

YouGov / Future First Survey Results

Sample Size: 2040 GB Adults
Fieldwork: 7th - 9th October 2013



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In which ONE, if any, of the following ways, if at all, have you supported your old secondary school in the last 12 months (i.e. since October 2012)?

	Unweighted base	1943	936	1007	212	290	345	396	700	1193	750
All adults who went to school in GB	1908	900	1008	197	328	332	360	691	1055	853	
Through a cash donation and volunteering	1%	1%	1%	2%	-	2%	-	0%	1%	0%	
Through some form of volunteering only	2%	3%	0%	4%	3%	4%	0%	0%	2%	1%	
Through a cash donation only	1%	2%	1%	1%	3%	0%	2%	1%	2%	0%	
Other	1%	1%	2%	4%	3%	1%	1%	1%	2%	1%	
Not applicable- I have not supported it in any way in the last 12 months	94%	92%	95%	85%	92%	90%	96%	98%	92%	96%	
Don't know	1%	2%	1%	4%	1%	4%	0%	0%	1%	1%	

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Region							Working status						
North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

In which ONE, if any, of the following ways, if at all, have you supported your old secondary school in the last 12 months (i.e. since October 2012)?

	Unweighted base	464	288	172	248	493	117	161	916	223	1139	105	450	81	168
All adults who went to school in GB	475	315	191	244	410	100	174	902	211	1114	82	439	89	184	
Through a cash donation and volunteering	1%	1%	-	0%	0%	0%	-	1%	0%	1%	1%	0%	-	-	
Through some form of volunteering only	2%	1%	4%	4%	0%	0%	0%	3%	1%	2%	5%	0%	1%	0%	
Through a cash donation only	0%	1%	-	3%	3%	0%	-	1%	3%	2%	1%	0%	2%	0%	
Other	1%	3%	0%	1%	2%	1%	2%	2%	2%	2%	2%	1%	-	-	
Not applicable- I have not supported it in any way in the last 12 months	95%	93%	93%	91%	94%	98%	92%	91%	93%	92%	91%	99%	98%	95%	
Don't know	1%	1%	3%	1%	1%	0%	5%	1%	1%	1%	1%	-	-	4%	

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Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

In which ONE, if any, of the following ways, if at all, have you supported your old secondary school in the last 12 months (i.e. since October 2012)?

	Unweighted base	894	217	146	63	434	1401	247	197	45	489	53
All adults who went to school in GB		864	207	126	55	395	1337	265	196	47	508	63
Through a cash donation and volunteering	1%	-	1%	-	0%	0%	3%	-	5%	2%	2%	-
Through some form of volunteering only	1%	3%	0%	-	2%	1%	2%	4%	-	3%	-	-
Through a cash donation only	2%	0%	-	-	1%	1%	2%	1%	-	2%	-	-
Other	2%	1%	2%	-	1%	2%	1%	2%	-	1%	3%	-
Not applicable- I have not supported it in any way in the last 12 months		93%	95%	97%	100%	95%	95%	90%	91%	95%	91%	91%
Don't know		1%	1%	0%	-	1%	1%	2%	1%	-	2%	4%

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Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

In which ONE, if any, of the following ways, if at all, have you supported your old secondary school in the last 12 months (i.e. since October 2012)?

	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Unweighted base	85	223	156	129	159	172	248	318	175	117	161
All adults who went to school in GB	85	231	159	150	165	191	244	256	154	100	174
Through a cash donation and volunteering	-	3%	-	-	2%	-	0%	0%	-	0%	-
Through some form of volunteering only	-	2%	3%	2%	-	4%	4%	0%	0%	0%	0%
Through a cash donation only	1%	1%	-	1%	0%	-	3%	4%	1%	0%	-
Other	1%	1%	-	1%	5%	0%	1%	1%	3%	1%	2%
Not applicable- I have not supported it in any way in the last 12 months	99%	92%	96%	96%	92%	93%	91%	94%	95%	98%	92%
Don't know	-	1%	0%	0%	1%	3%	1%	1%	0%	0%	5%

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Social Media (monthly or more)				Which ONE of the following types of secondary school did you attend? If you attended more than one please select the one you spent the most amount of time in. (For the next question please select 'Not applicable' if you did not attend secondary school in the GB.)				
Facebook	LinkedIn	Google+	Twitter	State school	Private school	Grammar school	Don't know/ can't recall	Not applicable- I did not attend secondary school in Great Britain

In which ONE, if any, of the following ways, if at all, have you supported your old secondary school in the last 12 months (i.e. since October 2012)?

