



# Canadian Online Omni August 8 - August 15, 2011

## Back To School 2

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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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	3693	738	307	224	1282	880	262	912	1114	1667	851	2842	240	493	321	231
Weighted	3693	488	377	240	1414	901	273	912	1097	1684	798	2895	221	465	311	223
Preschool	112	9	15	8	47	23	11	26	24	62	90	23	112	31	3	0
	3%	2%	4%	3%	3%	3%	4%	3%	2%	4%	11%	1%	51%	7%	1%	-
JK/K	131	6	10	7	68	33	8	23	46	63	100	31	131	52	5	1
	4%	1%	3%	3%	5%	4%	3%	2%	4%	4%	13%	1%	59%	11%	2%	0
Elementary (Net)	465	49	33	20	174	138	52	99	140	226	359	107	82	465	101	22
	13%	10%	9%	8%	12%	15%	19%	11%	13%	13%	45%	4%	37%	100%	32%	10%
Grade 1	85	9	3	4	27	31	12	16	25	44	69	16	23	85	5	2
	2%	2%	1%	2%	2%	3%	4%	2%	2%	3%	9%	1%	10%	18%	2%	1%
Grade 2	82	8	6	8	29	23	8	25	20	36	61	21	27	82	8	0
	2%	2%	2%	3%	2%	3%	3%	3%	2%	2%	8%	1%	12%	18%	3%	-
Grade 3	69	10	2	3	25	24	5	11	19	39	53	16	10	69	10	2
	2%	2%	1%	1%	2%	3%	2%	1%	2%	2%	7%	1%	5%	15%	3%	1%
Grade 4	62	7	3	1	23	24	5	12	22	28	49	14	13	62	4	1
	2%	1%	1%	0	2%	3%	2%	1%	2%	2%	6%	0	6%	13%	1%	1%
Grade 5	84	8	5	1	27	32	11	22	27	35	72	12	11	84	22	4
	2%	2%	1%	0	2%	4%	4%	2%	2%	2%	9%	0	5%	18%	7%	2%
Grade 6	81	5	3	2	33	26	11	17	21	43	57	24	10	81	20	1
	2%	1%	1%	1%	2%	3%	4%	2%	2%	3%	7%	1%	5%	17%	6%	1%
Grade 7	62	9	7	1	30	10	5	8	21	33	47	15	7	62	22	7
	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%	6%	1%	3%	13%	7%	3%
Grade 8	87	9	12	6	27	25	8	21	26	40	68	19	5	87	34	8
	2%	2%	3%	2%	2%	3%	3%	2%	2%	2%	8%	1%	2%	19%	11%	4%
High school (Net)	311	35	25	22	116	80	33	66	74	171	238	73	8	101	311	66
	8%	7%	7%	9%	8%	9%	12%	7%	7%	10%	30%	3%	4%	22%	100%	29%
Grade 9	79	8	3	8	33	20	8	14	17	48	63	16	3	34	79	18
	2%	2%	1%	3%	2%	2%	3%	2%	2%	3%	8%	1%	1%	7%	25%	8%
Grade 10	82	15	10	3	22	22	9	17	19	47	65	17	4	34	82	13
	2%	3%	3%	1%	2%	2%	3%	2%	2%	3%	8%	1%	2%	7%	26%	6%
Grade 11	88	7	11	6	39	14	12	21	23	44	66	21	1	26	88	22
	2%	1%	3%	3%	3%	2%	4%	2%	2%	3%	8%	1%	0	6%	28%	10%
Grade 12	103	11	5	10	33	32	11	22	22	59	78	25	2	21	103	18
	3%	2%	1%	4%	2%	3%	4%	2%	2%	3%	10%	1%	1%	5%	33%	8%
College	100	10	4	3	33	49	1	16	14	70	43	57	0	13	30	100
	3%	2%	1%	1%	2%	5%	0	2%	1%	4%	5%	2%	-	3%	10%	45%
University	135	17	15	12	56	24	9	13	35	86	39	96	1	9	37	135
	4%	4%	4%	5%	4%	3%	3%	1%	3%	5%	5%	3%	0	2%	12%	60%
I don't have any school-aged children living in my household or for whom I purchase back-to-school	2735	392	303	187	1043	625	185	726	835	1174	154	2581	0	0	0	0

