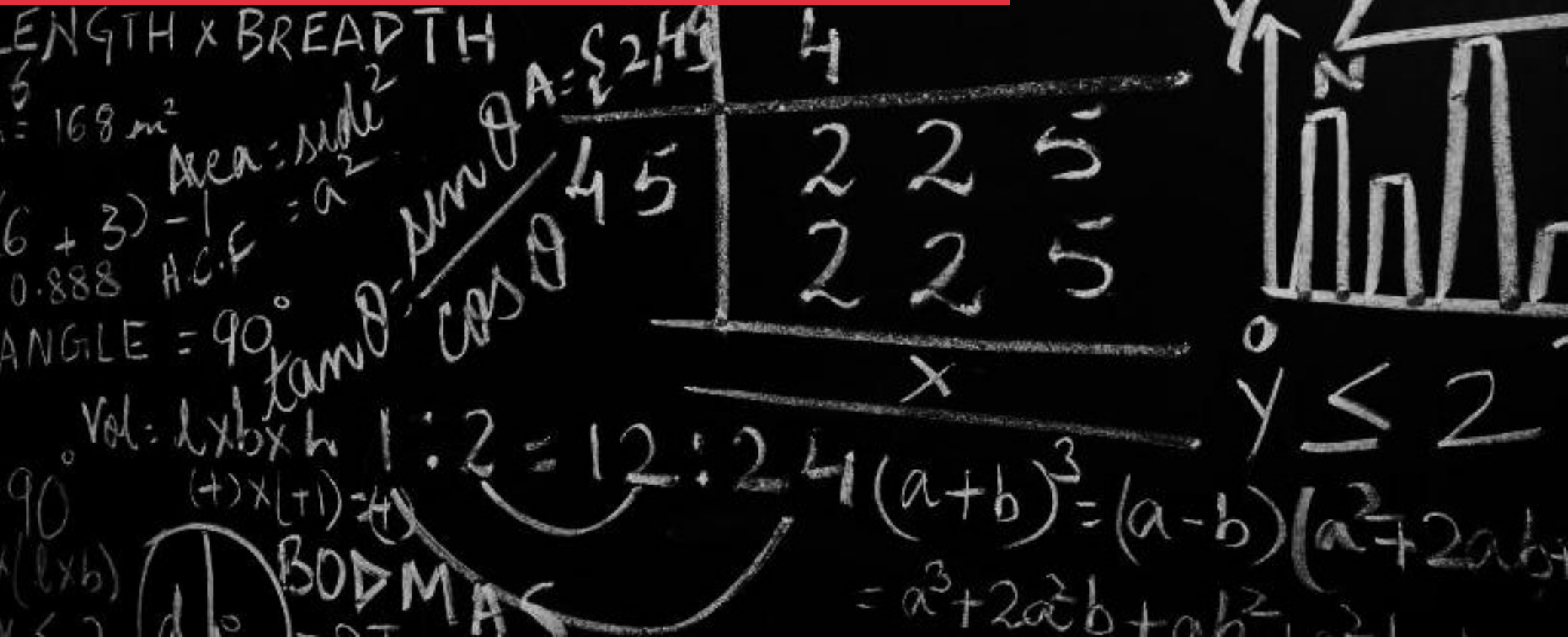


LYNGBY-TAARBÆK VIDENSBY

*The possibility of establishing an international
primary education in the Lyngby-Taarbæk area*

EPINION

PRESENTATION
16-05-2013

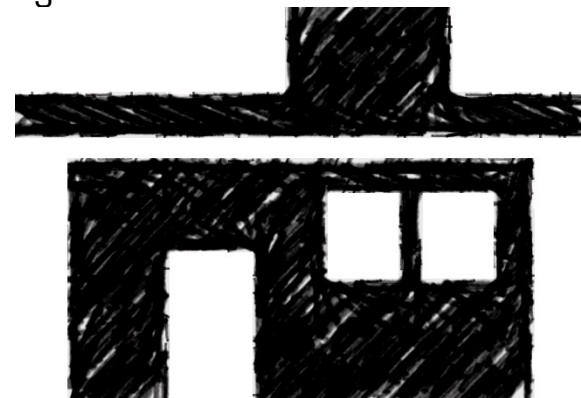


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Introduction – International employees