	Unweighted base	Facebook	LinkedIn	Google+	Twitter	State school	Private school	Grammar school	Don't know/ can't recall	Not applicable- I did not attend secondary school in Great Britain
Unweighted base	1249	281	108	531	1348	169	426	-	-	-
All adults who went to school in GB	1221	224	108	495	1382	157	370	-	-	-
Through a cash donation and volunteering	1%	4%	7%	2%	0%	6%	0%	-	-	-
Through some form of volunteering only	2%	5%	5%	4%	1%	3%	1%	-	-	-
Through a cash donation only	1%	2%	2%	1%	1%	2%	1%	-	-	-
Other	2%	3%	1%	2%	1%	2%	1%	-	-	-
Not applicable- I have not supported it in any way in the last 12 months	93%	85%	86%	90%	95%	81%	96%	-	-	-
Don't know	1%	1%	-	1%	1%	5%	0%	-	-	-

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Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Please imagine your old university and/ or old secondary school asked you to make a cash donation to them. Which ONE, if any, of the following statements would BEST apply to you?

	Unweighted base	2040	982	1058	241	316	356	407	720	1247	793
	All adults GB	2040	979	1061	245	361	348	373	714	1122	918
I went to university and would rather give to my university than my secondary school		13%	13%	12%	33%	14%	13%	9%	7%	18%	6%
I went to university but would rather give to my secondary school than my university		12%	12%	12%	17%	20%	16%	10%	6%	14%	9%
I didn't go to university and I wouldn't give a donation to my school		45%	44%	45%	16%	27%	42%	49%	62%	37%	54%
I didn't go to university and I would give a donation to my school		8%	10%	7%	8%	12%	6%	8%	8%	8%	10%
Don't know		22%	21%	24%	25%	26%	22%	24%	18%	23%	21%

Please imagine your former secondary school asked you for a 'one-off' donation to fund school trips, sports, media or arts activities... How much money, if any, would you be prepared to donate to them?

	Unweighted base	1943	936	1007	212	290	345	396	700	1193	750
	All adults who went to school in GB	1908	900	1008	197	328	332	360	691	1055	853
Nothing		59%	59%	59%	36%	48%	58%	67%	66%	56%	62%
Up to £5		5%	6%	4%	8%	7%	8%	4%	2%	5%	5%
£6 to £10		6%	5%	7%	8%	11%	7%	4%	4%	7%	5%
£11 to £15		1%	2%	1%	4%	2%	2%	0%	1%	1%	2%
£16 to £20		6%	6%	6%	5%	8%	7%	4%	6%	6%	6%
£21 to £30		2%	1%	2%	2%	3%	1%	1%	2%	2%	1%
£31 to £50		4%	4%	4%	8%	7%	2%	4%	2%	5%	3%
£51 to £70		0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
£71 to £90		0%	-	0%	0%	-	-	-	-	0%	-
£91 to £110		3%	6%	1%	2%	3%	3%	4%	3%	3%	3%
£111 to £150		1%	0%	1%	1%	1%	1%	0%	0%	1%	0%
£151 to £250		0%	1%	0%	1%	0%	1%	0%	-	1%	0%
£251 to £500		0%	0%	0%	1%	0%	0%	-	1%	1%	0%
£501 to £1000		0%	0%	0%	1%	-	-	0%	0%	0%	0%
£1001 to £2000		0%	0%	-	0%	-	-	0%	-	0%	0%
£2001 to £3,000		0%	0%	-	0%	-	-	0%	-	0%	0%
More than £3,000		0%	0%	0%	2%	-	0%	-	0%	0%	0%
Don't know		12%	8%	15%	22%	8%	8%	11%	12%	11%	12%

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North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Please imagine your old university and/ or old secondary school asked you to make a cash donation to them. Which ONE, if any, of the following statements would BEST apply to you?

