

TURN2US – Back to School Survey

METHODOLOGY NOTE

ComRes interviewed 516 parents with children aged 18 and under online between 10th August and 11th August 2016. Overall data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski: tom.mludzinski@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 1

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

Summary table

	I am worried about the costs I will incur in getting my child/children ready for the new school term this September	I am worried about the impact of the costs of getting my child/children ready for the new school term on my ability to pay standard household bills and expenses	I may have to borrow money in the form of credit cards, overdrafts or loans to cover the costs of getting my child/children ready for the new school term	I may have to cut back on my spending on food to afford the costs of getting my child/children ready for the new school term	I feel guilty that my child/children may not always have the newest or best clothes and equipment for school	Schools do enough to support parents/guardians in keeping down the costs of school essentials such as uniform, stationery and sports equipment	In the last 12 months, my child/children has been bullied because they don't have the newest or best clothes and sports equipment for school	In the last 12 months, I have not been able to send my child/children on some or all school trips because of the costs required	Schools do enough to support parents/guardians with the costs of non-essential extras such as school trips, books and sports
Unweighted base	516	516	516	516	516	516	516	516	516
Weighted base	526	526	526	526	526	526	526	526	526
NET: Agree	208 40%	194 37%	145 28%	166 32%	181 34%	167 32%	62 12%	147 28%	198 38%
Strongly agree (4)	64 12%	61 12%	39 7%	44 8%	61 12%	44 8%	14 3%	38 7%	48 9%
Tend to agree (3)	144 27%	134 25%	106 20%	122 23%	120 23%	123 23%	48 9%	108 21%	150 29%
Tend to disagree (2)	94 18%	105 20%	96 18%	119 23%	109 21%	137 26%	90 17%	86 16%	133 25%
Strongly disagree (1)	111 21%	120 23%	178 34%	144 27%	133 25%	109 21%	222 42%	180 34%	90 17%
NET: Disagree	205 39%	225 43%	275 52%	263 50%	242 46%	246 47%	312 59%	266 51%	222 42%
Not applicable	82 16%	77 15%	74 14%	71 13%	78 15%	49 9%	108 21%	95 18%	47 9%
Don't know	31 6%	30 6%	32 6%	26 5%	24 5%	64 12%	43 8%	18 3%	58 11%
Mean	2.39	2.32	2.01	2.15	2.26	2.24	1.61	2.01	2.37
Standard deviation	1.04	1.04	1.03	1.01	1.05	0.96	0.85	1.04	0.94
Standard error	0.05	0.05	0.05	0.05	0.05	0.05	0.04	0.05	0.05

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 2

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I am worried about the costs I will incur in getting my child/children ready for the new school term this September

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	208 40%	92 37%	116 42%	5 20%	63 45%	73 37%	53 42%	14 39%	-	64 44%	44 36%	49 34%	51 44%	33 38%	127 39%
Strongly agree	(4) 64 12%	20 8%	44 16%A	1 4%	17 12%	24 12%	18 14%	4 12%	-	16 11%	8 6%	20 14%j	20 17%J	4 5%	38 12%
Tend to agree	(3) 144 27%	72 29%	72 26%	4 17%	46 33%	49 25%	35 28%	10 27%	-	48 33%K	36 30%	29 20%	31 27%	29 33%	89 28%
Tend to disagree	(2) 94 18%	47 19%	47 17%	2 8%	17 12%	43 22%D	23 18%	8 23%	1 17%	26 18%	18 15%	32 22%	18 16%	20 23%	56 17%
Strongly disagree	(1) 111 21%	56 22%	55 20%	2 8%	30 22%	41 21%	29 23%	8 21%	1 14%	34 23%I	29 24%I	33 23%	16 14%	21 24%	70 22%
NET: Disagree	205 39%	103 41%	102 37%	4 16%	48 34%	84 43%	52 41%	16 44%	1 31%	60 41%I	46 39%	65 45%L	34 29%	41 47%	126 39%
Not applicable	82 16%	37 15%	45 16%	8 35%	19 14%	28 14%	19 15%	6 15%	3 69%	18 12%	22 18%	16 11%	25 22%ik	12 13%	44 14%
Don't know	31 6%	18 7%	13 5%	6 29%	10 7%f	11 6%	3 2%	1 2%	-	4 2%	8 6%	14 10%I	6 5%	2 2%	25 8%
Mean	2.39	2.29	2.48a	2.45	2.45	2.36	2.39	2.35	1.54	2.38	2.25	2.32	2.65iJK	2.23	2.38
Standard deviation	1.04	1.00	1.08	1.02	1.05	1.03	1.07	1.03	-	1.02	1.00	1.08	1.04	0.93	1.05
Standard error	0.05	0.07	0.07	0.36	0.11	0.08	0.10	0.22	-	0.09	0.10	0.12	0.11	0.12	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 2

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I am worried about the costs I will incur in getting my child/children ready for the new school term this September

	Region												Which of the following best describes your current working status?									
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	Eastern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	208 40%	177 41%	18 29%	13 43%	27 52%BiKl	17 35%	26 53%BiKl	19 56%	12 35%	17 33%	27 45%	18 29%	14 32%	160 39%	129 39%	31 40%	48 41%	10 52%	3 25%	-	1 22%	34 41%
Strongly agree	(4) 12%	64 12%	7 11%	3 11%	10 19%l	6 13%	9 19%l	2 7%	5 13%	2 4%	9 15%i	7 12%	3 7%	42 10%	32 10%	11 14%	21 18%M	6 29%	-	-	-	15 19%N
Tend to agree	(3) 27%	144 29%	11 18%	10 32%	17 34%k	10 22%	17 35%bk	17 50%	8 21%	15 29%	18 30%	11 17%	11 25%	118 29%	97 29%	20 26%	27 23%	5 23%	3 25%	-	1 22%	19 23%
Tend to disagree	(2) 18%	94 18%	8 13%	6 20%	7 14%	10 21%	7 14%	6 16%	8 22%	8 17%	16 26%	11 18%	7 16%	75 18%	65 20%	10 14%	19 16%	1 4%	1 13%	-	1 19%	16 19%
Strongly disagree	(1) 21%	111 20%	18 29%f	10 32%	8 15%	8 17%	5 11%	4 11%	9 26%	12 23%	11 18%	16 26%f	11 26%	91 22%	74 22%	17 22%	20 17%	5 23%	3 32%	-	-	12 15%
NET: Disagree	205 39%	162 38%	26 42%	16 53%	15 29%	18 38%	12 26%	9 27%	17 47%	20 40%	27 44%f	26 43%f	18 41%	166 41%	139 42%	28 36%	39 33%	6 27%	5 45%	-	1 19%	28 34%
Not applicable	82 16%	66 15%	10 16%	1 3%	8 15%	5 10%	6 12%	4 13%	6 16%	9 19%	6 10%	15 25%ej	11 27%ej	56 14%	44 13%	12 16%	25 22%M	4 21%	3 24%	-	2 59%	16 20%
Don't know	31 6%	23 5%	8 13%ajkL	1 2%	2 3%	8 17%DJKL	4 9%l	1 4%	1 2%	4 9%l	1 2%	1 2%	-	27 7%	20 6%	6 8%	4 4%	-	1 6%	-	-	4 5%
Mean	2.39	2.43	2.16	2.23	2.69lk	2.42	2.77IK	2.63	2.27	2.19	2.47	2.21	2.18	2.34	2.33	2.42	2.57m	2.73	1.89	-	2.54	2.61n
Standard deviation	1.04	1.02	1.14	1.06	1.03	1.05	0.98	0.82	1.09	0.96	1.00	1.11	1.04	1.02	1.01	1.10	1.10	1.27	0.97	-	-	1.07
Standard error	0.05	0.06	0.19	0.18	0.15	0.18	0.15	0.16	0.20	0.14	0.15	0.18	0.19	0.06	0.07	0.12	0.11	0.29	0.31	-	-	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 3

