

# Save the Children

Inclusive Education – Benchmark Report  
September 2017

*agilvy*

- 1.Executive Summary
2. Methodology
- 3.Awareness and favorability
- 4.Attitudes towards disabled children
- 5.Framing inclusive education
- 6.Respondent profile

# Table of Contents

# Executive Summary

This report assesses the current state of attitudes among the Chinese community – in particular Chinese parents – in relation to disability generally and inclusive education in particular. It identifies some key areas of opportunity for future campaign messaging as well as vulnerabilities and weaknesses in terms of community attitudes opposing inclusive education.

Importantly, it also establishes a benchmark of community attitudes against which future campaigns on inclusive education can be measured.

## **Save the Children – awareness and favorability**

Save the Children currently enjoys lower prompted awareness than most of its benchmarked peers – 55% of respondents have heard of the organization, substantially fewer than those who were aware of UNICEF, ONE Foundation and China Foundation for Disabled Persons.

However, for those who have heard of Save the Children it is clear that the organization is being heard from as recently as peer organizations, through the same channels and creating comparable levels of favorability.

# Executive Summary

## Attitudes towards disabled children

There is strong and broad support for disabled children among respondents and particularly the suggestion that disabled children deserve as much attention as other children. However, it is generally believed that disabled children are a burden to their parents (although not to the economy or to society).

Chinese say they generally feel comfortable around disabled children but are less clear about what to say to their parents.

There is overwhelming support for finding a dignified place for disabled children in society.

## Framing inclusive education

Chinese by a large majority support the integration of disabled children in mainstream schools. Arguments that draw the greatest support for inclusive education focus on a sense of civic pride and the articulation of universal rights to all children regardless of ability or disability.

Attitudes to inclusive education do however waver, and when practical reasons against inclusive education are posed majorities of respondents also agree.

Methodology

# Methodology

## Quantitative research

- Nationwide online interviewing, Adults aged 18 and over
- N=1,010
- Sample:
  - Tier 1 cities – 50% | Lower tier cities – 50%
  - Parents – 77% | No children 23%
- Margin of error overall –  $\pm 3.1\%$
- Fieldwork: August-September 2017

## Researcher's Comments

*Where appropriate we add insight to our evidence-based findings through 'Researcher's Comments' where we provide additional commentary on the research findings that draws on our extensive experience in market and social research. While these are not strictly supported by the evidence gathered in this particular project we are confident that they represent a useful additional perspective to consider when looking at the information at hand.*

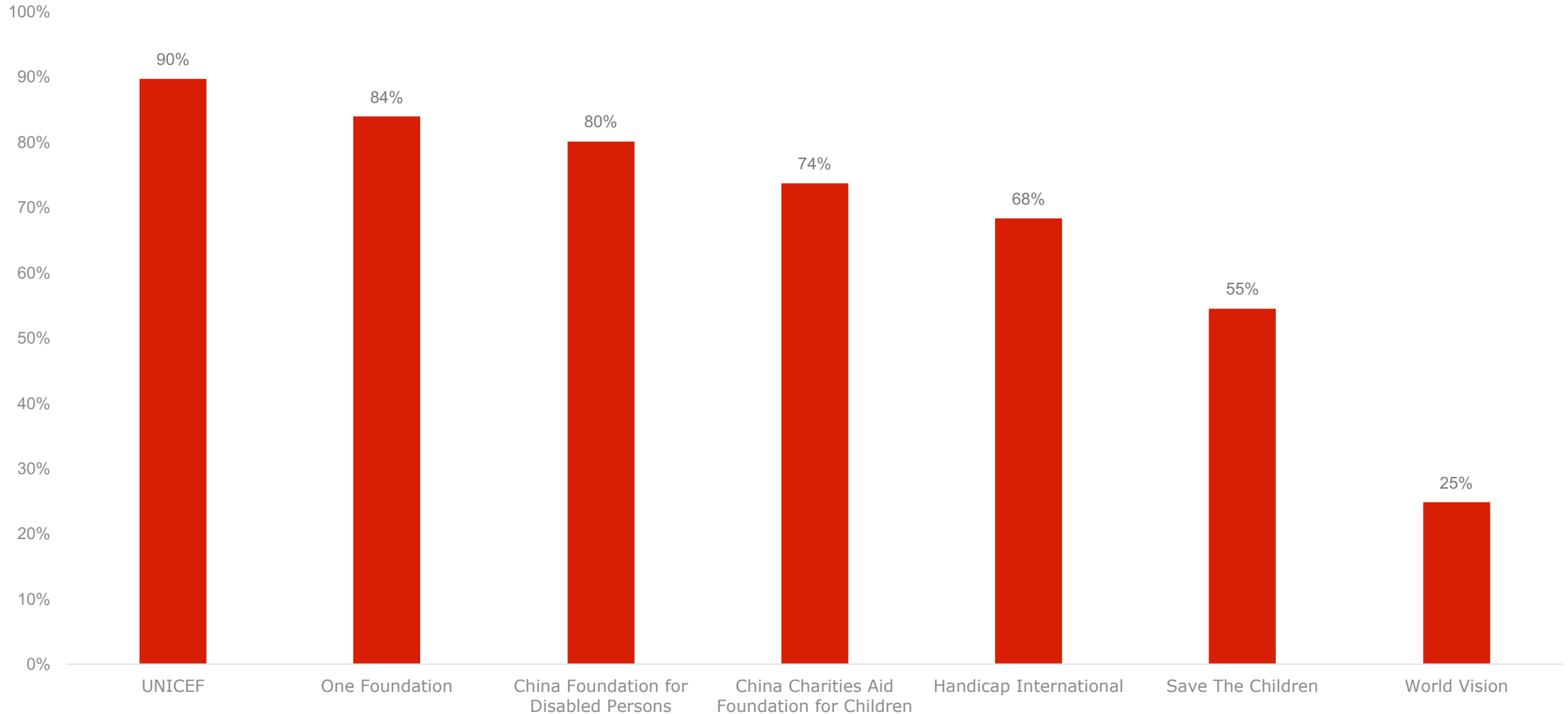
Awareness and favorability



## Awareness – room for improvement against benchmarked peers

- Just over half, 55% of respondents had heard of Save the Children, while this compares favorably with the 25% who had heard of World Vision, awareness was considerably higher for:
  - UNICEF (84%);
  - One Foundation (84%);
  - China Foundation for Disabled Persons (84%);
  - China Charities Aid Foundation for Children (74%); and
  - Handicap International (68%)
- Awareness of Save the Children did not vary by age, gender, location, household income or education.
- Awareness was however higher among parents of younger children (61% cf. 44%)

# Awareness – room for improvement against benchmarked peers



*Which of the following organisations have you ever heard of?; Base: all respondents n=1,010*