	Unweighted base	479	300	178	270	525	122	166	967	228	1195	113	465	88	179
	All adults GB	502	335	196	261	467	102	177	973	215	1188	87	459	102	205
I went to university and would rather give to my university than my secondary school		10%	9%	10%	15%	20%	11%	10%	16%	13%	15%	27%	6%	12%	7%
I went to university but would rather give to my secondary school than my university		10%	10%	15%	15%	10%	9%	23%	17%	13%	16%	19%	5%	4%	5%
I didn't go to university and I wouldn't give a donation to my school		51%	48%	47%	37%	43%	42%	33%	38%	42%	39%	13%	61%	42%	57%
I didn't go to university and I would give a donation to my school		9%	10%	5%	10%	8%	11%	5%	9%	11%	9%	3%	8%	11%	6%
Don't know		19%	24%	23%	24%	19%	27%	29%	21%	20%	21%	37%	21%	31%	25%

Please imagine your former secondary school asked you for a 'one-off' donation to fund school trips, sports, media or arts activities... How much money, if any, would you be prepared to donate to them?

	Unweighted base	464	288	172	248	493	117	161	916	223	1139	105	450	81	168
	All adults who went to school in GB	475	315	191	244	410	100	174	902	211	1114	82	439	89	184
Nothing		61%	60%	62%	56%	63%	54%	43%	55%	59%	56%	36%	64%	65%	70%
Up to £5		4%	3%	6%	8%	5%	3%	6%	5%	3%	5%	6%	2%	12%	9%
£6 to £10		8%	12%	4%	5%	4%	1%	3%	8%	5%	7%	8%	6%	2%	3%
£11 to £15		1%	1%	1%	1%	2%	4%	1%	2%	2%	2%	1%	1%	1%	1%
£16 to £20		8%	3%	5%	6%	5%	10%	7%	6%	3%	5%	6%	8%	4%	8%
£21 to £30		2%	1%	2%	1%	1%	-	5%	2%	2%	2%	3%	2%	-	1%
£31 to £50		2%	5%	3%	6%	5%	2%	6%	5%	9%	6%	6%	2%	2%	0%
£51 to £70		1%	-	-	1%	0%	-	0%	0%	1%	1%	-	0%	-	-
£71 to £90		-	-	-	-	-	-	0%	0%	-	0%	-	-	-	-
£91 to £110		2%	2%	1%	3%	2%	8%	8%	4%	1%	3%	2%	3%	2%	1%
£111 to £150		0%	-	-	1%	0%	0%	3%	1%	-	1%	1%	1%	1%	-
£151 to £250		-	1%	1%	2%	-	-	-	1%	0%	1%	1%	-	-	-
£251 to £500		0%	0%	1%	1%	0%	-	-	0%	1%	0%	1%	0%	2%	-
£501 to £1000		0%	-	-	-	0%	3%	-	0%	0%	0%	1%	-	-	-
£1001 to £2000		-	-	-	0%	-	-	0%	0%	-	0%	1%	-	-	-
£2001 to £3,000		-	-	0%	-	0%	-	-	0%	-	0%	1%	-	-	-
More than £3,000		0%	0%	0%	0%	-	-	0%	0%	-	0%	1%	-	-	-
Don't know		10%	12%	13%	10%	10%	15%	15%	10%	13%	11%	26%	13%	9%	8%

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Marital Status					Children in Household					
Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Please imagine your old university and/ or old secondary school asked you to make a cash donation to them. Which ONE, if any, of the following statements would BEST apply to you?

