

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

DEMOGRAPHICS

	Total	Gender		Have children 5-16?	
		Male	Female	Yes	No
Count	1493	415	1078	1493	0
%	100%	28%	72%	100%	0%

DEMOGRAPHICS

	How old are they?											
	5	6	7	8	9	10	11	12	13	14	15	16
Count	120	122	122	109	111	121	109	122	129	131	140	157
%	8%	8%	8%	7%	7%	8%	7%	8%	9%	9%	9%	11%

DEMOGRAPHICS

	Region									
	London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East	
Count	115	324	152	176	127	131	155	204	109	
%	8%	22%	10%	12%	9%	9%	10%	14%	7%	

DEMOGRAPHICS

	Age Parent						Socio-Economic Group			
	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Count	14	277	741	400	57	4	300	493	327	368
%	1%	19%	50%	27%	4%	0%	20%	33%	22%	25%

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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)

		Gender			Have children 5-16?	
		Total	Male	Female	Yes	No
Once a week	Count	101	40	61	101	0
	%	7%	10%	6%	7%	0%
Once a month	Count	128	53	75	128	0
	%	9%	13%	7%	9%	0%
Four times a year	Count	627	189	438	627	0
	%	42%	46%	41%	42%	0%
Twice a year	Count	534	113	421	534	0
	%	36%	27%	39%	36%	0%
Once a year	Count	86	14	72	86	0
	%	6%	3%	7%	6%	0%
Never	Count	17	6	11	17	0
	%	1%	1%	1%	1%	0%

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 old are they?									
		5	6	7	8	9	10	11	12	13	14
Once a week	Count	18	9	10	9	6	4	8	9	8	9
	%	15%	7%	8%	8%	5%	3%	7%	7%	6%	7%
Once a month	Count	9	14	12	7	8	10	9	11	9	11
	%	8%	11%	10%	6%	7%	8%	8%	9%	7%	8%
Four times a year	Count	44	48	52	47	41	52	51	46	56	55
	%	37%	39%	43%	43%	37%	43%	47%	38%	43%	42%
Twice a year	Count	42	44	44	44	50	48	35	47	46	42
	%	35%	36%	36%	40%	45%	40%	32%	39%	36%	32%
Once a year	Count	6	6	4	2	6	4	5	9	9	11
	%	5%	5%	3%	2%	5%	3%	5%	7%	7%	8%
Never	Count	1	1	0	0	0	3	1	0	1	3
	%	1%	1%	0%	0%	0%	2%	1%	0%	1%	2%

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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 old are they?	
		15	16
Once a week	Count	4	7
	%	3%	4%
Once a month	Count	13	15
	%	9%	10%
Four times a year	Count	61	74
	%	44%	47%
Twice a year	Count	43	49
	%	31%	31%
Once a year	Count	17	7
	%	12%	4%
Never	Count	2	5
	%	1%	3%

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)

		Region								
		London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East
Once a week	Count	12	28	10	9	10	6	6	14	6
	%	10%	9%	7%	5%	8%	5%	4%	7%	6%
Once a month	Count	17	26	14	13	7	19	11	11	10
	%	15%	8%	9%	7%	6%	15%	7%	5%	9%
Four times a year	Count	41	144	78	75	58	50	64	76	41
	%	36%	44%	51%	43%	46%	38%	41%	37%	38%
Twice a year	Count	31	110	43	66	41	44	66	91	42
	%	27%	34%	28%	38%	32%	34%	43%	45%	39%
Once a year	Count	12	14	6	11	8	9	8	9	9
	%	10%	4%	4%	6%	6%	7%	5%	4%	8%
Never	Count	2	2	1	2	3	3	0	3	1
	%	2%	1%	1%	1%	2%	2%	0%	1%	1%

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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)

