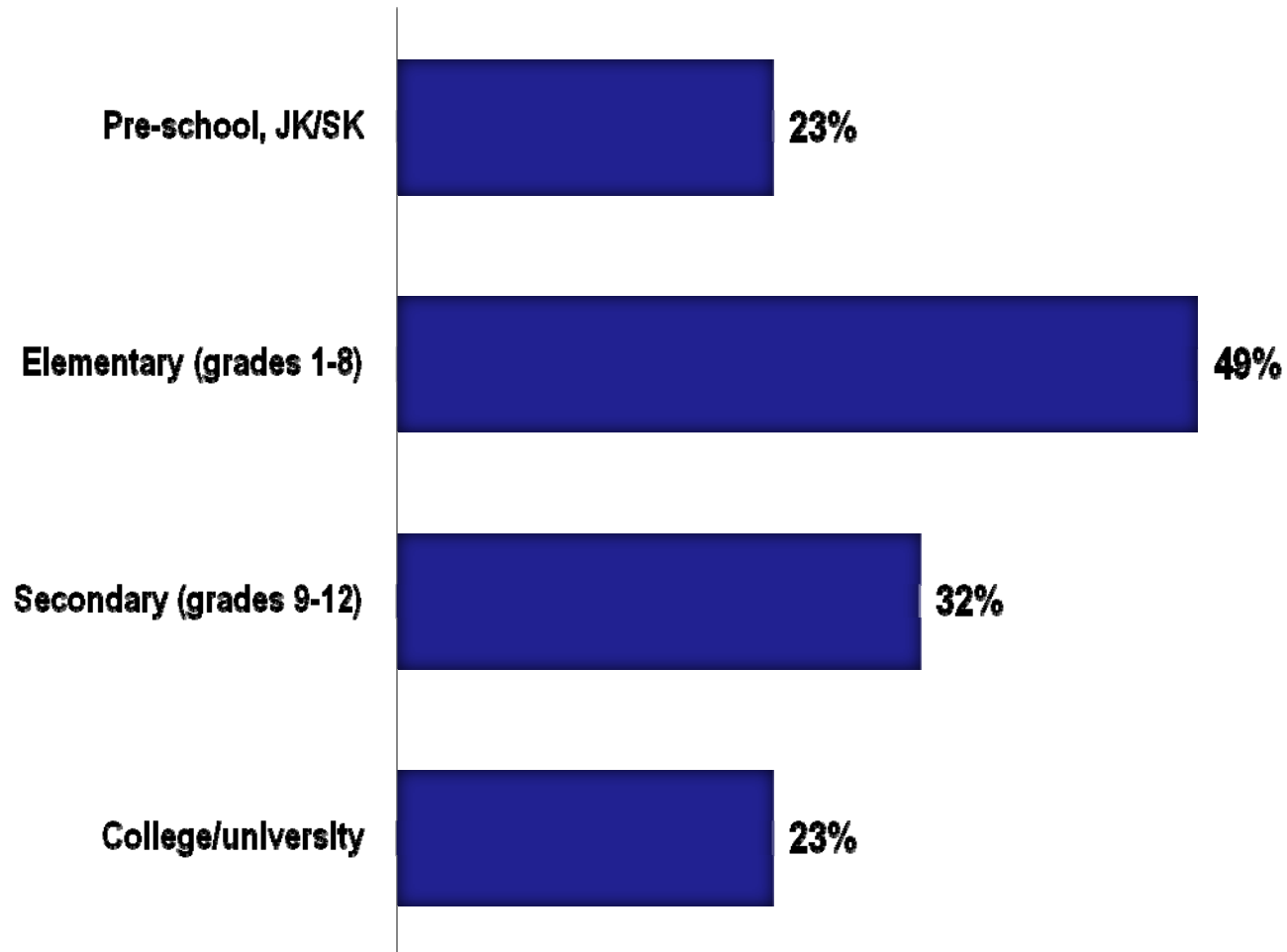




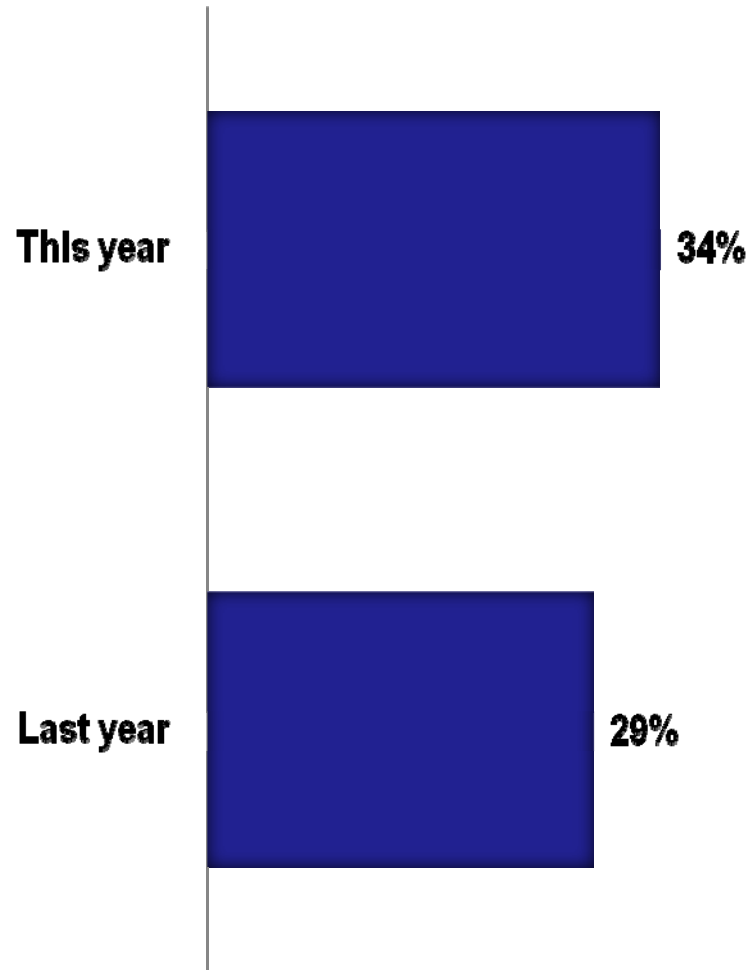
Of the households surveyed with school-aged children, half had elementary-school-aged children



Q1. Do you have any school-aged children living in your household (or for whom you purchase back-to-school items, which