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I am worried about the impact of the costs of getting my child/children ready for the new school term on my ability to pay standard household bills and expenses

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	194 37%	81 32%	113 41%a	4 17%	56 40%	72 37%	52 41%	11 30%	-	59 40%	42 35%	47 33%	47 41%	28 33%	121 38%
Strongly agree	(4) 61 12%	15 6%	45 16%A	- -	23 17%	21 11%	15 12%	1 2%	-	17 11%	9 7%	13 9%	22 20%iJK	5 5%	36 11%
Tend to agree	(3) 134 25%	66 26%	68 25%	4 17%	33 24%	50 26%	37 29%	10 27%	-	42 29%	33 28%	34 24%	24 21%	24 27%	85 27%
Tend to disagree	(2) 105 20%	58 23%	47 17%	4 16%	25 18%	45 23%	24 19%	8 21%	1 17%	28 19%	22 18%	31 22%	24 21%	22 25%	62 19%
Strongly disagree	(1) 120 23%	65 26%	55 20%	4 16%	26 18%	48 25%	30 24%	12 33%	1 14%	37 25%l	28 23%	38 26%l	18 15%	23 27%	75 23%
NET: Disagree	225 43%	123 49%B	102 37%	7 31%	50 36%	93 47%d	54 43%	20 55%	1 31%	64 44%	50 42%	69 48%	42 36%	45 52%	138 43%
Not applicable	77 15%	30 12%	46 17%	6 29%	23 16%	22 11%	18 15%	4 12%	3 69%	17 11%	23 20%i	16 11%	20 18%	11 13%	40 12%
Don't know	30 6%	16 6%	14 5%	5 23%	10 7%f	10 5%	2 2%	1 4%	-	6 4%	5 4%	12 9%	6 6%	2 3%	24 7%
Mean	2.32	2.15	2.48A	2.02	2.50	2.27	2.35	1.98	1.54	2.32	2.24	2.19	2.58iJK	2.13	2.32
Standard deviation	1.04	0.96	1.09	0.86	1.09	1.03	1.05	0.92	-	1.04	1.00	1.02	1.08	0.94	1.04
Standard error	0.05	0.07	0.07	0.27	0.11	0.08	0.10	0.19	-	0.09	0.10	0.11	0.11	0.12	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 3

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I am worried about the impact of the costs of getting my child/children ready for the new school term on my ability to pay standard household bills and expenses

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Work-ing full time (n)	Work-ing part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	194 37%	163 38%	20 33%	11 38%	20 38%	17 34%	20 41%	18 52%	11 32%	15 30%	33 53% bel	18 29% K	12 27%	149 37%	122 37%	27 35%	45 38%	9 43%	3 26%	-	1 22%	33 40%
Strongly agree	(4) 61 12%	51 12%	7 11%	4 12%	8 16% i	6 13%	8 17% i	4 12%	3 8%	2 5%	7 12%	5 9%	5 12%	40 10%	30 9%	10 13%	20 18% M	5 24%	-	-	-	16 19% N
Tend to agree	(3) 134 25%	112 26%	14 22%	8 26%	11 21%	10 21%	12 24%	14 41%	8 24%	13 26%	25 41% bde K	12 20%	7 15%	109 27%	92 28%	17 22%	24 21%	4 19%	3 26%	-	1 22%	17 21%
Tend to disagree	(2) 105 20%	83 19%	10 17%	9 29%	10 19%	16 33% fjkl	7 14%	8 24%	11 31%	9 19%	8 14%	9 16%	6 15%	84 21%	70 21%	14 18%	21 18%	3 13%	1 8%	-	1 19%	17 20%
Strongly disagree	(1) 120 23%	94 22%	18 29%	10 32%	12 24%	8 16%	9 18%	2 6%	8 23%	14 27%	10 16%	18 30%	13 29%	98 24%	82 25%	16 21%	22 19%	4 21%	4 36%	-	1 14%	13 16%
NET: Disagree	225 43%	178 41%	28 46%	18 61%	22 43%	23 48% j	16 33%	10 30%	19 54%	23 46%	18 29%	27 45%	19 44%	183 45%	152 46%	30 39%	43 37%	7 34%	5 44%	-	1 32%	30 36%
Not applicable	77 15%	64 15%	7 12%	1 2%	8 16%	3 7%	7 14%	5 13%	5 14%	8 15%	8 13%	12 21% e	12 29% bEj	51 13%	39 12%	13 16%	25 22% M	4 21%	3 24%	-	2 46%	17 21% n
Don't know	30 6%	23 5%	6 10% l	-	2 3%	5 10% l	6 12% L	1 4%	-	4 9% l	2 4%	3 4%	-	26 6%	19 6%	7 9%	4 3%	* 2%	1 6%	-	-	3 3%
Mean	2.32	2.35	2.19	2.18	2.38	2.39	2.54	2.69	2.20	2.11	2.60 k	2.12	2.13	2.27	2.26	2.36	2.50 m	2.59	1.86	-	2.15	2.56 n
Standard deviation	1.04	1.04	1.09	1.04	1.12	0.98	1.11	0.82	0.95	0.98	0.97	1.08	1.14	1.02	1.01	1.08	1.11	1.23	1.00	-	1.13	1.09
Standard error	0.05	0.06	0.17	0.18	0.17	0.15	0.18	0.16	0.17	0.14	0.15	0.17	0.21	0.06	0.07	0.12	0.11	0.29	0.32	-	0.65	0.13

