

National Consumer Agency

Market Research Findings: Back to School Costs



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July 2012

Research Conducted by


amárach
research

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Main Findings

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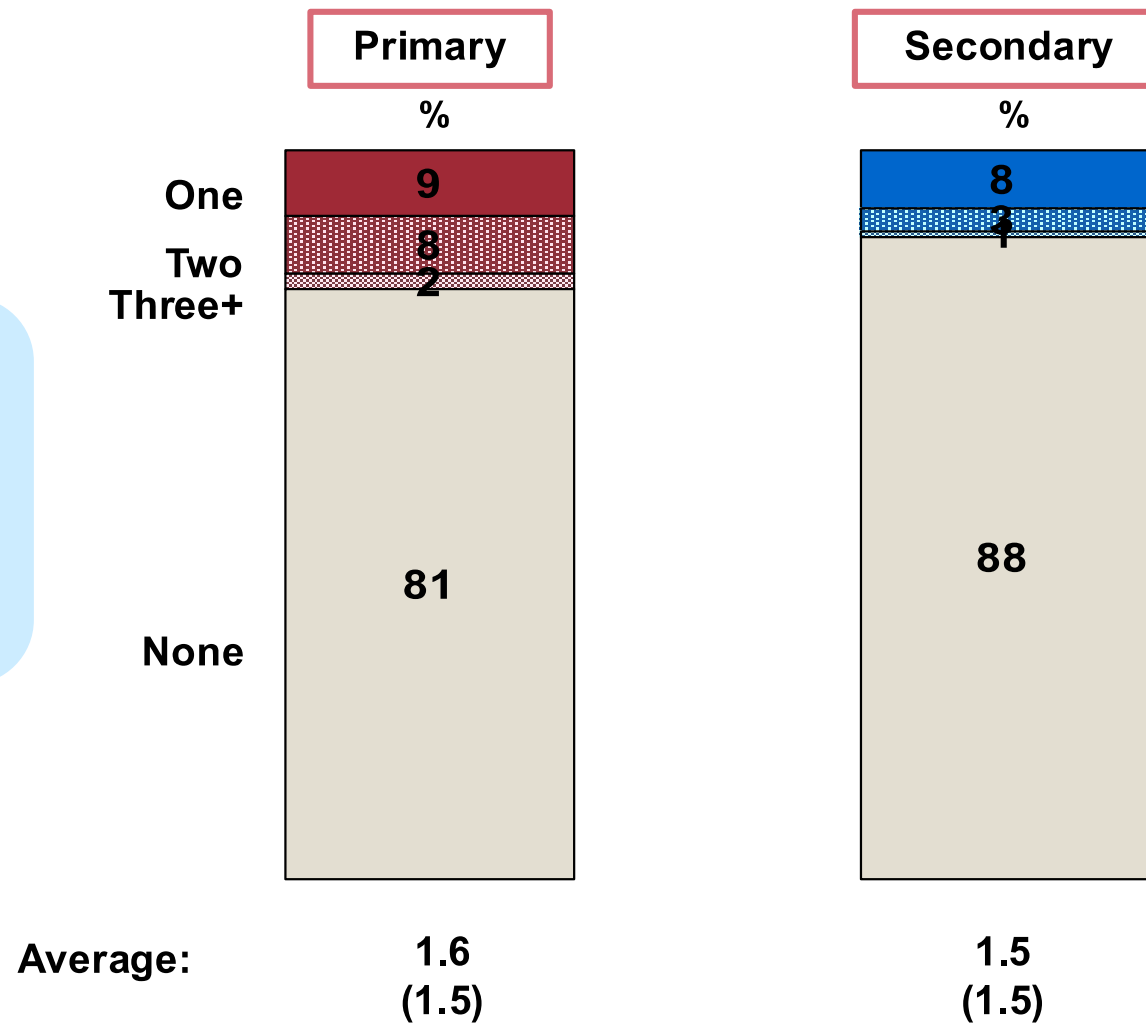
Number of Children Attending School in 2012/2013



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(Base: All aged 15-74 – 1,002)

1 in 5 respondents have a child of primary school age – equivalent figure for secondary school pupils is 1 in 8.



