



Canadian Online Omni August 8 - August 15, 2011

Back To School 1

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1. Do you have any school-aged children living in your household (or for whom you purchase back-to-school items), which could include pre-school all the way up to college or university?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	3693	1802	1891	1170	1466	1057	324	1208	1624	537
Weighted	3693	1787	1906	1030	1466	1197	393	1428	1204	668
Preschool	112	63	49	78	32	3	5	33	37	37
	3%	4%	3%	8%	2%	0	1%	2%	3%	6%
				DE	E					FGH
JK/K	131	66	66	86	40	5	19	37	43	33
	4%	4%	3%	8%	3%	0	5%	3%	4%	5%
				DE	E		G			G
Elementary (Net)	465	237	228	177	262	26	43	181	159	82
	13%	13%	12%	17%	18%	2%	11%	13%	13%	12%
				E	E					
Grade 1	85	42	43	40	38	7	6	32	28	19
	2%	2%	2%	4%	3%	1%	2%	2%	2%	3%
				E	E					
Grade 2	82	39	42	50	28	4	12	23	25	21
	2%	2%	2%	5%	2%	0	3%	2%	2%	3%
				DE	E					
Grade 3	69	34	35	24	41	4	5	28	25	11
	2%	2%	2%	2%	3%	0	1%	2%	2%	2%
				E	E					
Grade 4	62	31	32	23	36	3	3	22	26	12
	2%	2%	2%	2%	2%	0	1%	2%	2%	2%
				E	E					
Grade 5	84	37	46	35	46	3	8	35	24	16
	2%	2%	2%	3%	3%	0	2%	2%	2%	2%
				E	E					
Grade 6	81	40	41	23	50	7	6	29	29	16
	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
				E	E					
Grade 7	62	28	34	21	39	2	8	20	22	11
	2%	2%	2%	2%	3%	0	2%	1%	2%	2%
				E	E					
Grade 8	87	55	32	16	68	4	12	39	31	5
	2%	3%	2%	2%	5%	0	3%	3%	3%	1%
		B		E	CE		I	I	I	
High school (Net)	311	158	153	62	230	19	38	133	112	29
	8%	9%	8%	6%	16%	2%	10%	9%	9%	4%
				E	CE		I	I	I	
Grade 9	79	38	41	20	54	5	8	32	28	11
	2%	2%	2%	2%	4%	0	2%	2%	2%	2%

1. Do you have any school-aged children living in your household (or for whom you purchase back-to-school items), which could include pre-school all the way up to college or university?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
				E	CE					
Grade 10	82	47	35	14	65	3	9	36	31	7
	2%	3%	2%	1%	4%	0	2%	3%	3%	1%
				E	CE			I	I	
Grade 11	88	44	44	21	63	4	11	35	33	8
	2%	2%	2%	2%	4%	0	3%	2%	3%	1%
				E	CE				I	
Grade 12	103	49	54	16	79	7	15	48	37	4
	3%	3%	3%	2%	5%	1%	4%	3%	3%	1%
				E	CE		I	I	I	
College	100	51	50	17	79	5	11	46	35	8
	3%	3%	3%	2%	5%	0	3%	3%	3%	1%
				E	CE			I	I	
University	135	50	85	51	70	14	8	57	45	24
	4%	3%	4%	5%	5%	1%	2%	4%	4%	4%
			A	E	E					
I don't have any school-aged children living in my household or for whom I purchase back-to-school items	2735	1323	1412	666	931	1138	302	1048	871	514
	74%	74%	74%	65%	64%	95%	77%	73%	72%	77%
						CD				H

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used.

2_1. [This year] Did you set a budget for your back-to-school spending this year? How about last year?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
This year										
Yes	329	175	153	148	157	24	28	122	114	64
	34%	38%	31%	41%	29%	40%	31%	32%	34%	42%
		B		D						
No	629	289	340	216	378	35	62	258	218	90
	66%	62%	69%	59%	71%	60%	69%	68%	66%	58%
			A		C					

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

2_2. [Last year] Did you set a budget for your back-to-school spending this year? How about last year?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Last year										
Yes	281	138	143	109	149	23	24	116	93	48
	29%	30%	29%	30%	28%	40%	27%	30%	28%	31%
No	676	326	351	255	386	35	66	265	239	106
	71%	70%	71%	70%	72%	60%	73%	70%	72%	69%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

