

CANADIAN PRESS / LEGER MARKETING

Back to School Spending in Canada

Executive Report

August 20, 2001



1.0 Study Report

1.1 Average Minimum Spending of \$1098 per Family on Back To School Items

(n=)	1 child	2 children	3 children	4 children
475	\$849	\$1176	\$1317	\$1774

1.2 Family Spending for Back To School Items will be Greater This Year

(n=)	INCREASE	SAME	DECREASE	NO SUCH SPENDING LAST YEAR	DON'T KNOW/ REFUSAL
475	48%	37.1%	7.1%	5.9%	1.2%

1.3 The Government Should Provide Back To School Allowances to Underprivileged Families with Primary or Secondary Level School-Aged Children

(n=)	IN FAVOUR	OPPOSED	DON'T KNOW/REFUSAL
1508	86.7%	10.8%	2.5%

1.4 Canadians are Satisfied with their Education System

(n=)	VERY SATISFIED	SOMEWHAT SATISFIED	NOT VERY SATISFIED	NOT AT ALL SATISFIED	DON'T KNOW/ REFUSAL
1508	12.9%	57.6%	20.2%	7.7%	1.6%

2.0 Results

2.1 Average Spending of \$1098 per Family for Back to School Items

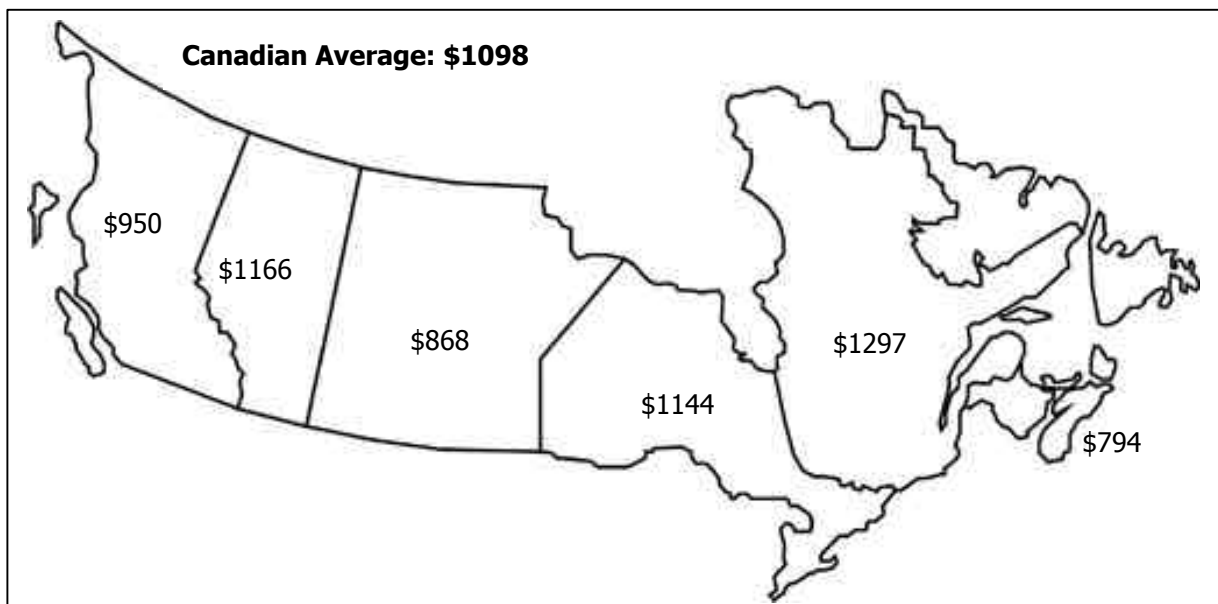
Each Canadian household with at least one primary or secondary level school-aged child will spend, on average, \$1098 in back to school materials and clothing this year. An amount of \$391 will go towards school supplies while \$707 will go towards clothing.

Although the average amount spent on clothing is essentially the same from province to province, this is not the case for school supplies. In fact, spending will vary from \$224 in Atlantic Canada to \$545 in Quebec.