		Age Parent						Socio-Economic Group			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Once a week	Count	6	19	49	20	7	0	18	29	26	27
	%	43%	7%	7%	5%	12%	0%	6%	6%	8%	7%
Once a month	Count	1	29	68	25	5	0	29	40	26	33
	%	7%	10%	9%	6%	9%	0%	10%	8%	8%	9%
Four times a year	Count	3	97	315	176	33	3	146	205	145	131
	%	21%	35%	43%	44%	58%	75%	49%	42%	44%	36%
Twice a year	Count	2	113	265	143	10	1	90	191	108	141
	%	14%	41%	36%	36%	18%	25%	30%	39%	33%	38%
Once a year	Count	2	19	33	31	1	0	15	24	19	28
	%	14%	7%	4%	8%	2%	0%	5%	5%	6%	8%
Never	Count	0	0	11	5	1	0	2	4	3	8
	%	0%	0%	1%	1%	2%	0%	1%	1%	1%	2%

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How does your child's school inform you of your child's progress and development at school?

			Gender			Have children 5-16?	
			Total	Male	Female	Yes	No
At the school's parents evening	Yes	Count	1203	314	889	1203	0
		%	81%	76%	82%	81%	0%
Letters from the school	Yes	Count	996	302	694	996	0
		%	67%	73%	64%	67%	0%
Through the school website, which I can log on to monitor my child's progress and grades online	Yes	Count	91	30	61	91	0
		%	6%	7%	6%	6%	0%
Text messages	Yes	Count	31	11	20	31	0
		%	2%	3%	2%	2%	0%
Podcasts and blogs on the school's website	Yes	Count	19	10	9	19	0
		%	1%	2%	1%	1%	0%

How does your child's school inform you of your child's progress and development at school?

			How old are they?										
			5	6	7	8	9	10	11	12	13	14	15
At the school's parents evening	Yes	Count	106	110	101	92	97	105	92	101	90	90	105
		%	88%	90%	83%	84%	87%	87%	84%	83%	70%	69%	75%
Letters from the school	Yes	Count	75	64	76	64	58	75	68	82	102	104	101
		%	63%	52%	62%	59%	52%	62%	62%	67%	79%	79%	72%
Through the school website, which I can log on to monitor my child's progress and grades online	Yes	Count	3	2	4	7	3	4	8	9	9	9	15
		%	3%	2%	3%	6%	3%	3%	7%	7%	7%	7%	11%
Text messages	Yes	Count	1	1	0	0	2	1	1	1	4	2	8
		%	1%	1%	0%	0%	2%	1%	1%	1%	3%	2%	6%
Podcasts and blogs on the school's website	Yes	Count	0	3	2	1	0	1	2	0	2	1	4
		%	0%	2%	2%	1%	0%	1%	2%	0%	2%	1%	3%

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How does your child's school inform you of your child's progress and development at school?

			How old are you?	Region					
				16	London	South East (excl. London)	East Anglia	South West	West Midlands
At the school's parents evening	Yes	Count	114	97	256	119	134	97	104
		%	73%	84%	79%	78%	76%	76%	79%
Letters from the school	Yes	Count	127	71	218	100	119	84	90
		%	81%	62%	67%	66%	68%	66%	69%
Through the school website, which I can log on to monitor my child's progress and grades online	Yes	Count	18	6	22	10	10	7	9
		%	11%	5%	7%	7%	6%	6%	7%
Text messages	Yes	Count	10	7	6	1	3	3	1
		%	6%	6%	2%	1%	2%	2%	1%
Podcasts and blogs on the school's website	Yes	Count	3	3	5	1	2	1	3
		%	2%	3%	2%	1%	1%	1%	2%

How does your child's school inform you of your child's progress and development at school?

			Region				Age Parent				
			Yorkshire and the Humber	North West	North East	18-24	25-34	35-44	45-54	55-64	65+
At the school's parents evening	Yes	Count	135	170	91	12	235	602	312	39	3
		%	87%	83%	83%	86%	85%	81%	78%	68%	75%
Letters from the school	Yes	Count	108	133	73	11	170	487	278	47	3
		%	70%	65%	67%	79%	61%	66%	70%	82%	75%
Through the school website, which I can log on to monitor my child's progress and grades online	Yes	Count	8	11	8	1	11	40	32	7	0
		%	5%	5%	7%	7%	4%	5%	8%	12%	0%
Text messages	Yes	Count	3	4	3	0	5	12	9	5	0
		%	2%	2%	3%	0%	2%	2%	2%	9%	0%
Podcasts and blogs on the school's website	Yes	Count	1	2	1	0	7	6	5	1	0
		%	1%	1%	1%	0%	3%	1%	1%	2%	0%

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How does your child's school inform you of your child's progress and development at school?

