

Retail Week Back to School Survey

Fieldwork : August 29th-31st 2003

Absolutes/col percents

Table 1

Do you have any children aged 18 or under? If so, how old are they?**Base: All respondents**

	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1013	487	526	87	154	224	181	162	205	193	308	259	253	270	263	250	139	91
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
No	714 71%	349 70%	365 71%	101 89%	107 55%	68 35%	107 61%	128 97%	204 100%	157 65%	201 71%	144 68%	212 76%	183 68%	182 69%	185 73%	96 69%	68 76%
Yes: Aged under 5	105 10%	53 11%	51 10%	9 8%	55 28%	38 20%	3 2%	- -	- -	30 12%	28 10%	25 12%	22 8%	31 12%	28 11%	21 8%	17 12%	8 8%
Yes: Aged 5-10	134 13%	61 12%	73 14%	1 1%	45 23%	66 34%	20 12%	2 1%	- -	34 14%	36 13%	29 14%	35 12%	39 14%	40 15%	27 11%	20 15%	8 9%
Yes: Aged 11-15	125 12%	66 13%	60 12%	2 1%	19 10%	67 34%	35 20%	2 2%	- -	38 16%	31 11%	25 12%	32 11%	37 14%	33 13%	31 12%	18 13%	7 7%
Yes: Aged 16	25 3%	9 2%	16 3%	- -	2 1%	13 7%	10 6%	* *	- -	8 3%	3 1%	11 5%	3 1%	6 2%	9 3%	2 1%	6 5%	2 2%
Yes: Aged 17-18	46 5%	25 5%	21 4%	- -	2 1%	16 8%	25 14%	3 2%	1 *	15 6%	11 4%	9 4%	12 4%	7 2%	13 5%	18 7%	5 3%	4 4%
Refused	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -

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Absolutes/col percents

Table 2

Q.1 What is your favourite store for buying school clothes (excluding footwear) to get your child/ children ready for the new school term?

Base: All respondents with children aged 5-16

	Sex			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	230	108	122	3	41	125	56	5	-	51	72	63	44	65	67	45	35	18
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
Asda	43 20%	22 20%	21 19%	-	11 21%	26 24%	4 8%	1 35%	-	14 24%	9 15%	9 19%	11 22%	8 13%	13 20%	13 29%	7 20%	3 18%
Marks & Spencer	32 15%	13 12%	19 17%	1 45%	8 15%	11 10%	12 22%	-	-	14 24%	10 16%	3 7%	4 8%	12 20%	7 11%	6 15%	3 10%	3 22%
Other	21 9%	10 9%	11 10%	-	10 18%	8 8%	2 5%	-	-	1 2%	8 13%	5 11%	7 13%	2 4%	10 15%	5 12%	1 2%	3 18%
Woolworths	20 9%	8 8%	12 11%	-	6 12%	9 9%	4 8%	-	-	5 8%	5 8%	6 12%	5 10%	4 7%	3 5%	4 9%	8 23%	1 5%
Local Independent	16 7%	6 6%	10 9%	1 32%	2 4%	9 8%	2 4%	2 52%	-	6 10%	4 7%	2 3%	4 8%	9 15%	4 6%	3 7%	-	-
BHS	15 7%	6 6%	9 8%	-	3 5%	7 7%	5 10%	-	-	-	5 9%	7 14%	3 6%	3 5%	5 8%	2 4%	3 8%	2 13%
Tesco	11 5%	5 5%	5 5%	1 23%	3 5%	6 6%	1 2%	-	-	1 2%	5 8%	4 8%	1 2%	2 3%	5 8%	2 4%	* 1%	1 9%
School shop/ direct from school	7 3%	5 4%	3 2%	1 32%	2 3%	-	5 9%	-	-	1 2%	3 6%	1 1%	3 5%	3 5%	1 2%	-	2 5%	2 10%
Another department store	7 3%	5 5%	2 2%	-	1 2%	3 3%	3 5%	-	-	2 4%	1 1%	3 6%	1 2%	1 2%	3 4%	-	3 10%	-
John Lewis	7 3%	3 3%	4 4%	-	-	4 4%	3 5%	-	-	4 7%	2 3%	1 1%	1 1%	2 3%	1 2%	3 7%	1 2%	-
Adam's	4 2%	-	4 3%	-	1 1%	3 3%	-	-	-	3 5%	-	1 2%	-	1 2%	2 3%	-	-	-
New Look	3 2%	2 2%	2 1%	-	-	3 3%	1 1%	-	-	2 3%	1 1%	1 1%	-	1 2%	2 2%	-	1 2%	-
Matalan	3 1%	-	3 3%	-	2 4%	1 1%	-	-	-	-	-	-	3 6%	-	3 5%	-	-	-
Peacocks	3 1%	2 2%	1 1%	-	-	2 1%	1 3%	-	-	-	1 1%	1 2%	1 3%	-	-	1 3%	1 3%	1 4%

