Source: BIGinsight™, Monthly Consumer Survey, JUN-12

N = 8760, 6/5 - 6/12/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you have children in your household between the ages of 6 and 17?															
Yes	27.4%	25.8%	28.8%	22.7%	33.2%	25.1%	38.8%	51.2%	31.9%	10.1%	3.6%	26.6%	26.7%	27.3%	28.6%
No	72.6%	74.2%	71.2%	77.3%	66.8%	74.9%	61.2%	48.8%	68.1%	89.9%	96.4%	73.4%	73.3%	72.7%	71.4%
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%
***Yes to Previous Question:* How will the state of the U.S. economy impact your back-to-school plans? (Check all that apply)**															
Buying more store brand/generic products	40.3%	36.2%	44.2%	43.4%	37.8%	42.6%	46.4%	39.1%	35.7%	40.7%	38.7%	40.4%	34.7%	43.8%	40.3%
Doing more comparative shopping online	31.0%	29.5%	32.4%	27.5%	34.5%	29.5%	36.6%	30.4%	29.8%	31.7%	27.9%	35.1%	24.0%	32.9%	31.0%
Doing more comparative shopping with ad circulars/newspapers	36.4%	29.6%	42.8%	35.5%	37.4%	26.2%	36.5%	36.2%	35.8%	41.1%	40.6%	33.5%	35.6%	37.1%	39.1%
Making do with last year's school items	23.5%	20.3%	26.5%	24.1%	23.3%	32.6%	27.1%	24.9%	25.4%	24.3%	8.6%	24.1%	26.1%	23.5%	20.5%
Shopping for sales more often	49.6%	41.4%	57.2%	51.5%	49.3%	48.0%	48.0%	52.0%	50.9%	48.5%	49.4%	49.0%	49.0%	51.2%	49.8%
Shopping more online	16.8%	17.5%	16.2%	13.4%	20.2%	17.1%	25.3%	17.1%	15.6%	14.9%	10.8%	17.6%	16.7%	16.8%	18.3%
Spending less overall	37.9%	37.1%	38.7%	41.4%	34.6%	41.5%	33.1%	40.3%	39.6%	37.7%	36.0%	36.4%	34.5%	39.8%	39.7%
Using coupons more	38.7%	33.1%	43.9%	39.1%	39.3%	36.2%	37.0%	40.6%	38.1%	39.1%	40.5%	40.6%	38.6%	39.7%	35.8%
The economy is impacting whether children will attend private or public school	7.7%	8.4%	7.1%	7.9%	7.7%	12.3%	9.7%	6.5%	5.4%	12.1%	2.1%	8.5%	8.5%	6.5%	8.7%
Postponing educational investments (i.e. family computer)	7.6%	8.4%	6.9%	9.5%	6.4%	11.6%	7.6%	8.7%	7.5%	7.1%	4.1%	7.4%	6.1%	6.8%	11.1%
Cutting back on extracurricular activities or sports	14.3%	12.7%	15.8%	15.8%	13.5%	12.5%	14.4%	14.6%	14.8%	18.7%	10.8%	14.0%	16.4%	13.3%	15.3%
Other (please specify)	1.1%	0.3%	1.9%	2.3%	0.4%	0.0%	0.6%	0.5%	0.7%	2.8%	2.2%	0.5%	1.2%	0.8%	1.8%
Back-to-school plans will not change	19.6%	21.7%	17.7%	17.1%	20.6%	18.2%	12.4%	18.3%	21.8%	19.1%	27.5%	18.7%	23.8%	20.2%	15.8%

