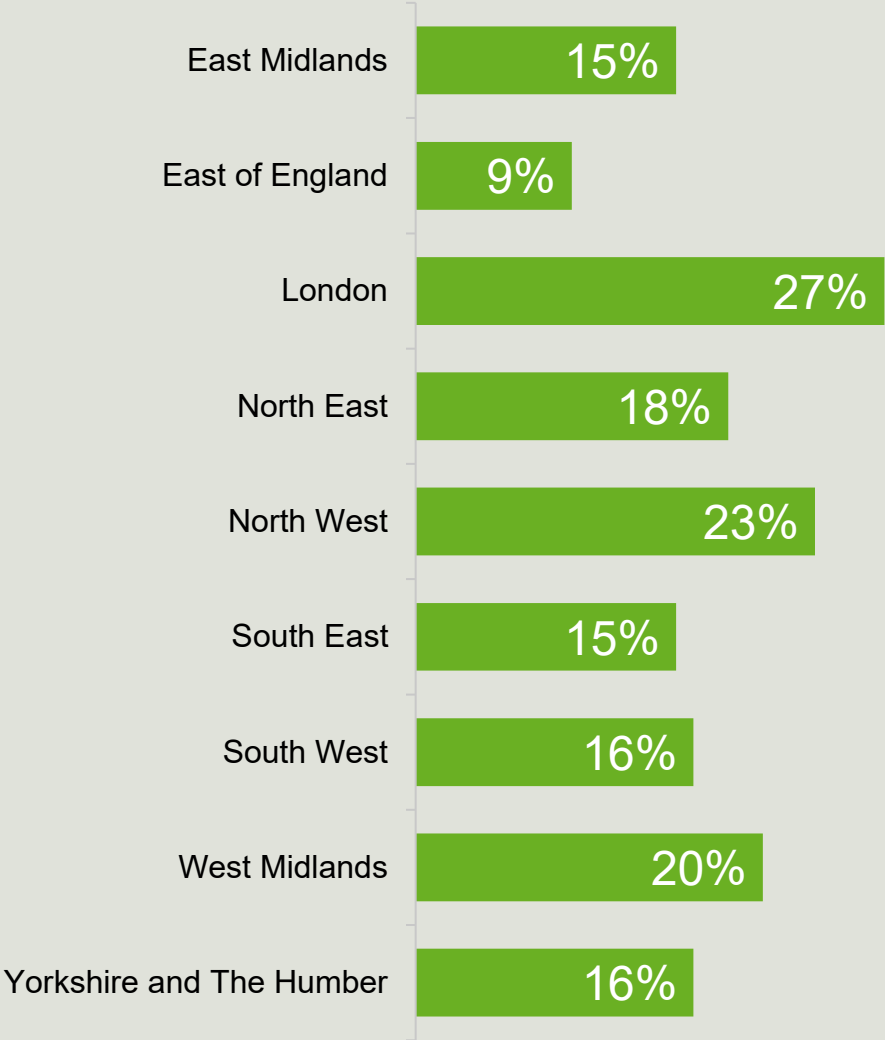


BASE: All respondents, Unweighted Total: 1001

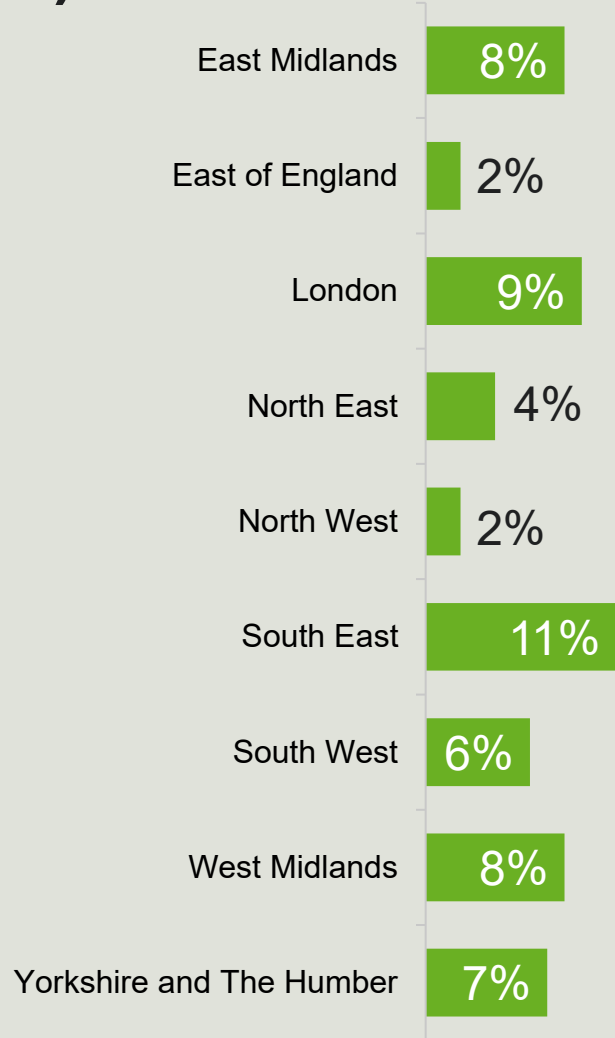
Q2_Region. What school food does your child eat? (Snacks)



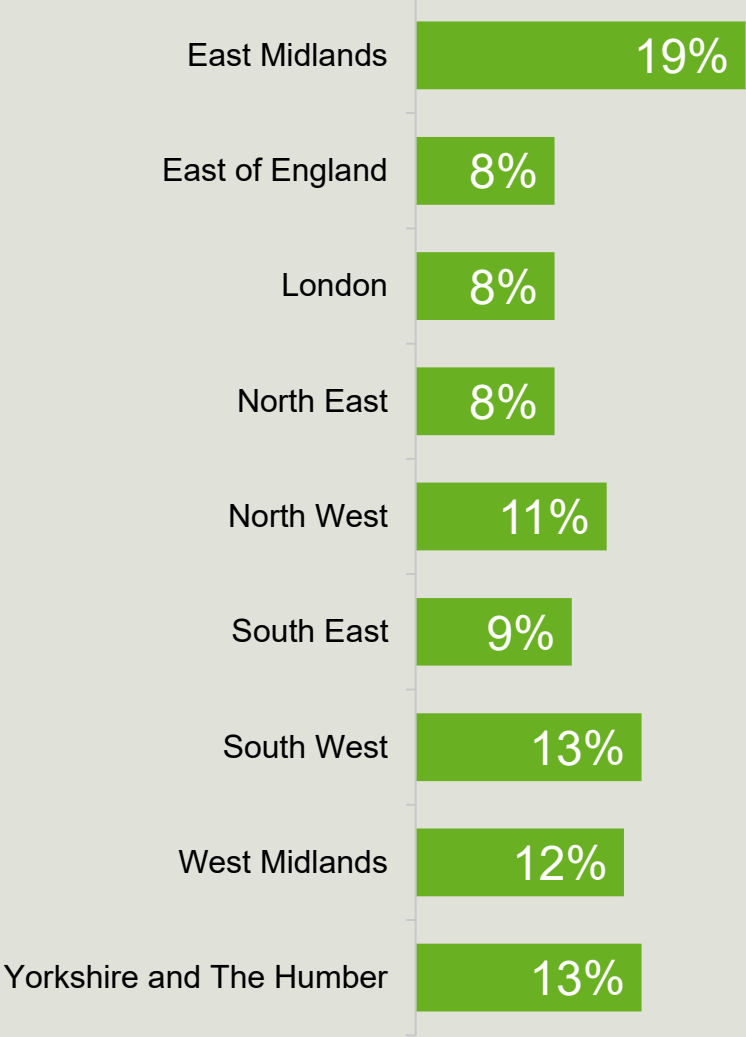
Q2_Region. What school food does your child eat? (Breakfast)



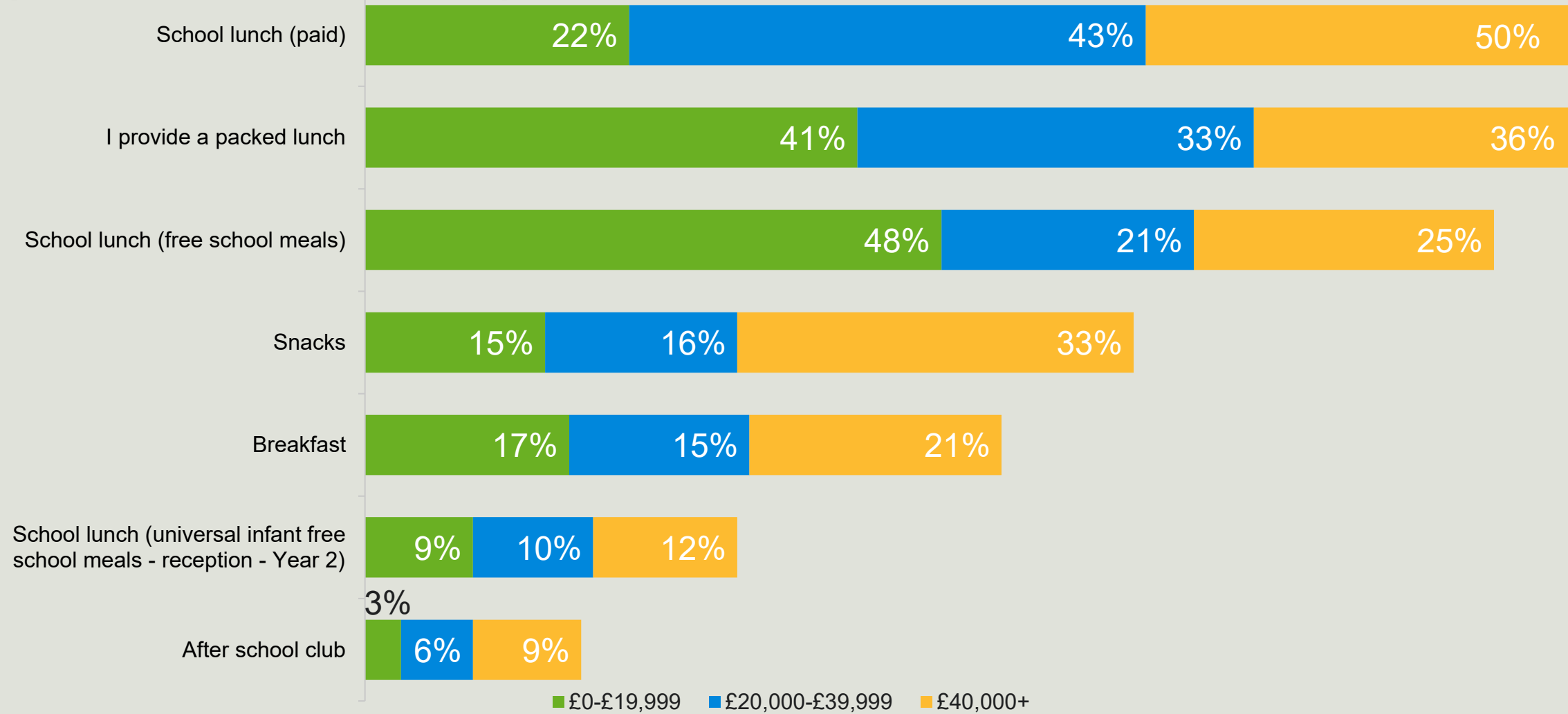
Q2_Region. What school food does your child eat? (After school club)



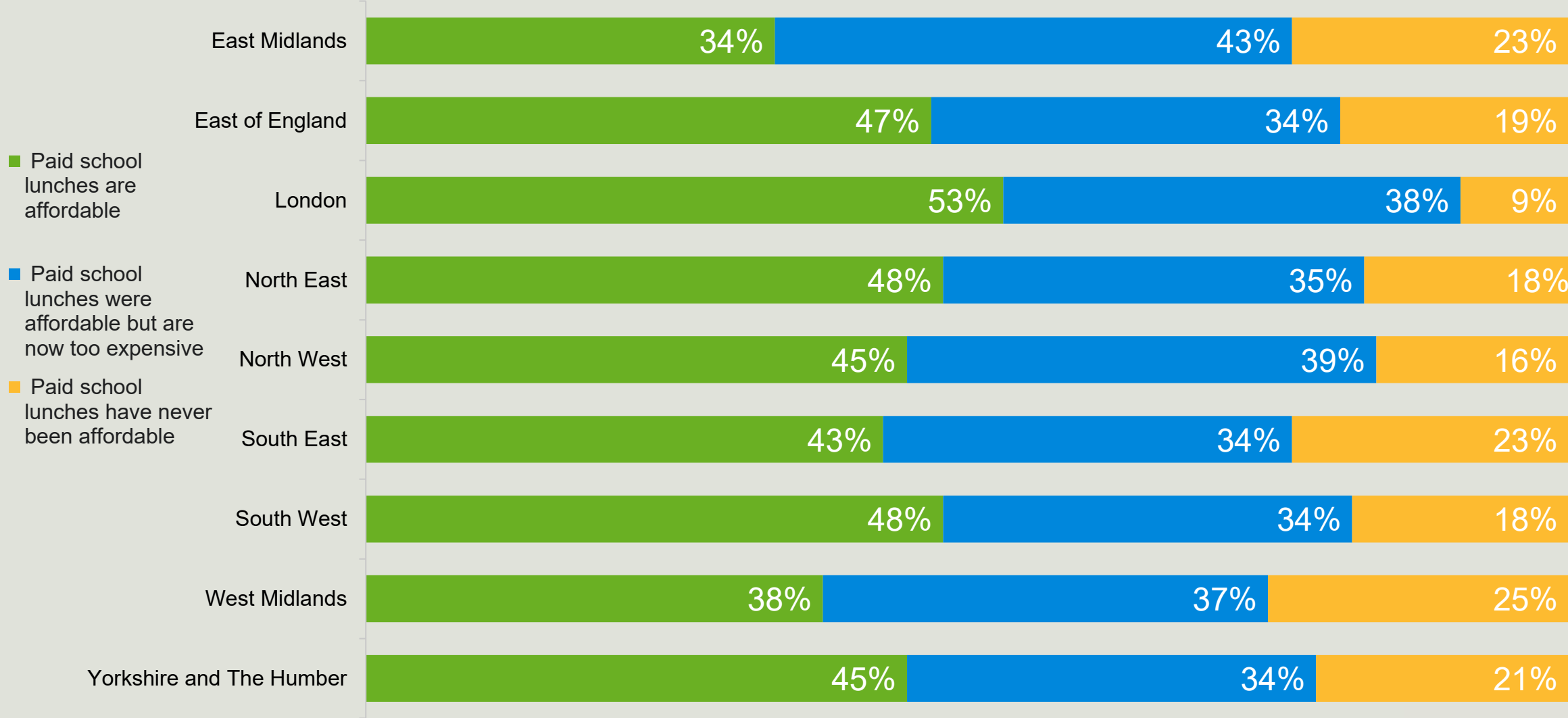
Q2_Region. What school food does your child eat? (School lunch (universal infant free school meals – reception – Year 2))



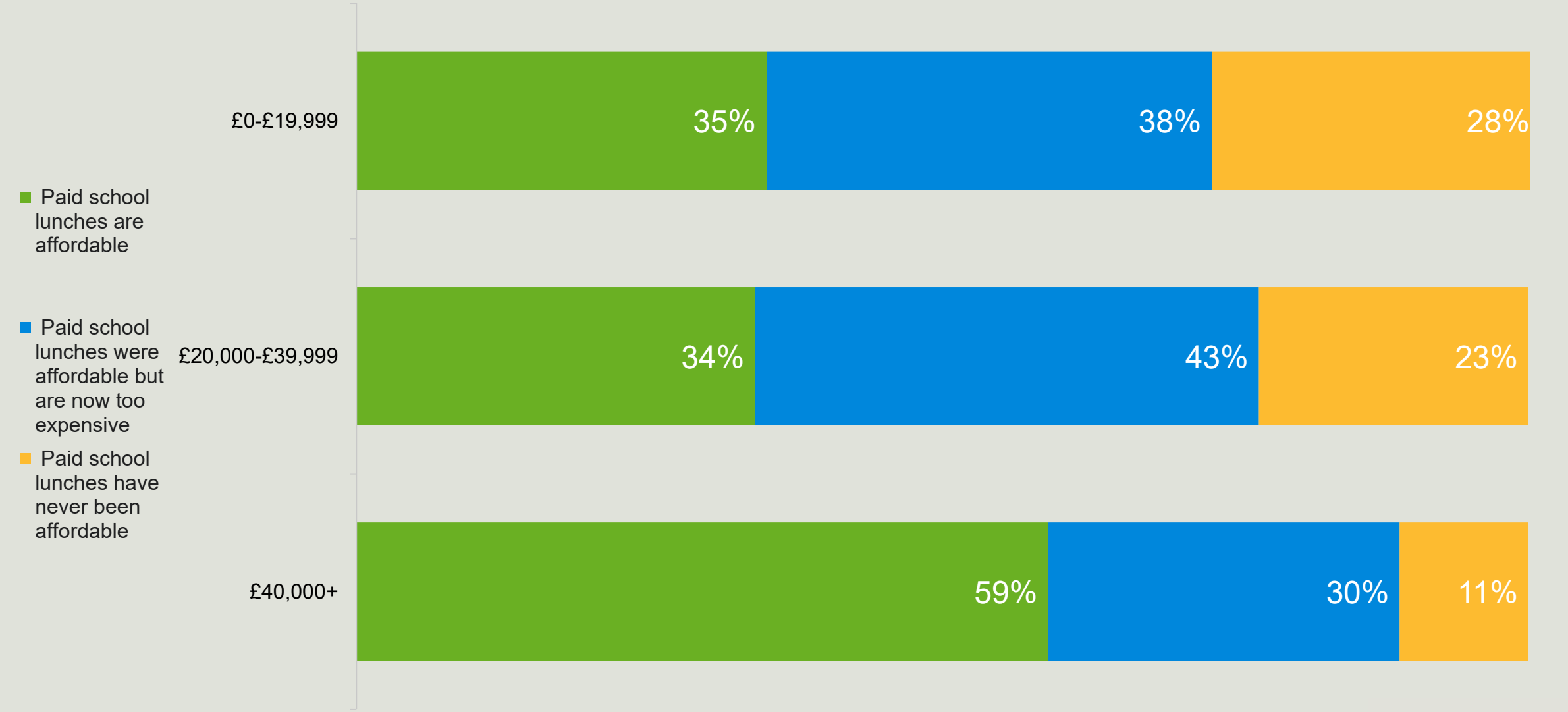
Q2_Household Income. What school food does your child eat? (Select all that apply)



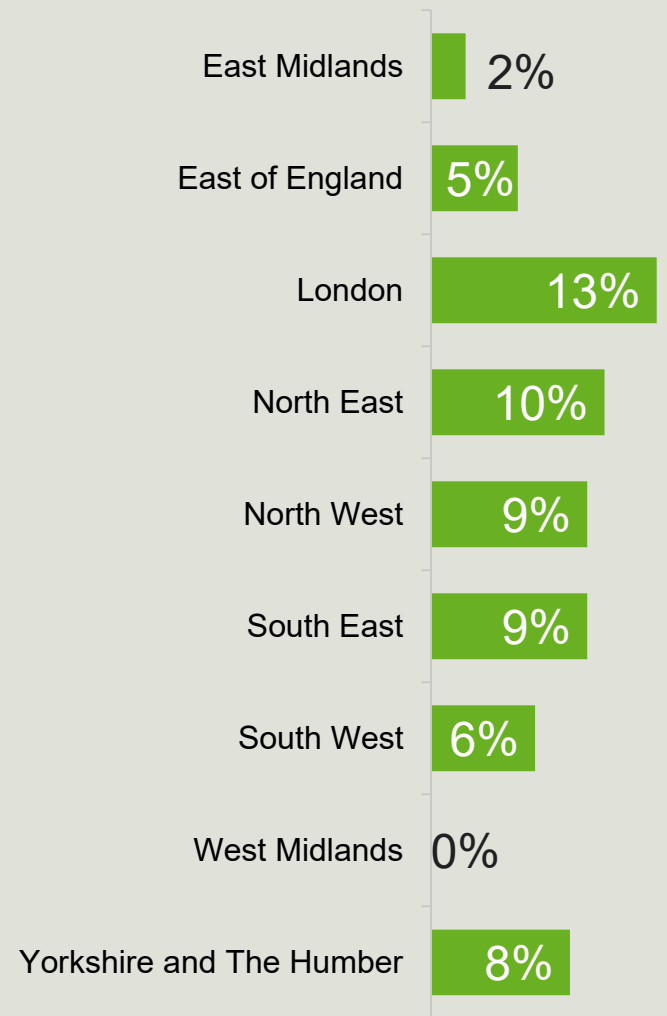
Q3_Region. Whether or not you pay for school lunches for your child/ren, which of the following best describes your experience?