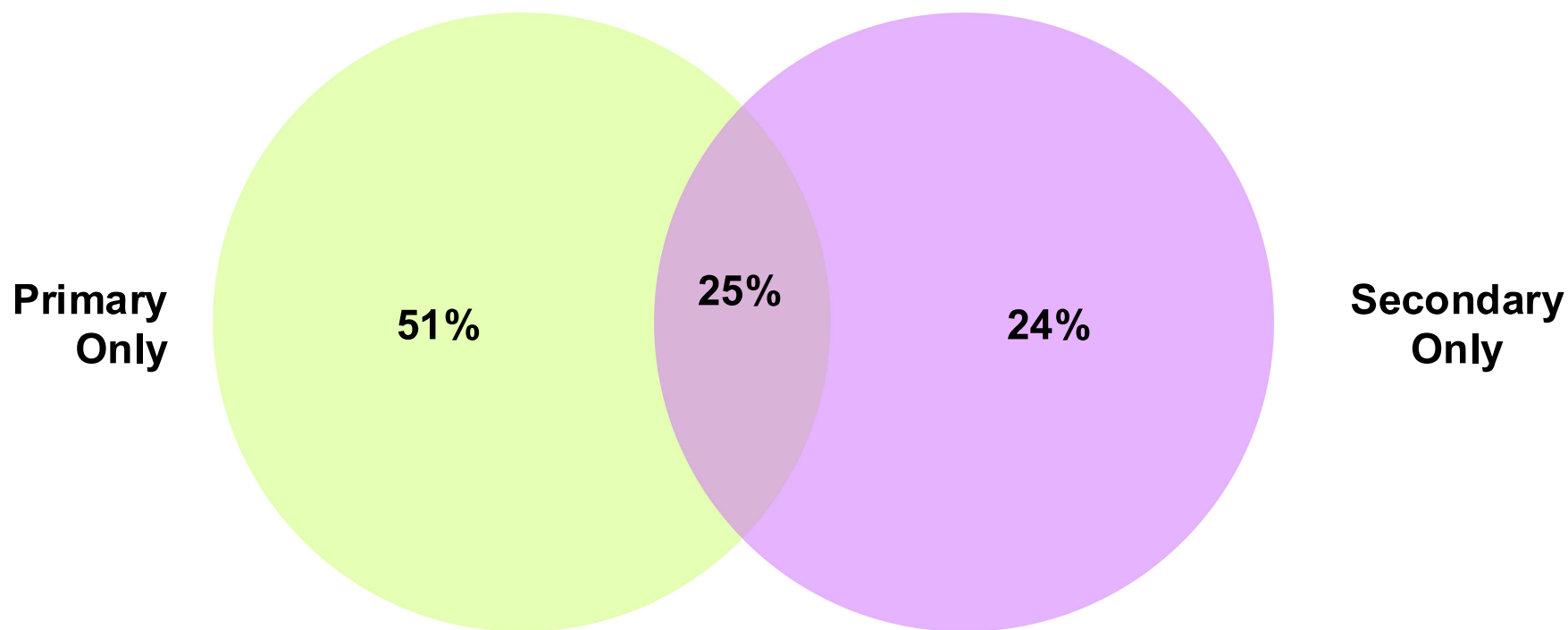
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Overlap of Primary & Secondary School Children



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(Base: All with children in school 2012/2013 N = 251)



Overlap between primary/secondary school children is 25%.