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Base: All respondents with children aged 5-16

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
Debenhams	3 1%	2 2%	1 1%	-	-	-	3 5%	-	-	-	3 4%	-	-	1 1%	-	1 2%	1 3%	-
Next	2 1%	2 2%	-	-	-	2 2%	-	-	-	1 2%	-	1 1%	-	-	2 3%	-	-	-
Top Shop/ Top Man	1 *	-	1 1%	-	-	* *	1 1%	-	-	-	1 1%	* 1%	-	-	-	-	* 1%	1 4%
Don't know	23 10%	18 17%	5 4%	-	5 9%	11 10%	7 13%	* 13%	-	5 8%	6 10%	5 11%	7 14%	12 19%	4 7%	3 7%	4 11%	-

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Absolutes/col percents

Table 3

Q.2 What is your favourite store for purchasing sportswear for the new school term?**Base: All respondents with children aged 5-16**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	230	108	122	3	41	125	56	5	-	51	72	63	44	65	67	45	35	18
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
JJB Sports	59 27%	27 25%	33 30%	3 100%	15 28%	27 25%	13 26%	1 29%	-	12 20%	24 39%	9 18%	16 31%	11 18%	17 26%	12 26%	12 37%	8 52%
Local Independent	17 8%	9 8%	8 7%	-	-	10 10%	6 12%	-	-	9 15%	3 6%	4 8%	1 1%	3 5%	2 3%	9 22%	1 2%	2 11%
Asda	16 8%	9 9%	7 6%	-	6 11%	5 5%	4 8%	1 35%	-	8 13%	3 6%	4 8%	1 2%	3 5%	4 6%	4 9%	4 13%	1 5%
School shop/ direct from school	15 7%	5 5%	10 9%	-	3 5%	6 6%	6 12%	-	-	6 10%	2 3%	2 4%	6 11%	7 12%	3 5%	2 5%	2 7%	-
Soccer Sport	8 4%	4 4%	4 3%	-	2 4%	4 4%	1 3%	-	-	1 2%	3 5%	4 8%	-	* 1%	5 7%	2 4%	1 3%	* 3%
Woolworths	8 4%	2 2%	6 6%	-	-	8 7%	1 1%	-	-	1 2%	3 4%	4 7%	1 1%	2 3%	4 6%	1 3%	1 3%	-
JD Sports	8 4%	5 4%	3 3%	-	2 3%	5 5%	1 1%	-	-	1 2%	2 3%	2 4%	3 6%	5 9%	* 1%	1 3%	-	1 7%
Another department store	6 3%	3 3%	3 3%	-	2 4%	2 2%	1 3%	-	-	-	-	4 9%	2 4%	1 2%	3 4%	-	2 7%	-
Marks & Spencer	5 2%	1 1%	4 4%	-	3 5%	1 1%	1 2%	-	-	1 1%	1 2%	1 3%	2 4%	3 5%	-	-	2 6%	-
ALL Sports	4 2%	1 1%	3 2%	-	1 1%	2 2%	1 2%	-	-	1 2%	1 2%	2 4%	-	-	1 2%	2 4%	1 3%	-
John Lewis	3 2%	1 1%	3 2%	-	1 2%	-	3 5%	-	-	2 4%	-	1 3%	-	-	1 1%	3 7%	-	-
Tesco	3 1%	2 2%	1 1%	-	-	3 3%	-	-	-	2 4%	-	-	1 2%	1 2%	1 2%	-	1 3%	-
Donnay International	3 1%	1 1%	1 1%	-	-	2 2%	1 2%	-	-	1 2%	1 1%	-	1 2%	1 1%	-	1 2%	1 4%	-
Matalan	2 1%	-	2 2%	-	2 4%	-	-	-	-	-	-	-	2 4%	-	2 3%	-	-	-