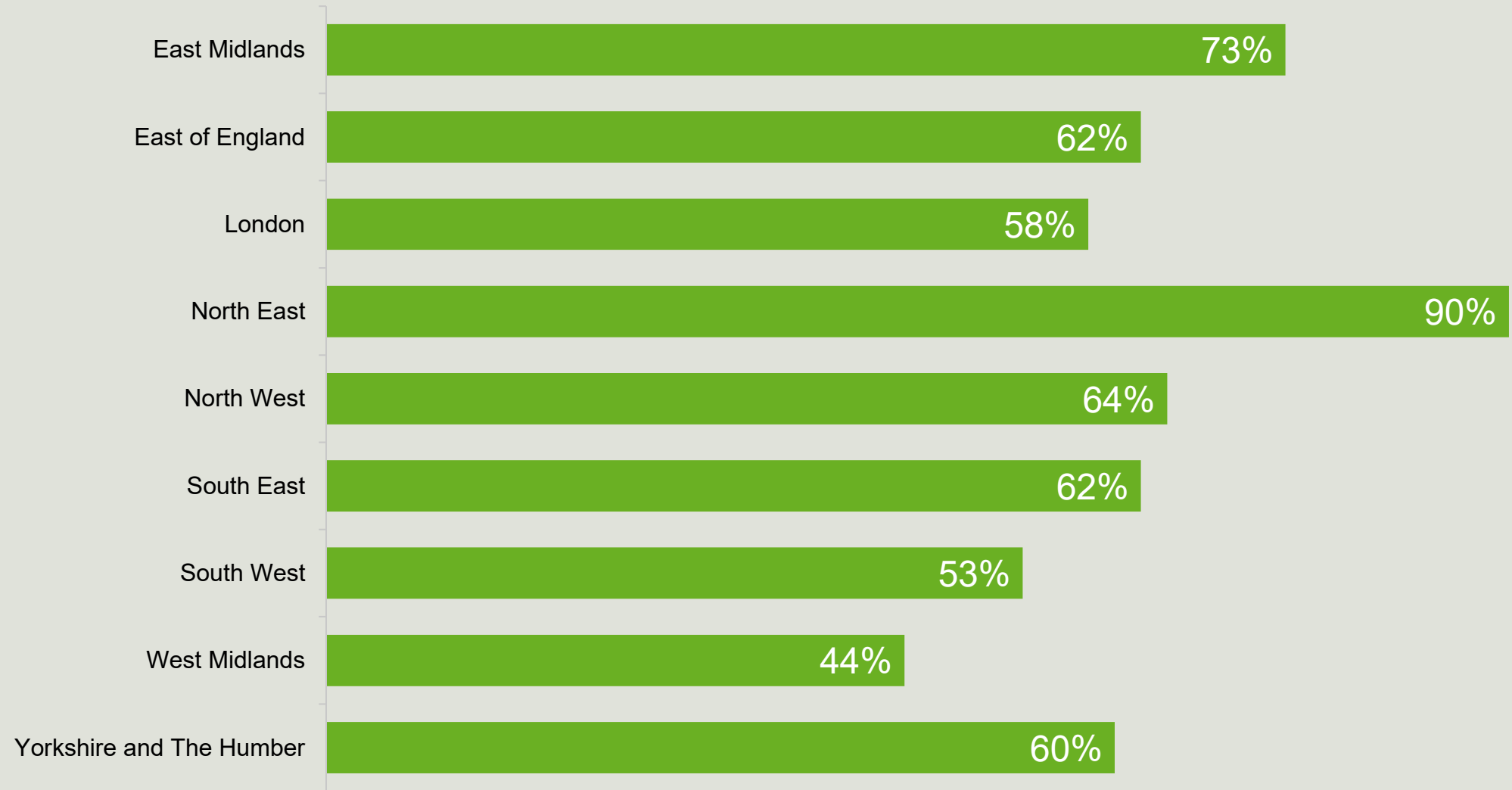
Q3_Household Income. Whether or not you pay for school lunches for your child/ren, which of the following best describes your experience?



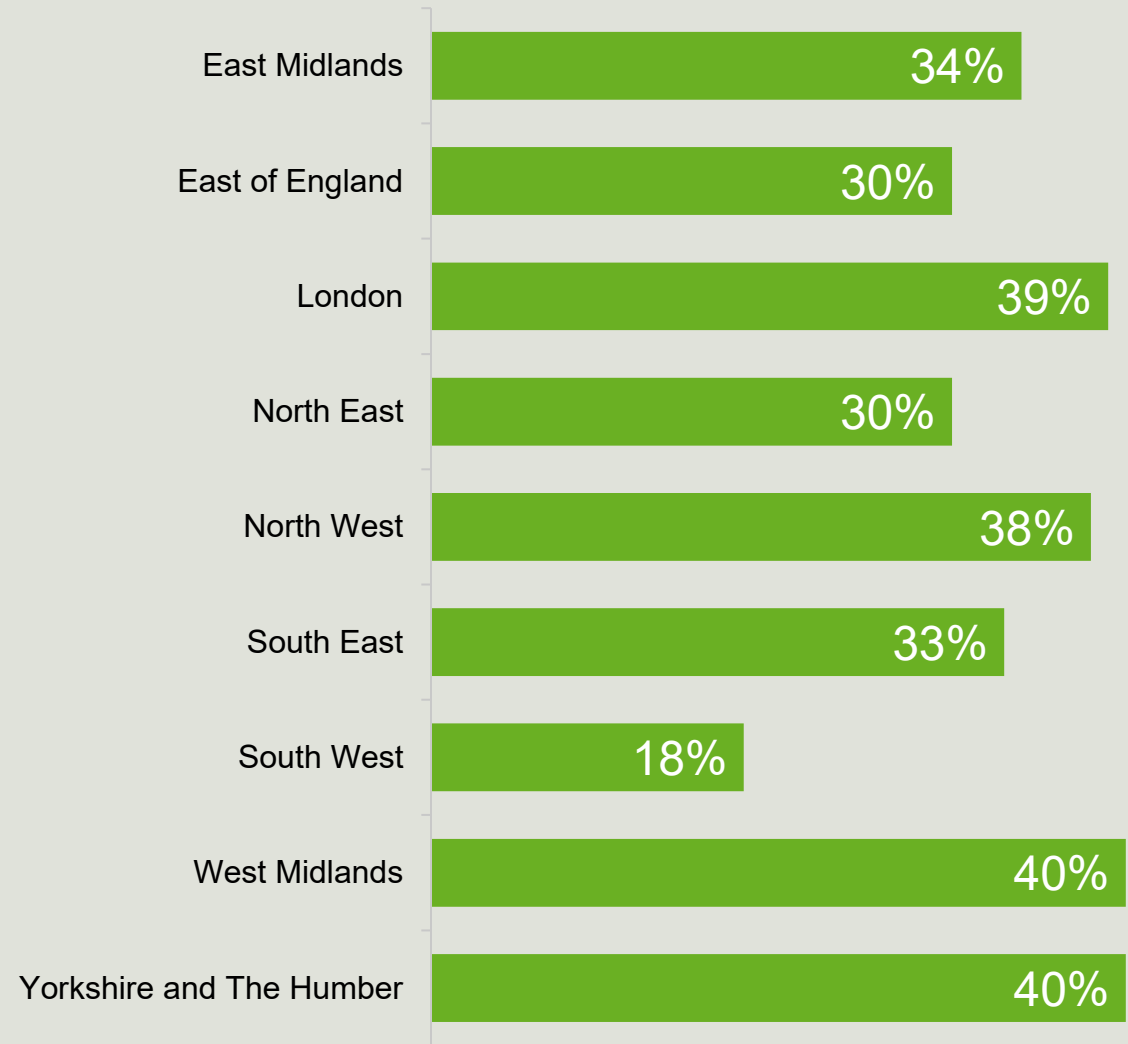
Q4_Region. You said you provide a packed lunch for your child/children is it because (Complex dietary needs (e.g. allergies, health issues, religious reasons)):



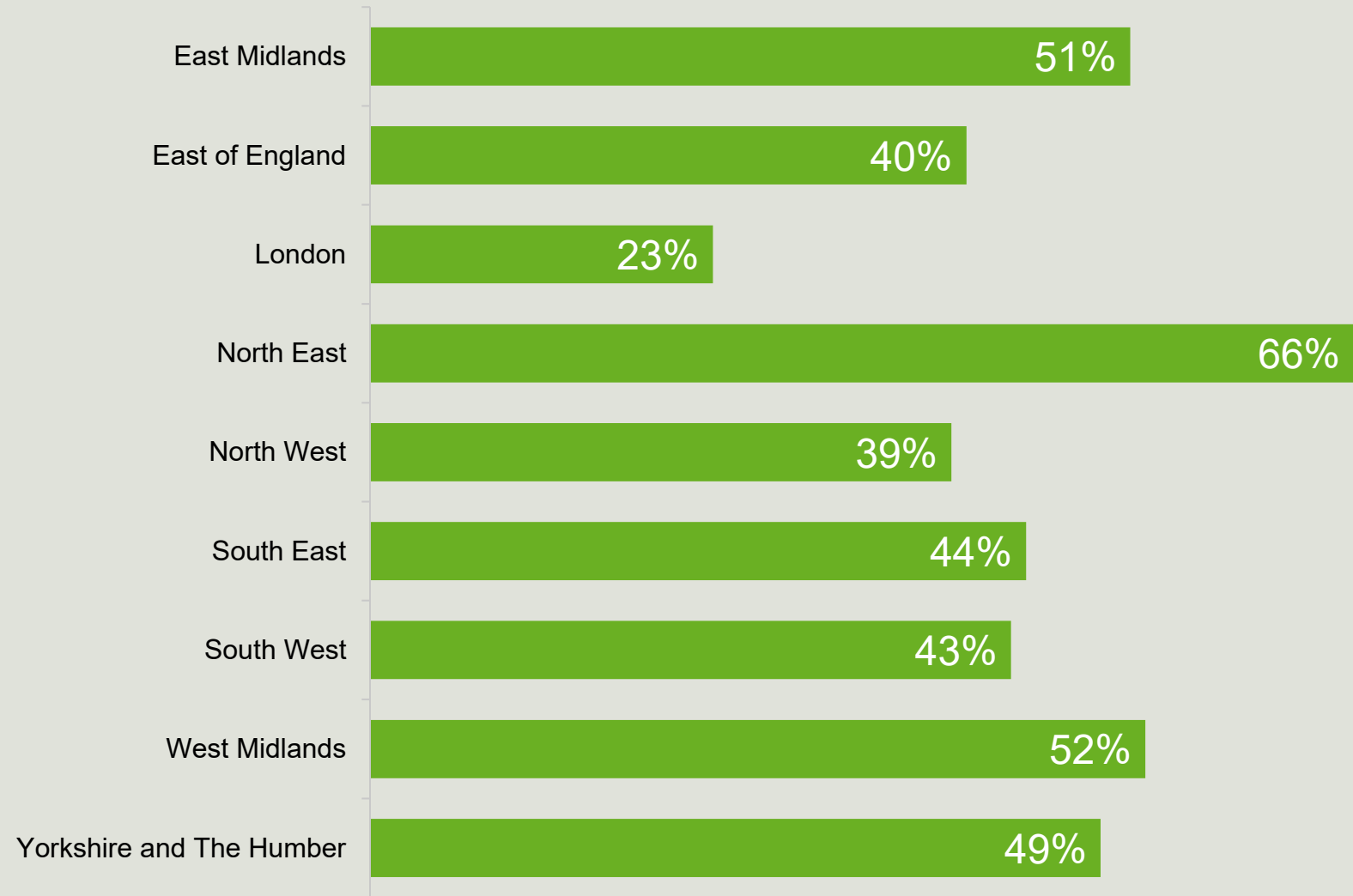
Q4_Region. You said you provide a packed lunch for your child/children is it because (My child/ren prefer them):



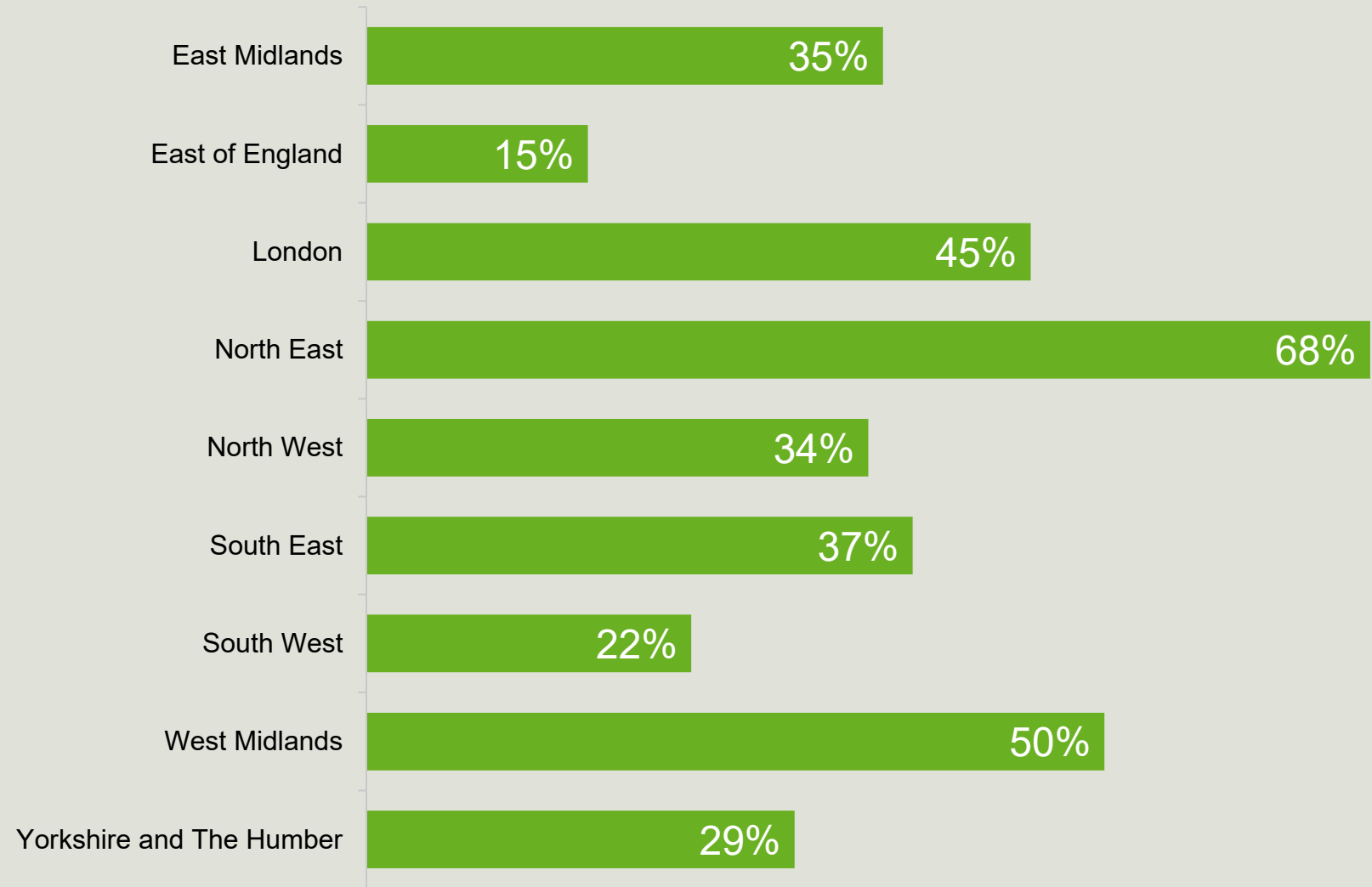
Q4_Region. You said you provide a packed lunch for your child/children is it because (You can control the nutrition):



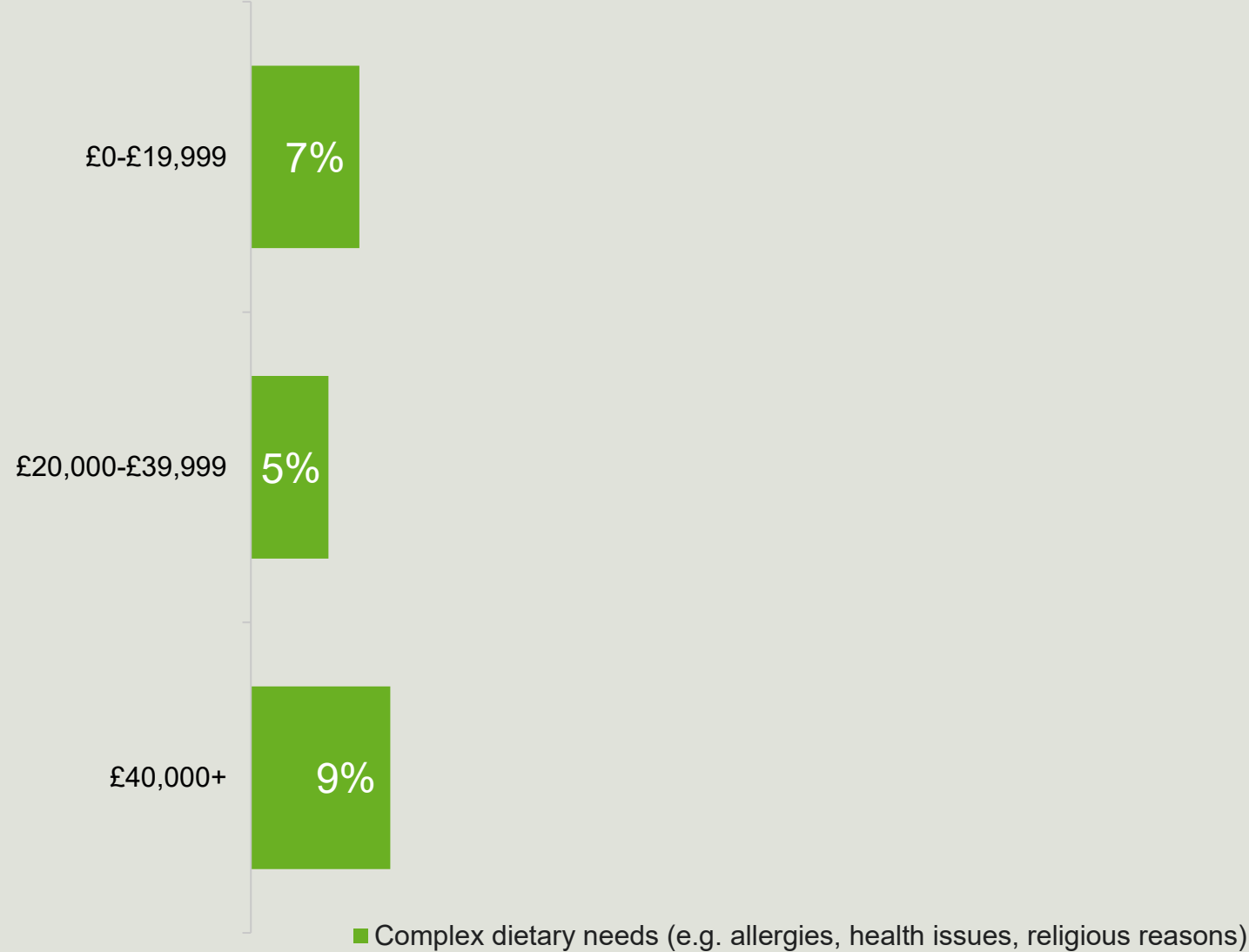
Q4_Region. You said you provide a packed lunch for your child/children is it because (They are cheaper than the cost of lunches):



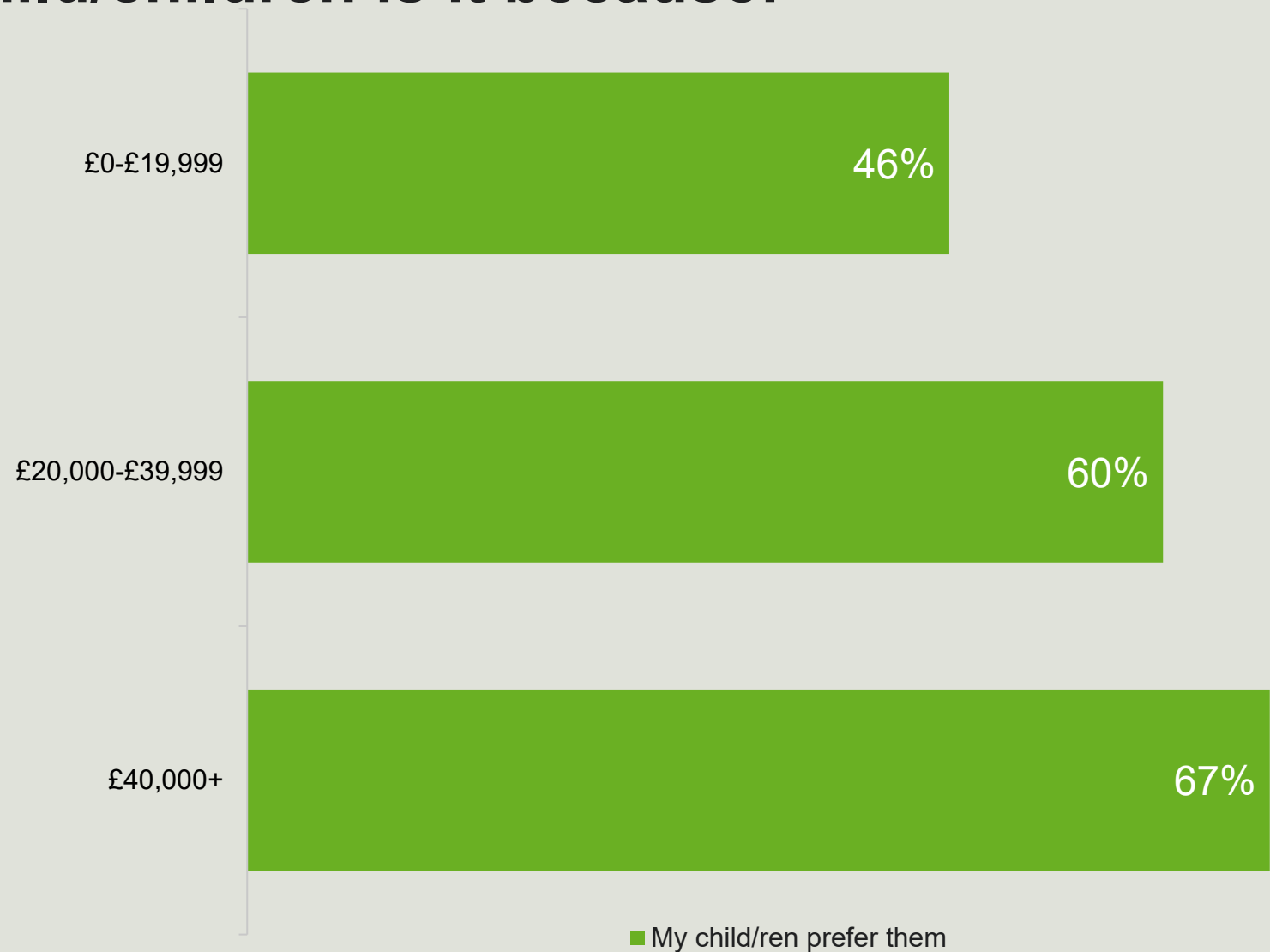
Q4_Region. You said you provide a packed lunch for your child/children is it because (They are better quality):



