

Source: BIGinsight™, Monthly Consumer Survey, JUL-12
N = 8509, 7/2 - 7/9/12

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Asked of Back-to-School Shoppers: Do you own either of the following devices? (Check all that apply)															
Smartphone (i.e. iPhone, Droid, BlackBerry	58.4%	65.5%	51.8%	49.9%	63.9%	70.6%	77.0%	64.5%	56.7%	46.8%	36.6%	58.4%	55.3%	59.2%	58.3%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	31.1%	35.5%	27.0%	24.1%	36.0%	37.5%	44.6%	37.2%	26.7%	22.8%	18.8%	29.7%	24.1%	30.2%	44.3%
I do not own either of these types of devices	32.0%	25.6%	37.9%	40.6%	26.5%	18.8%	14.0%	26.3%	36.2%	44.4%	50.0%	33.3%	36.5%	31.9%	25.5%

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

Own a Smartphone: How will you use your Smartphone to make Back-to-School purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	33.3%	38.4%	28.6%	30.5%	34.3%	47.5%	54.2%	34.6%	29.0%	25.1%	12.3%	39.0%	27.3%	31.9%	29.6%
Plan to Purchase Products	19.2%	24.2%	14.6%	14.9%	21.2%	32.9%	32.4%	21.3%	10.8%	8.6%	12.3%	19.7%	22.0%	15.3%	19.9%
Plan to Redeem Coupons	26.6%	25.0%	28.2%	21.1%	27.4%	32.8%	33.2%	24.3%	22.4%	9.8%	37.4%	24.3%	31.0%	22.3%	22.7%
Plan to look up Retailer Information (location, Plan to use Apps to Research or Purchase Products	23.7%	27.4%	20.3%	19.6%	25.8%	31.9%	35.4%	25.2%	20.1%	19.2%	12.3%	22.5%	26.2%	21.7%	24.8%
	15.7%	19.0%	12.6%	10.9%	18.4%	20.6%	21.8%	18.1%	11.4%	11.0%	12.3%	14.2%	17.7%	14.6%	14.2%
Plan to use Apps to Compare Prices	16.9%	18.6%	15.3%	13.2%	18.8%	23.4%	25.2%	18.6%	15.8%	13.3%	6.2%	14.9%	13.3%	16.5%	18.1%
Do not plan to Research or Make a purchase	41.3%	37.7%	44.6%	42.0%	39.6%	20.3%	18.7%	44.7%	50.9%	62.4%	46.9%	37.5%	37.4%	48.8%	39.7%

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

Own a Tablet: How will you use your Tablet to make Back-to-School purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	43.8%	43.2%	44.4%	41.2%	45.8%	46.2%	55.4%	39.0%	43.1%	46.7%	33.3%	42.5%	27.9%	40.7%	39.8%
Plan to Purchase Products	28.4%	35.0%	22.1%	23.7%	32.2%	43.2%	42.8%	30.7%	21.8%	20.3%	14.4%	25.2%	23.1%	24.3%	28.3%
Plan to Redeem Coupons	27.7%	29.7%	25.7%	22.5%	31.6%	36.6%	41.7%	26.3%	21.5%	28.1%	14.4%	27.9%	24.9%	22.2%	26.7%
Plan to look up Retailer Information (location, store hours, directions, etc.)	30.5%	30.6%	30.4%	27.9%	30.5%	35.7%	35.4%	27.0%	29.8%	22.2%	33.3%	24.8%	19.2%	24.7%	30.5%
Plan to use Apps to Research or Purchase Products	22.8%	24.5%	21.1%	18.4%	23.8%	24.0%	25.5%	19.9%	14.5%	20.3%	33.3%	18.2%	17.2%	16.9%	19.7%
Plan to use Apps to Compare Prices	20.8%	23.3%	18.5%	18.0%	22.8%	27.1%	24.0%	18.2%	19.1%	24.3%	14.4%	20.7%	23.5%	16.0%	15.7%
Do not plan to Research or Make a Purchase with my Tablet	33.0%	34.7%	31.3%	24.1%	37.0%	16.9%	16.1%	34.4%	38.2%	41.1%	47.7%	22.5%	25.5%	39.3%	36.2%

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

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
Asked of Back-to-School Shoppers: Do you own either of the following devices?						
(Check all that apply)						
Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	NA	NA	NA	NA	45.4%	58.4%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	NA	NA	NA	NA	12.2%	31.1%
I do not own either of these types of devices	NA	NA	NA	NA	51.3%	32.0%

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

Own a Smartphone: How will you use your Smartphone to make Back-to-School purchase decisions?