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 4

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I may have to borrow money in the form of credit cards, overdrafts or loans to cover the costs of getting my child/children ready for the new school term

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	145 28%	65 26%	80 29%	5 23%	50 36%e	49 25%	35 27%	6 16%	-	49 34%J	20 16%	37 26%	39 34%J	20 23%	95 29%
Strongly agree	(4) 39 7%	7 3%	32 12%A	- -	18 13%ef	13 7%	8 6%	1 2%	-	14 10%	5 4%	7 5%	13 11%j	5 5%	25 8%
Tend to agree	(3) 106 20%	58 23%	48 17%	5 23%	32 23%	37 19%	27 21%	5 14%	-	35 24%J	15 12%	30 21%	26 23%j	15 18%	70 22%
Tend to disagree	(2) 96 18%	45 18%	52 19%	3 14%	24 17%	32 16%	26 21%	11 32%	-	24 17%	29 24%l	26 18%	17 14%	20 23%	54 17%
Strongly disagree	(1) 178 34%	91 36%	88 32%	4 16%	38 27%	78 40%D	42 34%	14 40%	2 59%	51 35%	43 36%	52 36%	33 29%	34 39%	109 34%
NET: Disagree	275 52%	135 54%	139 51%	7 30%	61 44%	110 56%d	69 54%	26 72%	2 59%	75 52%	72 60%L	78 54%	50 43%	54 63%	163 51%
Not applicable	74 14%	32 13%	42 15%	6 29%	18 13%	25 13%	19 15%	4 12%	2 41%	17 12%	21 18%	16 11%	20 17%	11 12%	38 12%
Don't know	32 6%	18 7%	14 5%	4 19%	11 8%	12 6%	5 4%	-	-	4 3%	8 6%	14 10%i	6 5%	2 2%	26 8%
Mean	2.01	1.91	2.11a	2.13	2.27E	1.90	2.00	1.76	1.00	2.10J	1.80	1.94	2.21J	1.87	2.04
Standard deviation	1.03	0.94	1.09	0.89	1.10	1.02	0.99	0.82	0.00	1.07	0.90	0.98	1.11	0.95	1.04
Standard error	0.05	0.07	0.07	0.27	0.11	0.08	0.09	0.16	0.00	0.09	0.09	0.11	0.11	0.12	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 4

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I may have to borrow money in the form of credit cards, overdrafts or loans to cover the costs of getting my child/children ready for the new school term

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Work-ing (m)	Work-ing full time (n)	Work-ing part time (o)	NET: Not work-ing (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	145 28%	126 29%	15 24%	11 37%	18 34%kl	15 31%	17 35%kl	11 32%	4 12%	12 23%	25 42%biKL	10 17%	7 16%	115 28%	98 30%	17 22%	30 26%	7 35%	1 13%	-	1 22%	21 26%
Strongly agree	(4) 7%	39 8%	2 4%	1 4%	4 8%	8 17%bi	5 10%	3 7%	1 3%	2 5%	5 9%	4 7%	3 7%	30 7%	26 8%	4 5%	10 8%	* 2%	-	-	-	9 11%
Tend to agree	(3) 20%	106 21%	12 20%	10 33%	14 26%kl	7 14%	12 25%kl	8 24%	3 9%	9 18%	20 33%eKL	6 10%	4 9%	85 21%	72 22%	13 16%	21 18%	7 33%	1 13%	-	1 22%	12 14%
Tend to disagree	(2) 18%	96 17%	10 16%	3 9%	6 11%	9 19%	10 20%	10 30%	12 35%	6 12%	13 21%	12 20%	6 13%	74 18%	58 18%	16 20%	22 19%	* 2%	2 16%	-	-	20 24%
Strongly disagree	(1) 34%	178 33%	24 38%	15 48%	16 31%	12 26%	11 23%	8 25%	13 36%	22 43%fj	16 26%	23 39%	18 43%f	144 35%	121 36%	23 30%	35 30%	5 23%	6 58%	-	1 32%	23 28%
NET: Disagree	275 52%	215 50%	34 54%	17 57%	22 42%	22 45%	21 42%	19 55%	25 71%	28 55%	28 47%	35 59%	24 56%	218 53%	179 54%	39 50%	57 49%	5 25%	8 74%	-	1 32%	43 52%
Not applicable	74 14%	62 14%	7 12%	2 6%	8 16%	4 9%	5 10%	3 9%	5 15%	9 18%	6 10%	12 20%	12 28%bEFJ	49 12%	36 11%	13 16%	26 22%M	6 30%	1 13%	-	2 46%	16 20%n
Don't know	32 6%	25 6%	6 10%l	- -	4 7%	8 16%ijkl	7 14%JL	1 4%	1 2%	2 4%	1 2%	2 4%	- -	28 7%	19 6%	9 12%nU	4 3%	2 10%	-	-	-	2 2%
Mean	2.01	2.06	1.87	1.92	2.15	2.29	2.29ik	2.17	1.74	1.80	2.28biK	1.81	1.73	2.00	2.01	1.96	2.06	2.24	1.48	-	1.81	2.11
Standard deviation	1.03	1.05	0.97	1.03	1.08	1.17	1.04	0.96	0.79	1.01	1.00	1.00	1.04	1.02	1.03	0.97	1.04	1.05	0.78	-	1.39	1.06
Standard error	0.05	0.06	0.16	0.18	0.17	0.19	0.16	0.18	0.14	0.15	0.15	0.15	0.19	0.06	0.07	0.11	0.10	0.28	0.22	-	0.80	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 5

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I may have to cut back on my spending on food to afford the costs of getting my child/children ready for the new school term

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	166 32%	65 26%	101 37%A	3 12%	48 34%	65 33%	45 35%	6 15%	-	51 35%	39 32%	37 26%	39 34%	22 26%	105 33%
Strongly agree	(4) 44 8%	14 6%	30 11%a	1 3%	16 11%	19 9%	9 7%	-	-	16 11%j	5 4%	9 6%	14 12%J	7 8%	27 8%
Tend to agree	(3) 122 23%	51 20%	71 26%	2 10%	32 23%	46 24%	36 28%	6 15%	-	35 24%	34 28%	28 20%	25 22%	16 18%	78 24%
Tend to disagree	(2) 119 23%	61 24%	58 21%	2 9%	33 24%	46 23%	29 23%	8 23%	1 17%	36 25%j	18 15%	40 27%J	25 22%	26 30%	71 22%
Strongly disagree	(1) 144 27%	77 31%	67 24%	7 29%	30 21%	54 28%	33 26%	19 53%	2 43%	38 26%	38 32%l	44 30%	24 21%	26 30%	89 28%
NET: Disagree	263 50%	138 55%B	125 45%	9 38%	63 45%	100 51%	61 48%	27 75%	2 59%	75 51%	56 47%	84 58%L	49 42%	53 61%	159 49%
Not applicable	71 13%	29 12%	42 15%	7 31%	20 15%	21 11%	18 14%	3 9%	2 41%	16 11%	20 16%	15 10%	20 18%	10 11%	35 11%
Don't know	26 5%	18 7%b	8 3%	4 19%	9 6%	11 5%	3 2%	-	-	4 3%	6 5%	10 7%	7 6%	2 2%	23 7%
Mean	2.15	2.01	2.28A	1.72	2.31	2.18	2.20	1.59	1.28	2.23	2.06	2.02	2.33k	2.04	2.16
Standard deviation	1.01	0.96	1.03	1.00	1.02	1.02	0.98	0.78	0.58	1.03	0.99	0.95	1.05	0.96	1.01
Standard error	0.05	0.07	0.07	0.32	0.11	0.08	0.09	0.15	0.34	0.09	0.10	0.10	0.11	0.12	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 5