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Average Back to School Spend Per Child



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(Base: All with children in school in 2012/2013)

Back to School Primary (Base: 186)	

	€
SCHOOL UNIFORMS (INCL SHOES)	190.60
SCHOOL BOOKS & STATIONERY	154.00
GYM GEAR	71.49
SCHOOL ACCESSORIES (lunch boxes/school bags etc.)	70.70

TOTAL SPEND ON CHILD	486.79

Back to School Secondary (Base: 120)	

	€
SCHOOL UNIFORMS (INCL SHOES)	206.90
SCHOOL BOOKS & STATIONERY	250.50
GYM GEAR	85.83
SCHOOL ACCESSORIES (lunch boxes/school bags etc.)	76.59

TOTAL SPEND ON CHILD	619.82

Average primary spend per child = €486.79
Average secondary spend per child = €619.82

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Degree to which Back to School Costs are of Concern

(Base: All with children in school in 2012/2013)



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N=251

%

A lot more of a concern

43

A little more of a concern

35

The same

19

A little less of a concern

2

A lot less of a concern

78%

A high proportion of parents, 8 in 10 (78%), will find back to school costs more of a concern this year.

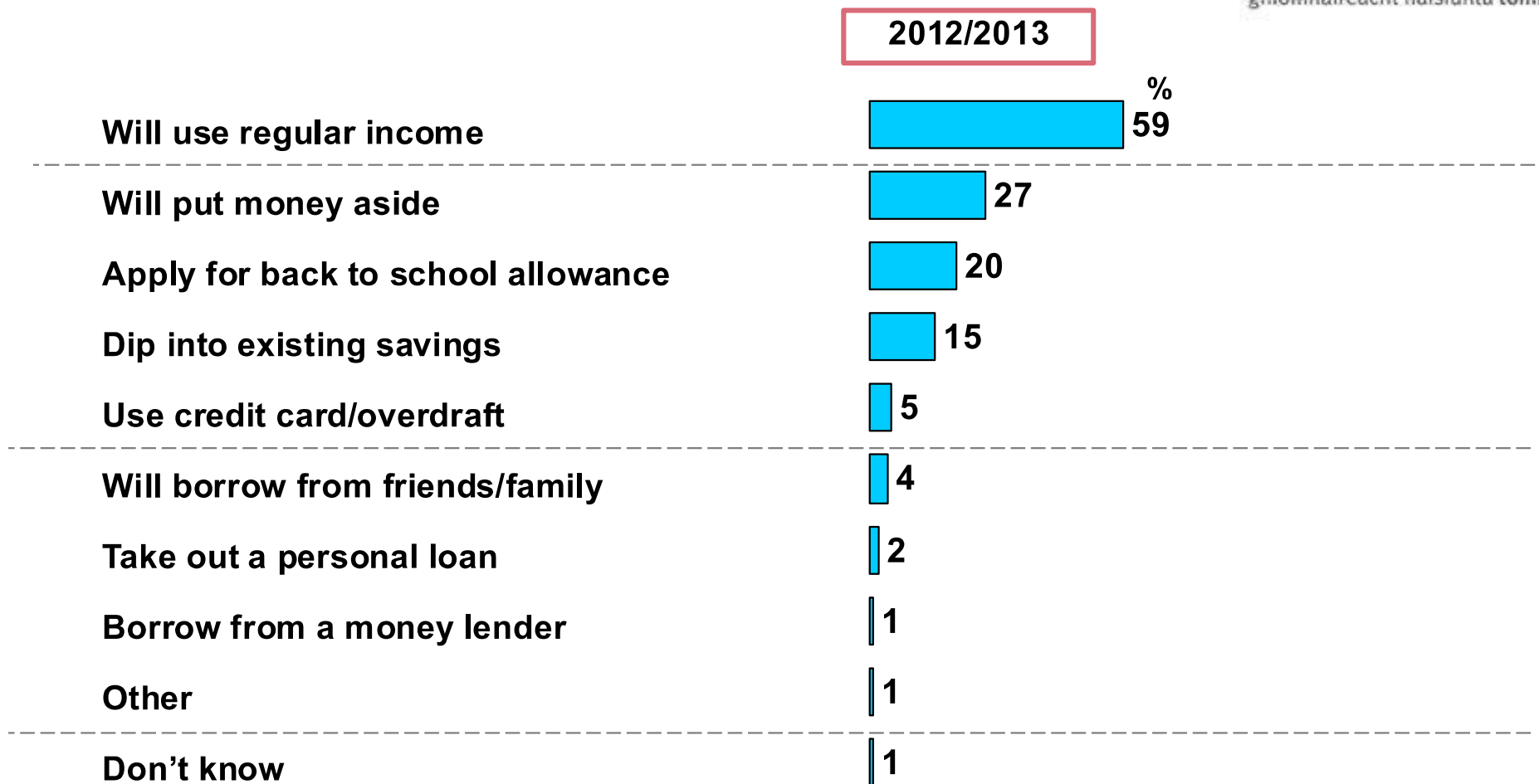
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How will Back to School Costs be Met?