(Check all that apply)						
Plan to Research Products/Compare Prices	NA	NA	NA	NA	33.7%	33.3%
Plan to Purchase Products	NA	NA	NA	NA	18.8%	19.2%
Plan to Redeem Coupons	NA	NA	NA	NA	17.8%	26.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	24.1%	23.7%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	NA	15.7%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	16.9%
Do not plan to Research or Make a purchase with my Smartphone	NA	NA	NA	NA	46.3%	41.3%

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

Own a Tablet: How will you use your Tablet to make Back-to-School purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	NA	NA	NA	NA	50.6%	43.8%
Plan to Purchase Products	NA	NA	NA	NA	30.2%	28.4%
Plan to Redeem Coupons	NA	NA	NA	NA	NA	27.7%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	NA	30.5%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	23.7%	22.8%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	20.8%
Do not plan to Research or Make a Purchase with my Tablet	NA	NA	NA	NA	36.2%	33.0%

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

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

N = 8509, 7/2 - 7/9/12

Adults	18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
--------	-----	-----	-------	--------	--------	-------	-------	-------	-------	-------	-----	----	----	-------	------

Asked of Back-to-College Shoppers: Do you own either of the following devices?

(Check all that apply)

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	53.3%	59.7%	47.3%	48.7%	56.8%	67.4%	74.5%	61.5%	47.3%	36.2%	35.0%	45.6%	50.1%	53.4%	59.5%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	29.6%	32.2%	27.0%	22.5%	33.9%	27.2%	38.1%	34.7%	22.3%	23.0%	31.5%	28.6%	24.1%	29.5%	32.3%
I do not own either of these types of devices	36.5%	29.9%	42.8%	41.1%	33.4%	25.4%	15.6%	26.3%	45.3%	56.1%	49.2%	40.6%	42.3%	36.5%	30.0%

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

Own a Smartphone: How will you use your Smartphone to make Back-to-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	31.5%	35.9%	27.3%	33.5%	31.3%	43.4%	50.1%	36.0%	23.7%	23.8%	14.4%	33.5%	31.4%	28.5%	32.3%
Plan to Purchase Products	20.9%	22.8%	19.1%	20.4%	22.3%	34.4%	33.5%	28.9%	12.8%	8.9%	9.6%	23.4%	21.8%	18.8%	21.5%
Plan to Redeem Coupons	18.2%	19.1%	17.3%	16.5%	20.4%	26.5%	30.5%	23.9%	11.4%	13.9%	4.8%	19.1%	21.2%	19.1%	16.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	22.1%	24.5%	19.8%	26.6%	21.3%	34.6%	35.9%	23.5%	14.4%	12.6%	14.4%	19.4%	24.4%	26.5%	25.3%
Plan to use Apps to Research or Purchase Products	16.9%	18.8%	15.0%	16.9%	17.8%	22.7%	28.7%	18.5%	12.0%	16.2%	4.8%	16.4%	22.1%	16.9%	16.7%
Plan to use Apps to Compare Prices	17.7%	19.7%	15.9%	19.0%	18.2%	26.1%	28.9%	16.6%	12.5%	14.9%	9.6%	16.7%	21.2%	16.1%	20.3%
Do not plan to Research or Make a purchase with my Smartphone	48.4%	41.1%	55.3%	44.3%	42.6%	23.1%	16.9%	41.0%	55.8%	68.6%	80.8%	34.3%	50.7%	44.6%	46.0%