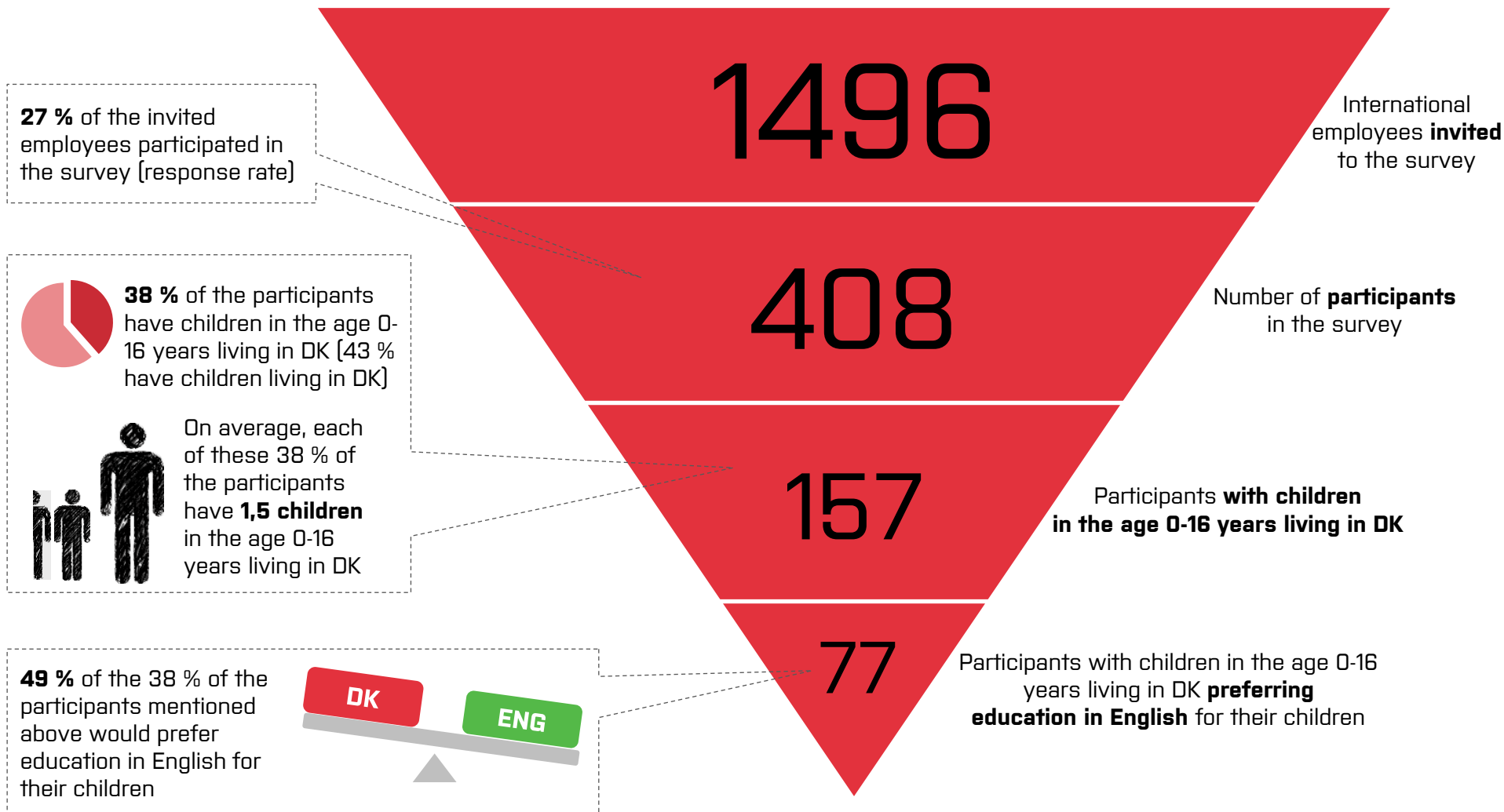
How was this survey conducted?

- Guaranteeing the anonymity of participants a **contact base** was supplied from companies and institutions
- The contact base included **e-mail addresses** and in this way the possibility of using unique usernames/passwords (linking to web-based questionnaire) was established
- Using unique links the possibility of using a **precise reminder procedure** was established – each employee received one invitations and one reminder (if necessary)
- A total number of **1.496 employees** where invited to the survey and **408 ended up participating**
- Based on experience a response rate of 27 % is quite good considering that participation was not mandatory
- **We consider this survey to be sufficiently representative** with regards to the population of international employees working in the Lyngby-Taarbæk area with children (0-16 years) living in DK



Introduction – International employees

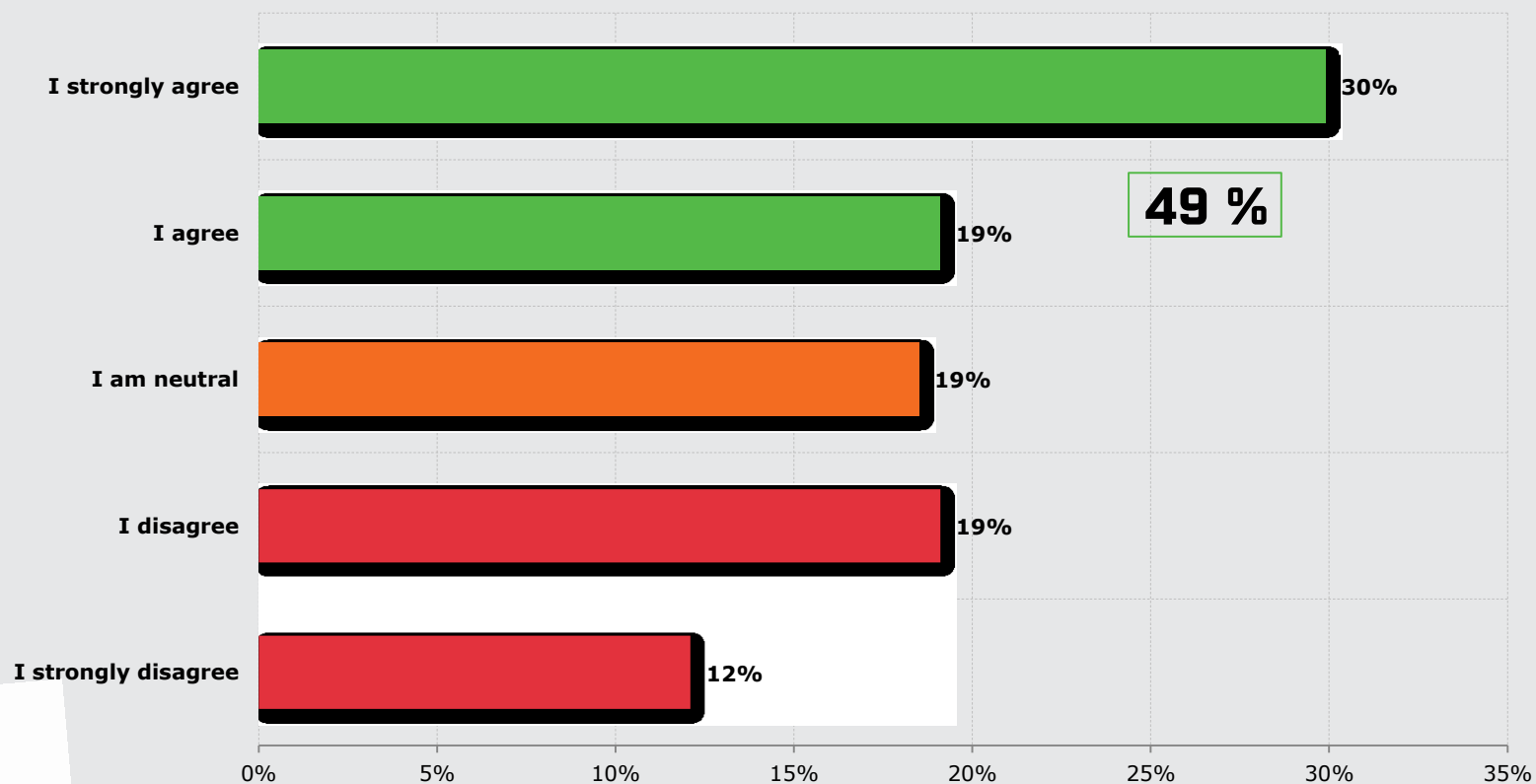
Who are we referring to throughout this presentation?



