

Total	Gender		Age				
Base	Male	Female	18-24	25-34	35-44	45-54	55+

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	1030	504	526	8	113	415	387	107
Very worried	7%	6%	9%	25%	12%	7%	6%	6%
Fairly worried	31%	25%	37%	13%	39%	33%	29%	26%
Not very worried	40%	44%	36%	50%	30%	39%	42%	45%
Not at all worried	21%	24%	18%	13%	19%	20%	22%	23%
Don't know	1%	1%	1%	-	1%	1%	0%	-
Net: Worried	39%	32%	45%	38%	50%	40%	36%	32%
Net: Not worried	61%	68%	54%	63%	49%	59%	64%	68%

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

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 2014)... 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	1030	504	526	8	113	415	387	107
Up to £25	5%	4%	6%	-	5%	5%	4%	5%
£26-£50	17%	16%	18%	-	20%	21%	13%	12%
£51-£75	9%	8%	11%	13%	6%	11%	8%	8%
£76-£100	21%	18%	23%	25%	29%	20%	20%	18%
£101-£150	13%	14%	11%	-	9%	12%	15%	13%
£151-£200	8%	8%	9%	13%	8%	8%	10%	5%
£201-£250	2%	2%	2%	-	2%	3%	2%	4%
£251-£300	3%	3%	2%	-	1%	2%	3%	5%
More than £300	3%	4%	2%	-	1%	4%	3%	4%
Don't know	15%	19%	12%	38%	14%	12%	17%	19%
Not applicable - I will not be spending anything on new school clothes for my child(ren)	4%	5%	4%	13%	4%	3%	5%	8%
Mean (excl.0)	119.80	131.18	109.98	112.50	98.34	116.58	124.86	140.36
Mean (incl.0)	96.42	99.95	93.04	56.25	80.06	98.88	97.76	102.32

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

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 and spending on new school clothes

	984	478	506	7	108	403	368	98
A specialist school uniform shop	40%	43%	37%	43%	40%	37%	44%	36%
A shop requested by my school	26%	28%	24%	57%	27%	28%	24%	22%
A supermarket (e.g. Tesco, Sainsbury etc.)	59%	54%	64%	71%	76%	64%	51%	51%
A department store (e.g. Debenhams, Marks & Spencer etc.)	46%	45%	47%	14%	31%	47%	48%	55%
A second hand shop / charity shop	4%	3%	5%	14%	3%	5%	3%	5%
Other (See 2 Other)	9%	7%	11%	-	5%	10%	10%	8%
Don't know	1%	2%	1%	-	1%	1%	2%	-

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

	1030	504	526	8	113	415	387	107
Up to £25	13%	14%	12%	13%	23%	15%	9%	11%
£26-£50	44%	42%	46%	13%	45%	49%	42%	37%
£51-£75	13%	12%	14%	-	9%	10%	15%	18%
£76-£100	9%	8%	10%	-	4%	9%	10%	9%
£101-£150	3%	3%	3%	13%	-	2%	3%	7%
£151-£200	0%	1%	0%	-	-	0%	1%	-
More than £200	0%	1%	0%	-	2%	0%	0%	-
Don't know	13%	16%	10%	63%	14%	10%	14%	12%
Not applicable - I will not be spending anything on new school shoes for my child(ren)	4%	4%	5%	-	4%	3%	6%	5%
Mean (excl.0)	51.56	50.92	52.13	70.00	42.95	49.69	55.12	55.12
Mean (incl.0)	42.65	40.61	44.60	26.25	35.35	42.99	43.87	45.85

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

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 academic year	1030	504	526	8	113	415	387	107
Up to £10 per week	16%	15%	17%	-	19%	20%	13%	13%
£ 11-£20	23%	23%	24%	13%	25%	22%	26%	18%
£21-£30	14%	13%	14%	-	17%	13%	13%	16%
£31-£40	6%	5%	7%	-	5%	6%	6%	4%
£41-£50	7%	6%	7%	-	4%	6%	8%	9%
£51-£60	1%	1%	1%	13%	1%	1%	1%	3%
More than £60	2%	3%	2%	-	1%	3%	3%	1%
Don't know	15%	19%	11%	63%	18%	13%	15%	20%
Not applicable - I will not be spending anything on new school bags and other school items for my child(ren)	16%	15%	16%	13%	12%	16%	16%	17%
Mean (excl.0)	26.81	27.31	26.37	40.00	24.22	26.55	27.57	27.57
Mean (incl.0)	18.53	17.99	19.05	10.00	17.15	18.81	19.09	17.52

