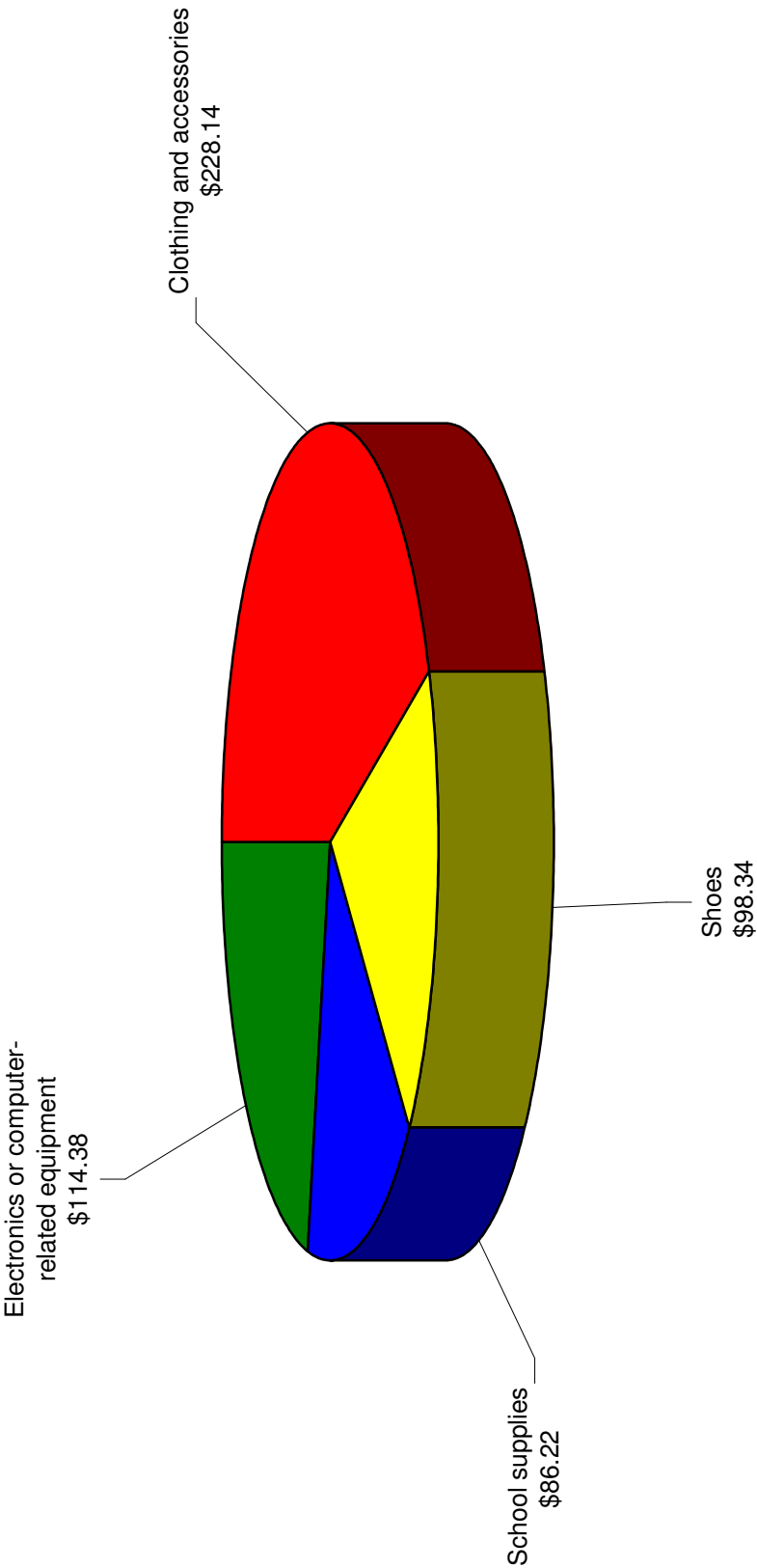
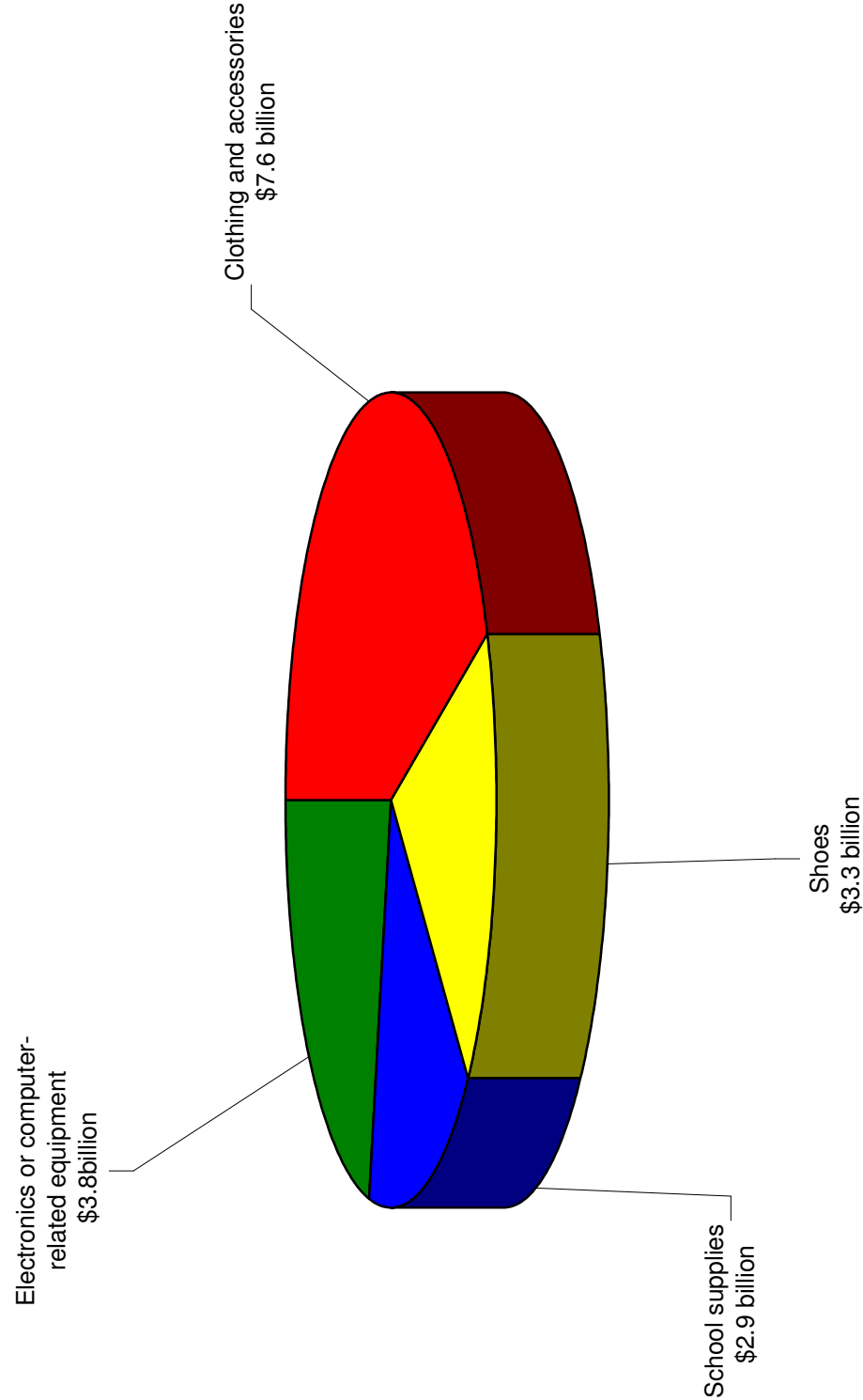