International Primary School

Education in English versus education in Danish

I would prefer a primary school with education in English over a primary school with education in Danish for my children

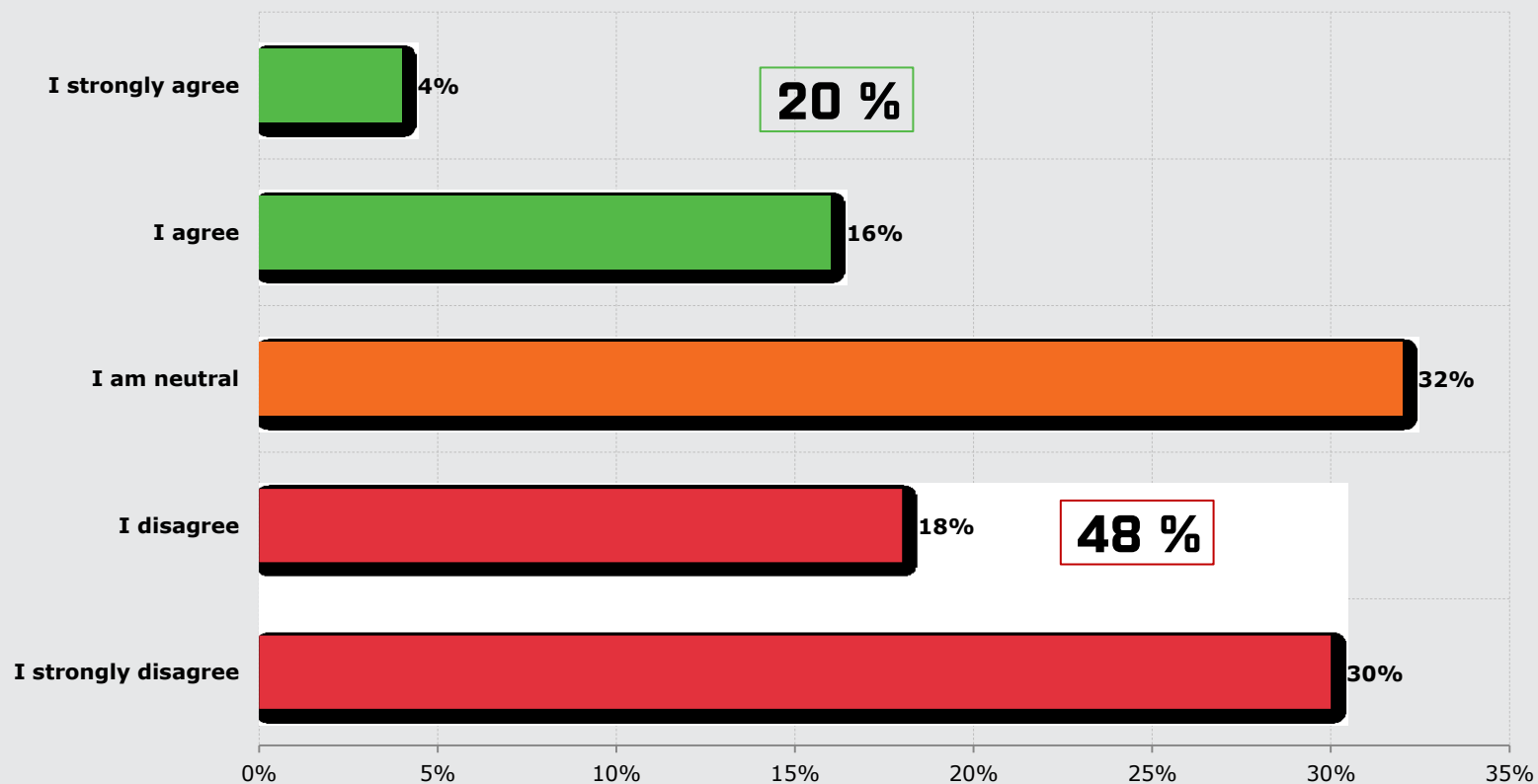


N = 155

International Primary School

User-paid private primary school versus free public primary school

I would prefer a user-paid private primary school with education in English over a free public primary school with education in English for my children