3. And did you stick to your budget last year?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Had a budget for last year	293	138	155	127	149	17	20	103	130	40
Weighted	281	138	143	109	149	23**	24**	116*	93	48*
Yes, I followed it perfectly	126	66	60	45	78	4	8	55	43	20
	45%	48%	42%	41%	52%	17%	32%	48%	46%	42%
No (Net)	155	72	83	64	71	20	16	60	50	28
	55%	52%	58%	59%	48%	83%	68%	52%	54%	58%
No, I spent a little more than I budgeted	152	70	81	63	69	20	16	58	49	28
	54%	51%	57%	58%	46%	83%	68%	50%	53%	58%
No, I spent a lot more than I budgeted	3	2	2	1	2	0	0	2	1	0
	1%	1%	1%	1%	1%	-	-	2%	1%	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

4. Are you sticking to your budget this year?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have a budget for this year	348	175	173	172	158	18	24	110	160	54
Weighted	329	175	153	148	157	24**	28**	122	114	64*
Yes (Net)	303	158	145	131	148	24	27	116	105	55
	92%	90%	95%	88%	95%	100%	96%	95%	92%	85%
								I		
Yes, so far I am following it perfectly	166	83	83	71	82	13	15	63	67	21
	50%	48%	54%	48%	52%	57%	54%	52%	59%	32%
								I	I	
Yes, so far, but I think I'll end up over-spending	137	74	63	60	67	10	12	53	38	34
	42%	42%	41%	41%	42%	43%	43%	43%	33%	53%
										H
No (Net)	26	18	8	17	9	0	1	6	9	10
	8%	10%	5%	12%	5%	-	4%	5%	8%	15%
										G
No, I have already spent a little more than I budgeted	25	18	8	17	9	0	1	6	9	10
	8%	10%	5%	11%	5%	-	4%	5%	8%	15%
										G
No, I have already spent a lot more than I budgeted	0	0	0	0	0	0	0	0	0	0
	0	-	0	0	-	-	-	-	0	-

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

5_1. [Clothing] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Clothing										
0	149	72	77	50	87	12	7	67	55	20
	16%	16%	16%	14%	16%	20%	8%	18%	17%	13%
								F	F	
1-10	6	5	1	2	2	1	1	0	2	3
	1%	1%	0	1%	0	2%	2%	-	1%	2%
							G			G
11-20	9	7	1	5	3	1	0	4	3	1
	1%	2%	0	1%	0	2%	-	1%	1%	1%
		B								
21-30	12	7	5	4	4	3	1	5	4	1
	1%	1%	1%	1%	1%	6%	1%	1%	1%	1%
						CD				
31-40	14	6	8	8	6	0	0	9	5	0
	1%	1%	2%	2%	1%	-	-	2%	1%	-
41-50	53	22	32	28	23	2	3	22	18	10
	6%	5%	6%	8%	4%	3%	3%	6%	6%	6%
				D						
51-100	215	103	112	98	107	10	19	92	72	32
	22%	22%	23%	27%	20%	18%	21%	24%	22%	21%
				D						
101-200	250	115	135	82	149	19	32	94	87	37
	26%	25%	27%	23%	28%	32%	35%	25%	26%	24%
201-500	209	112	96	67	132	10	26	75	72	36
	22%	24%	20%	18%	25%	18%	29%	20%	22%	23%
					C					
More than 500	41	14	26	19	22	0	1	11	14	14
	4%	3%	5%	5%	4%	-	1%	3%	4%	9%
										FGH
Summary										
Mean	187.9	186.4	189.4	182.1	197.4	138	215.7	163.8	185.9	235.5
					E		G			GH
Std. Dev.	204.49	199.66	209.12	233.56	188.55	132.25	176.11	164.32	207.01	281.28
Std. Err.	6.43	9.16	9.04	11.36	8.14	18.7	19.57	8.91	9.62	25.06
Median	150	150	150	100	150	100	200	100	150	150

