



Table 1

Q1 - At what age do you think it's acceptable for a child to be given a smartphone for their own personal use?

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	2175	1052	1108	295	409	366	417	688	704	783	688	352	636	576	611	530	566	478	314	107	180	1868	307
WEIGHTED BASE	2175	1069	1091	303	398	378	389	707	701	767	707	354	637	542	642	517	565	492	311	105*	186	1882	293
	100%	49%	50%	14%	18%	17%	18%	33%	32%	35%	33%	16%	29%	25%	30%	24%	26%	23%	14%	5%*	9%	87%	13%
Younger than 7 years old	17	12	5	2	3	3	5	4	5	7	4	2	6	5	4	6	6	1	1	1	1	17	-
	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	*	*	1%	1%	1%	-
7-8 years old	46	29	17	7	19	8	5	7	26	13	7	9	25	6	7	16	11	6	9	-	5	45	1
	2%	3%	2%	2%	5%	2%	1%	1%	4%	2%	1%	2%	4%	1%	1%	3%	2%	1%	3%	-	3%	2%	*
					fg				ij				mn								v		
9-10 years old	180	97	82	34	34	47	30	35	68	77	35	38	62	48	32	52	35	42	19	14	17	162	19
	8%	9%	7%	11%	9%	12%	8%	5%	10%	10%	5%	11%	10%	9%	5%	10%	6%	9%	6%	14%	9%	9%	6%
				g	g	fg			j	j		n	n	n		p				pr			
11-12 years old	654	261	388	111	118	110	123	192	229	233	192	126	191	159	177	166	163	158	83	36	48	562	92
	30%	24%	36%	36%	30%	29%	32%	27%	33%	30%	27%	36%	30%	29%	28%	32%	29%	32%	27%	34%	26%	30%	31%
			a	g					j			n											
13-14 years old	602	291	307	88	120	96	99	199	208	195	199	104	171	146	182	133	177	131	91	22	49	523	80
	28%	27%	28%	29%	30%	25%	25%	28%	30%	25%	28%	29%	27%	27%	28%	26%	31%	27%	29%	21%	26%	28%	27%
15 years old or older	472	264	207	50	82	78	78	184	132	156	184	64	131	114	163	104	117	103	83	20	45	409	63
	22%	25%	19%	17%	21%	21%	20%	26%	19%	20%	26%	18%	21%	21%	25%	20%	21%	21%	27%	19%	24%	22%	22%
		b						cf			hi				k				o				
Children should not be given smartphones	126	70	55	9	14	19	34	51	23	52	51	9	27	46	45	26	40	25	12	8	15	98	28
	6%	7%	5%	3%	4%	5%	9%	7%	3%	7%	7%	2%	4%	8%	7%	5%	7%	5%	4%	8%	8%	5%	10%
							cd	cd		h	h			kl	k								u
Don't know	78	45	30	3	7	17	16	34	10	34	34	3	23	19	32	14	17	24	13	3	7	68	10
	4%	4%	3%	1%	2%	5%	4%	5%	1%	4%	5%	1%	4%	4%	5%	3%	3%	5%	4%	3%	4%	4%	4%
						cd	cd	cd		h	h		k	k	k								
All who think its acceptable for a child to be given a smartphone (NET)	1971	954	1006	291	377	342	339	622	668	681	622	342	587	477	565	476	508	443	286	94	165	1716	255
	91%	89%	92%	96%	95%	90%	87%	88%	95%	89%	88%	97%	92%	88%	88%	92%	90%	90%	92%	90%	88%	91%	87%
			a	efg	efg				ij			lmn	mn									v	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base



Table 2  
Q1 - At what age do you think it's acceptable for a child to be given a smartphone for their own personal use?

Base: All adults aged 16-75 in Great Britain

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	2175	1343	832	1456	719	1152	1023	1859	286	1219	735	221	712	1463	380	332
WEIGHTED BASE	2175	1232	943	1448	727	743	1432	1887	258	1202	755	217	690	1485	382	308
	100%	57%	43%	67%	33%	34%	66%	87%	12%	55%	35%	10%	32%	68%	18%	14%
Younger than 7 years old	17 1%	6 1%	10 1%	14 1%	3 *	7 1%	10 1%	15 1%	2 1%	13 1%	2 *	1 1%	10 1% m	7 * m	8 2%	2 1%
7-8 years old	46 2%	24 2%	22 2%	35 2%	11 1%	12 2%	34 2%	38 2%	8 3%	25 2%	14 2%	7 3%	26 4% m	20 1% m	16 4%	11 3%
9-10 years old	180 8%	85 7%	95 10% a	128 9%	52 7%	59 8%	121 8%	157 8%	17 7%	107 9%	54 7%	19 9%	89 13% m	91 6% m	46 12%	43 14%
11-12 years old	654 30%	379 31%	275 29%	445 31%	209 29%	209 28%	445 31%	581 31%	67 26%	394 33% j	187 25%	73 34% j	267 39% m	387 26% m	150 39%	117 38%
13-14 years old	602 28%	356 29%	247 26%	405 28%	197 27%	204 27%	398 28%	519 28%	75 29%	330 27%	214 28%	58 27%	172 25% m	431 29% m	98 26%	74 24%
15 years old or older	472 22%	288 23%	184 20%	311 21%	161 22%	181 24% f	291 20% f	393 21%	74 29% g	248 21%	186 25% k	38 17%	103 15% l	369 25% l	53 14%	50 16%
Children should not be given smartphones	126 6%	53 4%	73 8% a	69 5%	57 8% c	42 6%	84 6%	116 6%	9 3%	56 5%	59 8% i	10 5%	16 2%	110 7% l	8 2%	8 3%
Don't know	78 4%	41 3%	37 4%	42 3%	36 5% c	31 4%	47 3%	69 4%	5 2%	28 2%	39 5% i	11 5% i	6 1%	72 5% l	3 1%	3 1%
All who think its acceptable for a child to be given a smartphone (NET)	1971 91%	1138 92% b	833 88%	1338 92% d	633 87%	671 90%	1300 91%	1702 90%	244 94% g	1118 93% j	657 87%	197 90%	667 97% m	1304 88%	371 97%	297 96%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 3

Q2 - What's the youngest age you personally have given a smartphone to your child(ren) for their own personal use?