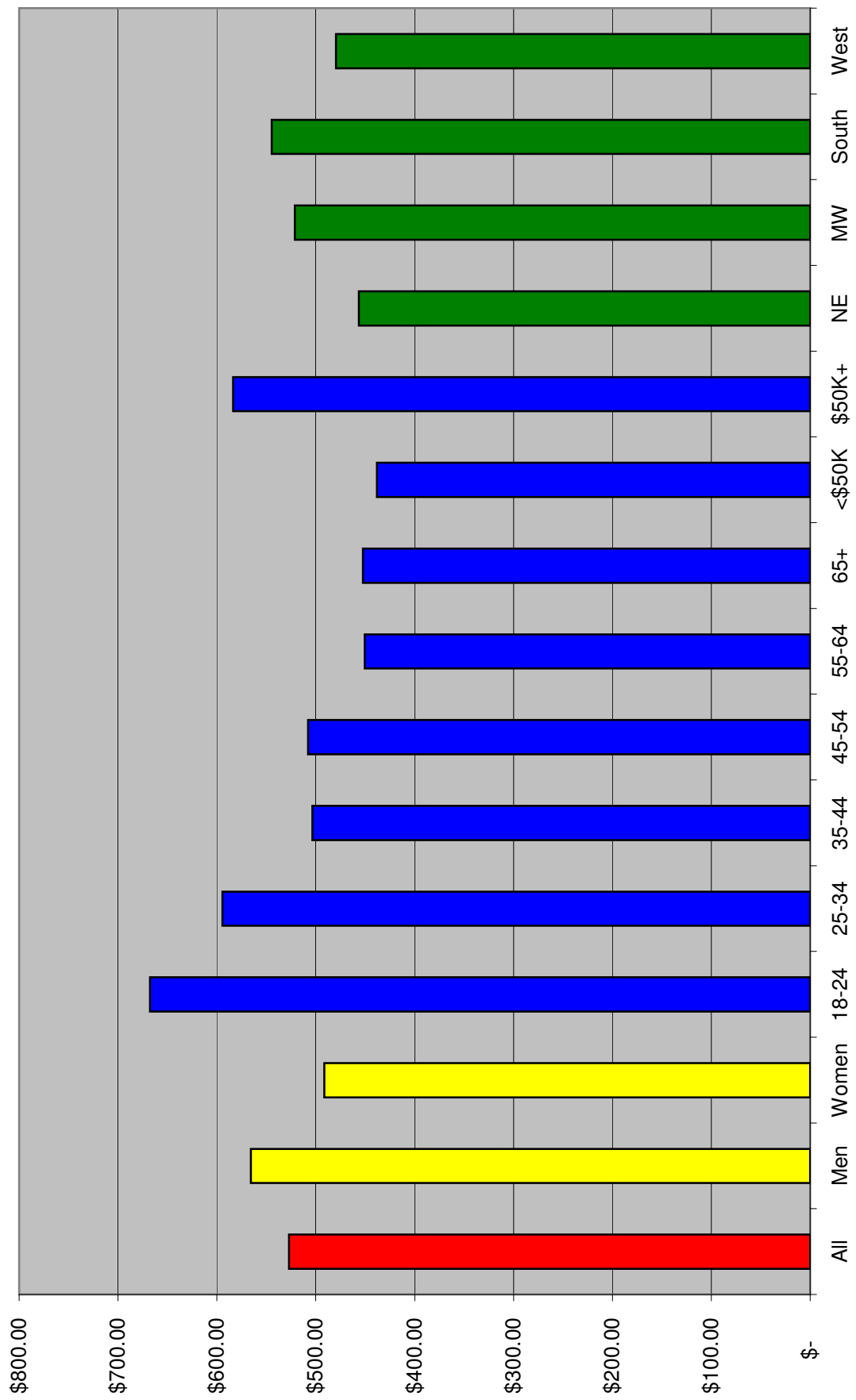
Average Consumer Spending on Back-to-School Items, 2006