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5_2. [Shoes] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Shoes										
0	162	78	84	51	95	16	13	66	58	24
	17%	17%	17%	14%	18%	27%	14%	17%	18%	16%
						C				
1-10	7	7	0	3	4	0	0	1	1	4
	1%	1%	-	1%	1%	-	-	0	0	3%
		B								GH
11-20	41	20	20	24	13	3	4	19	13	5
	4%	4%	4%	7%	3%	5%	4%	5%	4%	3%
				D						
21-30	66	32	33	40	25	1	6	32	24	4
	7%	7%	7%	11%	5%	3%	7%	8%	7%	2%
				D				I	I	
31-40	55	18	37	24	28	3	4	27	16	8
	6%	4%	8%	7%	5%	6%	5%	7%	5%	5%
			A							
41-50	140	78	62	61	71	8	14	59	41	27
	15%	17%	13%	17%	13%	14%	16%	15%	12%	17%
51-100	263	123	140	97	152	14	20	106	101	36
	27%	27%	28%	27%	28%	24%	22%	28%	30%	24%
101-200	169	85	83	44	115	9	20	55	64	30
	18%	18%	17%	12%	22%	16%	22%	14%	19%	19%
					C					
201-500	55	21	33	19	33	3	9	16	13	17
	6%	5%	7%	5%	6%	5%	10%	4%	4%	11%
							GH			GH
More than 500	1	1	0	1	0	0	0	0	1	0
	0	0	0	0	0	-	-	-	0	-
Summary										
Mean	90.1	86	94.1	81.8	97.7	73.1	97.5	74.7	102.8	96.6
							G			G
Std. Dev.	213.2	143.55	262.45	159.01	252.07	72.82	90.02	70.85	345	89.69
Std. Err.	6.71	6.59	11.35	7.73	10.88	10.3	10	3.84	16.03	7.99
Median	60	50	60	50	70	50	60	50	69	60

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5_3. [School supplies] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
School supplies										
0	83	53	30	37	39	8	8	32	26	17
	9%	11%	6%	10%	7%	14%	9%	8%	8%	11%
		B								
1-10	16	7	9	7	10	0	0	6	8	3
	2%	2%	2%	2%	2%	-	-	2%	2%	2%
11-20	52	15	37	26	22	4	4	19	19	9
	5%	3%	7%	7%	4%	6%	4%	5%	6%	6%
			A	D						
21-30	86	36	51	36	43	7	8	35	36	6
	9%	8%	10%	10%	8%	12%	9%	9%	11%	4%
									I	
31-40	30	7	23	10	19	1	1	15	10	4
	3%	2%	5%	3%	4%	2%	1%	4%	3%	2%
			A							
41-50	165	85	80	74	88	4	11	65	63	27
	17%	18%	16%	20%	16%	7%	13%	17%	19%	17%
				E						
51-100	235	108	127	95	121	18	26	95	75	38
	24%	23%	26%	26%	23%	31%	28%	25%	23%	25%
101-200	168	98	70	48	111	10	19	68	56	26
	18%	21%	14%	13%	21%	17%	21%	18%	17%	17%
		B			C					
201-500	101	46	55	26	69	6	11	37	29	24
	11%	10%	11%	7%	13%	10%	12%	10%	9%	16%
					C					H
More than 500	20	9	11	6	14	0	2	8	9	1
	2%	2%	2%	2%	3%	-	3%	2%	3%	1%
Summary										
Mean	127	121.8	132	110.7	141.4	96.7	185.3	122.6	119.4	120.3
Std. Dev.	231.95	152.18	287.53	293.28	190.64	99.42	548.3	182.99	168.08	121.06
Std. Err.	7.3	6.98	12.43	14.26	8.23	14.06	60.92	9.92	7.81	10.79
Median	70	80	60	50	100	70	100	70	60	100

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5_4. [Electronics] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Electronics										
0	650	301	349	253	358	38	57	258	238	96
	68%	65%	71%	70%	67%	65%	64%	68%	72%	62%
									I	
1-10	25	15	10	8	15	3	5	10	4	5
	3%	3%	2%	2%	3%	5%	5%	3%	1%	4%
							H			
11-20	22	9	13	8	12	2	3	10	6	4
	2%	2%	3%	2%	2%	4%	3%	3%	2%	2%
21-30	29	10	19	10	16	3	4	14	10	0
	3%	2%	4%	3%	3%	5%	5%	4%	3%	-
							I	I	I	
31-40	4	3	1	2	2	0	0	1	3	0
	0	1%	0	1%	0	-	-	0	1%	-
41-50	46	28	19	17	30	0	5	12	15	15
	5%	6%	4%	5%	6%	-	5%	3%	4%	9%
										GH
51-100	63	31	32	19	40	4	7	23	22	11
	7%	7%	6%	5%	7%	7%	8%	6%	7%	7%
101-200	36	20	16	12	21	3	4	14	10	8
	4%	4%	3%	3%	4%	5%	5%	4%	3%	5%
201-500	42	28	14	15	23	5	3	14	16	9
	4%	6%	3%	4%	4%	8%	4%	4%	5%	6%
		B								
More than 500	40	18	22	20	20	0	1	22	9	7
	4%	4%	4%	6%	4%	-	1%	6%	3%	5%
								H		
Summary										
Mean	91	92.2	89.9	102.4	87.2	54.8	59.4	112.5	69.6	102.5
Std. Dev.	327.04	300.86	350.19	382.02	300.63	128.24	195.31	397.47	267.99	309.73
Std. Err.	10.29	13.8	15.14	18.57	12.97	18.14	21.7	21.56	12.45	27.59