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	712	344	367	93	181	225	160	53	274	385	53	120	330	224	38	173	200	127	135	32	45	619	93
WEIGHTED BASE	690	335	354	93*	180	223	144	50*	273	367	50*	116	326	210	38*	167	193	125	132	30**	42*	602	88*
	100%	49%	51%	14%*	26%	32%	21%	7%*	40%	53%	7%*	17%	47%	30%	5%*	24%	28%	18%	19%	4%**	6%*	87%	13%*
Younger than 7 years old	19 3%	8 2%	11 3%	1 1%	6 4%	11 5%	- -	1 2%	7 3%	11 3%	1 2%	2 1%	15 5%	1 *	1 3%	7 4%	3 1%	4 3%	2 1%	1 2%	3 8%	18 3%	1 1%
7-8 years old	38 6%	18 5%	20 6%	6 6%	13 7%	9 4%	8 6%	2 5%	19 7%	17 5%	2 5%	7 6%	18 6%	11 5%	2 6%	13 8%	12 6%	7 5%	1 1%	3 11%	2 4%	35 6%	3 4%
9-10 years old	116 17%	48 14%	67 19%	9 10%	26 14%	50 22%	27 19%	5 9%	35 13%	77 21%	5 9%	11 9%	57 17%	44 21%	5 13%	36 22%	24 12%	20 16%	19 14%	10 32%	7 17%	96 16%	20 23%
11-12 years old	175 25%	80 24%	95 27%	18 20%	27 15%	52 23%	61 42%	17 33%	45 17%	113 31%	17 33%	20 17%	68 21%	76 36%	11 30%	38 23%	48 25%	35 28%	37 28%	10 32%	7 17%	156 26%	19 22%
13-14 years old	99 14%	53 16%	46 13%	18 19%	23 13%	23 10%	24 16%	11 22%	41 15%	46 13%	11 22%	23 20%	35 11%	32 15%	8 23%	24 14%	28 14%	14 11%	23 17%	1 4%	9 21%	86 14%	13 14%
15 years old or older	52 8%	31 9%	22 6%	11 12%	15 8%	12 6%	7 5%	6 12%	27 10%	20 5%	6 12%	15 13%	20 6%	13 6%	4 11%	10 6%	15 8%	6 5%	18 14%	1 2%	3 7%	49 8%	3 4%
I have never given my child(ren) a smartphone	182 26%	92 27%	90 25%	25 27%	69 38%	63 28%	16 11%	8 16%	94 34%	80 22%	8 16%	34 29%	109 34%	32 15%	6 16%	38 23%	60 31%	37 30%	30 23%	5 17%	11 26%	153 25%	28 32%
Don't know	9 1%	4 1%	4 1%	5 5%	1 *	3 1%	1 *	- -	6 2%	3 1%	- -	5 4%	3 1%	1 *	- -	1 *	4 2%	3 2%	2 1%	- -	- -	8 1%	1 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 4  
Q2 - What's the youngest age you personally have given a smartphone to your child(ren) for their own personal use?

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	712	486	226	598	114	441	271	559	145	558	118	36	712	-	380	332
WEIGHTED BASE	690	419	271	573	116*	291	399	557	124	531	127	31*	690	-**	382	308
	100%	61%	39%	83%	17%*	42%	58%	81%	18%	77%	18%	5%*	100%	-**	55%	45%
Younger than 7 years old	19 3%	7 2%	12 5% a	13 2%	6 5%	8 3%	11 3%	17 3%	1 1%	17 3%	2 2%	- -	19 3%	- -	13 3%	6 2%
7-8 years old	38 6%	19 4%	20 7%	31 5%	7 6%	9 3%	29 7% e	34 6%	4 4%	23 4%	12 9% i	4 11%	38 6%	- -	21 6%	17 5%
9-10 years old	116 17%	57 14%	59 22% a	98 17%	18 15%	42 14%	75 19%	98 17%	18 14%	87 16%	20 15%	9 29%	116 17%	- -	50 13%	66 21% n
11-12 years old	175 25%	109 26%	66 24%	148 26%	27 23%	61 21%	114 28% e	144 26%	25 21%	135 25%	29 22%	11 36%	175 25%	- -	104 27%	71 23%
13-14 years old	99 14%	66 16%	33 12%	84 15%	15 12%	47 16%	51 13%	74 13%	24 19%	69 13%	25 20%	4 13%	99 14%	- -	60 16%	39 13%
15 years old or older	52 8%	32 8%	20 7%	40 7%	12 11%	30 10% f	23 6%	40 7%	13 10%	38 7%	12 10%	2 6%	52 8%	- -	28 7%	24 8%
I have never given my child(ren) a smartphone	182 26%	122 29%	60 22%	153 27%	29 25%	87 30%	95 24%	143 26%	38 31%	157 29% jk	23 18%	2 5%	182 26%	- -	100 26%	81 26%
Don't know	9 1%	7 2%	2 1%	6 1%	3 2%	6 2%	2 1%	8 1%	1 1%	5 1%	4 3%	- -	9 1%	- -	5 1%	4 1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



23-085423-39 - SMARTPHONES  
25TH - 27TH SEPTEMBER 2024  
INTERNAL/CLIENT USE ONLY  
IPSOS

30 Sep 2024

Table 5

Q3 - To what extent would you support or oppose schools implementing each of the following smartphone related policies?

Base: All adults aged 16-75 in Great Britain

	Banning mobile phones in school buildings altogether	Requiring students to deposit mobile phones into a basket at the start of each class, and returning the phones when students leave class	Only allowing students to bring mobile phones that aren't smartphones into school buildings
UNWEIGHTED BASE	2175	2175	2175
WEIGHTED BASE	2175	2175	2175
Strongly support	598 28%	935 43%	438 20%
Tend to support	456 21%	600 28%	484 22%
Neither support nor oppose	407 19%	263 12%	561 26%
Tend to oppose	393 18%	193 9%	345 16%
Strongly oppose	253 12%	128 6%	222 10%
Don't know	68 3%	56 3%	126 6%
Support (NET)	1054 48%	1535 71%	922 42%
Oppose (NET)	646 30%	321 15%	566 26%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 6  
Q3\_1 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Banning mobile phones in school buildings altogether

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	2175	1052	1108	295	409	366	417	688	704	783	688	352	636	576	611	530	566	478	314	107	180	1868	307
WEIGHTED BASE	2175	1069	1091	303	398	378	389	707	701	767	707	354	637	542	642	517	565	492	311	105*	186	1882	293
	100%	49%	50%	14%	18%	17%	18%	33%	32%	35%	33%	16%	29%	25%	30%	24%	26%	23%	14%	5%*	9%	87%	13%
Strongly support	598	314	283	36	70	88	129	275	106	217	275	40	127	179	253	143	152	125	90	27	63	504	95
	28%	29%	26%	12%	18%	23%	33%	39%	15%	28%	39%	11%	20%	33%	39%	28%	27%	25%	29%	26%	34%	27%	32%
				c	c	c	cde	cde		h	hi		k	kl	klm								
Tend to support	456	245	209	44	79	95	66	171	123	162	171	55	141	106	153	92	119	115	73	19	39	391	65
	21%	23%	19%	15%	20%	25%	17%	24%	18%	21%	24%	16%	22%	20%	24%	18%	21%	23%	23%	18%	21%	21%	22%
				cf	cf	cf	cf	cf		h	h		k	k	k			o					
Neither support nor oppose	407	198	204	48	84	68	73	133	132	141	133	61	125	98	123	112	111	76	61	21	26	353	53
	19%	19%	19%	16%	21%	18%	19%	19%	19%	18%	19%	17%	20%	18%	19%	22%	20%	15%	19%	20%	14%	19%	18%
				qt																			
Tend to oppose	393	174	216	71	96	67	75	83	167	142	83	87	132	100	73	108	93	86	48	20	38	346	47
	18%	16%	20%	23%	24%	18%	19%	12%	24%	19%	12%	25%	21%	18%	11%	21%	16%	18%	15%	19%	20%	18%	16%
				g	eg	g	g		ij	j		mn	n	n									
Strongly oppose	253	112	139	99	57	36	36	25	156	72	25	105	82	45	22	56	74	68	28	10	17	227	26
	12%	10%	13%	33%	14%	10%	9%	3%	22%	9%	3%	30%	13%	8%	3%	11%	13%	14%	9%	9%	9%	12%	9%
				defg	fg	g	g		ij	j		lmn	mn	n									
Don't know	68	27	39	5	11	23	9	20	16	32	20	5	30	15	18	6	17	21	12	9	4	60	8
	3%	3%	4%	2%	3%	6%	2%	3%	2%	4%	3%	1%	5%	3%	3%	1%	3%	4%	4%	8%	2%	3%	3%
				cdfg									k					o	o	opt			
Support (NET)	1054	558	492	80	149	184	195	446	229	379	446	96	268	284	406	235	270	240	162	46	101	895	159
	48%	52%	45%	26%	38%	49%	50%	63%	33%	49%	63%	27%	42%	52%	63%	45%	48%	49%	52%	44%	54%	48%	54%
		b			c	cd	cd	cdef		h	hi		k	kl	klm								u
Oppose (NET)	646	286	355	170	153	103	111	108	324	215	108	192	214	145	95	164	167	155	76	29	55	573	73
	30%	27%	33%	56%	39%	27%	29%	15%	46%	28%	15%	54%	34%	27%	15%	32%	30%	31%	25%	28%	29%	30%	25%
		a		defg	efg	g	g		ij	j		lmn	mn	n		r							

