

BACK-TO-SCHOOL UPDATE



N = 8543, 8/4 - 8/11/09	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
How much of your Back-to-School shopping have you completed?															
Not started yet (0%)	30.5%	28.6%	32.3%	34.9%	22.0%	43.1%	31.4%	24.1%	29.3%	24.6%	33.7%	38.5%	32.4%	24.4%	32.3%
1% to 10%	13.6%	11.2%	15.9%	11.8%	10.1%	12.2%	12.8%	12.9%	12.3%	14.6%	17.2%	13.2%	10.3%	15.4%	11.7%
11% to 25%	11.2%	12.3%	10.2%	12.3%	14.1%	9.5%	11.3%	11.3%	10.5%	11.5%	13.0%	15.7%	15.7%	9.0%	10.1%
26% to 50%	9.1%	9.8%	8.4%	8.0%	10.1%	10.3%	7.2%	11.8%	11.4%	12.0%	1.8%	9.9%	11.2%	8.9%	6.5%
51% to 75%	10.1%	11.1%	9.1%	8.9%	9.0%	11.8%	11.0%	9.4%	10.4%	11.5%	7.0%	7.1%	12.6%	10.2%	10.1%
76% to 99%	11.4%	10.2%	12.6%	8.9%	13.9%	6.3%	12.5%	16.8%	12.8%	10.5%	7.4%	6.4%	9.7%	16.4%	7.7%
100% - FINISHED	14.1%	16.7%	11.6%	15.1%	20.8%	7.0%	13.8%	13.7%	13.4%	15.3%	20.0%	9.2%	8.1%	15.7%	21.7%
Average	41.6%	44.3%	39.1%	38.8%	50.9%	30.7%	42.1%	47.4%	43.3%	44.6%	38.4%	31.1%	37.7%	47.9%	43.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Respondents who have begun shopping: What percentage of the Back-to-School purchases you have already made were influenced by coupons, sales, and/or promotions?															
0%	19.3%	20.9%	17.7%	22.6%	17.6%	21.6%	19.2%	14.1%	14.7%	19.0%	29.1%	15.0%	20.3%	25.4%	14.9%
1% to 10%	14.4%	11.7%	17.0%	14.6%	11.9%	21.6%	12.4%	12.1%	12.4%	11.5%	18.6%	14.4%	14.7%	11.4%	18.0%
11% to 25%	12.5%	12.5%	12.4%	13.3%	13.4%	14.7%	10.3%	9.7%	10.8%	14.5%	16.3%	16.9%	9.4%	10.8%	13.2%
26% to 50%	15.1%	20.0%	10.4%	13.7%	13.7%	14.0%	18.3%	11.6%	16.0%	21.9%	9.4%	11.0%	14.8%	15.0%	17.0%
51% to 75%	11.8%	10.7%	12.8%	10.2%	13.3%	8.5%	10.7%	13.5%	16.6%	11.7%	8.1%	11.6%	9.4%	13.9%	9.9%
76% to 99%	12.3%	12.1%	12.4%	11.1%	14.7%	12.2%	10.3%	15.3%	14.7%	9.5%	10.5%	7.5%	11.6%	13.1%	13.1%
100%	14.7%	12.0%	17.3%	14.4%	15.3%	7.5%	18.8%	23.8%	14.8%	11.7%	8.1%	23.6%	19.7%	10.4%	13.8%
Average	47.8%	46.3%	49.2%	44.7%	51.3%	38.7%	50.0%	58.5%	53.8%	45.7%	35.2%	50.9%	49.5%	45.1%	47.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Where do you anticipate you will do the remainder of your Back-to-School shopping? (Check all that apply)															
Discount store	62.2%	61.1%	63.2%	61.6%	63.0%	43.6%	66.4%	61.5%	67.7%	66.8%	62.5%	59.1%	70.4%	60.6%	57.5%
Department store	44.8%	47.1%	42.5%	49.2%	41.2%	62.8%	48.1%	41.9%	42.9%	48.2%	29.5%	55.1%	42.8%	41.6%	44.1%
Clothing store	31.8%	31.3%	32.2%	36.1%	31.1%	48.0%	34.8%	34.4%	32.1%	33.3%	11.2%	42.7%	28.1%	30.5%	28.6%
Electronics store	6.0%	8.1%	4.0%	4.5%	9.2%	14.5%	4.1%	3.9%	4.6%	5.8%	5.6%	6.5%	7.4%	4.4%	6.5%
Online	12.2%	15.1%	9.4%	8.3%	15.2%	18.1%	12.0%	13.4%	12.6%	8.5%	9.1%	15.8%	12.3%	11.4%	11.0%
Catalog	2.7%	3.7%	1.9%	2.9%	3.4%	4.8%	0.9%	3.7%	2.5%	3.3%	1.8%	3.1%	2.7%	2.9%	2.5%
Office Supplies store	27.3%	29.6%	25.2%	23.0%	30.0%	37.4%	26.7%	26.6%	29.1%	25.4%	20.4%	33.7%	28.7%	24.3%	24.9%
Drug Store	9.3%	5.8%	12.6%	12.6%	7.2%	7.8%	9.0%	8.7%	11.1%	11.2%	7.7%	11.4%	8.0%	9.6%	5.9%
Thrift Stores/Resale Shops	10.3%	7.3%	13.2%	10.6%	7.0%	9.2%	9.1%	9.0%	10.2%	13.1%	11.6%	6.5%	10.0%	10.6%	11.7%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