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(Base: All with children in school in 2012/2013)



59% of parents will largely try to make their regular income stretch to cover back to school expenses but nearly 3 in 10 will put money aside for this outlay.

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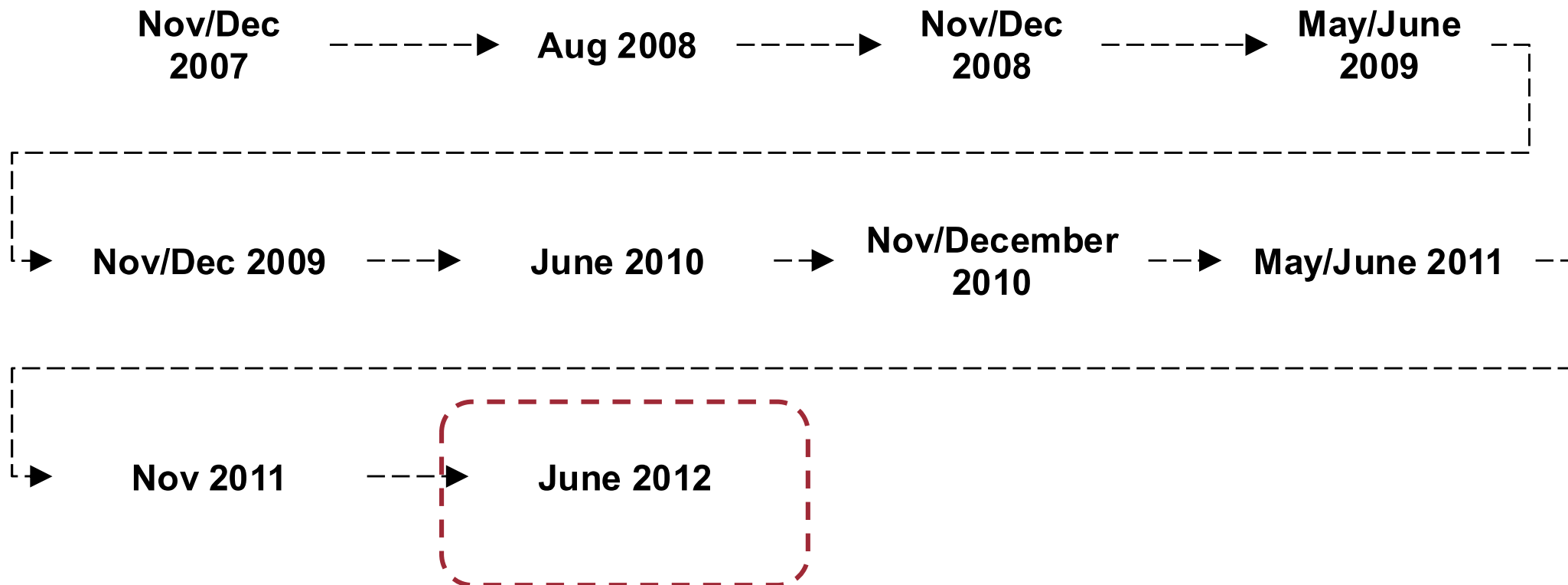
Research Methodology and Sample Profile

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A. Research Background and Methodology



