

YouGov / Nationwide Survey Results

Sample Size: 1013 UK parents of children aged 5-16 years whose child will be attending school in the next academic year

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 |

Do you have children in any of the following age bands?
(Please tick all that apply)

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

0 to 4 years
5 to 11 years
12 to 14 years
15 to 16 years
17 years or older
Not applicable – I do not have any children

| | 1012 | 502 | 510 | 5 | 132 | 360 | 392 | 121 | 664 | 348 | 239 | 150 | 97 | 125 | 248 | 49 | 92 | 12 |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 0 to 4 years | 16% | 14% | 18% | - | 45% | 24% | 3% | 2% | 16% | 16% | 13% | 19% | 19% | 14% | 17% | 16% | 14% | 17% |
| 5 to 11 years | 61% | 58% | 63% | 60% | 90% | 80% | 41% | 36% | 62% | 59% | 57% | 57% | 64% | 62% | 64% | 61% | 61% | 75% |
| 12 to 14 years | 36% | 39% | 34% | 40% | 16% | 30% | 46% | 46% | 34% | 39% | 38% | 37% | 36% | 34% | 33% | 39% | 40% | 17% |
| 15 to 16 years | 27% | 28% | 26% | - | 8% | 17% | 39% | 41% | 27% | 27% | 29% | 31% | 26% | 30% | 26% | 24% | 18% | 17% |
| 17 years or older | 24% | 26% | 23% | - | 1% | 14% | 35% | 45% | 23% | 26% | 28% | 29% | 20% | 21% | 21% | 27% | 26% | 17% |
| Not applicable – I do not have any children | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

For the next few questions, please think about all of your child(ren) aged between 5 and 16 years old. Will any of these child(ren) be attending school in the next school year (i.e. the year starting August/ September 2013)?

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

Yes, they will
No, they won't

| | 1012 | 502 | 510 | 5 | 132 | 360 | 392 | 121 | 664 | 348 | 239 | 150 | 97 | 125 | 248 | 49 | 92 | 12 |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Yes, they will | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| No, they won't | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

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Sample Size: 1013 UK parents of children aged 5-16 years whose child will be attending school in the next academic year

Fieldwork: 7th - 12th August 2013

| Total | Working Status | | | | | | | Marital Status | | | | |
|-------|-------------------|-------------------|-------------------|-------------------|---------|------------|--------------------|----------------------------|-------------------|---------------------|---------|---------------|
| Base | 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 |

Do you have children in any of the following age bands?
(Please tick all that apply)

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

| | 1012 | 693 | 141 | 834 | 16 | 33 | 36 | 93 | 745 | 122 | 87 | 8 | 49 |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 0 to 4 years | 16% | 16% | 17% | 16% | 13% | - | 8% | 25% | 17% | 19% | 6% | - | 4% |
| 5 to 11 years | 61% | 62% | 62% | 62% | 50% | 33% | 53% | 63% | 63% | 66% | 43% | 38% | 55% |
| 12 to 14 years | 36% | 37% | 38% | 37% | 44% | 36% | 33% | 30% | 35% | 33% | 47% | 50% | 35% |
| 15 to 16 years | 27% | 27% | 26% | 27% | 31% | 42% | 28% | 24% | 27% | 23% | 39% | 25% | 22% |
| 17 years or older | 24% | 25% | 24% | 25% | 6% | 36% | 14% | 22% | 25% | 14% | 30% | 38% | 20% |
| Not applicable – I do not have any children | - | - | - | - | - | - | - | - | - | - | - | - | - |

For the next few questions, please think about all of your child(ren) aged between 5 and 16 years old. Will any of these child(ren) be attending school in the next school year (i.e. the year starting August/ September 2013)?

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

| | 1012 | 693 | 141 | 834 | 16 | 33 | 36 | 93 | 745 | 122 | 87 | 8 | 49 |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Yes, they will | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| No, they won't | - | - | - | - | - | - | - | - | - | - | - | - | - |

YouGov / Nationwide Survey Results

Sample Size: 1013 UK parents of children aged 5-16 years whose child will be attending school in the next academic year

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 |

Do you have children in any of the following age bands?
(Please tick all that apply)

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

| | 1012 | 40 | 108 | 91 | 67 | 83 | 97 | 125 | 156 | 92 | 49 | 92 | 12 |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 0 to 4 years | 16% | 8% | 16% | 12% | 15% | 22% | 19% | 14% | 17% | 16% | 16% | 14% | 17% |
| 5 to 11 years | 61% | 63% | 51% | 62% | 63% | 53% | 64% | 62% | 64% | 64% | 61% | 61% | 75% |
| 12 to 14 years | 36% | 48% | 39% | 34% | 37% | 36% | 36% | 34% | 33% | 35% | 39% | 40% | 17% |
| 15 to 16 years | 27% | 20% | 31% | 31% | 28% | 34% | 26% | 30% | 24% | 29% | 24% | 18% | 17% |
| 17 years or older | 24% | 18% | 32% | 26% | 30% | 28% | 20% | 21% | 20% | 23% | 27% | 26% | 17% |
| Not applicable – I do not have any children | - | - | - | - | - | - | - | - | - | - | - | - | - |

For the next few questions, please think about all of your child(ren) aged between 5 and 16 years old. Will any of these child(ren) be attending school in the next school year (i.e. the year starting August/ September 2013)?