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Table 3

Q.2 What is your favourite store for purchasing sportswear for the new school term?**Base: All respondents with children aged 5-16**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
First Sport	2 1%	1 1%	1 1%	-	-	2 2%	-	-	-	-	1 2%	-	1 2%	2 4%	-	-	-	-
Burton/ Dorothy Perkins	2 1%	2 2%	-	-	2 4%	-	-	-	-	-	-	-	2 4%	2 3%	-	-	-	-
Next	2 1%	1 1%	* *	-	-	2 2%	-	-	-	1 2%	-	* 1%	-	-	2 3%	-	-	-
Adam's	1 1%	-	1 1%	-	1 2%	-	-	-	-	-	1 2%	-	-	-	1 2%	-	-	-
BHS	1 1%	* *	1 1%	-	-	* *	1 2%	-	-	-	-	1 3%	-	* 1%	-	-	1 2%	-
Debenhams	* *	-	* *	-	-	* *	-	-	-	-	-	* 1%	-	-	-	-	* 1%	-
Other	14 7%	5 4%	10 9%	-	3 6%	8 8%	3 6%	-	-	4 7%	2 4%	1 2%	7 14%	5 8%	5 8%	2 4%	1 4%	1 8%
Don't know	36 17%	28 26%	8 8%	-	10 19%	16 15%	8 16%	1 36%	-	9 15%	13 22%	9 18%	5 11%	13 22%	15 22%	4 10%	2 5%	2 14%

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Table 4

Q.3 What is your favourite store for purchasing stationary ready for the new term?**Base: All respondents with children aged 5-16**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	230	108	122	3	41	125	56	5	-	51	72	63	44	65	67	45	35	18
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
WH Smith	62 28%	34 31%	28 25%	1 45%	10 19%	32 30%	18 35%	-	-	21 35%	24 40%	7 16%	9 19%	21 35%	15 23%	9 20%	10 29%	7 46%
Woolworths	32 15%	13 13%	18 17%	-	15 28%	12 11%	5 9%	-	-	3 4%	10 17%	7 15%	12 23%	13 22%	6 10%	5 11%	5 14%	3 22%
Stationary Box	16 7%	10 9%	6 6%	-	5 9%	8 7%	4 7%	-	-	7 12%	2 3%	1 3%	6 11%	-	3 5%	8 18%	3 8%	2 16%
Asda	14 6%	8 7%	6 5%	-	3 6%	6 5%	3 6%	1 35%	-	4 7%	3 6%	3 7%	3 5%	2 4%	3 5%	6 13%	2 5%	1 5%
Local Independent	12 5%	6 6%	5 5%	1 32%	2 4%	6 5%	3 5%	* 13%	-	3 5%	4 7%	4 8%	1 1%	2 4%	4 7%	4 8%	1 4%	-
Partners	11 5%	1 1%	10 9%	1 23%	4 7%	6 5%	-	1 29%	-	1 1%	3 4%	4 7%	4 9%	1 2%	7 11%	2 4%	1 3%	-
Staples	10 4%	5 5%	4 4%	-	-	6 5%	4 8%	-	-	4 7%	1 1%	4 9%	-	1 2%	4 7%	1 3%	2 7%	-
Another department store	9 4%	4 4%	5 5%	-	3 6%	4 4%	2 4%	-	-	2 3%	2 3%	2 5%	4 7%	1 2%	4 6%	1 3%	3 10%	-
Tesco	8 4%	3 3%	5 4%	-	-	5 5%	3 6%	-	-	2 3%	3 5%	1 3%	2 4%	4 7%	2 2%	-	1 3%	1 5%
Wilkinson's	6 3%	1 1%	5 4%	-	2 4%	1 1%	2 4%	-	-	-	-	2 5%	4 7%	1 1%	1 2%	1 3%	2 7%	-
Wilko	3 1%	2 2%	1 1%	-	1 2%	2 2%	-	-	-	-	-	1 1%	2 4%	-	3 4%	-	-	-
Post Office	2 1%	1 1%	1 1%	-	1 2%	-	-	1 24%	-	-	-	1 2%	1 2%	1 2%	-	1 2%	-	-
John Lewis	* *	- -	* *	- -	- -	- -	* 1%	- -	- -	- -	- -	* 1%	- -	- -	* 1%	- -	- -	- -
Other	12 5%	5 4%	7 6%	-	2 4%	6 6%	4 7%	-	-	5 8%	3 5%	4 8%	-	5 9%	4 6%	1 2%	1 4%	-

