Geronimo/Populus Parent Survey December 2007
Fieldwork: 14th – 18th December 2007

Demographics

| Total | Children – I have a child or children who go to primary school | | Children – I have a child or children who go to secondary school | |
	No	Yes	No	Yes
2058	803	1255	878	1180
100%	39%	61%	43%	57%

Demographics

| | | | | Region | | | | |
South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
487	226	164	168	214	161	101	299	238
24%	11%	8%	8%	10%	8%	5%	15%	12%

Do you think the effective use of technology (e.g. the web, interactive whiteboards, mobile technology etc) can help your child to learn?

	Total	Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school	
		No	Yes	No	Yes
Yes	1950	765	1185	833	1117
	95%	96%	95%	95%	95%
No	36	14	22	12	24
	2%	2%	2%	1%	2%
Don't Know	66	22	44	32	34
	3%	3%	4%	4%	3%

Geronimo/Populus Parent Survey December 2007
Fieldwork: 14th – 18th December 2007

Do you think the effective use of technology (e.g. the web, interactive whiteboards, mobile technology etc) can help your child to learn?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	456	214	154	162	204	150	92	292	226
	94%	95%	94%	96%	96%	93%	92%	98%	95%
No	9	5	2	4	4	4	3	2	3
	2%	2%	1%	2%	2%	2%	3%	1%	1%
Don't Know	21	7	7	2	4	7	5	5	8
	4%	3%	4%	1%	2%	4%	5%	2%	3%

Please tick any of the following that you agree with:

		Total	Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school	
			No	Yes	No	Yes
Technology can engage my child in subjects they find difficult	No	480	191	289	212	268
		23%	24%	23%	24%	23%
	Yes	1578	612	966	666	912
		77%	76%	77%	76%	77%
Technology can bring subjects to life	No	443	194	249	189	254
		22%	24%	20%	22%	22%
	Yes	1615	609	1006	689	926
		78%	76%	80%	78%	78%
Technology can give my child the flexibility and freedom to learn at their own pace, at home and at school	No	466	167	299	226	240
		23%	21%	24%	26%	20%
	Yes	1592	636	956	652	940
		77%	79%	76%	74%	80%
Technology can help improve exam results by making it easier for my child to revise	No	761	263	498	382	379
		37%	33%	40%	44%	32%
	Yes	1297	540	757	496	801
		63%	67%	60%	56%	68%

Please tick any of the following that you agree with:

						Region				
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
Technology can engage my child in subjects they find difficult	No	114	52	38	40	42	39	27	77	51
		23%	23%	23%	24%	20%	24%	27%	26%	21%
	Yes	373	174	126	128	172	122	74	222	187
		77%	77%	77%	76%	80%	76%	73%	74%	79%
Technology can bring subjects to life	No	109	60	46	41	39	27	24	58	39
		22%	27%	28%	24%	18%	17%	24%	19%	16%
	Yes	378	166	118	127	175	134	77	241	199
		78%	73%	72%	76%	82%	83%	76%	81%	84%
Technology can give my child the flexibility and freedom to learn at their own pace, at home and at school	No	124	48	38	31	46	37	29	61	52
		25%	21%	23%	18%	21%	23%	29%	20%	22%
	Yes	363	178	126	137	168	124	72	238	186
		75%	79%	77%	82%	79%	77%	71%	80%	78%
Technology can help improve exam results by making it easier for my child to revise	No	199	86	59	59	72	56	39	117	74
		41%	38%	36%	35%	34%	35%	39%	39%	31%
	Yes	288	140	105	109	142	105	62	182	164
		59%	62%	64%	65%	66%	65%	61%	61%	69%

Do you think the effective use of technology in schools (e.g. the web, interactive whiteboards, mobile technology etc) helps your child prepare better for the world of work?

		Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1860	717	1143	802	1058	1860	0
	91%	90%	92%	92%	90%	91%	0%
No	73	33	40	25	48	73	0
	4%	4%	3%	3%	4%	4%	0%
Don't Know	117	51	66	48	69	117	0
	6%	6%	5%	5%	6%	6%	0%

Do you think the effective use of technology in schools (e.g. the web, interactive whiteboards, mobile technology etc) helps your child prepare better for the world of work?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	441	204	151	157	194	144	95	262	212
	91%	90%	93%	93%	91%	89%	94%	88%	91%
No	19	8	2	4	8	6	2	14	10
	4%	4%	1%	2%	4%	4%	2%	5%	4%
Don't Know	26	14	10	7	12	11	4	21	12
	5%	6%	6%	4%	6%	7%	4%	7%	5%

Do you know what the following types of technology are?

		Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
The internet	Yes	2053	802	1251	876	1177	2053	0
		100%	100%	100%	100%	100%	100%	0%
	No	5	1	4	2	3	5	0
		0%	0%	0%	0%	0%	0%	0%
Virtual learning platforms	Yes	865	368	497	350	515	865	0
		44%	48%	41%	41%	45%	44%	0%
	No	1118	401	717	496	622	1118	0
		56%	52%	59%	59%	55%	56%	0%
Interactive whiteboards	Yes	1619	592	1027	708	911	1619	0
		80%	76%	83%	82%	79%	80%	0%
	No	403	190	213	157	246	403	0
		20%	24%	17%	18%	21%	20%	0%
CD ROMs	Yes	2006	779	1227	859	1147	2006	0
		98%	98%	98%	99%	98%	98%	0%
	No	37	16	21	12	25	37	0
		2%	2%	2%	1%	2%	2%	0%
Podcasts	Yes	1319	527	792	563	756	1319	0
		67%	69%	65%	66%	67%	67%	0%
	No	663	237	426	285	378	663	0
		33%	31%	35%	34%	33%	33%	0%
Laptops	Yes	2018	789	1229	863	1155	2018	0
		99%	99%	99%	99%	99%	99%	0%
	No	27	9	18	10	17	27	0
		1%	1%	1%	1%	1%	1%	0%
PDAs (handheld computers)	Yes	1744	691	1053	731	1013	1744	0
		87%	89%	86%	85%	88%	87%	0%
	No	265	88	177	126	139	265	0
		13%	11%	14%	15%	12%	13%	0%

Do you know what the following types of technology are?

						Region				
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
The internet	Yes	487	225	164	168	214	160	100	297	238
		100%	100%	100%	100%	100%	99%	99%	99%	100%
	No	0	1	0	0	0	1	1	2	0
		0%	0%	0%	0%	0%	1%	1%	1%	0%
Virtual learning platforms	Yes	189	98	75	75	91	66	40	128	103
		41%	45%	47%	45%	44%	42%	41%	45%	45%
	No	275	122	84	90	118	90	57	158	124
		59%	55%	53%	55%	56%	58%	59%	55%	55%
Interactive whiteboards	Yes	391	184	134	143	161	129	71	225	181
		81%	83%	83%	86%	76%	81%	72%	78%	77%
	No	89	38	28	23	50	30	27	65	53
		19%	17%	17%	14%	24%	19%	28%	22%	23%
CD ROMs	Yes	479	220	161	165	207	154	97	293	230
		99%	98%	99%	99%	97%	96%	98%	99%	98%
	No	6	4	2	2	6	6	2	4	5
		1%	2%	1%	1%	3%	4%	2%	1%	2%
Podcasts	Yes	313	144	110	108	142	100	75	181	146
		67%	65%	70%	66%	69%	64%	77%	64%	63%
	No	153	77	48	55	65	57	23	101	84
		33%	35%	30%	34%	31%	36%	23%	36%	37%
Laptops	Yes	478	221	160	165	211	157	101	289	236
		99%	98%	98%	99%	100%	99%	100%	97%	100%
	No	7	4	3	2	1	2	0	8	0
		1%	2%	2%	1%	0%	1%	0%	3%	0%
PDAs (handheld computers)	Yes	408	186	146	147	179	135	81	260	202
		87%	84%	90%	89%	86%	85%	82%	89%	87%
	No	60	35	16	19	30	24	18	33	30
		13%	16%	10%	11%	14%	15%	18%	11%	13%

Is your child using any of the following at school?

		Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
The internet	Yes	1799	763	1036	682	1117	1799	0
		89%	97%	84%	79%	97%	89%	0%
	No	93	6	87	83	10	93	0
		5%	1%	7%	10%	1%	5%	0%
	Don't Know	128	15	113	100	28	128	0
		6%	2%	9%	12%	2%	6%	0%
Virtual learning platforms	Yes	428	183	245	162	266	428	0
		22%	24%	20%	19%	24%	22%	0%
	No	198	69	129	98	100	198	0
		10%	9%	11%	12%	9%	10%	0%
	Don't Know	1341	508	833	583	758	1341	0
		68%	67%	69%	69%	67%	68%	0%
Interactive whiteboards	Yes	1374	482	892	607	767	1374	0
		69%	63%	73%	71%	67%	69%	0%
	No	118	40	78	69	49	118	0
		6%	5%	6%	8%	4%	6%	0%
	Don't Know	505	249	256	182	323	505	0
		25%	32%	21%	21%	28%	25%	0%
CD ROMs	Yes	1334	549	785	521	813	1334	0
		67%	71%	64%	61%	71%	67%	0%
	No	110	32	78	62	48	110	0
		6%	4%	6%	7%	4%	6%	0%
	Don't Know	548	190	358	270	278	548	0
		28%	25%	29%	32%	24%	28%	0%
Podcasts	Yes	116	72	44	22	94	116	0
		6%	10%	4%	3%	9%	6%	0%
	No	548	173	375	293	255	548	0
		28%	23%	32%	35%	23%	28%	0%
	Don't Know	1264	500	764	515	749	1264	0
		66%	67%	65%	62%	68%	66%	0%

Is your child using any of the following at school?

			Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
Laptops	Yes	722	342	380	229	493	722	0
		37%	45%	31%	27%	44%	37%	0%
	No	626	210	416	316	310	626	0
		32%	27%	34%	37%	27%	32%	0%
	Don't Know	623	212	411	298	325	623	0
		32%	28%	34%	35%	29%	32%	0%
PDAs (handheld computers)	Yes	96	49	47	26	70	96	0
		5%	7%	4%	3%	6%	5%	0%
	No	911	348	563	403	508	911	0
		47%	47%	48%	48%	46%	47%	0%
	Don't Know	925	351	574	403	522	925	0
		48%	47%	48%	48%	47%	48%	0%

Is your child using any of the following at school?

						Region				
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
The internet	Yes	428	194	143	153	193	142	78	260	208
		89%	87%	90%	92%	91%	90%	78%	89%	91%
	No	24	14	10	4	6	6	6	13	10
		5%	6%	6%	2%	3%	4%	6%	4%	4%
	Don't Know	30	16	6	9	12	9	16	19	11
		6%	7%	4%	5%	6%	6%	16%	7%	5%
Virtual learning platforms	Yes	105	52	30	37	41	31	13	66	53
		22%	24%	20%	23%	20%	20%	14%	23%	24%
	No	38	12	28	18	17	19	7	32	27
		8%	5%	18%	11%	8%	12%	7%	11%	12%
	Don't Know	326	155	94	106	152	106	76	187	139
		70%	71%	62%	66%	72%	68%	79%	66%	63%
Interactive whiteboards	Yes	348	160	104	122	136	118	47	192	147
		73%	72%	67%	74%	65%	75%	48%	67%	65%
	No	24	10	18	10	8	4	9	17	18
		5%	4%	12%	6%	4%	3%	9%	6%	8%
	Don't Know	105	53	33	32	65	35	42	79	61
		22%	24%	21%	20%	31%	22%	43%	27%	27%
CD ROMs	Yes	311	157	102	106	136	109	61	206	146
		65%	70%	67%	65%	65%	70%	63%	72%	65%
	No	25	8	13	8	12	7	5	12	20
		5%	4%	8%	5%	6%	4%	5%	4%	9%
	Don't Know	140	58	38	49	62	40	31	70	60
		29%	26%	25%	30%	30%	26%	32%	24%	27%
Podcasts	Yes	24	16	10	5	13	9	2	21	16
		5%	7%	7%	3%	6%	6%	2%	8%	7%
	No	130	60	51	53	48	43	28	70	65
		29%	28%	34%	34%	23%	28%	29%	25%	30%
	Don't Know	299	141	87	99	146	102	65	186	139
		66%	65%	59%	63%	71%	66%	68%	67%	63%