could include pre-school all the way up to college or university)? If so, please indicate their grades in the boxes below:
Base: Have school-aged children (n=1010)



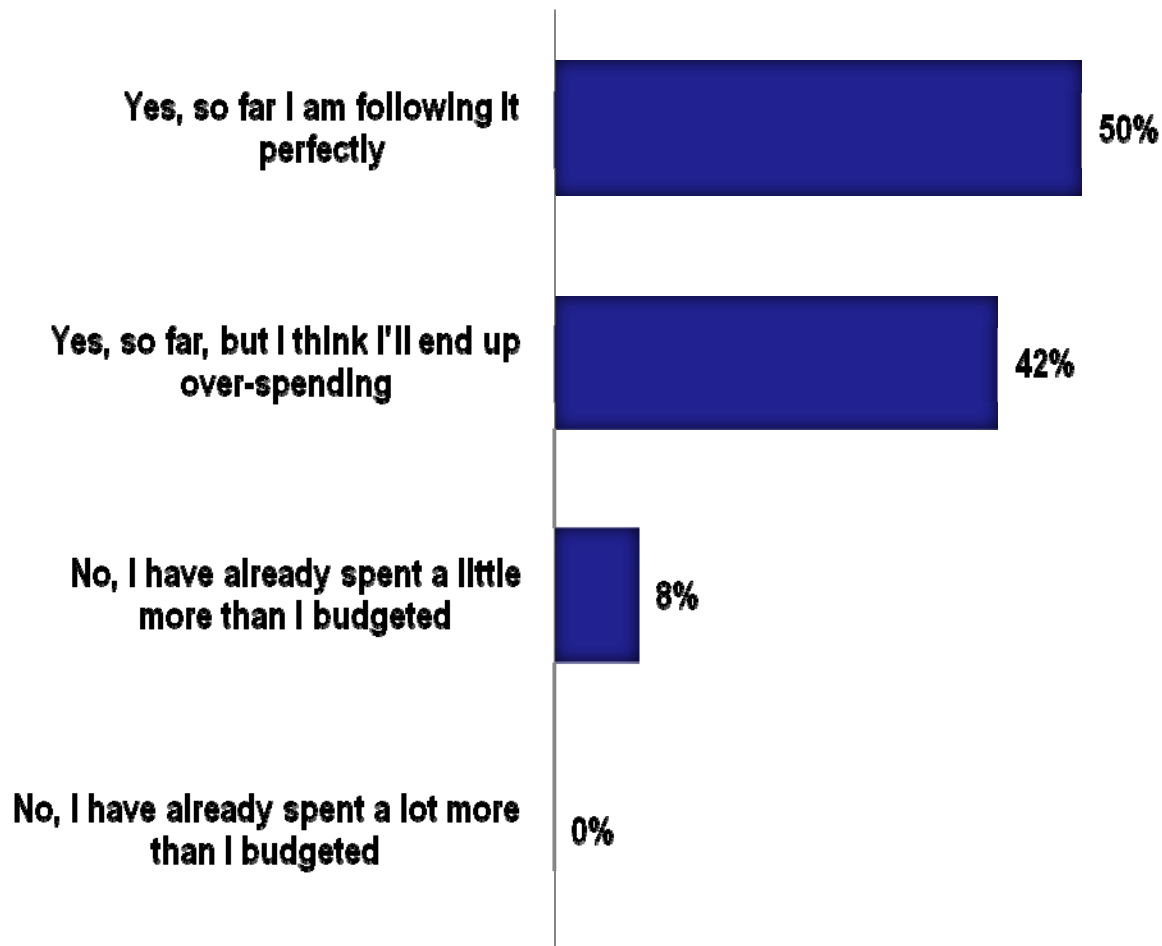
Parents were more likely to set a back-to-school budget this year, compared to last year.



