

P1. How much do you plan to spend per child on your childrens' back-to-school shopping?

Proportions/Mean: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: All respondents	1347	666	670
Weighted	1347	668	667
None	10 1%	9 1%	1 0
\$50 or less per child	123 9%	66 10%	57 8%
Over \$50 to \$75 per child	161 12%	84 13%	74 11%
Over \$75 to \$100 per child	236 18%	127 19%	107 16%
Over \$100 to \$125 per child	203 15%	97 15%	104 16%
More than \$125 per child	529 39%	246 37%	281 42%
(Dk/Ns)	85 6%	39 6%	43 6%
Summary			
Mean	102.5	99.9	105.4
Standard Deviation	38.01	39.01	36.79
Standard Error	1.07	1.56	1.47

P2. How does this amount compare to what you spent last year?

Proportions/Mean: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: All respondents	1347	666	670
Weighted	1347	668	667
I am spending more money this year	309 23%	156 23%	153 23%
I am spending the same amount of money this year as I did last year	756 56%	380 57%	371 56%
I am spending less money this year	158 12%	76 11%	80 12%
(Dk/Ns)	124 9%	57 9%	63 9%

P3. What are the top 3 items on the back-to-school shopping list for your child?

Proportions/Mean: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: All respondents	1347	666	670
Weighted	1347	668	667
Notebooks, folders, pencils (traditional supplies)	1247	613	624
	93%	92%	94%
Backpack/Over-the-shoulder tote	885	426	454
	66%	64%	68%
Clothes	1147	571	566
	85%	85%	85%
Cell phone	26	11	15
	2%	2%	2%
Electronics, such as a PDA or iPod	29	12	17
	2%	2%	3%
Computer	57	24	33
	4%	4%	5%
Other	173	93	80
	13%	14%	12%

P6_1. Agreement of (I/we are positive role models for our kids when it comes to making smart financial decisions, we talk to them about budgeting, expenses, savings and other basic financial skills)

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: All respondents	1347	666	670
Weighted	1347	668	667
I/we are positive role models for our kids when it comes to making smart financial decisions, and we talk to them about budgeting, expenses, savings and other basic financial skills			
Strongly agree 5	545 40%	271 41%	268 40%
Somewhat agree 4	543 40%	271 41%	268 40%
Neither agree nor disagree 3	202 15%	105 16%	94 14%
Somewhat disagree 2	52 4%	18 3%	34 5%
Strongly disagree 1	6 0	4 1%	2 0
Summary			
Top2box	1087 81%	542 81%	537 80%
Low2box	58 4%	22 3%	36 5%

C7. Which of the following best describes your parents' discussions on how much they are going to spend with you?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: Age 13 to 17	1338	666	670
Weighted	1337	668	667
Not at all	421 31%	242 36%	178 27%
Brief Conversation	713 53%	347 52%	365 55%
We have discussed it and have worked out a budget	204 15%	80 12%	124 19%

C8. Of the following things, what have your parents done with you? Please list those that apply.

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: Age 13 to 17 Weighted	1338	666	670
	1337	668	667
Discussed necessities vs. wants	608	292	316
	45%	44%	47%
Made a list of items to purchase	609	285	323
	46%	43%	48%
Planned a back-to-school budget	172	66	106
	13%	10%	16%
None of the above	343	191	151
	26%	29% B	23%

C10. How much of your own money do you plan to spend on back-to-school shopping?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: Age 13 to 17 Weighted	1338	666	670
	1337	668	667
None	522	316	205
	39%	47% B	31%
\$50 or less	376	175	201
	28%	26%	30%
Over \$50 to less than \$75	118	51	67
	9%	8%	10%
Over \$75 to less than \$100	80	24	56
	6%	4%	8% A
Over \$100 to less than \$125	52	23	29
	4%	3%	4%
More than \$125	80	28	51
	6%	4%	8% A
(Dk/Ns)	110	52	59
	8%	8%	9%
Summary			
Mean	33.0	26.1	39.9 A
Standard Deviation	41.67	38.11	43.79
Standard Error	1.19	1.54	1.77

c11. What are the top 3 back-to-school items you and your parents plan to buy this year?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: Age 13 to 17			
	Weighted		
	1338	666	670
	1337	668	667
Notebooks, folders, pencils (traditional supplies)			
	1205	598	605
	90%	90%	91%
Backpack/Over-the-shoulder tote			
	820	402	417
	61%	60%	63%
Clothes			
	1170	575	592
	87%	86%	89%
Cell phone			
	84	40	43
	6%	6%	6%
Electronics, such as a PDA or iPod			
	88	43	44
	7%	6%	7%
Computer			
	81	38	43
	6%	6%	6%
Other			
	193	96	98
	14%	14%	15%

C12. Where did you learn about managing your own money?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: Age 13 to 17			
	Weighted		
	1338	666	670
	1337	668	667
From my own money management experiences (For example: A job, personal spending, etc.)			
	394	197	197
	29%	30%	30%
From school			
	108	54	55
	8%	8%	8%
From my parents			
	1029	508	520
	77%	76%	78%
I have not learned about managing money			
	126	62	64
	9%	9%	10%

C13. What about money management would you like to learn more about?

Proportions/Means: Columns Tested (5% risk level) - A/B

	Total	Child Gender	
		Male	Female
		A	B
Base: Age 13 to 17	1338	666	670
Weighted	1337	668	667
A checking account	400 30%	197 29%	202 30%
Budgeting	609 46%	276 41%	333 50%
Credit cards	420 31%	192 29%	228 34%
Investing your money	490 37%	260 39%	230 34%
Financing for big purchases (like a car or a home)	342 26%	183 27%	159 24%
Saving your money and different savings vehicles	664 50%	330 49%	334 50%
The stock market	144 11%	90 14%	54 8%
Other	37 3%	15 2%	22 3%
None of the Above	156 12%	77 11%	78 12%