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Table 4

Q.3 What is your favourite store for purchasing stationary ready for the new term?

Base: All respondents with children aged 5-16

	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
Don't know	23	14	8	-	5	13	4	-	-	8	5	5	4	7	8	6	2	1
	10%	13%	7%	-	10%	12%	8%	-	-	14%	9%	10%	8%	11%	12%	13%	5%	6%

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Fieldwork : August 29th-31st 2003

Absolutes/col percents

Table 5

Q.4 How much do you expect to spend in total on getting your child/ children ready for the new school term?**Base: All respondents with children aged 5-16**

	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	230	108	122	3	41	125	56	5	-	51	72	63	44	65	67	45	35	18
Weighted base	217	108	110	3	54	105	52	4	-	60	60	47	51	60	66	44	33	15
Nothing	3 1%	3 3%	-	-	-	2 2%	1 2%	-	-	2 3%	-	1 2%	-	1 2%	1 1%	-	1 3%	-
Up to £50	34 15%	9 9%	24 22%	-	9 16%	16 15%	8 15%	1 31%	-	8 14%	13 21%	4 8%	9 18%	6 10%	12 18%	4 9%	11 34%	* 3%
£51-£100	45 21%	17 16%	28 26%	1 45%	14 27%	20 19%	9 17%	1 29%	-	9 15%	13 21%	10 22%	13 26%	13 21%	15 23%	10 22%	6 19%	2 12%
£101-£150	27 12%	14 13%	12 11%	-	6 10%	14 13%	7 13%	1 24%	-	7 12%	3 4%	10 21%	7 14%	10 16%	2 3%	10 22%	3 11%	2 13%
£151-£200	34 16%	19 18%	15 14%	2 55%	8 15%	17 16%	8 15%	1 17%	-	9 14%	14 24%	8 17%	3 7%	7 12%	15 23%	6 14%	4 12%	2 16%
£201-£250	13 6%	7 7%	6 6%	-	5 9%	3 3%	5 9%	-	-	7 11%	1 2%	3 5%	3 6%	4 7%	2 4%	5 12%	1 3%	-
£251-£300	16 7%	9 8%	8 7%	-	1 2%	10 10%	5 9%	-	-	6 10%	6 10%	3 7%	1 2%	5 8%	5 7%	-	4 11%	3 20%
£301-£350	2 1%	1 1%	1 1%	-	-	1 1%	1 2%	-	-	1 1%	-	-	1 2%	-	1 1%	-	-	1 7%
£351+	28 13%	17 16%	11 10%	-	9 16%	14 13%	6 11%	-	-	8 13%	6 11%	4 9%	10 19%	12 19%	6 10%	5 12%	2 7%	3 18%
Don't know	15 7%	12 11%	4 3%	-	2 4%	9 8%	4 8%	-	-	3 6%	5 8%	4 8%	3 6%	2 4%	7 11%	4 9%	-	2 11%
Mean	214.43	255.02	177.82	136.71	202.37	230.32	208.74	109.40	-	229.85	219.63	188.99	213.43	275.86	184.51	207.75	152.20	253.99
Standard deviation	242.67	284.22	192.04	85.94	207.11	290.94	180.26	67.69	-	246.59	310.63	150.56	220.60	361.58	169.23	192.92	146.27	140.84
Standard error	16.59	29.01	17.68	49.62	33.16	27.13	25.00	30.27	-	35.59	38.24	19.60	34.45	45.92	21.85	30.13	24.72	35.21