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

| | 1012 | 40 | 108 | 91 | 67 | 83 | 97 | 125 | 156 | 92 | 49 | 92 | 12 |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Yes, they will | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| No, they won't | - | - | - | - | - | - | - | - | - | - | - | - | - |

YouGov / Nationwide Survey Results

Sample Size: 1013 UK parents of children aged 5-16 years
whose child will be attending school in the next academic
year

Fieldwork: 7th - 12th August 2013

| Total | Social Media sites used | | | | | Children in any of the following age bands? | | | | |
|-------|-------------------------|----------|---------|---------|---------------|---|---------------|----------------|----------------|-------------------|
| Base | 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 |

Do you have children in any of the following age bands?
(Please tick all that apply)

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

| | 1012 | 670 | 206 | 59 | 262 | 268 | 160 | 615 | 366 | 274 | 245 |
|---|------|-----|-----|-----|-----|-----|------|------|------|------|------|
| 0 to 4 years | 16% | 19% | 15% | 20% | 15% | 11% | 100% | 24% | 6% | 5% | 4% |
| 5 to 11 years | 61% | 64% | 63% | 69% | 68% | 53% | 91% | 100% | 32% | 23% | 25% |
| 12 to 14 years | 36% | 34% | 36% | 37% | 35% | 40% | 14% | 19% | 100% | 30% | 44% |
| 15 to 16 years | 27% | 25% | 25% | 24% | 27% | 29% | 8% | 10% | 22% | 100% | 48% |
| 17 years or older | 24% | 23% | 26% | 20% | 21% | 26% | 6% | 10% | 29% | 43% | 100% |
| Not applicable – I do not have any children | - | - | - | - | - | - | - | - | - | - | - |

For the next few questions, please think about all of your
child(ren) aged between 5 and 16 years old. Will any of
these child(ren) be attending school in the next school year
(i.e. the year starting August/ September 2013)?

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

| | 1012 | 670 | 206 | 59 | 262 | 268 | 160 | 615 | 366 | 274 | 245 |
|----------------|------|------|------|------|------|------|------|------|------|------|------|
| Yes, they will | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| No, they won't | - | - | - | - | - | - | - | - | - | - | - |

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 |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... How worried, if at all, are you about the financial cost of buying any school supplies (e.g. school uniform, school sports kit, school shoes, stationary, school bags etc.) for your child(ren), for the start of the new school year?

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

| | 1012 | 502 | 510 | 5 | 132 | 360 | 392 | 121 | 664 | 348 | 239 | 150 | 97 | 125 | 248 | 49 | 92 | 12 |
|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Very worried | 8% | 8% | 9% | 20% | 14% | 7% | 6% | 13% | 7% | 11% | 12% | 7% | 7% | 11% | 5% | 12% | 4% | 17% |
| Fairly worried | 30% | 24% | 36% | 20% | 33% | 30% | 29% | 30% | 26% | 38% | 28% | 33% | 31% | 29% | 30% | 29% | 33% | 25% |
| Not very worried | 39% | 42% | 37% | 60% | 39% | 38% | 39% | 42% | 41% | 36% | 40% | 38% | 37% | 36% | 43% | 39% | 36% | 42% |
| Not at all worried | 22% | 26% | 18% | - | 12% | 24% | 26% | 15% | 26% | 14% | 21% | 22% | 24% | 22% | 18% | 27% | 17% | |
| Don't know | 0% | 1% | 0% | - | 2% | 1% | - | - | 0% | 1% | - | - | 1% | 2% | 0% | 2% | - | - |
| NET Worried | 38% | 32% | 45% | 40% | 47% | 37% | 35% | 43% | 33% | 49% | 39% | 40% | 38% | 40% | 35% | 41% | 37% | 42% |
| NET Not worried | 61% | 68% | 55% | 60% | 52% | 62% | 65% | 57% | 67% | 50% | 61% | 60% | 61% | 58% | 65% | 57% | 63% | 58% |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... From which, if any, of the following places do you think you will buy/ have bought any of your child(ren)'s school clothes for the next academic year? (Please tick all that apply)