Q4_Household income. You said you provide a packed lunch for your child/children is it because:

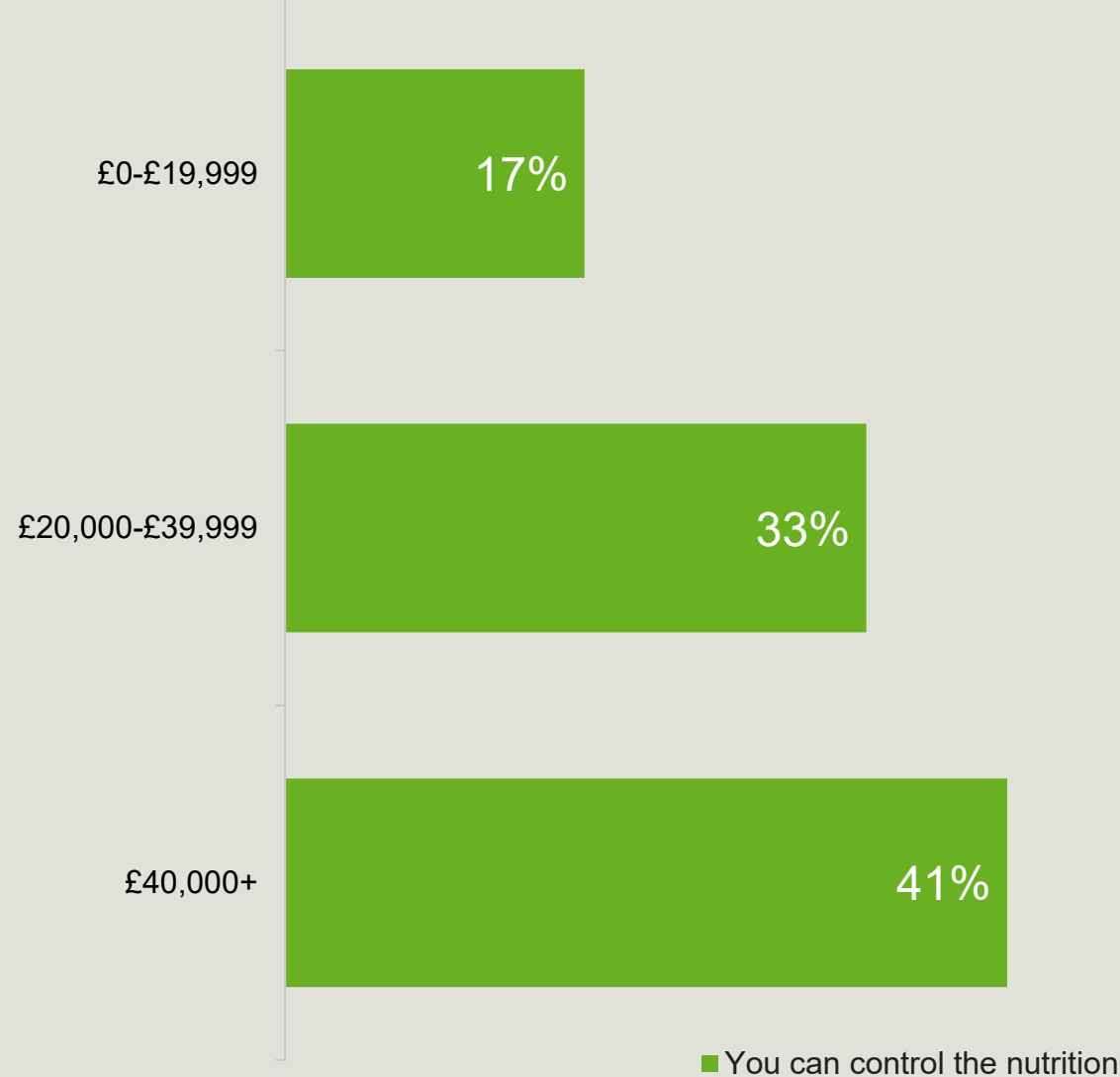


Q4_Household income. You said you provide a packed lunch for your child/children is it because:



BASE: Respondents who provided packed lunch as school food for their child to eat, Unweighted Total: 361

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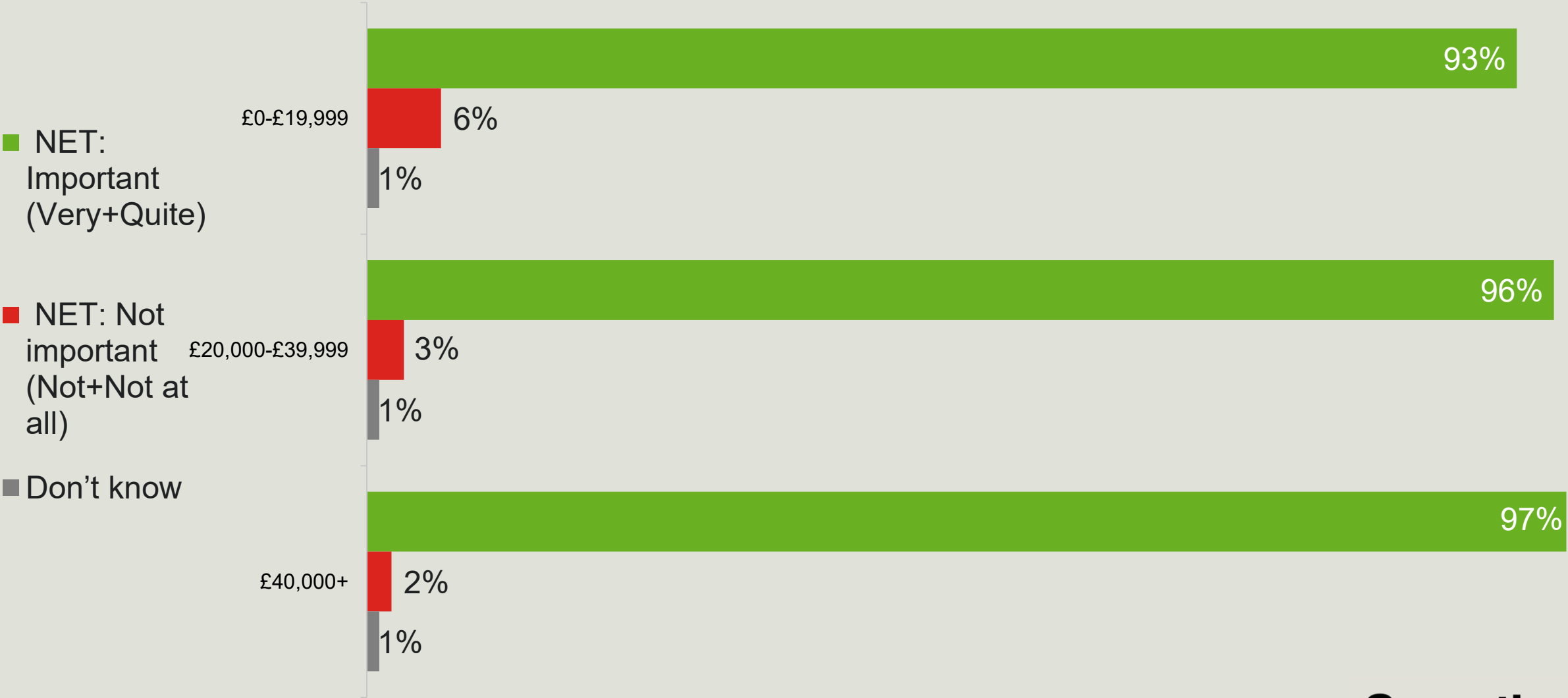


BASE: Respondents who provided packed lunch as school food for their child to eat, Unweighted Total: 361

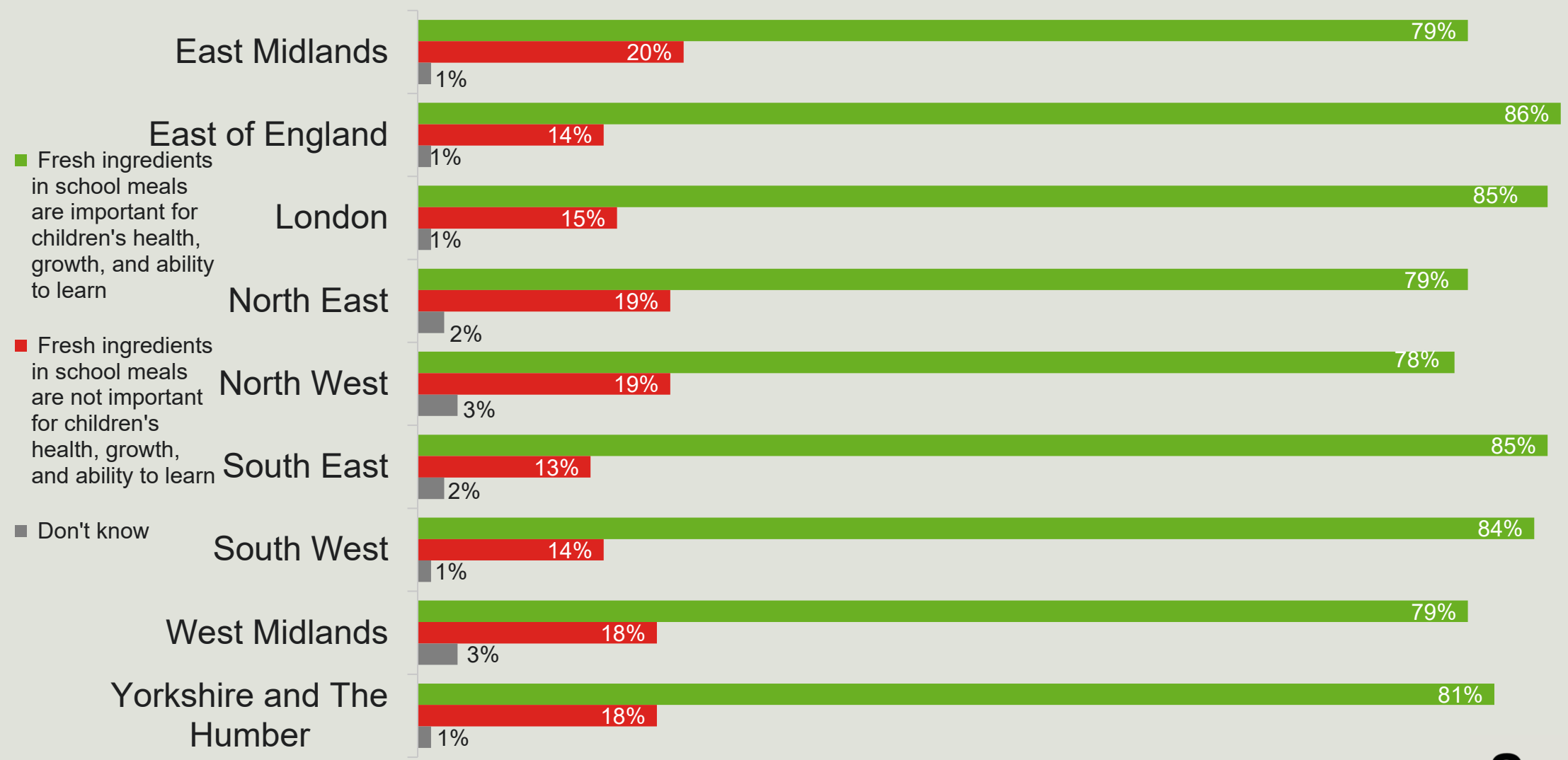
Q5_Region. How important, if at all, is it to you that school meals are prepared with fresh and/or nutritious ingredients?



Q5_Household income. How important, if at all, is it to you that school meals are prepared with fresh and/or nutritious ingredients?

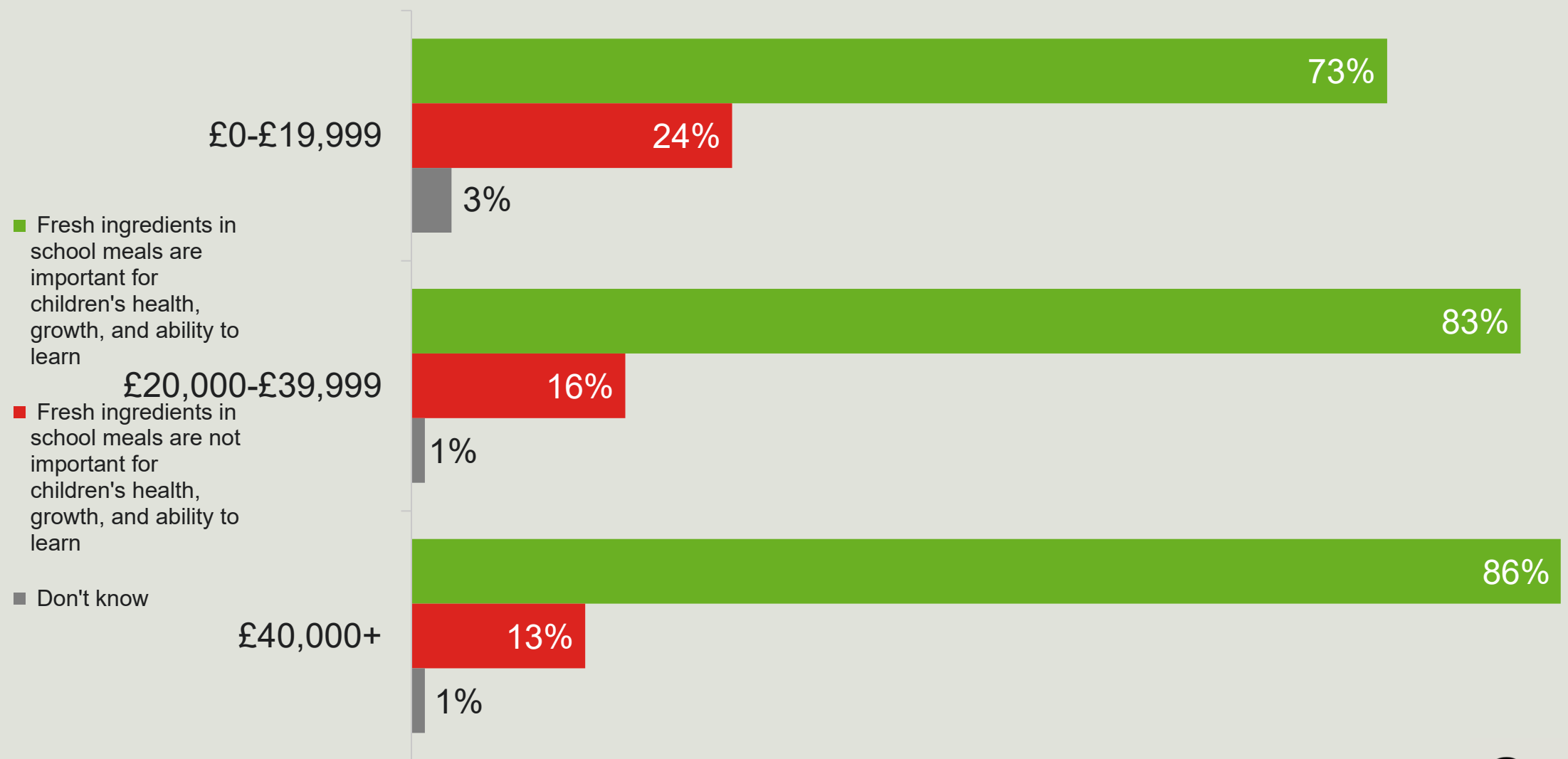


Q6_Region. Which of the following statements most aligns with your view?

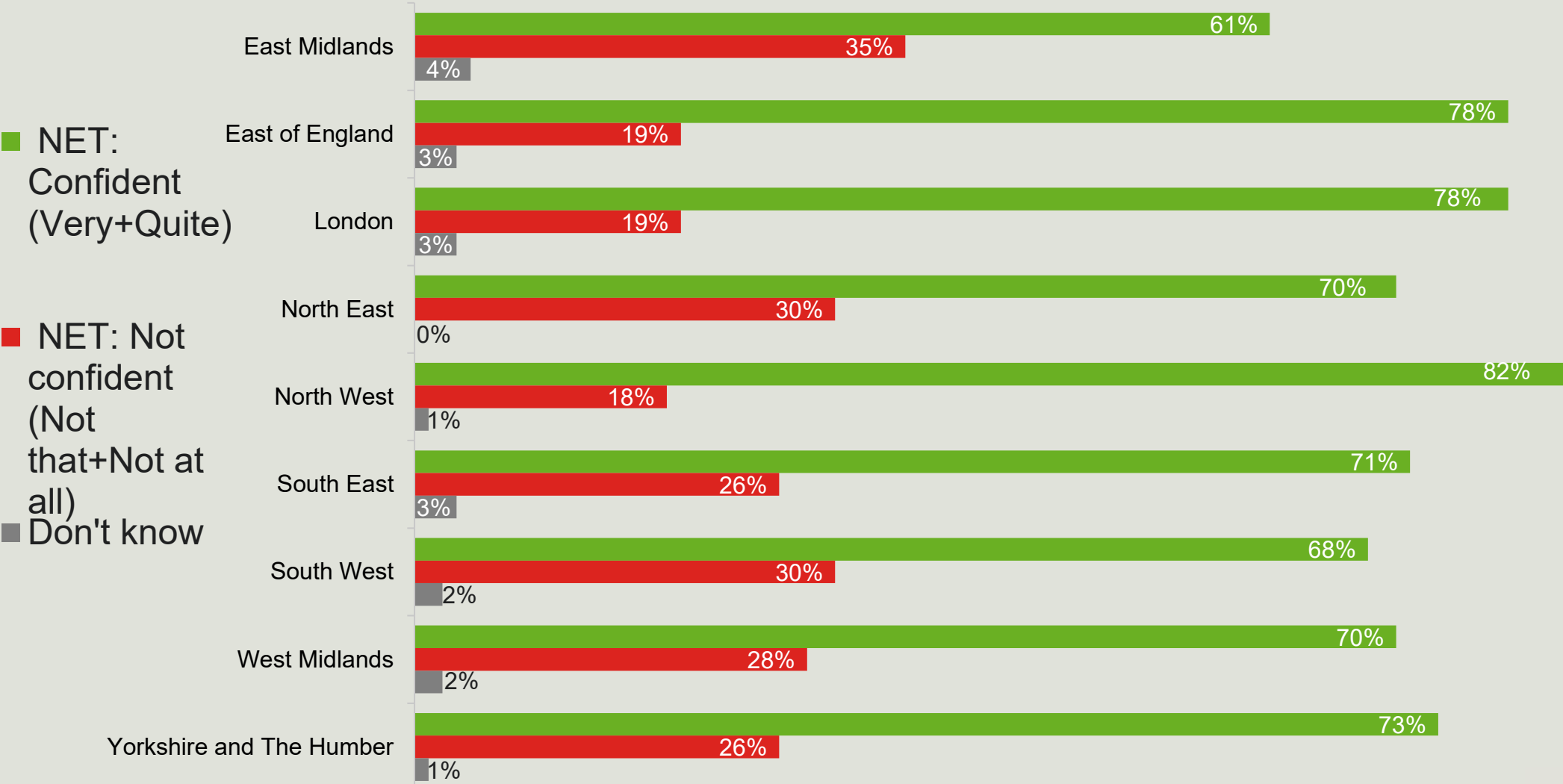


BASE: All respondents, Unweighted Total: 1001

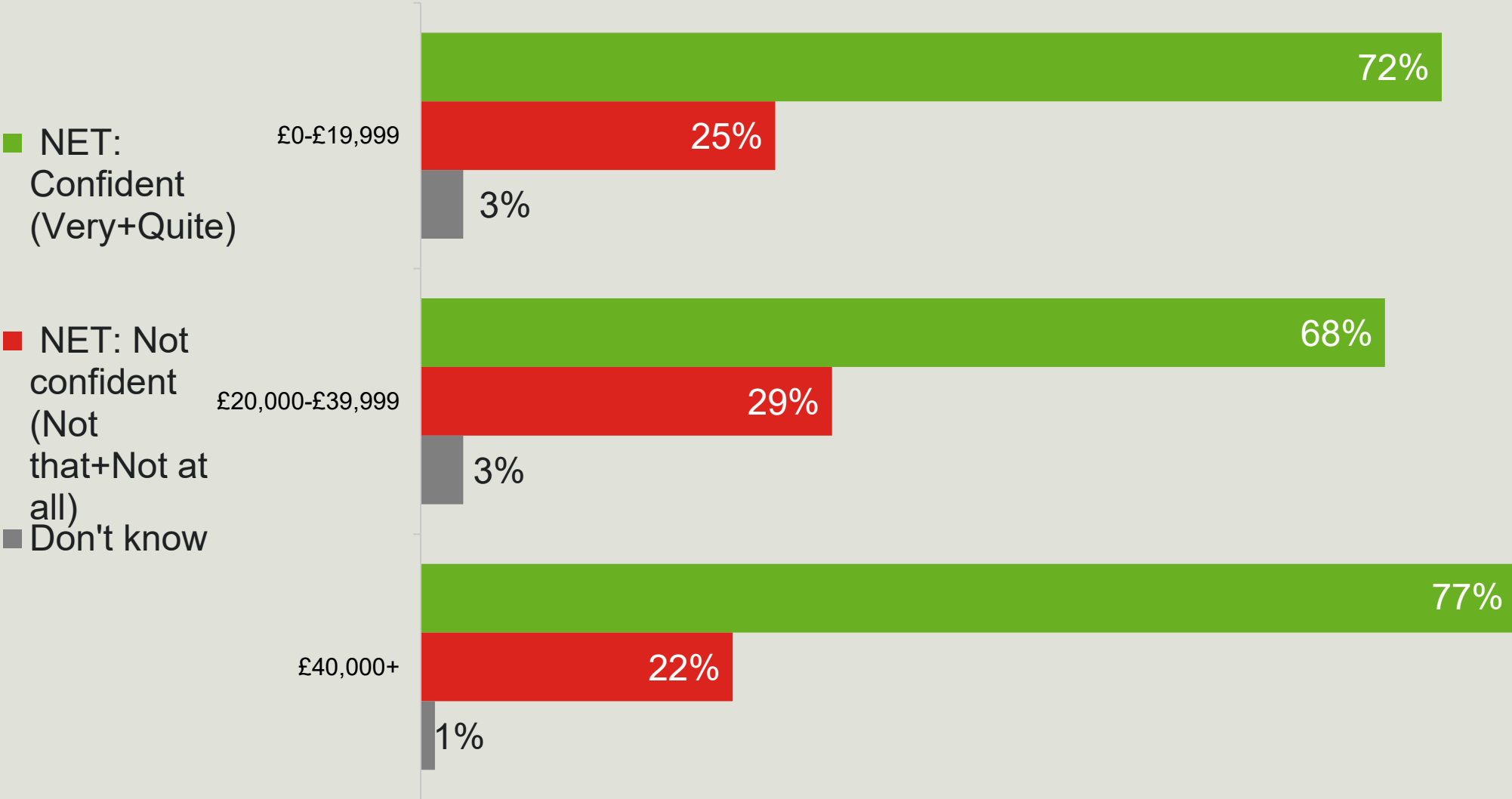
Q6_Household income. Which of the following statements most aligns with your view?



