

Fieldwork: 7th - 12th August 2013

Total	Gender		Age					Social Grade		Region							
	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

And on average, approximately how much do you think you'll be likely to spend/ have spent on new school bag(s) and other school items (e.g. stationary, pencil cases, water bottles, diaries, lunch boxes etc.) per child for the start of the new school year? (Please type your answer to the nearest pound (£) in the box below. If you are not sure please give your best estimate. If you will not be spending anything on new school bags and other school items for your child(ren), please tick the "Not applicable" option.)

Base: UK parents of children aged 5-16 years whose child will be attending school next year	1012	502	510	5	132	360	392	121	664	348	239	150	97	125	248	49	92	12
Up to £10 per week	19%	17%	21%	-	20%	22%	18%	11%	20%	16%	19%	20%	26%	13%	20%	8%	20%	8%
£ 11-£20	21%	19%	23%	-	21%	21%	20%	24%	20%	23%	21%	18%	25%	21%	19%	24%	23%	17%
£21-£30	14%	12%	15%	-	11%	12%	17%	13%	14%	14%	15%	13%	12%	9%	13%	16%	18%	25%
£31-£40	5%	4%	6%	20%	2%	6%	4%	6%	5%	5%	5%	7%	7%	2%	4%	2%	5%	17%
£41-£50	6%	6%	6%	-	3%	5%	8%	11%	7%	6%	5%	6%	2%	9%	7%	6%	9%	-
£51-£60	1%	1%	1%	-	-	1%	1%	3%	1%	1%	1%	1%	1%	1%	-	1%	-	-
More than £60	3%	3%	3%	-	6%	1%	4%	2%	3%	3%	3%	4%	2%	7%	2%	2%	-	-
Don't know	17%	22%	12%	60%	24%	17%	15%	12%	16%	18%	14%	19%	12%	20%	19%	27%	10%	17%
Not applicable - I will not be spending anything on new school bags and other school items for my child(ren)	15%	16%	14%	20%	13%	15%	14%	17%	15%	15%	17%	13%	12%	19%	13%	14%	14%	17%
Mean including "Don't know" marked as £0	18.00	17.00	19.10	8.00	19.30	15.40	19.30	21.30	18.30	17.60	17.80	18.80	16.00	23.00	16.60	15.40	18.30	17.90
Mean excluding "don't know"	21.70	21.80	21.60	20.00	25.40	18.50	22.70	24.30	21.80	21.50	20.60	23.10	18.30	28.70	20.60	21.00	20.20	21.50

Total spend on new school items (banded)

Including "Don't know"

Base: UK parents of children aged 5-16 years whose child will be attending school next year	1012	502	510	5	132	360	392	121	664	348	239	150	97	125	248	49	92	12
£0 -Nothing	15%	21%	9%	80%	20%	16%	13%	13%	14%	17%	11%	19%	12%	17%	19%	20%	7%	17%
£1-25	3%	2%	3%	-	4%	3%	3%	2%	3%	2%	1%	3%	1%	4%	3%	2%	4%	8%
£26-50	6%	5%	7%	-	10%	6%	5%	5%	6%	7%	6%	7%	5%	6%	7%	2%	7%	-
£51-75	8%	7%	9%	-	8%	8%	9%	6%	8%	8%	8%	9%	14%	5%	9%	4%	8%	-
£76-100	13%	14%	11%	-	16%	13%	11%	12%	13%	11%	12%	11%	19%	11%	12%	18%	11%	8%
£101-150	16%	13%	18%	-	8%	18%	15%	18%	17%	14%	18%	17%	20%	14%	14%	10%	14%	17%
£151-200	14%	12%	16%	-	13%	14%	16%	10%	12%	17%	17%	10%	12%	10%	14%	18%	16%	17%
£201-250	8%	7%	9%	20%	5%	8%	9%	9%	9%	7%	8%	11%	5%	5%	6%	18%	10%	17%
£251-300	7%	7%	6%	-	3%	5%	9%	7%	6%	7%	7%	4%	4%	10%	7%	4%	9%	-
£301-400	6%	5%	8%	-	7%	5%	7%	7%	6%	7%	6%	5%	4%	8%	6%	-	12%	17%
£401-500	2%	3%	2%	-	3%	2%	2%	5%	3%	1%	3%	2%	1%	3%	2%	-	2%	-
More than £500	2%	3%	2%	-	4%	2%	2%	6%	2%	3%	2%	2%	2%	7%	2%	2%	1%	-
Mean (including "Don't know" marked as £0)	149.60	144.84	154.28	48.00	142.61	135.92	155.36	183.85	150.80	147.29	159.63	134.51	131.15	182.59	134.34	144.16	166.12	154.33
Mean (excluding "Don't know")	181.35	187.53	176.16	-	193.49	161.85	185.63	212.43	181.98	180.15	184.67	168.26	155.22	228.13	170.78	188.12	187.08	185.20