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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
items	74%	80%	80%	78%	74%	69%	68%	80%	76%	70%	19%	89%	-	-	-	-
		DEF	DEF	EF	E			I	I			J				

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

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

	REGION							HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/univ ersity
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
This year																
Yes	329	29	26	18	132	88	36	81	113	135	208	120	94	187	97	52
	34%	30%	35%	35%	36%	32%	41%	44%	43%	26%	32%	38%	43%	40%	31%	23%
								I	I				NO	NO	O	
No	629	67	48	34	240	188	52	105	149	375	435	194	127	278	214	171
	66%	70%	65%	65%	64%	68%	59%	56%	57%	74%	68%	62%	57%	60%	69%	77%
										GH					LM	LMN

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/univ ersity
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
Last year																
Yes	281	25	18	18	107	80	33	73	86	121	176	105	55	166	99	56
	29%	27%	24%	35%	29%	29%	38%	39%	33%	24%	27%	34%	25%	36%	32%	25%
								I	I					LO		
No	676	70	56	34	265	196	55	113	175	389	467	209	166	300	212	167
	71%	73%	76%	65%	71%	71%	62%	61%	67%	76%	73%	66%	75%	64%	68%	75%
										GH			M			M

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Had a budget for last year	293	40	16	18	105	82	32	77	92	124	182	111	59	172	97	61
Weighted	281	25*	18**	18**	107*	80*	33**	73*	86*	121	176	105*	55*	166	99*	56*
Yes, I followed it perfectly	126	12	7	3	48	44	13	35	43	48	79	47	24	73	36	30
	45%	48%	38%	16%	45%	55%	38%	48%	49%	40%	45%	45%	44%	44%	37%	53%
No (Net)	155	13	11	15	59	36	21	38	44	73	97	58	31	93	63	27
	55%	52%	62%	84%	55%	45%	62%	52%	51%	60%	55%	55%	56%	56%	63%	47%
No, I spent a little more than I budgeted															O	
	152	13	11	14	58	36	20	38	43	71	94	58	31	90	62	27
	54%	51%	62%	77%	54%	45%	60%	51%	50%	59%	53%	55%	56%	55%	63%	47%
															O	
No, I spent a lot more than I budgeted	3	0	0	1	1	0	1	1	1	2	3	0	0	3	1	0
	1%	2%	-	7%	1%	-	2%	1%	1%	1%	2%	-	1%	2%	1%	-

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

4. Are you sticking to your budget this year?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have a budget for this year	348	46	24	18	132	92	36	87	121	140	222	126	102	194	96	58
Weighted	329	29*	26**	18**	132	88*	36*	81*	113	135	208	120	94*	187	97*	52*
Yes (Net)	303	25	25	18	119	81	35	76	105	122	190	113	85	171	89	47
	92%	87%	95%	100%	90%	92%	98%	93%	93%	91%	91%	94%	90%	91%	92%	91%
Yes, so far I am following it perfectly	166	15	14	5	61	50	21	44	55	67	106	60	49	97	48	23
	50%	51%	55%	28%	46%	57%	58%	54%	49%	50%	51%	49%	52%	52%	50%	44%
Yes, so far, but I think I'll end up over-spending																
	137	10	10	13	58	31	14	32	50	55	83	54	36	74	41	24
	42%	36%	40%	72%	44%	35%	40%	39%	44%	41%	40%	45%	38%	40%	42%	47%
No (Net)																
	26	4	1	0	13	7	1	6	8	12	19	7	10	16	8	5
	8%	13%	5%	-	10%	8%	2%	7%	7%	9%	9%	6%	10%	9%	8%	9%
No, I have already spent a little more than I budgeted																
	25	3	1	0	13	7	1	6	8	12	18	7	9	16	8	5
	8%	12%	5%	-	10%	8%	2%	7%	7%	9%	9%	6%	10%	8%	8%	9%
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	0	0
	0	1%	-	-	-	-	-	-	-	0	0	-	0	0	-	-