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I may have to cut back on my spending on food to afford the costs of getting my child/children ready for the new school term

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	166 32%	141 33%	16 25%	11 37%	17 33%	21 43%i	17 34%	14 40%	9 26%	12 23%	23 38%	16 26%	11 25%	127 31%	104 31%	23 30%	39 33%	5 26%	3 30%	-	1 22%	29 36%
Strongly agree	(4) 8%	44 8%	36 8%	5 7%	2 8%	7 15%i	7 15%i	1 4%	3 9%	2 3%	6 10%	4 6%	2 5%	34 8%	26 8%	8 10%	10 9%	2 11%	1 8%	-	-	7 9%
Tend to agree	(3) 23%	122 25%	105 17%	11 30%	13 25%	13 28%	9 19%	12 37%	6 17%	10 20%	17 28%	12 19%	9 20%	93 23%	78 23%	16 21%	28 24%	3 15%	2 22%	-	1 22%	22 27%
Tend to disagree	(2) 23%	119 23%	95 22%	15 24%	6 19%	11 21%	7 15%	13 31%	8 23%	12 24%	19 31%ek	9 16%	8 18%	97 24%	79 24%	18 23%	22 19%	5 25%	1 10%	-	1 19%	15 18%
Strongly disagree	(1) 27%	144 26%	111 26%	20 32%fj	12 39%	15 29%	9 20%	7 15%	4 13%	13 37%	16 32%fj	9 15%	22 37%eFJ	115 28%	95 29%	20 26%	29 25%	6 28%	4 36%	-	1 14%	19 23%
NET: Disagree	263 50%	206 48%	35 56%e	18 59%	26 50%	17 34%	20 42%	15 44%	21 60%	28 56%e	28 46%	32 53%e	23 53%	212 52%	174 52%	38 49%	51 43%	11 53%	5 46%	-	1 32%	34 41%
Not applicable	71 13%	60 14%	6 10%	1 2%	7 14%	4 9%	6 12%	4 12%	4 12%	8 17%	8 14%	12 20%	9 22%	45 11%	34 10%	10 14%	26 22%M	4 21%	3 24%	-	2 46%	18 21%N
Don't know	26 5%	20 5%	5 9%	1 2%	1 2%	7 14%dJKL	6 12%djKL	1 4%	1 2%	2 4%	1 2%	1 2%	-	25 6%P	19 6%	6 7%u	1 1%	-	-	-	-	1 2%
Mean	2.15	2.19	2.01	2.05	2.15	2.49bIK	2.45bIK	2.37	1.98	1.92	2.40IK	1.94	1.94	2.14	2.13	2.18	2.23	2.11	2.02	-	2.15	2.28
Standard deviation	1.01	1.00	1.01	1.02	1.02	1.08	1.03	0.81	1.04	0.92	0.93	1.03	1.00	1.00	0.99	1.03	1.03	1.08	1.16	-	1.13	1.02
Standard error	0.05	0.05	0.16	0.18	0.15	0.18	0.16	0.16	0.19	0.14	0.14	0.16	0.18	0.06	0.07	0.11	0.10	0.25	0.35	-	0.65	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 6

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I feel guilty that my child/children may not always have the newest or best clothes and equipment for school

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	181 34%	81 32%	100 36%	3 15%	50 36%	72 37%	45 36%	10 27%	-	53 36%	39 33%	44 31%	45 39%	29 34%	117 36%
Strongly agree	(4) 61 12%	19 8%	42 15%A	3 14%	24 17%e	19 10%	15 12%	-	-	18 13%	12 10%	16 11%	15 13%	7 8%	41 13%
Tend to agree	(3) 120 23%	62 25%	58 21%	* 2%	26 19%	53 27%	31 24%	10 27%	-	34 24%	28 23%	28 19%	30 26%	22 26%	76 24%
Tend to disagree	(2) 109 21%	56 22%	53 19%	4 20%	32 23%	36 18%	28 22%	9 25%	1 17%	32 22%	20 17%	38 26%	20 17%	19 22%	70 22%
Strongly disagree	(1) 133 25%	66 27%	66 24%	3 12%	31 22%	52 27%	35 27%	12 33%	1 14%	37 25%	30 25%	38 26%	27 24%	24 28%	76 23%
NET: Disagree	242 46%	122 49%	120 43%	7 32%	62 44%	88 45%	62 49%	21 58%	1 31%	69 47%	50 42%	76 53%	47 41%	43 49%	145 45%
Not applicable	78 15%	32 13%	46 17%	8 34%	20 14%	26 13%	17 13%	5 14%	3 69%	20 14%	25 21%k	15 10%	19 16%	11 13%	40 12%
Don't know	24 5%	14 6%	10 4%	4 19%	8 5%	10 5%	2 2%	1 2%	-	4 3%	6 5%	10 7%	5 4%	3 4%	20 6%
Mean	2.26	2.17	2.35	2.36	2.39	2.24	2.24	1.93	1.54	2.28	2.23	2.19	2.36	2.17	2.31
Standard deviation	1.05	0.99	1.10	1.21	1.11	1.04	1.05	0.85	-	1.06	1.06	1.03	1.08	1.01	1.05
Standard error	0.05	0.07	0.07	0.40	0.11	0.08	0.10	0.18	-	0.09	0.11	0.11	0.11	0.13	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 6

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

I feel guilty that my child/children may not always have the newest or best clothes and equipment for school