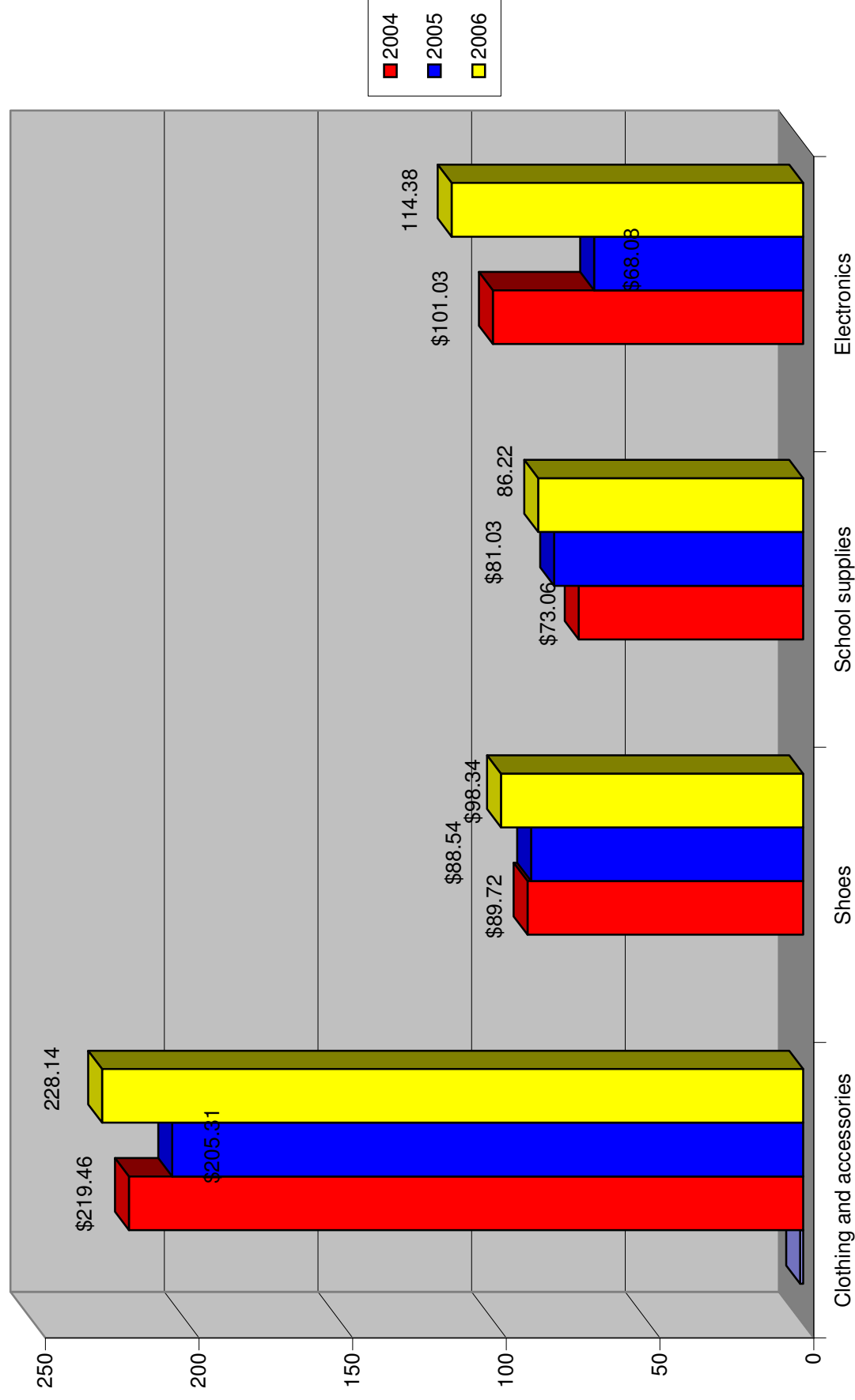
**Total Consumer Spending on