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

Own a Tablet: How will you use your Tablet to make Back-to-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	40.6%	35.3%	45.6%	35.9%	37.9%	46.3%	48.9%	34.4%	44.4%	35.6%	34.6%	40.0%	27.9%	44.8%	41.8%
Plan to Purchase Products	34.5%	32.1%	36.8%	32.3%	33.4%	45.9%	46.7%	43.2%	29.1%	30.4%	14.2%	35.2%	25.8%	32.0%	42.5%
Plan to Redeem Coupons	27.2%	25.5%	28.8%	24.9%	27.0%	31.4%	44.1%	30.2%	21.3%	22.8%	14.2%	31.9%	13.0%	24.7%	31.7%
Plan to look up Retailer Information (location, store hours, directions, etc.)	27.0%	24.2%	29.7%	28.2%	24.4%	41.3%	35.7%	28.2%	25.3%	20.1%	14.2%	34.4%	23.0%	20.4%	28.2%
Plan to use Apps to Research or Purchase Products	18.4%	18.9%	18.0%	18.7%	18.5%	33.3%	30.5%	18.5%	10.1%	22.8%	0.0%	17.0%	14.9%	17.5%	22.3%
Plan to use Apps to Compare Prices	16.9%	19.0%	14.9%	17.0%	17.4%	26.9%	26.2%	17.5%	11.2%	23.0%	0.0%	19.6%	15.4%	16.3%	17.1%
Do not plan to Research or Make a Purchase with my Tablet	31.1%	36.6%	25.8%	27.4%	30.7%	17.6%	10.1%	29.5%	30.4%	46.5%	51.2%	27.2%	39.3%	30.0%	24.6%

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

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

2007 2008 2009 2010 2011 2012
Asked of Back-to-College Shoppers: Do you own either of the following devices?
(Check all that apply)

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	NA	NA	NA	NA	44.0%	53.3%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	NA	NA	NA	NA	10.5%	29.6%
I do not own either of these types of devices	NA	NA	NA	NA	52.5%	36.5%

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

Own a Smartphone: How will you use your Smartphone to make Back-to-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	NA	NA	NA	NA	30.9%	31.5%
Plan to Purchase Products	NA	NA	NA	NA	16.8%	20.9%
Plan to Redeem Coupons	NA	NA	NA	NA	15.8%	18.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	25.1%	22.1%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	NA	16.9%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	17.7%
Do not plan to Research or Make a purchase with my Smartphone	NA	NA	NA	NA	51.1%	48.4%

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

Own a Tablet: How will you use your Tablet to make Back-to-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	NA	NA	NA	NA	45.4%	40.6%
Plan to Purchase Products	NA	NA	NA	NA	39.6%	34.5%
Plan to Redeem Coupons	NA	NA	NA	NA	NA	27.2%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	NA	27.0%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	22.9%	18.4%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	16.9%
Do not plan to Research or Make a Purchase with my Tablet	NA	NA	NA	NA	28.0%	31.1%

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

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

N = 8509, 7/2 - 7/9/12

	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
--	---------------	----------	-----------	--------	--------	---------------------

Asked of Back-to-College Shoppers: Do you own either of the following devices? (Check all that apply)

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	53.3%	63.7%	64.2%	68.2%	63.3%	71.4%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	29.6%	20.7%	26.3%	27.1%	27.1%	37.7%
I do not own either of these types of devices	36.5%	31.4%	26.5%	24.5%	32.8%	21.9%

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

Own a Smartphone: How will you use your Smartphone to make Back-to-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	31.5%	39.3%	38.9%	41.6%	37.8%	47.5%
Plan to Purchase Products	20.9%	24.9%	30.0%	25.5%	21.9%	36.2%
Plan to Redeem Coupons	18.2%	26.1%	17.4%	24.6%	17.6%	22.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	22.1%	22.7%	35.0%	33.9%	26.8%	34.0%
Plan to use Apps to Research or Purchase Products	16.9%	23.9%	19.1%	22.2%	16.3%	26.6%
Plan to use Apps to Compare Prices	17.7%	19.5%	24.9%	27.0%	23.7%	26.2%
Do not plan to Research or Make a purchase with my Smartphone	48.4%	27.6%	26.3%	30.9%	32.9%	26.2%

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

Own a Tablet: How will you use your Tablet to make Back-to-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	40.6%	44.8%	44.0%	30.0%	45.1%	50.8%
Plan to Purchase Products	34.5%	44.4%	35.7%	23.2%	33.0%	49.3%
Plan to Redeem Coupons	27.2%	35.2%	30.7%	31.0%	25.3%	29.8%
Plan to look up Retailer Information (location, store hours, directions, etc.)	27.0%	24.2%	41.5%	22.1%	32.6%	37.5%
Plan to use Apps to Research or Purchase Products	18.4%	18.5%	26.8%	16.4%	27.7%	33.0%
Plan to use Apps to Compare Prices	16.9%	21.3%	24.0%	20.9%	28.6%	28.7%
Do not plan to Research or Make a Purchase with my Tablet	31.1%	21.2%	21.2%	37.5%	25.2%	17.5%

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