Q2. Did you set a budget for your back-to-school spending this year? How about last year? "Yes" responses
Base: Have school-aged children (n=1010)



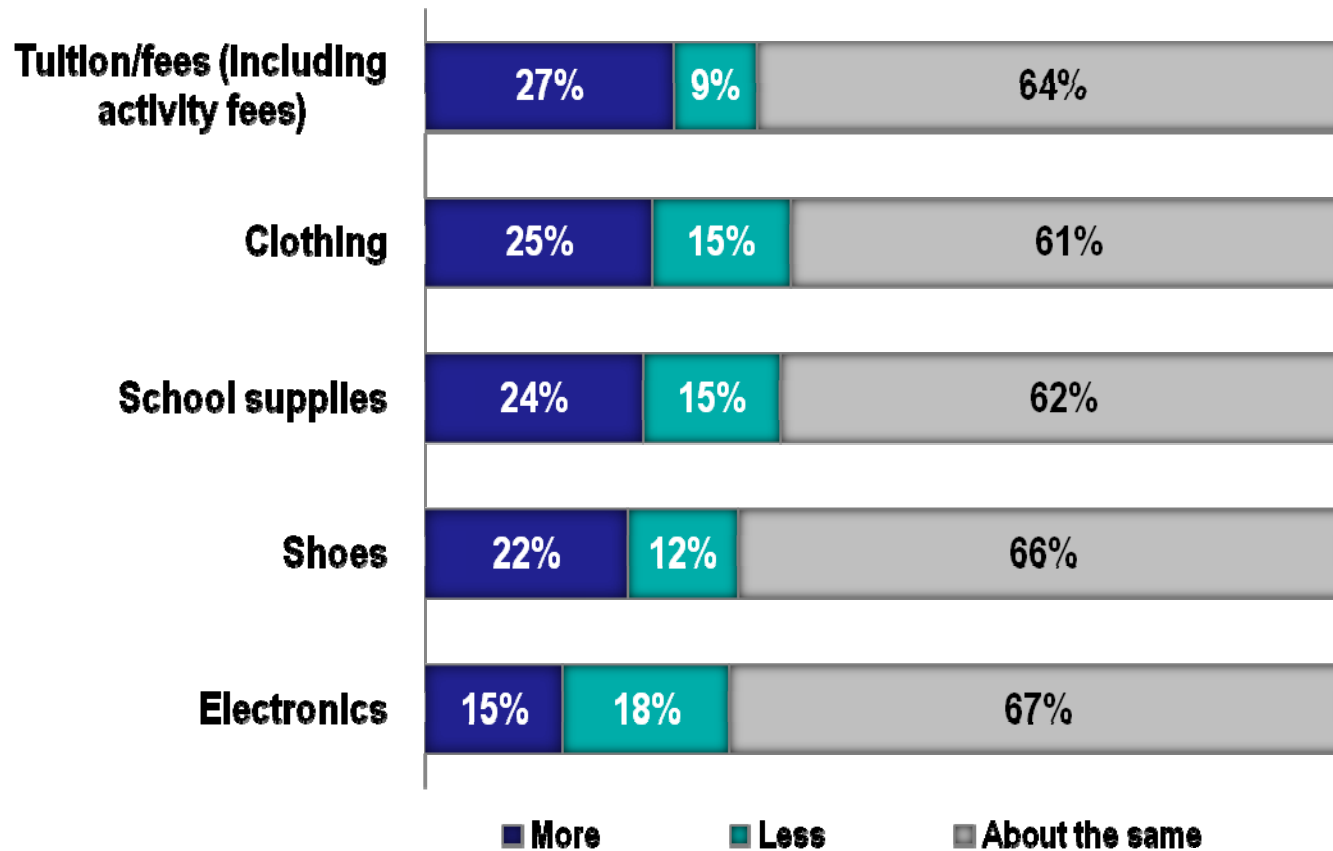
Although the majority of parents who have a budget for this year have followed it so far, about half think they may overspend or have already done so