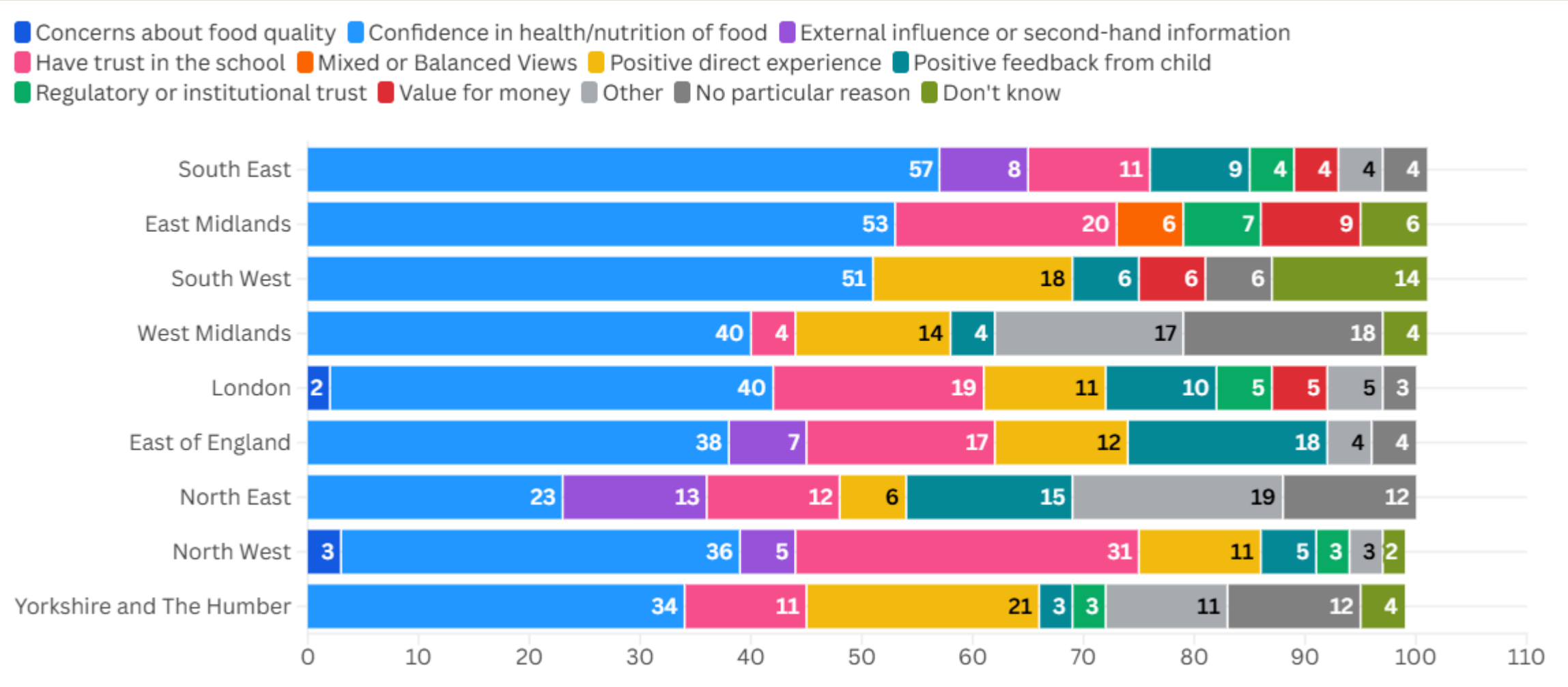
Q7_Region. How confident, if at all, are you in the quality of food provided at your child's school?



Q7_Household income. How confident, if at all, are you in the quality of food provided at your child's school?

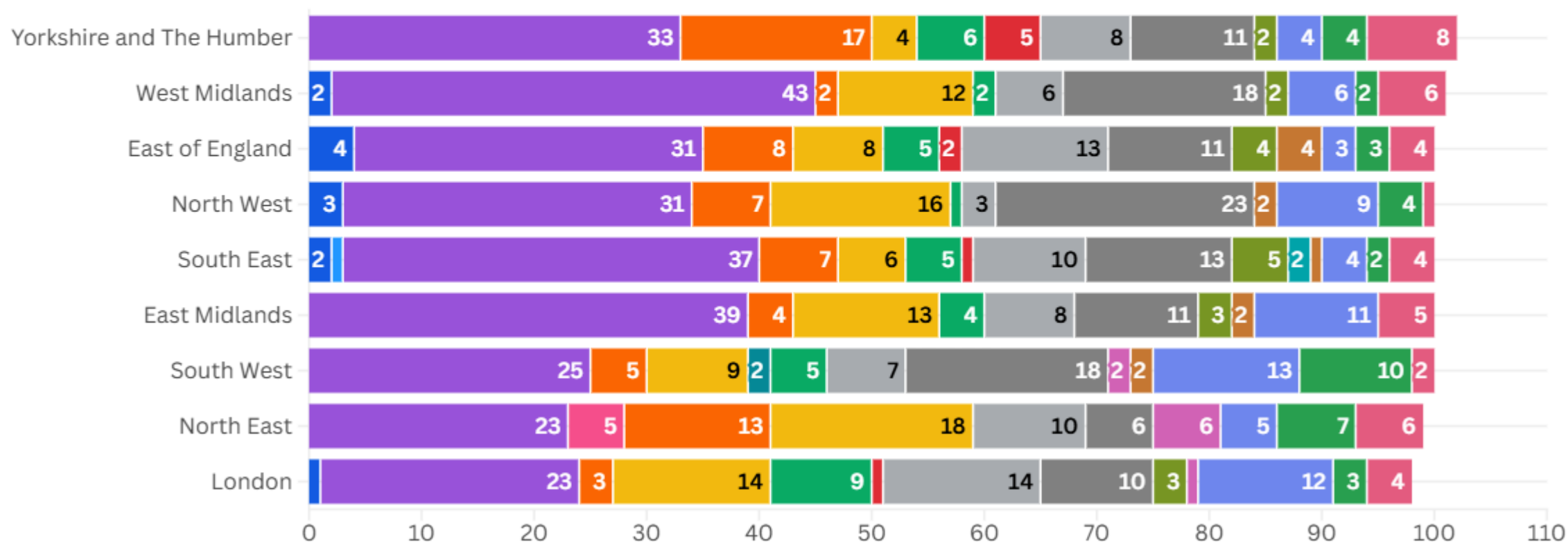


Q8a_Region. Why is that?

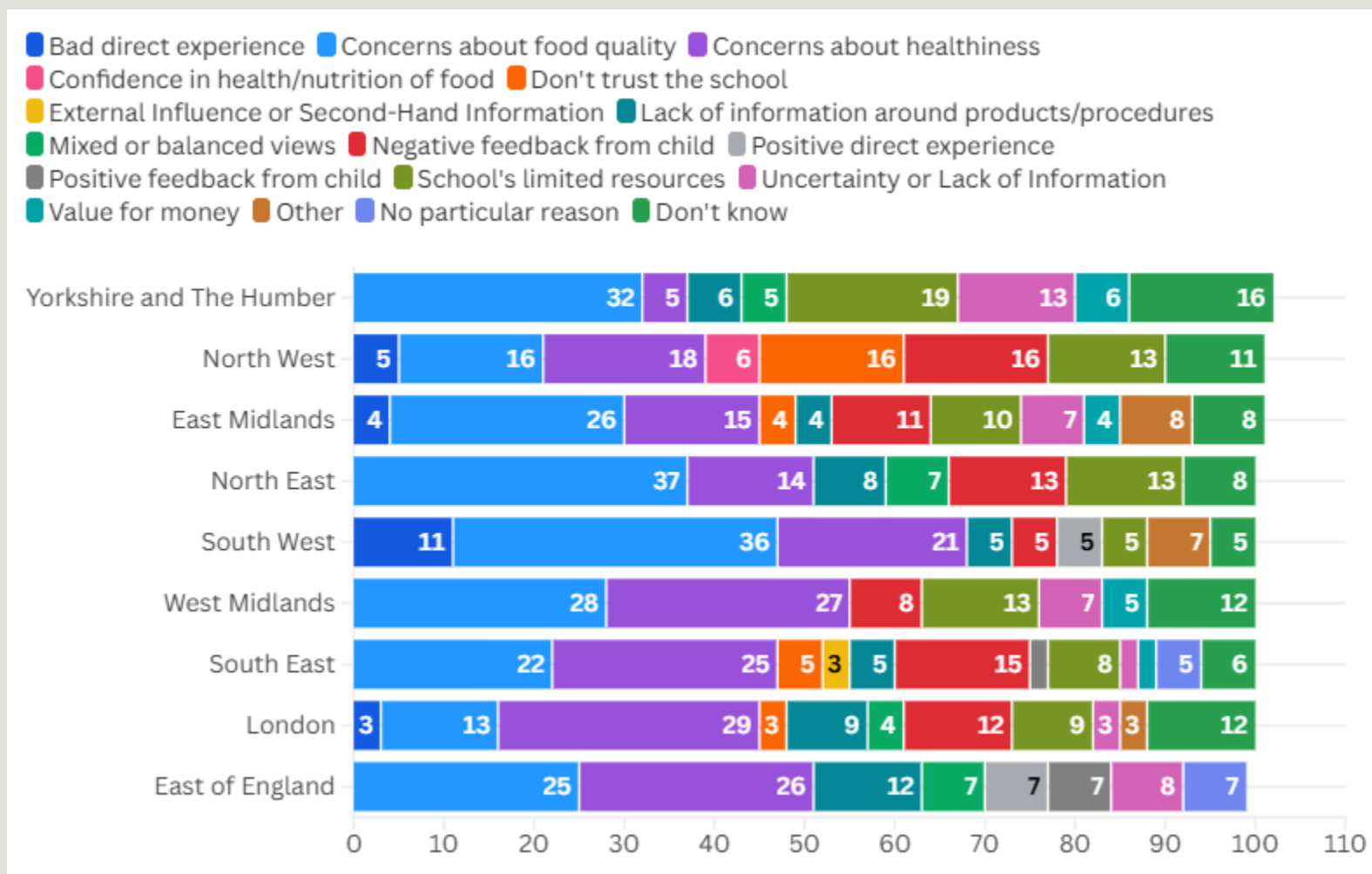


Q8b_Region. Why is that?

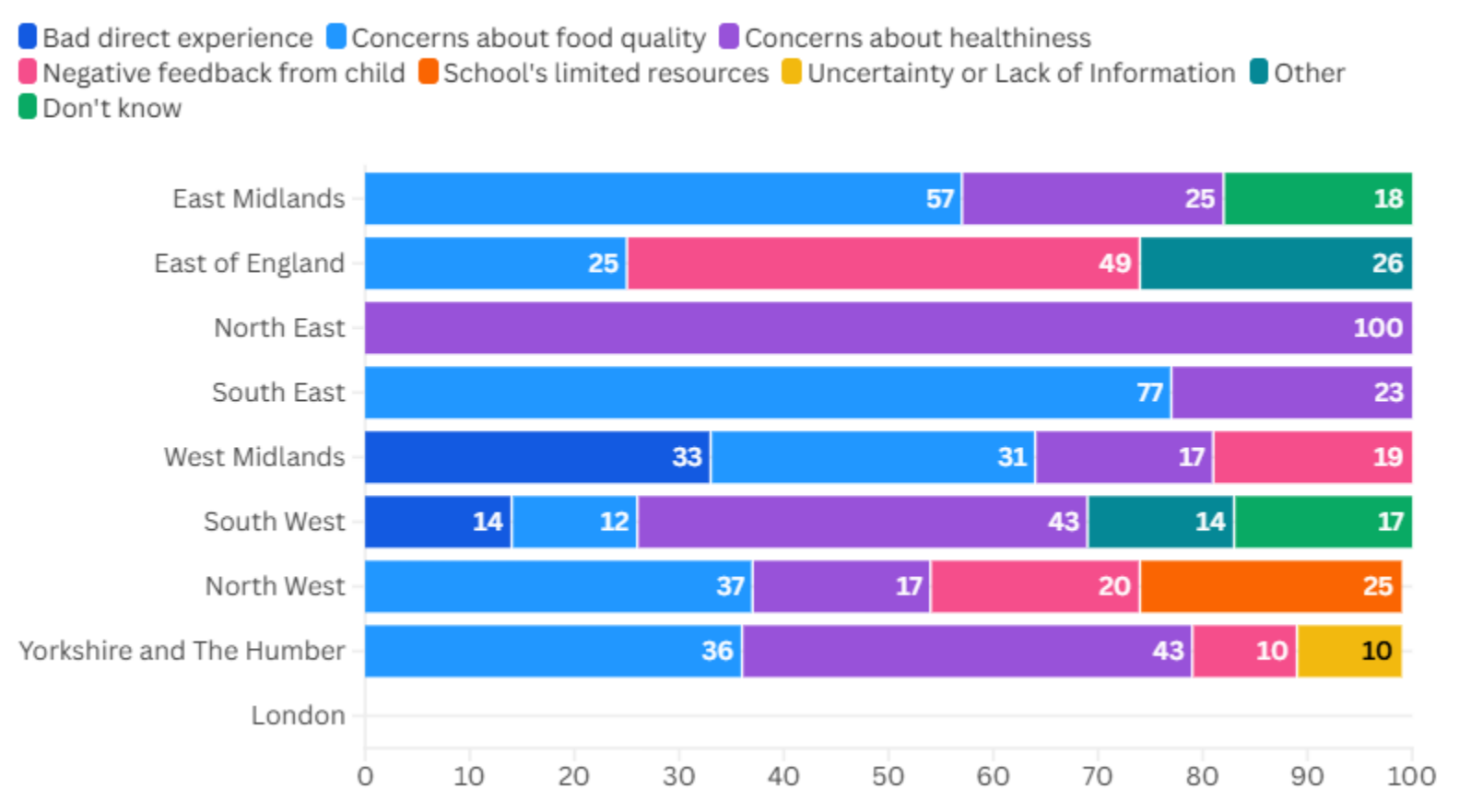
■ Concerns about food quality ■ Concerns about healthiness ■ Confidence in health/nutrition of food ■ Do not trust school
 ■ External influence or second-hand information ■ Have trust in the school ■ Lack of Information Around Products/Procedures
 ■ Mixed or balanced views ■ Negative feedback from child ■ Positive direct experience ■ Positive feedback from child
 ■ Regulatory or institutional trust ■ School's limited resources ■ Uncertainty or Lack of Information ■ Value for money ■ Other
 ■ No particular reason ■ Don't know



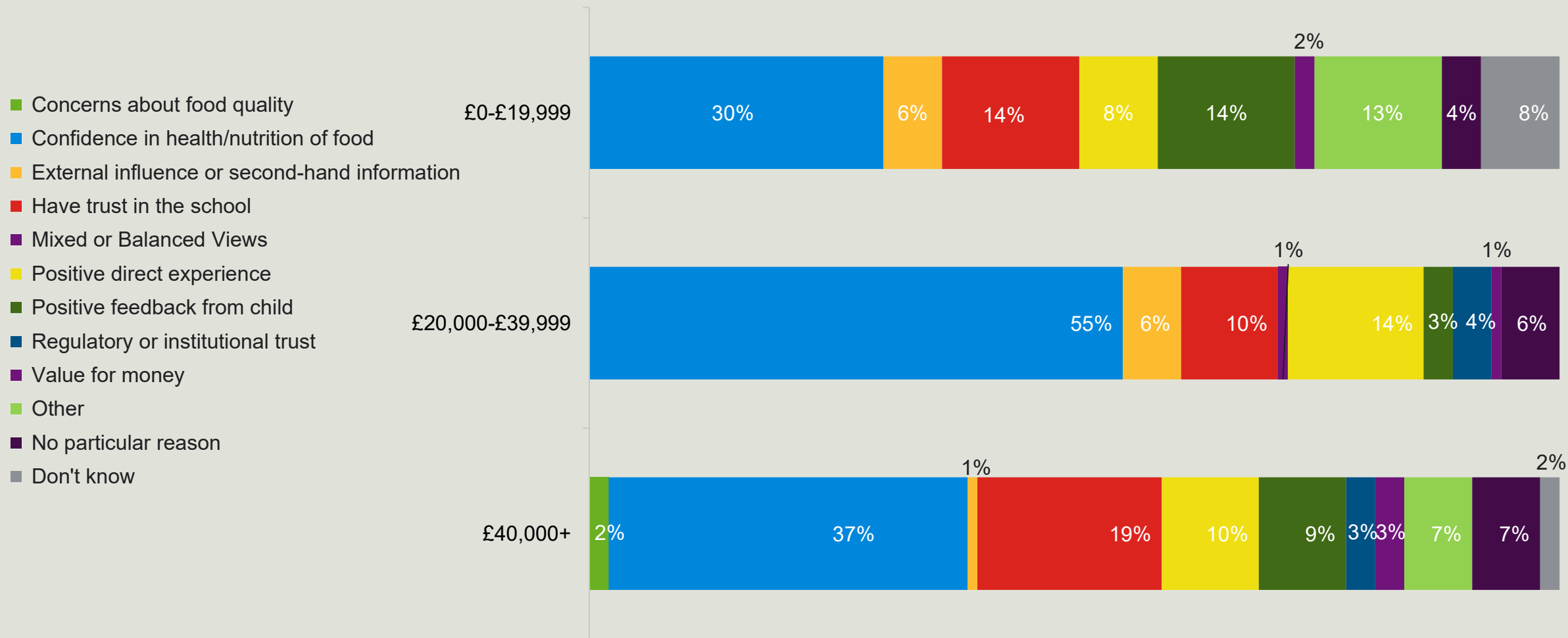
Q8c_Region. Why is that?



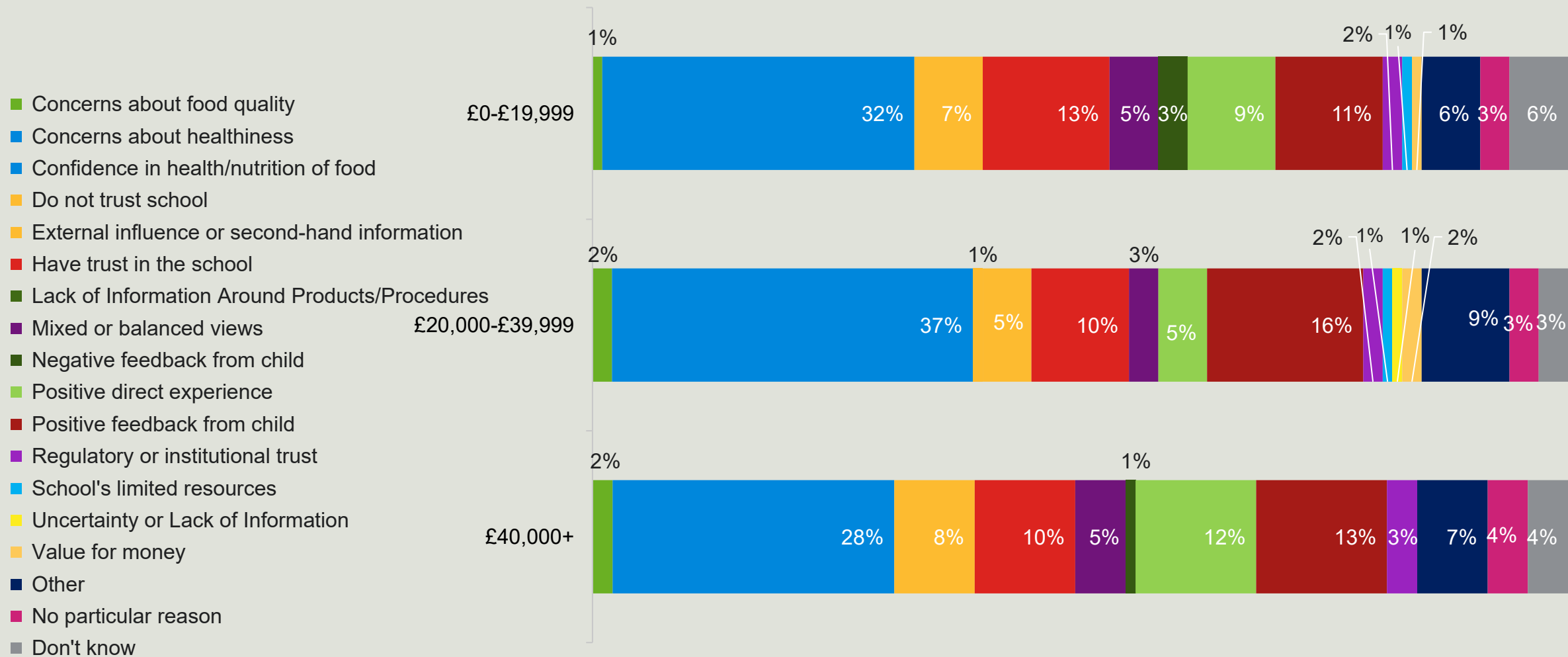
Q8d_Region. Why is that?