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Table 6
Classification
Base: All respondents

	<u>Sex</u>			<u>Age</u>						<u>Social Class</u>				<u>Region</u>				
	<u>Total</u>	<u>Male</u>	<u>Fe- male</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid- lands</u>	<u>North Eng- land</u>	<u>Wales & South West</u>	<u>Scot- land</u>
Unweighted base	1013	487	526	87	154	224	181	162	205	193	308	259	253	270	263	250	139	91
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Sex</u>																		
Male	496	496	-	51	98	114	87	48	99	122	146	114	115	132	127	122	65	50
	49%	100%	-	45%	50%	59%	50%	36%	48%	50%	52%	54%	41%	49%	48%	48%	47%	56%
Female	517	-	517	62	96	81	87	85	106	119	135	97	165	138	135	131	74	40
	51%	-	100%	55%	50%	41%	50%	64%	52%	50%	48%	46%	59%	51%	52%	52%	53%	44%
<u>Age</u>																		
18-24	113	51	62	113	-	-	-	-	-	20	41	20	32	37	27	27	10	11
	11%	10%	12%	100%	-	-	-	-	-	8%	15%	10%	11%	14%	10%	11%	7%	12%
25-34	195	98	96	-	195	-	-	-	-	51	63	47	34	55	51	50	23	15
	19%	20%	19%	-	100%	-	-	-	-	21%	22%	22%	12%	20%	19%	20%	17%	17%
35-44	195	114	81	-	-	195	-	-	-	49	58	46	42	61	49	41	25	19
	19%	23%	16%	-	-	100%	-	-	-	20%	21%	22%	15%	23%	19%	16%	18%	21%
45-54	174	87	87	-	-	-	174	-	-	48	55	39	32	43	41	46	33	11
	17%	17%	17%	-	-	-	100%	-	-	20%	20%	19%	11%	16%	16%	18%	24%	12%
55-64	133	48	85	-	-	-	-	133	-	32	28	29	43	31	35	38	15	14
	13%	10%	16%	-	-	-	-	100%	-	13%	10%	14%	15%	11%	13%	15%	11%	16%
65+	204	99	106	-	-	-	-	-	204	42	36	29	98	43	59	50	33	19
	20%	20%	20%	-	-	-	-	-	100%	17%	13%	14%	35%	16%	22%	20%	24%	21%

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Table 6
Classification
Base: All respondents