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

| | 973 | 482 | 491 | 4 | 130 | 346 | 379 | 112 | 642 | 331 | 236 | 140 | 91 | 117 | 239 | 48 | 90 | 12 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A specialist school uniform shop | 38% | 37% | 39% | - | 30% | 39% | 41% | 33% | 37% | 39% | 42% | 36% | 44% | 38% | 33% | 44% | 28% | 67% |
| A shop requested by my school | 24% | 24% | 23% | 25% | 22% | 23% | 26% | 21% | 24% | 24% | 24% | 31% | 20% | 30% | 24% | 21% | 13% | 8% |
| A supermarket (e.g. Tesco, Sainsburys etc.) | 58% | 53% | 63% | 25% | 75% | 66% | 49% | 47% | 56% | 63% | 61% | 63% | 68% | 42% | 56% | 60% | 58% | 67% |
| A department store (e.g. Debenhams, Marks & Spencers etc.) | 42% | 38% | 47% | 25% | 37% | 43% | 44% | 39% | 44% | 38% | 35% | 39% | 42% | 46% | 46% | 29% | 60% | 17% |
| A second hand shop / charity shop | 5% | 6% | 4% | - | 5% | 5% | 5% | 7% | 6% | 5% | 6% | 5% | 5% | 6% | 5% | 6% | 2% | 8% |
| Other | 11% | 11% | 12% | - | 5% | 12% | 12% | 13% | 12% | 11% | 11% | 8% | 9% | 13% | 13% | 8% | 17% | - |
| Don't know | 3% | 5% | 1% | 25% | 6% | 3% | 2% | 3% | 4% | 2% | 2% | 4% | 2% | 3% | 5% | 2% | - | - |

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 |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... How worried, if at all, are you about the financial cost of buying any school supplies (e.g. school uniform, school sports kit, school shoes, stationary, school bags etc.) for your child(ren), for the start of the new school year?

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

| | 1012 | 693 | 141 | 834 | 16 | 33 | 36 | 93 | 745 | 122 | 87 | 8 | 49 |
|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Very worried | 8% | 6% | 10% | 6% | 6% | 9% | 28% | 16% | 7% | 9% | 16% | 13% | 10% |
| Fairly worried | 30% | 26% | 39% | 29% | 31% | 24% | 42% | 41% | 26% | 33% | 47% | 50% | 47% |
| Not very worried | 39% | 43% | 31% | 41% | 44% | 39% | 22% | 31% | 42% | 36% | 25% | 25% | 37% |
| Not at all worried | 22% | 25% | 19% | 24% | 19% | 27% | 8% | 12% | 25% | 21% | 10% | 13% | 6% |
| Don't know | 0% | 1% | 1% | 1% | - | - | - | - | 0% | 1% | 1% | - | - |
| NET Worried | 38% | 32% | 49% | 35% | 38% | 33% | 69% | 57% | 33% | 42% | 63% | 63% | 57% |
| NET Not worried | 61% | 67% | 50% | 64% | 63% | 67% | 31% | 43% | 66% | 57% | 36% | 38% | 43% |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... From which, if any, of the following places do you think you will buy/ have bought any of your child(ren)'s school clothes for the next academic year? (Please tick all that apply)

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

| | 973 | 671 | 136 | 807 | 14 | 30 | 36 | 86 | 713 | 120 | 83 | 8 | 48 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A specialist school uniform shop | 38% | 38% | 40% | 39% | 29% | 20% | 31% | 41% | 38% | 38% | 36% | 50% | 33% |
| A shop requested by my school | 24% | 24% | 22% | 24% | 29% | 27% | 31% | 22% | 24% | 23% | 22% | - | 38% |
| A supermarket (e.g. Tesco, Sainsburys etc.) | 58% | 56% | 61% | 57% | 64% | 47% | 58% | 71% | 57% | 67% | 54% | 63% | 67% |
| A department store (e.g. Debenhams, Marks & Spencers etc.) | 42% | 43% | 46% | 43% | 43% | 27% | 28% | 43% | 43% | 34% | 39% | 50% | 48% |
| A second hand shop / charity shop | 5% | 5% | 4% | 5% | 21% | 7% | 3% | 9% | 6% | 3% | 4% | 25% | 2% |
| Other | 11% | 11% | 8% | 11% | 7% | 30% | 8% | 12% | 10% | 13% | 16% | 25% | 13% |
| Don't know | 3% | 4% | 2% | 3% | - | - | - | 1% | 3% | 3% | 4% | - | - |

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 |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... How worried, if at all, are you about the financial cost of buying any school supplies (e.g. school uniform, school sports kit, school shoes, stationary, school bags etc.) for your child(ren), for the start of the new school year?