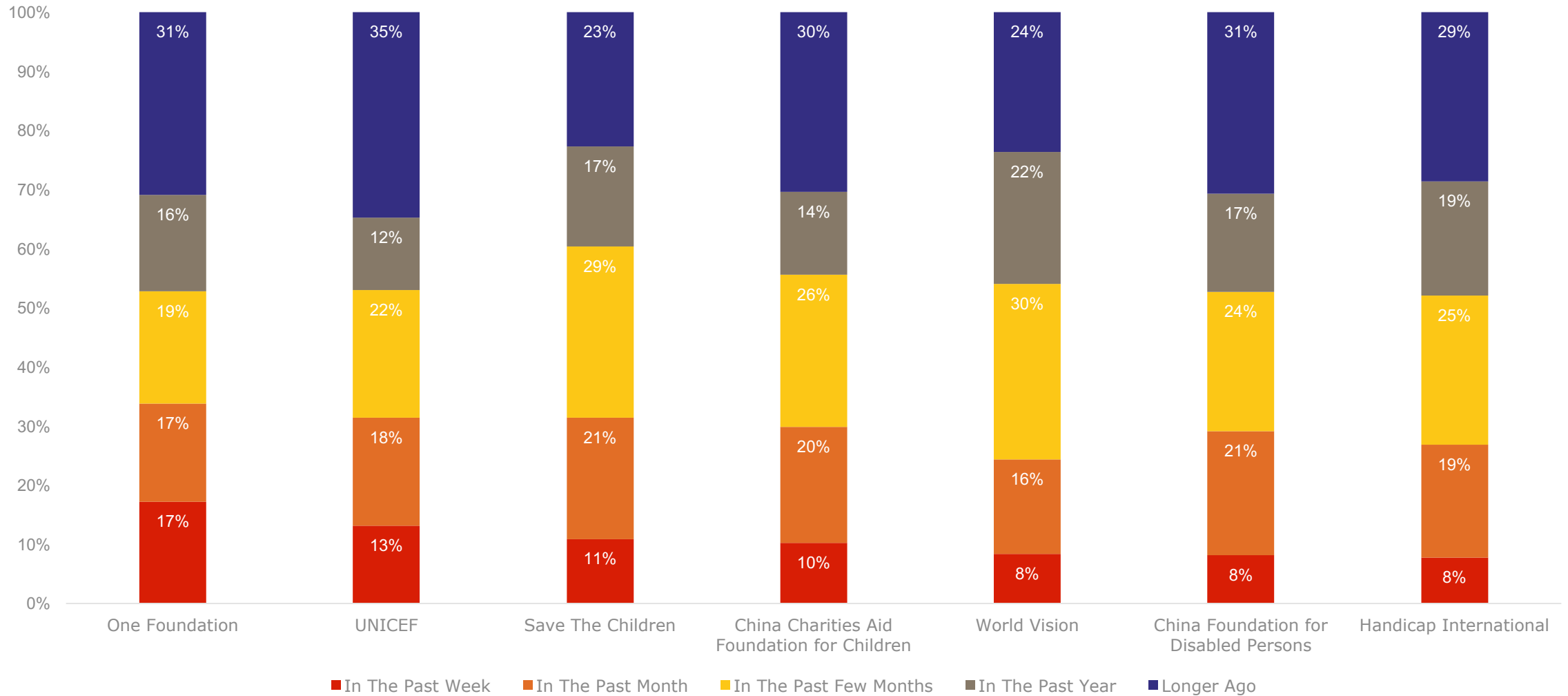


## Heard Recently – performing well (amongst those aware)

- 11% of those aware of Save the Children had heard from the organisation in the past week while a further 20% had heard less recently but still in the last month for a total of 31% in the last month. This compares with
  - One Foundation (34%);
  - UNICEF (31%);
  - China Charities Aid Foundation for Children (30%);
  - China Foundation for Disabled Persons (29%);
  - Handicap International (27%); and
  - World Vision (24%)
- There were no significant variations in the recency of having heard from Save the Children across any demographic group.

*Researcher's Comment: This is a comparatively good result – on par, if not better than organizations with significant communications machinery.*

# Heard Recently – performing well (amongst those aware)



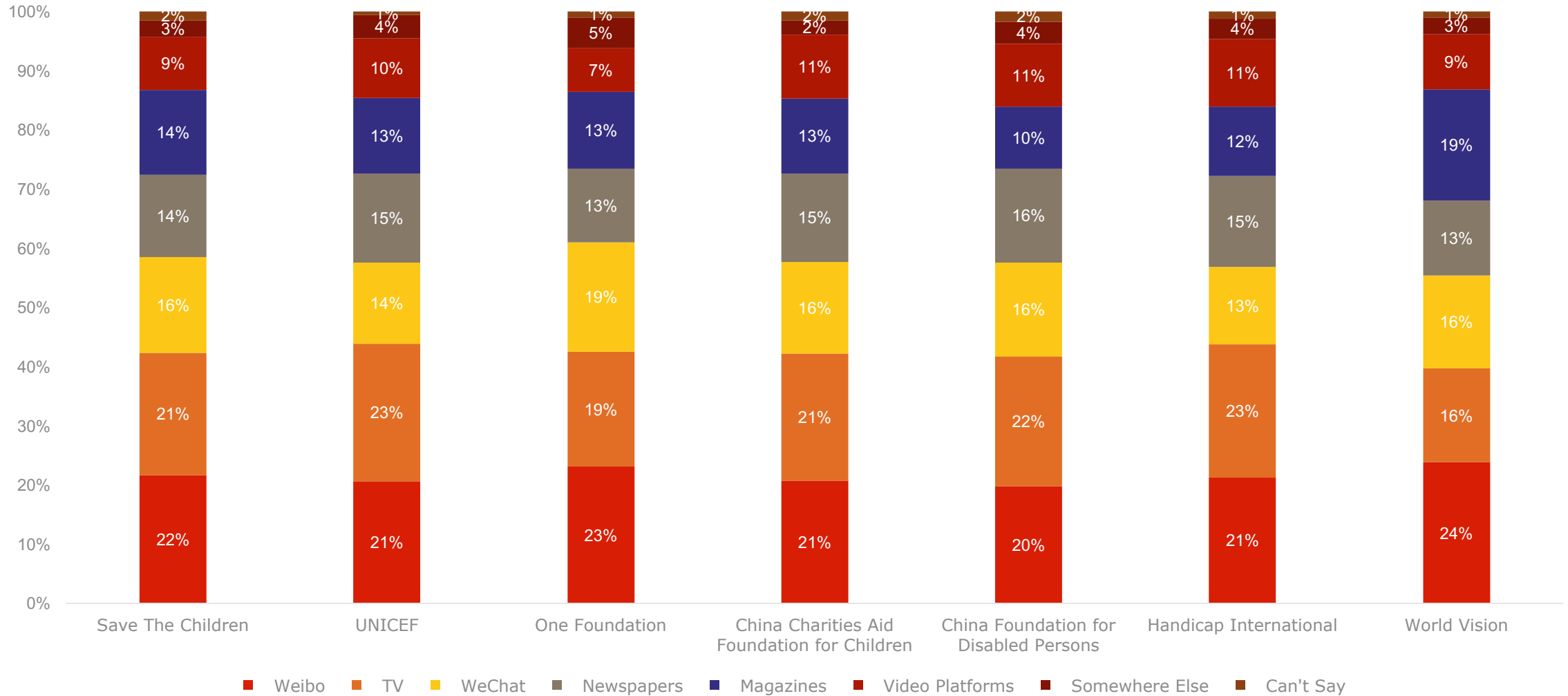
How recently have you heard from or about the following organizations? Did you hear something...?; Base: all respondents aware of an organization n=906 to 250



## Awareness Channels – ‘We-platforms’ and TV predominate

- One in five respondents had heard about one of the organizations through Weibo, one in six through WeChat and a further one in five heard through television.
- The remainder of recent Save the Children awareness came from print publications (newspapers – 14% and magazines also 14%) and video (9%).
- There was little meaningful variation between the importance of platforms across charities overall.
- Nor was there variation between respondents based on demographic make-up in terms of specific Save the Children channels of awareness.

# Awareness Channels – ‘We-platforms’ and TV predominate



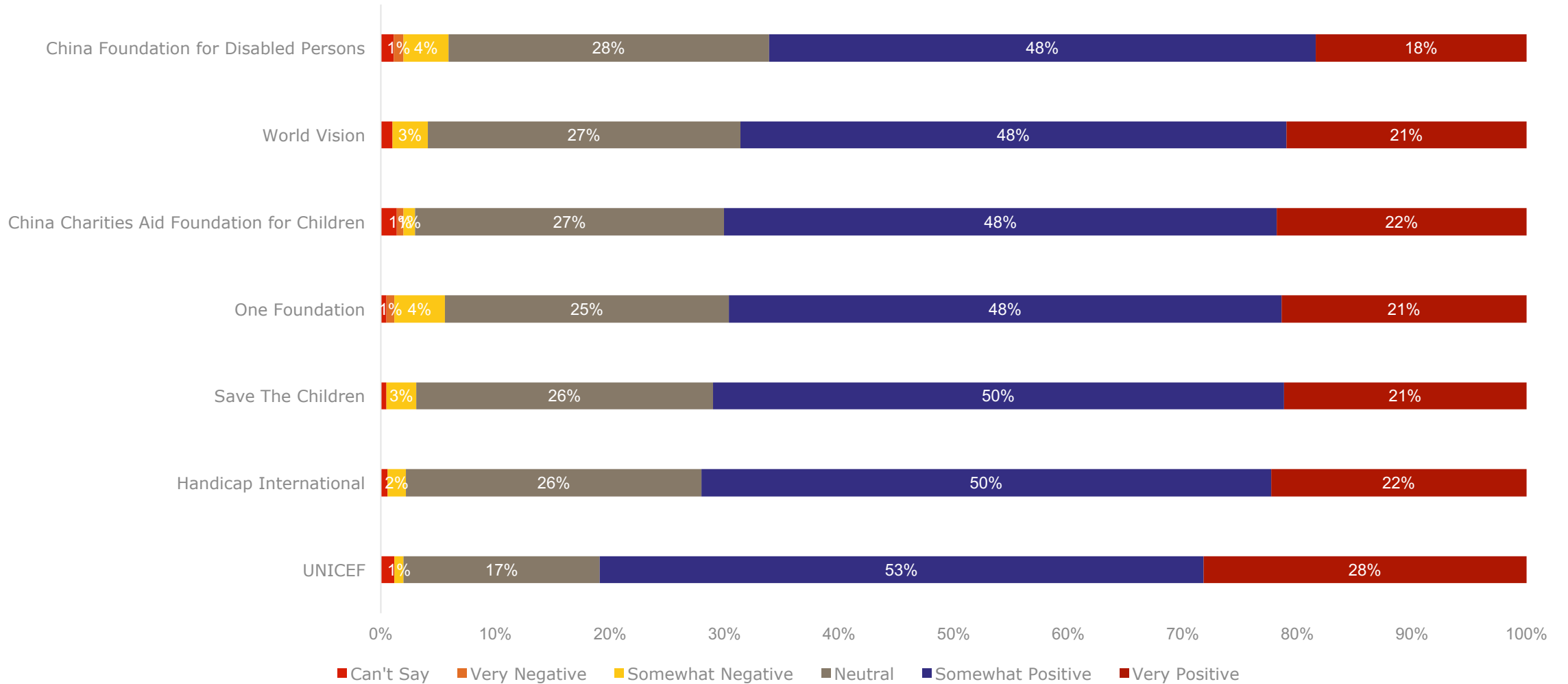
Did you hear something...?; Base: all respondents aware of an organization  
n=906 to 250



## Nature of Awareness – strongly positive performance

- 71% of respondents who had heard of Save the Children had heard something positive the last time that they heard about the organization. This is on par with Handicap International (71%), One Foundation (70%), China Charities Aid Foundation for Children (70%) and World Vision (69%). UNICEF performed most strongly with 81% positive while China Foundation for Disabled Persons (61%) trailed other organizations.
- Few respondents had heard negative news about an organization with 5% for ONE Foundation and China Foundation for Disabled Persons being the highest – and only 3% for Save the Children.
- As household income increases so does the likelihood of having heard positive news recently about Save the Children.
- Those who have disabled friends or family members are less likely to have positive news recently about Save the Children than those without a disabled person in their immediate personal circle.