	<u>Sex</u>		<u>Age</u>						<u>Social Class</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Fe- male</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid- lands</u>	<u>North Eng- land</u>	<u>Wales & South West</u>	<u>Scot- land</u>
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Social Class</u>																		
AB	241 24%	122 24%	119 23%	20 17%	51 26%	49 25%	48 27%	32 24%	42 21%	241 100%	-	-	-	67 25%	56 22%	68 27%	37 27%	12 14%
C1	281 28%	146 29%	135 26%	41 36%	63 32%	58 30%	55 32%	28 21%	36 18%	-	281 100%	-	-	78 29%	82 31%	56 22%	35 25%	30 33%
C2	211 21%	114 23%	97 19%	20 18%	47 24%	46 24%	39 23%	29 22%	29 14%	-	-	211 100%	-	51 19%	64 24%	47 18%	31 23%	18 20%
DE	280 28%	115 23%	165 32%	32 28%	34 17%	42 21%	32 18%	43 33%	98 48%	-	-	-	280 100%	73 27%	59 23%	82 32%	36 26%	30 33%
<u>Region</u>																		
North	343 34%	173 35%	171 33%	39 34%	66 34%	60 31%	57 33%	52 39%	70 34%	80 33%	86 31%	65 31%	112 40%	-	-	253 100%	-	90 100%
Midlands	313 31%	149 30%	163 32%	34 30%	59 30%	57 29%	54 31%	41 31%	67 33%	71 29%	97 34%	73 35%	72 26%	-	261 100%	-	51 37%	-
South	357 35%	174 35%	183 35%	40 36%	69 36%	78 40%	64 37%	39 30%	67 33%	90 37%	98 35%	73 35%	96 34%	269 100%	-	-	88 63%	-

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Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Working status</u>																		
Full-time	461 46%	286 58%	176 34%	49 43%	128 66%	123 63%	112 65%	47 36%	3 1%	137 57%	165 59%	114 54%	45 16%	133 49%	110 42%	113 45%	68 49%	37 41%
Part-time	110 11%	33 7%	78 15%	25 22%	16 8%	26 13%	23 13%	13 10%	7 4%	30 13%	37 13%	32 15%	11 4%	28 10%	29 11%	28 11%	15 11%	10 11%
Not working but seeking work or temporarily unemployed/sick	72 7%	38 8%	34 7%	22 20%	21 11%	18 9%	6 4%	5 4%	- -	5 2%	16 6%	9 4%	43 15%	23 8%	22 8%	13 5%	5 3%	10 12%
Not working/not seeking work/retired	353 35%	131 26%	223 43%	14 13%	30 16%	24 12%	30 17%	65 49%	190 93%	62 26%	59 21%	54 26%	178 64%	84 31%	98 38%	93 37%	48 35%	30 33%
Refused	15 2%	9 2%	6 1%	2 1%	- -	4 2%	3 2%	3 2%	4 2%	6 2%	4 1%	2 1%	3 1%	2 1%	1 1%	6 2%	2 2%	3 4%
<u>Tenure</u>																		
Own outright	283 28%	126 25%	158 31%	24 21%	13 7%	15 8%	38 22%	68 51%	126 62%	63 26%	73 26%	56 27%	92 33%	66 24%	81 31%	71 28%	43 31%	22 25%
Own with a mortgage	426 42%	234 47%	192 37%	40 36%	127 65%	117 60%	91 52%	38 29%	13 6%	148 61%	148 53%	91 43%	39 14%	105 39%	127 49%	103 41%	57 41%	33 37%
Council	172 17%	77 16%	95 18%	19 17%	28 14%	41 21%	30 17%	14 10%	41 20%	9 4%	20 7%	36 17%	106 38%	51 19%	26 10%	51 20%	21 15%	23 25%
Rented from someone else	90 9%	38 8%	52 10%	17 15%	26 13%	15 7%	10 5%	9 6%	15 7%	5 2%	32 11%	21 10%	33 12%	39 14%	18 7%	17 7%	13 9%	4 4%
Rent free	13 1%	7 1%	6 1%	6 5%	1 *	3 2%	2 1%	* *	1 *	4 2%	5 2%	1 1%	3 1%	3 1%	3 1%	3 1%	1 1%	3 3%
Refused	28 3%	15 3%	14 3%	6 5%	1 *	4 2%	4 2%	4 3%	9 4%	12 5%	4 1%	5 2%	8 3%	6 2%	6 2%	7 3%	4 3%	5 6%