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

| | 1012 | 40 | 108 | 91 | 67 | 83 | 97 | 125 | 156 | 92 | 49 | 92 | 12 |
|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Very worried | 8% | 18% | 12% | 9% | 6% | 7% | 7% | 11% | 5% | 4% | 12% | 4% | 17% |
| Fairly worried | 30% | 33% | 26% | 27% | 28% | 37% | 31% | 29% | 28% | 34% | 29% | 33% | 25% |
| Not very worried | 39% | 30% | 39% | 46% | 42% | 35% | 37% | 36% | 44% | 40% | 39% | 36% | 42% |
| Not at all worried | 22% | 20% | 23% | 18% | 24% | 20% | 24% | 22% | 22% | 22% | 18% | 27% | 17% |
| Don't know | 0% | - | - | - | - | - | 1% | 2% | 1% | - | 2% | - | - |
| NET Worried | 38% | 50% | 38% | 36% | 34% | 45% | 38% | 40% | 33% | 38% | 41% | 37% | 42% |
| NET Not worried | 61% | 50% | 62% | 64% | 66% | 55% | 61% | 58% | 66% | 62% | 57% | 63% | 58% |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... From which, if any, of the following places do you think you will buy/ have bought any of your child(ren)'s school clothes for the next academic year? (Please tick all that apply)

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

| | 973 | 38 | 107 | 91 | 64 | 76 | 91 | 117 | 149 | 90 | 48 | 90 | 12 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A specialist school uniform shop | 38% | 26% | 44% | 47% | 27% | 43% | 44% | 38% | 34% | 32% | 44% | 28% | 67% |
| A shop requested by my school | 24% | 45% | 23% | 15% | 22% | 38% | 20% | 30% | 22% | 27% | 21% | 13% | 8% |
| A supermarket (e.g. Tesco, Sainsburys etc.) | 58% | 58% | 59% | 64% | 66% | 61% | 68% | 42% | 52% | 64% | 60% | 58% | 67% |
| A department store (e.g. Debenhams, Marks & Spencers etc.) | 42% | 37% | 36% | 33% | 38% | 41% | 42% | 46% | 47% | 46% | 29% | 60% | 17% |
| A second hand shop / charity shop | 5% | 5% | 7% | 4% | 5% | 5% | 5% | 6% | 5% | 6% | 6% | 2% | 8% |
| Other | 11% | 16% | 4% | 16% | 8% | 8% | 9% | 13% | 13% | 13% | 8% | 17% | - |
| Don't know | 3% | 3% | 3% | - | 3% | 4% | 2% | 3% | 9% | - | 2% | - | - |

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 |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... How worried, if at all, are you about the financial cost of buying any school supplies (e.g. school uniform, school sports kit, school shoes, stationary, school bags etc.) for your child(ren), for the start of the new school year?

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

| | 1012 | 670 | 206 | 59 | 262 | 268 | 160 | 615 | 366 | 274 | 245 |
|------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Very worried | 8% | 9% | 3% | 3% | 10% | 6% | 8% | 9% | 12% | 7% | 8% |
| Fairly worried | 30% | 32% | 25% | 42% | 32% | 28% | 31% | 30% | 31% | 30% | 30% |
| Not very worried | 39% | 40% | 45% | 41% | 39% | 37% | 43% | 39% | 38% | 38% | 42% |
| Not at all worried | 22% | 19% | 26% | 14% | 19% | 29% | 18% | 21% | 19% | 25% | 21% |
| Don't know | 0% | 0% | 0% | - | 0% | 1% | 1% | 1% | 0% | - | - |
| NET Worried | 38% | 41% | 29% | 46% | 42% | 34% | 38% | 39% | 43% | 37% | 38% |
| NET Not worried | 61% | 59% | 71% | 54% | 58% | 65% | 61% | 61% | 57% | 63% | 62% |

Still thinking about all of your children aged between 5 and 16 years old who will be attending school in the next school year... From which, if any, of the following places do you think you will buy/ have bought any of your child(ren)'s school clothes for the next academic year? (Please tick all that apply)

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

| | 973 | 647 | 200 | 59 | 256 | 257 | 158 | 600 | 354 | 254 | 232 |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| A specialist school uniform shop | 38% | 39% | 35% | 39% | 34% | 37% | 30% | 37% | 46% | 38% | 38% |
| A shop requested by my school | 24% | 25% | 30% | 25% | 29% | 19% | 21% | 23% | 28% | 24% | 19% |
| A supermarket (e.g. Tesco, Sainsburys etc.) | 58% | 64% | 59% | 75% | 61% | 48% | 68% | 68% | 53% | 42% | 49% |
| A department store (e.g. Debenhams, Marks & Spencers etc.) | 42% | 42% | 47% | 44% | 38% | 42% | 42% | 42% | 42% | 43% | 46% |
| A second hand shop / charity shop | 5% | 6% | 6% | 7% | 6% | 5% | 6% | 5% | 6% | 4% | 4% |
| Other | 11% | 11% | 10% | 14% | 13% | 12% | 11% | 10% | 12% | 12% | 12% |
| Don't know | 3% | 2% | 3% | 3% | 3% | 5% | 4% | 3% | 2% | 5% | 3% |

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 |

Please continue to think about all of your children aged between 5 and 16 years old who will be attending school in the next school year (i.e. the year starting August/ September 2013)...