Q4. Are you sticking to your budget this year?
Base: Have a budget for this year (n=348)



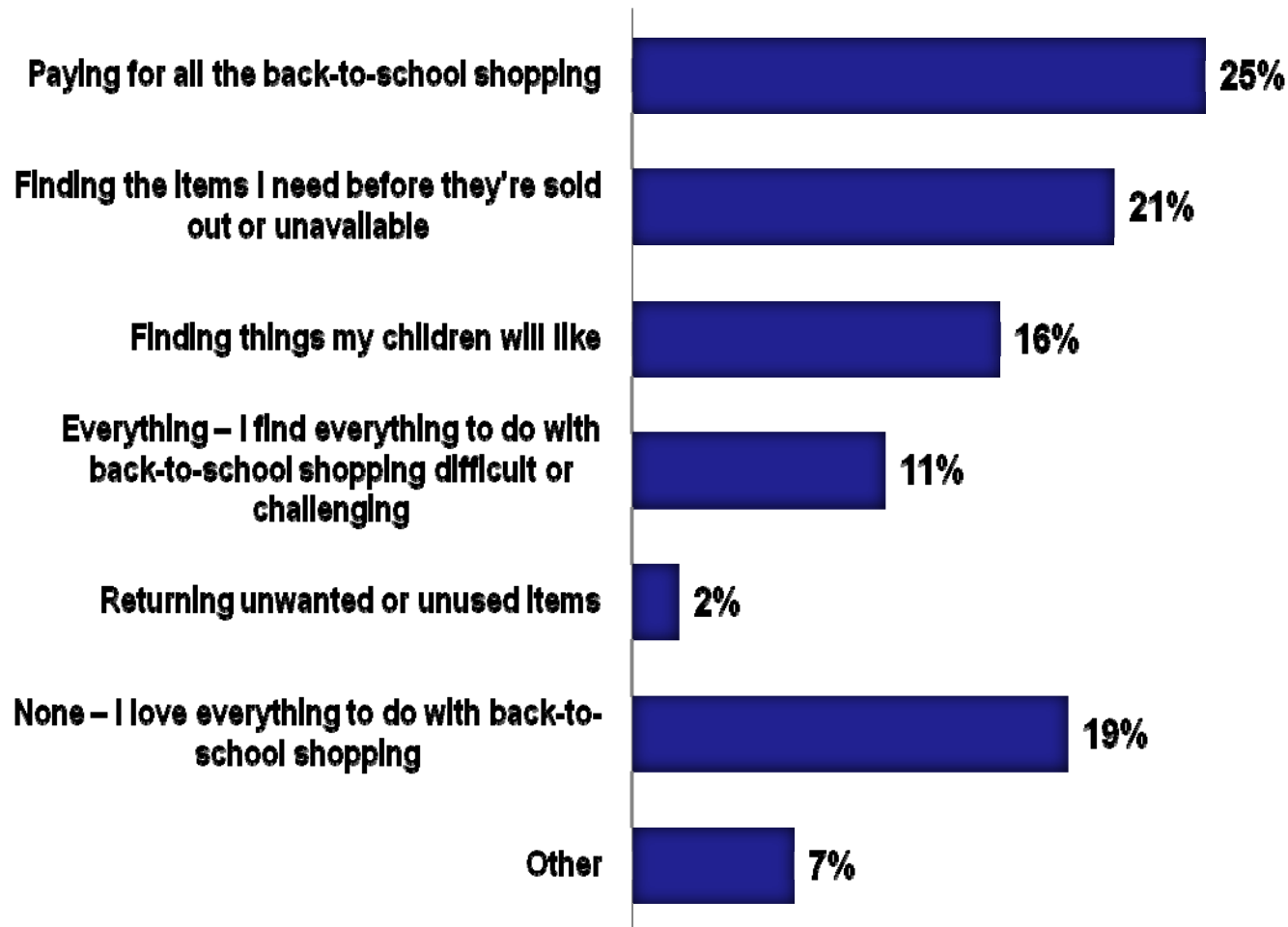
Overall, about two-thirds of parents expect to spend the same as last year



Q6. For each of these categories, is the amount of money you are spending more, less or about the same as last year?
Base: Have school aged children (n=1010)



The toughest challenge is paying for all the back-to-school shopping, followed by finding things the kids will like



Q7. Which aspect of back-to-school shopping do you find to be the most difficult or challenging?
Base: Have school-aged children n=(1010)