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Absolutes/col percents

Table 6
Classification
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	Sex			Age						Social Class				Region				
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Foreign Holiday in last 3 years</u>																		
Yes	608 60%	296 60%	312 60%	81 72%	117 60%	121 62%	117 67%	85 64%	87 43%	192 80%	202 72%	117 56%	97 35%	176 65%	154 59%	151 60%	76 55%	51 56%
No	405 40%	200 40%	205 40%	32 28%	78 40%	74 38%	57 33%	48 36%	117 57%	49 20%	79 28%	94 44%	183 65%	93 35%	108 41%	102 40%	63 45%	39 44%
<u>Number of cars</u>																		
None	233 23%	108 22%	125 24%	36 32%	29 15%	39 20%	28 16%	23 17%	79 39%	18 8%	53 19%	33 16%	129 46%	63 23%	54 21%	72 28%	16 11%	28 31%
1	446 44%	220 44%	225 44%	31 27%	90 46%	93 48%	70 40%	67 50%	95 47%	79 33%	139 49%	108 51%	120 43%	127 47%	97 37%	106 42%	71 51%	45 50%
2	263 26%	135 27%	128 25%	26 23%	68 35%	52 26%	58 33%	35 26%	25 12%	115 48%	65 23%	57 27%	26 9%	63 23%	87 33%	60 24%	39 28%	15 17%
3+	71 7%	33 7%	38 7%	20 18%	8 4%	12 6%	18 10%	9 6%	5 2%	28 12%	25 9%	13 6%	6 2%	17 6%	23 9%	16 6%	14 10%	2 2%

Retail Week Back to School Survey

Fieldwork : August 29th-31st 2003

Absolutes/col percents

Table 6
Classification
Base: All respondents

	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Internet Access</u>																		
At home	276 27%	133 27%	142 28%	47 41%	59 31%	58 30%	46 27%	34 26%	31 15%	65 27%	77 27%	66 32%	67 24%	72 27%	75 29%	65 26%	43 31%	20 23%
At work	77 8%	37 7%	40 8%	12 11%	18 9%	23 12%	16 9%	6 4%	2 1%	15 6%	38 14%	19 9%	4 2%	26 10%	14 5%	22 9%	5 4%	9 10%
Both at home and at work	228 23%	131 26%	97 19%	24 22%	61 31%	64 33%	61 35%	17 13%	2 1%	107 44%	84 30%	28 13%	9 3%	70 26%	62 24%	42 17%	32 23%	22 24%
Somewhere else	49 5%	19 4%	29 6%	12 11%	15 8%	3 2%	4 3%	3 3%	10 5%	7 3%	12 4%	6 3%	23 8%	11 4%	15 6%	10 4%	7 5%	5 6%
Not at all	384 38%	176 35%	208 40%	18 16%	41 21%	47 24%	46 27%	73 55%	159 78%	47 20%	69 25%	91 43%	176 63%	90 34%	95 36%	114 45%	52 37%	33 37%

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Fieldwork : August 29th-31st 2003

