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

BACK-TO-SCHOOL UPDATE

N = 9426, 8/1 - 8/7/12	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	29.9%	29.5%	30.4%	24.9%	35.6%	32.4%	46.0%	55.3%	31.6%	8.9%	3.1%	28.4%	27.6%	32.1%	30.1%
No	70.1%	70.5%	69.6%	75.1%	64.4%	67.6%	54.0%	44.7%	68.4%	91.1%	96.9%	71.6%	72.4%	67.9%	69.9%
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%
Have School Age Children:															
Do you have children in your household in the following grades? (Check all that apply)															
Elementary School	44.4%	43.1%	45.7%	42.4%	45.2%	53.2%	73.2%	54.2%	30.1%	24.5%	32.5%	39.3%	39.0%	48.8%	46.1%
Middle School/Junior High	35.2%	35.0%	35.4%	35.6%	33.2%	39.5%	37.4%	43.6%	34.1%	29.5%	27.7%	32.7%	29.7%	36.2%	35.6%
High School	48.4%	48.8%	48.1%	46.2%	50.5%	41.1%	23.7%	46.7%	59.1%	64.0%	55.0%	51.1%	58.9%	44.0%	46.1%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.															
How much of your Back-to-School shopping have you completed?															
Not started yet (0%)	26.9%	24.0%	29.6%	33.5%	20.4%	23.5%	15.3%	24.2%	28.9%	28.8%	40.2%	27.5%	25.3%	25.7%	27.3%
1% to 10%	13.1%	11.8%	14.2%	15.3%	11.9%	10.4%	9.7%	10.9%	12.0%	15.1%	20.1%	12.5%	22.6%	10.7%	15.1%
11% to 25%	12.7%	12.8%	12.6%	11.4%	13.6%	17.4%	16.7%	14.4%	12.2%	11.5%	5.0%	14.0%	9.3%	12.7%	15.1%
26% to 50%	16.1%	18.6%	13.6%	15.1%	16.9%	20.7%	23.0%	15.5%	15.7%	15.2%	7.2%	21.0%	17.0%	13.9%	14.2%
51% to 75%	14.6%	15.7%	13.5%	11.1%	17.7%	13.2%	18.7%	14.3%	13.9%	14.4%	12.5%	14.6%	10.7%	16.2%	15.3%
76% to 99%	8.9%	8.6%	9.2%	7.3%	11.0%	8.5%	9.2%	11.6%	8.5%	10.8%	5.0%	6.4%	9.1%	10.2%	6.9%
100% - FINISHED	7.8%	8.4%	7.2%	6.3%	8.6%	6.3%	7.4%	9.0%	8.9%	4.3%	10.0%	4.1%	6.0%	10.6%	6.1%
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%
Average	40.1%	42.4%	37.8%	33.8%	45.8%	40.4%	47.2%	43.7%	39.8%	37.7%	31.2%	36.6%	36.1%	44.0%	36.7%
Which payment method do you plan to use MOST OFTEN when purchasing for Back-to-School?															
Cash	28.4%	29.1%	27.6%	37.6%	18.4%	49.4%	30.4%	24.3%	24.9%	26.3%	20.1%	30.2%	37.1%	24.8%	29.2%
Check	3.5%	3.3%	3.6%	5.2%	2.1%	2.0%	2.9%	2.0%	3.6%	2.2%	7.6%	4.6%	2.5%	3.0%	3.9%
Debit card/Check card	42.5%	38.1%	46.7%	43.8%	41.7%	31.9%	44.6%	50.8%	46.8%	42.3%	35.4%	34.0%	36.5%	47.5%	45.4%
Credit card	25.6%	29.5%	22.0%	13.5%	37.7%	16.7%	22.1%	22.8%	24.6%	29.2%	36.9%	31.3%	23.8%	24.7%	21.5%
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%	10.3%	12.2%	8.5%	12.9%	7.5%	8.1%	3.9%	8.4%	12.5%	13.1%	15.5%	5.2%	13.0%	7.4%	16.6%
1% to 10%	12.6%	10.0%	15.1%	15.8%	10.9%	17.4%	13.0%	11.0%	13.8%	12.1%	9.5%	10.6%	20.4%	12.9%	11.9%
11% to 25%	17.1%	18.2%	16.1%	17.8%	15.7%	18.0%	18.4%	16.4%	13.9%	20.2%	16.7%	23.8%	11.7%	18.6%	14.4%
26% to 50%	21.4%	25.4%	17.7%	21.4%	21.9%	23.2%	26.7%	19.9%	24.1%	20.2%	14.4%	21.6%	22.3%	21.2%	18.5%
51% to 75%	19.0%	15.6%	22.2%	17.5%	21.2%	15.6%	19.8%	16.9%	19.1%	18.2%	23.7%	20.0%	11.8%	18.7%	22.6%
76% to 99%	8.5%	8.2%	8.7%	8.0%	9.0%	9.9%	10.3%	12.9%	7.3%	7.1%	3.6%	5.2%	10.9%	11.6%	5.3%
100%	11.0%	10.3%	11.7%	6.6%	13.8%	7.8%	7.8%	14.5%	9.4%	9.1%	16.7%	13.5%	9.8%	9.6%	10.7%
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%
Where do you anticipate you will do the remainder of your Back-to-School shopping? (Check all that apply)															
Discount store	59.6%	57.8%	61.3%	60.8%	58.6%	46.4%	55.8%	57.3%	58.4%	64.7%	72.5%	54.3%	57.6%	60.8%	57.8%
Department store	54.4%	58.9%	50.1%	52.8%	55.9%	61.9%	64.2%	57.5%	51.5%	47.4%	45.0%	59.9%	44.9%	56.2%	49.6%
Clothing store	42.9%	42.6%	43.2%	42.8%	42.3%	59.2%	53.9%	42.3%	37.5%	38.1%	30.1%	46.9%	33.0%	45.5%	40.5%
Electronics store	13.7%	17.0%	10.6%	10.1%	17.0%	21.9%	23.2%	11.4%	9.4%	10.8%	7.6%	13.3%	10.2%	15.3%	14.3%
Online	27.2%	30.6%	24.0%	22.6%	30.9%	33.4%	43.3%	25.6%	20.7%	24.5%	17.3%	25.9%	22.0%	30.0%	25.4%
Catalog	6.6%	8.5%	4.8%	5.1%	7.9%	13.4%	13.7%	5.6%	4.4%	1.4%	2.4%	7.4%	6.5%	5.9%	6.3%
Office Supplies store	37.3%	39.7%	35.1%	30.0%	43.8%	50.9%	45.0%	33.0%	36.3%	34.5%	27.3%	43.1%	32.3%	35.1%	37.8%
Drug Store	13.0%	11.4%	14.5%	11.7%	13.7%	11.7%	15.8%	11.3%	14.1%	9.3%	15.1%	11.0%	10.9%	14.1%	13.1%
Thrift Stores/Resale Shops	13.4%	11.0%	15.6%	17.7%	8.8%	12.3%	11.3%	10.7%	7.5%	16.6%	22.7%	7.9%	20.8%	14.5%	13.7%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.															

Source: BIGinsight™, Monthly Consumer Survey, AUG 09-12

BACK-TO-SCHOOL UPDATE

	2009	2010	2011	2012
How much of your Back-to-School shopping have you completed?				
Not started yet (0%)	30.5%	26.8%	28.3%	26.9%
1% to 10%	13.6%	11.1%	9.7%	13.1%
11% to 25%	11.2%	14.1%	12.4%	12.7%
26% to 50%	9.1%	13.2%	14.6%	16.1%
51% to 75%	10.1%	10.9%	13.2%	14.6%
76% to 99%	11.4%	9.3%	10.0%	8.9%
100% - FINISHED	14.1%	14.5%	11.8%	7.8%
Total	100.0%	100.0%	100.0%	100.0%
Average	41.6%	43.2%	43.0%	40.1%
Which payment method do you plan to use MOST OFTEN when purchasing for Back-to-School?				
Cash	N/A	N/A	N/A	28.4%
Check	N/A	N/A	N/A	3.5%
Debit card/Check card	N/A	N/A	N/A	42.5%
Credit card	N/A	N/A	N/A	25.6%
Total	N/A	N/A	N/A	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%	13.6%	8.0%	10.3%
1% to 10%	14.4%	9.5%	13.0%	12.6%
11% to 25%	12.5%	15.7%	16.3%	17.1%
26% to 50%	15.1%	16.5%	21.3%	21.4%
51% to 75%	11.8%	16.4%	15.8%	19.0%
76% to 99%	12.3%	11.3%	8.9%	8.5%
100%	14.7%	17.0%	16.8%	11.0%
Total	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%	59.3%	56.9%	59.6%
Department store	44.8%	42.7%	47.1%	54.4%
Clothing store	31.8%	34.3%	40.8%	42.9%
Electronics store	6.0%	9.8%	9.8%	13.7%
Online	12.2%	16.0%	21.7%	27.2%
Catalog	2.7%	4.7%	4.2%	6.6%
Office Supplies store	27.3%	32.4%	33.4%	37.3%
Drug Store	9.3%	11.1%	12.1%	13.0%
Thrift Stores/Resale Shops	10.3%	11.4%	11.1%	13.4%

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