Socio-Economic Group

			AB	C1	C2	DE
At the school's parents evening	Yes	Count	252	417	249	283
		%	84%	85%	76%	77%
Letters from the school	Yes	Count	209	320	229	234
		%	70%	65%	70%	64%
Through the school website, which I can log on to monitor my child's progress and grades online	Yes	Count	25	25	26	14
		%	8%	5%	8%	4%
Text messages	Yes	Count	10	8	7	6
		%	3%	2%	2%	2%
Podcasts and blogs on the school's website	Yes	Count	7	7	3	2
		%	2%	1%	1%	1%

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

		Gender			Have children 5-16?	
		Total	Male	Female	Yes	No
Yes	Count	1018	270	748	1018	0
	%	68%	65%	69%	68%	0%
No	Count	475	145	330	475	0
	%	32%	35%	31%	32%	0%

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

		How old are they?											
		5	6	7	8	9	10	11	12	13	14	15	
Yes	Count	81	81	73	85	66	79	83	86	94	94	101	
	%	68%	66%	60%	78%	59%	65%	76%	70%	73%	72%	72%	
No	Count	39	41	49	24	45	42	26	36	35	37	39	
	%	33%	34%	40%	22%	41%	35%	24%	30%	27%	28%	28%	

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

		How old are they?				Region					
		16	London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East
Yes	Count	95	76	222	112	110	84	89	113	142	70
	%	61%	66%	69%	74%	63%	66%	68%	73%	70%	64%
No	Count	62	39	102	40	66	43	42	42	62	39
	%	39%	34%	31%	26%	38%	34%	32%	27%	30%	36%

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

		Age Parent						Socio-Economic Group			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Yes	Count	11	199	501	272	33	2	205	350	208	250
	%	79%	72%	68%	68%	58%	50%	68%	71%	64%	68%
No	Count	3	78	240	128	24	2	95	143	119	118
	%	21%	28%	32%	32%	42%	50%	32%	29%	36%	32%

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

		Gender			Have children 5-16?	
		Total	Male	Female	Yes	No
Yes	Count	1214	323	891	1214	0
	%	81%	78%	83%	81%	0%
No	Count	279	92	187	279	0
	%	19%	22%	17%	19%	0%

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

		How old are they?											
		5	6	7	8	9	10	11	12	13	14	15	
Yes	Count	98	105	101	96	90	101	95	96	103	104	110	
	%	82%	86%	83%	88%	81%	83%	87%	79%	80%	79%	79%	
No	Count	22	17	21	13	21	20	14	26	26	27	30	
	%	18%	14%	17%	12%	19%	17%	13%	21%	20%	21%	21%	

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

		How old are they?				Region					
		16	London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East
Yes	Count	115	96	265	122	142	98	106	124	172	89
	%	73%	83%	82%	80%	81%	77%	81%	80%	84%	82%
No	Count	42	19	59	30	34	29	25	31	32	20
	%	27%	17%	18%	20%	19%	23%	19%	20%	16%	18%

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

		Age Parent						Socio-Economic Group			
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Yes	Count	12	248	597	313	42	2	234	404	261	310
	%	86%	90%	81%	78%	74%	50%	78%	82%	80%	84%
No	Count	2	29	144	87	15	2	66	89	66	58
	%	14%	10%	19%	22%	26%	50%	22%	18%	20%	16%

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

How often do you receive personalised communication from your mobile phone network provider (this includes phone bills, email updates and text messages, etc)?