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Table 6
Classification
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	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Age Finished Full Time Education</u>																		
Up to 15	240 24%	103 21%	137 27%	3 3%	8 4%	7 4%	46 27%	62 47%	113 55%	26 11%	40 14%	60 28%	114 41%	44 16%	67 26%	73 29%	31 23%	25 28%
16	251 25%	132 26%	119 23%	28 25%	57 29%	69 36%	36 21%	26 19%	35 17%	47 20%	64 23%	56 27%	83 30%	61 22%	66 25%	71 28%	35 25%	19 21%
17	62 6%	20 4%	42 8%	4 3%	11 6%	23 12%	10 6%	9 7%	5 2%	9 4%	22 8%	14 7%	17 6%	24 9%	12 4%	12 5%	11 8%	3 4%
18	113 11%	47 9%	66 13%	16 14%	23 12%	33 17%	21 12%	9 7%	11 5%	24 10%	34 12%	33 16%	22 8%	32 12%	31 12%	20 8%	17 12%	13 14%
19 or over	287 28%	159 32%	128 25%	34 30%	91 47%	52 27%	56 32%	24 18%	30 15%	119 49%	104 37%	37 18%	27 10%	90 33%	73 28%	65 26%	39 28%	21 23%
Still in full time education	36 4%	18 4%	18 4%	25 22%	4 2%	6 3%	1 1%	- -	- -	9 4%	13 5%	5 2%	8 3%	13 5%	8 3%	6 2%	3 2%	5 6%
Had no full time education	3 *	3 1%	- -	- -	1 *	1 1%	- -	- -	1 1%	- -	- -	2 1%	1 *	- -	2 1%	1 *	- -	- -
Refused	21 2%	15 3%	6 1%	3 2%	- -	4 2%	3 2%	3 2%	9 4%	6 2%	4 1%	3 2%	8 3%	5 2%	3 1%	6 2%	2 2%	4 5%

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Fieldwork : August 29th-31st 2003

Absolutes/col percents

Table 6
Classification
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	Sex		Age						Social Class				Region					
	Total	Male	Fe- male	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Weighted base	1013	496	517	113	195	195	174	133	204	241	281	211	280	269	261	253	139	90
<u>Marital Status</u>																		
Single	250 25%	140 28%	111 21%	92 82%	66 34%	43 22%	19 11%	14 11%	16 8%	34 14%	83 30%	48 23%	85 30%	69 26%	62 24%	65 26%	23 16%	31 34%
Married/ co-habiting	554 55%	276 56%	279 54%	17 15%	120 62%	117 60%	124 71%	78 58%	98 48%	168 70%	145 52%	133 63%	108 39%	147 54%	158 60%	122 48%	86 61%	42 46%
Widowed/ separated/ divorced	190 19%	70 14%	119 23%	2 1%	8 4%	30 15%	27 16%	38 28%	85 42%	30 13%	49 17%	26 12%	84 30%	50 18%	39 15%	58 23%	28 20%	14 16%
Refused	19 2%	10 2%	8 2%	2 1%	1 1%	4 2%	3 2%	3 3%	5 2%	8 3%	4 1%	4 2%	3 1%	4 1%	2 1%	8 3%	2 2%	3 4%
<u>Children in Household</u>																		
None aged 18 or under	714 71%	349 70%	365 71%	101 89%	107 55%	68 35%	107 61%	128 97%	204 100%	157 65%	201 71%	144 68%	212 76%	183 68%	182 69%	185 73%	96 69%	68 76%
Yes (net)	298 29%	147 30%	150 29%	12 11%	87 45%	126 65%	67 39%	5 3%	1 *	84 35%	81 29%	65 31%	68 24%	85 32%	80 31%	68 27%	43 31%	22 24%
- Aged under 5	105 10%	53 11%	51 10%	9 8%	55 28%	38 20%	3 2%	- -	- -	30 12%	28 10%	25 12%	22 8%	31 12%	28 11%	21 8%	17 12%	8 8%
- Aged 5-10	135 13%	62 12%	73 14%	1 1%	45 23%	67 34%	20 12%	2 1%	- -	34 14%	37 13%	29 14%	35 12%	39 14%	40 15%	27 11%	21 15%	8 9%
- Aged 11-15	125 12%	66 13%	60 12%	2 1%	19 10%	67 34%	35 20%	2 2%	- -	38 16%	31 11%	25 12%	32 11%	37 14%	33 13%	31 12%	18 13%	7 7%
- Aged 16-18	68 7%	32 6%	36 7%	- -	4 2%	29 15%	32 18%	3 2%	1 *	21 9%	13 5%	19 9%	15 5%	13 5%	20 8%	19 7%	10 7%	6 7%
Refused	1 *	- -	1 *	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -