

## POPULUS – GERONIMO

### POLL OF PARENTS: EXECUTIVE SUMMARY

Populus interviewed 1,493 parents who had children aged between 5 and 16 online between 15<sup>th</sup> and 21<sup>st</sup> August 2008. Populus is a member of the British Polling Council and abides by its rules. For more details go to [www.populus.co.uk](http://www.populus.co.uk)

**How often does your child's school let you know about your child's progress? (Please note this does not include general updates on school matters, school trips etc but specifically refers to school reports and other updates on child's progress) / How often do you receive personalised communication from your mobile phone network provider (this includes phone bills, email updates and text messages, etc)? / How often do you receive personalised communication from your bank (this includes bank statements, letters notifying of changes to your bank account etc)?**

	CHILD'S SCHOOL	MOBILE-PHONE OPERATOR	BANK
Once a week	7%	14% (+7%)	5% (-2%)
Once a month	9%	53% (+44%)	66% (+57%)
Four times a year	42%	10% (-32%)	12% (-30%)
Twice a year	36%	3% (-33%)	4% (-32%)
Once a year	6%	1% (-5%)	1% (-5%)
Never	1%	19% (+18%)	11% (+10%)

- Two thirds of parent's (67%) received communication from their mobile phone operator at least once a month, while almost three quarters (71%) received communication from their bank once a month or more. Only 16% of parents received monthly or weekly correspondence from their child's school.

**Would you like more feedback from your child's school on your child's progress?**

Yes	81%
No	19%

- More than four fifths of parents (81%) would like to hear more from their child's school about their son or daughter's progress. This was particularly high among mums (86%) and parents aged 18 to 24 (85%) or 25 to 34 (90%).



How does your child's school inform you of your child's progress and development at school? / How does your bank update you on your finances? (Please note this refers specifically to matters concerning your account and does not include general promotional items, etc.)

	Schools	Banks
At the school's parents evening	81%	n / a
Letters from the school [SCHOOLS] / Through letters, bank statements and updates sent via the post [BANKS]	67%	83%
Through the school website, which I can log on to monitor my child's progress and grades online [SCHOOLS] / Through the bank's website, where I can log on to monitor my account (online banking) [BANKS]	6%	38%
Text messages	2%	4%
Podcasts and blogs on the school's website	1%	n / a
Through emails from my bank	n / a	11%
Through telephone call from my bank	n / a	6%

- The most common form of communication between schools and parents was done face-to-face at parent's evenings (81%), while communication from banks to consumers was usually via post (83%).
- More than two-thirds of those surveyed (38%) were able to access information from their bank through an online portal, while only 6% of parents were able to access information about their child's progress through the school's website.

Would you like your child's school to use technologies such as text messaging and emails to communicate with you more frequently?

Yes	68%
No	32%

- Two thirds of parents (68%) would like their child's school to text or e-mail them in order to provide more frequent communications, with those age 18 to 24 being particularly likely to say this (79%).