# Nature of Awareness – strongly positive performance



And was what you heard generally positive, negative or neutral?; Base: all respondents aware of an organization n=906 to 250



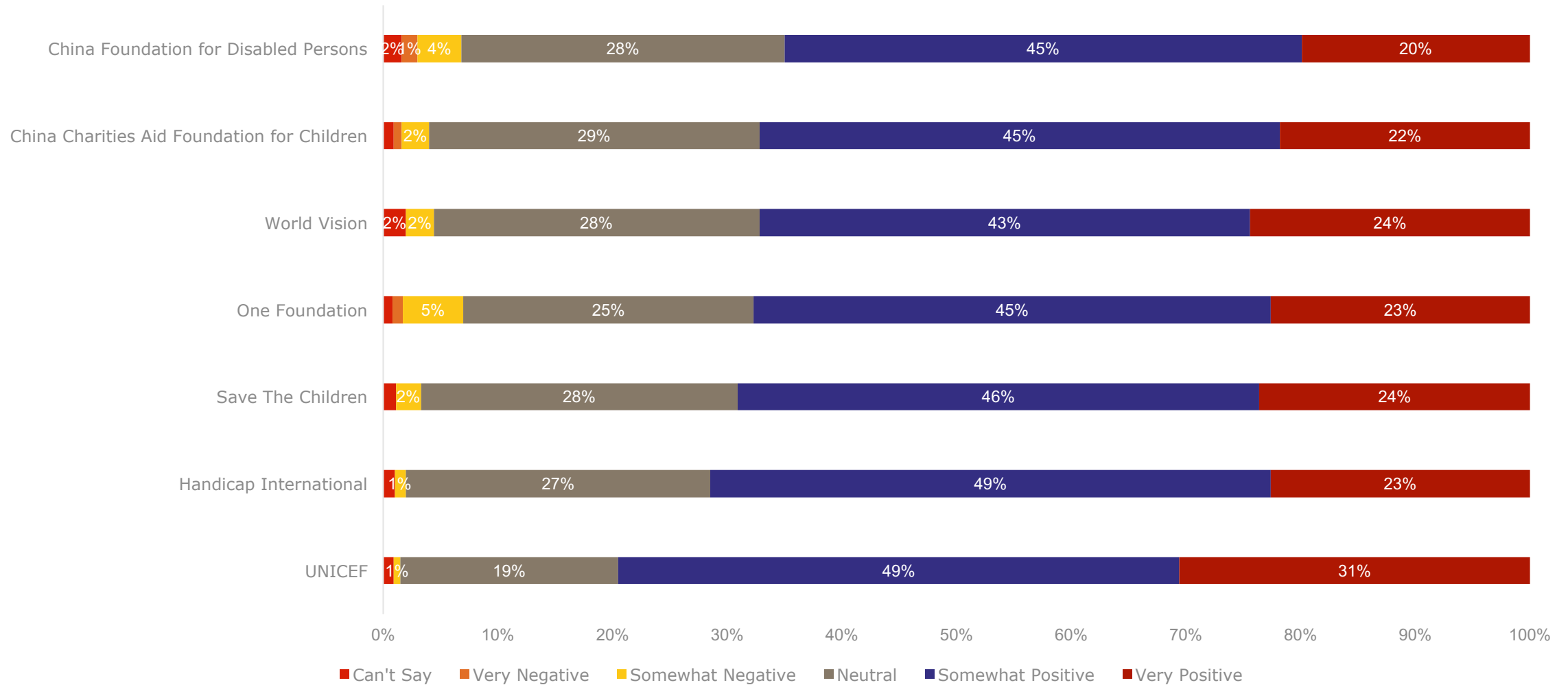


## Overall image – strongly positive performance

Researcher's Comment: *it is worth remembering that this is only those aware of Save the Children, 45% of respondents have no impression of the organization at all.*

- 80% of respondents who had heard of UNICEF held a positive image overall of the organization – the strongest of all tested organizations. Save the Children performs well with 69%, on par with Handicap International (70%) ONE Foundation (68%) and the remaining organizations.
- 6% of respondents held a negative view of ONE Foundation and 5% for China Foundation for Disabled Persons.
- Awareness of Save the Children did not vary meaningfully across any demographic segments.

# Overall image – strongly positive performance



Overall would you say that your image of the following organisations was generally positive, negative or neutral?; Base: all respondents aware of an organization n=906 to 250



Attitudes towards disabled  
children

## Positive messages about disability – strong, broad community support

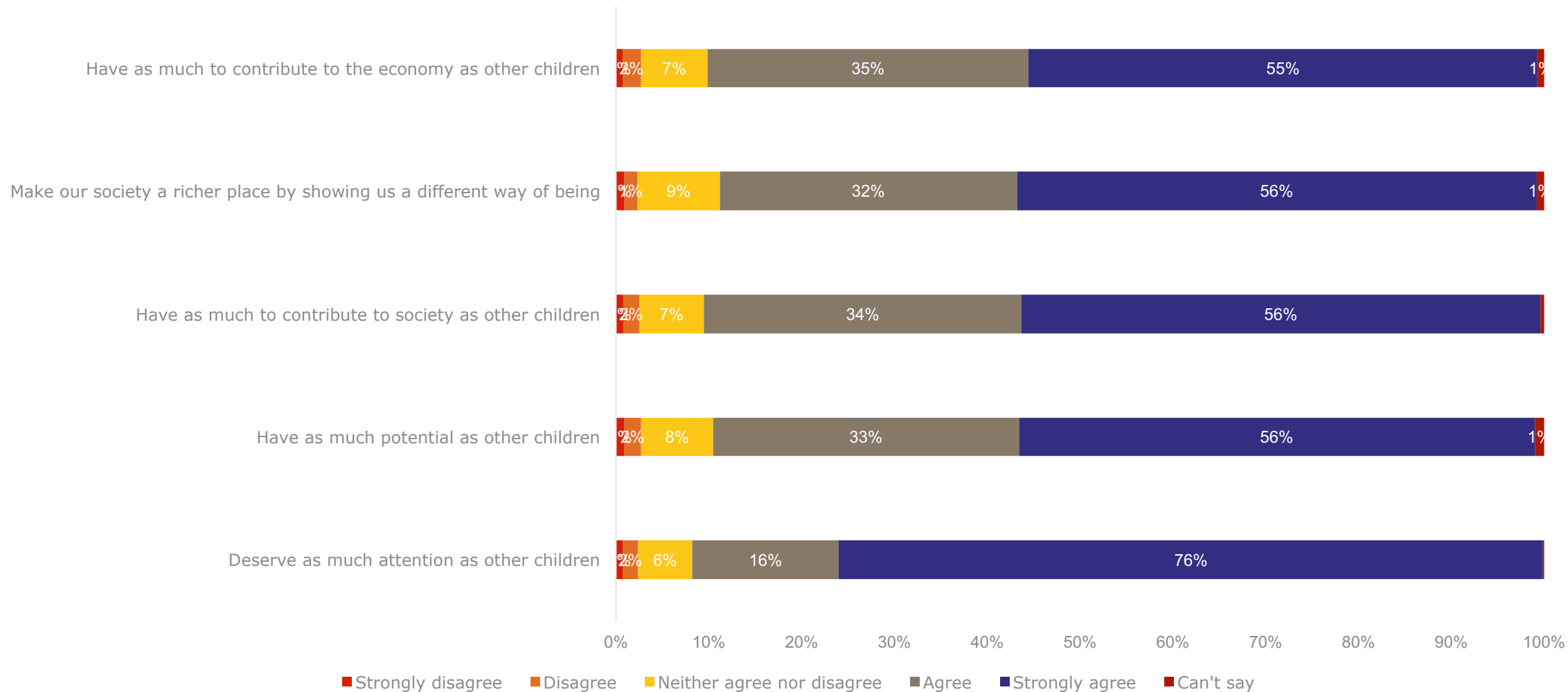
- An overwhelming 76% of respondents agree that disabled children deserve as much attention as other children – some 20 percentage points higher than the already high proportion that strongly agree that disabled children:
  - Have as much potential as other children (56%);
  - Have as much to contribute to society as other children (56%);
  - Make our society a richer place by showing us a different way of being (56%); and
  - Have as much to contribute to the economy as other children (55%).
- Compared to their younger counterparts, respondents over 55 are less likely to strongly agree with all statements.
- Opponents of inclusive education show lower levels of agreement with the propositions that disabled children has as much potential, as much to contribute to society and as much to contribute to the economy as other children.