		Gender			Have children 5-16?	
		Total	Male	Female	Yes	No
Once a week	Count	214	60	154	214	0
	%	14%	14%	14%	14%	0%
Once a month	Count	784	217	567	784	0
	%	53%	52%	53%	53%	0%
Four times a year	Count	153	34	119	153	0
	%	10%	8%	11%	10%	0%
Twice a year	Count	43	8	35	43	0
	%	3%	2%	3%	3%	0%
Once a year	Count	19	8	11	19	0
	%	1%	2%	1%	1%	0%
Never	Count	280	88	192	280	0
	%	19%	21%	18%	19%	0%

How often do you receive personalised communication from your mobile phone network provider (this includes phone bills, email updates and text messages, etc)?

		How old are they?										
		5	6	7	8	9	10	11	12	13	14	15
Once a week	Count	20	21	15	23	17	13	17	17	17	19	10
	%	17%	17%	12%	21%	15%	11%	16%	14%	13%	15%	7%
Once a month	Count	63	61	68	53	60	78	56	62	58	69	76
	%	53%	50%	56%	49%	54%	64%	51%	51%	45%	53%	54%
Four times a year	Count	10	7	15	11	11	8	14	10	19	15	19
	%	8%	6%	12%	10%	10%	7%	13%	8%	15%	11%	14%
Twice a year	Count	4	2	3	0	2	3	2	2	8	6	5
	%	3%	2%	2%	0%	2%	2%	2%	2%	6%	5%	4%
Once a year	Count	0	0	0	1	2	1	2	3	3	1	5
	%	0%	0%	0%	1%	2%	1%	2%	2%	2%	1%	4%
Never	Count	23	31	21	21	19	18	18	28	24	21	25
	%	19%	25%	17%	19%	17%	15%	17%	23%	19%	16%	18%

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How often do you receive personalised communication from your mobile phone network provider (this includes phone bills, email updates and text messages, etc)?

		How old are					Region					
		16	London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East	
Once a week	Count	25	26	44	12	16	22	24	26	29	15	
	%	16%	23%	14%	8%	9%	17%	18%	17%	14%	14%	
Once a month	Count	80	58	174	85	95	64	65	86	105	52	
	%	51%	50%	54%	56%	54%	50%	50%	55%	51%	48%	
Four times a year	Count	14	12	33	20	22	8	13	13	20	12	
	%	9%	10%	10%	13%	13%	6%	10%	8%	10%	11%	
Twice a year	Count	6	5	9	6	4	2	1	3	10	3	
	%	4%	4%	3%	4%	2%	2%	1%	2%	5%	3%	
Once a year	Count	1	1	2	1	3	4	1	1	4	2	
	%	1%	1%	1%	1%	2%	3%	1%	1%	2%	2%	
Never	Count	31	13	62	28	36	27	27	26	36	25	
	%	20%	11%	19%	18%	20%	21%	21%	17%	18%	23%	

How often do you receive personalised communication from your mobile phone network provider (this includes phone bills, email updates and text messages, etc)?

		Age Parent					Socio-Economic Group				
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Once a week	Count	4	40	112	52	5	1	43	72	48	49
	%	29%	14%	15%	13%	9%	25%	14%	15%	15%	13%
Once a month	Count	5	149	392	207	31	0	164	255	181	181
	%	36%	54%	53%	52%	54%	0%	55%	52%	55%	49%
Four times a year	Count	1	31	71	41	7	2	25	50	35	43
	%	7%	11%	10%	10%	12%	50%	8%	10%	11%	12%
Twice a year	Count	0	8	18	16	1	0	6	16	9	12
	%	0%	3%	2%	4%	2%	0%	2%	3%	3%	3%
Once a year	Count	0	0	12	7	0	0	3	11	3	2
	%	0%	0%	2%	2%	0%	0%	1%	2%	1%	1%
Never	Count	4	49	136	77	13	1	59	89	51	81
	%	29%	18%	18%	19%	23%	25%	20%	18%	16%	22%

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How often do you receive personalised communication from your bank (this includes bank statements, letters notifying of changes to your bank account etc)?