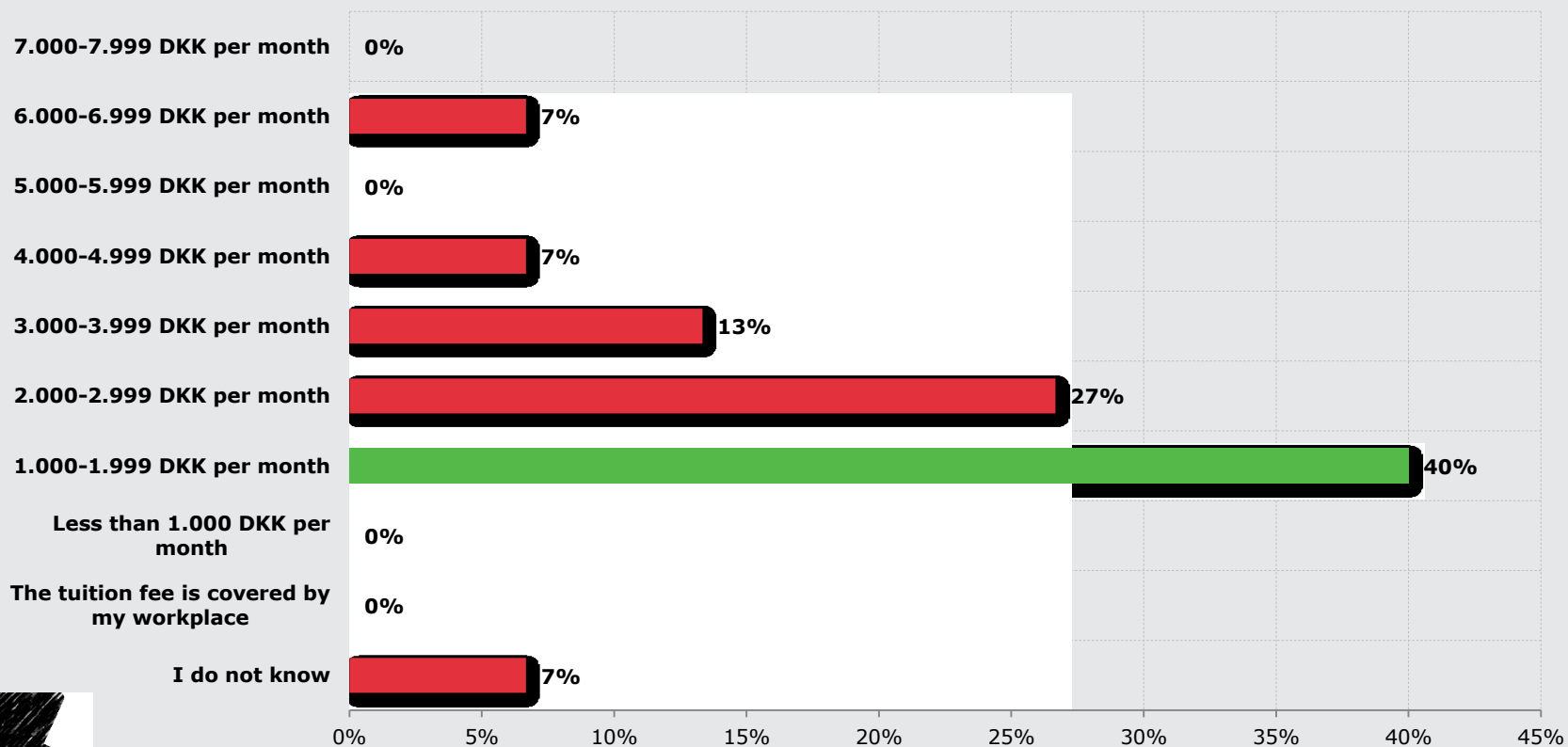
N = 77



International Primary School

Maximum monthly attendance fee for user-paid private school

On a monthly basis, what is the maximum amount of money that you would be willing to pay per child to let your children attend a user-paid private school with education in English?



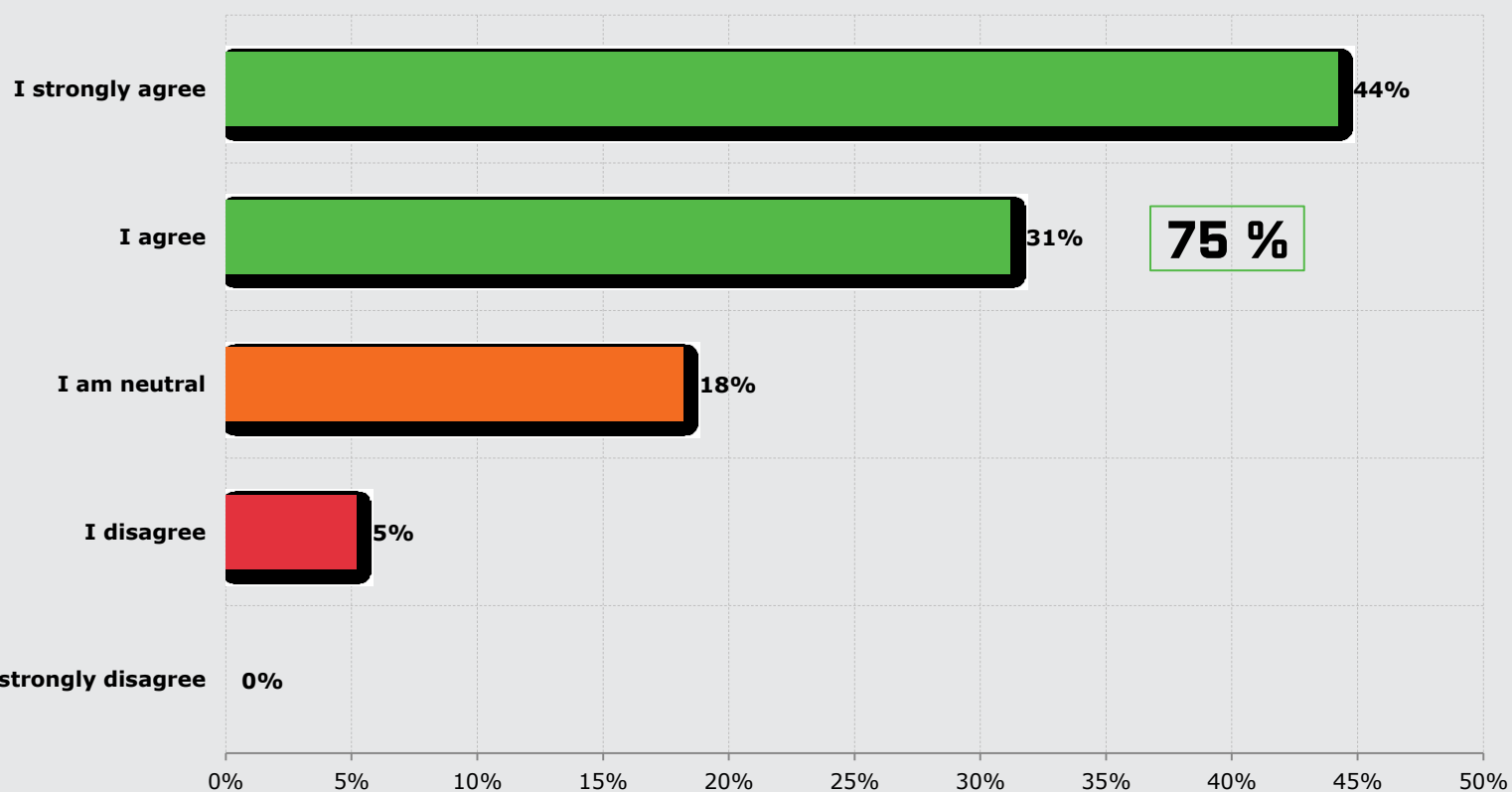
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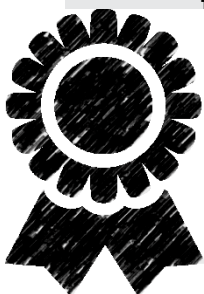
International Primary School