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Clothing</b>																
0	149	17	13	14	49	46	9	28	33	88	79	71	35	32	45	67
	16%	18%	18%	27%	13%	17%	10%	15%	13%	17%	12%	22%	16%	7%	14%	30%
				DF								J	M		M	LMN
1-10	6	0	0	0	3	1	2	3	0	3	1	5	2	3	1	2
	1%	-	-	-	1%	1%	2%	2%	-	1%	0	2%	1%	1%	0	1%
								H				J				
11-20	9	0	2	0	5	1	1	1	7	1	7	2	5	2	2	1
	1%	-	2%	-	1%	0	1%	1%	3%	0	1%	1%	2%	0	1%	0
								I					M			
21-30	12	2	0	1	5	1	2	4	6	2	6	5	6	6	2	1
	1%	3%	-	2%	1%	0	2%	2%	2%	0	1%	2%	3%	1%	1%	0
		E						I	I				O			
31-40	14	0	3	2	4	5	1	1	9	4	13	1	3	9	3	0
	1%	-	4%	3%	1%	2%	1%	1%	3%	1%	2%	0	1%	2%	1%	-
			A						I		K			O		
41-50	53	7	4	3	26	10	3	16	16	22	44	9	18	35	12	6
	6%	8%	6%	5%	7%	4%	3%	8%	6%	4%	7%	3%	8%	8%	4%	3%
								I			K		NO	NO		
51-100	215	21	15	10	99	55	15	50	63	102	134	81	64	107	49	37
	22%	22%	20%	19%	27%	20%	17%	27%	24%	20%	21%	26%	29%	23%	16%	17%
													NO	N		
101-200	250	26	19	13	95	69	29	58	69	123	177	73	45	131	88	44
	26%	27%	26%	24%	26%	25%	32%	31%	27%	24%	27%	23%	20%	28%	28%	20%
														LO	LO	
201-500	209	17	15	8	71	76	22	24	51	135	147	61	33	113	89	57
	22%	18%	20%	15%	19%	27%	25%	13%	19%	26%	23%	20%	15%	24%	29%	26%
						AD				GH				L	L	L
More than 500	41	5	3	3	14	12	4	2	8	30	35	6	10	27	19	8
	4%	5%	4%	5%	4%	4%	5%	1%	3%	6%	5%	2%	5%	6%	6%	3%
										G	K					
<b>Summary</b>																
Mean	187.9	187.3	171.1	150.5	178.3	206.7	206.9	133.3	167.8	218.2	204.1	154.9	161.5	216.6	225.7	183.2
Std. Dev.	204.49	258.4	165.55	192.89	205.66	199.76	181.09	120.96	164.59	239.15	219.18	166.05	214.63	230.39	210.43	203.03
Std. Err.	6.43	20.89	20.08	26.75	10.74	11.85	19.53	8.66	9.82	10.35	8.37	9.21	13.85	10.38	11.75	13.36
Median	150	120	100	100	100	150	200	100	100	200	150	100	100	150	200	100