In your opinion, which retailer had the best Back-to-School Website? (Write-in)															
WalMart	13.7%	14.5%	12.9%	14.6%	13.4%	23.6%	12.2%	14.4%	13.2%	13.9%	7.0%	13.4%	14.9%	15.7%	10.2%
Target	6.2%	5.4%	6.9%	7.1%	6.8%	11.6%	10.3%	6.9%	3.9%	5.4%	0.0%	3.5%	3.2%	6.6%	11.2%
JC Penney	2.8%	1.6%	4.0%	3.7%	5.0%	3.1%	3.5%	1.6%	2.6%	2.5%	3.9%	3.7%	6.8%	1.9%	2.3%
Staples	2.7%	2.7%	2.7%	1.6%	2.9%	2.6%	1.9%	3.3%	4.0%	2.0%	1.8%	6.1%	1.5%	2.7%	1.1%
Kohls	1.5%	1.6%	1.4%	0.9%	0.9%	3.3%	0.3%	1.4%	2.0%	0.5%	1.8%	1.1%	1.4%	0.9%	2.9%
Kmart	1.1%	1.5%	0.8%	0.7%	1.8%	0.0%	3.2%	0.9%	0.6%	2.1%	0.0%	0.8%	0.8%	0.6%	3.2%
Old Navy	0.9%	0.8%	1.0%	0.4%	1.5%	1.4%	0.9%	2.0%	0.6%	0.6%	1.4%	1.0%	0.4%	1.1%	1.2%
Office Depot	0.7%	0.7%	0.7%	0.7%	0.5%	2.1%	0.6%	0.1%	0.6%	1.0%	0.0%	0.9%	0.2%	1.1%	0.1%
Sears	0.5%	0.2%	0.8%	0.1%	0.7%	1.3%	0.0%	0.0%	1.2%	0.9%	0.0%	0.6%	0.2%	1.0%	0.1%
Office Max	0.5%	0.6%	0.4%	0.4%	0.5%	1.5%	0.6%	0.5%	0.2%	0.6%	0.0%	0.5%	0.9%	0.4%	0.1%
Other	11.8%	11.1%	12.5%	12.7%	14.8%	9.0%	12.3%	10.2%	9.0%	9.6%	20.7%	10.2%	11.5%	13.2%	10.9%
No Preference	57.6%	59.2%	56.0%	57.0%	51.1%	40.4%	54.2%	58.8%	62.1%	61.0%	64.9%	58.2%	58.3%	54.8%	56.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Did this Website motivate you to shop that retailer?															
Yes	18.5%	19.6%	17.5%	19.0%	19.6%	25.3%	28.6%	18.9%	16.4%	13.5%	8.7%	24.3%	12.2%	18.0%	18.4%
No	48.5%	49.5%	47.5%	49.3%	45.7%	35.1%	48.9%	43.7%	50.7%	56.4%	54.6%	42.3%	58.4%	46.0%	46.6%
No impact, I regularly shop there	33.0%	30.9%	35.0%	31.8%	34.8%	39.6%	22.5%	37.4%	33.0%	30.1%	36.8%	33.3%	29.4%	36.0%	35.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Regarding Back-to-School Advertising, which of the following media influences you to shop at a particular store? (Check all that apply)															
Advertising Inserts	42.1%	37.7%	46.3%	40.4%	47.8%	26.2%	39.7%	43.3%	49.3%	52.1%	38.6%	38.8%	42.4%	43.5%	39.7%
Blogging	2.1%	1.8%	2.3%	1.1%	3.4%	4.1%	5.6%	1.1%	1.7%	0.0%	0.0%	4.8%	1.0%	1.6%	1.8%
Cable	12.4%	12.9%	11.9%	14.8%	11.2%	28.9%	15.4%	11.5%	7.6%	9.2%	5.6%	14.4%	11.9%	12.2%	11.8%
Celebrity Endorsement	2.3%	2.9%	1.7%	1.7%	1.7%	9.9%	1.9%	0.7%	1.8%	1.1%	0.0%	2.7%	2.9%	2.2%	2.0%
Coupons	43.4%	35.4%	51.1%	41.5%	50.2%	49.0%	41.5%	45.9%	46.9%	39.8%	37.5%	43.9%	47.2%	41.8%	45.0%
Direct Mail	16.2%	14.2%	18.2%	18.5%	19.4%	13.6%	16.5%	17.5%	21.0%	20.4%	7.4%	21.5%	12.8%	15.8%	16.0%
Email Advertising	10.5%	9.1%	11.8%	10.1%	11.8%	12.8%	11.5%	12.4%	15.9%	9.4%	0.0%	10.9%	11.8%	9.8%	8.4%
Instant Messaging (Computer)	0.8%	0.8%	0.8%	1.3%	0.7%	2.1%	0.9%	0.2%	1.2%	0.6%	0.0%	0.1%	0.6%	1.5%	0.4%
Instore Promotion	32.1%	29.4%	34.8%	34.2%	34.9%	27.5%	42.7%	28.0%	31.1%	28.8%	33.3%	33.1%	35.8%	30.4%	33.7%
Internet Advertising	7.9%	9.1%	6.9%	7.5%	7.0%	19.3%	7.8%	6.9%	6.9%	5.8%	3.5%	8.5%	6.1%	8.3%	7.8%
Magazines	11.5%	10.5%	12.5%	10.7%	12.9%	26.1%	14.1%	7.4%	9.5%	10.1%	5.6%	17.3%	8.8%	9.3%	13.0%
Newspaper	32.2%	30.8%	33.6%	33.9%	34.6%	35.4%	20.9%	26.3%	34.8%	40.2%	38.6%	26.8%	33.8%	33.4%	30.2%
Online Video Game Advertising	1.6%	2.6%	0.7%	1.2%	2.1%	5.1%	3.8%	0.1%	1.3%	0.0%	0.0%	3.1%	1.5%	1.6%	0.4%
Outdoor Billboards	3.2%	3.9%	2.5%	5.6%	2.4%	9.1%	5.0%	1.6%	1.9%	3.1%	0.0%	2.0%	2.4%	2.1%	7.0%
Product Placement	4.4%	4.6%	4.1%	5.6%	3.2%	6.3%	6.2%	4.2%	5.9%	3.6%	0.0%	3.5%	4.8%	4.0%	6.0%
Radio	9.1%	10.8%	7.6%	9.6%	9.1%	17.8%	10.6%	8.7%	10.0%	7.4%	1.8%	10.6%	7.1%	10.4%	8.2%
Read Article on Product	3.4%	2.5%	4.1%	3.8%	2.8%	3.4%	1.5%	2.3%	4.3%	5.0%	3.9%	1.7%	3.0%	4.4%	2.6%
Satellite Radio	1.7%	2.9%	0.6%	1.3%	1.8%	2.8%	0.3%	3.3%	2.7%	1.1%	0.0%	2.6%	1.6%	1.8%	0.9%
Text Messaging (Cell Phone)	0.9%	0.6%	1.3%	1.1%	0.7%	2.6%	1.5%	0.2%	1.0%	0.6%	0.0%	0.8%	0.6%	1.1%	1.1%
TV/Broadcast	22.7%	22.2%	23.1%	26.8%	22.2%	34.2%	16.9%	20.4%	22.4%	29.7%	16.8%	17.9%	22.4%	23.7%	28.4%
Video on Cell Phone	0.6%	0.8%	0.4%	0.3%	1.0%	2.9%	0.6%	0.0%	0.7%	0.0%	0.0%	1.4%	0.6%	0.4%	0.4%
Web Radio	0.8%	0.8%	0.8%	0.7%	0.8%	3.4%	0.3%	0.2%	1.2%	0.0%	0.0%	1.0%	0.5%	1.1%	0.4%
Word of Mouth	29.9%	28.3%	31.4%	31.1%	28.1%	36.1%	26.9%	29.1%	33.2%	24.8%	29.8%	25.3%	38.0%	24.8%	35.2%
Yellow Pages	1.4%	1.5%	1.2%	1.6%	1.2%	4.1%	0.6%	1.2%	1.5%	1.5%	0.0%	2.0%	1.1%	1.0%	1.8%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