International certification versus Danish certification

I would prefer a primary school with an international certification and education in English over a primary school with a Danish certification and education in English for my children



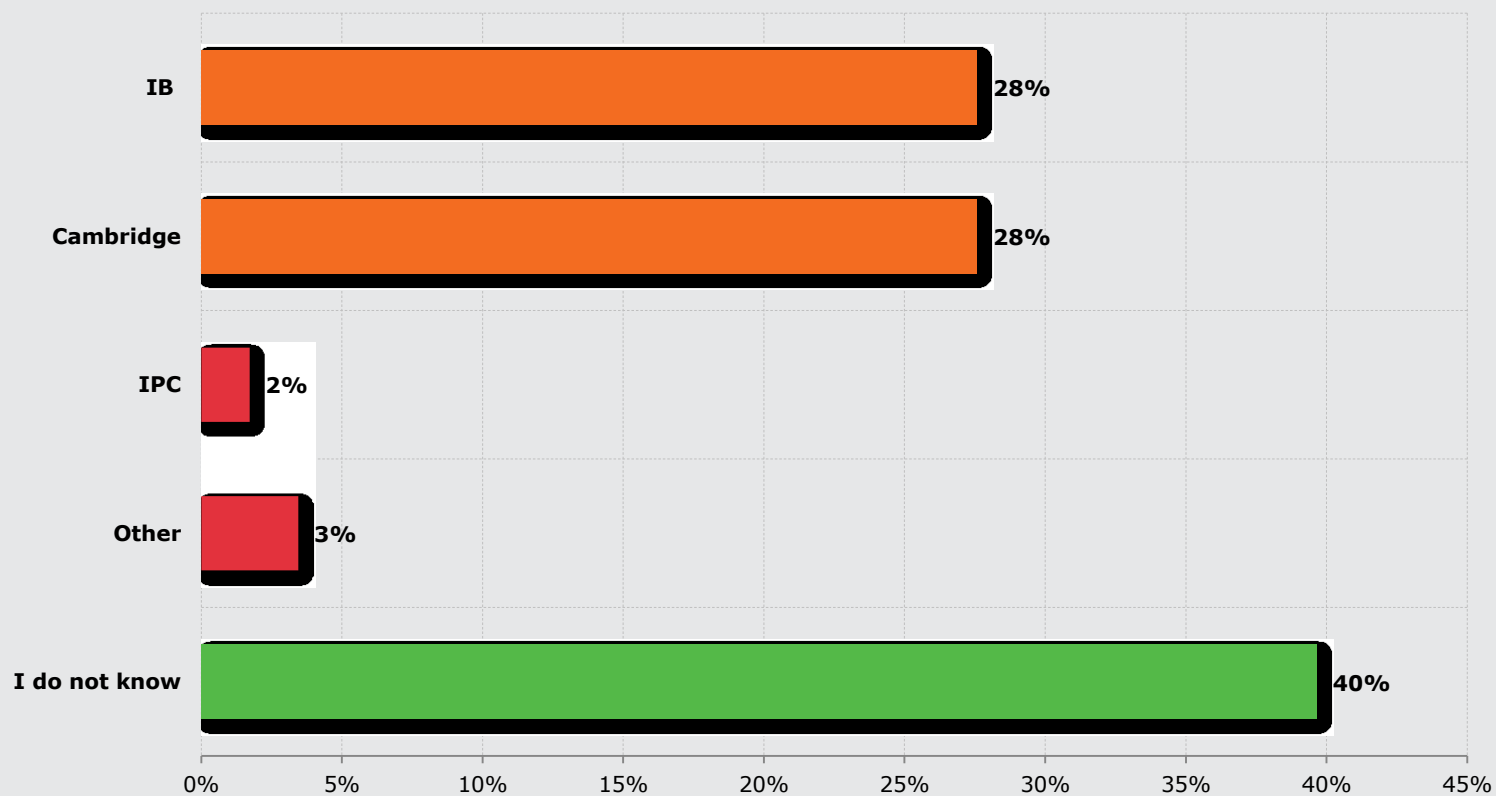
N = 76



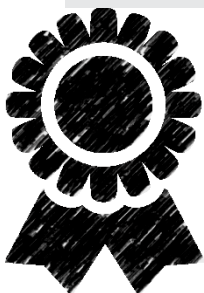
International Primary School

Type of international certification

What international certification would you prefer?