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Shoes</b>																
0	162	20	12	16	57	43	14	27	36	98	76	85	27	24	57	86
	17%	21%	16%	31%	15%	15%	16%	15%	14%	19%	12%	27%	12%	5%	18%	39%
				DEF								J	M		M	LMN
1-10	7	0	1	0	2	1	2	2	1	3	3	3	5	3	1	0
	1%	-	2%	-	1%	0	2%	1%	0	1%	1%	1%	2%	1%	0	-
													NO			
11-20	41	2	5	1	18	10	3	15	15	11	31	10	17	21	5	3
	4%	3%	7%	2%	5%	4%	4%	8%	6%	2%	5%	3%	8%	4%	1%	1%
								I	I				MNO	NO		
21-30	66	4	4	7	27	19	5	13	27	25	52	14	32	36	8	4
	7%	4%	6%	14%	7%	7%	6%	7%	10%	5%	8%	4%	14%	8%	3%	2%
				A					I		K		MNO	NO		
31-40	55	6	4	2	21	16	6	19	18	18	48	7	14	30	16	2
	6%	6%	5%	4%	6%	6%	7%	10%	7%	4%	8%	2%	6%	7%	5%	1%
								I	I		K		O	O	O	
41-50	140	21	8	3	64	33	12	31	36	74	101	39	41	85	31	14
	15%	22%	11%	5%	17%	12%	13%	16%	14%	15%	16%	12%	18%	18%	10%	6%
		BCE			C								NO	NO		
51-100	263	25	19	10	108	78	23	43	80	140	169	94	53	135	89	53
	27%	26%	26%	19%	29%	28%	26%	23%	30%	27%	26%	30%	24%	29%	29%	24%
101-200	169	13	12	9	55	63	17	32	37	100	115	54	24	90	78	43
	18%	13%	16%	18%	15%	23%	19%	17%	14%	20%	18%	17%	11%	19%	25%	19%
						AD								L	LM	L
201-500	55	5	8	4	18	14	6	3	11	40	47	8	9	40	27	17
	6%	5%	11%	7%	5%	5%	7%	2%	4%	8%	7%	2%	4%	9%	9%	8%
			D							G	K			L	L	
More than 500	1	0	0	0	1	0	0	0	1	0	0	1	0	0	0	1
	0	1%	-	-	0	-	-	0	0	-	0	0	-	0	-	0
<b>Summary</b>																
Mean	90.1	120.3	95.2	77.4	85.2	88.6	86.3	88.9	85.4	93.1	95	80.3	69.7	106.6	103.5	92.5
Std. Dev.	213.2	571.38	98.53	97.49	156.82	75.68	77.69	410.69	178.71	87.71	232.95	165.53	72.33	268.96	91.71	198.28
Std. Err.	6.71	46.19	11.95	13.52	8.19	4.49	8.38	29.41	10.66	3.8	8.9	9.18	4.67	12.11	5.12	13.05
Median	60	50	60	40	50	75	60	50	50	75	60	50	50	75	100	60

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
School supplies																
0	83	10	8	5	32	20	7	13	18	52	46	37	38	12	12	30
	9%	11%	11%	10%	9%	7%	9%	7%	7%	10%	7%	12%	17%	3%	4%	14%
												J	MN			MN
1-10	16	0	2	1	10	1	2	5	9	3	10	7	6	6	4	3
	2%	-	3%	2%	3%	0	2%	3%	3%	1%	2%	2%	3%	1%	1%	1%
					E			I	I							
11-20	52	5	3	2	37	4	2	16	15	21	30	21	22	24	15	5
	5%	5%	4%	4%	10%	1%	2%	9%	6%	4%	5%	7%	10%	5%	5%	2%
		E			EF			I					MNO			
21-30	86	6	7	4	49	8	12	23	23	40	63	23	22	45	22	12
	9%	7%	9%	9%	13%	3%	14%	13%	9%	8%	10%	7%	10%	10%	7%	5%
			E		AE		E									
31-40	30	4	1	4	12	4	6	8	9	14	24	6	6	14	12	4
	3%	4%	1%	8%	3%	1%	7%	4%	4%	3%	4%	2%	3%	3%	4%	2%
				E			E									
41-50	165	16	11	11	86	24	16	30	48	87	113	52	38	84	55	27
	17%	17%	15%	22%	23%	9%	18%	16%	18%	17%	18%	17%	17%	18%	18%	12%
		E		E	E		E							O	O	
51-100	235	27	21	9	85	73	20	53	59	122	160	74	46	125	76	44
	24%	28%	29%	18%	23%	26%	23%	28%	23%	24%	25%	24%	21%	27%	25%	20%
														LO		
101-200	168	19	14	3	37	81	14	25	55	88	128	40	23	98	76	37
	18%	20%	19%	6%	10%	29%	15%	13%	21%	17%	20%	13%	11%	21%	24%	16%
		CD	D			ACDF			G		K			L	LO	
201-500	101	7	6	8	20	52	8	10	21	70	61	40	17	50	35	48
	11%	8%	8%	16%	5%	19%	9%	5%	8%	14%	9%	13%	8%	11%	11%	22%
				D		ABDF				GH					LMN	
More than 500	20	1	1	4	4	9	1	2	4	14	7	13	2	6	3	12
	2%	2%	1%	7%	1%	3%	1%	1%	2%	3%	1%	4%	1%	1%	1%	6%
				D								J				LMN
Summary																
Mean	127	110.8	112.7	185.6	97.8	172.5	102.1	112.1	108.9	141.7	119.9	141.5	104.1	133.5	122.4	192.9
						ABDF				H						LMN
Std. Dev.	231.95	143.13	143.27	360.36	286.22	178.24	110.44	381.91	133.28	196.21	246.61	198.2	357.91	277.93	119.44	237.98
Std. Err.	7.3	11.57	17.37	49.97	14.94	10.58	11.91	27.35	7.95	8.49	9.42	10.99	23.1	12.52	6.67	15.66
Median	70	70	75	50	50	120	50	50	60	85	70	70	50	90	100	100