	Region													Which of the following best describes your current working status?									
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)	
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92	
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*	
NET: Agree	181	155	20	12	22	14	17	12	6	12	27	20	17	146	121	25	35	5	3	-	-	27	
	34%	36%	32%	41%	42%	28%	36%	35%	18%	25%	45% ⁱ	34%	41%	36%	36%	32%	30%	25%	31%	-	-	32%	
Strongly agree	(4)	61	50	11	5	7	6	5	2	1	3	9	8	5	48	38	9	13	*	1	-	-	12
	12%	12%	17%	18%	13%	12%	10%	6%	3%	5%	15%	14%	11%	12%	12%	12%	12%	2%	8%	-	-	15%	
Tend to agree	(3)	120	105	10	7	15	8	12	10	5	10	18	12	13	98	83	16	21	5	2	-	-	14
	23%	24%	16%	23%	28%	16%	25%	29%	15%	20%	30%	20%	30%	24%	25%	20%	18%	23%	23%	-	-	17%	
Tend to disagree	(2)	109	81	17	7	3	14	11	7	12	10	11	11	6	89	70	18	21	2	1	-	1	16
	21%	19%	27% ^D	23%	6%	30% ^D	23% ^D	21%	33%	20% ^d	18% ^d	18% ^d	14%	22%	21%	24%	18%	12%	9%	-	41%	19%	
Strongly disagree	(1)	133	105	15	8	17	9	10	13	18	14	13	10	100	85	15	33	8	3	-	-	22	
	25%	24%	24%	27%	32% ^F	18%	13%	28%	37%	36% ^{eF}	22%	22%	24%	24%	26%	19%	28%	39%	25%	-	-	27%	
NET: Disagree	242	186	32	15	20	23	18	17	25	28	25	24	17	188	155	33	54	10	4	-	1	38	
	46%	43%	51%	50%	38%	47%	36%	50%	69%	55% ^f	41%	40%	39%	46%	47%	43%	46%	52%	33%	-	41%	47%	
Not applicable	78	69	5	3	9	7	8	4	4	8	7	15	9	51	39	13	27	5	4	-	2	16	
	15%	16%	8%	9%	18%	14%	16%	11%	11%	16%	11%	25% ^B	21%	13%	12%	16%	23% ^M	23%	36%	-	59%	20% ⁿ	
Don't know	24	18	5	-	1	5	6	1	1	2	2	1	-	24	17	6	1	-	-	-	-	1	
	5%	4%	9%	-	2%	10% ^{kl}	13% ^{djKL}	4%	2%	4%	3%	1%	-	6% ^P	5%	8% ^U	1%	-	-	-	-	1%	
Mean	2.26	2.29	2.30	2.35	2.29	2.29	2.46	2.16	1.81	1.93	2.44 ^l	2.34	2.34	2.28	2.27	2.34	2.17	1.84	2.22	-	2.00	2.25	
Standard deviation	1.05	1.06	1.10	1.12	1.17	1.01	0.96	0.99	0.84	0.98	1.07	1.10	1.07	1.04	1.05	1.04	1.10	0.98	1.17	-	-	1.13	
Standard error	0.05	0.06	0.17	0.20	0.18	0.17	0.16	0.19	0.15	0.14	0.16	0.17	0.19	0.06	0.07	0.12	0.11	0.23	0.35	-	-	0.13	

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 7

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

Schools do enough to support parents/guardians in keeping down the costs of school essentials such as uniform, stationery and sports equipment (e.g. by suggesting affordable shops and suppliers)

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	167 32%	77 31%	89 32%	6 25%	50 36%	58 29%	39 31%	13 37%	1 29%	50 34%	38 32%	45 31%	34 30%	35 40%	97 30%
Strongly agree	(4) 44 8%	15 6%	28 10%	2 8%	23 16%EF	8 4%	6 5%	3 8%	1 29%	17 12%J	3 3%	14 10%j	9 8%	8 9%	26 8%
Tend to agree	(3) 123 23%	62 25%	61 22%	4 17%	27 20%	49 25%	33 26%	10 28%	-	32 22%	35 29%	31 21%	25 22%	26 30%	71 22%
Tend to disagree	(2) 137 26%	68 27%	68 25%	2 7%	26 19%	55 28%d	38 30%d	14 39%	1 17%	38 26%	35 29%	36 25%	27 23%	22 25%	79 24%
Strongly disagree	(1) 109 21%	56 22%	54 19%	2 11%	29 20%	44 22%	30 23%	4 12%	1 14%	30 21%	20 17%	35 24%	24 21%	18 21%	75 23%
NET: Disagree	246 47%	124 50%	122 44%	4 18%	55 39%	99 50%d	68 54%D	18 51%	1 31%	69 47%	56 46%	71 49%	51 44%	40 46%	154 48%
Not applicable	49 9%	21 8%	28 10%	8 37%	11 8%	13 7%	13 10%	3 7%	2 41%	8 5%	13 11%	12 8%	17 14%l	5 6%	27 8%
Don't know	64 12%	27 11%	36 13%	4 20%	24 17%F	26 13%F	7 5%	2 5%	-	20 13%	13 11%	17 12%	13 12%	7 8%	45 14%
Mean	2.24	2.18	2.30	2.51	2.42ef	2.14	2.14	2.38	2.73	2.31	2.22	2.21	2.23	2.33	2.19
Standard deviation	0.96	0.93	1.00	1.12	1.11	0.89	0.89	0.85	1.66	1.02	0.83	1.01	0.98	0.97	0.98
Standard error	0.05	0.07	0.07	0.36	0.12	0.07	0.08	0.17	0.96	0.09	0.08	0.11	0.10	0.12	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 7

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

Schools do enough to support parents/guardians in keeping down the costs of school essentials such as uniform, stationery and sports equipment (e.g. by suggesting affordable shops and suppliers)

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Work-ing (m)	Work-ing full time (n)	Work-ing part time (o)	NET: Not work-ing (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	167 32%	133 31%	20 32%	10 32%	21 40%ik	15 31%	18 37%	11 33%	14 40%	12 23%	21 34%	14 22%	12 29%	131 32%	112 34%	19 24%	36 31%	6 30%	4 34%	-	1 14%	25 31%
Strongly agree	(4) 8%	40 9%	2 3%	1 5%	4 8%	6 13%i	7 15%bi	6 17%	1 3%	1 2%	7 12%i	5 9%	2 4%	34 8%	28 9%	5 7%	10 8%	3 16%	1 5%	-	-	6 7%
Tend to agree	(3) 23%	92 22%	18 29%	8 27%	17 32%K	8 18%	11 22%	5 16%	13 37%	10 21%	13 22%	8 14%	11 25%	98 24%	84 25%	13 17%	26 22%	3 14%	3 29%	-	1 14%	19 24%
Tend to disagree	(2) 26%	115 27%	14 22%	10 34%	9 17%	10 20%	11 22%	13 37%	8 22%	17 33%d	19 31%	18 31%	9 21%	101 25%	83 25%	17 22%	36 31%	6 31%	1 11%	-	1 41%	27 33%
Strongly disagree	(1) 21%	88 20%	15 22%	7 22%	7 14%	13 27%	11 23%	5 14%	7 20%	6 12%	8 13%	19 32%DJ	12 27%	94 23%P	71 22%	22 29%U	16 13%	1 7%	3 30%	-	-	11 14%
NET: Disagree	246 47%	203 47%	28 45%	17 56%	16 30%	23 47%	22 45%	17 50%	15 42%	23 46%	27 44%	38 62%Dj	21 48%	194 48%	155 47%	39 51%	52 44%	8 38%	4 41%	-	1 41%	38 46%
Not applicable	49 9%	40 9%	6 9%	1 4%	7 14%	2 4%	2 4%	3 10%	4 10%	7 13%	8 13%	3 6%	6 15%	32 8%	28 8%	4 5%	18 15%M	3 17%	1 13%	-	2 46%	11 14%o
Don't know	64 12%	53 12%	8 13%	3 8%	8 16%	9 18%	7 14%	2 7%	3 7%	9 18%	6 9%	6 9%	4 8%	52 13%	37 11%	15 20%NU	12 10%	3 16%	1 13%	-	-	7 9%
Mean	2.24	2.25	2.16	2.17	2.49K	2.23	2.35	2.43	2.28	2.19	2.42k	1.99	2.07	2.22	2.26	2.03	2.34	2.57	2.12	-	2.25	2.32o
Standard deviation	0.96	0.98	0.92	0.88	0.94	1.11	1.08	1.01	0.89	0.77	0.96	0.98	0.96	0.98	0.97	1.00	0.91	1.00	1.09	-	0.62	0.88
Standard error	0.05	0.05	0.15	0.16	0.15	0.18	0.17	0.20	0.16	0.12	0.15	0.14	0.17	0.06	0.06	0.11	0.09	0.24	0.33	-	0.36	0.10

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 8

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

In the last 12 months, my child/children has been bullied because they don't have the newest or best clothes and sports equipment for school

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	62 12%	35 14%	27 10%	3 15%	22 16%	20 10%	14 11%	2 6%	-	24 17%l	13 11%	15 11%	10 8%	13 14%	42 13%
Strongly agree	(4) 14 3%	6 2%	8 3%	* 2%	8 6%f	5 3%	1 1%	-	-	8 6%K	3 2%	1 1%	2 2%	-	13 4%
Tend to agree	(3) 48 9%	29 12%b	19 7%	3 13%	15 10%	15 8%	13 11%	2 6%	-	16 11%	10 9%	14 10%	8 7%	13 14%	29 9%
Tend to disagree	(2) 90 17%	34 14%	56 20%a	3 12%	27 19%	33 17%	21 17%	5 14%	1 17%	23 16%	20 16%	22 15%	25 22%	19 22%	50 15%
Strongly disagree	(1) 222 42%	106 43%	116 42%	2 8%	44 32%	98 50%D	56 44%d	20 56%	2 43%	66 45%	50 42%	62 42%	45 39%	37 43%	135 42%
NET: Disagree	312 59%	141 56%	172 62%	5 20%	72 51%	131 67%D	78 61%	25 70%	2 59%	89 61%	70 58%	83 57%	71 62%	56 64%	185 57%
Not applicable	108 21%	47 19%	61 22%	9 38%	34 24%	34 17%	25 19%	6 16%	2 41%	27 18%	28 23%	29 20%	25 21%	15 17%	61 19%
Don't know	43 8%	27 11%b	16 6%	6 27%	12 9%	12 6%	10 8%	3 8%	-	6 4%	10 8%	17 12%l	10 9%	3 4%	35 11%m
Mean	1.61	1.63	1.60	2.25	1.85Ef	1.52	1.56	1.34	1.28	1.71	1.58	1.54	1.58	1.64	1.64
Standard deviation	0.85	0.88	0.83	0.91	0.97	0.81	0.78	0.62	0.58	0.97	0.83	0.78	0.77	0.78	0.91
Standard error	0.04	0.07	0.06	0.34	0.11	0.06	0.08	0.13	0.34	0.09	0.09	0.09	0.08	0.10	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 8

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

In the last 12 months, my child/children has been bullied because they don't have the newest or best clothes and sports equipment for school

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humberside (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East-ern (i)	London (j)	South East (k)	South West (l)	NET: Work-ing (m)	Work-ing full time (n)	Work-ing part time (o)	NET: Not work-ing (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	62 12%	50 12%	10 16%	3 9%	8 15%	4 9%	4 9%	2 7%	2 6%	4 7%	11 18%	10 17%	3 8%	54 13%p	47 14%u	7 9%	8 7%	2 10%	1 13%	-	-	5 6%
Strongly agree	(4) 14 3%	14 3%	-	-	2 3%	1 1%	1 2%	1 2%	* 1%	* 1%	4 6%	4 7%b	2 4%	13 3%	12 4%	1 1%	2 1%	* 2%	-	-	-	1 1%
Tend to agree	(3) 48 9%	36 9%	10 16%	3 9%	6 12%	4 8%	4 7%	2 5%	2 5%	3 7%	8 12%	6 10%	2 4%	41 10%	36 11%	6 7%	7 6%	2 8%	1 13%	-	-	4 5%
Tend to disagree	(2) 90 17%	75 17%	9 15%	6 20%	8 15%	9 19%	14 28%ikL	12 36%	6 17%	6 12%	9 15%	7 11%	4 8%	69 17%	58 18%	10 14%	21 18%	2 8%	-	-	1 19%	19 23%
Strongly disagree	(1) 222 42%	175 41%	27 43%	15 50%	21 41%	21 44%	16 33%	12 34%	21 59%	22 44%	22 36%	26 43%	19 45%	172 42%	138 42%	34 44%	50 43%	8 40%	7 63%	-	-	35 43%
NET: Disagree	312 59%	249 58%	36 58%	21 70%	29 56%	30 63%	30 60%	24 70%	27 76%	28 57%	31 51%	33 54%	23 53%	241 59%	196 59%	44 57%	72 61%	10 48%	7 63%	-	1 19%	55 66%
Not applicable	108 21%	94 22%	8 13%	4 15%	14 27%	8 16%	10 20%	6 17%	6 16%	14 29%b	9 15%	15 25%	14 33%Bj	76 19%	58 17%	18 23%	32 28%M	8 39%	3 24%	-	3 81%	19 23%
Don't know	43 8%	34 8%	8 13%d	2 6%	1 2%	6 12%d	5 10%	2 6%	1 2%	4 7%	10 16%Dk	2 4%	2 6%	39 9%p	30 9%	8 11%	4 4%	* 2%	-	-	-	4 5%
Mean	1.61	1.63	1.63	1.49	1.67	1.52	1.69	1.68	1.37	1.43	1.84i	1.73	1.46	1.64	1.67	1.49	1.49	1.52	1.34	-	2.00	1.50
Standard deviation	0.85	0.87	0.82	0.71	0.91	0.76	0.77	0.73	0.68	0.73	1.02	1.05	0.90	0.88	0.90	0.78	0.73	0.91	0.80	-	-	0.70
Standard error	0.04	0.05	0.14	0.13	0.14	0.13	0.13	0.15	0.13	0.11	0.17	0.17	0.18	0.05	0.06	0.09	0.07	0.23	0.24	-	-	0.08