BACK-TO-COLLEGE UPDATE



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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	Northeast	Midwest	South	West
How much of your Back-to-College shopping have you completed?															
Not started yet (0%)	41.9%	38.7%	45.1%	47.0%	33.4%	41.4%	47.4%	40.8%	35.2%	33.9%	52.6%	44.7%	41.6%	35.9%	49.1%
1% to 10%	7.5%	4.7%	10.1%	6.5%	6.8%	9.6%	9.2%	4.2%	8.3%	6.9%	7.4%	10.5%	6.6%	5.5%	8.5%
11% to 25%	6.6%	7.6%	5.7%	7.4%	7.0%	8.7%	9.1%	6.1%	5.8%	4.6%	5.6%	7.8%	8.3%	4.8%	4.3%
26% to 50%	6.5%	5.1%	7.9%	6.4%	7.6%	5.9%	4.2%	4.3%	9.5%	9.9%	5.6%	3.5%	7.2%	8.2%	6.0%
51% to 75%	8.2%	9.9%	6.6%	9.3%	8.6%	11.8%	7.6%	10.5%	9.8%	8.1%	1.8%	6.6%	9.2%	9.0%	7.2%
76% to 99%	8.5%	10.5%	6.6%	6.2%	10.3%	13.7%	6.9%	9.1%	9.8%	8.9%	3.5%	10.4%	7.4%	11.1%	4.3%
100% - FINISHED	20.8%	23.6%	18.1%	17.2%	26.2%	9.0%	15.6%	25.1%	21.6%	27.7%	23.5%	16.6%	19.7%	25.5%	20.6%
Average	41.0%	46.3%	35.9%	36.1%	49.2%	37.4%	33.4%	46.0%	45.7%	49.4%	33.3%	36.5%	40.2%	49.1%	35.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Respondents who have begun shopping: What percentage of the Back-to-College purchases you have already made were influenced by coupons, sales, and/or promotions?