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Electronics</b>																
0	650	68	50	36	243	194	59	121	180	349	462	188	177	309	192	123
	68%	71%	68%	68%	65%	70%	67%	65%	69%	69%	72%	60%	80%	66%	62%	55%
											K		MNO	O		
1-10	25	1	0	1	13	8	3	9	8	8	19	6	12	12	7	1
	3%	1%	-	3%	3%	3%	3%	5%	3%	2%	3%	2%	6%	2%	2%	1%
								I					MO			
11-20	22	1	1	3	7	8	2	5	7	11	15	7	1	14	6	6
	2%	1%	2%	5%	2%	3%	3%	3%	3%	2%	2%	2%	0	3%	2%	3%
														L		
21-30	29	2	4	1	10	9	3	8	7	14	19	10	2	19	9	3
	3%	2%	5%	2%	3%	3%	3%	4%	3%	3%	3%	3%	1%	4%	3%	1%
														L		
31-40	4	0	0	0	1	3	0	1	3	0	3	1	1	3	1	1
	0	-	-	-	0	1%	-	1%	1%	-	0	0	0	1%	0	0
									I							
41-50	46	5	2	2	24	12	3	7	14	25	34	13	9	29	18	10
	5%	5%	2%	4%	6%	4%	3%	4%	5%	5%	5%	4%	4%	6%	6%	4%
51-100	63	6	7	2	25	17	5	8	17	39	35	27	10	31	28	19
	7%	6%	10%	3%	7%	6%	6%	4%	6%	8%	6%	9%	5%	7%	9%	9%
															L	
101-200	36	3	3	1	15	7	5	9	6	20	21	15	4	20	16	11
	4%	4%	4%	2%	4%	2%	6%	5%	2%	4%	3%	5%	2%	4%	5%	5%
201-500	42	6	5	4	17	9	2	12	8	22	19	23	3	17	18	19
	4%	6%	7%	8%	4%	3%	2%	7%	3%	4%	3%	7%	1%	4%	6%	9%
												J			L	LM
More than 500	40	4	1	2	17	10	7	6	12	22	17	23	2	11	15	30
	4%	4%	2%	4%	5%	3%	7%	3%	5%	4%	3%	7%	1%	2%	5%	13%
												J			LM	LMN
<b>Summary</b>																
Mean	91	86.9	60.4	108.1	96.8	71.6	147.4	68.9	83.5	102.9	60.1	154.2	22.3	62.4	109.7	256.6
Std. Dev.	327.04	284.07	141.04	343.91	310.69	279.38	581.76	184.46	284.72	383.19	240.21	449.73	80.77	232.16	328.29	598.21
Std. Err.	10.29	22.97	17.1	47.69	16.22	16.58	62.73	13.21	16.98	16.58	9.18	24.95	5.21	10.46	18.32	39.36