On average, approximately how much do you think you'll be likely to spend/ have spent on new school clothes (e.g. school uniform, school sports kits etc, but excluding shoes) 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 clothes 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 academic year

| | 1012 | 502 | 510 | 5 | 132 | 360 | 392 | 121 | 664 | 348 | 239 | 150 | 97 | 125 | 248 | 49 | 92 | 12 |
|--|---------------|---------------|---------------|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|---------------|---------------|---------------|
| Up to £25 | 5% | 4% | 6% | - | 7% | 6% | 5% | 4% | 6% | 4% | 6% | 5% | 6% | 2% | 6% | 2% | 5% | 8% |
| £26-£50 | 19% | 16% | 22% | - | 23% | 21% | 18% | 14% | 20% | 16% | 18% | 15% | 27% | 22% | 19% | 20% | 14% | 8% |
| £51-£75 | 9% | 8% | 10% | - | 7% | 11% | 7% | 11% | 9% | 9% | 8% | 15% | 8% | 3% | 7% | 6% | 15% | 8% |
| £76-£100 | 17% | 16% | 18% | - | 11% | 18% | 21% | 12% | 16% | 18% | 21% | 14% | 24% | 10% | 17% | 22% | 15% | 8% |
| £101-£150 | 11% | 11% | 12% | - | 8% | 9% | 13% | 17% | 11% | 12% | 14% | 11% | 2% | 12% | 9% | 16% | 15% | 25% |
| £151-£200 | 8% | 8% | 8% | 20% | 7% | 7% | 10% | 7% | 8% | 9% | 9% | 7% | 5% | 11% | 8% | 8% | 11% | 8% |
| £201-£250 | 3% | 3% | 4% | - | 2% | 3% | 4% | 3% | 3% | 3% | 4% | 1% | 2% | 3% | 4% | - | 7% | 17% |
| £251-£300 | 3% | 3% | 3% | - | 5% | 1% | 3% | 4% | 3% | 2% | 3% | 3% | 1% | 3% | 2% | - | 3% | - |
| More than £300 | 2% | 3% | 2% | - | 3% | 2% | 1% | 6% | 2% | 2% | 3% | 1% | 3% | 6% | 1% | 2% | 1% | - |
| Don't know | 18% | 23% | 13% | 60% | 27% | 18% | 16% | 16% | 17% | 19% | 14% | 21% | 15% | 20% | 22% | 20% | 11% | 17% |
| Not applicable - I will not be spending anything on new school clothes for my child(ren) | 4% | 4% | 4% | 20% | 2% | 4% | 3% | 7% | 3% | 5% | 1% | 7% | 6% | 6% | 4% | 2% | 2% | - |
| Mean including "Don't know" marked as £0 | 89.98 | 89.93 | 90.03 | 40.00 | 84.52 | 82.26 | 94.38 | 106.54 | 90.86 | 88.29 | 99.85 | 79.00 | 75.93 | 108.26 | 78.79 | 82.45 | 104.37 | 105.42 |
| Mean excluding "don't know" | 109.59 | 116.98 | 103.18 | 100.00 | 115.02 | 99.70 | 111.47 | 126.38 | 109.71 | 109.34 | 115.89 | 99.58 | 89.82 | 135.32 | 101.25 | 103.59 | 117.10 | 126.50 |

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 |

Please continue to think about all of your children aged between 5 and 16 years old who will be attending school in the next school year (i.e. the year starting August/ September 2013)...

On average, approximately how much do you think you'll be likely to spend/ have spent on new school clothes (e.g. school uniform, school sports kits etc, but excluding shoes) 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 clothes 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 academic year

| | 1012 | 693 | 141 | 834 | 16 | 33 | 36 | 93 | 745 | 122 | 87 | 8 | 49 |
|--|---------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|
| Up to £25 | 5% | 5% | 7% | 6% | - | 9% | 3% | 4% | 5% | 7% | 6% | 13% | 6% |
| £26-£50 | 19% | 19% | 21% | 19% | - | 6% | 22% | 22% | 19% | 22% | 14% | 25% | 18% |
| £51-£75 | 9% | 9% | 10% | 9% | 13% | 15% | 6% | 8% | 10% | 5% | 6% | 25% | 8% |
| £76-£100 | 17% | 18% | 21% | 18% | - | 9% | 14% | 15% | 17% | 15% | 18% | 13% | 18% |
| £101-£150 | 11% | 11% | 8% | 10% | 19% | 15% | 19% | 13% | 10% | 14% | 17% | - | 8% |
| £151-£200 | 8% | 9% | 7% | 9% | - | 9% | 6% | 4% | 8% | 9% | 13% | 13% | 8% |
| £201-£250 | 3% | 2% | 5% | 3% | - | 6% | 3% | 9% | 4% | 2% | 2% | - | 8% |
| £251-£300 | 3% | 3% | 1% | 3% | - | - | 8% | 2% | 3% | 2% | 2% | - | 2% |
| More than £300 | 2% | 2% | 1% | 2% | 6% | 6% | 6% | 1% | 3% | 2% | - | - | 2% |
| Don't know | 18% | 18% | 16% | 18% | 50% | 15% | 14% | 15% | 18% | 20% | 17% | 13% | 18% |
| Not applicable - I will not be spending anything on new school clothes for my child(ren) | 4% | 3% | 4% | 3% | 13% | 9% | - | 8% | 4% | 2% | 5% | - | 2% |
| Mean including "Don't know" marked as £0 | 89.98 | 89.49 | 83.94 | 88.55 | 61.25 | 104.39 | 127.08 | 88.23 | 90.10 | 84.84 | 91.28 | 68.12 | 93.78 |
| Mean excluding "don't know" | 109.59 | 109.59 | 99.45 | 107.83 | 122.50 | 123.04 | 147.58 | 103.86 | 109.34 | 106.70 | 110.29 | 77.86 | 114.88 |