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base



Table 7

Q3\_1 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Banning mobile phones in school buildings altogether

Base: All adults aged 16-75 in Great Britain

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	2175	1343	832	1456	719	1152	1023	1859	286	1219	735	221	712	1463	380	332
WEIGHTED BASE	2175	1232	943	1448	727	743	1432	1887	258	1202	755	217	690	1485	382	308
	100%	57%	43%	67%	33%	34%	66%	87%	12%	55%	35%	10%	32%	68%	18%	14%
Strongly support	598 28%	337 27%	261 28%	378 26%	220 30%	226 30% f	372 26%	529 28%	66 26%	363 30% j	167 22%	69 32% j	154 22%	444 30% l	75 20%	79 26%
Tend to support	456 21%	271 22%	184 20%	307 21%	149 21%	172 23%	283 20%	391 21%	57 22%	271 23%	149 20%	35 16%	149 22%	307 21%	94 25% o	54 18%
Neither support nor oppose	407 19%	211 17%	196 21% a	263 18%	144 20%	129 17%	278 19%	359 19%	45 17%	206 17%	146 19%	55 25% i	131 19%	275 19%	82 21%	49 16%
Tend to oppose	393 18%	227 18%	165 18%	279 19%	114 16%	128 17%	265 19%	338 18%	48 19%	213 18%	146 19%	34 16%	139 20%	254 17%	66 17%	73 24%
Strongly oppose	253 12%	146 12%	107 11%	179 12%	74 10%	66 9%	187 13% e	211 11%	36 14%	122 10%	114 15% ik	17 8% m	104 15%	150 10%	57 15%	46 15%
Don't know	68 3%	39 3%	29 3%	42 3%	26 4%	21 3%	47 3%	60 3%	7 3%	27 2%	33 4% i	8 4%	13 2%	55 4% l	7 2%	6 2%
Support (NET)	1054 48%	609 49%	445 47%	685 47%	369 51%	399 54% f	655 46%	920 49%	123 48%	634 53% j	316 42%	104 48%	303 44%	751 51% l	170 44%	133 43%
Oppose (NET)	646 30%	373 30%	273 29%	458 32% d	188 26%	194 26%	452 32% e	548 29%	84 32%	335 28%	260 34% ik	51 23%	243 35% m	403 27%	123 32%	119 39%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 8  
Q3\_2 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Requiring students to deposit mobile phones into a basket at the start of each class, and returning the phones when students leave class

Base: All adults aged 16-75 in Great Britain

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	2175	1052	1108	295	409	366	417	688	704	783	688	352	636	576	611	530	566	478	314	107	180	1868	307
WEIGHTED BASE	2175	1069	1091	303	398	378	389	707	701	767	707	354	637	542	642	517	565	492	311	105*	186	1882	293
	100%	49%	50%	14%	18%	17%	18%	33%	32%	35%	33%	16%	29%	25%	30%	24%	26%	23%	14%	5%*	9%	87%	13%
Strongly support	935	460	472	47	125	149	195	419	172	344	419	59	230	263	383	225	234	213	129	39	94	794	141
	43%	43%	43%	16%	31%	39%	50%	59%	25%	45%	59%	17%	36%	48%	60%	44%	41%	43%	42%	38%	51%	42%	48%
				c		cd	cde	cdef		h	hi		k	kl	klm				p				
Tend to support	600	293	303	79	127	109	102	183	206	211	183	94	193	144	168	149	154	129	95	31	42	518	82
	28%	27%	28%	26%	32%	29%	26%	26%	29%	27%	26%	27%	30%	27%	26%	29%	27%	26%	31%	30%	22%	28%	28%
				g																			
Neither support nor oppose	263	141	120	64	41	54	53	51	105	107	51	72	79	68	44	62	73	49	40	13	25	237	26
	12%	13%	11%	21%	10%	14%	14%	7%	15%	14%	7%	20%	12%	12%	7%	12%	13%	10%	13%	12%	14%	13%	9%
				defg		g	g		j	j		lmn	n	n									
Tend to oppose	193	91	100	55	55	35	19	28	111	55	28	66	68	34	25	43	57	50	22	9	13	168	25
	9%	9%	9%	18%	14%	9%	5%	4%	16%	7%	4%	19%	11%	6%	4%	8%	10%	10%	7%	8%	7%	9%	8%
				efg	fg	fg			ij	j		lmn	mn										
Strongly oppose	128	64	64	52	35	14	16	10	88	30	10	58	38	25	7	29	37	35	13	7	8	116	12
	6%	6%	6%	17%	9%	4%	4%	1%	13%	4%	1%	16%	6%	5%	1%	6%	7%	7%	4%	7%	4%	6%	4%
				defg	efg	g	g		ij	j		lmn	n	n									
Don't know	56	20	33	5	14	17	4	16	19	21	16	5	28	8	15	9	10	16	11	6	4	49	7
	3%	2%	3%	2%	3%	4%	1%	2%	3%	3%	2%	1%	4%	1%	2%	2%	2%	3%	3%	5%	2%	3%	2%
				f		f							km						op				
Support (NET)	1535	754	774	126	252	258	297	602	379	555	602	153	423	407	552	374	388	342	224	71	136	1312	223
	71%	71%	71%	42%	63%	68%	76%	85%	54%	72%	85%	43%	66%	75%	86%	72%	69%	70%	72%	67%	73%	70%	76%
				c		c	cde	cdef		h	hi		k	kl	klm								u
Oppose (NET)	321	154	164	108	91	50	35	38	198	85	38	123	107	60	32	71	94	84	36	16	21	284	37
	15%	14%	15%	36%	23%	13%	9%	5%	28%	11%	5%	35%	17%	11%	5%	14%	17%	17%	12%	15%	11%	15%	13%
				defg	efg	g	g		ij	j		lmn	mn	n				r					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base





Table 9

Q3\_2 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Requiring students to deposit mobile phones into a basket at the start of each class, and returning the phones when students leave class

Base: All adults aged 16-75 in Great Britain

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	2175	1343	832	1456	719	1152	1023	1859	286	1219	735	221	712	1463	380	332
WEIGHTED BASE	2175	1232	943	1448	727	743	1432	1887	258	1202	755	217	690	1485	382	308
	100%	57%	43%	67%	33%	34%	66%	87%	12%	55%	35%	10%	32%	68%	18%	14%
Strongly support	935 43%	540 44%	395 42%	600 41%	335 46%	345 46% f	590 41%	828 44%	99 38%	581 48% j	246 33%	108 50% j	256 37%	679 46% l	143 37%	113 37%
Tend to support	600 28%	344 28%	256 27%	423 29% d	177 24%	204 27%	396 28%	522 28%	73 28%	322 27%	218 29%	60 28%	194 28%	406 27%	107 28%	87 28%
Neither support nor oppose	263 12%	138 11%	125 13%	181 12%	82 11%	81 11%	181 13%	214 11%	40 15%	113 9%	126 17% i	24 11%	91 13%	172 12%	53 14%	38 12%
Tend to oppose	193 9%	114 9%	79 8%	134 9%	59 8%	57 8%	136 10%	170 9%	22 9%	107 9%	74 10%	12 6%	84 12% m	109 7%	44 11%	40 13%
Strongly oppose	128 6%	66 5%	62 7%	81 6%	47 6%	37 5%	91 6%	107 6%	18 7%	53 4%	66 9% ik	9 4%	51 7%	77 5%	26 7%	25 8%
Don't know	56 3%	31 2%	25 3%	29 2%	27 4% c	19 3%	37 3%	46 2%	7 3%	25 2%	26 3%	4 2%	13 2%	43 3%	8 2%	5 2%
Support (NET)	1535 71%	884 72%	652 69%	1023 71%	512 70%	549 74% f	986 69%	1350 72%	171 66%	903 75% j	464 61%	168 77% j	451 65% l	1085 73% l	250 66%	200 65%
Oppose (NET)	321 15%	180 15%	141 15%	216 15%	106 15%	94 13% e	227 16%	276 15%	41 16%	160 13%	140 19% ik	21 10%	135 20% m	186 13%	70 18%	65 21%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used.



