ANNOUNCING TWO NEW GROUND-BREAKING SURVEY REPORTS:

SCHOOLS AND THE INTERNET
CHILDREN, FAMILIES AND THE INTERNET

Discover key opportunities in the school market and with kids 2-17

- Technology buyers: detailed psychographics for dozens of school district and family types
- What really drives school technology purchases
- The school-to-home and home-to-school connections
- “Power kids” and what they’re looking for
- How broadband, wireless, and other technologies are reshaping the media landscape
- And much more

From Grunwald Associates, known for its unique combination of rigorous methodology and careful analysis by industry leaders
The pioneering work of Grunwald Associates has helped define the interplay between the home and school markets. They understand both the opportunities and the pitfalls of bringing kids, education and the Internet together.

CHERYL S. WILLIAMS, VP, CORPORATION FOR PUBLIC BROADCASTING

Companies have to know where the market is going and meet it there, without getting lost on the way. Grunwald Associates helps equip us with the statistically sound data and insightful analyses we need to do just that.

JOHN SUPER, VP, STRATEGIC PLANNING, PLATO LEARNING, INC.

**WHAT YOU NEED TO KNOW**

<table>
<thead>
<tr>
<th>Description</th>
<th>Schools and the Internet</th>
<th>Children, Families and the Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>What's driving today’s tough school tech decisions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What schools really think of wireless, handhelds, online assessment and other new tech—and who’s most interested</td>
<td></td>
<td></td>
</tr>
<tr>
<td>District technology use beliefs—and student reality checks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-learning growth and where it is headed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>School-home and home-school connections</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The impact of broadband (and other new technologies)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Where kids go and what they do on the Internet now</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Which families grab the latest tech gadgets—and why</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television vs. Internet and other home media trade-offs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>What kids and families want from new technologies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>How kids shape what friends and family see, hear, and buy (and how to reach the biggest influencers)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

_© 2003 Grunwald Associates_
Find out where the education technology market is heading

Our in-depth survey of school district leaders provides fresh insights you can count on:

- The applications and services schools want and need right now—and which schools want them most
- Online professional development
- What content schools will pay for—and how
- How parents and kids figure into school tech decisions
- How tech buyers learn about new products
- The future of e-learning
- And more

We interviewed a carefully structured sample of decision-makers in 811 school districts (including 90 of the nation’s 100 largest) in this cutting-edge study conducted with the National School Boards Foundation. Underwriting was provided by the Corporation for Public Broadcasting, PLATO Learning, and AT&T.

Grunwald Associates is the gold standard in technology and learning research.
Grunwald delivers home and school, teens and children, with solid data and keen insight.

JOHN KATZMAN, CHAIRMAN & CEO, THE PRINCETON REVIEW, INC.

Trends change at warp speed in consumer technology.
Are you on the right track?

This latest in our series of statistically sound surveys tracking Internet habits of American children and their families includes:

- How kids and families are using new technologies in the home…and what’s influencing them
- A reality check on the uses of classroom technology—from the student consumer
- Surprising differences in behavior/attitudes between broadband and non-broadband families
- What kids and parents want—and don’t want—from Internet, handheld, wireless, and other new technologies
- How to make every part of your business model work: advertising, subscriptions, e-commerce and sponsorships

In collaboration with C&R Research, we’ve combined a national telephone survey with 3 carefully structured Internet surveys. We interviewed thousands of kids ages 6-17 and parents of kids 2-17 and combined results with our deep database of earlier studies. Underwriting is from BellSouth, Kodak, and the Educational Testing Service.

Reaching today’s families means understanding how children and parents really interact with the Internet and other technologies. That takes detailed, methodologically solid market research—the kind that Grunwald Associates has always excelled at.

MICHAEL A. LOTTI, DIRECTOR OF BUSINESS RESEARCH, KODAK

© 2003 Grunwald Associates

District Size & Interest in Internet Services

Barriers to Parents’ Online Purchases*
WHAT MAKES GRUNWALD ASSOCIATES’ RESEARCH DIFFERENT?

- Hundreds of questions, thousands of respondents carefully balanced across multiple demographic categories for reliable projections
- A deep database of previous results for robust trend analysis
- Analysis provided by hands-on industry leaders who’ve had significant P&L responsibilities
- Concrete implications and detailed recommendations for decision makers
- Dozens of cross tabs and breakouts for hundreds of distinct variables

Grunwald Associates was first with solid, thoughtful survey research on children’s use of technology, and they remain the leaders in the field.