	Unweighted base	933	229	155	64	460	1458	255	216	46	517	65
All adults GB	908	223	139	55	430	1400	270	246	48	564	76	
I went to university and would rather give to my university than my secondary school	12%	10%	7%	5%	16%	11%	13%	23%	18%	18%	7%	
I went to university but would rather give to my secondary school than my university	10%	15%	4%	1%	19%	13%	11%	8%	7%	10%	7%	
I didn't go to university and I wouldn't give a donation to my school	48%	54%	67%	47%	28%	47%	41%	40%	34%	40%	35%	
I didn't go to university and I would give a donation to my school	9%	3%	6%	6%	9%	8%	15%	4%	23%	11%	4%	
Don't know	21%	18%	16%	41%	28%	21%	20%	24%	17%	22%	46%	

Please imagine your former secondary school asked you for a 'one-off' donation to fund school trips, sports, media or arts activities... How much money, if any, would you be prepared to donate to them?

	Unweighted base	894	217	146	63	434	1401	247	197	45	489	53
All adults who went to school in GB	864	207	126	55	395	1337	265	196	47	508	63	
Nothing	62%	57%	69%	60%	53%	59%	54%	62%	53%	57%	59%	
Up to £5	3%	8%	2%	5%	5%	4%	8%	5%	4%	6%	3%	
£6 to £10	6%	5%	5%	2%	7%	6%	5%	4%	22%	6%	11%	
£11 to £15	2%	2%	1%	1%	2%	1%	1%	4%	5%	2%	1%	
£16 to £20	6%	5%	1%	5%	9%	6%	6%	3%	1%	5%	9%	
£21 to £30	1%	3%	1%	4%	1%	2%	2%	1%	-	1%	1%	
£31 to £50	3%	4%	1%	1%	4%	4%	6%	6%	3%	5%	-	
£51 to £70	0%	-	1%	-	1%	0%	0%	1%	-	0%	1%	
£71 to £90	0%	-	-	-	-	-	-	-	1%	0%	-	
£91 to £110	5%	1%	1%	4%	2%	3%	5%	2%	-	3%	-	
£111 to £150	0%	2%	1%	-	0%	1%	-	0%	-	0%	2%	
£151 to £250	0%	2%	-	-	0%	0%	1%	-	-	0%	-	
£251 to £500	1%	-	1%	-	0%	1%	-	-	3%	0%	-	
£501 to £1000	0%	0%	-	-	1%	0%	0%	-	-	0%	-	
£1001 to £2000	-	0%	-	-	0%	0%	-	0%	-	0%	-	
£2001 to £3,000	-	0%	-	-	-	0%	-	-	-	-	-	
More than £3,000	0%	0%	1%	-	1%	0%	1%	-	-	0%	1%	
Don't know	11%	10%	17%	17%	14%	12%	11%	12%	8%	11%	11%	

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Government Region										
North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Please imagine your old university and/ or old secondary school asked you to make a cash donation to them. Which ONE, if any, of the following statements would BEST apply to you?

	Unweighted base	88	230	161	133	167	178	270	346	179	122	166
	All adults GB	88	235	180	153	182	196	261	312	156	102	177
I went to university and would rather give to my university than my secondary school		16%	10%	7%	9%	8%	10%	15%	24%	12%	11%	10%
I went to university but would rather give to my secondary school than my university		7%	12%	9%	7%	12%	15%	15%	11%	7%	9%	23%
I didn't go to university and I wouldn't give a donation to my school		58%	53%	45%	46%	50%	47%	37%	35%	60%	42%	33%
I didn't go to university and I would give a donation to my school		2%	6%	18%	14%	6%	5%	10%	8%	8%	11%	5%
Don't know		17%	19%	21%	24%	24%	23%	24%	23%	13%	27%	29%

Please imagine your former secondary school asked you for a 'one-off' donation to fund school trips, sports, media or arts activities... How much money, if any, would you be prepared to donate to them?