Table 10  
Q3\_3 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Only allowing students to bring mobile phones that aren't smartphones into school buildings

Base: All adults aged 16-75 in Great Britain

		GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
	TOTAL	MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	2175	1052	1108	295	409	366	417	688	704	783	688	352	636	576	611	530	566	478	314	107	180	1868	307
WEIGHTED BASE	2175	1069	1091	303	398	378	389	707	701	767	707	354	637	542	642	517	565	492	311	105*	186	1882	293
	100%	49%	50%	14%	18%	17%	18%	33%	32%	35%	33%	16%	29%	25%	30%	24%	26%	23%	14%	5%*	9%	87%	13%
Strongly support	438	224	214	37	60	61	84	197	97	144	197	44	100	118	177	101	109	88	78	20	43	375	64
	20%	21%	20%	12%	15%	16%	22%	28%	14%	19%	28%	12%	16%	22%	28%	20%	19%	18%	25%	19%	23%	20%	22%
							cd	cdef		h	hi			kl	klm				q				
Tend to support	484	236	245	47	107	83	85	162	154	167	162	60	159	114	150	115	136	100	68	22	42	415	68
	22%	22%	22%	15%	27%	22%	22%	23%	22%	22%	23%	17%	25%	21%	23%	22%	24%	20%	22%	21%	22%	22%	23%
					c		c	c					k		k								
Neither support nor oppose	561	301	258	80	96	106	103	176	176	209	176	97	159	144	161	137	136	123	81	31	52	486	75
	26%	28%	24%	26%	24%	28%	26%	25%	25%	27%	25%	27%	25%	27%	25%	27%	24%	25%	26%	30%	28%	26%	26%
		b																					
Tend to oppose	345	160	182	62	81	62	57	82	143	119	82	74	115	83	74	92	85	74	53	14	25	301	44
	16%	15%	17%	20%	20%	16%	15%	12%	20%	16%	12%	21%	18%	15%	12%	18%	15%	15%	17%	14%	14%	16%	15%
				g	g				ij	j		mn	n										
Strongly oppose	222	107	111	66	40	41	32	43	106	73	43	69	70	45	37	51	63	67	17	10	14	195	27
	10%	10%	10%	22%	10%	11%	8%	6%	15%	10%	6%	19%	11%	8%	6%	10%	11%	14%	5%	10%	8%	10%	9%
				defg	g	g			ij	j		lmn	n			r	r	r					
Don't know	126	42	81	11	14	25	29	47	25	54	47	11	33	39	43	20	36	39	14	7	10	110	15
	6%	4%	7%	4%	4%	7%	7%	7%	4%	7%	7%	3%	5%	7%	7%	4%	6%	8%	4%	7%	5%	6%	5%
		a					cd	d		h	h			k	k			o					
Support (NET)	922	460	459	84	167	143	169	359	251	312	359	104	259	232	327	216	245	188	146	42	85	790	132
	42%	43%	42%	28%	42%	38%	43%	51%	36%	41%	51%	29%	41%	43%	51%	42%	43%	38%	47%	40%	45%	42%	45%
					c	c	c	cdef			hi		k	k	klm				q				
Oppose (NET)	566	267	293	128	121	103	89	125	249	192	125	142	185	128	111	143	148	141	70	24	40	496	71
	26%	25%	27%	42%	30%	27%	23%	18%	36%	25%	18%	40%	29%	24%	17%	28%	26%	29%	23%	23%	21%	26%	24%
				defg	fg	g			ij	j		lmn	n	n									

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base



Table 11

Q3\_3 - To what extent would you support or oppose schools implementing each of the following smartphone related policies? Only allowing students to bring mobile phones that aren't smartphones into school buildings

Base: All adults aged 16-75 in Great Britain

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	2175	1343	832	1456	719	1152	1023	1859	286	1219	735	221	712	1463	380	332
WEIGHTED BASE	2175	1232	943	1448	727	743	1432	1887	258	1202	755	217	690	1485	382	308
	100%	57%	43%	67%	33%	34%	66%	87%	12%	55%	35%	10%	32%	68%	18%	14%
Strongly support	438 20%	255 21%	184 20%	278 19%	160 22%	171 23% f	268 19%	381 20%	50 19%	268 22% j	127 17%	44 20%	128 18%	311 21%	67 18%	61 20%
Tend to support	484 22%	295 24%	189 20%	335 23%	148 20%	185 25% f	299 21%	416 22%	63 24%	287 24% k	161 21%	36 17%	147 21%	336 23%	88 23%	59 19%
Neither support nor oppose	561 26%	297 24%	263 28%	369 25%	192 26%	184 25%	376 26%	495 26%	61 24%	300 25%	195 26%	66 30%	185 27%	376 25%	104 27%	80 26%
Tend to oppose	345 16%	186 15%	158 17%	243 17%	101 14%	109 15%	236 16%	292 15%	49 19%	187 16%	126 17%	32 15%	131 19% m	214 14%	70 18%	61 20%
Strongly oppose	222 10%	124 10%	97 10%	153 11%	69 9%	62 8%	160 11% e	191 10%	23 9%	105 9%	96 13% i	21 10%	75 11%	146 10%	35 9%	40 13%
Don't know	126 6%	75 6%	51 5%	70 5%	56 8% c	32 4%	94 7% e	112 6%	11 4%	57 5%	51 7%	18 8% i	24 3%	102 7% l	17 4%	7 2%
Support (NET)	922 42%	549 45% b	373 40%	614 42%	308 42%	355 48% f	567 40%	797 42%	113 44%	554 46% jk	287 38%	81 37%	275 40%	647 44%	155 41%	120 39%
Oppose (NET)	566 26%	311 25%	256 27%	396 27%	170 23%	171 23%	395 28% e	483 26%	72 28%	291 24%	222 29% i	53 24%	206 30% m	360 24%	106 28%	101 33%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used.



23-085423-39 - SMARTPHONES  
25TH - 27TH SEPTEMBER 2024  
INTERNAL/CLIENT USE ONLY  
IPSOS

30 Sep 2024

Table 12

Q4 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school?