Fieldwork: 7th - 12th August 2013

Total	Working Status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

And on average, approximately how much do you think you'll be likely to spend/ have spent on new school bag(s) and other school items (e.g. stationary, pencil cases, water bottles, diaries, lunch boxes etc.) per child for the start of the new school year? (Please type your answer to the nearest pound (£) in the box below. If you are not sure please give your best estimate. If you will not be spending anything on new school bags and other school items for your child(ren), please tick the "Not applicable" option.)

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	1012	693	141	834	16	33	36	93	745	122	87	8	49
Up to £10 per week	19%	18%	22%	19%	6%	24%	11%	19%	21%	17%	8%	25%	12%
£ 11-£20	21%	21%	24%	21%	13%	18%	14%	20%	20%	20%	26%	-	22%
£21-£30	14%	14%	11%	13%	6%	12%	17%	17%	13%	18%	15%	25%	10%
£31-£40	5%	5%	7%	6%	-	6%	-	1%	5%	2%	7%	-	6%
£41-£50	6%	6%	6%	6%	-	15%	3%	6%	7%	2%	7%	-	12%
£51-£60	1%	1%	-	1%	6%	6%	3%	1%	1%	2%	2%	-	-
More than £60	3%	3%	3%	3%	-	-	6%	3%	3%	4%	3%	-	2%
Don't know	17%	17%	13%	17%	38%	12%	22%	14%	17%	18%	15%	25%	20%
Not applicable - I will not be spending anything on new school bags and other school items for my child(ren)	15%	14%	14%	14%	31%	6%	25%	17%	15%	16%	16%	25%	14%
Mean including "Don't know" marked as £0	18.00	18.20	18.30	18.20	8.40	21.60	17.70	17.00	17.50	16.30	20.40	10.00	17.30
Mean excluding "don't know"	21.70	22.10	20.90	21.90	13.50	24.60	22.70	19.80	21.00	19.90	23.90	13.30	21.80

Total spend on new school items (banded)

Including "Don't know"

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	1012	693	141	834	16	33	36	93	745	122	87	8	49
£0 -Nothing	15%	16%	11%	15%	56%	12%	8%	12%	15%	17%	14%	13%	18%
£1-25	3%	2%	4%	2%	-	3%	6%	5%	2%	2%	5%	13%	4%
£26-50	6%	5%	9%	6%	-	9%	6%	9%	6%	7%	6%	-	8%
£51-75	8%	9%	9%	9%	-	3%	6%	9%	8%	11%	5%	25%	2%
£76-100	13%	13%	12%	13%	13%	12%	14%	11%	14%	11%	6%	13%	8%
£101-150	16%	15%	20%	16%	-	18%	17%	17%	16%	13%	21%	-	14%
£151-200	14%	14%	14%	14%	13%	12%	11%	12%	14%	14%	11%	38%	16%
£201-250	8%	9%	4%	8%	6%	3%	8%	9%	8%	9%	10%	-	10%
£251-300	7%	7%	6%	7%	6%	12%	6%	4%	6%	6%	11%	-	4%
£301-400	6%	5%	9%	6%	-	6%	6%	11%	6%	6%	11%	-	10%
£401-500	2%	2%	2%	2%	6%	3%	6%	1%	3%	1%	-	-	2%
More than £500	2%	2%	1%	2%	-	6%	8%	1%	3%	2%	-	-	2%
Mean (including "Don't know" marked as £0)	149.60	148.86	145.91	148.37	94.69	170.30	196.44	144.59	149.71	135.10	155.23	101.88	154.20
Mean (excluding "Don't know")	181.35	182.05	167.96	179.50	205.00	199.11	238.73	168.74	180.56	167.77	188.87	102.50	190.42