Back-to-School Items, 2006**



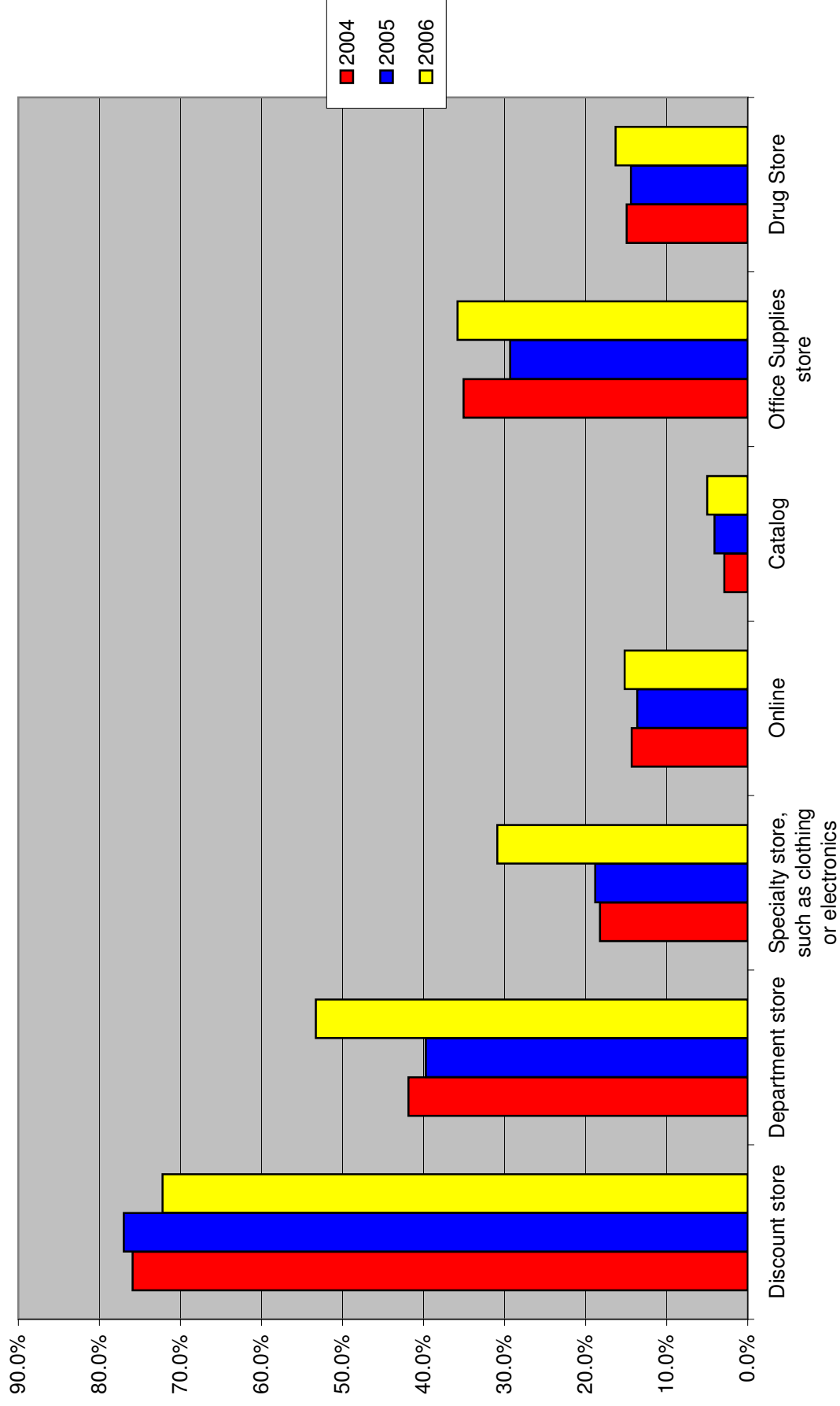
Average