## Positive messages about disability – strong, broad community support

*Researcher's Comment: a consistent theme throughout the data is that claims that are made about disabled children that frame their rights and interests (as well as society's duties to them) in universalist and optimistic ways tend to resonate overwhelmingly well.*

*More utilitarian framing that speaks to the contributions that disabled children can make to society attract less support. It is likely that the view remains among a significant proportion of Chinese that disabled people cannot participate fully in society.*

# Positive messages about disability – strong, broad community support

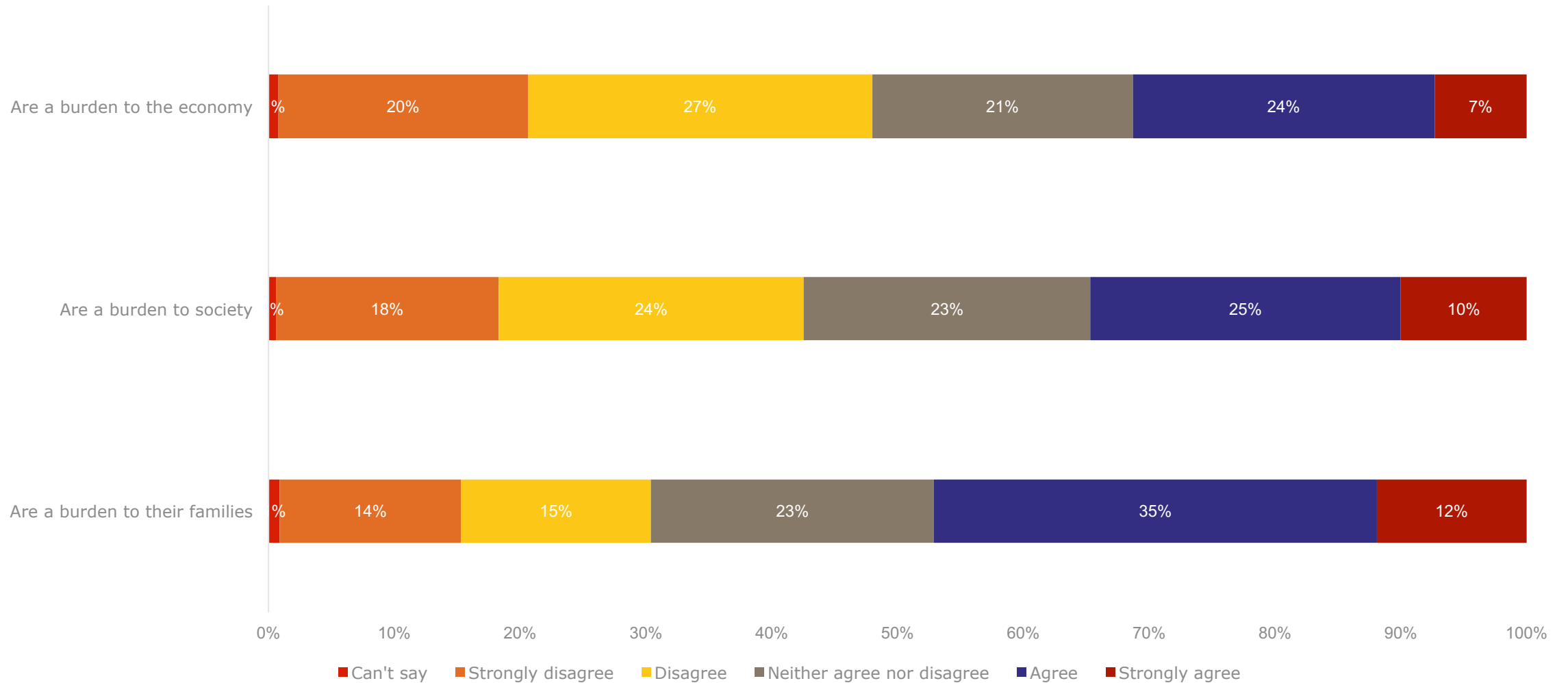


How much do you agree or disagree with the following statements? Disabled children... ?; Base: all respondents n=1,010

## Burden of disability – opinion divided

- A plurality of respondents agree that disabled children are a burden to their families (47%) while fewer than a third (30%) disagree.
- However the proportion that disagree outweighs the proportion that agree when asked whether disabled children represent a burden to society (42% cf. 35%) and to the economy (47% cf. 31%)
- Respondents aged over 45 are more likely than their younger peers to believe that disabled children present a burden to their families, society and the economy.
- Similarly, wealthier households are more likely than those less well off to disagree that disabled children are a burden.

# Burden of disability – opinion divided



How much do you agree or disagree with the following statements? Disabled children...?; Base: all respondents n=1,010





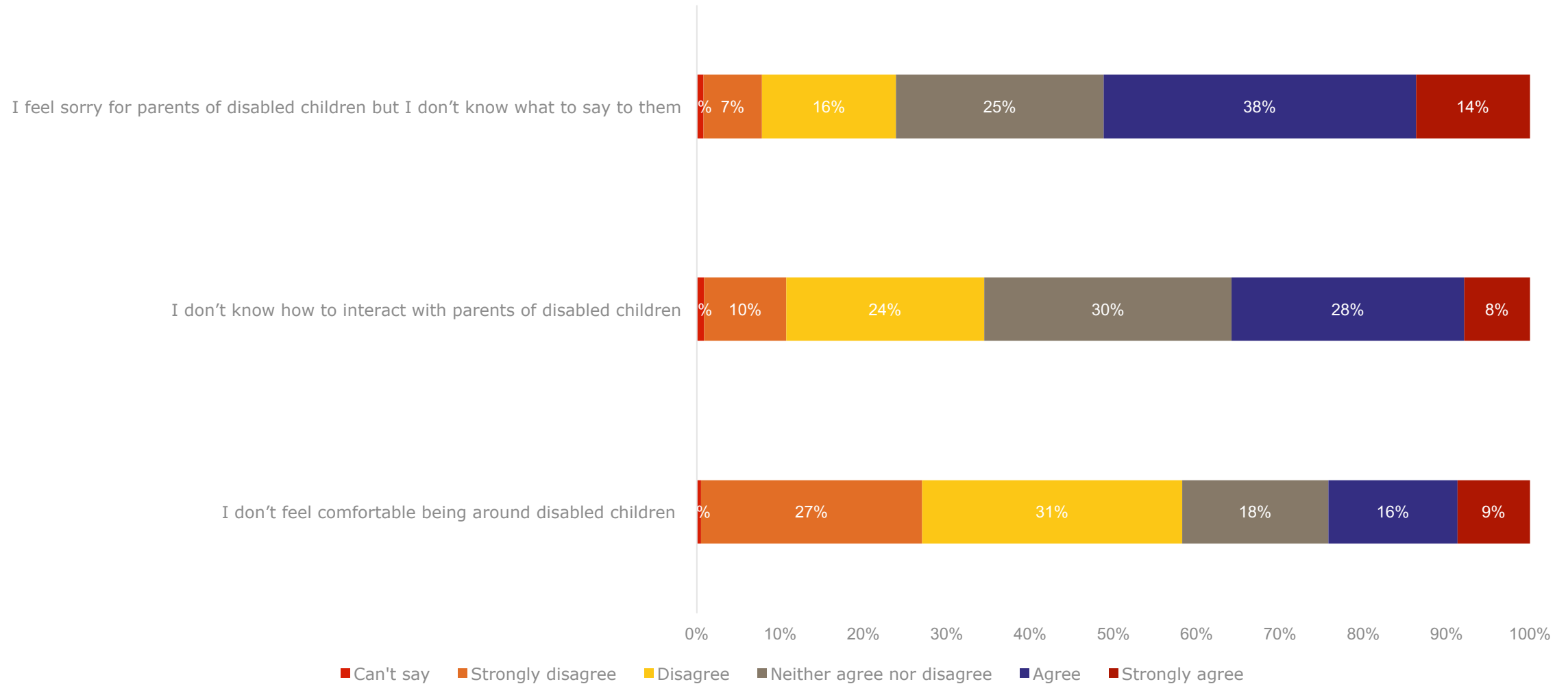
## Interacting with disabled child and their parents – not sure what to say but happy to be there

- 58% of respondents say that they feel comfortable around disabled children although a non-trivial 24% say that do not feel comfortable.
- However respondents feel less comfortable interacting with their parents and are unsure what to say to them – 36% said that they did not know how to interact with parents of disabled children while a similar proportion (34%) disagreed and 51% agreed that they felt sorry for parents of disabled children but did not know what to say to them (23% disagreed).
- Respondents aged 55 and over are more likely than younger respondents, to say that they do not feel comfortable around disabled children.
- Respondents from Shanghai are more likely than those in other parts of China to disagree that they feel uncomfortable around disabled children or their parents.
- Respondents from lower income households are more likely than those on high incomes to say that they do not know how to interact with parents of disabled children or what to say to them.