Is your child using any of the following at school?

| | | | | | | Region | | | | |
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
Laptops	Yes	169	83	58	53	82	53	30	103	91
		36%	38%	38%	33%	39%	34%	31%	36%	40%
	No	151	63	58	59	48	57	40	83	67
		32%	29%	38%	36%	23%	37%	41%	29%	30%
	Don't Know	146	75	35	51	79	45	27	97	68
		31%	34%	23%	31%	38%	29%	28%	34%	30%
PDAs (handheld computers)	Yes	26	14	9	6	10	4	1	14	12
		6%	6%	6%	4%	5%	3%	1%	5%	6%
	No	215	94	85	79	84	76	47	119	112
		47%	43%	57%	50%	41%	49%	49%	43%	51%
	Don't Know	215	110	55	73	113	74	47	144	94
		47%	50%	37%	46%	55%	48%	49%	52%	43%

Do you think your child's school is making the most effective use of technology to support your child's education?

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1335	501	834	586	749	1335	0
	65%	62%	67%	67%	64%	65%	0%
No	257	119	138	98	159	257	0
	13%	15%	11%	11%	14%	13%	0%
Don't Know	461	182	279	193	268	461	0
	22%	23%	22%	22%	23%	22%	0%

Do you think your child's school is making the most effective use of technology to support your child's education?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	311	148	92	118	139	109	57	201	160
	64%	65%	56%	70%	65%	69%	56%	67%	68%
No	61	24	28	21	25	15	14	37	32
	13%	11%	17%	13%	12%	9%	14%	12%	14%
Don't Know	115	54	43	29	50	34	30	61	45
	24%	24%	26%	17%	23%	22%	30%	20%	19%

Does your child use technology (e.g. the web, interactive whiteboards, mobile technology etc) to help them do any of the following at school?

		Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
To learn a different language	Yes	570	277	293	170	400	570	0
		28%	35%	24%	20%	34%	28%	0%
	No	719	248	471	369	350	719	0
		35%	31%	38%	43%	30%	35%	0%
	Don't Know	741	271	470	323	418	741	0
		37%	34%	38%	37%	36%	37%	0%
To learn in maths lessons	Yes	1209	428	781	538	671	1209	0
		59%	54%	63%	62%	57%	59%	0%
	No	251	118	133	97	154	251	0
		12%	15%	11%	11%	13%	12%	0%
	Don't Know	584	251	333	237	347	584	0
		29%	31%	27%	27%	30%	29%	0%
To learn in English lessons	Yes	1170	408	762	535	635	1170	0
		57%	51%	61%	61%	54%	57%	0%
	No	254	123	131	89	165	254	0
		12%	15%	11%	10%	14%	12%	0%
	Don't Know	618	266	352	248	370	618	0
		30%	33%	28%	28%	32%	30%	0%
To learn in science lessons	Yes	1174	493	681	446	728	1174	0
		57%	62%	55%	51%	62%	57%	0%
	No	216	76	140	115	101	216	0
		11%	9%	11%	13%	9%	11%	0%
	Don't Know	655	232	423	310	345	655	0
		32%	29%	34%	36%	29%	32%	0%
To learn in music lessons	Yes	432	189	243	148	284	432	0
		21%	24%	20%	17%	24%	21%	0%
	No	643	271	372	282	361	643	0
		32%	34%	30%	33%	31%	32%	0%
	Don't Know	952	330	622	437	515	952	0
		47%	42%	50%	50%	44%	47%	0%

Does your child use technology (e.g. the web, interactive whiteboards, mobile technology etc) to help them do any of the following at school?

			Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
To revise for exams	Yes	755	481	274	111	644	755	0
		37%	60%	22%	13%	55%	37%	0%
	No	528	80	448	390	138	528	0
		26%	10%	36%	45%	12%	26%	0%
	Don't Know	754	240	514	364	390	754	0
		37%	30%	42%	42%	33%	37%	0%

Does your child use technology (e.g. the web, interactive whiteboards, mobile technology etc) to help them do any of the following at school?

						Region				
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
To learn a different language	Yes	111	68	55	54	60	41	27	87	67
		23%	30%	34%	33%	28%	25%	28%	30%	29%
	No	176	77	55	53	68	72	32	100	86
		36%	34%	34%	32%	32%	45%	33%	35%	37%
	Don't Know	196	79	52	58	85	48	39	102	82
		41%	35%	32%	35%	40%	30%	40%	35%	35%
To learn in maths lessons	Yes	274	126	97	121	126	98	42	183	142
		56%	56%	60%	72%	59%	61%	42%	62%	60%
	No	58	32	29	16	21	21	17	29	28
		12%	14%	18%	10%	10%	13%	17%	10%	12%
	Don't Know	154	66	37	30	65	41	41	83	67
		32%	29%	23%	18%	31%	26%	41%	28%	28%
To learn in English lessons	Yes	267	121	92	116	123	90	45	185	131
		55%	54%	57%	69%	58%	56%	45%	63%	55%
	No	60	35	30	13	22	20	13	26	35
		12%	15%	19%	8%	10%	13%	13%	9%	15%
	Don't Know	157	70	40	38	68	50	41	82	72
		32%	31%	25%	23%	32%	31%	41%	28%	30%
To learn in science lessons	Yes	266	128	98	119	115	83	42	180	143
		55%	57%	60%	71%	54%	52%	42%	61%	60%
	No	55	25	23	11	19	23	13	27	20
		11%	11%	14%	7%	9%	14%	13%	9%	8%
	Don't Know	162	72	42	37	80	55	45	88	74
		34%	32%	26%	22%	37%	34%	45%	30%	31%
To learn in music lessons	Yes	89	49	40	46	39	30	17	72	50
		18%	22%	25%	28%	18%	19%	17%	25%	21%
	No	162	75	55	47	65	57	30	79	73
		34%	33%	34%	29%	31%	35%	30%	27%	31%
	Don't Know	232	100	65	71	108	74	52	138	112
		48%	45%	41%	43%	51%	46%	53%	48%	48%

Does your child use technology (e.g. the web, interactive whiteboards, mobile technology etc) to help them do any of the following at school?

					Region					
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
To revise for exams	Yes	158	89	68	77	72	52	25	109	105
		33%	40%	42%	46%	34%	33%	25%	37%	45%
	No	137	55	45	36	55	53	30	70	47
		28%	24%	28%	22%	26%	33%	30%	24%	20%
	Don't Know	188	81	49	53	86	55	44	115	83
		39%	36%	30%	32%	40%	34%	44%	39%	35%

Do you think your child's school is keeping pace with technology?

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1486	591	895	616	870	1486	0
	72%	74%	71%	70%	74%	72%	0%
No	203	85	118	85	118	203	0
	10%	11%	9%	10%	10%	10%	0%
Don't Know	366	125	241	177	189	366	0
	18%	16%	19%	20%	16%	18%	0%

Do you think your child's school is keeping pace with technology?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	347	170	106	130	156	123	62	222	170
	71%	75%	65%	77%	73%	76%	61%	74%	71%
No	46	17	26	16	17	9	14	33	25
	9%	8%	16%	10%	8%	6%	14%	11%	11%
Don't Know	94	39	30	22	41	29	25	43	43
	19%	17%	19%	13%	19%	18%	25%	14%	18%

Are your children better at using technology (e.g. the web, mobile phones, digital cameras etc) than you are?