Base: All adults aged 16-75 in Great Britain who have children

	Told your child(ren) not to bring their smartphone to school	Confiscated your child(ren)'s smartphone to prevent them from bringing it to school	Given your child(ren) a mobile phone that isn't a smartphone to bring to school
UNWEIGHTED BASE	712	712	712
WEIGHTED BASE	690	690	690
I have done this	152 22%	93 14%	90 13%
I haven't done this, but I have considered it	162 23%	146 21%	153 22%
I haven't considered this	315 46%	385 56%	396 57%
Don't know	61 9%	65 9%	50 7%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 13  
Q4\_1 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school? Told your child(ren) not to bring their smartphone to school

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	712	344	367	93	181	225	160	53	274	385	53	120	330	224	38	173	200	127	135	32	45	619	93
WEIGHTED BASE	690	335	354	93*	180	223	144	50*	273	367	50*	116	326	210	38*	167	193	125	132	30**	42*	602	88*
	100%	49%	51%	14%*	26%	32%	21%	7%*	40%	53%	7%*	17%	47%	30%	5%*	24%	28%	18%	19%	4%**	6%*	87%	13%*
I have done this	152	87	65	16	48	54	23	11	64	77	11	25	77	41	8	36	36	19	43	5	14	135	18
	22%	26%	18%	17%	27%	24%	16%	22%	24%	21%	22%	22%	24%	20%	23%	21%	19%	15%	32%	17%	33%	22%	20%
		b			f														pq		q		
I haven't done this, but I have considered it	162	91	70	27	47	50	22	15	74	72	15	30	81	36	14	32	48	30	41	6	5	142	20
	23%	27%	20%	29%	26%	23%	15%	30%	27%	20%	30%	26%	25%	17%	36%	19%	25%	24%	31%	21%	12%	24%	23%
		b		f	f		f		i					m					ot				
I haven't considered this	315	133	182	41	65	95	91	22	106	186	22	50	132	118	14	86	92	62	38	17	20	276	39
	46%	40%	51%	44%	36%	43%	63%	43%	39%	51%	43%	43%	41%	56%	38%	52%	47%	49%	29%	57%	48%	46%	44%
		a					cdeg			h				kl		r	r	r		r			
Don't know	61	24	38	9	19	23	8	2	28	31	2	11	35	14	1	14	18	14	11	2	3	50	11
	9%	7%	11%	10%	10%	11%	5%	5%	10%	8%	5%	9%	11%	7%	3%	8%	9%	12%	8%	6%	7%	8%	13%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 14

Q4\_1 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school? Told your child(ren) not to bring their smartphone to school

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	712	486	226	598	114	441	271	559	145	558	118	36	712	-	380	332
WEIGHTED BASE	690	419	271	573	116*	291	399	557	124	531	127	31*	690	-**	382	308
	100%	61%	39%	83%	17%*	42%	58%	81%	18%	77%	18%	5%*	100%	-**	55%	45%
I have done this	152	105	47	129	23	95	57	112	40	121	21	10	152	-	65	87
	22%	25%	17%	22%	20%	33%	14%	20%	32%	23%	16%	33%	22%	-	17%	28%
		b		f		f		g		j		j			n	
I haven't done this, but I have considered it	162	103	59	136	26	68	93	127	32	125	34	3	162	-	86	75
	23%	24%	22%	24%	22%	24%	23%	23%	26%	23%	26%	11%	23%	-	23%	24%
I haven't considered this	315	172	142	260	54	99	216	266	43	240	58	17	315	-	190	124
	46%	41%	53%	45%	47%	34%	54%	48%	34%	45%	46%	53%	46%	-	50%	40%
		a		e		e		h							o	
Don't know	61	39	22	48	13	28	33	52	9	45	15	1	61	-	40	21
	9%	9%	8%	8%	11%	10%	8%	9%	8%	9%	12%	2%	9%	-	10%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 15  
Q4\_2 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school? Confiscated your child(ren)'s smartphone to prevent them from bringing it to school

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	712	344	367	93	181	225	160	53	274	385	53	120	330	224	38	173	200	127	135	32	45	619	93
WEIGHTED BASE	690	335	354	93*	180	223	144	50*	273	367	50*	116	326	210	38*	167	193	125	132	30**	42*	602	88*
	100%	49%	51%	14%*	26%	32%	21%	7%*	40%	53%	7%*	17%	47%	30%	5%*	24%	28%	18%	19%	4%**	6%*	87%	13%*
I have done this	93	60	33	11	35	36	7	4	46	43	4	16	59	15	3	19	26	13	29	3	4	83	10
	14%	18%	9%	12%	20%	16%	5%	7%	17%	12%	7%	14%	18%	7%	8%	11%	13%	10%	22%	10%	10%	14%	12%
		b			f	f							m						oq				
I haven't done this, but I have considered it	146	89	56	24	42	42	25	13	66	67	13	28	70	39	9	30	36	27	36	6	11	125	21
	21%	27%	16%	25%	24%	19%	17%	25%	24%	18%	25%	24%	21%	19%	25%	18%	19%	21%	27%	19%	27%	21%	23%
		b																					
I haven't considered this	385	158	226	48	81	120	105	31	129	225	31	58	163	140	24	104	113	71	55	20	23	339	46
	56%	47%	64%	51%	45%	54%	73%	63%	47%	61%	63%	50%	50%	67%	64%	62%	58%	56%	41%	65%	55%	56%	53%
			a				cde	d						kl		r	r	r					
Don't know	65	27	38	11	21	24	7	2	32	31	2	14	35	15	1	14	18	15	13	2	4	55	10
	9%	8%	11%	12%	12%	11%	5%	5%	12%	9%	5%	12%	11%	7%	3%	9%	9%	12%	10%	6%	9%	9%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Table 16

Q4\_2 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school? Confiscated your child(ren)'s smartphone to prevent them from bringing it to school

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	712	486	226	598	114	441	271	559	145	558	118	36	712	-	380	332
WEIGHTED BASE	690	419	271	573	116*	291	399	557	124	531	127	31*	690	-**	382	308
	100%	61%	39%	83%	17%*	42%	58%	81%	18%	77%	18%	5%*	100%	-**	55%	45%
I have done this	93	60	33	83	11	62	31	71	22	76	14	3	93	-	38	55
	14%	14%	12%	14%	9%	21% f	8%	13%	18%	14%	11%	9%	14%	-	10%	18% n
I haven't done this, but I have considered it	146	99	47	128	18	65	81	110	34	115	22	9	146	-	78	67
	21%	24%	17%	22%	16%	22%	20%	20%	27%	22%	17%	30%	21%	-	21%	22%
I haven't considered this	385	216	169	310	75	136	249	322	59	293	74	18	385	-	221	164
	56%	52%	62% a	54%	64%	47%	62% e	58%	48%	55%	58%	59%	56%	-	58%	53%
Don't know	65	43	22	52	13	27	38	55	9	47	17	1	65	-	44	22
	9%	10%	8%	9%	11%	9%	10%	10%	7%	9%	14%	2%	9%	-	11%	7%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.





Table 17  
Q4\_3 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school? Given your child(ren) a mobile phone that isn't a smartphone to bring to school

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	712	344	367	93	181	225	160	53	274	385	53	120	330	224	38	173	200	127	135	32	45	619	93
WEIGHTED BASE	690	335	354	93*	180	223	144	50*	273	367	50*	116	326	210	38*	167	193	125	132	30**	42*	602	88*
	100%	49%	51%	14%*	26%	32%	21%	7%*	40%	53%	7%*	17%	47%	30%	5%*	24%	28%	18%	19%	4%**	6%*	87%	13%*
I have done this	90	56	34	11	28	31	11	9	39	42	9	16	47	19	9	22	18	13	28	4	6	77	13
	13%	17%	10%	12%	16%	14%	7%	18%	14%	11%	18%	13%	14%	9%	23%	13%	9%	10%	21%	13%	15%	13%	15%
		b			f			f							m				pq				
I haven't done this, but I have considered it	153	91	61	27	51	43	25	8	78	68	8	33	82	31	6	24	41	26	51	5	6	142	10
	22%	27%	17%	29%	28%	19%	17%	15%	28%	18%	15%	29%	25%	15%	17%	15%	21%	21%	38%	16%	14%	24%	12%
		b			f				i			m	m						opqt			v	
I haven't considered this	396	166	230	47	86	131	102	30	134	233	30	59	168	149	21	110	119	74	45	22	26	343	53
	57%	50%	65%	51%	48%	59%	71%	59%	49%	64%	59%	51%	51%	71%	56%	66%	62%	59%	34%	72%	63%	57%	61%
		a					cde			h				kl		r	r	r		r			
Don't know	50	22	28	8	14	18	6	4	22	24	4	8	30	10	1	11	15	12	8	-	3	39	11
	7%	6%	8%	8%	8%	8%	4%	7%	8%	7%	7%	7%	9%	5%	4%	7%	8%	10%	6%	-	8%	7%	12%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 18