0%	29.8%	38.0%	22.0%	29.3%	25.8%	24.2%	36.7%	29.2%	26.7%	29.5%	31.2%	35.7%	25.7%	32.6%	29.2%
1% to 10%	13.2%	9.4%	16.9%	21.5%	10.8%	14.3%	12.4%	10.4%	11.7%	14.6%	17.2%	9.3%	9.2%	13.0%	12.8%
11% to 25%	8.1%	7.8%	8.4%	10.3%	8.2%	9.0%	6.1%	5.8%	13.7%	8.3%	5.6%	2.2%	11.6%	7.1%	11.4%
26% to 50%	15.4%	13.6%	17.1%	13.7%	17.5%	13.9%	14.8%	14.3%	14.5%	11.1%	23.1%	17.5%	24.5%	13.1%	12.0%
51% to 75%	14.4%	15.0%	13.9%	10.0%	16.7%	16.9%	11.4%	14.2%	8.6%	17.5%	20.0%	13.3%	7.3%	17.6%	15.4%
76% to 99%	7.0%	8.2%	5.8%	4.4%	7.8%	9.8%	5.3%	10.1%	7.1%	7.0%	2.8%	7.3%	6.5%	5.6%	9.3%
100%	12.1%	8.1%	15.9%	10.8%	13.2%	12.0%	13.3%	16.0%	17.7%	12.0%	0.0%	14.7%	15.3%	11.0%	10.0%
Average	40.8%	37.1%	44.4%	34.2%	45.3%	45.0%	37.2%	46.3%	43.0%	41.2%	32.5%	42.1%	43.2%	39.4%	40.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Where do you anticipate you will do the remainder of your Back-to-College shopping? (Check all that apply)

Discount store	48.0%	38.4%	57.2%	48.3%	47.2%	45.0%	44.3%	45.6%	50.6%	52.2%	50.5%	43.7%	51.8%	46.6%	54.6%
Department store	33.5%	35.0%	32.2%	36.5%	35.3%	45.4%	33.4%	31.4%	34.8%	37.0%	22.4%	34.8%	33.9%	35.3%	29.2%
Clothing store	23.4%	21.7%	25.1%	24.4%	23.7%	36.9%	16.9%	22.7%	20.1%	17.4%	29.8%	31.9%	22.7%	20.3%	22.8%
Electronics store	13.2%	18.1%	8.5%	16.1%	10.1%	22.3%	15.4%	10.9%	11.8%	9.7%	10.9%	14.0%	12.8%	10.3%	17.2%
Online	24.1%	26.7%	21.5%	23.9%	24.9%	29.8%	28.1%	19.3%	20.7%	20.4%	27.7%	23.7%	22.5%	26.5%	31.9%
Catalog	3.6%	4.5%	2.7%	4.3%	4.6%	4.6%	3.8%	2.2%	2.7%	5.4%	3.5%	3.2%	5.9%	3.1%	3.9%
Office Supplies store	29.0%	27.8%	30.2%	28.2%	29.3%	39.4%	25.2%	25.0%	30.6%	26.6%	29.8%	34.2%	21.4%	24.0%	40.9%
Drug Store	8.0%	5.5%	10.3%	7.0%	8.2%	8.0%	10.0%	6.7%	6.9%	11.5%	5.6%	13.5%	5.1%	7.9%	5.8%
Thrift Stores/Resale Shops	9.2%	8.0%	10.3%	10.1%	10.2%	8.1%	10.7%	6.7%	9.3%	13.5%	7.4%	5.0%	8.2%	7.8%	16.0%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

In your opinion, which retailer had the best Back-to-College Website? (Write-in)