Total_spend_rc. Total spend on new school items

Base: UK parents of children aged 5-16 years whose child will be attending school next academic year	1030	504	526	8	113	415	387	107
£0 -Nothing	12%	15%	10%	50%	12%	10%	14%	13%
#NAME?	2%	3%	2%	-	2%	3%	1%	4%
£26-50	5%	4%	6%	-	9%	3%	5%	8%
£51-75	7%	7%	8%	-	11%	8%	6%	5%
£76-100	12%	11%	12%	13%	12%	14%	10%	7%
£101-150	21%	22%	20%	25%	24%	23%	19%	17%
£151-200	14%	12%	17%	-	13%	13%	16%	19%
£201-250	9%	9%	10%	-	8%	8%	12%	8%
£251-300	6%	6%	6%	-	4%	7%	6%	6%
£301-400	7%	6%	7%	-	4%	7%	7%	7%
£401-500	2%	3%	2%	13%	1%	1%	3%	2%
More than £500	2%	3%	2%	-	2%	3%	1%	4%
Mean (excl.0)	179.96	187.58	173.15	185.00	149.79	179.25	186.78	190.63
Mean (incl.0)	157.60	158.55	156.69	92.50	132.56	160.68	160.72	165.69

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

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 academic year and spending on items listed above

	902	426	476	4	100	372	333	93
Savings	15%	16%	14%	50%	21%	15%	12%	18%
Credit card(s)	22%	23%	21%	-	14%	21%	25%	25%
Money in my current account(s) (not savings)	78%	77%	78%	75%	78%	80%	76%	72%
Money from the child's grandparents	11%	9%	13%	25%	17%	13%	8%	8%
Money from other family or friends	3%	3%	3%	-	7%	2%	2%	3%
Other (See 6other)	3%	2%	3%	-	4%	2%	3%	3%
Don't know	1%	0%	1%	-	-	1%	1%	-

2 Other 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)

6th form	School
aldi	School
amazon	School
Amazon.co.uk	school
clarkes	School
Clarkes Shoe shop	School
Clarks	School
clarks	School 2nd Hand
Clarks	School fair second hand uniform stall
direct from school	School itself
direct from school	school office
direct from the school	School office
Directly at the school	School PTA
directly from school - only supplier	School PTA Second Hand Uniform Sale
Directly from the school	School shop on site
Ebay	School Thrift
ebay	shoe shop
Ebay	shoe shop
Ebay	shoe shop
ebay	Shoe shop - Clarks
friends secondhand	shoe shops
from friends with older children	shoe zone
from school	Speicalist PE sports kit
from school	Sports Direct
gents outfitters	Sports shop
independent shoe shop	Sports shop
local clothes shop which also stocks our local school uniforms	sports shop
Local county council	sports shop
M and s	sports shop
market stall	sports shop
Matalan	Sports shop = non uniform policy
new look	sports store
Next online with an account I can pay every month	Sweatshirts ordered through school from their supplier
not bought clothes	the school
online gumshield manufacturer	The school
online if cheaper... like ebay, amazon	The school itself
online sports shop	The School itself
Own clothes	the school second hand uniform shop
Peacocks	The school!
primark	through school
Primark	town centre shop
School	Trutex direct website
School	uniform exchange organised by the school parent committee
school	uniform shop at school
School	wynsors

6 Other 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)

child benefit
child benefit
from food budget
from their father.
grant aid
loan
loan
loan
money put aside for the purpose
My own money
Overdraft
overdraft
own cash
pay day loan
provident loan
regular income
Salary
Salary
school clothing grant
Sell things on ebay
start buying early to spread the cost
tesco vouchers double up
uniform benefit
wage
work