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1041	578	463	244	797	1041	0
	51%	73%	37%	28%	68%	51%	0%
No	910	189	721	590	320	910	0
	44%	24%	58%	67%	27%	44%	0%
Don't Know	96	29	67	41	55	96	0
	5%	4%	5%	5%	5%	5%	0%

Are your children better at using technology (e.g. the web, mobile phones, digital cameras etc) than you are?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	236	110	97	87	107	73	49	156	126
	49%	49%	59%	52%	51%	46%	49%	53%	53%
No	225	108	58	76	92	73	50	128	100
	46%	48%	35%	45%	44%	46%	50%	43%	42%
Don't Know	23	8	9	5	12	14	2	13	10
	5%	4%	5%	3%	6%	9%	2%	4%	4%

Do your children ever help you use technology?

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1215	596	619	361	854	1215	0
	59%	75%	49%	41%	73%	59%	0%
No	830	203	627	511	319	830	0
	40%	25%	50%	58%	27%	40%	0%
Don't Know	6	1	5	4	2	6	0
	0%	0%	0%	0%	0%	0%	0%

Do your children ever help you use technology?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	287	121	105	105	130	94	55	175	143
	59%	54%	65%	63%	61%	59%	54%	59%	60%
No	195	105	57	63	83	65	46	122	94
	40%	46%	35%	38%	39%	41%	46%	41%	39%
Don't Know	2	0	0	0	1	1	0	1	1
	0%	0%	0%	0%	0%	1%	0%	0%	0%

Do you ever help your children use technology?

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1737	592	1145	818	919	1737	0
	86%	75%	92%	95%	79%	86%	0%
No	281	189	92	44	237	281	0
	14%	24%	7%	5%	20%	14%	0%
Don't Know	7	5	2	2	5	7	0
	0%	1%	0%	0%	0%	0%	0%

Do you ever help your children use technology?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	411	205	139	146	180	134	84	246	192
	86%	91%	86%	90%	85%	85%	85%	83%	82%
No	66	20	22	17	32	22	15	49	38
	14%	9%	14%	10%	15%	14%	15%	17%	16%
Don't Know	0	0	1	0	0	1	0	1	4
	0%	0%	1%	0%	0%	1%	0%	0%	2%

Do you feel comfortable giving your children advice about technology? (e.g. the web, mobile phones, digital cameras etc)

		Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1769	629	1140	815	954	1769	0
	86%	78%	91%	93%	81%	86%	0%
No	286	174	112	62	224	286	0
	14%	22%	9%	7%	19%	14%	0%

Do you feel comfortable giving your children advice about technology? (e.g. the web, mobile phones, digital cameras etc)

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	419	202	139	148	184	136	87	252	202
	86%	89%	85%	89%	86%	84%	86%	85%	85%
No	68	24	25	19	30	25	14	46	35
	14%	11%	15%	11%	14%	16%	14%	15%	15%

Rank the following from 1 to 6, on a scale of how comfortable you feel about giving your child advice on each topic (1 being the most comfortable and 6 being the least comfortable)

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Careers	2.89	2.57	3.10	3.13	2.72	2.89	.
Drugs / alcohol	2.92	2.65	3.10	3.19	2.73	2.92	.
Bullying	3.10	3.28	2.98	2.92	3.23	3.10	.
Fashion	4.54	4.73	4.42	4.37	4.67	4.54	.
Sex	4.05	3.90	4.14	4.29	3.86	4.05	.
Technology (e.g. the	3.39	3.81	3.13	2.98	3.70	3.39	.

Rank the following from 1 to 6, on a scale of how comfortable you feel about giving your child advice on each topic (1 being the most comfortable and 6 being the least comfortable)

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Careers	2.87	3.03	2.55	3.05	2.76	3.07	3.10	2.93	2.80
Drugs / alcohol	2.99	2.88	2.89	2.96	2.87	3.02	2.88	2.89	2.88
Bullying	3.13	3.11	3.15	3.17	2.97	3.17	2.97	3.07	3.08
Fashion	4.54	4.54	4.67	4.51	4.56	4.55	4.70	4.46	4.48
Sex	4.01	4.07	3.92	3.78	4.18	3.72	4.19	4.21	4.23
Technology (e.g. the	3.33	3.28	3.60	3.50	3.59	3.42	3.14	3.33	3.42

Do you have access to the following?

			Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
Mobile phone	Yes	2018	781	1237	865	1153	2018	0
		98%	98%	99%	99%	98%	98%	0%
	No	37	20	17	12	25	37	0
		2%	2%	1%	1%	2%	2%	0%
Email account	Yes	2039	795	1244	869	1170	2039	0
		99%	100%	99%	99%	100%	99%	0%
	No	12	3	9	7	5	12	0
		1%	0%	1%	1%	0%	1%	0%

Geronimo/Populus Parent Survey December 2007
Fieldwork: 14th – 18th December 2007

Do you have access to the following?

| | | | | | | Region | | | | |
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
Mobile phone	Yes	477	221	159	165	210	159	99	295	233
		98%	98%	98%	98%	98%	99%	99%	99%	98%
	No	10	5	4	3	4	2	1	4	4
		2%	2%	2%	2%	2%	1%	1%	1%	2%
Email account	Yes	483	223	162	167	213	160	100	296	235
		99%	99%	99%	99%	100%	100%	99%	100%	99%
	No	4	2	1	1	0	0	1	1	2
		1%	1%	1%	1%	0%	0%	1%	0%	1%

Do any of the following institutions contact you by text message or email? [Asked only to those who had either mobile phone or email access]

			Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		Total	No	Yes	No	Yes	No	Yes
Your bank	Yes	903	346	557	404	499	903	0
		44%	44%	45%	46%	43%	44%	0%
	No	1142	449	693	471	671	1142	0
		56%	56%	55%	54%	57%	56%	0%
Your local Council	Yes	373	150	223	159	214	373	0
		18%	19%	18%	18%	18%	18%	0%
	No	1661	642	1019	711	950	1661	0
		82%	81%	82%	82%	82%	82%	0%
Your child's school	Yes	609	311	298	178	431	609	0
		30%	39%	24%	20%	37%	30%	0%
	No	1429	485	944	692	737	1429	0
		70%	61%	76%	80%	63%	70%	0%
Your electricity or gas supplier	Yes	685	268	417	296	389	685	0
		34%	34%	34%	34%	33%	34%	0%
	No	1348	526	822	574	774	1348	0
		66%	66%	66%	66%	67%	66%	0%

Do any of the following institutions contact you by text message or email? [Asked only to those who had either mobile phone or email access]

						Region				
		South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
Your bank	Yes	204	108	72	84	97	62	48	127	101
		42%	48%	45%	50%	45%	39%	48%	43%	43%
	No	278	117	89	84	117	98	53	171	135
		58%	52%	55%	50%	55%	61%	52%	57%	57%
Your local Council	Yes	95	51	35	28	34	27	12	41	50
		20%	23%	22%	17%	16%	17%	12%	14%	21%
	No	386	173	126	138	177	133	88	254	186
		80%	77%	78%	83%	84%	83%	88%	86%	79%
Your child's school	Yes	173	65	60	41	70	54	17	71	58
		36%	29%	37%	25%	33%	34%	17%	24%	25%
	No	307	161	103	126	143	106	83	224	176
		64%	71%	63%	75%	67%	66%	83%	76%	75%
Your electricity or gas supplier	Yes	168	81	51	56	67	43	32	102	85
		35%	36%	32%	33%	32%	27%	32%	34%	36%
	No	308	142	110	112	144	118	69	195	150
		65%	64%	68%	67%	68%	73%	68%	66%	64%

Do you find it easier to keep in touch via text and email, rather than letter?

		Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
Yes	1935	749	1186	833	1102	1935	0
	94%	94%	95%	96%	94%	94%	0%
No	114	52	62	38	76	114	0
	6%	6%	5%	4%	6%	6%	0%

Do you find it easier to keep in touch via text and email, rather than letter?