Fieldwork: 7th - 12th August 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

And on average, approximately how much do you think you'll be likely to spend/ have spent on new school bag(s) and other school items (e.g. stationary, pencil cases, water bottles, diaries, lunch boxes etc.) per child for the start of the new school year? (Please type your answer to the nearest pound (£) in the box below. If you are not sure please give your best estimate. If you will not be spending anything on new school bags and other school items for your child(ren), please tick the "Not applicable" option.)

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	1012	40	108	91	67	83	97	125	156	92	49	92	12
Up to £10 per week	19%	-	16%	22%	17%	19%	50%	20%	21%	15%	22%	18%	26%
£ 11-£20	21%	11%	19%	23%	22%	21%	-	28%	13%	27%	15%	20%	25%
£21-£30	14%	22%	14%	14%	13%	14%	17%	5%	20%	12%	13%	13%	12%
£31-£40	5%	-	5%	5%	5%	5%	-	3%	8%	2%	6%	7%	7%
£41-£50	6%	-	8%	5%	5%	6%	-	8%	5%	5%	7%	5%	2%
£51-£60	1%	11%	1%	1%	-	1%	-	3%	-	2%	-	1%	1%
More than £60	3%	-	3%	3%	3%	3%	-	3%	2%	4%	3%	5%	2%
Don't know	17%	44%	17%	15%	23%	17%	17%	15%	15%	12%	15%	22%	12%
Not applicable - I will not be spending anything on new school bags and other school items for my child(ren)	15%	11%	18%	13%	12%	15%	17%	18%	16%	19%	18%	8%	12%
Mean including "Don't know" marked as £0	18.00	16.00	17.40	19.10	17.10	20.20	16.00	23.00	16.70	16.40	15.40	18.30	17.90
Mean excluding "don't know"	21.70	18.80	20.40	21.70	20.10	25.80	18.30	28.70	21.00	19.90	21.00	20.20	21.50

Total spend on new school items (banded)

Including "Don't know"

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	1012	40	108	91	67	83	97	125	156	92	49	92	12
£0 -Nothing	15%	15%	13%	8%	16%	20%	12%	17%	22%	14%	20%	7%	17%
£1-25	3%	-	1%	2%	6%	1%	1%	4%	4%	1%	2%	4%	8%
£26-50	6%	3%	5%	10%	4%	8%	5%	6%	6%	9%	2%	7%	-
£51-75	8%	5%	6%	10%	15%	5%	14%	5%	10%	8%	4%	8%	-
£76-100	13%	15%	14%	9%	9%	13%	19%	11%	10%	15%	18%	11%	8%
£101-150	16%	18%	15%	22%	15%	18%	20%	14%	12%	16%	10%	14%	17%
£151-200	14%	23%	15%	18%	9%	11%	12%	10%	13%	15%	18%	16%	17%
£201-250	8%	8%	11%	5%	15%	7%	5%	5%	6%	5%	18%	10%	17%
£251-300	7%	-	8%	8%	4%	4%	4%	10%	6%	8%	4%	9%	-
£301-400	6%	10%	7%	3%	1%	8%	4%	8%	5%	7%	-	12%	17%
£401-500	2%	3%	2%	4%	1%	2%	1%	3%	3%	1%	-	2%	-
More than £500	2%	3%	3%	1%	3%	1%	2%	7%	2%	1%	2%	1%	-
Mean (including "Don't know" marked as £0)	149.60	164.58	164.08	152.18	134.52	134.51	131.15	182.59	132.31	137.78	144.16	166.12	154.33
Mean (excluding "Don't know")	181.35	193.73	193.92	169.35	162.60	173.43	155.22	228.13	172.66	167.74	188.12	187.08	185.20

Fieldwork: 7th - 12th August 2013

Total	Social Media sites used					Children in any of the following age bands?				
	Facebook	LinkedIn	Google+	Twitter	None of these	0 to 4 years	5 to 11 years	12 to 14 years	15 to 16 years	17 years or older

And on average, approximately how much do you think you'll be likely to spend/ have spent on new school bag(s) and other school items (e.g. stationary, pencil cases, water bottles, diaries, lunch boxes etc.) per child for the start of the new school year? (Please type your answer to the nearest pound (£) in the box below. If you are not sure please give your best estimate. If you will not be spending anything on new school bags and other school items for your child(ren), please tick the "Not applicable" option.)