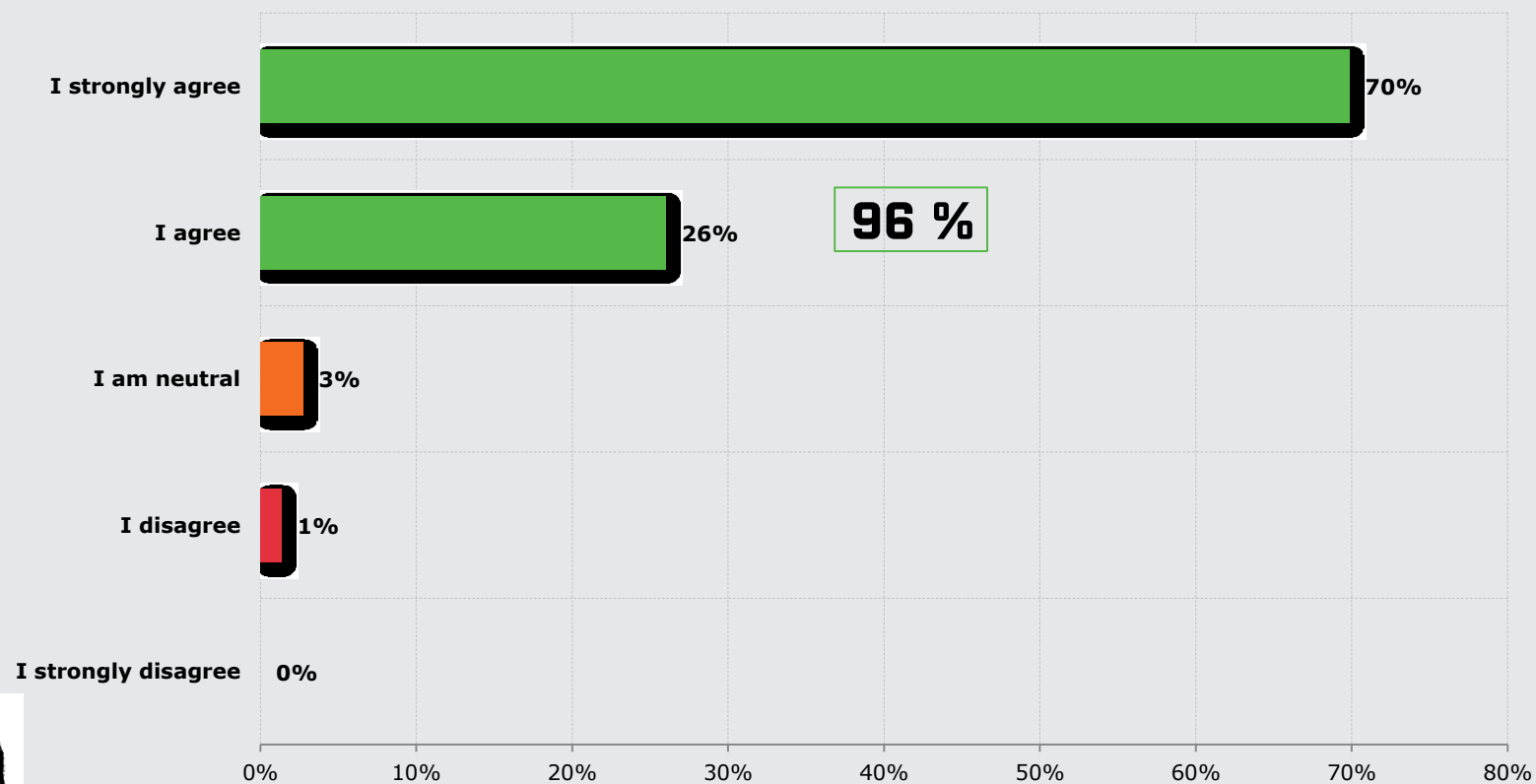
N = 58



International Primary School

The need for an international school

There is a need for a primary school with education in English in the area of Lyngby-Taarbæk