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 9

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

In the last 12 months, I have not been able to send my child/children on some or all school trips because of the costs required

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	147 28%	72 29%	74 27%	7 33%	36 26%	45 23%	45 35%E	13 35%	1 17%	40 28%	29 24%	38 26%	39 34%	30 35%	85 26%
Strongly agree	(4) 38 7%	16 6%	22 8%	3 13%	6 5%	14 7%	9 7%	6 17%	-	8 6%	10 8%	11 7%	9 8%	9 10%	21 7%
Tend to agree	(3) 108 21%	56 23%	52 19%	4 19%	30 21%	32 16%	36 28%E	6 18%	1 17%	32 22%	19 16%	27 19%	30 26%j	21 25%	63 20%
Tend to disagree	(2) 86 16%	39 16%	47 17%	1 3%	19 13%	39 20%	23 18%	5 14%	-	28 19%	22 18%	22 15%	14 13%	13 15%	55 17%
Strongly disagree	(1) 180 34%	87 35%	93 34%	2 9%	43 31%	78 40%	42 33%	13 37%	2 43%	53 36%	38 32%	58 40%l	32 27%	28 32%	114 35%
NET: Disagree	266 51%	126 50%	140 51%	3 12%	62 44%	117 59%D	65 51%	18 51%	2 43%	81 56%L	59 49%	80 55%L	46 40%	41 47%	169 52%
Not applicable	95 18%	42 17%	52 19%	8 37%	35 25%EF	29 15%	15 12%	5 14%	2 41%	21 14%	26 21%	21 15%	27 23%i	14 17%	53 16%
Don't know	18 3%	9 4%	9 3%	4 19%	7 5%	5 3%	2 2%	-	-	3 2%	6 5%	6 4%	3 3%	2 2%	16 5%
Mean	2.01	2.01	2.02	2.84	1.99	1.88	2.11	2.18	1.56	1.96	2.01	1.92	2.20	2.16	1.97
Standard deviation	1.04	1.03	1.05	1.13	1.01	1.00	1.02	1.21	1.17	0.99	1.05	1.05	1.07	1.09	1.02
Standard error	0.05	0.08	0.07	0.40	0.11	0.08	0.09	0.25	0.67	0.09	0.11	0.11	0.11	0.14	0.07

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 9

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

In the last 12 months, I have not been able to send my child/children on some or all school trips because of the costs required

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	147	123	14	7	16	13	15	10	10	8	26	15	12	115	100	15	32	8	3	-	1	21
	28%	29%	22%	24%	31%	28%	31%	29%	27%	16%	43%BIk	24%	28%	28%	30%o	19%	27%	38%	24%	-	19%	26%
Strongly agree	(4)	38	36	3	1	7	2	4	2	-	12	2	3	30	27	3	8	2	1	-	-	6
		7%	8%	4%	4%	13%k	5%	9%	7%	-	19%BelK	3%	7%	7%	8%	4%	7%	10%	6%	-	-	7%
Tend to agree	(3)	108	88	11	6	9	11	8	10	6	15	13	9	85	73	12	24	6	2	-	1	15
		21%	21%	18%	20%	18%	23%	23%	27%	11%	24%	21%	21%	21%	22%	16%	20%	28%	18%	-	19%	19%
Tend to disagree	(2)	86	71	10	3	9	8	11	5	8	11	6	7	67	58	9	18	1	1	-	1	15
		16%	17%	16%	11%	17%	8	32%	14%	16%	18%	10%	16%	16%	18%	12%	16%	7%	11%	-	22%	18%
Strongly disagree	(1)	180	142	23	17	15	19	12	15	21	13	26	11	142	112	30	38	7	4	-	-	27
		34%	33%	37%	58%	30%	39%j	25%	43%	41%j	22%	43%fj	26%	35%	34%	38%	33%	34%	41%	-	-	33%
NET: Disagree	266	213	33	21	24	27	20	18	20	29	24	32	18	209	170	39	56	8	5	-	1	42
	51%	50%	52%	69%	47%	56%	41%	54%	57%	40%	53%	42%	51%	51%	50%	48%	41%	52%	-	22%	51%	
Not applicable	95	78	11	2	10	5	9	4	6	12	9	14	13	67	50	17	27	4	3	-	2	18
	18%	18%	18%	7%	20%	10%	18%	13%	16%	24%e	15%	23%	30%E	16%	15%	22%	24%	21%	24%	-	59%	23%
Don't know	18	14	5	-	1	3	5	1	-	2	1	-	-	17	11	6	1	-	-	-	-	1
	3%	3%	7%k	-	2%	6%k	10%kl	4%	-	4%	2%	-	-	4%p	3%	8%nU	1%	-	-	-	-	1%
Mean	2.01	2.05	1.87	1.68	2.18i	1.93	2.21	2.17	1.81	1.71	2.49BIK	1.80	2.14	2.01	2.06o	1.78	2.02	2.18	1.86	-	2.46	1.99
Standard deviation	1.04	1.05	0.99	0.97	1.13	0.99	1.06	0.93	0.91	0.96	1.12	0.98	1.05	1.04	1.04	0.98	1.04	1.16	1.11	-	-	1.02
Standard error	0.05	0.06	0.16	0.17	0.17	0.16	0.17	0.18	0.17	0.14	0.17	0.15	0.20	0.06	0.07	0.11	0.10	0.27	0.34	-	-	0.12

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 10

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

Schools do enough to support parents/guardians with the costs of non-essential extras such as school trips, books and sports (e.g. by suggesting affordable shops and suppliers, ensuring school trips are optional)