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Tuition/fees</b>																
0	292	35	18	17	144	42	37	63	76	153	205	87	98	160	70	35
	30%	36%	24%	33%	39%	15%	42%	34%	29%	30%	32%	28%	44%	34%	23%	15%
	E	E		E	BE		BE						MNO	NO	O	
1-10	5	0	0	0	3	0	2	2	1	2	3	2	3	3	1	0
	1%	-	-	-	1%	-	2%	1%	0	0	0	1%	1%	1%	0	-
							E									
11-20	17	2	0	0	10	3	2	6	5	6	13	3	4	11	4	0
	2%	2%	-	-	3%	1%	2%	3%	2%	1%	2%	1%	2%	2%	1%	-
													O	O		
21-30	23	3	1	6	7	4	3	9	6	8	16	7	6	14	10	0
	2%	3%	2%		2%	1%	3%	5%	2%	2%	2%	2%	3%	3%	3%	-
				ABDE				I					O	O	O	
31-40	13	2	0	1	2	5	3	4	7	1	9	3	3	9	2	0
	1%	2%	-	2%	1%	2%	3%	2%	3%	0	1%	1%	1%	2%	1%	-
							D	I	I					O		
41-50	63	3	4	4	28	13	11	16	16	31	52	11	12	38	21	5
	7%	3%	5%	7%	8%	5%	13%	9%	6%	6%	8%	4%	5%	8%	7%	2%
							AE				K			O	O	
51-100	123	11	7	7	45	40	13	30	37	56	88	35	34	64	54	7
	13%	11%	9%	14%	12%	14%	15%	16%	14%	11%	14%	11%	15%	14%	18%	3%
													O	O	O	
101-200	106	9	12	1	21	61	2	18	31	58	84	23	30	50	37	11
	11%	10%	17%	2%	6%	22%	2%	9%	12%	11%	13%	7%	14%	11%	12%	5%
		F	CDF			ACDF					K		O	O	O	
201-500	114	6	11	0	28	66	4	18	28	68	80	34	13	64	48	28
	12%	6%	14%	-	8%	24%	4%	10%	11%	13%	12%	11%	6%	14%	15%	12%
			CF		C	ACDF								L	L	L
More than 500	202	26	21	16	83	44	12	20	55	127	93	109	18	53	63	138
	21%	27%	29%	31%	22%	16%	13%	11%	21%	25%	14%	35%	8%	11%	20%	62%
		EF	EF	EF	E				G	G		J			LM	LMN
<b>Summary</b>																
Mean	863.7	1108.7	1100.8	884.3	1064.7	512.8	638.7	467.2	768.5	1057.3	584	1435.8	278.7	431.3	755.7	2643.2
		E	E	E	E				G	G		J			LM	LMN
Std. Dev.	1870.24	2108.34	2007.05	1462.29	2219.23	1120.66	1821.29	1357.81	1684.42	2086.18	1528.43	2323.8	936.94	1209.93	1638.89	2730.8
Std. Err.	58.85	170.45	243.39	202.78	115.84	66.5	196.39	97.23	100.48	90.28	58.4	128.9	60.48	54.49	91.47	179.67
Median	100	89	200	50	50	180	40	50	100	100	75	175	30	50	100	2000

