

A new **mtm**consulting report:

Independent Schools: THE MISSING MILLION

Why do more than a million well-off families not choose independent schools for their children, when they could comfortably afford to do so and when there appear to be compelling arguments in favour of it?

This survey provides the answers.

- It investigates those who currently buy and those who do not buy independent education;
- It maps, for the first time, the core potential market of independent schools – from families for whom independent schools are the natural default choice to those who could never be persuaded to use independent education;
- It examines in detail the key factors underlying those attitudes;
- It highlights the vital marketing messages which might persuade the undecided.

This report is essential reading for anyone concerned with the future wellbeing of independent schools – heads, bursars and development and marketing specialists.

About **mtm**

mtmconsulting is a strategic consulting firm providing a wide range of business, marketing and management services to the education sector. For more information visit www.mtmconsulting.co.uk or email: office@mtmconsulting.co.uk

About the author

Gavin Humphries is an expert in consumer research and market analysis with a track record of helping companies to understand and profit from social trends in the UK. Formerly the Research & Analysis Director at Datamonitor, Gavin has an MBA with Distinction from the London Business School and an MA in Geography from Oxford University.



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THE MISSING MILLION Report at a cost of £47 each including vat.

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