Interacting with disabled child and their parents – not sure what to say but happy to be there

Researcher's Comment: *considering the fact that respondents feel that the burden of disability falls more greatly on parents than on society or the economy and given that a majority feel sorry for parents of disabled children, campaign messaging that displayed empathy and solidarity towards the parents of disabled children would likely resonate broadly.*

# Interacting with disabled child and their parents – not sure what to say but happy to be there



How much do you agree or disagree with the following statements?; Base:  
all respondents n=1,010

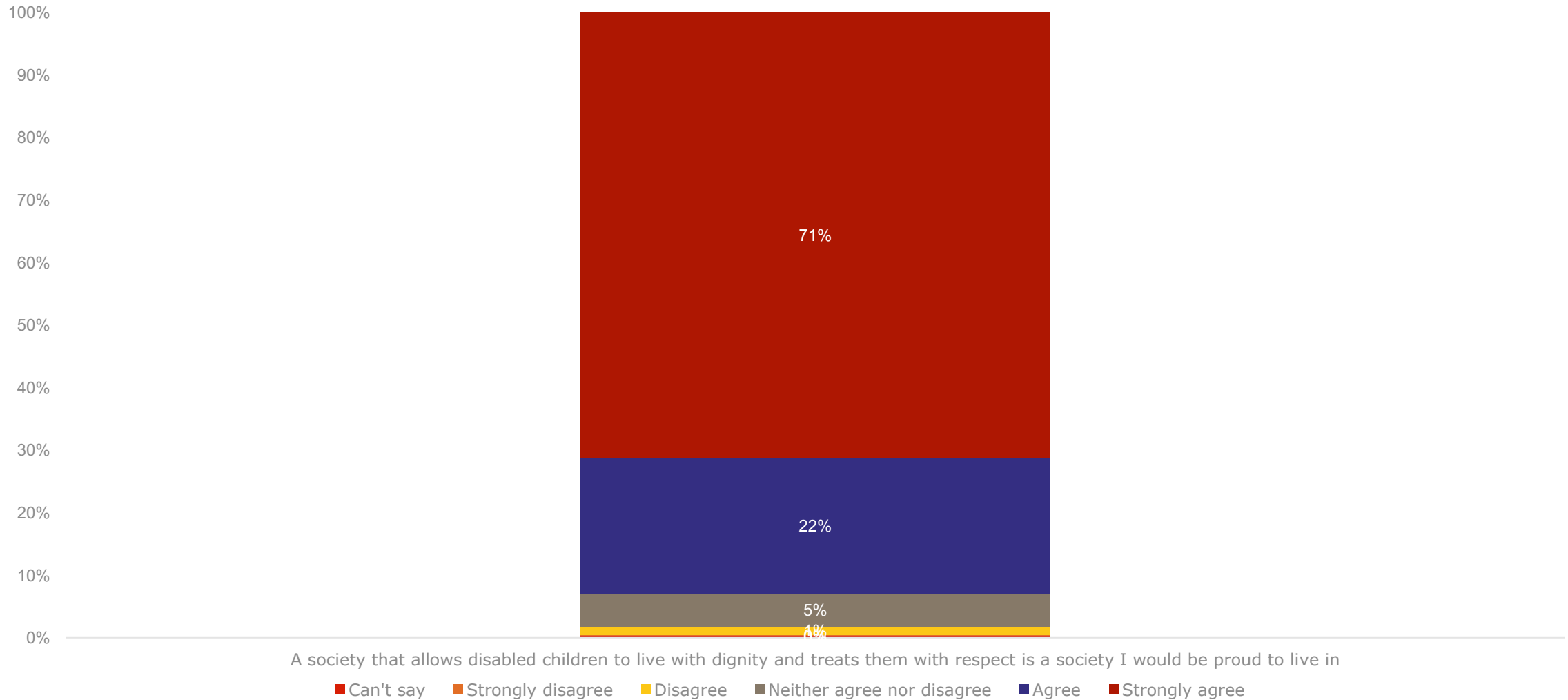
## Social progress and disability – respect for disabled children broadly sought after

- Almost all respondents (91%) agree that they would be proud to live in a society that treated disabled children with dignity and respect – 71% strongly agree.

Researcher's Comment: *this statement and later statements that draw on a sense of civic/national pride attract broad community support and should be considered for campaign messaging.*

- Levels of agreement with this statement are slightly lower in Beijing but do not otherwise vary across all demographic groups.

# Social progress and disability – respect for disabled children broadly sought after



How much do you agree or disagree with the following statements?; Base: all respondents n=1,010

Framing inclusive education

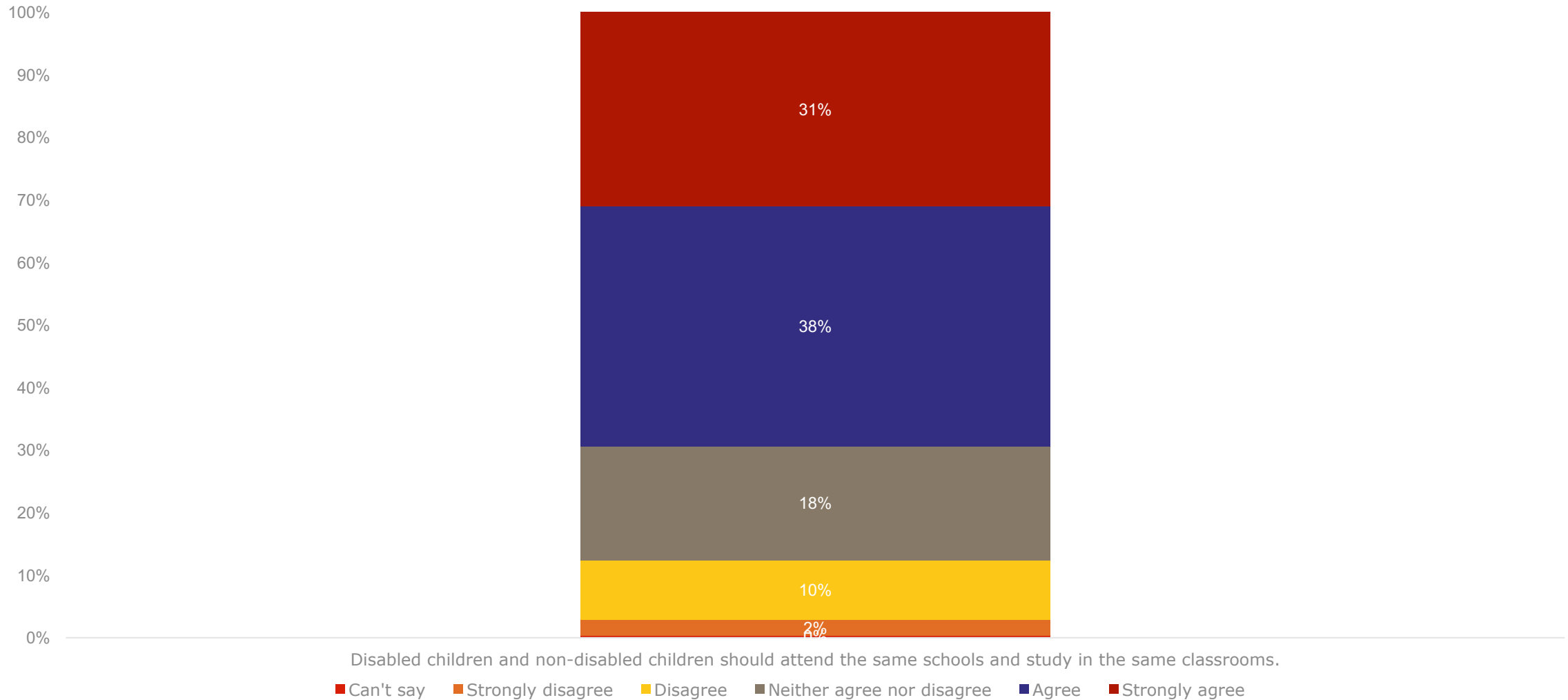
## Inclusive education – broad community support, in principle

- Seven out of ten respondents (69%) support inclusive education in principle, agreeing that disabled children should attend the same schools and be taught in the same classrooms as other children, while only one in ten (12%) disagreed.

*Researcher's Comment: it is clear that support for inclusive education in principle is strong, it is when confronted with the realities of China today that support weakens.*

- Across all demographic groups a majority of respondents supported the concept of inclusive education – with support slightly lower seen among those aged over 55 (58%).