		Gender		
		Total	Male	Female
Once a week	Count	79	28	51
	%	5%	7%	5%
Once a month	Count	969	270	699
	%	66%	66%	66%
Four times a year	Count	181	48	133
	%	12%	12%	13%
Twice a year	Count	57	15	42
	%	4%	4%	4%
Once a year	Count	22	7	15
	%	1%	2%	1%
Never	Count	165	42	123
	%	11%	10%	12%

How often do you receive personalised communication from your bank (this includes bank statements, letters notifying of changes to your bank account etc)?

		How old are they?										
		5	6	7	8	9	10	11	12	13	14	15
Once a week	Count	5	6	9	4	8	8	4	4	7	8	8
	%	4%	5%	8%	4%	7%	7%	4%	3%	5%	6%	6%
Once a month	Count	85	86	82	68	73	83	71	81	76	73	88
	%	71%	71%	69%	63%	67%	69%	67%	68%	59%	57%	64%
Four times a year	Count	10	8	12	14	11	9	17	11	20	28	19
	%	8%	7%	10%	13%	10%	7%	16%	9%	16%	22%	14%
Twice a year	Count	3	2	2	4	4	6	3	8	9	7	6
	%	3%	2%	2%	4%	4%	5%	3%	7%	7%	5%	4%
Once a year	Count	2	3	2	0	1	2	2	3	0	2	3
	%	2%	2%	2%	0%	1%	2%	2%	3%	0%	2%	2%
Never	Count	14	16	12	18	12	13	9	13	17	10	14
	%	12%	13%	10%	17%	11%	11%	8%	11%	13%	8%	10%

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How often do you receive personalised communication from your bank (this includes bank statements, letters notifying of changes to your bank account etc)?

		How old are				Region						
		16	London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East	
Once a week	Count	8	10	19	8	10	4	4	4	12	8	
	%	5%	9%	6%	5%	6%	3%	3%	3%	6%	7%	
Once a month	Count	103	73	212	95	114	83	91	101	139	61	
	%	66%	65%	67%	63%	66%	66%	71%	66%	68%	56%	
Four times a year	Count	22	12	31	20	27	16	14	24	19	18	
	%	14%	11%	10%	13%	16%	13%	11%	16%	9%	17%	
Twice a year	Count	3	4	15	11	4	3	5	5	5	5	
	%	2%	4%	5%	7%	2%	2%	4%	3%	2%	5%	
Once a year	Count	2	1	2	3	0	7	1	2	5	1	
	%	1%	1%	1%	2%	0%	6%	1%	1%	2%	1%	
Never	Count	17	13	38	13	18	12	14	18	23	16	
	%	11%	12%	12%	9%	10%	10%	11%	12%	11%	15%	

How often do you receive personalised communication from your bank (this includes bank statements, letters notifying of changes to your bank account etc)?

		Age Parent					Socio-Economic Group				
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Once a week	Count	1	20	37	18	2	1	27	29	11	12
	%	7%	7%	5%	5%	4%	25%	9%	6%	3%	3%
Once a month	Count	10	167	474	271	45	2	200	324	225	220
	%	71%	61%	65%	69%	82%	50%	68%	66%	70%	61%
Four times a year	Count	1	38	87	50	4	1	31	51	37	62
	%	7%	14%	12%	13%	7%	25%	10%	10%	12%	17%
Twice a year	Count	0	6	38	12	1	0	9	23	9	15
	%	0%	2%	5%	3%	2%	0%	3%	5%	3%	4%
Once a year	Count	0	6	12	4	0	0	8	5	5	4
	%	0%	2%	2%	1%	0%	0%	3%	1%	2%	1%
Never	Count	2	38	85	37	3	0	21	58	33	50
	%	14%	14%	12%	9%	5%	0%	7%	12%	10%	14%

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

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)