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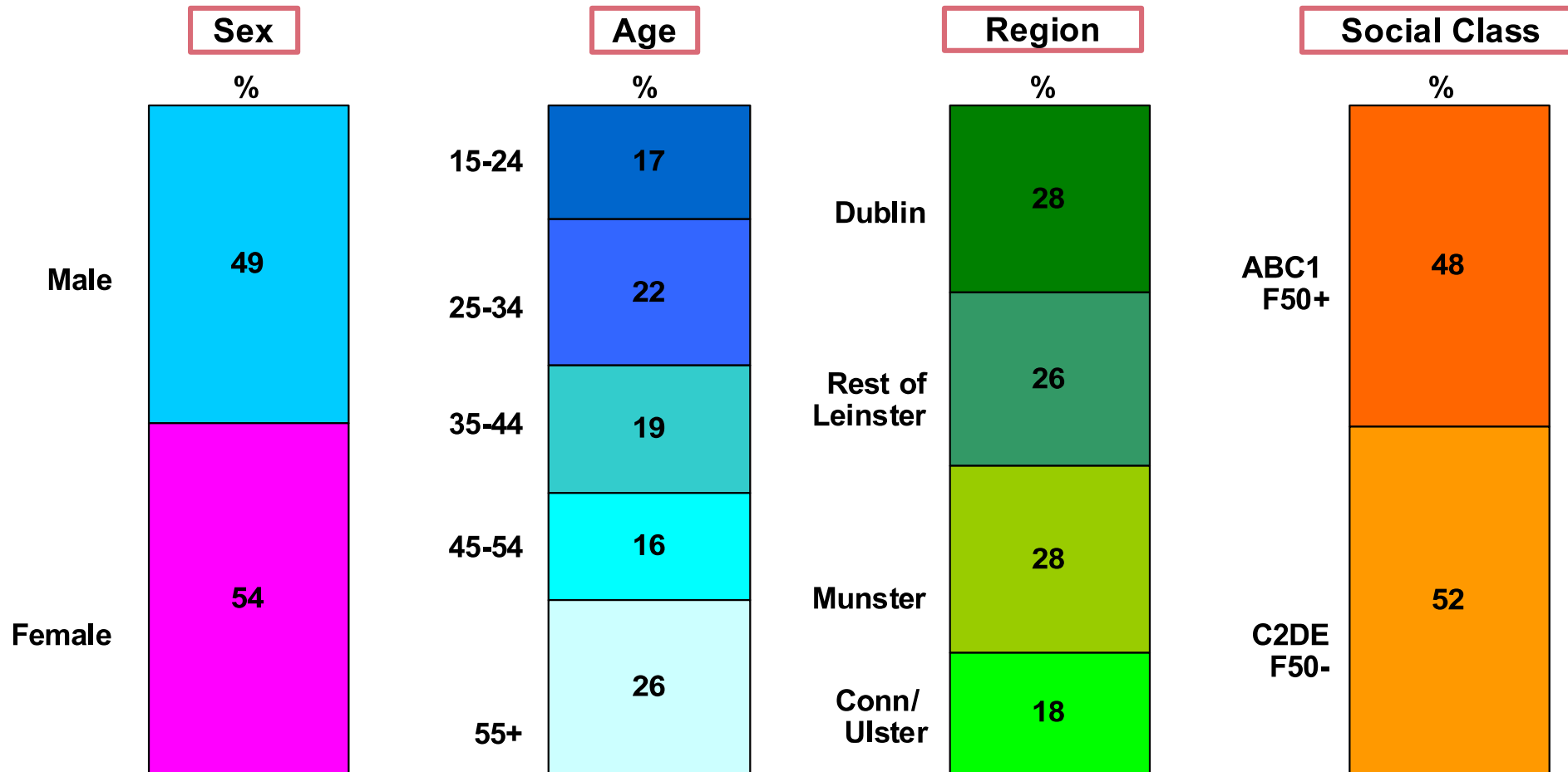
- The research was conducted face-to-face using a combination of CAPI and P&P interviewing with 1,002 people between the ages of 15-74.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in June 2012.

B. Profile of Sample



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(Base: All aged 15-74 – 1,002)



Quotas were set on age, gender, region and social class to ensure that the sample was representative of the population.

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