Back-to-School Spending by Demographic



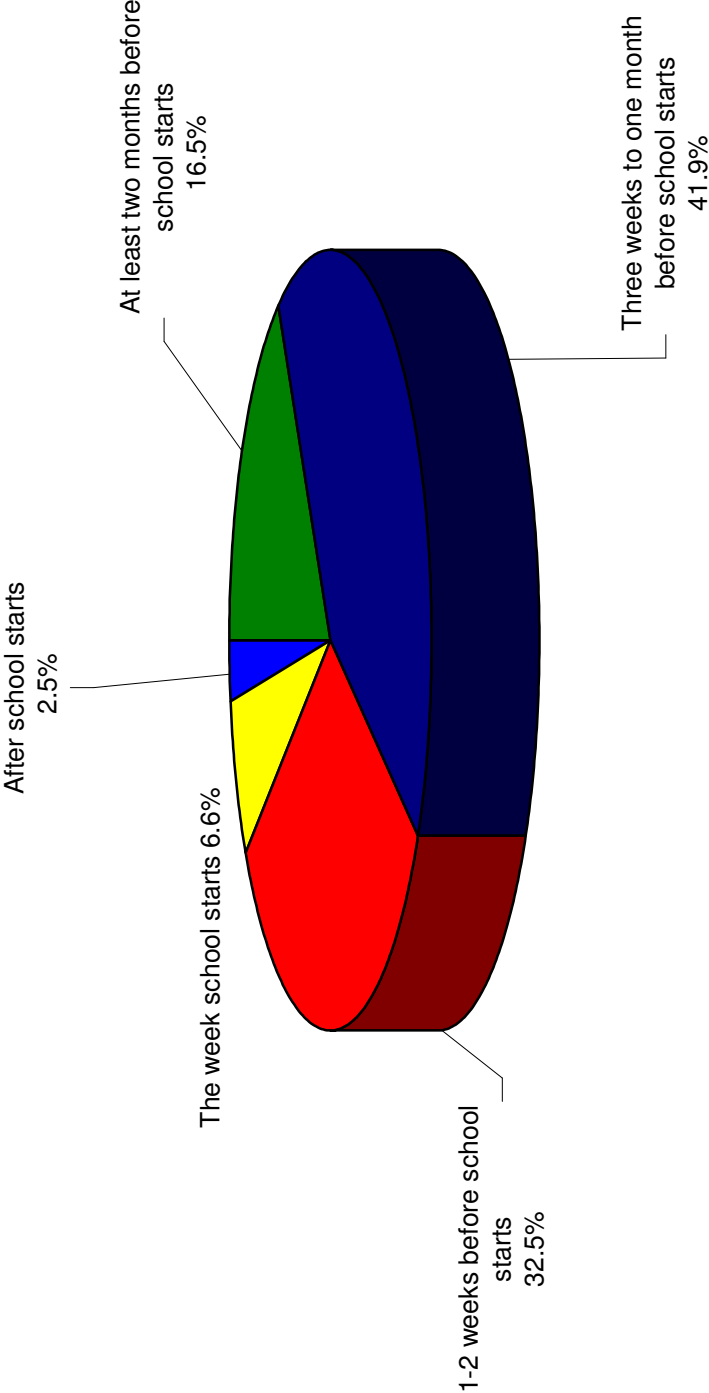