			Gender		
			Total	Male	Female
Through letters, bank statements and updates sent via the post	Yes	Count	1233	345	888
		%	83%	83%	82%
Through the bank's website, where I can log on to monitor my account (online banking)	Yes	Count	565	157	408
		%	38%	38%	38%
Through emails from my bank	Yes	Count	159	44	115
		%	11%	11%	11%
Through telephone call from my bank	Yes	Count	93	26	67
		%	6%	6%	6%
Through text messages from my bank	Yes	Count	66	19	47
		%	4%	5%	4%

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)

			How old are they?							
			5	6	7	8	9	10	11	12
Through letters, bank statements and updates sent via the post	Yes	Count	94	109	109	96	92	91	86	92
		%	78%	89%	89%	88%	83%	75%	79%	75%
Through the bank's website, where I can log on to monitor my account (online banking)	Yes	Count	55	49	42	37	43	46	43	45
		%	46%	40%	34%	34%	39%	38%	39%	37%
Through emails from my bank	Yes	Count	10	13	11	11	12	14	19	11
		%	8%	11%	9%	10%	11%	12%	17%	9%
Through telephone call from my bank	Yes	Count	7	4	8	7	5	9	5	2
		%	6%	3%	7%	6%	5%	7%	5%	2%
Through text messages from my bank	Yes	Count	6	5	4	9	6	4	4	7
		%	5%	4%	3%	8%	5%	3%	4%	6%

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

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)

			How old are they?			
			13	14	15	16
Through letters, bank statements and updates sent via the post	Yes	Count	109	110	114	131
		%	84%	84%	81%	83%
Through the bank's website, where I can log on to monitor my account (online banking)	Yes	Count	57	36	56	56
		%	44%	27%	40%	36%
Through emails from my bank	Yes	Count	14	11	16	17
		%	11%	8%	11%	11%
Through telephone call from my bank	Yes	Count	12	13	7	14
		%	9%	10%	5%	9%
Through text messages from my bank	Yes	Count	4	3	7	7
		%	3%	2%	5%	4%

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)

			Region						
			London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber
Through letters, bank statements and updates sent via the post	Yes	Count	98	275	117	156	105	101	128
		%	85%	85%	77%	89%	83%	77%	83%
Through the bank's website, where I can log on to monitor my account (online banking)	Yes	Count	45	115	67	57	49	57	48
		%	39%	35%	44%	32%	39%	44%	31%
Through emails from my bank	Yes	Count	13	31	22	13	19	12	19
		%	11%	10%	14%	7%	15%	9%	12%
Through telephone call from my bank	Yes	Count	12	14	11	12	5	12	9
		%	10%	4%	7%	7%	4%	9%	6%
Through text messages from my bank	Yes	Count	5	14	10	6	3	10	5
		%	4%	4%	7%	3%	2%	8%	3%

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

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)

			Region				Age Parent			
			North West	North East	18-24	25-34	35-44	45-54	55-64	65+
Through letters, bank statements and updates sent via the post	Yes	Count	164	89	11	232	608	332	47	3
		%	80%	82%	79%	84%	82%	83%	82%	75%
Through the bank's website, where I can log on to monitor my account (online banking)	Yes	Count	88	39	5	107	270	160	21	2
		%	43%	36%	36%	39%	36%	40%	37%	50%
Through emails from my bank	Yes	Count	19	11	1	27	87	39	5	0
		%	9%	10%	7%	10%	12%	10%	9%	0%
Through telephone call from my bank	Yes	Count	14	4	1	26	41	22	3	0
		%	7%	4%	7%	9%	6%	6%	5%	0%
Through text messages from my bank	Yes	Count	7	6	0	12	38	14	1	1
		%	3%	6%	0%	4%	5%	4%	2%	25%

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)

			Socio-Economic Group			
			AB	C1	C2	DE
Through letters, bank statements and updates sent via the post	Yes	Count	240	411	272	305
		%	80%	83%	83%	83%
Through the bank's website, where I can log on to monitor my account (online banking)	Yes	Count	152	207	106	100
		%	51%	42%	32%	27%
Through emails from my bank	Yes	Count	44	53	28	34
		%	15%	11%	9%	9%
Through telephone call from my bank	Yes	Count	28	25	18	22
		%	9%	5%	6%	6%
Through text messages from my bank	Yes	Count	23	24	9	10
		%	8%	5%	3%	3%

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

How often do you monitor your bank balance by phone or online?