	Gender			Age						Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	516	227	289	18	121	205	137	31	4	158	125	103	130	76	306
Weighted base	526	250	276	22**	140*	197	127	36**	4**	146	120*	145*	115	87*	322
NET: Agree	198 38%	81 33%	117 42%A	10 43%	62 44%	67 34%	44 35%	15 40%	1 29%	61 42%I	51 42%	50 34%	36 31%	36 42%	109 34%
Strongly agree	(4) 48 9%	12 5%	36 13%A	3 15%	17 12%E	9 4%	13 10%e	5 14%	1 29%	14 10%	10 8%	15 10%	9 8%	6 7%	29 9%
Tend to agree	(3) 150 29%	69 28%	81 29%	6 28%	45 32%	58 30%	31 24%	10 27%	-	47 33%	41 34%	35 24%	27 24%	31 35%	80 25%
Tend to disagree	(2) 133 25%	77 31%B	55 20%	5 22%	24 17%	54 27%d	36 28%d	13 38%	1 31%	33 23%	34 28%	41 28%	25 22%	24 28%	84 26%
Strongly disagree	(1) 90 17%	43 17%	47 17%	-	22 15%	36 18%	29 23%	3 9%	-	26 18%J	10 8%	24 16%	30 26%J	12 14%	65 20%
NET: Disagree	222 42%	120 48%B	102 37%	5 22%	45 32%	90 46%D	65 51%D	17 47%	1 31%	59 40%	44 36%	65 45%	55 48%	36 41%	149 46%
Not applicable	47 9%	20 8%	27 10%	5 21%	11 8%	13 7%	14 11%	2 6%	2 41%	8 5%	15 13%i	12 8%	12 11%	6 7%	23 7%
Don't know	58 11%	28 11%	30 11%	3 13%	22 16%F	27 14%F	4 3%	2 7%	-	17 12%	10 9%	19 13%	12 10%	9 10%	41 10%
Mean	2.37	2.25	2.49A	2.89	2.53Ef	2.25	2.26	2.52	2.96	2.41I	2.54L	2.36	2.17	2.42	2.29
Standard deviation	0.94	0.86	1.01	0.77	0.99	0.87	0.98	0.89	1.30	0.95	0.83	0.96	1.00	0.86	0.97
Standard error	0.05	0.06	0.07	0.22	0.10	0.07	0.09	0.18	0.75	0.08	0.08	0.11	0.10	0.11	0.06

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

*** small base; ** very small base (under 30) ineligible for sig testing**

Back to School Survey

ONLINE Fieldwork: 10th-11th August 2016

Absolutes/col percents

Table 10

Q1. Thinking about the costs associated with sending your child to school (e.g. school uniforms, stationery and sports equipment), to what extent do you agree or disagree with each of the following statements?

Base: All respondents with children 18 or under

Schools do enough to support parents/guardians with the costs of non-essential extras such as school trips, books and sports (e.g. by suggesting affordable shops and suppliers, ensuring school trips are optional)

	Region													Which of the following best describes your current working status?								
	Total	England (a)	Scotland (b)	North East (c)	North West (d)	Yorkshire & Humber (e)	West Midlands (f)	East Midlands (g)	Wales (h)	East of London (i)	London (j)	South East (k)	South West (l)	NET: Working (m)	Working full time (n)	Working part time (o)	NET: Not working (p)	Not working seeking work (q)	Not working and not seeking work (r)	Retired on a state pension only (s)	Retired with a private pension (t)	House person (u)
Unweighted base	516	430	51	35	55	50	52	33	35	57	52	56	40	382	271	111	134	24	14	-	4	92
Weighted base	526	428	62*	30**	52*	48*	49*	34**	36**	50*	61*	60*	43*	409	332	77*	117	20**	11**	-**	4**	82*
NET: Agree	198 38%	158 37%	23 37%	14 46%	22 42%	15 31%	17 35%	15 45%	17 47%	14 27%	21 34%	26 44%	14 33%	146 36%	123 37%	23 30%	52 45% ^m	10 50%	5 44%	-	1 14%	37 45% ^o
Strongly agree (4)	48 9%	42 10%	5 8%	2 7%	5 10%	7 15%	5 11%	7 20%	1 3%	2 4%	4 7%	6 10%	3 6%	35 9%	29 9%	6 8%	13 11%	1 7%	1 5%	-	-	11 13%
Tend to agree (3)	150 29%	116 27%	18 30%	12 39%	17 32% ^e	8 16%	12 24%	8 25%	16 44%	11 23%	17 27%	20 33% ^e	11 27%	111 27%	93 28%	17 22%	39 34%	9 44%	4 39%	-	1 14%	26 32%
Tend to disagree (2)	133 25%	106 25%	21 34% ^{dF}	8 26%	8 16%	14 30%	7 14%	9 28%	6 17%	15 29%	19 31% ^f	13 22%	12 29%	109 27%	94 28%	15 20%	24 21%	1 7%	5 43%	-	1 41%	17 20%
Strongly disagree (1)	90 17%	70 16%	11 18%	5 17%	8 15%	8 17%	11 22%	5 15%	8 24%	7 14%	9 14%	10 17%	6 15%	76 19% ^p	58 18%	18 24% ^U	13 11%	4 19%	-	-	-	9 11%
NET: Disagree	222 42%	175 41%	32 52% ^d	13 43%	16 31%	22 47%	18 37%	14 42%	14 41%	22 44%	28 45%	23 39%	19 43%	185 45% ^P	152 46% ^U	33 43%	37 32%	5 26%	5 43%	-	1 41%	26 32%
Not applicable	47 9%	42 10%	4 6%	1 4%	5 11%	2 4%	3 6%	2 7%	2 5%	6 12%	8 14%	6 10%	7 17% ^e	28 7%	21 6%	7 9%	19 16% ^M	2 11%	1 13%	-	2 46%	13 16% ^N
Don't know	58 11%	53 12%	3 4%	2 7%	8 16% ^b	9 19% ^B	11 22% ^{BJKl}	2 6%	3 8%	9 17% ^b	4 7%	5 8%	3 7%	50 12%	36 11%	14 18% ^U	8 7%	3 13%	-	-	-	6 7%
Mean	2.37	2.39	2.30	2.40	2.51	2.37	2.32	2.58	2.30	2.24	2.34	2.44	2.31	2.32	2.34	2.19	2.58 ^M	2.49	2.57	-	2.25	2.61 ^{nO}
Standard deviation	0.94	0.95	0.90	0.91	0.98	1.04	1.09	1.04	0.92	0.85	0.89	0.96	0.89	0.94	0.93	1.01	0.91	1.00	0.64	-	0.62	0.95
Standard error	0.05	0.05	0.14	0.16	0.15	0.17	0.17	0.20	0.17	0.13	0.14	0.14	0.16	0.05	0.06	0.11	0.09	0.23	0.18	-	0.36	0.11

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - a/h - b/c/d/e/f/g/h/i/j/k/l - m/p - n/o/q/r/s/t/u

* small base; ** very small base (under 30) ineligible for sig testing