Average Consumer Spending per Category, 2006



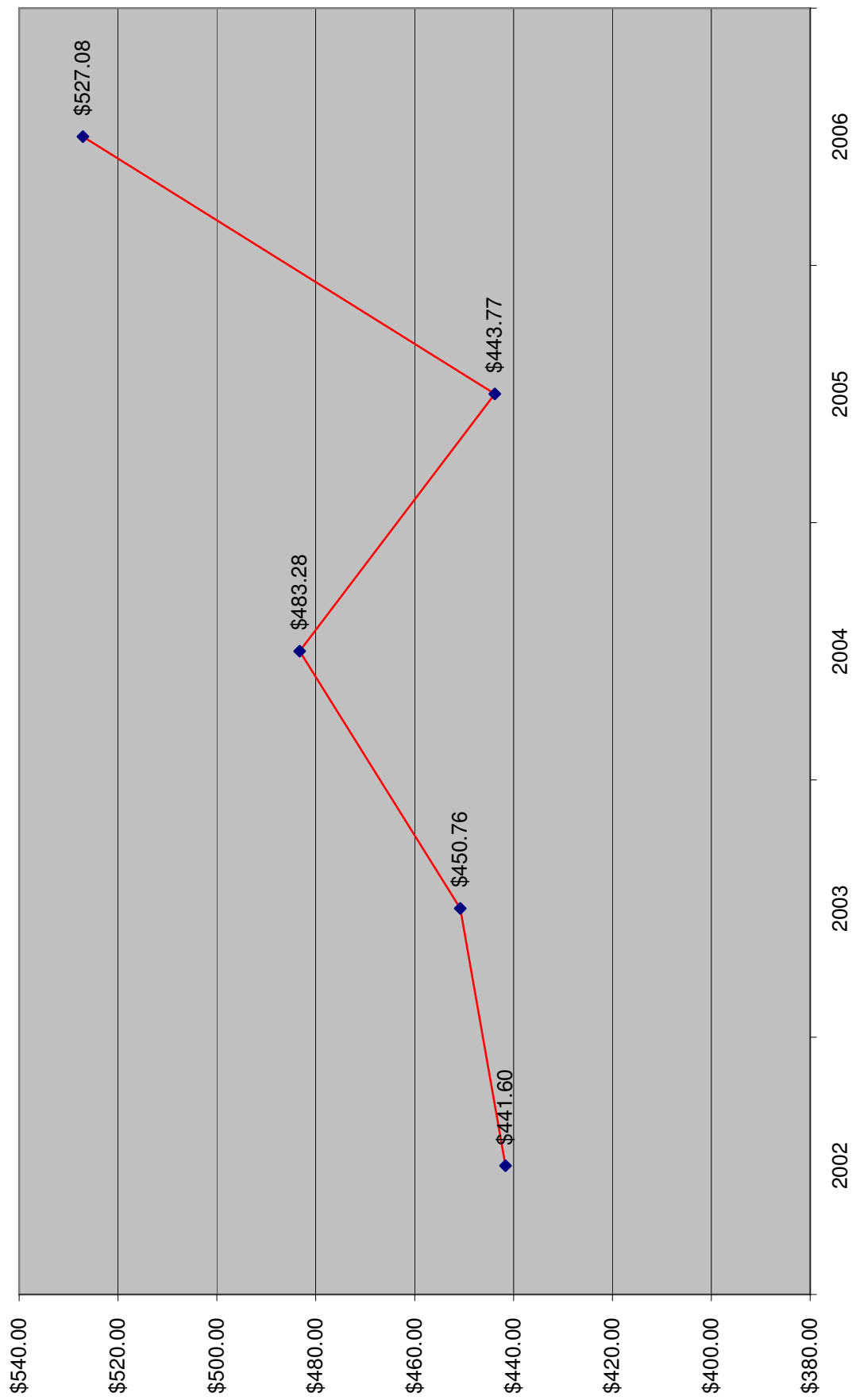