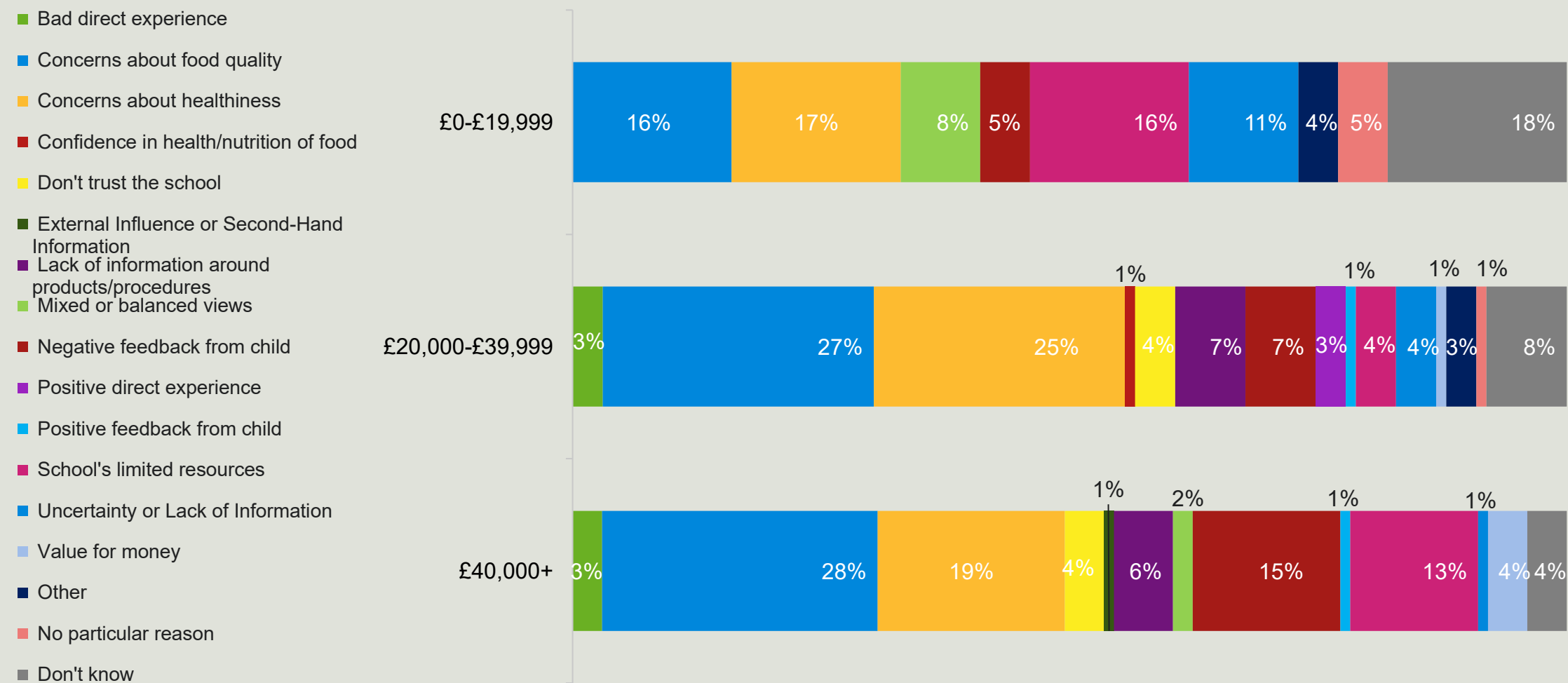
Q8a_Household income. Why is that?



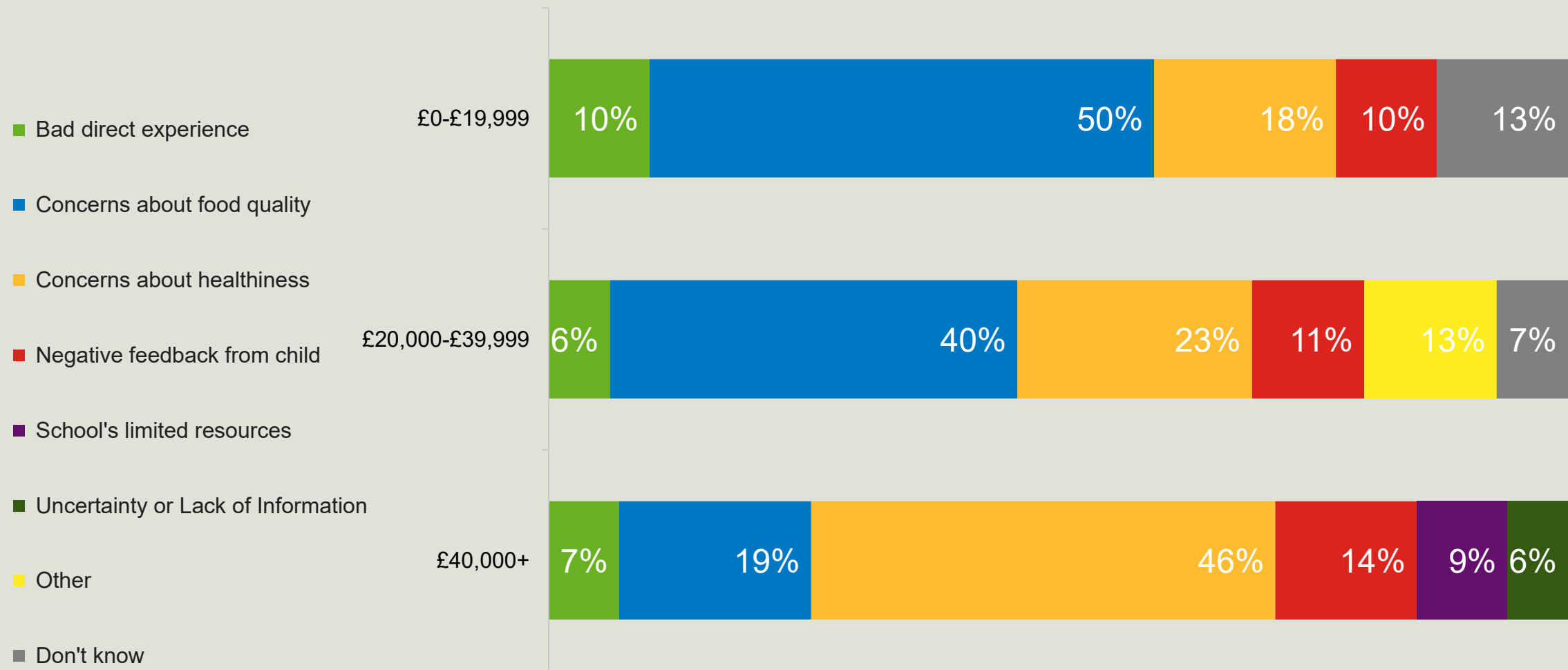
Q8b_Household income. Why is that?



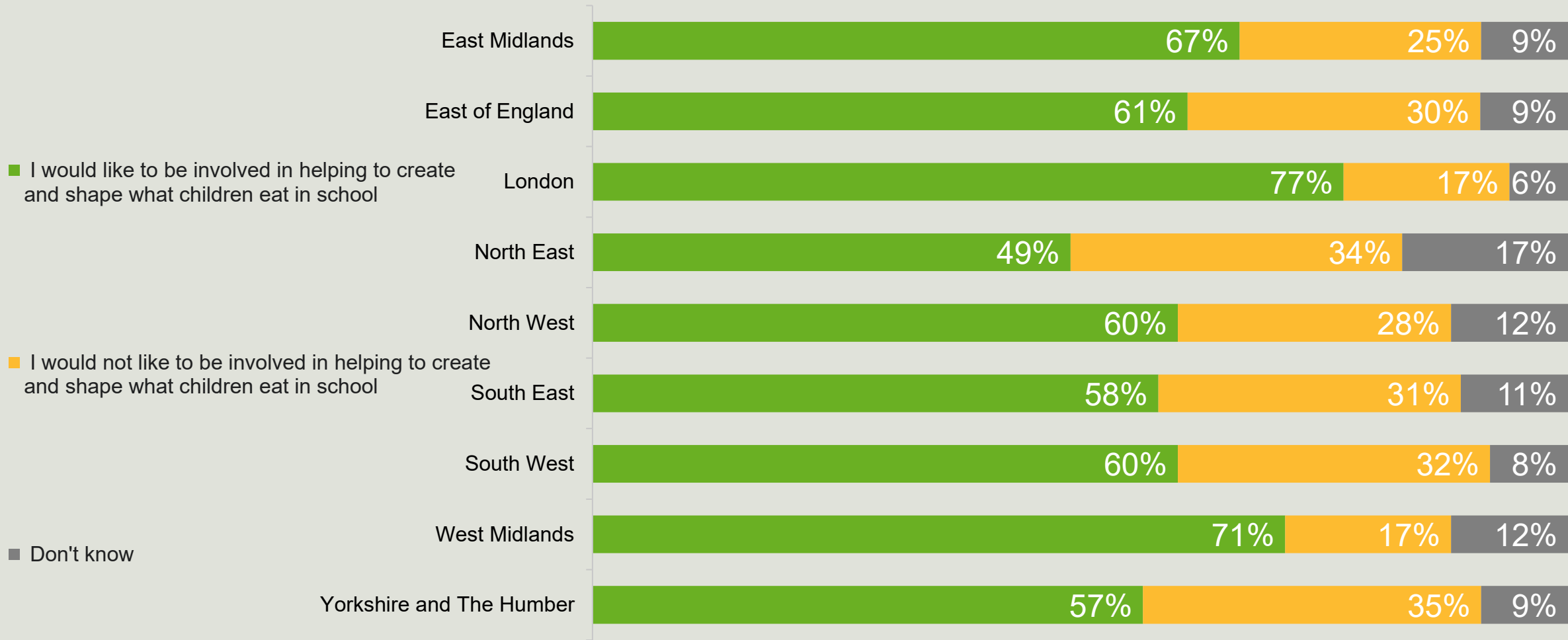
Q8c_Household income. Why is that?



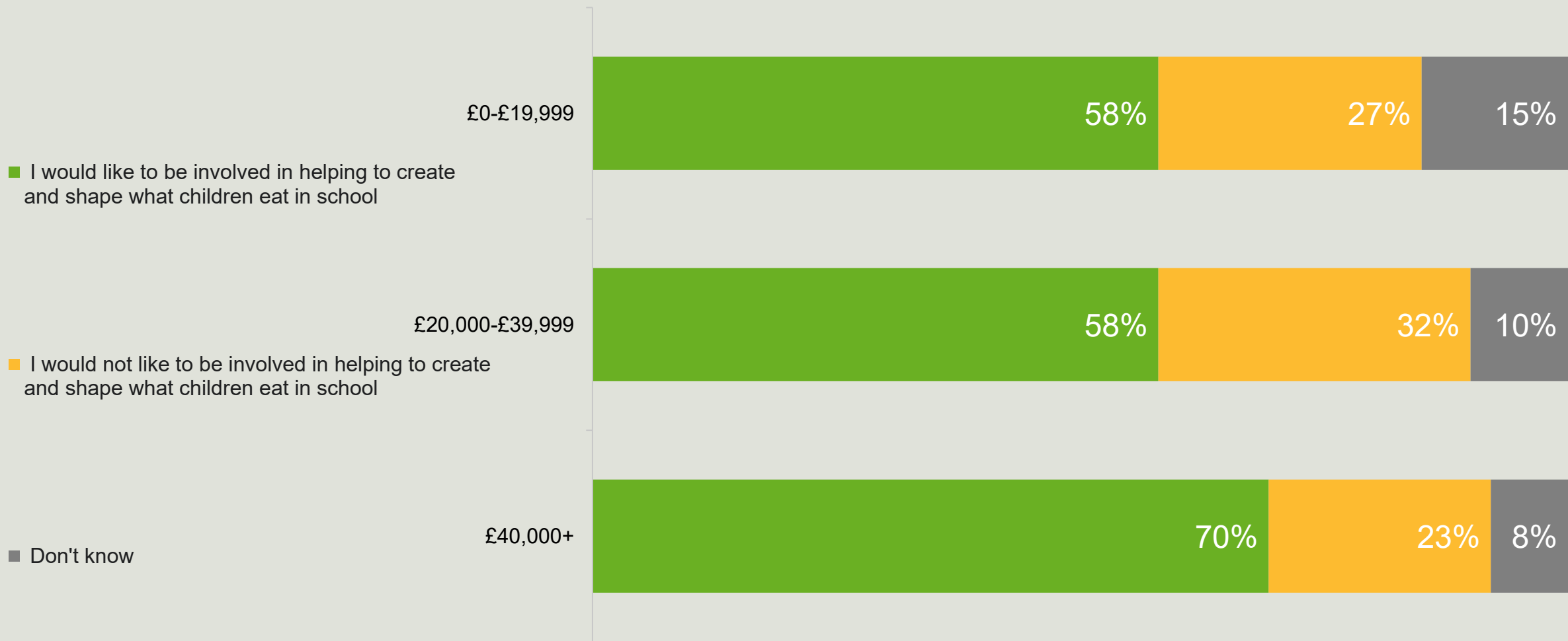
Q8d_Household income. Why is that?



Q9_Region. Which of the following statements best describes your position?



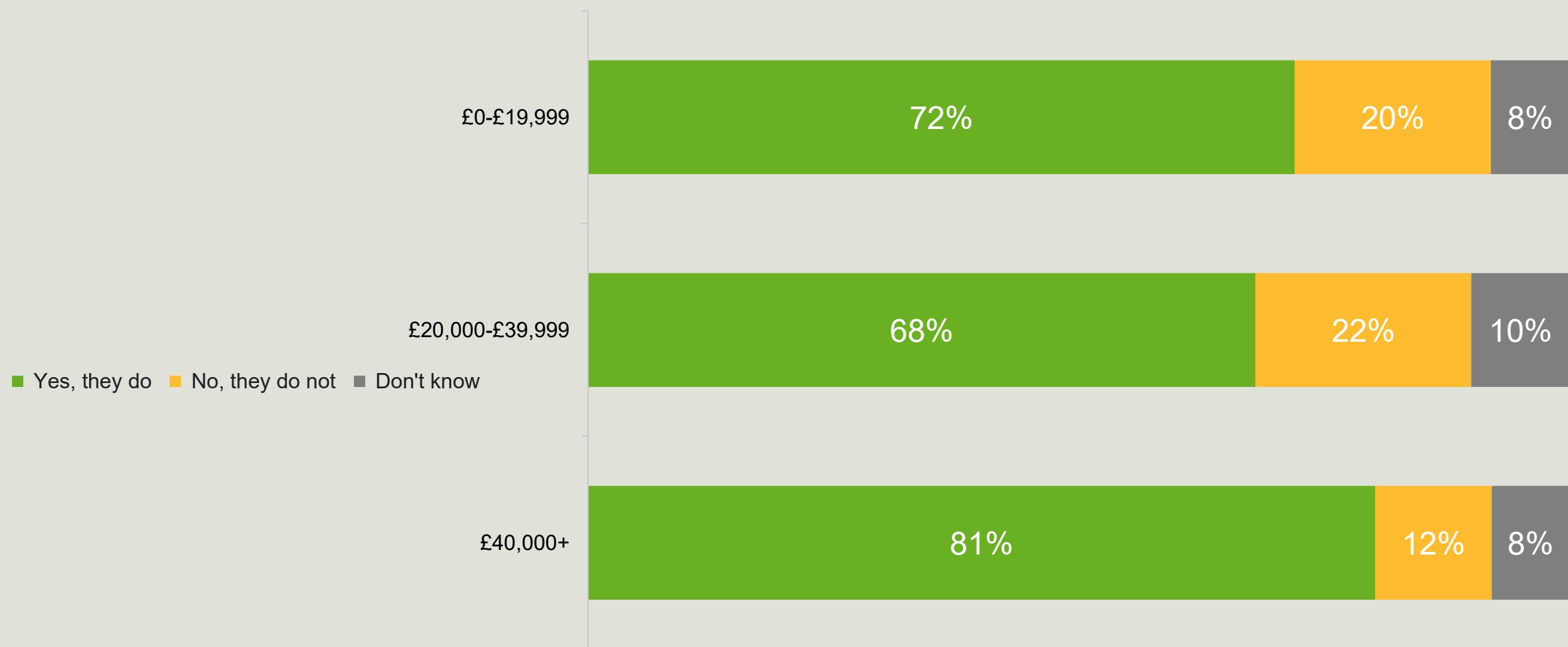
Q9_Household income. Which of the following statements best describes your position?



Q10_Region. Do your children eat what they are served at school?



Q10_Household income. Do your children eat what they are served at school?



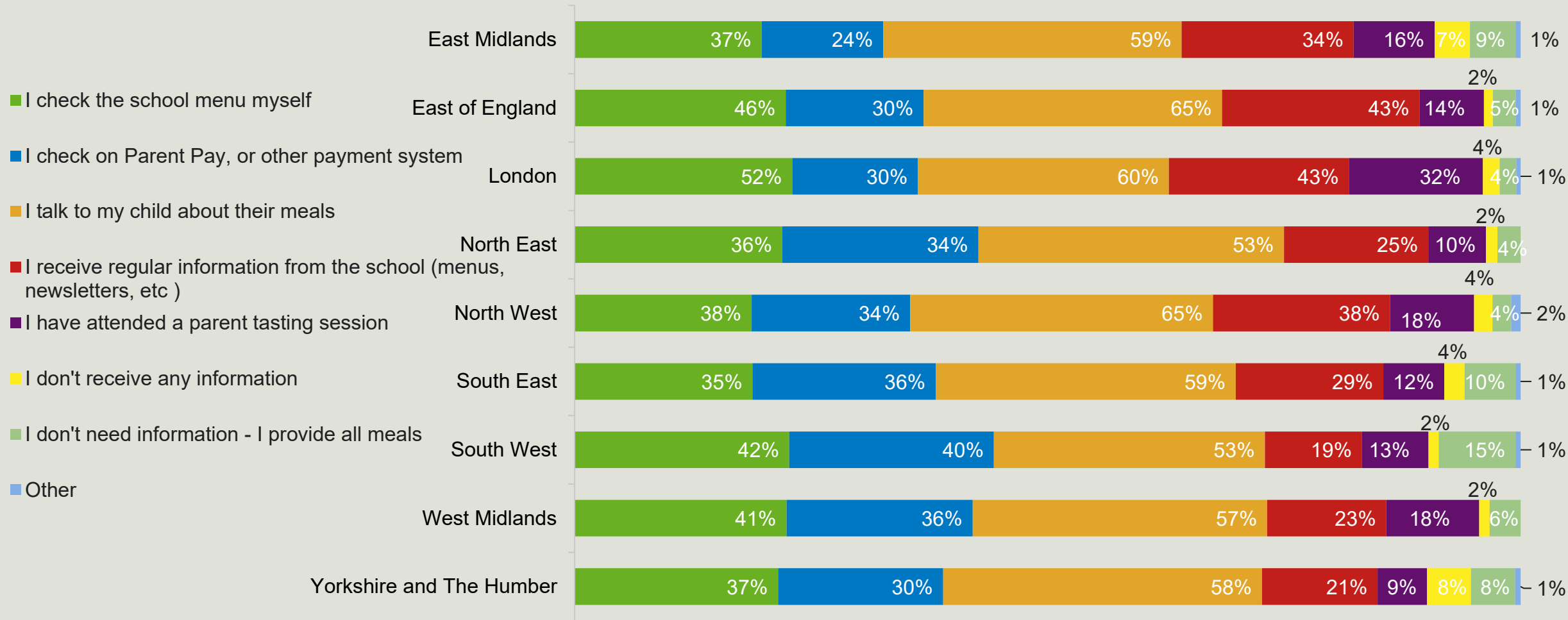
Q11_Region. Do your children like what they eat at school?



Q11_Household income. Do your children like what they eat at school?