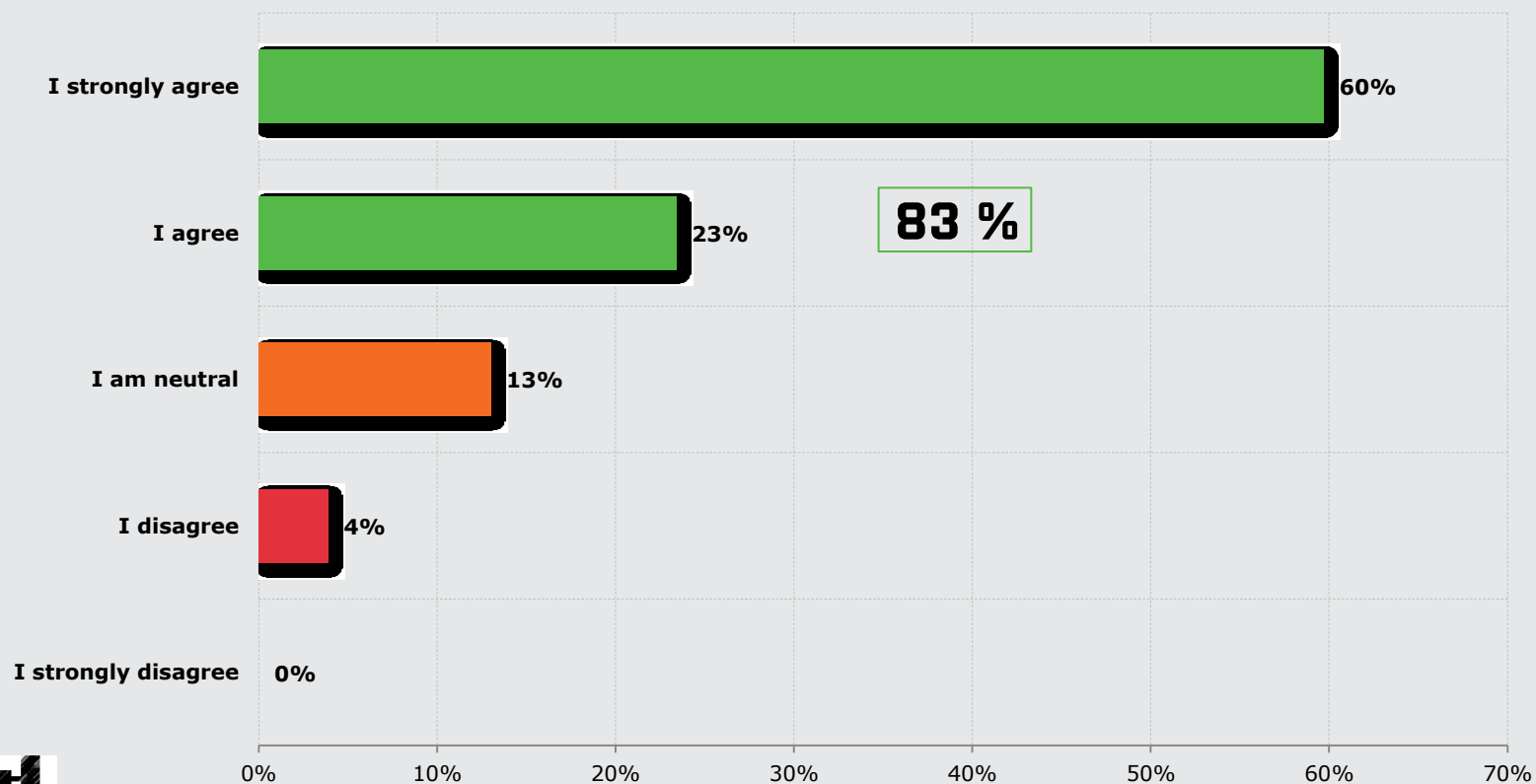
N = 73



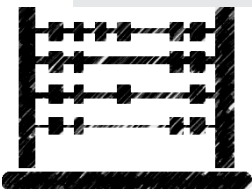
International Primary School

Attractiveness of a primary school with education in English in the Lyngby-Taarbæk area

A primary school with education in English is attractive to me if it is located in the area of Lyngby-Taarbæk



N = 77



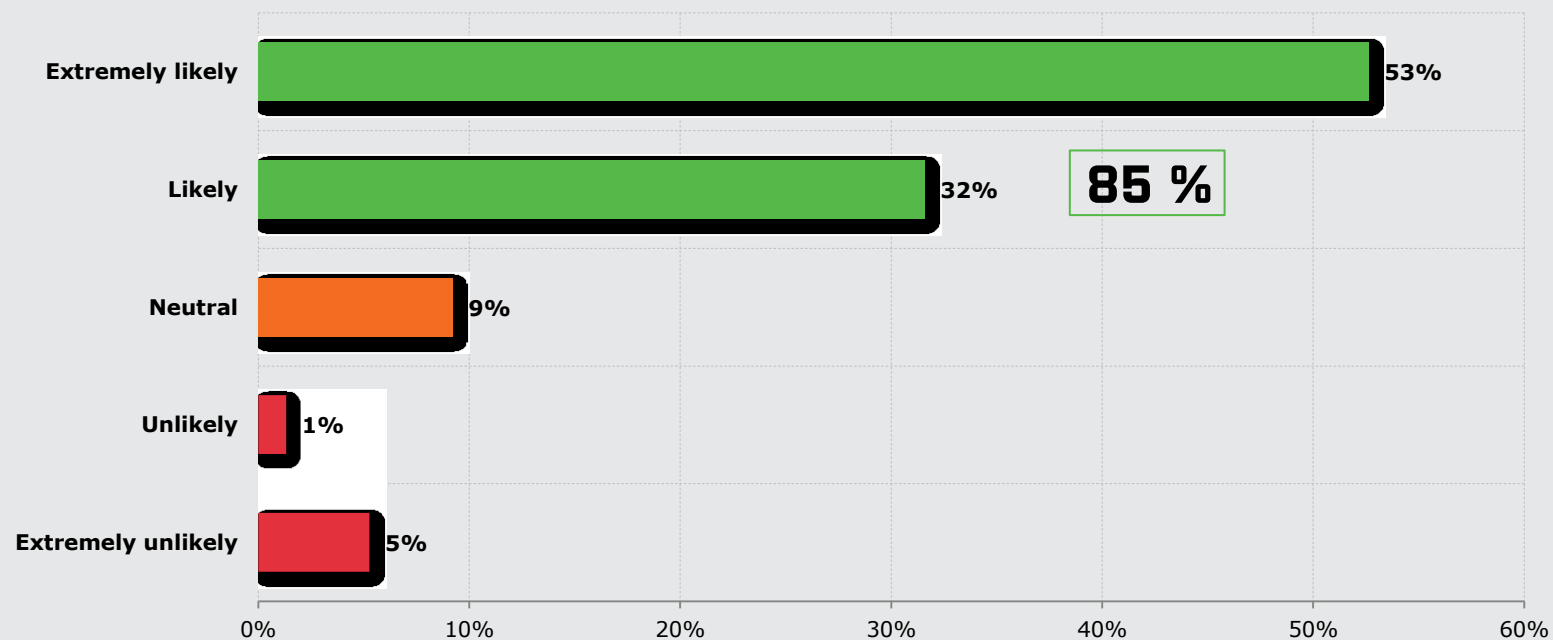
International Primary School

Likelihood of choosing an international primary school if offered

The municipality of Lyngby-Taarbæk is currently in the process of developing a concept for an international primary school in the Lyngby-Taarbæk area.

The vision is to offer international classes taught in English in integration with an existing free public school and to allow native Danish children who are fluent in English to attend as well.

If this vision becomes a reality, what is the likelihood that you would choose such an offer for your children?



International Primary School

Some comments...