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5_5. [Tuition/fees] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Tuition/fees										
0	292	140	152	112	160	19	26	118	109	38
	30%	30%	31%	31%	30%	32%	29%	31%	33%	25%
1-10	5	3	2	3	2	0	0	2	1	2
	1%	1%	0	1%	0	-	-	1%	0	1%
11-20	17	7	10	6	9	1	1	9	4	3
	2%	1%	2%	2%	2%	3%	1%	2%	1%	2%
21-30	23	11	12	7	15	1	1	11	8	3
	2%	2%	2%	2%	3%	1%	1%	3%	2%	2%
31-40	13	9	4	6	5	1	2	7	3	1
	1%	2%	1%	2%	1%	2%	2%	2%	1%	0
41-50	63	37	27	28	31	4	6	23	23	11
	7%	8%	5%	8%	6%	7%	7%	6%	7%	7%
51-100	123	52	71	50	64	9	17	53	34	18
	13%	11%	14%	14%	12%	15%	19%	14%	10%	12%
101-200	106	61	45	39	64	3	10	37	41	19
	11%	13%	9%	11%	12%	5%	12%	10%	12%	12%
201-500	114	62	52	33	77	4	14	46	35	19
	12%	13%	11%	9%	14%	8%	15%	12%	11%	13%
More than 500	202	83	119	80	106	16	12	76	73	41
	21%	18%	24%	22%	20%	27%	14%	20%	22%	26%
			A							F
Summary										
Mean	863.7	725	994.1	943.7	767.7	1241.9	586.8	830	865.1	1105.2
			A							
Std. Dev.	1870.24	1689.48	2018.62	2051.44	1682.38	2247.89	1474.37	1808.62	1912.68	2107.77
Std. Err.	58.85	77.52	87.27	99.74	72.6	317.9	163.82	98.09	88.89	187.77
Median	100	100	100	90	100	65	100	85	100	150

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5_6. [Total] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Total										
0	47	33	14	15	29	3	2	20	15	10
	5%	7%	3%	4%	5%	6%	3%	5%	5%	6%
1-10		B								
	3	3	0	1	2	0	0	0	1	2
	0	1%	-	0	0	-	-	-	0	1%
11-20										
	3	2	2	1	1	1	0	3	1	0
	0	0	0	0	0	3%	-	1%	0	-
21-30						D				
	3	1	1	1	0	1	0	0	1	1
	0	0	0	0	0	2%	-	-	0	1%
31-40						D				
	1	0	1	1	0	0	0	1	0	0
	0	-	0	0	-	-	-	0	-	-
41-50										
	5	0	5	2	4	0	0	4	2	0
	1%	-	1%	0	1%	-	-	1%	0	-
51-100			A							
	27	10	17	12	13	2	2	8	14	2
	3%	2%	3%	3%	2%	4%	2%	2%	4%	1%
101-200										
	108	56	52	54	51	4	8	47	39	14
	11%	12%	10%	15%	10%	6%	8%	12%	12%	9%
201-500				D						
	285	131	154	117	147	21	31	123	93	37
	30%	28%	31%	32%	27%	36%	35%	32%	28%	24%
More than 500										
	476	228	247	161	289	26	47	175	166	88
	50%	49%	50%	44%	54%	44%	52%	46%	50%	57%
					C					G
Summary										
Mean	1359.8	1211.3	1499.5	1420.7	1291.5	1604.5	1144.7	1303.6	1342.9	1660.1
			A							
Std. Dev.	2129.26	1915.98	2305.2	2353.23	1940.18	2316.42	1600.46	2181.01	2101.68	2311.39
Std. Err.	67	87.91	99.66	114.42	83.72	327.59	177.83	118.28	97.67	205.91
Median	500	500	510	420	550	485	520	440	500	660