Finally, parents mentioned that they would pay an average of \$488 for extracurricular activities for their family and \$215 for transportation.

Q1 How much did you spend or how much do you plan on spending during the school year for all your primary or secondary school-aged children who live with you on... ... school supplies? ... clothing? n=475 who have school-aged children	Average Spending per Family
Atlantic Canada	\$794
Quebec	\$1297
Ontario	\$1144
Prairies	\$868
Alberta	\$1166
British Columbia	\$950
Canada	\$1098

Minimum Average Spending per Family



2.2 Family Spending For Back to School Items will be Greater this Year

According to 48.7 per cent of families with at least one primary or secondary level school-aged child, spending on back to school items will be greater this year while 37.1 per cent mention that it will be the same as last year and 7.1 per cent that it will be less.

A proportion of 65 per cent of British Columbians and 54.3 per cent of individuals in the 25 to 44-age bracket are more likely to share this perception.

We note that the spending on back to school items is systematically greater as the number of children increases. Hence, for school supplies and clothing, the average spending will be \$577 for one child, \$659 for two and \$810 for three.

Q2 This year, will your back to school expenses be HIGHER, THE SAME or LOWER than last year or did you not have such expenses last year? n=475	Higher	The Same	Lower	No such expenses last year	DNK/ Refusal
Atlantic Canada	40.5%	45.8%	9.1%	4.6%	0%
Quebec	42.4%	39.3%	5.9%	10.5%	2.0%
Ontario	47.9%	39.0%	7.3%	4.7%	1.0%
Prairies	56.4%	24.4%	17.2%	2.0%	0%
Alberta	47.5%	39.4%	5.4%	7.7%	0%
British Columbia	65.0%	27.5%	2.5%	2.5%	2.5%
Canada	48.7%	37.1%	7.1%	5.9%	1.2%

2.3 The Government Should Provide Back To School Allowances to Underprivileged Families With Primary or Secondary Level School-Aged Children

A proportion of 86.7 per cent of Canadians feels that, like European countries, the Government should provide a back to school allowance to lower income families with primary or secondary level school-aged children.

Q3 Would you be FOR or AGAINST the idea of the Government granting a back to school allocation to underprivileged families with primary or secondary school-aged children? n=1508	FOR	AGAINST	DNK/ Refusal
Atlantic Canada	90.1%	8.9%	0.9%
Quebec	87.5%	10.3%	2.1%
Ontario	84.9%	11.5%	3.6%
Prairies	83.4%	13.5%	3.1%
Alberta	88.6%	8.9%	2.5%
British Columbia	88.6%	10.7%	0.7%
Canada	86.7%	10.8%	2.5%

2.4 Canadians are Satisfied with Their Education System

Overall, 70.5 per cent of Canadians are satisfied with their education system while 27.9 per cent claim to be dissatisfied with it.

In Alberta, the level of satisfaction reaches 81.1 per cent falling to 63.4 per cent in Ontario.

This satisfaction level with the education system is discernible in 80.4 per cent of individuals in the 18 to 24-age bracket and in 78.5 per cent of individuals who stay home.

Q4 Overall, are you VERY SATISFIED, SOMEWHAT SATISFIED, SOMEWHAT DISSATISFIED or VERY DISSATISFIED with the education system in your province? n=1508	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	DNK/ Refusal
Atlantic Canada	18.7%	58.5%	17.7%	2.3%	2.8%
Quebec	7.7%	61.5%	21.6%	8.0%	1.3%
Ontario	12.8%	50.6%	23.6%	11.5%	1.5%
Prairies	18.2%	59.3%	18.3%	1.4%	2.8%
Alberta	14.1%	67.1%	16.4%	1.7%	0.8%
British Columbia	15.4%	62.6%	13.4%	7.4%	1.2%
Canada	12.9%	57.6%	20.2%	7.7%	1.6%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1508 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centers between August 2 and 13, 2001. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1508 respondents, is of $\pm 2.5\%$, 19 times out of 20.