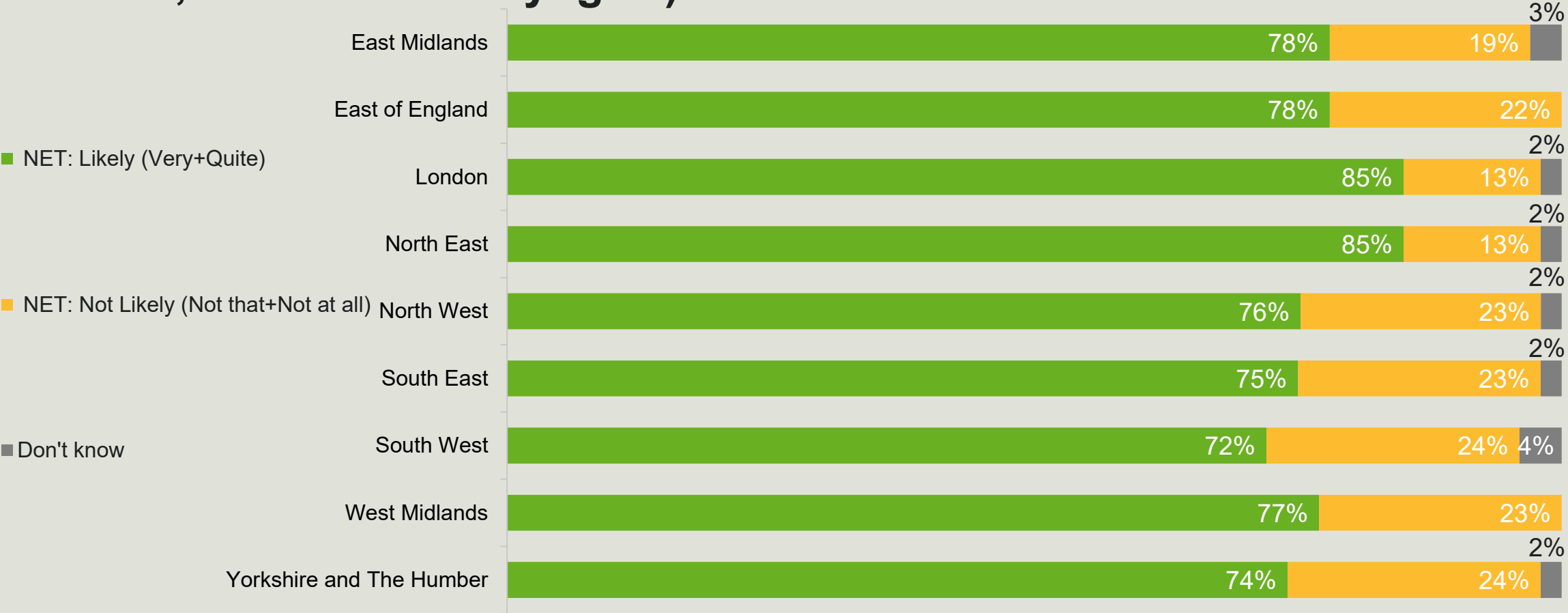
Q12_Region. How do you stay informed about what your child eats at school? (Select all that apply)



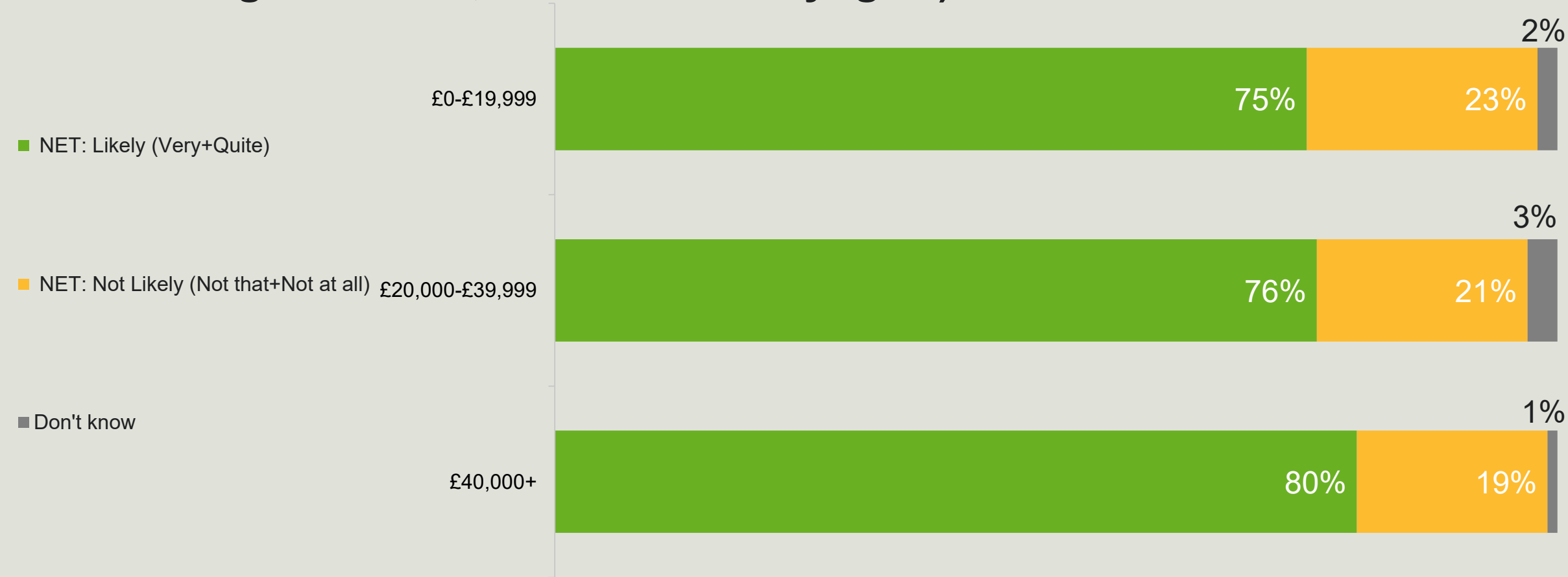
Q12_Household income. How do you stay informed about what your child eats at school? (Select all that apply)



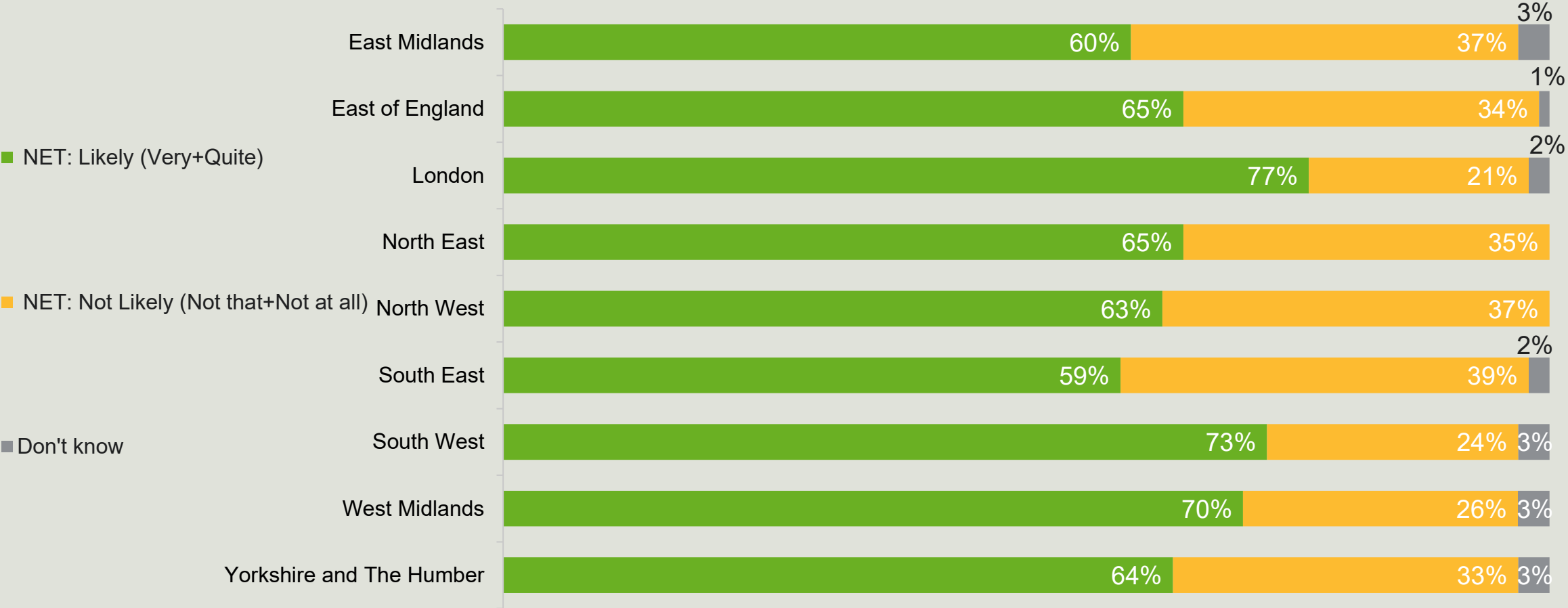
Q13_ Region. When your child makes food choices without your guidance, how likely are they to pick items high in sugar, salt and fat (e.g., sausage rolls, pastries, bacon rolls, waffles, muffins, cookies) over nutritious options (e.g. oatmeal with fruit and nuts, omelette with whole grain bread, fruit or natural yogurt)?



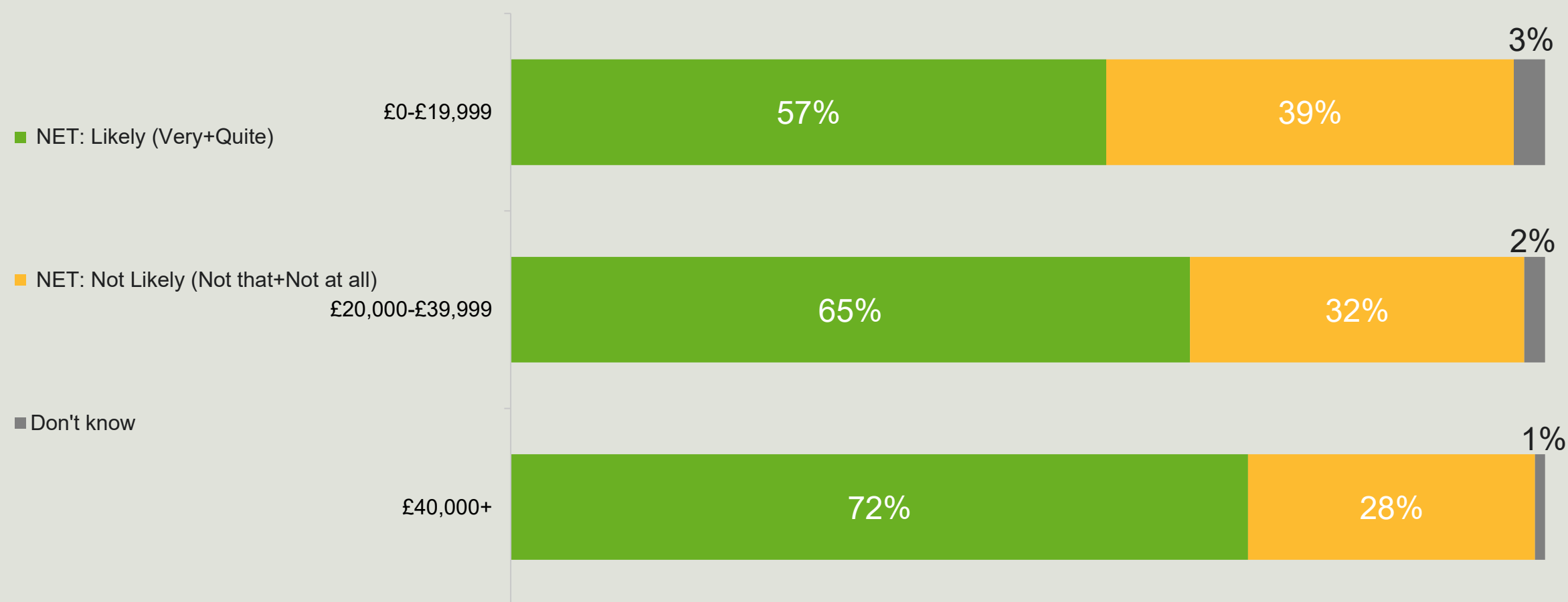
Q13_ Household income. When your child makes food choices without your guidance, how likely are they to pick items high in sugar, salt and fat (e.g., sausage rolls, pastries, bacon rolls, waffles, muffins, cookies) over nutritious options (e.g. oatmeal with fruit and nuts, omelette with whole grain bread, fruit or natural yogurt)?



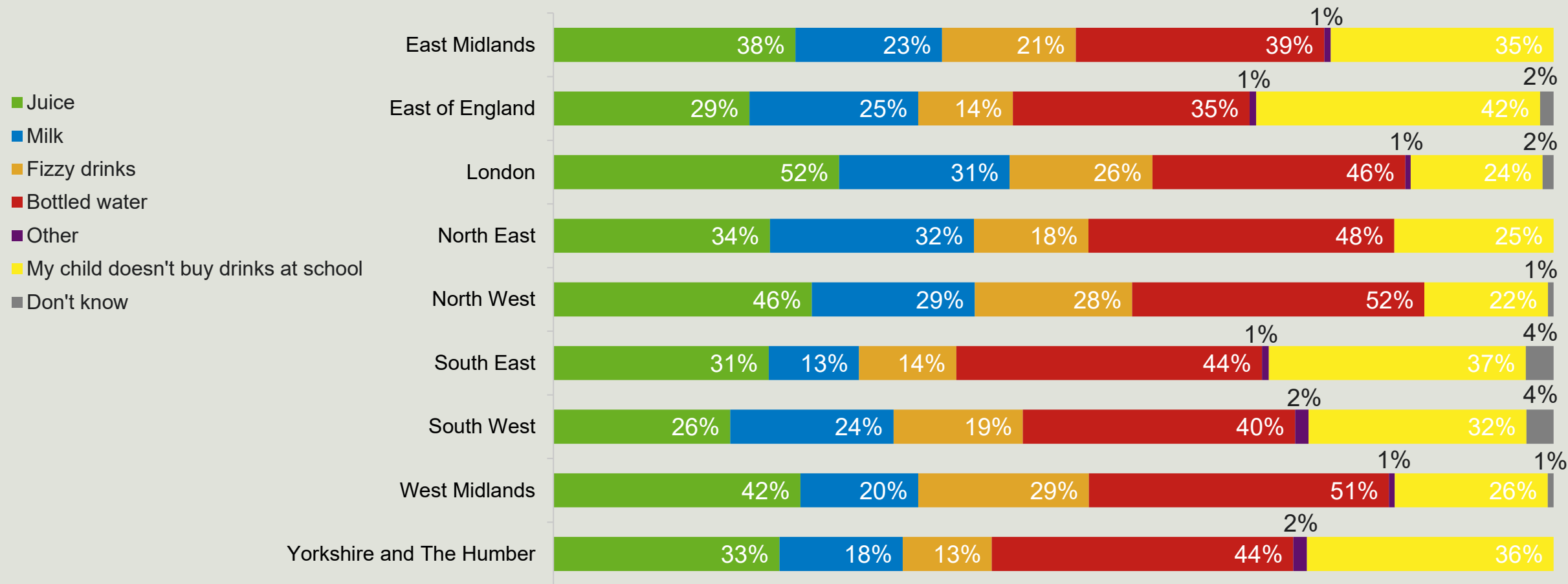
Q14_Region. How concerned, if at all, are you that junk food can be offered to a child in secondary school every day?



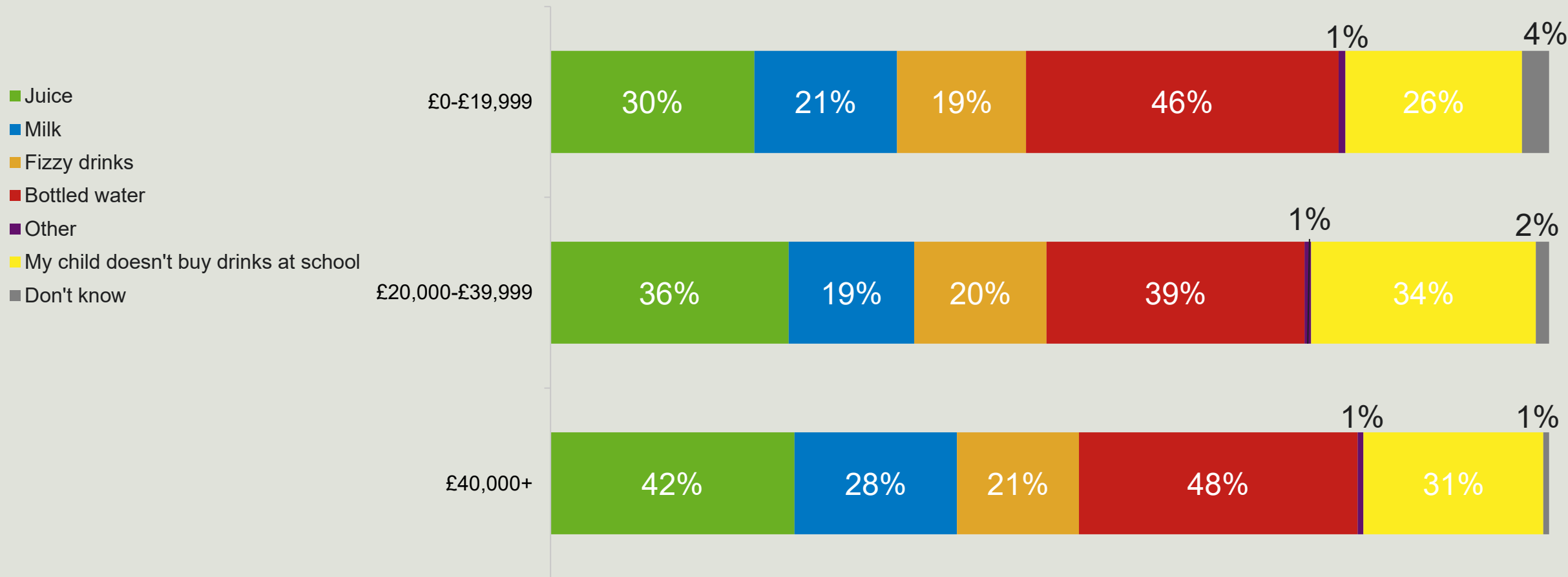
Q14_Household income. How concerned, if at all, are you that junk food can be offered to a child in secondary school every day?



Q15_Region. Does your child buy drinks at school? If so, what types? (Select all that apply)



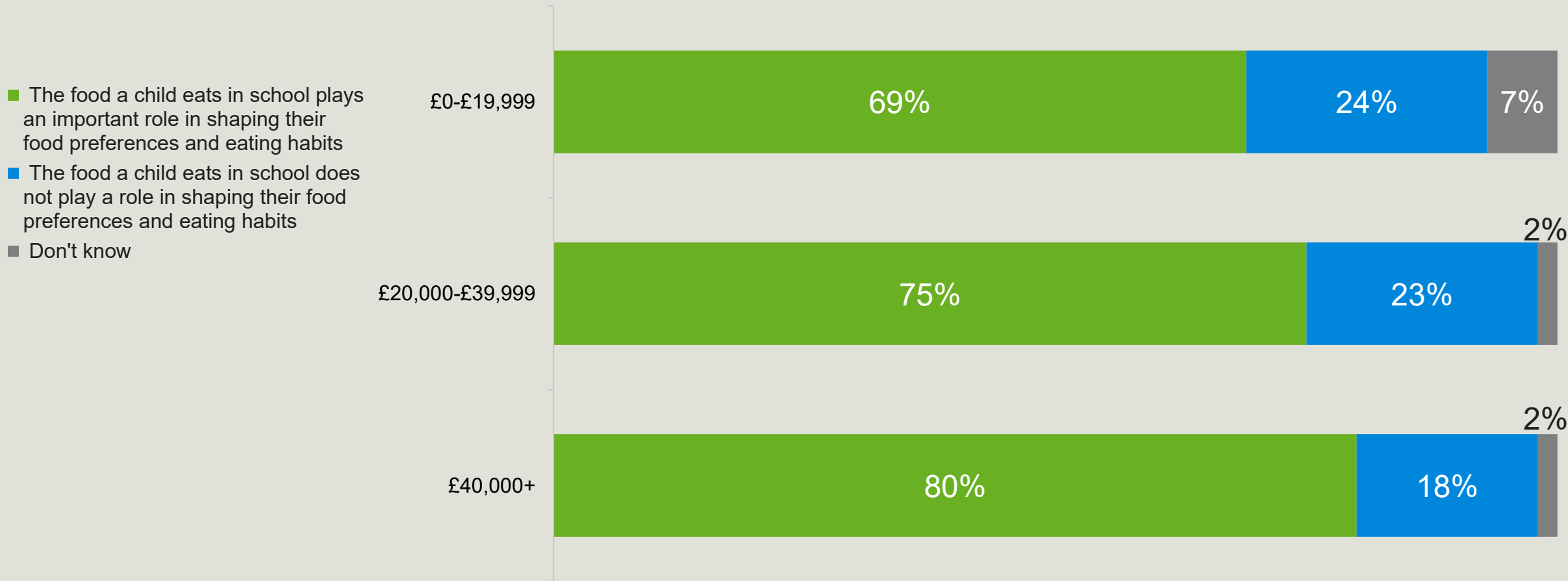
Q15_Household income. Does your child buy drinks at school? If so, what types? (Select all that apply)



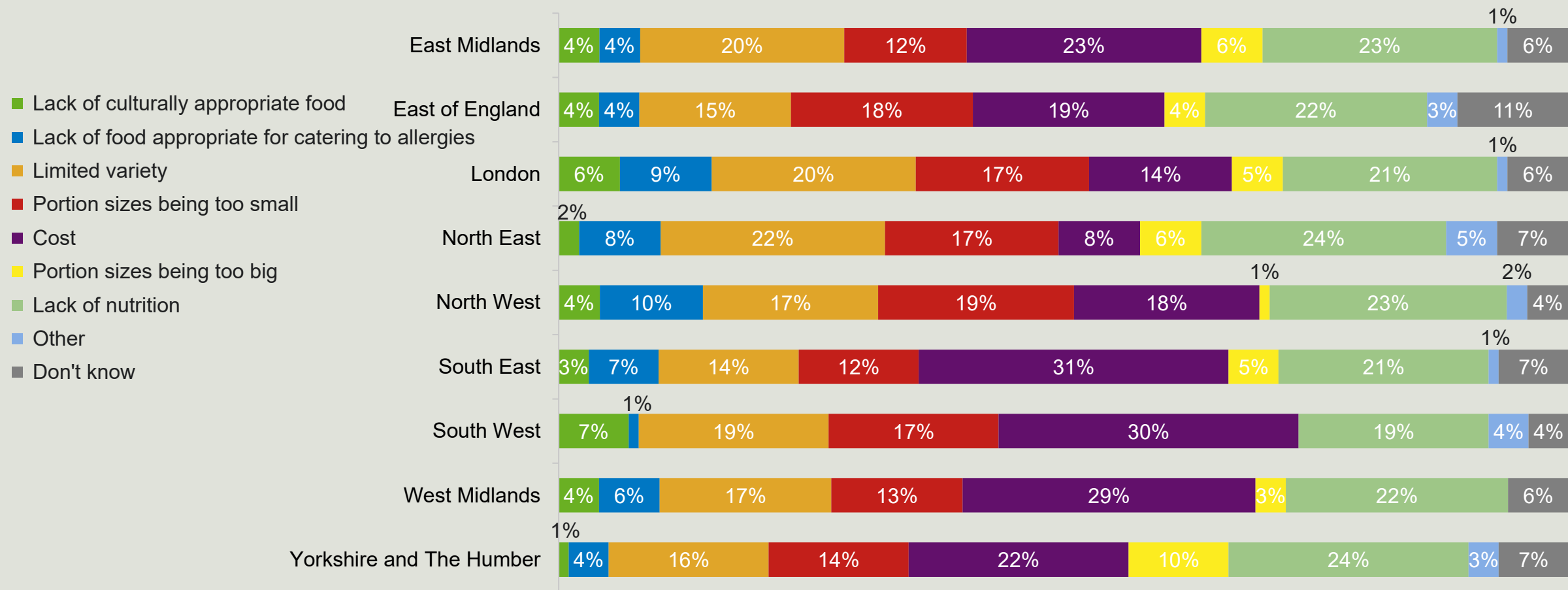
Q16_Region. Which of the following statements is closest to your view?



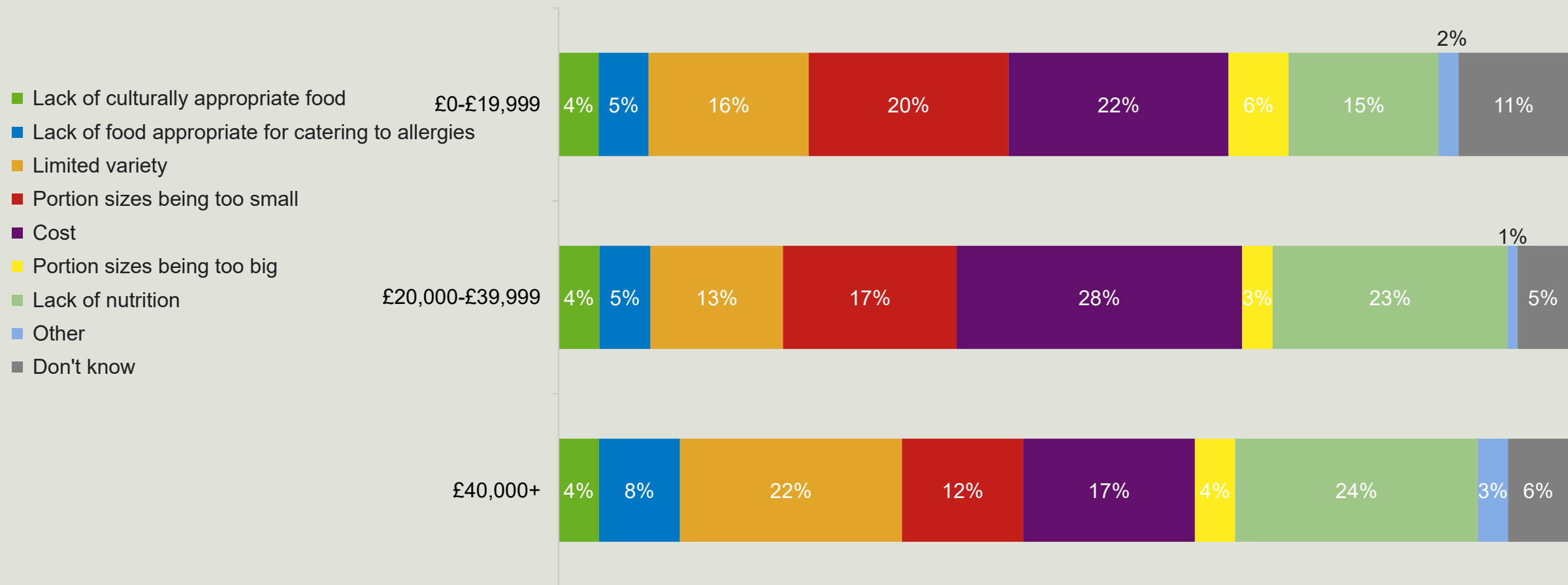
Q16_Household income. Which of the following statements is closest to your view?



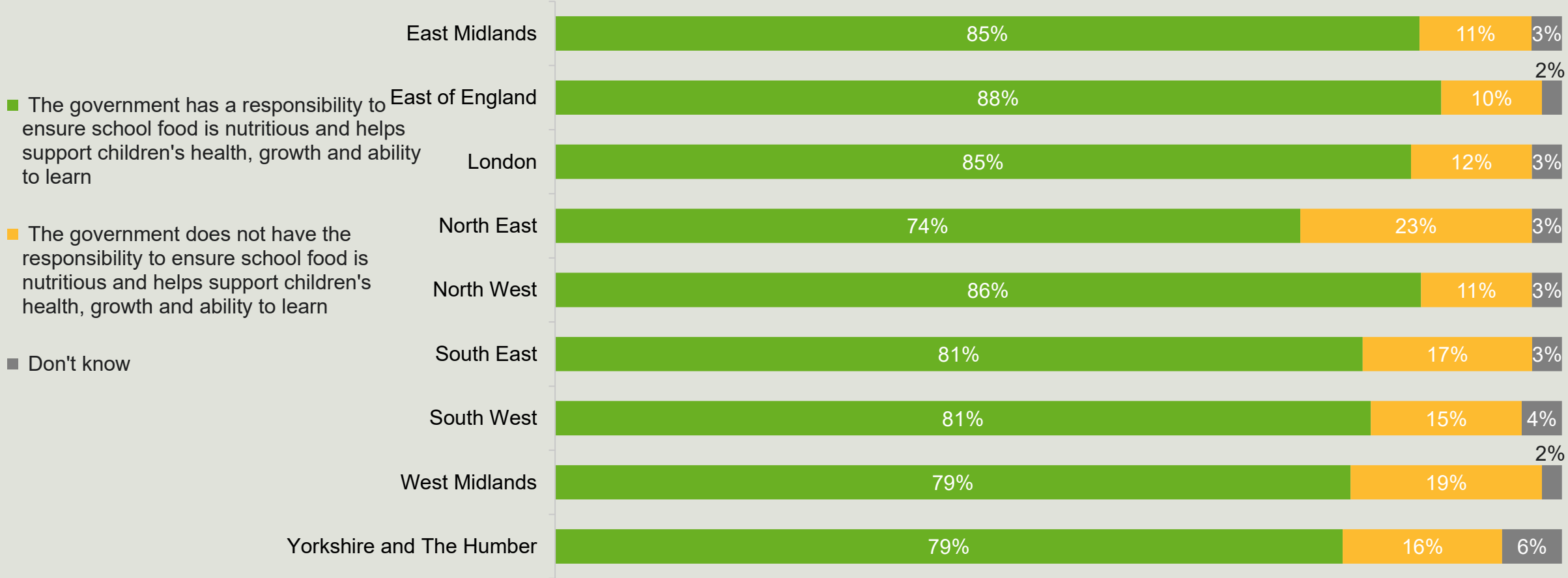
Q17. What is your biggest concern about your child's school food? (Choose one)



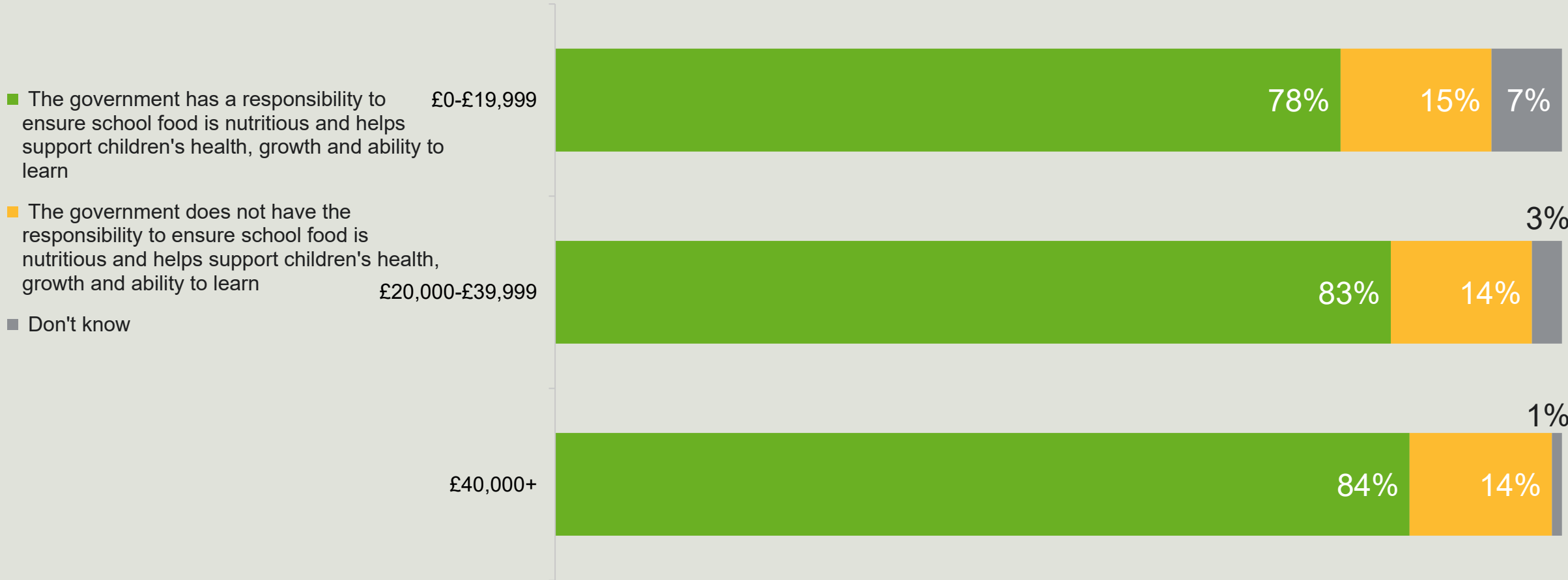
Q17_Household income. What is your biggest concern about your child's school food? (Choose one)



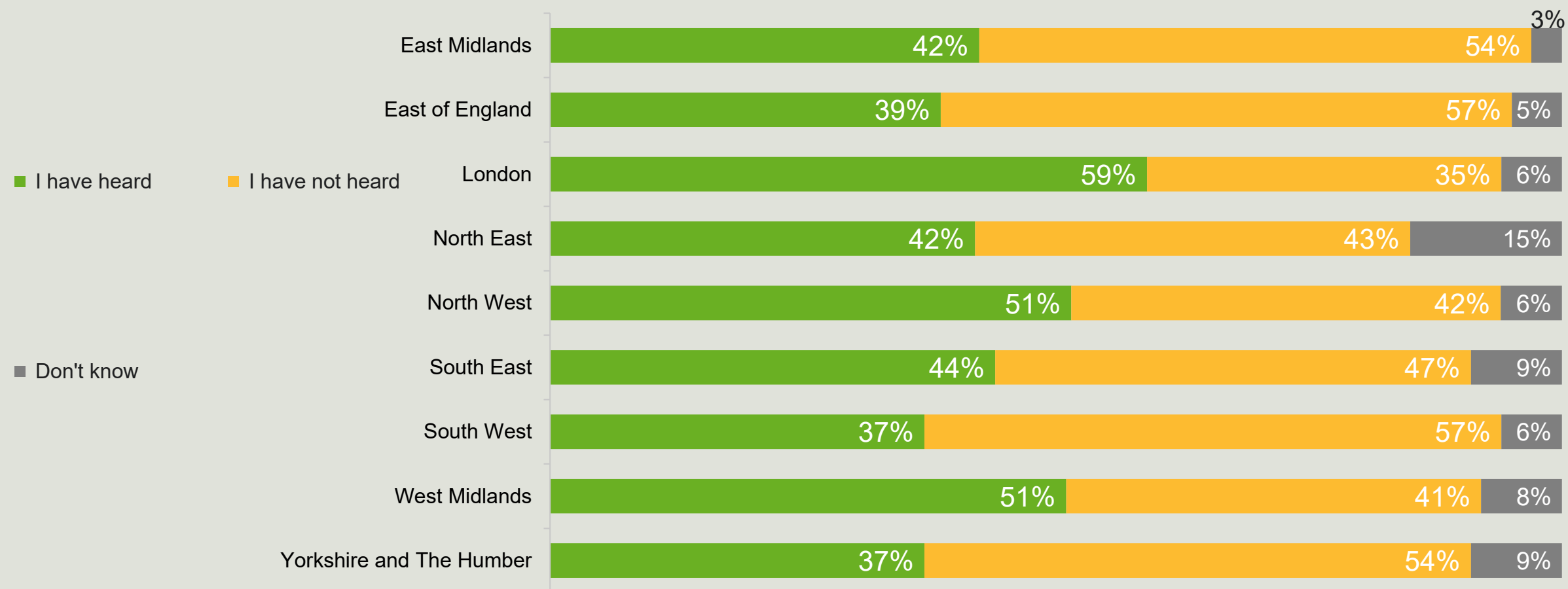
Q18_Region. Which of the following statements is closest to your view?



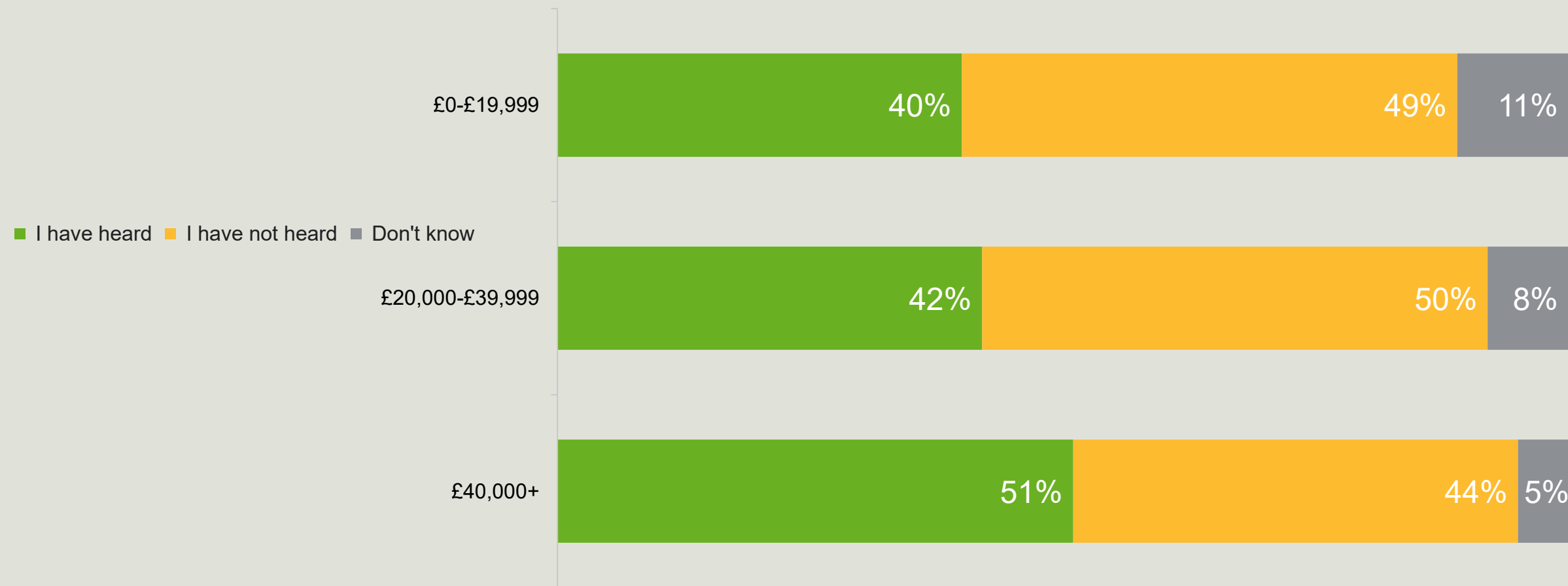
Q18_Household income. Which of the following statements is closest to your view?



Q19_Region. Have you heard or not heard of the School Food Standards produced by the Government?



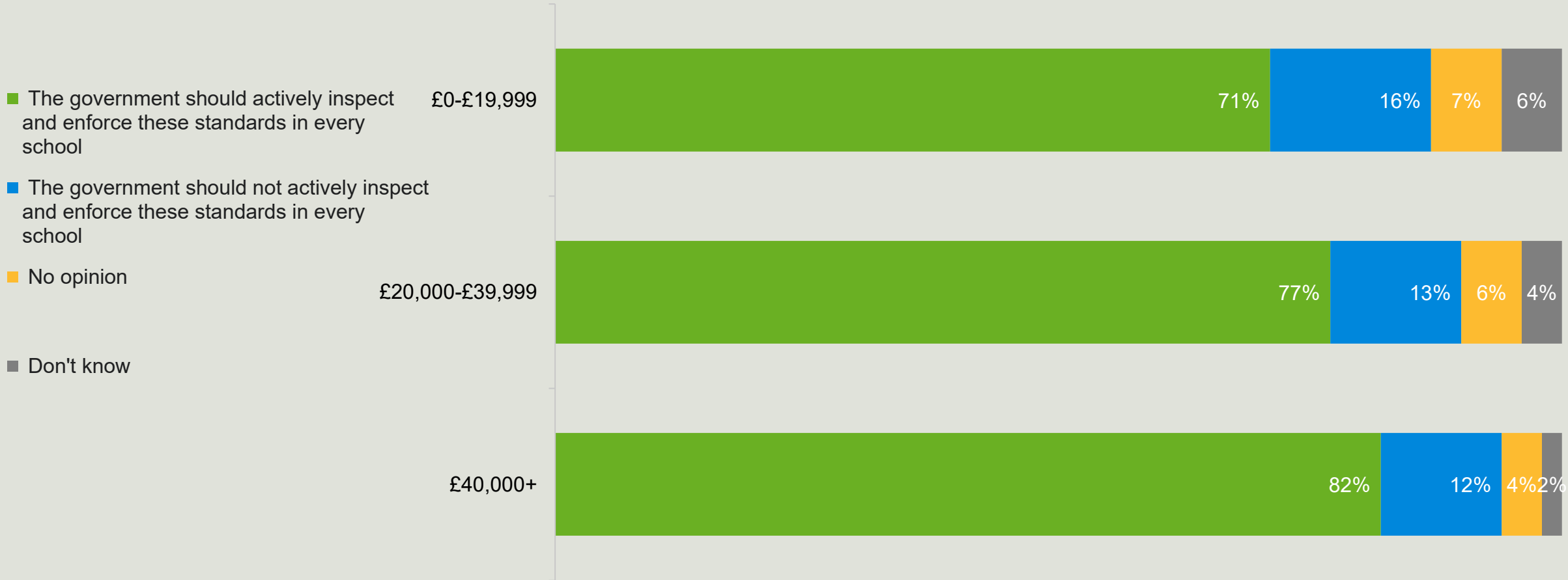
Q19_Household income. Have you heard or not heard of the School Food Standards produced by the Government?