# Inclusive education – broad community support, in principle



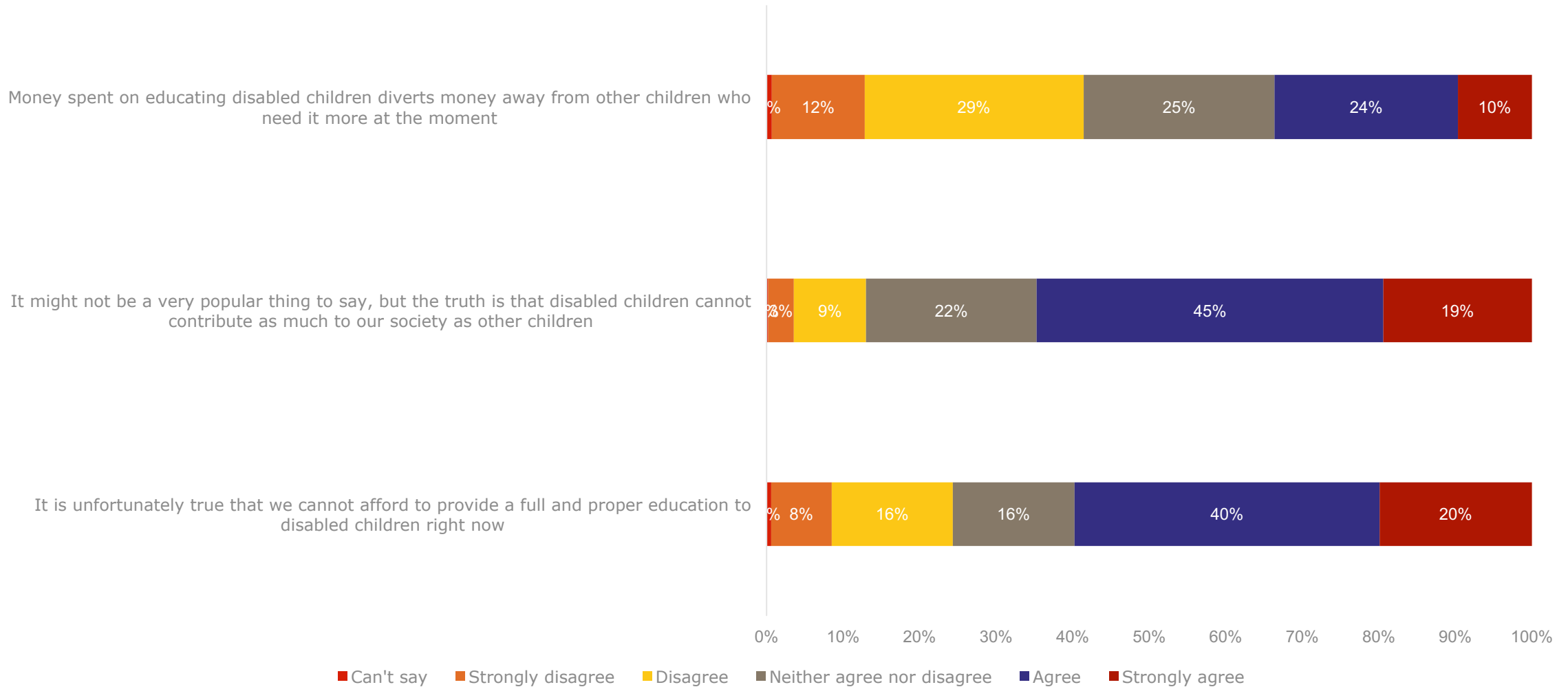
How much do you agree or disagree with the following statements?; Base:  
all respondents n=1,010



## Financial reasons not to pursue inclusive education – convincing to many

- When offered statements that make it easier for them to voice what they might believe to be unpopular points of view, large majorities of respondents (60% and 65% respectively) agree that there is not the money to provide disabled children with an adequate education and that disabled children are not able to contribute as much to society as other children.
- However there is less agreement with the proposition that money spent on disabled children diverts resources from other children who need it more – 34% agree but 41% disagree.
- Opponents of inclusive education are less likely to agree and more likely to disagree that there is insufficient money to appropriately fund education of disabled children or that it diverts funding from the education of other children who need it more.

# Financial reasons not to pursue inclusive education – convincing to many



How much do you agree or disagree with the following statements?; Base:  
all respondents n=1,010

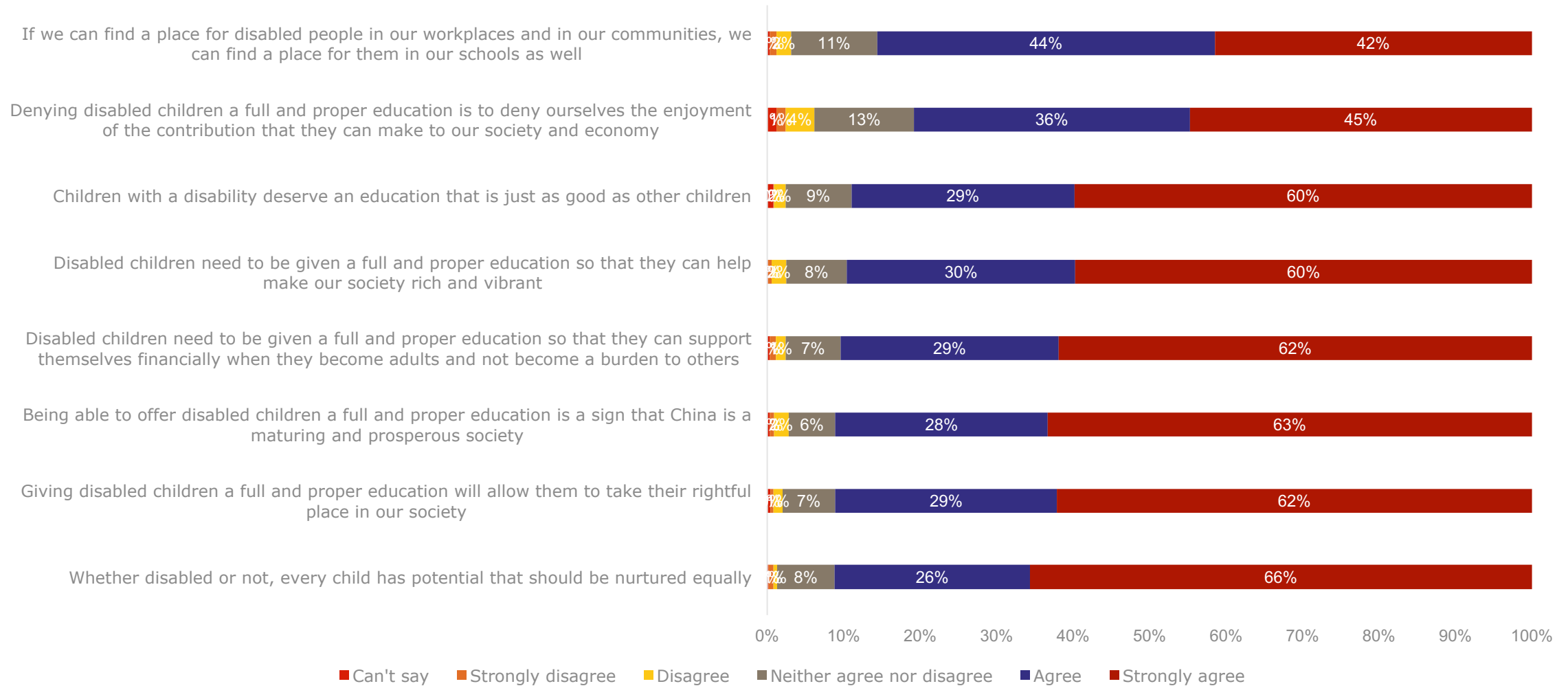
## Statements in support of education for disabled children – strong, broad community support

- Six in ten respondents (60%-66%) strongly agreed with all of the statements in support of inclusive education with the exception of two statements that framed inclusive education in utilitarian terms based on the social and economic benefit derived by society (which nonetheless received strong agreement from 45% of respondents) and which argued that if we could integrate disabled people at work we should also be able to integrate them in education (42%).

*Researcher's Comment: this reflects views outlined earlier which show that statements couched in universalist, rights-based language and which draw on feelings of civic pride draw greater support than speaking about the contribution disabled people can make to society.*

- Opponents of inclusive education show lower levels of agreement with all statements except for the statements that inclusive education would help ensure disabled children were not a financial burden in later life and that regardless of disability every child has potential that should be nurtured equally.

# Statements in support of education for disabled children – strong, broad community support



How much do you agree or disagree with the following statements?; Base: all respondents n=1,010