Q4\_3 - Which of the following things have you done, or would you consider doing regarding your child(ren) bringing smartphones to school? Given your child(ren) a mobile phone that isn't a smartphone to bring to school

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	712	486	226	598	114	441	271	559	145	558	118	36	712	-	380	332
WEIGHTED BASE	690	419	271	573	116*	291	399	557	124	531	127	31*	690	-**	382	308
	100%	61%	39%	83%	17%*	42%	58%	81%	18%	77%	18%	5%*	100%	-**	55%	45%
I have done this	90	68	23	80	11	57	33	64	25	69	15	6	90	-	37	54
	13%	16%	8%	14%	9%	20%	8%	11%	20%	13%	12%	20%	13%	-	10%	17%
		b				f			g						n	
I haven't done this, but I have considered it	153	96	57	136	16	78	75	115	35	122	26	5	153	-	92	61
	22%	23%	21%	24%	14%	27%	19%	21%	29%	23%	20%	15%	22%	-	24%	20%
		d		f												
I haven't considered this	396	226	170	319	78	134	262	335	58	304	75	18	396	-	219	178
	57%	54%	63%	56%	67%	46%	66%	60%	47%	57%	59%	57%	57%	-	57%	58%
		a			c		e		h							
Don't know	50	29	21	39	11	22	28	44	6	35	12	3	50	-	34	16
	7%	7%	8%	7%	10%	7%	7%	8%	5%	7%	9%	9%	7%	-	9%	5%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 19  
Q5 - To your knowledge, has your child(ren)'s school(s) implemented a ban on smartphones in school?

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN	
		MAN (a)	WOMAN (b)	16-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-75 (g)	16-34 (h)	35-54 (i)	55+ (j)	GEN Z (k)	MILLENNIALS (l)	GEN X (m)	BABY BOOMER (n)	NORTH (o)	MIDLANDS (p)	SOUTH (q)	LONDON (r)	WALES (s)	SCOTLAND (t)	URBAN (u)	RURAL (v)
UNWEIGHTED BASE	712	344	367	93	181	225	160	53	274	385	53	120	330	224	38	173	200	127	135	32	45	619	93
WEIGHTED BASE	690	335	354	93*	180	223	144	50*	273	367	50*	116	326	210	38*	167	193	125	132	30**	42*	602	88*
	100%	49%	51%	14%*	26%	32%	21%	7%*	40%	53%	7%*	17%	47%	30%	5%*	24%	28%	18%	19%	4%**	6%*	87%	13%*
Yes	183	96	86	35	43	58	41	6	78	99	6	39	84	57	4	29	58	38	45	8	6	165	19
	27%	29%	24%	37%	24%	26%	28%	13%	29%	27%	13%	33%	26%	27%	9%	17%	30%	30%	34%	26%	14%	27%	21%
				dg			g		j	j		n	n	n			o	o	ot				
No	376	178	198	44	95	123	82	32	139	205	32	57	175	120	24	111	98	54	62	20	31	330	46
	55%	53%	56%	47%	53%	55%	57%	63%	51%	56%	63%	49%	54%	57%	65%	66%	51%	43%	47%	67%	74%	55%	52%
				pqr																	pqr		
Don't know	130	61	69	15	41	41	21	12	56	63	12	21	68	32	10	27	38	33	25	2	5	107	23
	19%	18%	20%	16%	23%	19%	15%	24%	20%	17%	24%	18%	21%	15%	26%	16%	20%	27%	19%	7%	12%	18%	27%

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g - h/i/j - k/l/m/n - o/p/q/r/s/t - u/v  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 20

Q5 - To your knowledge, has your child(ren)'s school(s) implemented a ban on smartphones in school?

Base: All adults aged 16-75 in Great Britain who have children

	TOTAL	SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING (c)	NOT WORKING (d)	GRADUATES (e)	NON GRADUATES (f)	WHITE (g)	ETHNIC MINORITY (h)	MARRIED /LIVING AS (i)	SINGLE (j)	WID/ DIV/ SEP (k)	YES (l)	NO (m)	1 (n)	2 OR MORE (o)
UNWEIGHTED BASE	712	486	226	598	114	441	271	559	145	558	118	36	712	-	380	332
WEIGHTED BASE	690	419	271	573	116*	291	399	557	124	531	127	31*	690	-**	382	308
	100%	61%	39%	83%	17%*	42%	58%	81%	18%	77%	18%	5%*	100%	-**	55%	45%
Yes	183	125	58	154	30	85	98	150	32	132	40	11	183	-	72	111
	27%	30%	22%	27%	25%	29%	25%	27%	26%	25%	31%	37%	27%	-	19%	36%
		b													n	
No	376	222	154	319	57	150	226	301	70	296	62	18	376	-	212	164
	55%	53%	57%	56%	49%	52%	57%	54%	57%	56%	48%	58%	55%	-	56%	53%
Don't know	130	72	59	100	30	55	75	106	22	103	26	2	130	-	97	34
	19%	17%	22%	17%	26%	19%	19%	19%	18%	19%	20%	5%	19%	-	25%	11%
								k		k					o	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h - i/j/k - l/m - n/o  
Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing



Table 21  
Sample profile  
Base: All adults aged 16-75 in Great Britain

	GENDER		AGE					AGGREGATED AGE			GENERATION				REGION						URBAN		RURAL		
	MAN	WOMAN	16-24	25-34	35-44	45-54	55-75	16-34	35-54	55+	GEN Z	MILLENNIALS	GEN X	BABY BOOMER	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	URBAN	RURAL			
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)		
	UNWEIGHTED BASE	2175	1052	1108	295	409	366	417	688	704	789	688	352	636	576	611	510	566	478	314	107	180	1868	807	
	WEIGHTED BASE	2195	1069	1091	303	298	378	389	707	701	767	707	354	637	542	642	517	565	492	311	105*	186	1882	293	
		100%	49%	50%	14%	18%	17%	18%	33%	32%	35%	33%	16%	29%	25%	30%	24%	26%	26%	14%	5%*	9%	87%	13%	
	GENDER																								
	MAN	1069	1069	-	154	199	187	189	341	353	376	341	177	321	260	311	235	298	230	160	51	97	930	139	
		49%	100%	-	51%	50%	49%	49%	48%	50%	49%	48%	50%	50%	48%	48%	45%	53%	47%	51%	49%	52%	49%	47%	
	WOMAN	1091	-	1091	148	195	190	195	363	343	385	363	175	311	276	328	278	262	258	150	54	89	938	152	
		50%	-	100%	49%	49%	50%	50%	51%	49%	50%	51%	50%	49%	51%	51%	54%	46%	52%	48%	51%	48%	50%	52%	
	AGE																								
	16-24	303	154	148	303	-	-	-	-	303	-	-	303	-	-	-	60	79	86	47	18	13	276	27	
		14%	14%	14%	100%	-	-	-	-	43%	-	-	86%	-	-	-	12%	14%	14%	15%	17%	7%	15%	9%	
					defg					ij			lmn				t		ot	t			v		
	25-34	398	199	195	-	398	-	-	-	398	-	-	51	347	-	-	90	113	69	38	16	23	359	39	
		18%	19%	18%	-	100%	-	-	-	57%	-	-	14%	55%	-	-	17%	20%	14%	28%	15%	12%	19%	13%	
						cefg				ij			kmn						opqs			v			
	35-44	378	187	190	-	-	378	-	-	-	378	-	-	290	89	-	74	99	83	71	19	33	330	48	
		17%	17%	17%	-	-	100%	-	-	-	49%	-	-	45%	16%	-	14%	18%	17%	23%	18%	18%	18%	16%	
							cdfe				hj			lmn					o						
	45-54	389	189	195	-	-	-	389	-	-	389	-	-	-	389	-	104	113	102	44	12	14	330	59	
		18%	18%	18%	-	-	-	100%	-	-	51%	-	-	72%	-	-	20%	20%	20%	21%	14%	11%	8%	18%	20%
								cdhe			ij			kmn					rt	rt	rt				
	55-75	707	341	363	-	-	-	-	707	-	-	707	-	-	65	642	189	161	152	62	40	103	586	121	
		33%	32%	33%	-	-	-	-	100%	-	-	100%	-	-	12%	100%	37%	28%	31%	20%	39%	55%	31%	41%	
									cdef			hi			kl	klm	pr	r	r	r		opqr	s	u	
	AGGREGATED AGE																								
	16-34	701	353	343	303	398	-	-	-	701	-	-	354	347	-	-	150	192	155	134	34	36	635	65	
		32%	33%	31%	100%	100%	-	-	-	100%	-	-	100%	55%	-	-	29%	34%	32%	43%	32%	19%	34%	22%	
					efg					ij			lmn				t	t	t	opqr		v			
	35-54	767	376	385	-	378	389	-	-	767	-	-	290	477	-	-	178	213	184	115	31	47	660	107	
		35%	35%	35%	-	-	100%	100%	-	-	100%	-	-	45%	88%	-	34%	38%	37%	37%	29%	25%	35%	36%	
							cdg			cdg			hj			kl	klm			t	t				
	55+	707	341	363	-	-	-	-	707	-	-	707	-	-	65	642	189	161	152	62	40	103	586	121	
		33%	32%	33%	-	-	-	-	100%	-	-	100%	-	-	12%	100%	37%	28%	31%	20%	39%	55%	31%	41%	
									cdef			hi			kl	klm	pr	r	r	r		opqr	s	u	
	GENERATION																								
	GEN Z	354	177	175	303	51	-	-	-	354	-	-	354	-	-	-	69	89	95	63	21	17	321	33	
		16%	17%	16%	100%	13%	-	-	-	50%	-	-	100%	-	-	-	13%	16%	19%	20%	20%	9%	17%	11%	
					defg					ef			lmn				t		ot	ot	ot				
	MILLENNIALS	637	321	311	-	347	290	-	-	347	290	-	-	637	-	-	134	182	128	127	24	41	568	68	
		29%	30%	29%	-	87%	77%	-	-	50%	38%	-	-	100%	-	-	26%	32%	26%	41%	22%	22%	30%	23%	
						cefg	cfh			ij	i		kmn				ot	ot	opqs			v			
	GEN X	542	260	276	-	-	89	389	65	-	477	65	-	-	542	-	140	145	136	69	24	28	458	85	
		25%	24%	25%	-	-	23%	100%	9%	-	62%	9%	-	-	100%	-	27%	26%	28%	22%	23%	15%	24%	29%	
							cdg	cdhe	cd		hj	h			klm		t	t							
	BABY BOOMER	642	311	328	-	-	-	-	642	-	-	642	-	-	-	642	174	148	132	51	37	100	535	108	
		30%	29%	30%	-	-	-	-	91%	-	-	91%	-	-	-	100%	34%	26%	27%	16%	35%	54%	28%	37%	
									cdef		hi				klm	pqr	r	r	r	r		opqr	s	u	
	REGION																								
	NORTH	517	235	278	60	90	74	104	189	150	178	189	69	134	140	174	517	-	-	-	-	-	-	470	46
		24%	23%	25%	20%	23%	20%	27%	27%	21%	23%	27%	19%	21%	26%	27%	100%	-	-	-	-	-	-	25%	16%
									ef			h		ij									v		
	MIDLANDS	565	298	262	79	113	99	113	161	192	213	161	89	182	145	149	-	565	-	-	-	-	-	465	100
		26%	28%	24%	26%	28%	26%	29%	23%	27%	28%	23%	25%	29%	27%	23%	-	100%	-	-	-	-	-	25%	34%
									ef	ij				kmn				opqr						u	
	SOUTH	492	230	258	86	69	83	102	152	155	184	152	95	128	136	132	-	-	492	-	-	-	-	405	87
		23%	21%	24%	29%	17%	22%	26%	21%	22%	24%	21%	22%	20%	25%	21%	-	-	100%	-	-	-	-	22%	30%
					de			d					lm						oprst					u	
	LONDON	311	160	150	47	88	71	44	62	134	115	62	63	127	69	51	-	-	-	311	-	-	-	311	-
		14%	15%	14%	15%	22%	19%	11%	9%	19%	15%	9%	6%	20%	13%	8%	-	-	-	100%	-	-	-	17%	-
					efg	efg	efg			ij	i		n	mn					opqr						
	WALES	106	51	54	18	16	19	12	40	56	34	40	21	24	24	37	-	-	-	-	106	-	-	81	24
		5%	5%	5%	6%	4%	5%	3%	6%	5%	4%	6%	6%	4%	4%	6%	-	-	-	-	100%	-	-	4%	8%
																					opqr		u		
	SCOTLAND	186	97	89	13	23	33	34	103	36	47	103	17	41	28	100	-	-	-	-	-	-	186	150	36
		9%	9%	8%	4%	6%	9%	4%	15%	5%	6%	15%	5%	7%	5%	16%	-	-	-	-	-	-	100%	8%	u
						cd			cdef		hi				klm							opqr	s	u	
	URBAN	1882	930	938	276	359	330	330	586	635	660	586	321	568	458	535	470	465	405	311	81	150	1882	-	
		87%	87%	86%	91%	90%	87%	85%	83%	91%	86%	83%	91%	89%	84%	83%	91%	82%	82%	100%	77%	81%	100%	-	
					efg				efg	ij			mn				opqr			opqs		v			
	RURAL	293	139	152	27	39	48	59	121	65	107	121	33	68	85	108	46	100	87	-	24	36	-	293	
	13%	13%	14%	9%	10%	13%	15%	17%	9%	14%	17%	9%	11%	16%	17%	9%	18%	18%	-	23%	19%	-	100%		
								cd		h			kl					or	or	or	or				
SOCIAL GRADE																									
ABC1	1232	611	611	165	249	232	228	357	414	461	357	202	382	322	327	271	320	280	207	53	100	1065	167		
	57%	57%	56%	54%	63%	61%	59%	51%	59%	60%	51%	57%	60%	59%	51%	52%	57%	57%	67%	51%	544				