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

Do you have a child/dependent attending college this fall?															
Yes	10.9%	11.3%	10.6%	8.1%	14.2%	16.2%	7.5%	10.6%	20.2%	8.7%	2.5%	11.6%	11.0%	10.4%	11.1%
No	89.1%	88.7%	89.4%	91.9%	85.8%	83.8%	92.5%	89.4%	79.8%	91.3%	97.5%	88.4%	89.0%	89.6%	88.9%
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%
***Yes to Previous Question:* How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)**															
Buying more store brand/generic products	37.5%	32.8%	41.9%	37.0%	37.6%	47.1%	48.0%	35.3%	28.1%	28.0%	40.7%	43.1%	31.1%	39.3%	40.9%
Doing more comparative shopping online	31.8%	28.0%	35.5%	25.2%	35.3%	38.6%	40.5%	27.8%	30.1%	25.8%	29.3%	38.1%	31.3%	33.5%	29.3%
Doing more comparative shopping with ad circulars/newspapers	29.5%	24.4%	34.3%	25.3%	30.8%	26.7%	31.4%	25.6%	29.3%	28.1%	35.1%	36.8%	29.8%	28.6%	29.9%
Making do with last year's school items	28.9%	25.2%	32.4%	30.0%	27.6%	44.4%	37.3%	22.5%	25.9%	32.8%	15.1%	33.9%	30.5%	26.0%	33.2%
Shopping for sales more often	41.1%	34.6%	47.2%	36.5%	43.6%	44.9%	37.3%	39.8%	38.7%	40.9%	46.3%	47.2%	42.8%	37.1%	42.6%
Shopping more online	19.6%	18.6%	20.5%	18.2%	21.0%	25.1%	23.8%	11.6%	16.8%	20.3%	21.7%	16.8%	12.6%	22.6%	23.1%
Spending less overall	39.6%	31.2%	47.6%	43.6%	35.4%	47.5%	32.5%	41.2%	38.4%	41.7%	38.8%	42.2%	42.1%	36.2%	42.7%
Using coupons more	34.0%	24.5%	42.9%	29.2%	36.5%	38.7%	32.5%	31.8%	33.0%	30.1%	38.8%	45.2%	32.0%	32.8%	32.6%
Sharing or borrowing textbooks instead of buying them	22.2%	17.7%	26.5%	24.8%	18.9%	27.8%	23.0%	18.9%	20.4%	23.2%	21.7%	28.9%	19.9%	18.1%	28.9%
The economy is impacting students, living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	20.3%	19.7%	20.8%	23.2%	17.9%	28.9%	18.2%	18.5%	19.1%	23.4%	16.0%	24.5%	15.3%	22.0%	23.2%

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Source: BIGinsight™, Monthly Consumer Survey, JUN-12

N = 8760, 6/5 - 6/12/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	20.1%	18.8%	21.4%	20.6%	19.7%	24.2%	16.3%	22.3%	17.8%	13.4%	27.3%	14.4%	20.4%	18.8%	24.3%
Other (please specify)	1.3%	1.7%	1.0%	2.0%	0.8%	0.5%	0.8%	0.8%	2.1%	1.6%	1.9%	0.6%	0.4%	1.4%	2.5%
Back-to-college plans will not change	20.2%	24.0%	16.6%	24.3%	18.4%	7.7%	3.6%	20.9%	24.6%	31.0%	31.1%	11.1%	16.8%	22.7%	20.6%

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Source: BIGinsight™, Monthly Consumer Survey, JUL-09 - JUL11, JUN-12

	2009	2010	2011	2012
Do you have children in your household between the ages of 6 and 17?				
Yes	23.0%	25.2%	26.8%	27.4%
No	77.0%	74.8%	73.2%	72.6%
Total	100.0%	100.0%	100.0%	100.0%
How will the state of the U.S. economy impact your back-to-school plans? (Check all that apply)				
Buying more store brand/generic products	41.7%	44.3%	39.9%	40.3%
Doing more comparative shopping online	26.4%	30.3%	29.8%	31.0%
Doing more comparative shopping with ad circulars/newspapers	42.5%	38.5%	37.0%	36.4%
Making do with last year's school items	35.1%	29.8%	28.3%	23.5%
Shopping for sales more often	56.2%	53.3%	50.0%	49.6%
Shopping more online	9.6%	12.3%	15.3%	16.8%
Spending less overall	49.6%	42.6%	43.7%	37.9%
Using coupons more	40.0%	36.8%	36.9%	38.7%
The economy is impacting whether children will attend private or public school	5.7%	8.1%	5.3%	7.7%
Postponing educational investments (ie: family computer)	6.8%	6.8%	6.0%	7.6%
Cutting back on extracurricular activities or sports	11.4%	13.3%	10.2%	14.3%
Other (please specify)	2.3%	1.5%	1.7%	1.1%
Back-to-school plans will not change	14.9%	14.3%	13.9%	19.6%

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

Do you have child/dependent attending college this fall?				
Yes	10.5%	10.4%	10.7%	10.9%
No	89.5%	89.6%	89.3%	89.1%
Total	100.0%	100.0%	100.0%	100.0%
How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)				
Buying more store brand/generic products	32.5%	34.1%	38.0%	37.5%
Doing more comparative shopping online	26.0%	23.2%	30.7%	31.8%
Doing more comparative shopping with ad circulars/newspapers	30.8%	29.8%	30.5%	29.5%
Making due with last year's school items	33.6%	29.5%	29.7%	28.9%
Shopping for sales more often	46.1%	42.0%	39.5%	41.1%
Shopping more online	15.4%	18.2%	18.8%	19.6%
Spending less overall	48.0%	45.0%	44.6%	39.6%
Using coupons more	32.5%	32.9%	32.7%	34.0%
Sharing or borrowing textbooks instead of buying them	17.4%	19.3%	18.4%	22.2%
The economy is impacting students' living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	12.8%	11.9%	13.3%	20.3%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	15.0%	13.9%	14.2%	20.1%
Other (please specify)	4.4%	2.8%	2.7%	1.3%
Back-to-college plans will not change	16.9%	20.6%	16.3%	20.2%

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