	Unweighted base	85	223	156	129	159	172	248	318	175	117	161
	All adults who went to school in GB	85	231	159	150	165	191	244	256	154	100	174
Nothing		66%	56%	65%	61%	60%	62%	56%	63%	64%	54%	43%
Up to £5		11%	3%	3%	2%	4%	6%	8%	4%	5%	3%	6%
£6 to £10		5%	8%	9%	12%	12%	4%	5%	3%	6%	1%	3%
£11 to £15		-	1%	3%	-	2%	1%	1%	1%	5%	4%	1%
£16 to £20		2%	12%	6%	2%	4%	5%	6%	4%	7%	10%	7%
£21 to £30		3%	1%	2%	2%	1%	2%	1%	2%	1%	-	5%
£31 to £50		3%	2%	2%	6%	3%	3%	6%	7%	2%	2%	6%
£51 to £70		-	0%	1%	-	-	-	1%	0%	-	-	0%
£71 to £90		-	-	-	-	-	-	-	-	-	-	0%
£91 to £110		3%	2%	1%	2%	2%	1%	3%	2%	3%	8%	8%
£111 to £150		-	1%	0%	-	-	-	1%	1%	-	0%	3%
£151 to £250		-	-	-	1%	-	1%	2%	-	-	-	-
£251 to £500		-	0%	1%	1%	-	1%	1%	0%	1%	-	-
£501 to £1000		-	-	0%	-	-	-	-	1%	0%	3%	-
£1001 to £2000		-	-	-	-	-	-	0%	-	-	-	0%
£2001 to £3,000		-	-	-	-	-	0%	-	0%	-	-	-
More than £3,000		-	1%	-	0%	-	0%	0%	-	-	-	0%
Don't know		8%	14%	6%	10%	13%	13%	10%	12%	7%	15%	15%

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Social Media (monthly or more)				Which ONE of the following types of secondary school did you attend? If you attended more than one please select the one you spent the most amount of time in. (For the next question please select 'Not applicable' if you did not attend secondary school in the GB.)				
Facebook	LinkedIn	Google+	Twitter	State school	Private school	Grammar school	Don't know/ can't recall	Not applicable- I did not attend secondary school in Great Britain

Please imagine your old university and/ or old secondary school asked you to make a cash donation to them. Which ONE, if any, of the following statements would BEST apply to you?

	Unweighted base	1301	293	114	544	1348	169	426	24	73
	All adults GB	1272	233	113	502	1382	157	370	43	89
I went to university and would rather give to my university than my secondary school		13%	24%	22%	16%	10%	24%	9%	-	53%
I went to university but would rather give to my secondary school than my university		15%	26%	9%	19%	12%	20%	13%	-	8%
I didn't go to university and I wouldn't give a donation to my school		42%	19%	27%	27%	46%	36%	49%	49%	12%
I didn't go to university and I would give a donation to my school		8%	6%	18%	10%	9%	2%	8%	35%	3%
Don't know		22%	26%	24%	28%	23%	18%	21%	17%	24%

Please imagine your former secondary school asked you for a 'one-off' donation to fund school trips, sports, media or arts activities... How much money, if any, would you be prepared to donate to them?

	Unweighted base	1249	281	108	531	1348	169	426	-	-
	All adults who went to school in GB	1221	224	108	495	1382	157	370	-	-
Nothing		57%	40%	44%	45%	59%	52%	62%	-	-
Up to £5		5%	6%	4%	7%	6%	1%	3%	-	-
£6 to £10		7%	7%	7%	7%	7%	3%	6%	-	-
£11 to £15		2%	2%	2%	2%	1%	2%	2%	-	-
£16 to £20		7%	15%	11%	8%	7%	6%	4%	-	-
£21 to £30		2%	2%	4%	2%	2%	2%	2%	-	-
£31 to £50		5%	10%	14%	9%	4%	4%	5%	-	-
£51 to £70		0%	1%	1%	1%	0%	1%	1%	-	-
£71 to £90		0%	-	-	-	0%	-	-	-	-
£91 to £110		3%	4%	4%	3%	2%	11%	2%	-	-
£111 to £150		1%	0%	-	1%	1%	0%	1%	-	-
£151 to £250		0%	1%	-	1%	0%	2%	0%	-	-
£251 to £500		0%	1%	-	1%	0%	2%	1%	-	-
£501 to £1000		0%	1%	-	1%	0%	2%	-	-	-
£1001 to £2000		0%	0%	-	0%	0%	-	-	-	-
£2001 to £3,000		0%	0%	-	0%	0%	1%	-	-	-
More than £3,000		0%	1%	-	0%	0%	1%	0%	-	-
Don't know		11%	11%	10%	11%	12%	9%	13%	-	-