WalMart	10.9%	10.0%	11.7%	12.7%	8.9%	16.5%	11.8%	15.6%	9.9%	8.1%	3.9%	8.5%	9.3%	14.1%	8.3%
Target	6.0%	5.3%	6.6%	8.0%	5.8%	13.4%	7.6%	4.6%	4.2%	6.5%	1.8%	3.9%	4.1%	7.0%	9.1%
Amazon	3.3%	3.3%	3.3%	1.1%	4.6%	2.6%	6.5%	1.8%	0.9%	0.0%	7.7%	8.3%	0.7%	2.9%	2.8%
JC Penney	1.8%	1.2%	2.4%	3.7%	1.4%	0.2%	0.6%	0.7%	1.4%	2.3%	5.6%	0.5%	1.1%	2.1%	0.7%
Staples	1.6%	0.9%	2.3%	0.9%	2.3%	2.6%	1.8%	1.4%	2.2%	1.9%	0.0%	4.4%	1.0%	0.6%	2.3%
Office Depot	1.3%	2.1%	0.7%	1.5%	1.2%	1.7%	3.9%	1.5%	0.5%	0.4%	0.0%	0.0%	0.0%	2.0%	1.8%
Bed Bath & Beyond	1.3%	0.2%	2.2%	0.8%	1.6%	1.9%	1.2%	1.7%	1.0%	1.9%	0.0%	1.2%	0.6%	1.6%	1.2%
Best Buy	1.1%	1.5%	0.8%	1.0%	1.6%	3.3%	0.0%	1.8%	0.9%	1.1%	0.0%	0.8%	1.2%	1.1%	1.3%
Kohls	0.9%	0.8%	1.0%	1.4%	0.8%	0.5%	0.6%	0.0%	1.1%	1.5%	1.8%	0.8%	1.6%	0.6%	0.7%

Sears	0.7%	1.1%	0.2%	0.9%	0.7%	1.6%	0.0%	0.0%	1.5%	1.2%	0.0%	0.3%	0.8%	0.8%	0.8%
Kmart	0.5%	0.5%	0.6%	0.5%	0.9%	0.8%	0.0%	0.3%	0.8%	1.5%	0.0%	0.2%	0.5%	0.6%	0.9%
Other	10.0%	10.0%	10.1%	13.9%	8.2%	11.2%	12.7%	6.8%	9.2%	9.7%	11.2%	10.8%	13.6%	12.3%	6.4%
No Preference	60.6%	63.0%	58.2%	53.7%	62.1%	43.7%	53.3%	63.7%	66.4%	63.9%	68.1%	60.3%	65.5%	54.3%	63.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Did this Website motivate you to shop that retailer?

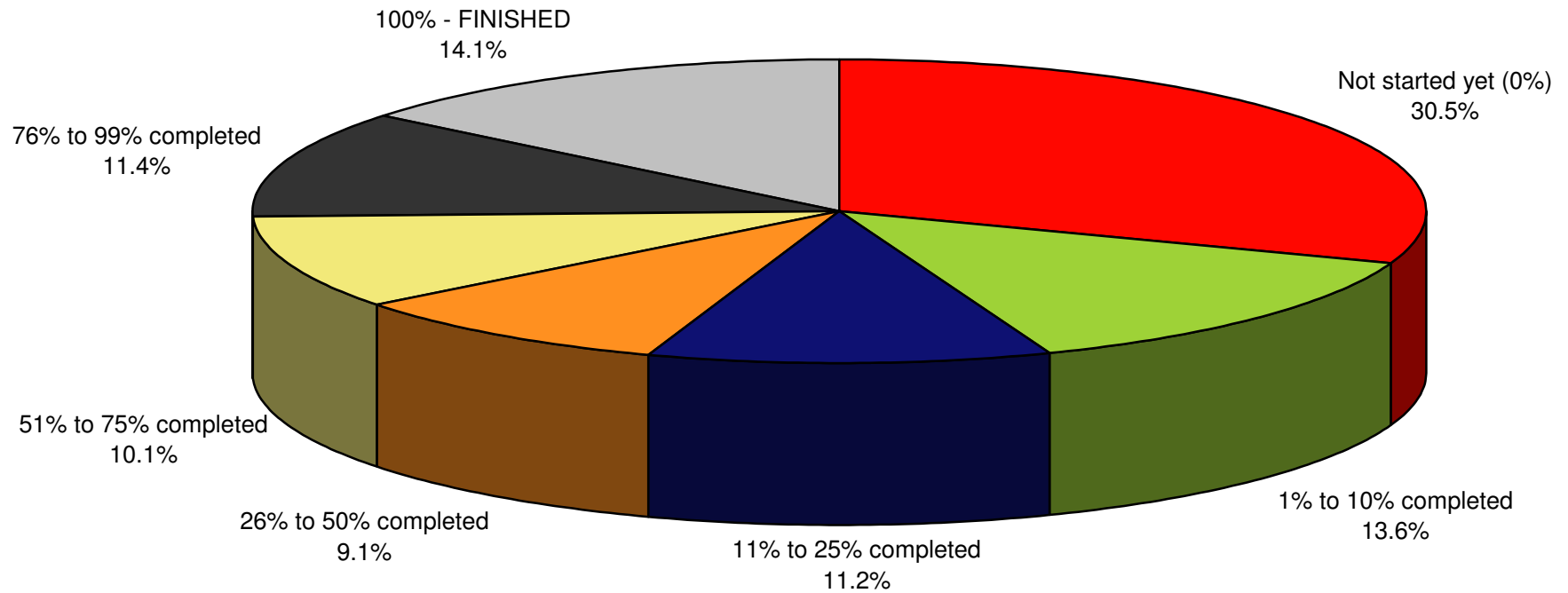
Yes	14.2%	13.0%	15.4%	17.1%	15.3%	27.0%	17.2%	17.8%	12.3%	13.4%	0.0%	14.9%	15.6%	13.2%	15.1%
No	47.2%	48.1%	46.4%	46.6%	48.8%	37.8%	36.8%	43.8%	54.8%	54.9%	54.2%	49.5%	48.1%	43.0%	49.0%
No impact, I regularly shop there	38.5%	38.9%	38.2%	36.3%	35.9%	35.2%	46.0%	38.3%	32.9%	31.7%	45.8%	35.6%	36.2%	43.8%	35.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Regarding Back-to-College Advertising, which of the following media influences you to shop at a particular store? (Check all that apply)

