

Sample size		2010 n=321	2009 n=518
<i>In total, how much do you plan to spend on back-to-school items? If you have done part of your back-to-school shopping, please tell us the total, including what you have already spent plus what you are still planning to spend. If you have done all the shopping, please tell us the total of how much you spent on back-to-school items.</i>			
Median Value		\$350	\$350
Less than \$300		51%	53%
\$300 or more		49%	47%
<i>How does the amount of money you plan to spend or have spent on back-to-school items compare to the amount of money you spent on back-to-school items in 2009? Please choose one response.</i>			
I spent or expect to spend more on back-to-school items this year compared to 2009		26%	27%
I spent or expect to spend about the same on back-to-school items this year compared to 2009		50%	44%
I spent or expect to spend less on back-to-school items this year compared to 2009		14%	16%
Not applicable: I didn't spend anything on back-to-school items in 2009		7%	8%
Don't know		3%	5%
<i>Please think about how you decide how much to spend for back-to-school shopping. In general, which of the following best describes you? Please choose one response.</i>			
I don't set a budget ahead of time, I just buy the items I like/want		46%	42%
I usually have a budget range I want to spend, but I rarely stick to it		14%	17%
I have a budget range I want to spend and generally follow it		38%	37%
Don't know		2%	4%