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 |

Please continue to think about all of your children aged between 5 and 16 years old who will be attending school in the next school year (i.e. the year starting August/ September 2013)...

On average, approximately how much do you think you'll be likely to spend/ have spent on new school clothes (e.g. school uniform, school sports kits etc, but excluding shoes) 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 clothes 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 academic year | 1012 | 40 | 108 | 91 | 67 | 83 | 97 | 125 | 156 | 92 | 49 | 92 | 12 |
|--|---------------|---------------|---------------|---------------|--------------|---------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Up to £25 | 5% | - | 5% | 6% | 3% | 5% | 17% | 3% | 4% | 11% | 7% | 2% | 6% |
| £26-£50 | 19% | 11% | 18% | 20% | 20% | 19% | 50% | 10% | 19% | 21% | 18% | 13% | 27% |
| £51-£75 | 9% | - | 9% | 9% | 8% | 9% | - | 13% | 10% | 3% | 12% | 18% | 8% |
| £76-£100 | 17% | - | 17% | 18% | 17% | 17% | 17% | 15% | 17% | 27% | 16% | 12% | 24% |
| £101-£150 | 11% | 22% | 12% | 12% | 8% | 11% | - | 23% | 15% | 9% | 13% | 8% | 2% |
| £151-£200 | 8% | - | 9% | 8% | 6% | 8% | - | 3% | 12% | 8% | 4% | 8% | 5% |
| £201-£250 | 3% | - | 4% | 3% | 3% | 4% | - | 10% | 4% | 1% | 1% | 1% | 2% |
| £251-£300 | 3% | - | 2% | 3% | 4% | 3% | - | 3% | 2% | 4% | 3% | 4% | 1% |
| More than £300 | 2% | 11% | 2% | 2% | 2% | 2% | - | 3% | 3% | 2% | 1% | 1% | 3% |
| Don't know | 18% | 44% | 17% | 16% | 24% | 18% | 17% | 15% | 15% | 13% | 18% | 23% | 15% |
| Not applicable - I will not be spending anything on new school clothes for my child(ren) | 4% | 5% | 1% | - | 4% | 8% | 6% | 6% | 4% | 2% | 2% | 2% | - |
| Mean including "Don't know" marked as £0 | 89.98 | 106.50 | 103.54 | 92.54 | 80.22 | 78.01 | 75.93 | 108.26 | 76.71 | 82.34 | 82.45 | 104.37 | 105.42 |
| Mean excluding "don't know" | 109.59 | 125.29 | 121.54 | 105.39 | 97.73 | 101.17 | 89.82 | 135.32 | 101.41 | 101.00 | 103.59 | 117.10 | 126.50 |

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 |

Please continue to think about all of your children aged between 5 and 16 years old who will be attending school in the next school year (i.e. the year starting August/ September 2013)...

On average, approximately how much do you think you'll be likely to spend/ have spent on new school clothes (e.g. school uniform, school sports kits etc, but excluding shoes) 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 clothes for your child(ren), please tick the "Not applicable" option.)

| | Total | 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 |
|---|---------------|---------------|---------------|---------------|---------------|---------------|--------------|---------------|----------------|----------------|-------------------|
| Base: UK parents of children aged 5-16 years whose child will be attending school next academic year | 1012 | 670 | 206 | 59 | 262 | 268 | 160 | 615 | 366 | 274 | 245 |
| Up to £25 | 5% | 2% | 6% | 7% | 2% | 5% | 6% | - | 14% | 11% | - |
| £26-£50 | 19% | 22% | 20% | 18% | 20% | 14% | 19% | 8% | 7% | 22% | 100% |
| £51-£75 | 9% | 3% | 3% | 14% | 6% | 15% | 12% | 8% | - | - | - |
| £76-£100 | 17% | 10% | 17% | 16% | 22% | 15% | 20% | 33% | 21% | - | - |
| £101-£150 | 11% | 12% | 10% | 8% | 16% | 15% | 12% | 8% | 7% | 11% | - |
| £151-£200 | 8% | 11% | 6% | 11% | 8% | 11% | 7% | 17% | 21% | 22% | - |
| £201-£250 | 3% | 3% | 5% | 2% | - | 7% | 2% | - | 7% | - | - |
| £251-£300 | 3% | 3% | 3% | 2% | - | 3% | 1% | 8% | 7% | - | - |
| More than £300 | 2% | 6% | 1% | 1% | 2% | 1% | 2% | - | - | 11% | - |
| Don't know | 18% | 20% | 24% | 18% | 20% | 11% | 16% | 8% | 7% | 11% | - |
| Not applicable - I will not be spending anything on new school clothes for my child(ren) | 4% | 3% | 3% | - | 2% | 4% | 1% | 2% | 3% | 7% | 5% |
| Mean including "Don't know" marked as £0 | 89.98 | 93.49 | 85.77 | 93.56 | 95.39 | 82.06 | 71.97 | 88.32 | 100.88 | 90.54 | 84.49 |
| Mean excluding "don't know" | 109.59 | 109.70 | 105.17 | 112.65 | 113.60 | 111.12 | 94.39 | 106.31 | 123.93 | 113.79 | 102.48 |

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 shoes (e.g. everyday school shoes, school trainers, school plimsolls 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 shoes 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 academic year | 1012 | 502 | 510 | 5 | 132 | 360 | 392 | 121 | 664 | 348 | 239 | 150 | 97 | 125 | 248 | 49 | 92 | 12 |
|--|--------------|--------------|--------------|----------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Up to £25 | 15% | 16% | 13% | - | 23% | 14% | 15% | 10% | 14% | 15% | 18% | 17% | 14% | 10% | 14% | 10% | 11% | 17% |
| £26-£50 | 39% | 34% | 43% | - | 30% | 43% | 37% | 41% | 39% | 38% | 41% | 33% | 45% | 38% | 33% | 47% | 47% | 25% |
| £51-£75 | 10% | 7% | 13% | - | 7% | 9% | 12% | 12% | 10% | 11% | 10% | 7% | 8% | 7% | 15% | 6% | 12% | 17% |
| £76-£100 | 10% | 9% | 10% | - | 7% | 10% | 10% | 12% | 9% | 11% | 11% | 7% | 11% | 8% | 10% | 8% | 11% | 8% |
| £101-£150 | 2% | 2% | 2% | - | 2% | 1% | 3% | 2% | 2% | 1% | 1% | 3% | 2% | 6% | 0% | - | 2% | - |
| £151-£200 | 1% | 2% | 1% | - | 2% | 1% | 1% | 3% | 2% | 1% | 1% | 1% | - | 4% | 2% | - | 1% | - |
| More than £200 | 1% | 1% | 1% | - | 2% | 0% | 0% | 2% | 0% | 1% | 1% | 1% | - | 2% | - | 2% | - | - |
| Don't know | 17% | 23% | 10% | 100% | 23% | 16% | 15% | 12% | 17% | 17% | 13% | 20% | 13% | 20% | 19% | 24% | 9% | 17% |
| Not applicable - I will not be spending anything on new school shoes for my child(ren) | 6% | 7% | 6% | - | 5% | 7% | 7% | 7% | 7% | 6% | 4% | 11% | 5% | 5% | 7% | 2% | 8% | 17% |
| Mean including "Don't know" marked as £0 | 41.57 | 37.92 | 45.16 | - | 38.81 | 38.29 | 41.65 | 56.05 | 41.67 | 41.38 | 42.01 | 36.71 | 39.23 | 51.34 | 38.94 | 46.29 | 43.49 | 31.00 |
| Mean excluding "don't know" | 49.90 | 49.32 | 50.40 | - | 50.72 | 45.65 | 49.18 | 63.38 | 50.03 | 49.66 | 48.50 | 45.88 | 45.30 | 64.18 | 48.04 | 61.30 | 47.63 | 37.20 |

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 shoes (e.g. everyday school shoes, school trainers, school plimsolls 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 shoes for your child(ren), please tick the "Not applicable" option.)

| | 1012 | 693 | 141 | 834 | 16 | 33 | 36 | 93 | 745 | 122 | 87 | 8 | 49 |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Base: UK parents of children aged 5-16 years whose child will be attending school next academic year | | | | | | | | | | | | | |
| Up to £25 | 15% | 15% | 11% | 14% | 6% | 18% | 19% | 15% | 15% | 17% | 8% | 25% | 6% |
| £26-£50 | 39% | 39% | 41% | 39% | 19% | 39% | 33% | 39% | 39% | 38% | 40% | 13% | 39% |
| £51-£75 | 10% | 9% | 10% | 9% | 6% | 18% | 11% | 15% | 10% | 9% | 14% | - | 4% |
| £76-£100 | 10% | 9% | 13% | 10% | 13% | 3% | 8% | 9% | 9% | 7% | 13% | 13% | 18% |
| £101-£150 | 2% | 2% | 1% | 2% | - | 6% | 3% | 2% | 2% | 2% | 2% | - | 2% |
| £151-£200 | 1% | 2% | 3% | 2% | - | - | - | - | 2% | 1% | 1% | - | 2% |
| More than £200 | 1% | 1% | - | 0% | - | - | 6% | - | 1% | - | - | - | - |
| Don't know | 17% | 18% | 9% | 17% | 50% | 12% | 17% | 12% | 16% | 21% | 14% | 25% | 20% |
| Not applicable - I will not be spending anything on new school shoes for my child(ren) | 6% | 5% | 11% | 6% | 6% | 3% | 3% | 9% | 6% | 6% | 8% | 25% | 8% |
| Mean including "Don't know" marked as £0 | 41.57 | 41.15 | 43.72 | 41.59 | 25.00 | 44.27 | 51.69 | 39.38 | 42.06 | 33.93 | 43.59 | 23.75 | 43.08 |
| Mean excluding "don't know" | 49.90 | 50.39 | 48.16 | 49.98 | 50.00 | 50.38 | 62.03 | 44.66 | 50.05 | 43.12 | 50.56 | 31.67 | 54.13 |

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 shoes (e.g. everyday school shoes, school trainers, school plimsolls 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 shoes 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 academic year | 1012 | 40 | 108 | 91 | 67 | 83 | 97 | 125 | 156 | 92 | 49 | 92 | 12 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Up to £25 | 15% | 33% | 13% | 15% | 14% | 14% | 33% | 15% | 16% | 22% | 19% | 16% | 14% |
| £26-£50 | 39% | 22% | 41% | 39% | 33% | 39% | 50% | 48% | 43% | 36% | 33% | 34% | 45% |
| £51-£75 | 10% | 11% | 10% | 10% | 10% | 10% | - | 8% | 8% | 12% | 6% | 7% | 8% |
| £76-£100 | 10% | - | 10% | 10% | 9% | 10% | - | 10% | 12% | 10% | 7% | 6% | 11% |
| £101-£150 | 2% | - | 2% | 2% | 3% | 2% | - | - | 3% | - | 1% | 5% | 2% |
| £151-£200 | 1% | - | 2% | 1% | 2% | 2% | - | 3% | - | 1% | 1% | 1% | - |
| More than £200 | 1% | - | - | 1% | 1% | 1% | - | - | 1% | 1% | 1% | - | - |
| Don't know | 17% | 33% | 15% | 16% | 21% | 17% | 17% | 15% | 13% | 13% | 18% | 22% | 13% |
| Not applicable - I will not be spending anything on new school shoes for my child(ren) | 6% | 3% | 5% | 4% | 12% | 10% | 5% | 5% | 8% | 4% | 2% | 8% | 17% |
| Mean including "Don't know" marked as £0 | 41.57 | 42.12 | 43.18 | 40.57 | 37.18 | 36.33 | 39.23 | 51.34 | 38.88 | 39.03 | 46.29 | 43.49 | 31.00 |
| Mean excluding "don't know" | 49.90 | 49.56 | 49.61 | 46.73 | 45.29 | 46.38 | 45.30 | 64.18 | 49.32 | 46.04 | 61.30 | 47.63 | 37.20 |

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 shoes (e.g. everyday school shoes, school trainers, school plimsolls 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 shoes 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 academic year | 1012 | 670 | 206 | 59 | 262 | 268 | 160 | 615 | 366 | 274 | 245 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Up to £25 | 15% | 10% | 12% | 17% | 10% | 11% | 18% | 8% | 14% | 22% | - |
| £26-£50 | 39% | 38% | 30% | 37% | 47% | 47% | 42% | 42% | 14% | 22% | 100% |
| £51-£75 | 10% | 7% | 15% | 14% | 6% | 12% | 10% | 17% | 7% | - | - |
| £76-£100 | 10% | 8% | 10% | 11% | 8% | 11% | 8% | 8% | 21% | 11% | - |
| £101-£150 | 2% | 6% | 1% | - | - | 2% | 3% | - | - | - | - |
| £151-£200 | 1% | 4% | 3% | 1% | - | 1% | 2% | - | 7% | - | - |
| More than £200 | 1% | 2% | - | - | 2% | - | - | - | - | 11% | - |
| Don't know | 17% | 20% | 21% | 15% | 24% | 9% | 14% | 17% | 14% | 11% | - |
| Not applicable - I will not be spending anything on new school shoes for my child(ren) | 6% | 6% | 5% | 5% | 5% | 6% | 6% | 4% | 5% | 10% | 10% |
| Mean including "Don't know" marked as £0 | 41.57 | 42.25 | 42.06 | 51.66 | 43.72 | 39.87 | 38.95 | 40.26 | 45.59 | 41.32 | 42.51 |
| Mean excluding "don't know" | 49.90 | 48.72 | 50.38 | 59.76 | 52.30 | 53.15 | 47.94 | 48.27 | 54.71 | 50.32 | 50.31 |

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% |

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