Advertising Inserts	31.4%	25.5%	37.0%	31.4%	31.8%	26.2%	32.0%	27.9%	37.7%	32.9%	30.2%	37.8%	31.5%	28.3%	29.2%
Blogging	1.7%	1.7%	1.7%	2.2%	1.5%	4.5%	3.2%	1.4%	1.0%	0.8%	0.0%	1.7%	0.8%	2.3%	1.1%
Cable	11.3%	13.6%	9.2%	15.4%	8.6%	23.0%	18.4%	13.1%	7.6%	5.8%	1.8%	8.7%	12.4%	14.5%	8.1%
Celebrity Endorsement	1.2%	1.4%	1.0%	0.8%	1.8%	5.1%	1.2%	1.1%	0.5%	0.0%	0.0%	1.8%	1.3%	0.8%	1.0%
Coupons	38.8%	35.5%	42.0%	37.5%	38.9%	44.0%	41.5%	36.2%	36.1%	38.2%	38.6%	36.7%	41.0%	37.9%	39.4%
Direct Mail	15.1%	14.7%	15.5%	13.3%	16.4%	17.6%	19.6%	19.0%	13.9%	19.2%	1.8%	18.4%	15.3%	15.6%	15.0%
Email Advertising	13.3%	12.4%	14.2%	13.5%	14.3%	16.3%	16.3%	15.1%	11.9%	11.4%	9.1%	17.0%	9.9%	13.0%	13.0%
Instant Messaging (Computer)	1.2%	1.9%	0.6%	0.8%	1.7%	3.2%	2.0%	0.3%	1.1%	1.1%	0.0%	3.1%	1.3%	0.8%	0.8%
Instore Promotion	23.7%	22.7%	24.6%	25.0%	23.2%	34.3%	24.0%	20.8%	25.3%	21.1%	18.6%	24.6%	27.5%	21.6%	25.6%
Internet Advertising	9.8%	11.2%	8.4%	12.0%	9.6%	20.6%	15.9%	6.3%	6.2%	10.9%	1.8%	8.2%	8.2%	8.2%	13.1%
Magazines	8.2%	7.0%	9.4%	6.9%	10.0%	18.1%	7.4%	6.3%	6.9%	8.1%	5.3%	9.7%	7.1%	7.3%	10.1%
Newspaper	23.2%	23.1%	23.3%	24.9%	26.2%	18.0%	18.3%	18.3%	28.2%	35.6%	21.8%	16.4%	25.5%	22.4%	27.5%
Online Video Game Advertising	1.8%	1.5%	2.1%	1.7%	1.8%	3.9%	3.2%	0.0%	0.5%	0.0%	3.9%	2.0%	0.2%	2.3%	2.2%
Outdoor Billboards	2.5%	1.6%	3.3%	3.2%	1.9%	6.9%	2.4%	1.0%	2.3%	3.5%	0.0%	2.2%	1.7%	3.1%	3.0%
Product Placement	4.2%	3.4%	4.9%	5.8%	3.7%	6.4%	5.0%	2.8%	3.7%	3.9%	3.9%	3.0%	2.8%	5.0%	5.0%
Radio	6.6%	6.7%	6.5%	7.2%	7.6%	10.0%	9.4%	9.8%	5.9%	4.6%	0.0%	7.4%	4.0%	7.5%	8.3%
Read Article on Product	6.8%	7.4%	6.2%	3.4%	7.8%	4.3%	7.1%	5.8%	4.0%	6.5%	13.0%	7.7%	8.8%	5.6%	7.5%
Satellite Radio	2.0%	3.5%	0.6%	1.1%	3.3%	2.7%	3.9%	0.3%	1.9%	1.6%	1.8%	3.7%	4.4%	2.2%	0.5%
Text Messaging (Cell Phone)	1.0%	1.3%	0.7%	0.9%	1.9%	3.3%	2.0%	0.3%	0.9%	0.0%	0.0%	1.2%	3.4%	0.7%	0.6%
TV/Broadcast	21.1%	22.5%	19.7%	26.5%	16.6%	31.9%	22.1%	16.9%	20.1%	22.0%	16.5%	18.8%	19.4%	23.1%	22.4%
Video on Cell Phone	0.6%	1.0%	0.2%	0.4%	1.3%	1.1%	2.0%	0.0%	0.5%	0.0%	0.0%	0.9%	3.4%	0.0%	0.1%
Web Radio	0.7%	0.8%	0.6%	0.7%	0.7%	1.8%	0.6%	0.3%	0.8%	0.8%	0.0%	2.1%	0.0%	0.9%	0.1%
Word of Mouth	31.2%	27.4%	34.7%	32.7%	31.8%	36.9%	34.4%	26.9%	26.2%	29.1%	35.4%	22.1%	28.7%	36.4%	33.8%
Yellow Pages	0.8%	0.9%	0.7%	1.0%	0.4%	0.8%	0.0%	0.3%	2.5%	1.2%	0.0%	1.3%	0.6%	0.9%	0.8%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