Base: UK parents of children aged 5-16 years whose child will be attending school next year	1012	670	206	59	262	268	160	615	366	274	245
Up to £10 per week	19%	13%	20%	21%	8%	20%	22%	8%	-	22%	-
£ 11-£20	21%	21%	17%	24%	24%	23%	19%	33%	43%	11%	-
£21-£30	14%	9%	14%	12%	16%	18%	13%	25%	7%	22%	100%
£31-£40	5%	2%	5%	2%	2%	5%	7%	8%	-	-	-
£41-£50	6%	9%	7%	8%	6%	9%	6%	17%	21%	-	-
£51-£60	1%	1%	1%	2%	-	1%	2%	-	-	-	-
More than £60	3%	7%	3%	1%	2%	-	3%	-	7%	11%	-
Don't know	17%	20%	21%	17%	27%	10%	13%	8%	7%	11%	-
Not applicable - I will not be spending anything on new school bags and other school items for my child(ren)	15%	19%	13%	13%	14%	14%	14%	-	14%	22%	-
Mean including "Don't know" marked as £0	18.00	19.00	19.70	29.30	20.10	15.40	14.00	16.70	22.70	18.70	18.70
Mean excluding "don't know"	21.70	22.10	22.90	34.60	23.80	20.40	17.30	20.20	27.10	23.20	22.40

Total spend on new school items (banded)

Including "Don't know"

Base: UK parents of children aged 5-16 years whose child will be attending school next year	1012	670	206	59	262	268	160	615	366	274	245
£0 -Nothing	15%	11%	14%	12%	12%	25%	18%	14%	16%	19%	16%
£1-25	3%	3%	4%	3%	2%	2%	4%	3%	2%	3%	2%
£26-50	6%	7%	5%	5%	7%	6%	8%	7%	4%	5%	5%
£51-75	8%	9%	11%	7%	9%	6%	10%	9%	6%	8%	9%
£76-100	13%	14%	12%	10%	13%	10%	18%	14%	10%	9%	13%
£101-150	16%	15%	16%	19%	14%	17%	16%	17%	16%	11%	16%
£151-200	14%	16%	15%	19%	15%	12%	11%	13%	17%	14%	13%
£201-250	8%	8%	6%	8%	11%	6%	2%	7%	9%	9%	10%
£251-300	7%	6%	8%	7%	5%	6%	4%	6%	7%	8%	8%
£301-400	6%	7%	4%	5%	6%	5%	4%	6%	7%	8%	6%
£401-500	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%
More than £500	2%	2%	2%	3%	2%	3%	3%	2%	4%	2%	2%
Mean (including "Don't know" marked as £0)	149.60	154.75	147.49	174.56	159.17	137.31	124.89	145.31	169.13	150.58	145.73
Mean (excluding "Don't know")	181.35	179.67	177.62	209.68	188.63	187.38	160.63	174.95	205.95	188.13	174.94

Fieldwork: 7th - 12th August 2013

Total	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

How do you think you will pay/ have paid for any school supplies that you will buy/ have bought for your child(ren) for the start of the new school year? (Please tick all that apply)