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5_7. [Total - excluding Tuition/fees] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Total - excluding Tuition/fees										
0	55	37	17	17	33	5	4	22	17	12
	6%	8%	4%	5%	6%	8%	4%	6%	5%	8%
		B								
1-10	5	3	2	2	4	0	0	2	1	2
	1%	1%	0	0	1%	-	-	1%	0	1%
11-20	8	3	5	3	3	1	0	5	2	1
	1%	1%	1%	1%	1%	3%	-	1%	1%	1%
21-30	3	1	1	1	0	1	0	0	1	1
	0	0	0	0	0	2%	-	-	0	1%
						D				
31-40	4	2	2	2	2	0	0	1	2	1
	0	0	0	1%	0	-	-	0	1%	1%
41-50	10	3	7	4	6	0	0	5	5	0
	1%	1%	1%	1%	1%	-	-	1%	2%	-
51-100	47	20	27	26	19	2	5	17	20	5
	5%	4%	6%	7%	4%	4%	6%	4%	6%	4%
				D						
101-200	171	84	87	77	85	9	11	84	55	21
	18%	18%	18%	21%	16%	15%	12%	22%	17%	13%
				D				I		
201-500	358	152	206	137	196	26	38	142	131	46
	37%	33%	42%	38%	37%	44%	42%	37%	40%	30%
			A							
More than 500	297	159	138	95	187	14	32	103	97	65
	31%	34%	28%	26%	35%	25%	35%	27%	29%	42%
		B			C					GH
Summary										
Mean	496.1	486.3	505.3	477	523.7	362.6	557.9	473.7	477.7	554.9
Std. Dev.	626.57	561.71	682.42	700	599.84	262.32	687.42	609.03	653.82	569.5
Std. Err.	19.72	25.77	29.5	34.04	25.89	37.1	76.38	33.03	30.39	50.74
Median	340	350	325	284	380	310	400	310	310	400

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

5. [Mean Summary] How much money are you spending on getting your children ready for back-to-school in September?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Mean Summary										
Total	1359.8	1211.3	1499.5	1420.7	1291.5	1604.5	1144.7	1303.6	1342.9	1660.1
			A							
Tuition/fees	863.7	725	994.1	943.7	767.7	1241.9	586.8	830	865.1	1105.2
			A							
Total - excluding Tuition/fees	496.1	486.3	505.3	477	523.7	362.6	557.9	473.7	477.7	554.9
Clothing	187.9	186.4	189.4	182.1	197.4	138	215.7	163.8	185.9	235.5
					E		G			GH
School supplies	127	121.8	132	110.7	141.4	96.7	185.3	122.6	119.4	120.3
Electronics	91	92.2	89.9	102.4	87.2	54.8	59.4	112.5	69.6	102.5
Shoes	90.1	86	94.1	81.8	97.7	73.1	97.5	74.7	102.8	96.6
							G			G

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base

7. Which aspect of back-to-school shopping to do you find to be the most difficult or challenging?

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Have school-aged children	1010	475	535	423	537	50	81	340	463	126
Weighted	958	464	493	364	535	59*	90*	380	333	154
Paying for all the back-to-school shopping	235	102	134	101	125	9	22	91	90	32
	25%	22%	27%	28%	23%	16%	24%	24%	27%	20%
Finding the items I need before they're sold out or unavailable	199	95	104	73	113	12	13	84	67	35
	21%	20%	21%	20%	21%	21%	15%	22%	20%	23%
Finding things my children will like	151	91	60	56	87	8	13	64	49	25
	16%	20%	12%	15%	16%	14%	15%	17%	15%	16%
Returning unwanted or unused items	15	12	4	7	7	1	0	8	4	3
	2%	3%	1%	2%	1%	2%	-	2%	1%	2%
Other	68	40	28	17	45	5	4	30	25	9
	7%	9%	6%	5%	8%	8%	4%	8%	7%	6%
Everything - I find everything to do with back-to-school shopping difficult or challenging	104	58	47	30	69	5	16	38	34	17
	11%	12%	9%	8%	13%	9%	17%	10%	10%	11%
None - I love everything to do with back-to-school shopping	185	68	117	79	88	17	22	65	64	33
	19%	15%	24%	22%	17%	29%	25%	17%	19%	21%
			A	D		D				

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. * small base