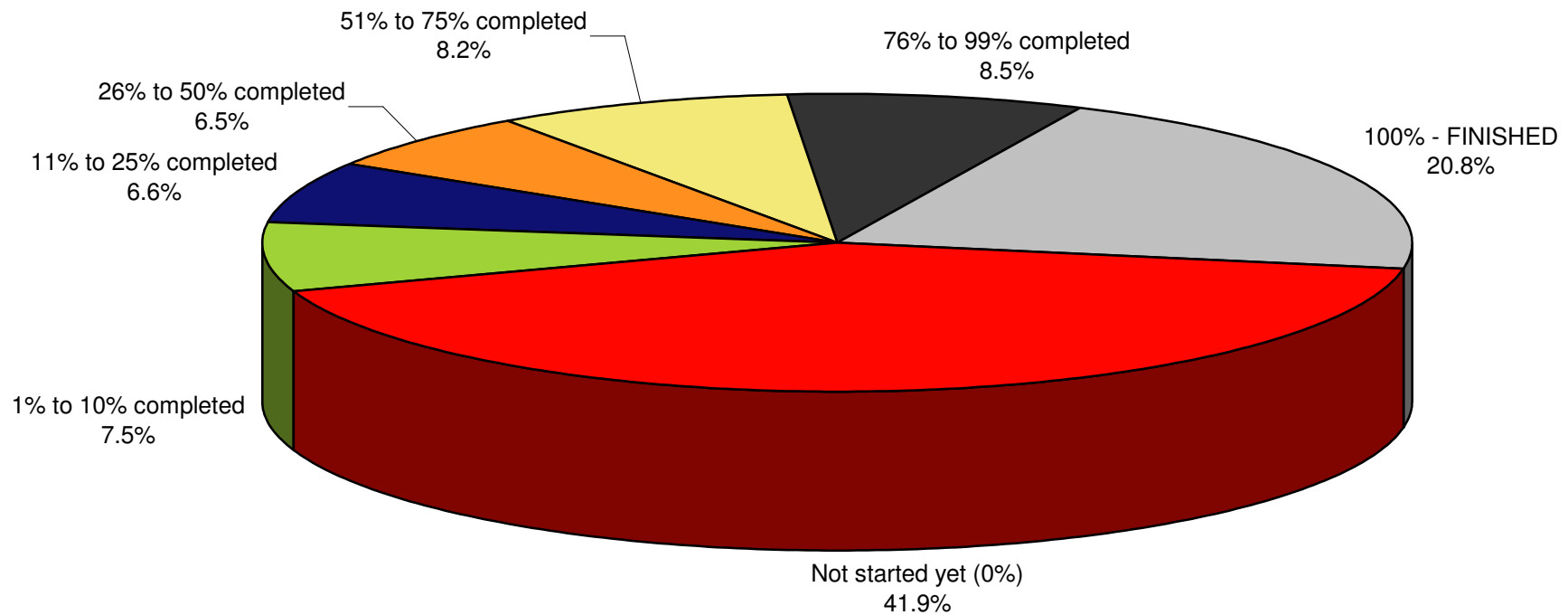
Percentage of Back-to-School* shopping completed



***Back-to-School refers to Kindergarten through 12th grade students**

Conducted for NRF by BIGresearch August 4-11, 2009. 8,543 respondents.