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Total</b>																
0	47	5	5	4	15	13	4	7	10	30	23	24	17	3	9	22
	5%	6%	7%	8%	4%	5%	5%	4%	4%	6%	4%	8%	8%	1%	3%	10%
1-10	3	0	0	0	2	0	1	2	0	1	1	2	2	2	1	0
	0	-	-	-	1%	-	1%	1%	-	0	0	1%	1%	1%	0	-
11-20	3	1	0	0	3	0	0	2	0	2	1	3	3	1	2	0
	0	1%	-	-	1%	-	-	1%	-	0	0	1%	1%	0	0	-
21-30	3	0	0	0	0	0	2	0	1	2	0	2	1	2	0	0
	0	1%	-	-	-	-	2%	-	0	0	0	1%	0	0	0	-
31-40	1	0	0	0	1	0	0	1	0	0	0	1	0	0	1	0
	0	-	-	-	0	-	-	1%	-	-	-	0	-	-	0	-
41-50	5	0	0	0	4	0	1	2	1	2	4	1	3	1	3	0
	1%	-	-	-	1%	-	1%	1%	0	0	1%	0	1%	0	1%	-
51-100	27	5	3	1	13	3	2	8	8	11	23	4	10	17	6	0
	3%	5%	4%	1%	4%	1%	2%	4%	3%	2%	4%	1%	4%	4%	2%	-
101-200	108	9	6	10	58	15	10	29	32	47	81	27	43	60	21	4
	11%	9%	9%	19%	16%	5%	12%	16%	12%	9%	13%	9%	20%	13%	7%	2%
201-500	285	28	20	14	120	72	31	64	90	131	214	70	71	158	90	19
	30%	29%	27%	26%	32%	26%	35%	34%	34%	26%	33%	22%	32%	34%	29%	9%
More than 500	476	47	40	24	156	172	36	72	120	284	296	180	72	220	179	177
	50%	49%	54%	46%	42%	62%	41%	39%	46%	56%	46%	57%	33%	47%	58%	79%
<b>Summary</b>						ACDF				GH		J		L	LM	LMN
Mean	1359.8	1613.9	1540.2	1406	1522.8	1052.2	1181.4	870.4	1214	1613.3	1063.1	1966.6	636.4	950.5	1317.1	3368.3
Std. Dev.	2129.26	E	E	E	E	E	E	G	G	GH	J	J	L	LM	LMN	LMN
Std. Err.	67	190.81	260.14	270.97	128.95	80.18	249.92	113.65	113.51	102.31	68.04	144.54	70.05	66.86	106.87	199.88
Median	500	500	550	328	400	620	425	350	450	600	450	700	300	480	625	2550

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Total - excluding Tuition/fees</b>																
0	55	6	5	4	19	15	6	8	10	37	25	29	18	4	9	28
	6%	7%	7%	8%	5%	5%	6%	4%	4%	7%	4%	9%	8%	1%	3%	12%
												J	MN			MN
1-10	5	0	0	1	2	1	1	3	1	1	2	3	2	2	2	1
	1%	-	-	2%	1%	0	1%	2%	0	0	0	1%	1%	1%	1%	0
								I								
11-20	8	1	1	0	6	0	0	4	0	4	3	5	4	1	5	0
	1%	1%	1%	-	2%	-	-	2%	-	1%	0	2%	2%	0	2%	-
					E			H					MO		M	
21-30	3	0	0	0	0	0	2	0	1	2	0	2	1	2	0	0
	0	1%	-	-	-	-	2%	-	0	0	0	1%	0	0	0	-
							DE									
31-40	4	1	0	0	3	0	0	2	1	0	4	0	2	1	2	0
	0	1%	-	-	1%	-	-	1%	1%	0	1%	-	1%	0	1%	-
		E														
41-50	10	0	1	1	4	2	1	2	1	7	7	3	3	2	4	3
	1%	-	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0	1%	2%
51-100	47	5	9	4	20	6	2	9	23	15	36	11	16	23	11	7
	5%	6%	12%	8%	5%	2%	3%	5%	9%	3%	6%	3%	7%	5%	4%	3%
			DEF	E					I				O			
101-200	171	17	9	8	87	36	14	44	51	77	127	44	59	90	39	18
	18%	17%	12%	16%	23%	13%	16%	23%	19%	15%	20%	14%	27%	19%	12%	8%
					BE			I			K		MNO	NO		
201-500	358	35	25	18	138	108	34	77	97	184	244	114	69	188	112	64
	37%	37%	33%	35%	37%	39%	38%	41%	37%	36%	38%	36%	31%	40%	36%	29%
														LO	O	
More than 500	297	30	23	16	92	107	29	37	76	183	194	103	47	152	126	102
	31%	31%	32%	31%	25%	39%	33%	20%	29%	36%	30%	33%	21%	33%	41%	46%
						D			G	G				L	LM	LM
<b>Summary</b>																
Mean	496.1	505.2	439.4	521.7	458.1	539.4	542.7	403.2	445.6	556	479.1	530.8	357.7	519.2	561.4	725.2
Std. Dev.	626.57	802.54	395.58	823.22	643.98	489.65	735.18	656.76	567.52	638.82	593.99	688.13	497.65	631.79	552.19	858.15
Std. Err.	19.72	64.88	47.97	114.16	33.62	29.06	79.28	47.03	33.86	27.64	22.7	38.17	32.12	28.45	30.82	56.46
Median	340	300	340	260	300	400	375	265	304	380	325	360	220	360	400	490

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K - L/M/N/O 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?