		Gender		
		Total	Male	Female
Once a week	Count	903	232	671
	%	60%	56%	62%
Once a month	Count	202	65	137
	%	14%	16%	13%
Four times a year	Count	35	7	28
	%	2%	2%	3%
Twice a year	Count	14	2	12
	%	1%	0%	1%
Once a year	Count	10	3	7
	%	1%	1%	1%
Never	Count	329	106	223
	%	22%	26%	21%

How often do you monitor your bank balance by phone or online?

		How old are they?										
		5	6	7	8	9	10	11	12	13	14	15
Once a week	Count	75	79	69	68	64	72	69	78	81	79	80
	%	63%	65%	57%	62%	58%	60%	63%	64%	63%	60%	57%
Once a month	Count	17	26	13	15	15	21	11	18	14	9	14
	%	14%	21%	11%	14%	14%	17%	10%	15%	11%	7%	10%
Four times a year	Count	1	1	6	1	4	5	2	1	4	2	3
	%	1%	1%	5%	1%	4%	4%	2%	1%	3%	2%	2%
Twice a year	Count	0	1	1	3	2	0	0	0	1	1	3
	%	0%	1%	1%	3%	2%	0%	0%	0%	1%	1%	2%
Once a year	Count	0	0	0	0	1	1	2	1	0	1	3
	%	0%	0%	0%	0%	1%	1%	2%	1%	0%	1%	2%
Never	Count	27	15	33	22	25	22	25	24	29	39	37
	%	23%	12%	27%	20%	23%	18%	23%	20%	22%	30%	26%

POPULUS – GERONIMO
Fieldwork: 15th – 21st August 2008

How often do you monitor your bank balance by phone or online?

		How old are				Region						
		16	London	South East (excl. London)	East Anglia	South West	West Midlands	East Midlands	Yorkshire and the Humber	North West	North East	
Once a week	Count	89	58	191	99	95	85	86	83	139	67	
	%	57%	50%	59%	65%	54%	67%	66%	54%	68%	61%	
Once a month	Count	29	26	50	21	29	14	18	15	19	10	
	%	18%	23%	15%	14%	16%	11%	14%	10%	9%	9%	
Four times a year	Count	5	3	6	3	5	1	3	6	5	3	
	%	3%	3%	2%	2%	3%	1%	2%	4%	2%	3%	
Twice a year	Count	2	3	4	3	0	1	0	0	3	0	
	%	1%	3%	1%	2%	0%	1%	0%	0%	1%	0%	
Once a year	Count	1	1	0	2	0	0	1	3	2	1	
	%	1%	1%	0%	1%	0%	0%	1%	2%	1%	1%	
Never	Count	31	24	73	24	47	26	23	48	36	28	
	%	20%	21%	23%	16%	27%	20%	18%	31%	18%	26%	

How often do you monitor your bank balance by phone or online?

		Age Parent					Socio-Economic Group				
		18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE
Once a week	Count	5	180	456	231	30	1	199	296	205	202
	%	36%	65%	62%	58%	53%	25%	66%	60%	63%	55%
Once a month	Count	6	25	100	59	10	2	53	81	33	33
	%	43%	9%	13%	15%	18%	50%	18%	16%	10%	9%
Four times a year	Count	0	7	19	9	0	0	4	14	7	10
	%	0%	3%	3%	2%	0%	0%	1%	3%	2%	3%
Twice a year	Count	0	2	9	3	0	0	2	4	5	3
	%	0%	1%	1%	1%	0%	0%	1%	1%	2%	1%
Once a year	Count	0	2	5	3	0	0	1	3	4	2
	%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%
Never	Count	3	61	152	95	17	1	41	95	73	118
	%	21%	22%	21%	24%	30%	25%	14%	19%	22%	32%