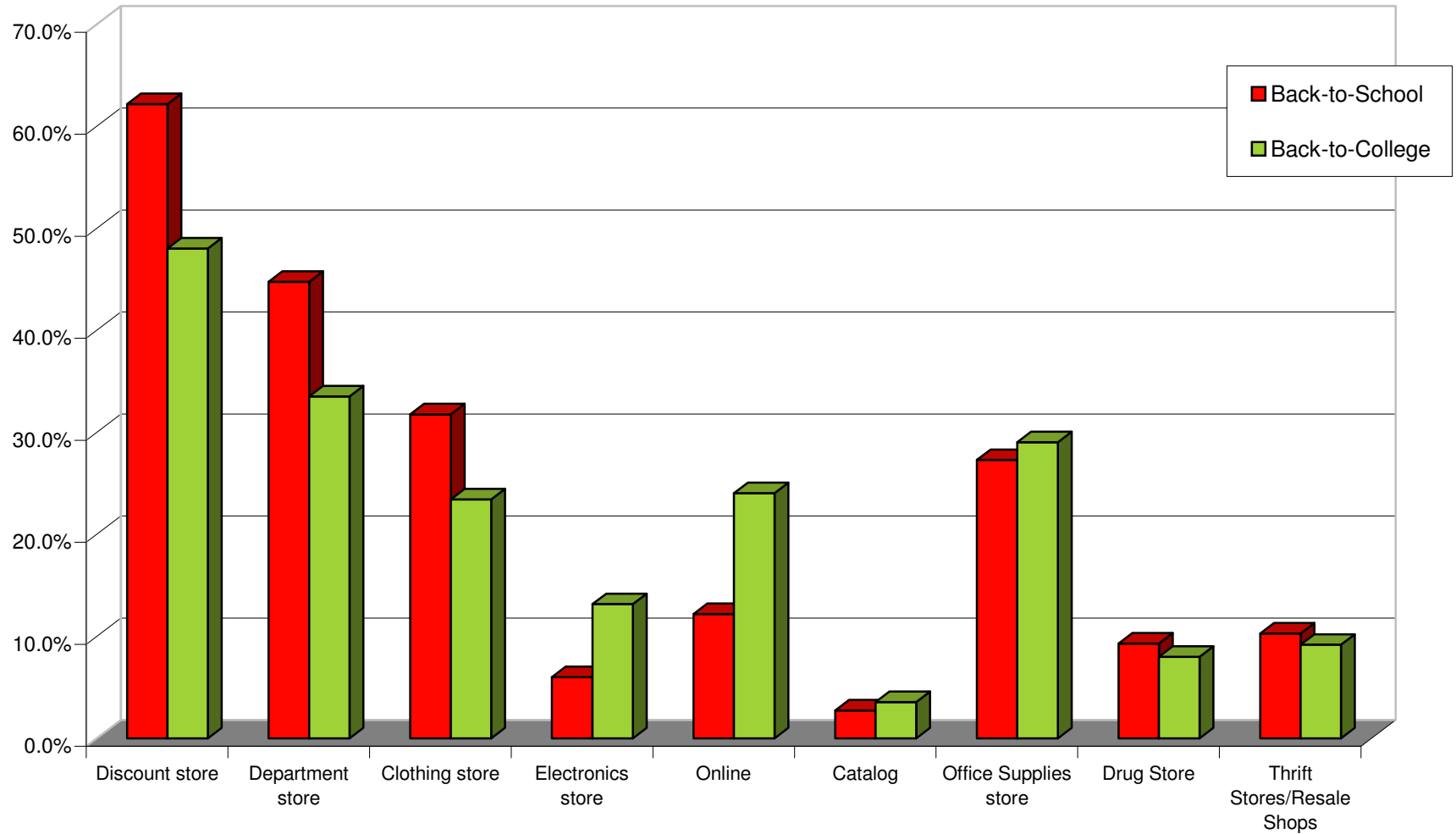
Percentage of Back-to-College* shopping completed



***Back-to-College refers to education past 12th grade**

Conducted for NRF by BIGresearch August 4-11, 2009. 8,543 respondents.

Where People Will Finish Shopping



Conducted for NRF by BIGresearch August 4-11, 2009. 8,543 respondents.

Shoppers' Favorite Back-to-School Website	
Retailer	Rank
Wal-Mart	1
Target	2
JCPenney	3
Staples	4
Kohl's	5
Kmart	6
Old Navy	7
Office Depot	8
Sears	9
OfficeMax	10

Most Influential Media for Back-to-School	
Media	Rank
Coupons	1
Advertising inserts	2
Newspaper	3
In-store promotion	4
Word of mouth	5
TV/broadcast	6
Direct mail	7
Cable	8
Magazines	9
Email	10

Shoppers' Favorite Back-to-College Website	
Retailer	Rank
Wal-Mart	1
Target	2
Amazon	3
JCPenney	4
Staples	5
Office Depot	6
Bed Bath & Beyond	7
Best Buy	8
Kohl's	9
Sears	10

Most Influential Media for Back-to-College	
Media	Rank
Coupons	1
Advertising inserts	2
Word of mouth	3
In-store promotion	4
Newspaper	5
TV/Broadcast	6
Direct mail	7
Email	8
Cable	9
Online Ads	10