	REGION							HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
<b>Mean Summary</b>																
Total	1359.8	1613.9	1540.2	1406	1522.8	1052.2	1181.4	870.4	1214	1613.3	1063.1	1966.6	636.4	950.5	1317.1	3368.3
		E	E		E				G	GH		J		L	LM	LMN
Tuition/fees	863.7	1108.7	1100.8	884.3	1064.7	512.8	638.7	467.2	768.5	1057.3	584	1435.8	278.7	431.3	755.7	2643.2
		E	E	E	E				G	G		J			LM	LMN
Total - excluding Tuition/fees	496.1	505.2	439.4	521.7	458.1	539.4	542.7	403.2	445.6	556	479.1	530.8	357.7	519.2	561.4	725.2
										GH				L	L	LMN
Clothing	187.9	187.3	171.1	150.5	178.3	206.7	206.9	133.3	167.8	218.2	204.1	154.9	161.5	216.6	225.7	183.2
									G	GH	K			L	LO	
School supplies	127	110.8	112.7	185.6	97.8	172.5	102.1	112.1	108.9	141.7	119.9	141.5	104.1	133.5	122.4	192.9
						ABDF				H						LMN
Electronics	91	86.9	60.4	108.1	96.8	71.6	147.4	68.9	83.5	102.9	60.1	154.2	22.3	62.4	109.7	256.6
												J		L	LM	LMN
Shoes	90.1	120.3	95.2	77.4	85.2	88.6	86.3	88.9	85.4	93.1	95	80.3	69.7	106.6	103.5	92.5
														L	L	

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD		SCHOOL AGE CHILDREN IN HOUSEHOLD			
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids	Preschool/J K/K	Elementary	High school	College/university
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Have school-aged children	1010	153	68	52	367	284	86	195	281	534	685	325	240	493	321	231
Weighted	958	96	74*	53*	372	276	88*	186	262	510	643	314	221	465	311	223
Paying for all the back-to-school shopping	235	27	24	7	101	65	11	51	74	111	155	80	53	108	74	69
	25%	28%	32%	13%	27%	24%	13%	27%	28%	22%	24%	26%	24%	23%	24%	31%
		CF	CF		CF	F			I							MN
Finding the items I need before they're sold out or unavailable	199	14	13	18	70	56	28	36	42	121	136	63	45	108	66	43
	21%	15%	18%	33%	19%	20%	32%	19%	16%	24%	21%	20%	20%	23%	21%	19%
				ADE			ADE			H						
Finding things my children will like	151	17	8	11	75	30	11	32	39	81	101	50	32	81	60	17
	16%	18%	10%	20%	20%	11%	12%	17%	15%	16%	16%	16%	15%	17%	19%	8%
					E								O	O	O	
Returning unwanted or unused items	15	2	1	1	7	3	1	0	7	8	9	6	5	7	5	1
	2%	2%	1%	3%	2%	1%	1%	-	3%	2%	1%	2%	2%	1%	2%	1%
									G							
Other	68	6	11	6	24	18	3	13	13	42	36	32	15	21	21	27
	7%	6%	14%	11%	7%	7%	4%	7%	5%	8%	6%	10%	7%	5%	7%	12%
			DEF									J				MN
Everything - I find everything to do with back-to-school shopping difficult or challenging	104	12	11	3	27	39	12	20	31	53	78	27	17	49	43	24
	11%	13%	16%	5%	7%	14%	14%	11%	12%	10%	12%	8%	8%	11%	14%	11%
		D	D			D									L	
None - I love everything to do with back-to-school shopping	185	18	7	8	67	64	21	35	56	94	128	57	53	91	43	41
	19%	19%	9%	15%	18%	23%	24%	19%	21%	18%	20%	18%	24%	20%	14%	19%
						B	B						N	N		

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