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	458	217	147	161	205	144	95	283	225
	95%	96%	91%	96%	96%	89%	94%	95%	95%
No	26	8	14	7	9	17	6	15	12
	5%	4%	9%	4%	4%	11%	6%	5%	5%

How many pupils per computer do you think there are in your child's school? (please choose one of the following)

	Children – I have a child or children who go to primary school			Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
	Total	No	Yes	No	Yes	No	Yes
One pupil per computer	214	120	94	54	160	214	0
	10%	15%	8%	6%	14%	10%	0%
Two pupils per computer	356	112	244	163	193	356	0
	17%	14%	19%	19%	16%	17%	0%
Three pupils per computer	153	64	89	59	94	153	0
	7%	8%	7%	7%	8%	7%	0%
Four pupils per computer	112	50	62	48	64	112	0
	5%	6%	5%	5%	5%	5%	0%
Five pupils per computer	111	42	69	54	57	111	0
	5%	5%	6%	6%	5%	5%	0%
More than five pupils per computer	412	121	291	212	200	412	0
	20%	15%	23%	24%	17%	20%	0%
There are no computers at my child's school	1	1	0	0	1	1	0
	0%	0%	0%	0%	0%	0%	0%
Don't Know	694	291	403	285	409	694	0
	34%	36%	32%	33%	35%	34%	0%

How many pupils per computer do you think there are in your child's school? (please choose one of the following)

	Region								
	South East	South West	London	West Midlands	East Midlands	East	Wales	North West	North East
One pupil per computer	55	22	30	18	20	11	8	28	22
	11%	10%	18%	11%	9%	7%	8%	9%	9%
Two pupils per computer	84	38	32	37	33	27	11	61	33
	17%	17%	20%	22%	15%	17%	11%	21%	14%
Three pupils per computer	49	13	13	12	12	12	7	21	14
	10%	6%	8%	7%	6%	8%	7%	7%	6%
Four pupils per computer	22	14	3	8	16	7	8	21	13
	5%	6%	2%	5%	7%	4%	8%	7%	5%
Five pupils per computer	25	6	11	5	15	8	4	24	13
	5%	3%	7%	3%	7%	5%	4%	8%	5%
More than five pupils per computer	90	51	27	36	40	40	23	60	45
	19%	23%	16%	21%	19%	25%	23%	20%	19%
There are no computers at my child's school	0	0	0	0	0	0	1	0	0
	0%	0%	0%	0%	0%	0%	1%	0%	0%
Don't Know	161	82	48	52	78	55	39	82	97
	33%	36%	29%	31%	36%	34%	39%	28%	41%

Do you think you know enough about the technology your child uses? (e.g. the web, mobile phones, digital cameras etc)

	Total	Children – I have a child or children who go to primary school		Children – I have a child or children who go to secondary school		Children – I do not have any children who currently go to school	
		No	Yes	No	Yes	No	Yes
Yes	1382	503	879	644	738	1382	0
	67%	63%	70%	73%	63%	67%	0%
No	671	297	374	233	438	671	0
	33%	37%	30%	27%	37%	33%	0%

Do you think you know enough about the technology your child uses? (e.g. the web, mobile phones, digital cameras etc)

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	321	149	112	121	135	113	69	199	163
	66%	66%	69%	72%	63%	70%	68%	67%	69%
No	164	77	51	47	79	48	32	99	74
	34%	34%	31%	28%	37%	30%	32%	33%	31%

Do you worry about how your child uses technology? (e.g. the web, mobile phones, digital cameras etc)

| | Total | Children – I have a child or children who go to primary school | | Children – I have a child or children who go to secondary school | | Children – I do not have any children who currently go to school | |
		No	Yes	No	Yes	No	Yes
Yes	709	272	437	270	439	709	0
	35%	34%	35%	31%	37%	35%	0%
No	1334	525	809	601	733	1334	0
	65%	66%	65%	69%	63%	65%	0%

Do you worry about how your child uses technology? (e.g. the web, mobile phones, digital cameras etc)

	South East	South West	London	West Midlands	Region East Midlands	East	Wales	North West	North East
Yes	160	73	60	72	68	38	37	115	86
	33%	33%	37%	43%	32%	24%	37%	39%	36%
No	323	151	103	96	143	122	64	182	150
	67%	67%	63%	57%	68%	76%	63%	61%	64%