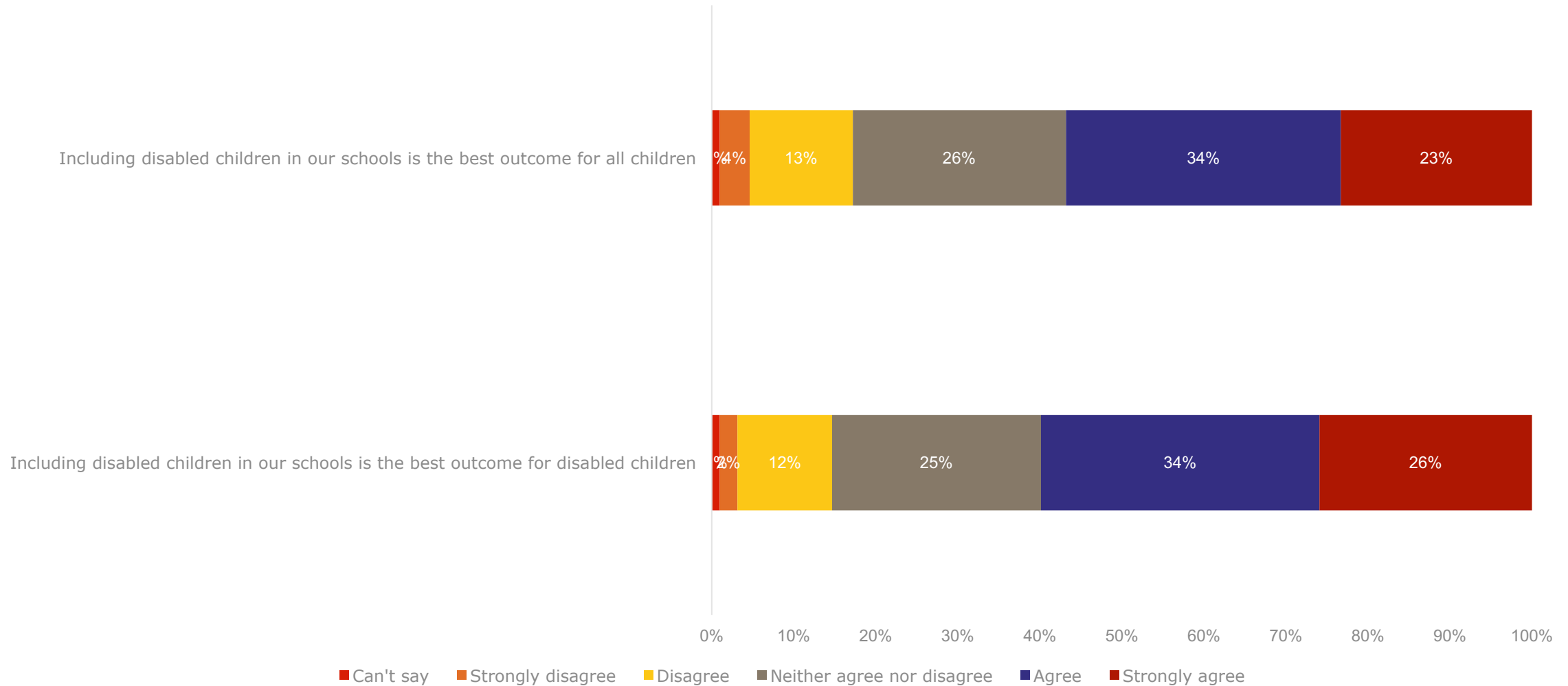
## Inclusive education – seen to benefit disabled children slightly more than other children

- A substantial majority of respondents believe that inclusive education is the best outcome for disabled children while a small majority disagree (60% cf. 14%). Agreement narrows when respondents are asked to consider whether it is the best outcome for all children (57% cf. 16%).

*Researcher's Comment: while there is majority support for this proposition, it is lower than other arguments in favor of inclusive education – there are ways of framing the argument that attract greater support.*

- Agreement that inclusive education is best for disabled children is lower amongst respondents who have disabled friends or family members and among those who oppose inclusive education.

# Inclusive education – seen to benefit disabled children slightly more than other children



How much do you agree or disagree with the following statements?; Base: all respondents n=1,010

## Arguments against inclusive education – also broadly accepted

- When faced with a series of statements arguing against inclusive education or in favor of delaying it, a majority of respondents agreed (80%-51% agree while 5-29% disagree).
- The only exception to this is the suggestion that inclusive education is not safe for students or teachers (accepted by 32% rejected by 47%).

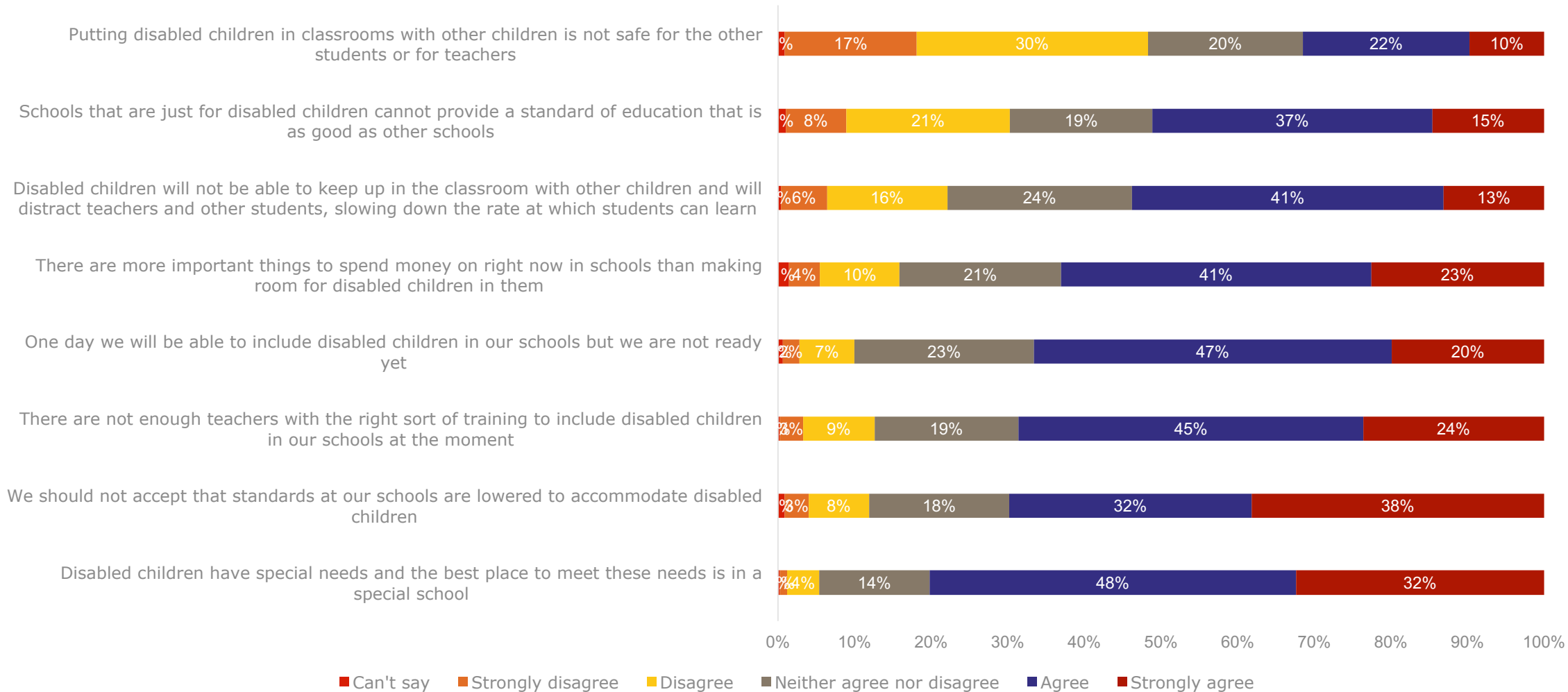
*Researcher's Comment: as noted above, support for inclusive education falls when confronted with practical realities.*

*It also falls in principle too: 'disabled children have special needs that are best met in special schools' which shows that this is not a matter on which respondents have strong or well-thought out views.*

*Furthermore if the issue is framed as a trade-off between the benefits to disabled children and other children, support also erodes substantially.*

- Levels of agreement do not vary consistently or significantly across demographic groups.

# Arguments against inclusive education – also broadly accepted



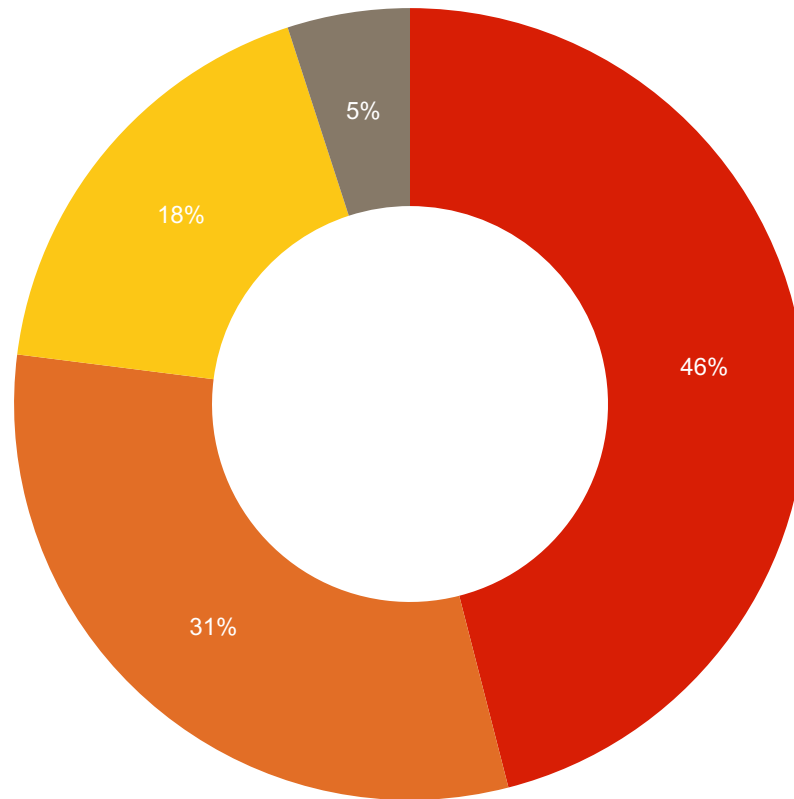
How much do you agree or disagree with the following statements?; Base: all respondents n=1,010