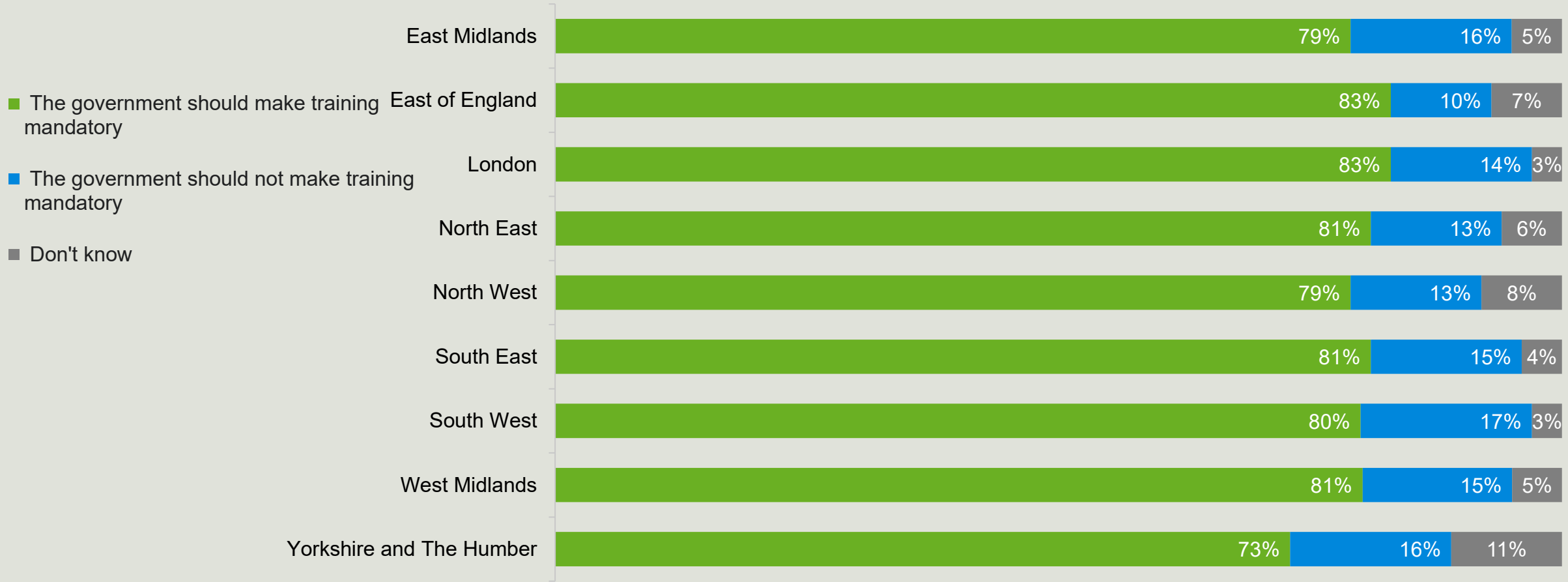
Q20_Region. Currently, School Food Standards set minimum requirements for the quality and nutrition of meals, but enforcement is limited. Which of the following best describes your view?



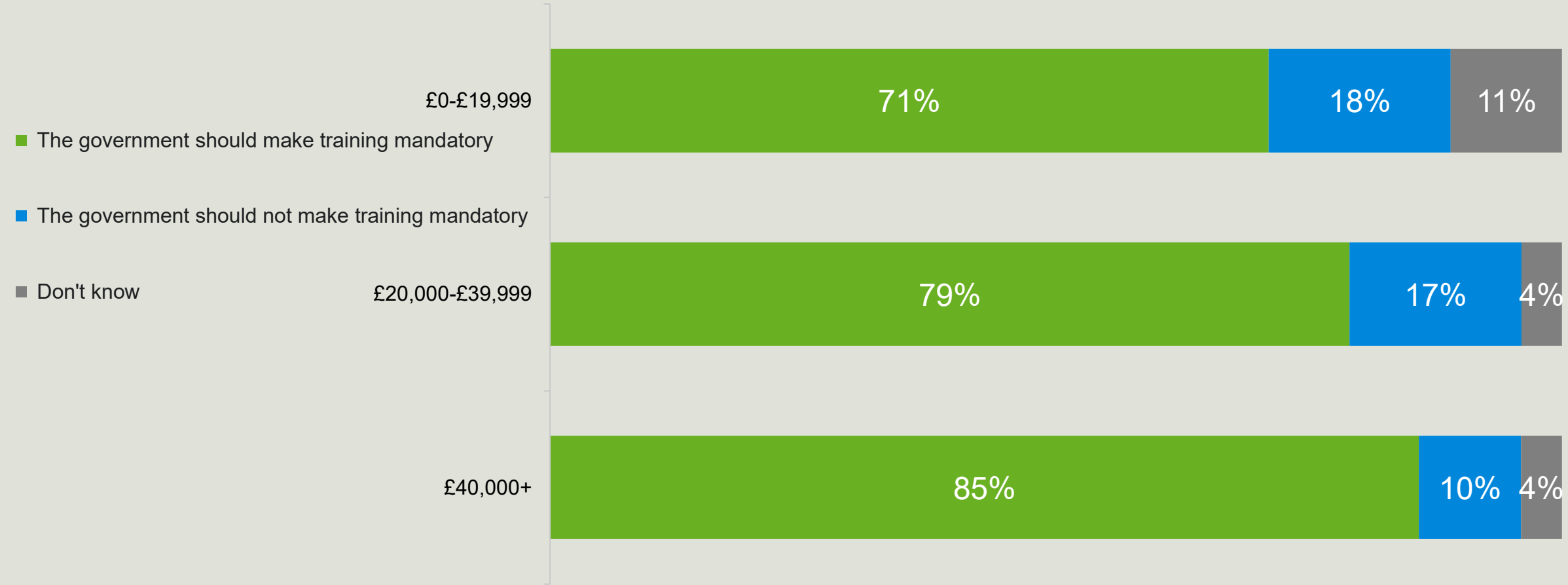
Q20_Household income. Currently, School Food Standards set minimum requirements for the quality and nutrition of meals, but enforcement is limited. Which of the following best describes your view?



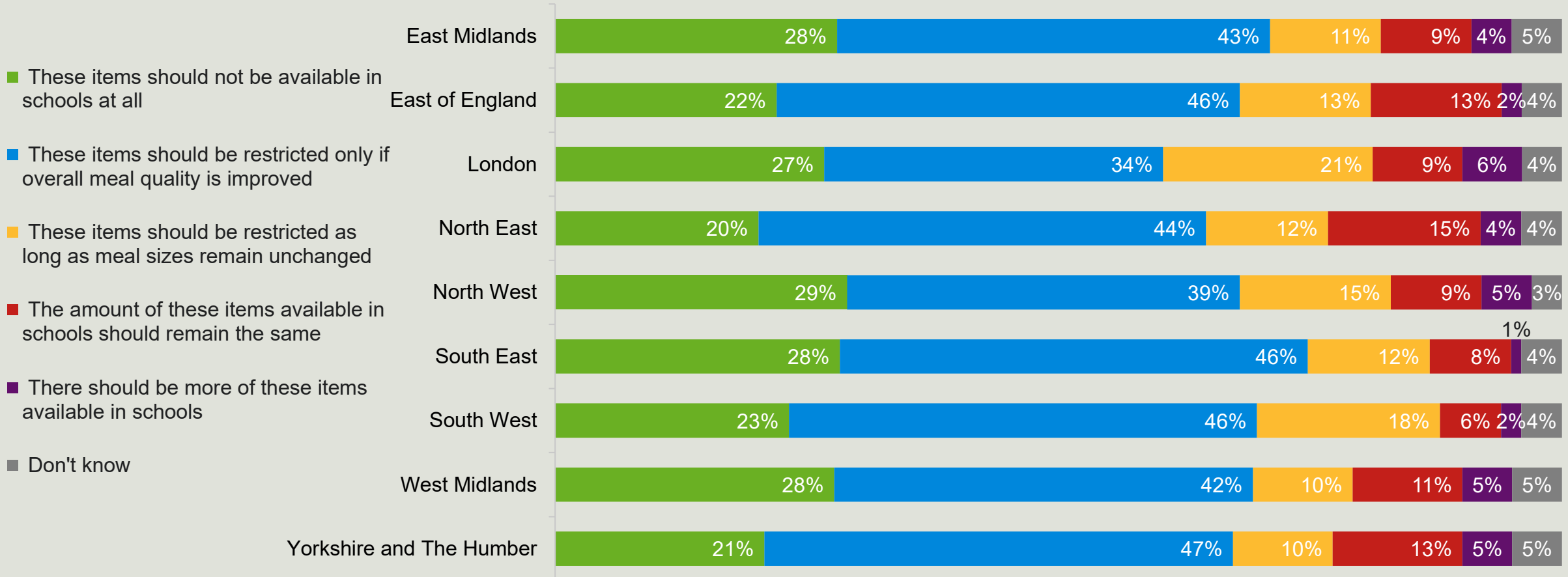
Q21_Region. There is no requirement for school chefs to have training in child nutrition or how to produce nutritious school food. Which of the following is closest to your view?



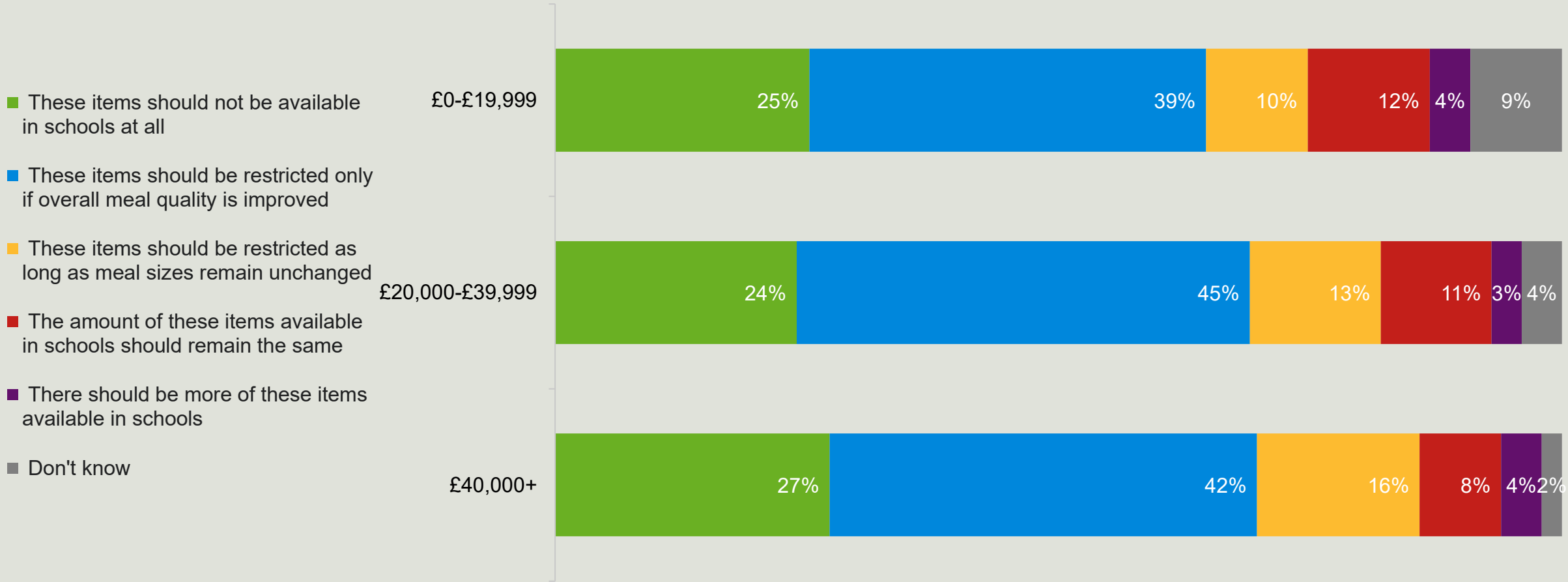
Q21_Household income. There is no requirement for school chefs to have training in child nutrition or how to produce nutritious school food. Which of the following is closest to your view?



Q22_Region. What action should be taken, if any, in relation to low-nutrition items in schools (such as junk food, cookies, or sugary desserts)?



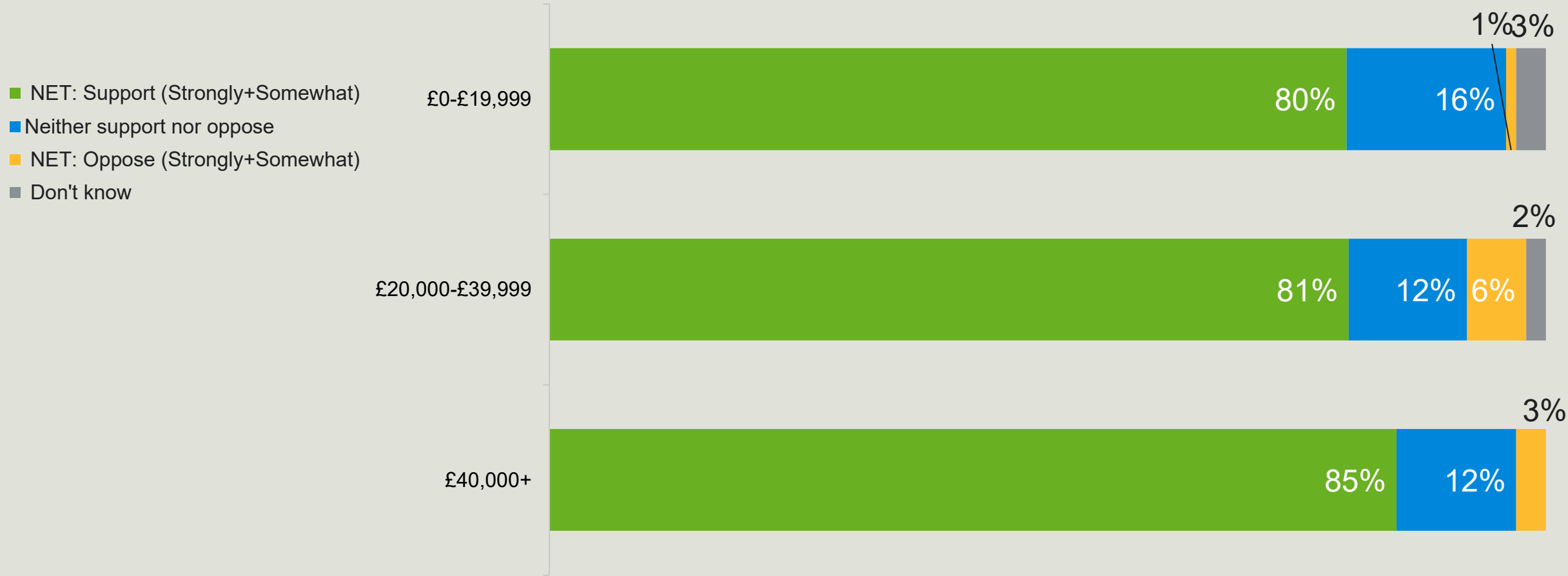
Q22_Household income. What action should be taken, if any, in relation to low-nutrition items in schools (such as junk food, cookies, or sugary desserts)?



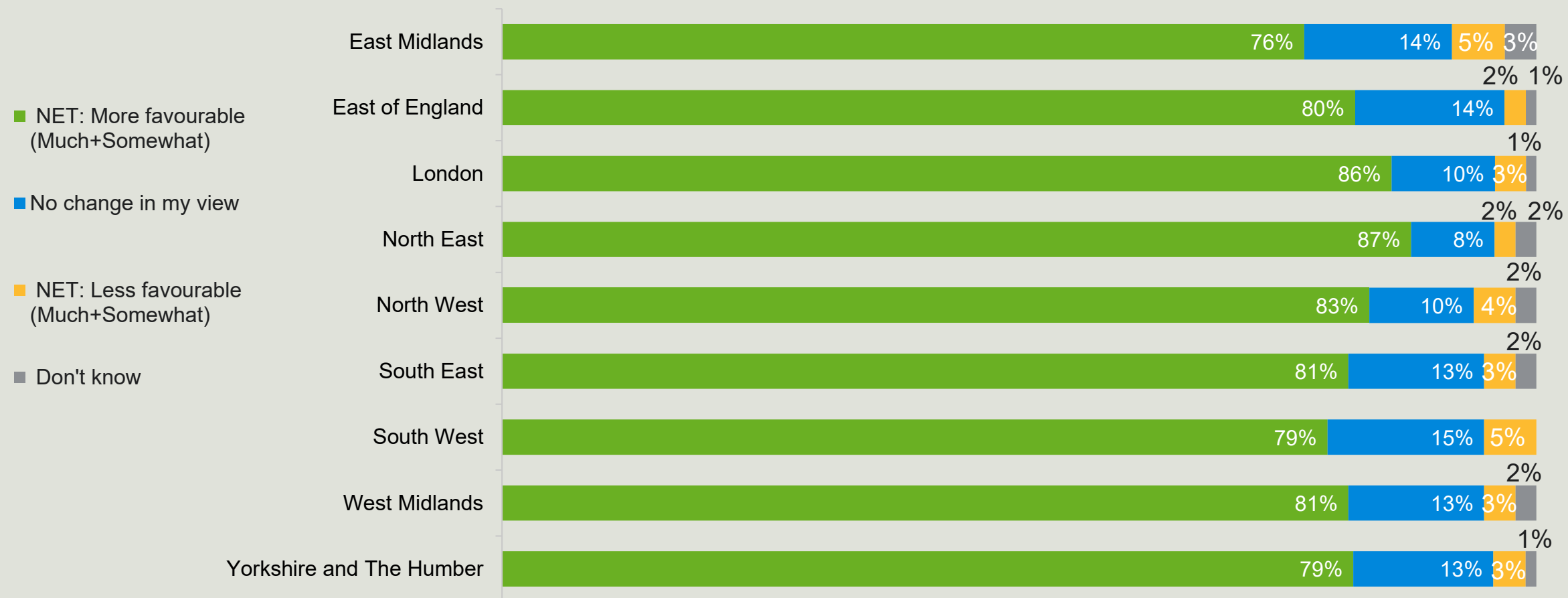
Q23_Region. To what extent would you support or oppose an official 'School Food Quality Inspector' that grades schools on the nutritional quality of their food (similar to Ofsted), with results published publicly?



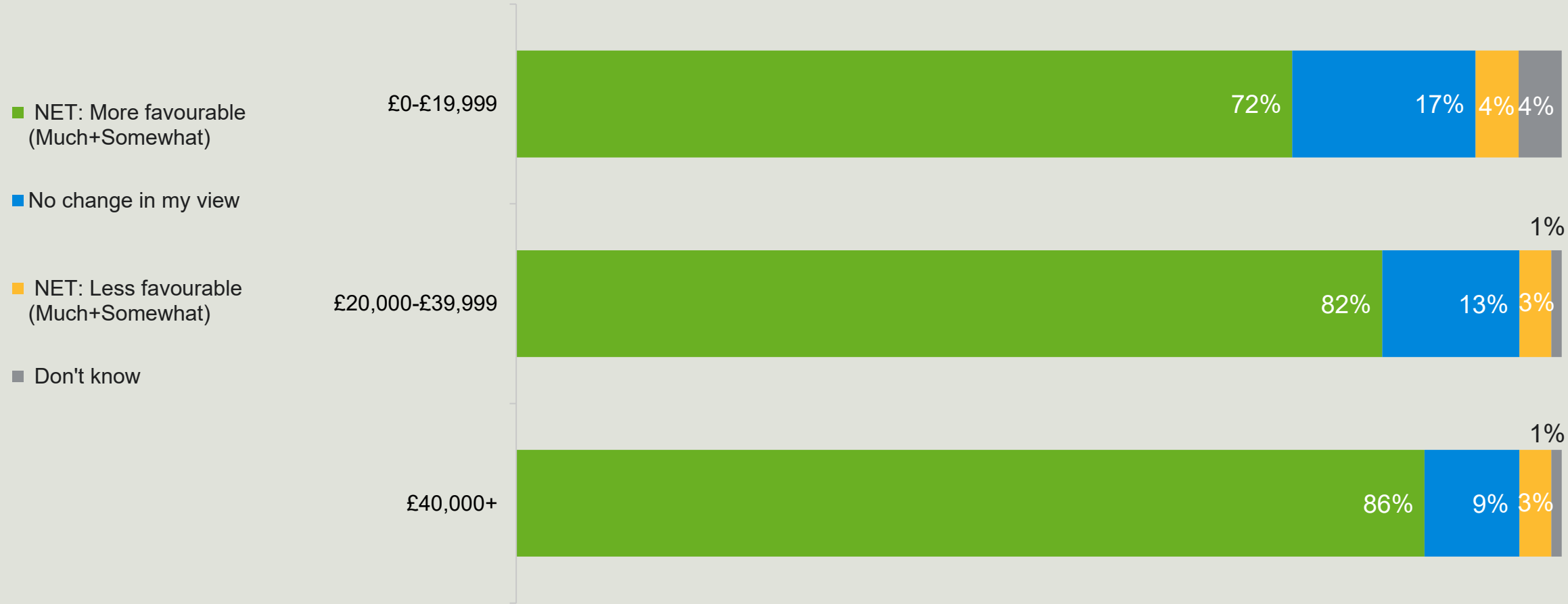
Q23_Household income. To what extent would you support or oppose an official 'School Food Quality Inspector' that grades schools on the nutritional quality of their food (similar to Ofsted), with results published publicly?



Q24_Region. If the government took action to improve the quality of school meals - ensuring fresher, higher-nutrition meals - would your view of the Government's commitment to children's health and wellbeing be:



Q24_Household income. If the government took action to improve the quality of school meals - ensuring fresher, higher-nutrition meals - would your view of the Government's commitment to children's health and wellbeing be:



Survation. Engaging opinion to inform the future.

Survation provides vital insights for brands and organisations wanting to better understand authentic opinion, adding value and credibility to the research we provide to our clients. We are an innovative and creative market researcher and do not believe any single method can always be the right answer to complex client objectives. We conduct bespoke online and telephone custom research, omnibus surveys, face to face research, and advanced statistical modelling and data analysis.

Survation is an MRS Company Partner. All MRS Company Partners and their employees agree to adhere to the MRS Code of Conduct and MRS Company Partner Quality Commitment whilst undertaking research. As a member of the British Polling Council, Survation has a strong commitment to transparency and the integrity of our work.

The Living Wage

Survation is proud to be a Living Wage Employer. This means that every member of staff in our organisation plus any contract staff are paid the London Living Wage. The Living Wage is an hourly rate set independently and updated annually, based on the cost living in the UK. We believe that every member of staff deserves at least a Living Wage. You can find out more about the Living Wage by visiting www.livingwage.org.uk



British Polling Council

Survation.