"The existence of such a school could potentially influence the duration of our residence in the country"

"We are thinking of putting our kid to Rygaards, but if there is an international school in Lyngby then we will put her here"

"I will need to be assured of the quality of the school and the staff"

"A new school must first show good stable results before it becomes really attractive"

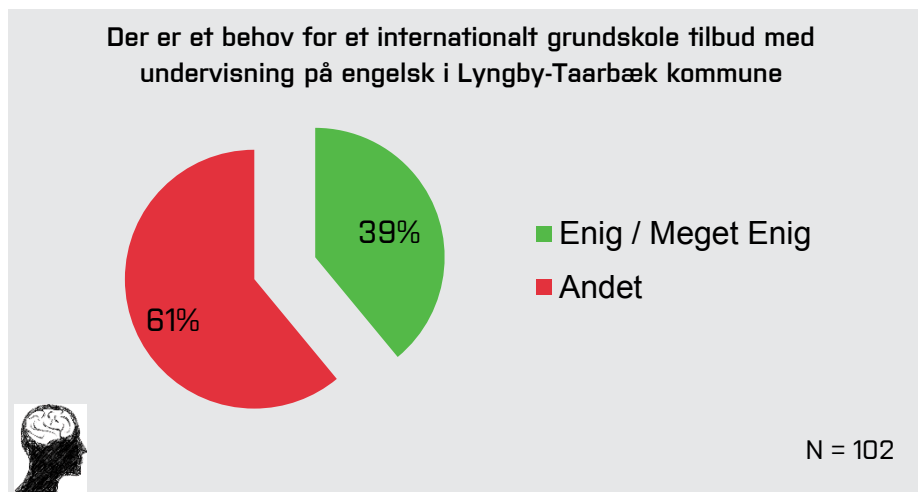
"I will apply for an international school if it becomes a reality"

"I am willing to send my children to an English speaking school with international certification, but at a reasonable cost of around 1,000DKK per month"

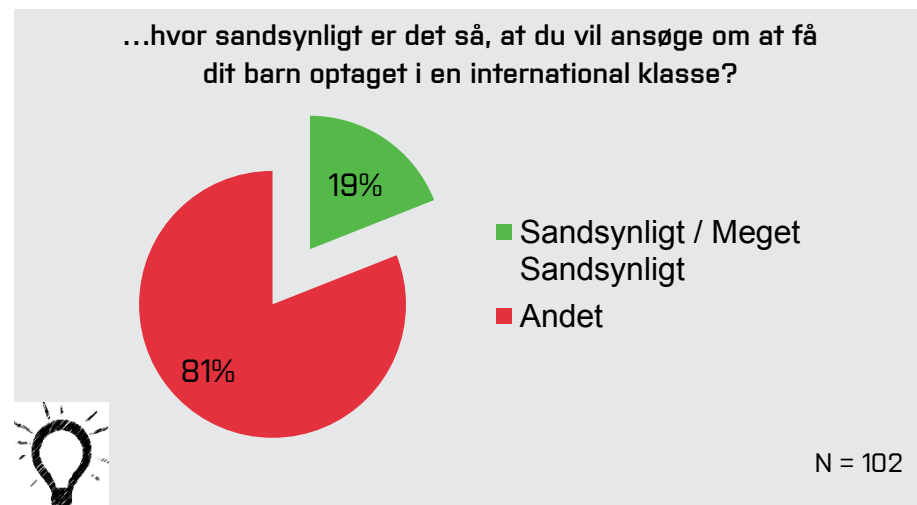
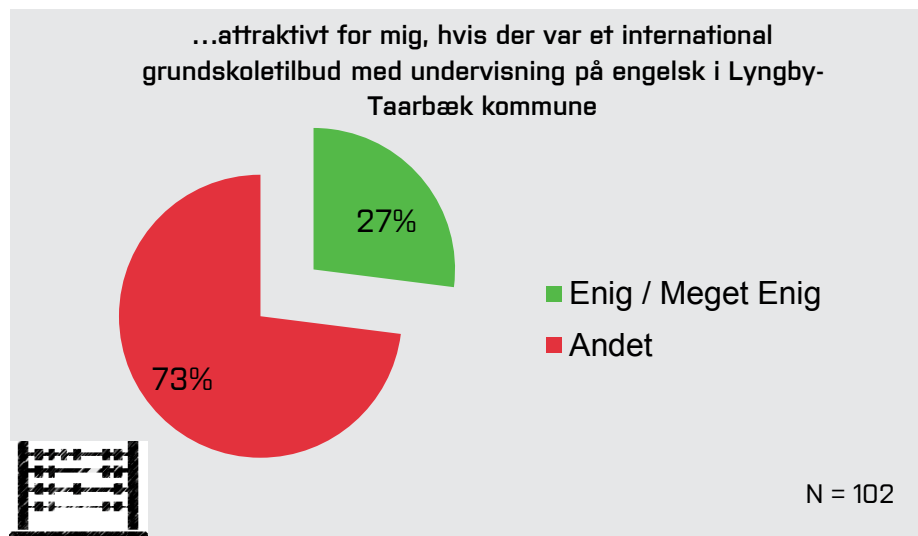


Main results – Danish parents in the Lyngby-Taarbæk area

Survey conducted using Epinions DanmarksPanel, 102 completes, parents with children in age 0-16 years, average of 1,7 children



- *Der er et behov...*
- *Det kunne godt være aktuelt for mig...*
- *Og så alligevel...*



Conclusions and perspectives

What are the next steps?

- Considering the nominal figures in this survey international employees in the Lyngby-Taarbæk area are ready to register **around 135 children** in international classes as this vision is presented to them.
- The age of these children is approximately:
 - 80 times 0-5 years
 - 35 times 6-9 years
 - 20 times 10-16 years
- Considering the response rate in the international survey the basis of this vision could be **two or three times these figures**.
- Also, taking into account that **10-20 % of the Danish parents in the area would seriously consider registering their children** in one of these international classes makes for a good basis of this vision.