Respondent profile

# Age

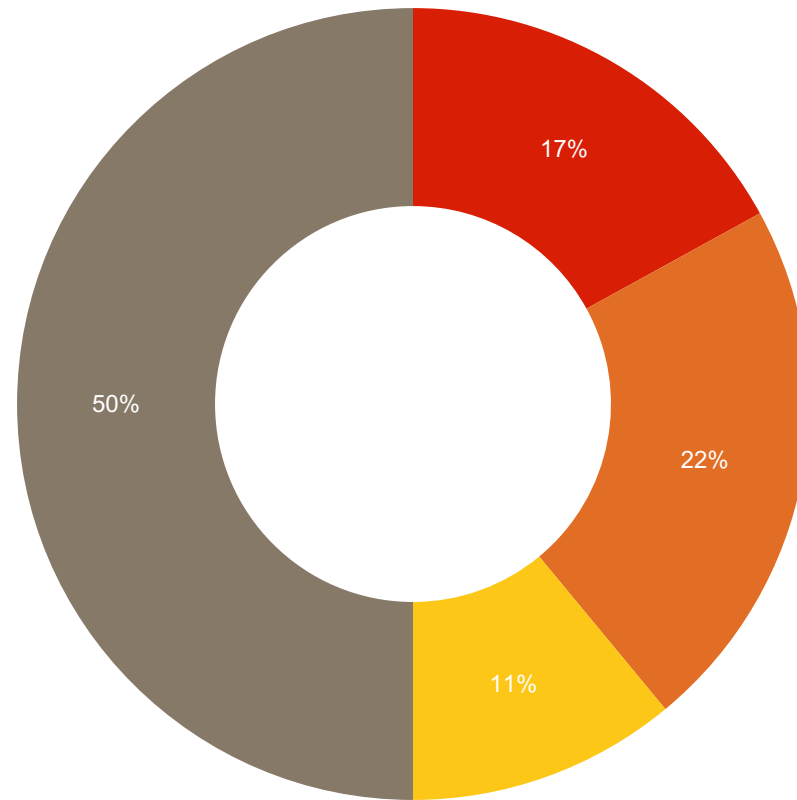


■ Under 35 ■ 35 to 44 ■ 45 to 54 ■ 55 and over

*How old are you?; Base: all respondents n=1,010*



# Location

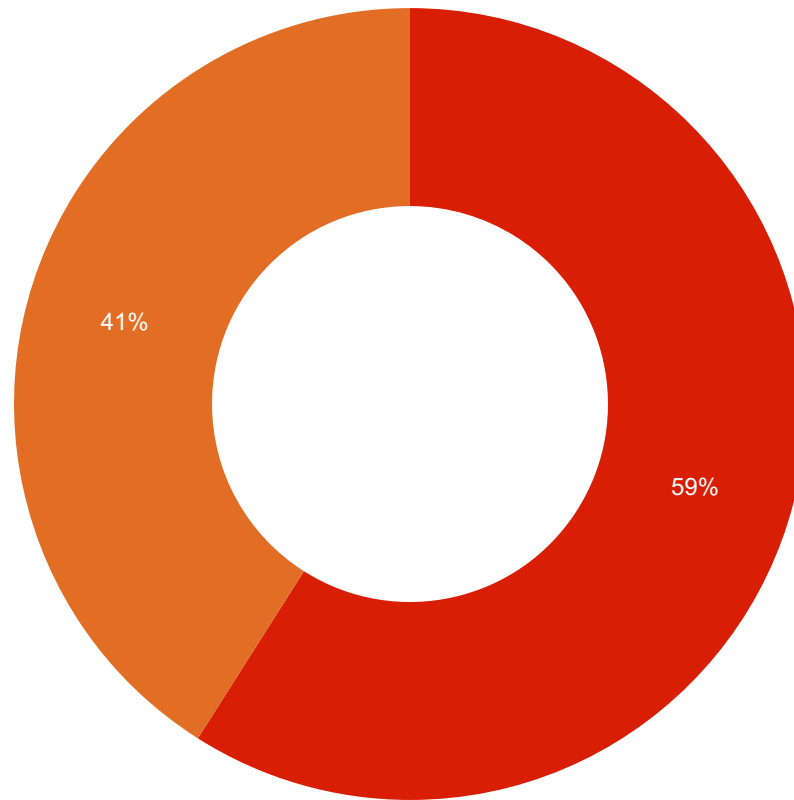


■ Beijing ■ Shanghai ■ Guangzhou ■ Lower Tier Cities

Where do you live?; Base: all respondents n=2,400



# Gender

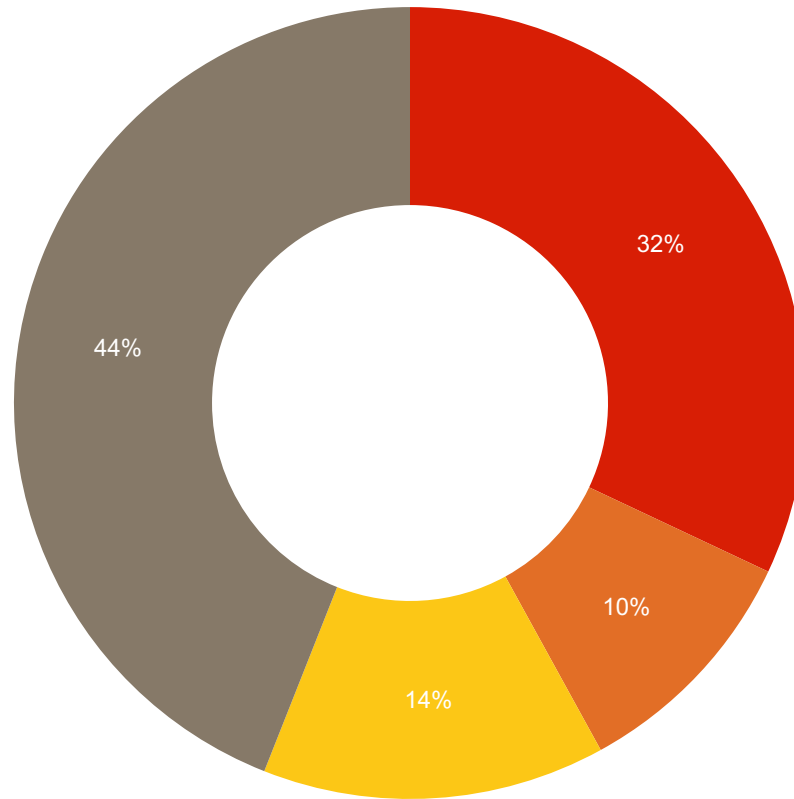


■ Male ■ Female

What is your gender?; Base: all respondents n=1,010



# Family Status

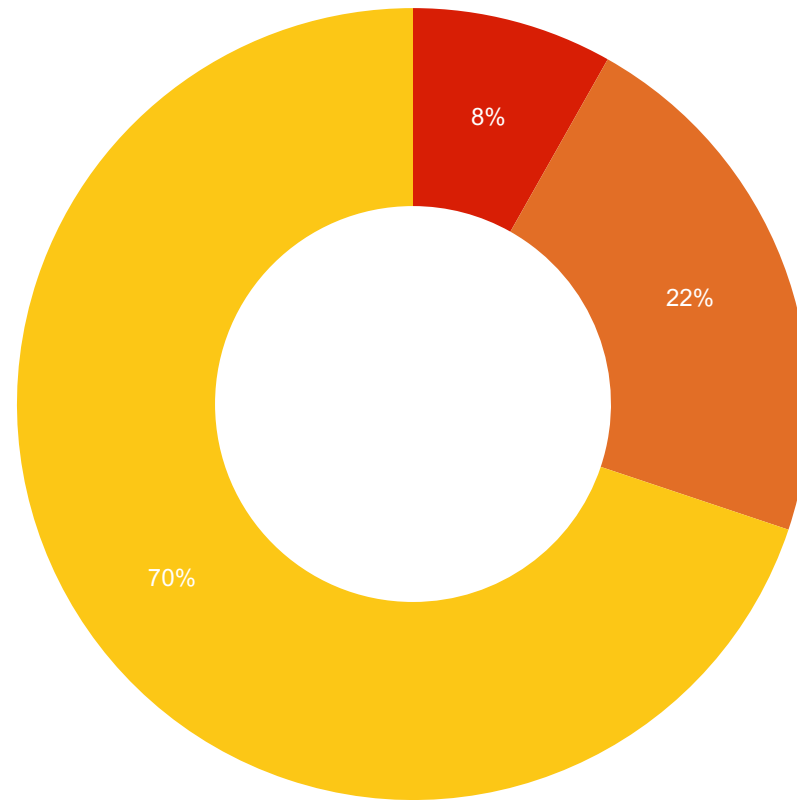


■ Parents of a child under 13 living at home   ■ Parents of a child 13 and over living at home   ■ Not parents   ■ Parents of a child who has left home

*What is your current household situation ?*; Base: all respondents n=1,010



# Exposure to disability



■ Family member with a disability    ■ Friend with a disability    ■ No friends of family members with a disability

*Among your immediate friends and family do you know someone with a disability ?; Base: all respondents n=1,0101*

Agilwv