SUSAN ROYER, VICE PRESIDENT, SESAME WORKSHOP

SCHOOLS AND THE INTERNET

- Single Copy License: $2,900
- Data Book $750

Chapter 1: Executive Summary
Chapter 2: District Types
  - District Size, Region, Locale, Socioeconomic Status
  - Technology Ratio and e-Learning Expectations
  - Parental Influence
  - New Technology Adoption
Chapter 3: Internet Connectivity and Alternative Hardware
  - Barriers to Access
  - Student-to-Computer Ratio
  - Alternative Hardware Products and Laptop Initiatives
Chapter 4: Tech Support and Training
  - Outsourcing Tech Support
  - Students and Tech Support
Chapter 5: Teacher Preparation/Professional Development
  - Rating New Teachers
  - Internet-Based Professional Development
Chapter 6: Online Safety, Security, Privacy and Parents
  - Security, Privacy, Safety
  - Parents and District Websites and Email
  - Technology Equity
Chapter 7: Funding Sources
  - Primary Initiatives for Funding Technology
  - E-rate and How E-rate Savings are Being Used
  - Preferences for Funding/Purchase Options
Chapter 8: Technology Decision-Makers
  - Influence of: Superintendent and School Board, Technology Coordinator, Tech Committee, Principal, Teachers
Chapter 9: Purchasing Internet Content and Services
  - Major Information Sources
  - Qualities in Evaluating Content Vendors
Chapter 10: The Future of Educational Technology
  - Up and Coming Technologies
  - Future of Online Instruction

CHILDREN, FAMILIES AND THE INTERNET

- Single Copy License: $4,900
- Data Book $750

Chapter 1: Executive Summary
Chapter 1: Household Internet & Computer
  - Characteristics
  - Overall Levels of Computer and Internet Use by Segment
  - Internet Use by Segment
  - Computer Ownership and Use
Chapter 2: What Kids Do Online From Home
  - Demographics, Frequency and Duration of Home Use
  - Online Activities and Personal Websites
Chapter 3: What Kids Like (and How They Find It)
  - Number and Kinds of Websites Visited
  - Website Features Liked, Disliked
  - Learning About New Websites
Chapter 4: Parent Role in Kids’ Tech Use
  - Kids’ Use with Parents
  - Parent Concerns, Attitudes and Influence
  - How to Reach/Find Parents
Chapter 5: What Kids Do Online at School
  - Demographics, Frequency and Duration of School Use
  - Online Activities, Subjects and Websites Visited
  - Impact of Net use on School Attitudes
Chapter 6: The School-Home Connection
  - School-related Online Activities at Home
  - Interest in Tools for Homework & Learning
Chapter 7: Digital Games and Music
  - Use of Game Systems and Psychographics of gamers
  - Online Game Features Liked, Disliked
  - Music listened to and Music-related Online Activities
  - Music player Use, Music Site Preferences
Chapter 8: Parents, Kids, and E-commerce
  - Parent and Kid Product Searching
  - Product Searching Likes and Dislikes
  - Kid and Parent Buyers: Demographics, Behavior, Attitudes
Chapter 9: Subscriptions, Sponsorships, and Advertising
  - Families Buying Premium Services
  - Attitudes Towards Types of Advertising and Sponsorship
Chapter 10: The Online/Offline Connection
  - Connections/Trade-offs between Internet Use and Other Media
Chapter 11: Technology and TV
  - Connections Between What Kids Watch and What They Do Online
  - Heavy/Light TV Watchers: Technology Attitudes and Use
  - Heavy/Light Internet Users: TV Attitudes and Use
Chapter 12: Power Kids: Patterns of Influence
  - Telling Other Kids About Sites; Use With Others
  - Profiles: Product Searchers/Buyers; Gadget Owners
Chapter 13: The Impact of Broadband
  - Demographics and Psychographics of Broadband Access
  - Future Plans & Conversion Opportunities
Chapter 14: The Impact of Other New Technologies
  - Wireless Headsets, DIGICAMS, Scanners, Other Technologies
Chapter 15: The Future
  - Parents’ and Kids’ Expectations of the Net
  - Interest in New Service Concepts
  - Projections

SEARCHABLE ELECTRONIC VERSIONS

Cost-Effective Corporate License
- Find what you need quickly with searchable electronic versions of reports and data books
- Share results easily with your colleagues in other offices
- Corporate licenses start at $7,000 per study

ASK US HOW YOU CAN SUBMIT QUESTIONS FOR OUR UPCOMING QUARTERLY SURVEYS!