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	859	396	463	1	106	303	343	105	571	288	212	122	85	104	201	39	86	10
Savings	15%	14%	15%	-	11%	14%	14%	22%	16%	12%	14%	11%	12%	18%	15%	3%	22%	20%
Credit card(s)	22%	18%	25%	-	22%	21%	23%	20%	23%	19%	18%	28%	19%	28%	26%	10%	16%	-
Money in my current account(s) (not savings)	76%	77%	75%	100%	81%	79%	74%	65%	76%	75%	79%	78%	73%	71%	74%	85%	76%	60%
Money from the child's grandparents	10%	8%	11%	-	14%	11%	8%	8%	10%	10%	12%	10%	14%	8%	8%	-	13%	-
Money from other family or friends	4%	3%	5%	-	9%	5%	2%	2%	4%	4%	4%	2%	5%	5%	2%	8%	6%	10%
Other	3%	2%	5%	-	1%	4%	2%	8%	3%	3%	4%	3%	2%	1%	1%	5%	7%	20%
Don't know	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	-	-	-

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 7th - 12th August 2013

Total	Working Status							Marital Status				
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

How do you think you will pay/ have paid for any school supplies that you will buy/ have bought for your child(ren) for the start of the new school year? (Please tick all that apply)

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	859	582	126	708	7	29	33	82	635	101	75	7	40
Savings	15%	13%	16%	13%	43%	21%	9%	22%	13%	17%	24%	14%	15%
Credit card(s)	22%	22%	21%	22%	14%	14%	27%	24%	22%	23%	25%	-	20%
Money in my current account(s) (not savings)	76%	78%	76%	77%	71%	72%	67%	67%	76%	74%	67%	100%	83%
Money from the child's grandparents	10%	9%	16%	11%	14%	3%	6%	6%	9%	8%	12%	14%	13%
Money from other family or friends	4%	4%	3%	4%	-	-	3%	6%	3%	4%	7%	-	5%
Other	3%	3%	4%	3%	14%	-	-	7%	2%	5%	7%	14%	8%
Don't know	1%	1%	-	1%	-	3%	-	4%	1%	1%	1%	-	-

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 7th - 12th August 2013

Total	Government Region											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

How do you think you will pay/ have paid for any school supplies that you will buy/ have bought for your child(ren) for the start of the new school year? (Please tick all that apply)

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	859	34	94	84	56	66	85	104	122	79	39	86	10
Savings	15%	12%	14%	15%	9%	14%	12%	18%	16%	14%	3%	22%	20%
Credit card(s)	22%	24%	18%	17%	21%	33%	19%	28%	22%	32%	10%	16%	-
Money in my current account(s) (not savings)	76%	85%	81%	75%	75%	80%	73%	71%	75%	71%	85%	76%	60%
Money from the child's grandparents	10%	9%	10%	15%	14%	6%	14%	8%	8%	8%	-	13%	-
Money from other family or friends	4%	9%	2%	4%	4%	2%	5%	5%	2%	3%	8%	6%	10%
Other	3%	6%	3%	4%	5%	2%	2%	1%	1%	1%	5%	7%	20%
Don't know	1%	-	2%	1%	2%	2%	-	1%	2%	-	-	-	-

All figures, unless otherwise stated, are from YouGov Plc.

Fieldwork: 7th - 12th August 2013

Total	Social Media sites used					Children in any of the following age bands?				
	Facebook	LinkedIn	Google+	Twitter	None of these	0 to 4 years	5 to 11 years	12 to 14 years	15 to 16 years	17 years or older

How do you think you will pay/ have paid for any school supplies that you will buy/ have bought for your child(ren) for the start of the new school year? (Please tick all that apply)

Base: UK parents of children aged 5-16 years whose child will be attending school next year

	859	596	178	52	230	202	132	531	307	222	206
Savings	15%	16%	15%	19%	18%	10%	9%	14%	18%	16%	14%
Credit card(s)	22%	24%	23%	35%	22%	16%	24%	22%	26%	22%	22%
Money in my current account(s) (not savings)	76%	75%	80%	69%	76%	78%	79%	78%	70%	75%	74%
Money from the child's grandparents	10%	11%	8%	15%	12%	7%	14%	11%	10%	7%	7%
Money from other family or friends	4%	5%	4%	13%	6%	1%	8%	5%	3%	3%	2%
Other	3%	3%	3%	8%	3%	3%	5%	3%	3%	3%	3%
Don't know	1%	1%	1%	-	0%	1%	2%	1%	1%	1%	2%

All figures, unless otherwise stated, are from YouGov Plc.