23-085423-39 - SMARTPHONES  
25TH - 27TH SEPTEMBER 2024  
INTERNAL/CLIENT USE ONLY  
IPSO5

30 Sep 2024

Table 22

Sample profile

Base: All adults aged 16-75 in Great Britain

		SOCIAL GRADE		WORKING STATUS		EDUCATION		ETHNICITY		MARITAL STATUS			CHILDREN IN HOUSEHOLD		NUMBER OF CHILDREN IN HOUSEHOLD	
		ABC1 (a)	C2DE (b)	WORKING	NOT WORKING	GRADUATES	NON GRADUATES	WHITE	ETHNIC MINORITY	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	YES	NO	1 (a)	2 OR MORE (b)
UNWEIGHTED BASE	2175	1343	832	1456	719	1152	1023	1899	286	1219	715	221	712	1463	380	132
WEIGHTED BASE	2175	1232	943	1448	727	743	1432	1887	258	1202	755	217	690	1485	382	308
	100%	57%	43%	67%	33%	34%	66%	87%	12%	55%	35%	10%	32%	68%	18%	14%
GENDER																
MAN	1069	611	458	754	315	365	704	912	141	600	407	62	335	734	182	152
	49%	50%	49%	52%	43%	49%	49%	48%	55%	50%	54%	29%	49%	49%	48%	49%
										k	e					
WOMAN	1091	611	479	687	404	370	721	962	116	596	342	153	354	737	198	156
	50%	50%	51%	47%	56%	50%	50%	51%	45%	50%	45%	70%	51%	50%	52%	51%
										ij						
AGE																
16-24	303	165	138	197	106	72	232	224	73	62	240	1	93	210	61	32
	14%	13%	15%	14%	15%	10%	16%	12%	28%	5%	32%	1%	14%	14%	16%	11%
						e		e		k	ik					
25-34	398	249	148	336	61	195	203	314	78	242	152	4	180	218	95	84
	18%	20%	16%	23%	8%	26%	14%	17%	30%	20%	20%	2%	26%	15%	25%	27%
		b		d		f		e		k	k		m			
35-44	378	232	146	312	66	166	212	326	49	242	116	21	223	155	95	128
	17%	19%	15%	22%	9%	22%	15%	17%	19%	20%	15%	9%	32%	10%	25%	41%
				d				ik		k			m		n	
45-54	389	228	161	302	87	134	255	348	30	216	130	43	144	245	88	55
	18%	19%	17%	21%	12%	18%	18%	18%	12%	18%	17%	20%	21%	17%	23%	18%
													m			
55-75	707	357	350	301	406	177	531	676	27	440	119	148	50	657	42	8
	33%	29%	37%	21%	56%	24%	37%	36%	11%	37%	16%	68%	7%	44%	11%	3%
			a	c		e		h		j		ij			o	
AGGREGATED AGE																
16-34	701	414	287	534	167	266	434	537	151	304	392	5	273	428	156	117
	32%	34%	30%	37%	23%	30%	30%	28%	59%	25%	52%	3%	40%	29%	41%	38%
						f		e		k	ik		m			
35-54	767	461	306	614	153	300	467	674	80	458	245	64	367	400	184	183
	35%	37%	32%	42%	21%	40%	33%	36%	31%	38%	32%	29%	53%	27%	48%	59%
		b		d		f		e		ik			m		n	
55+	707	357	350	301	406	177	531	676	27	440	119	148	50	657	42	8
	33%	29%	37%	21%	56%	24%	37%	36%	11%	37%	16%	68%	7%	44%	11%	3%
			a	c		e		h		j		ij			o	
GENERATION																
GEN Z	354	202	152	241	113	103	250	262	85	88	264	2	116	238	78	39
	16%	16%	16%	17%	16%	14%	17%	14%	33%	7%	35%	1%	17%	16%	20%	13%
						e		g		k						
MILLENNIALS	637	382	255	529	108	296	340	521	108	402	217	17	326	310	151	175
	29%	31%	27%	37%	15%	40%	24%	28%	42%	33%	29%	8%	47%	21%	40%	57%
				d		f		e		ik	k		m		n	
GEN X	542	322	220	423	119	186	356	487	44	309	171	62	210	333	121	88
	25%	26%	23%	29%	16%	25%	25%	26%	17%	26%	23%	28%	30%	22%	32%	29%
				d				h					m			
BOOMER	642	327	316	256	387	157	485	617	22	403	103	136	38	605	32	6
	30%	27%	33%	18%	53%	21%	34%	33%	8%	34%	14%	63%	5%	41%	8%	2%
			a	c		e		h		i		ij			o	
REGION																
NORTH	517	271	246	321	196	149	368	467	44	276	172	69	167	350	91	77
	24%	22%	26%	22%	27%	20%	26%	25%	17%	23%	23%	32%	24%	24%	24%	25%
			a	c		e		h		e		ij				
MIDLANDS	565	320	245	383	182	185	380	496	59	334	188	44	193	372	112	81
	26%	26%	26%	26%	25%	26%	27%	26%	23%	28%	25%	20%	28%	25%	29%	26%
								k								
SOUTH	492	280	211	337	154	147	345	447	36	258	179	54	125	366	68	57
	23%	23%	22%	23%	21%	20%	24%	24%	14%	22%	24%	25%	18%	25%	18%	18%
						e		h								
LONDON	311	207	103	249	61	149	162	206	103	153	137	20	132	179	73	58
	14%	17%	11%	24%	8%	20%	11%	11%	40%	13%	18%	9%	19%	12%	19%	19%
		b		d		f		g		ik						
WALES	105	53	52	62	43	28	77	99	4	65	27	12	30	74	15	16
	5%	4%	5%	4%	6%	4%	5%	5%	2%	5%	4%	6%	4%	5%	4%	5%
				h		h		h								
SCOTLAND	186	100	86	96	90	86	101	172	13	115	52	19	42	144	23	19
	9%	8%	9%	7%	12%	12%	7%	9%	5%	10%	7%	9%	6%	10%	6%	6%
				c		f		h								
URBAN																
URBAN	1882	1065	817	1252	630	632	1250	1610	246	1024	676	182	602	1280	331	271
	87%	86%	87%	86%	87%	85%	87%	85%	95%	85%	89%	84%	87%	86%	87%	88%
						e		g		ik						
RURAL	293	167	126	196	97	111	182	277	12	178	80	36	88	206	50	37
	13%	14%	13%	14%	13%	15%	13%	15%	5%	15%	11%	16%	13%	14%	13%	12%
						h		h		i		ij				
SOCIAL GRADE																
ABC1	1232	1232	-	910	322	565	667	1050	168	732	381	119	419	813	213	206
	57%	100%	-	63%	44%	76%	47%	56%	65%	61%	50%	55%	61%	55%	56%	67%
		b		d		f		e		i			m		n	
C2DE	943	-	943	539	404	178	764	837	90	470	374	99	271	672	169	102
	43%	-	100%	37%	56%	24%	53%	44%	35%	39%	50%	45%	39%	45%	44%	33%
			a	c		e		h		i			i		o	
WORKING STATUS																
WORKING	1448	910	539	1448	-	561	887	1221	202	842	493	113	573	875	323	250
	67%	74%	57%	100%	-	76%	62%	65%	78%	70%	65%	52%	83%	59%	85%	81%
						e		g		k						
NOT WORKING	727	312	404	-	727	182	545	666	56	360	262	105	116	610	58	58
	33%	26%	43%	-	100%	24%	38%	35%	22%	30%	35%	48%	17%	41%	15%	19%
		a				e		h		i	ij		i			
EDUCATION																
GRADUATES	743	565	178	561	182	743	-	600	133	465	212	66	291	452	140	151
	34%	46%	19%	39%	25%	100%	-	32%	52%	39%	28%	30%	42%	30%	37%	49%
		b		d		f		g		ik			m		n	
NON GRADUATES	1432	667	764	887	545	-	1432	1287	125	737	543	152	399	1033	342	257
	66%	54%	81%	61%	75%	-	100%	68%	48%	61%	72%	70%	58%	70%	63%	51%
			a	c		e		h		i		ij			o	
ETHNICITY																
WHITE	1887	1050	837	1221	666	600	1287	1887	-	1061	627	198	557	1330	313	245
	87%	85%	89%	84%	92%	81%	90%	100%	-</							