Where Consumers Will Shop for Back-to-School Items



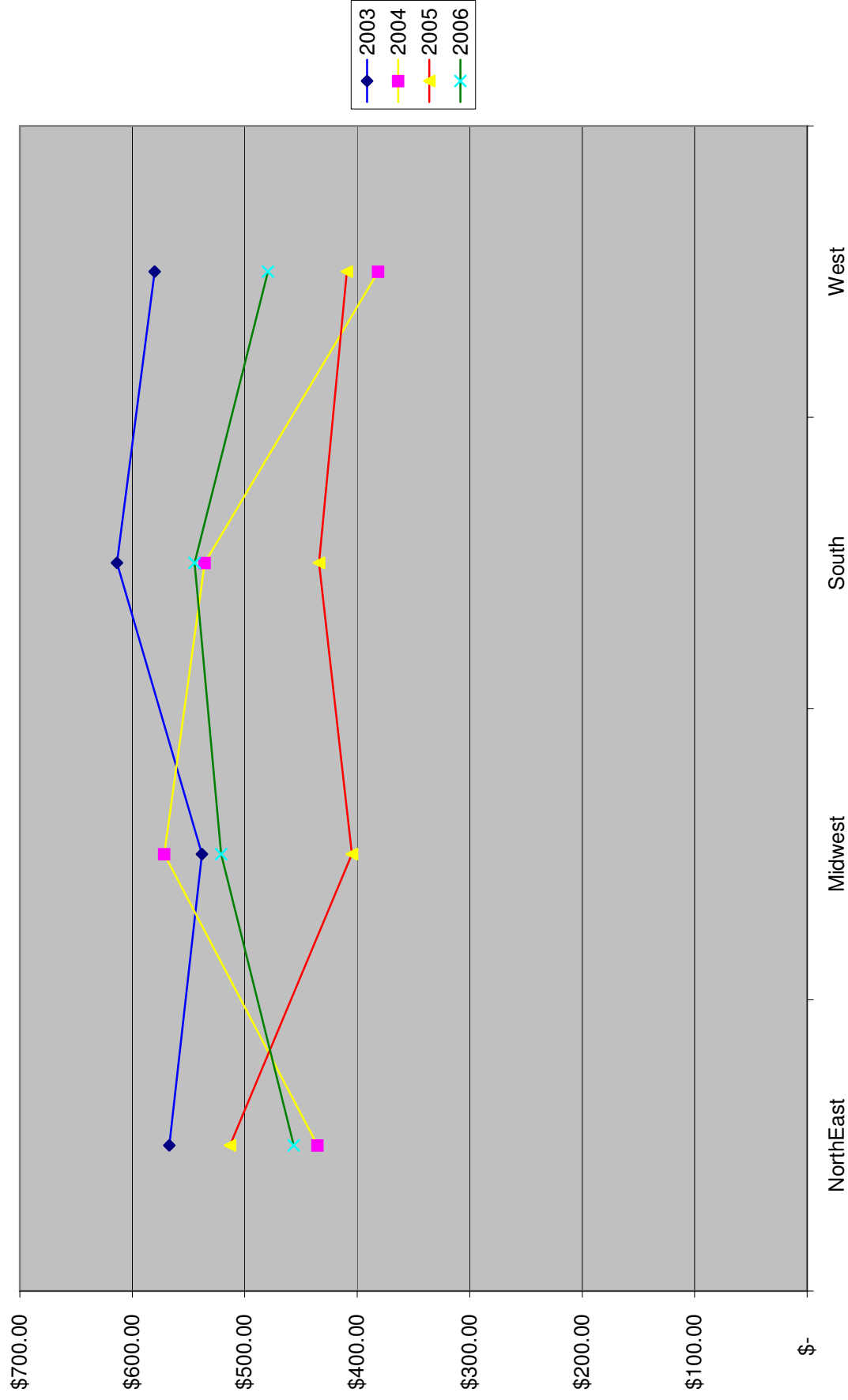
When Consumers Plan to Start Shopping for Back-to-School



Back-to-School Spending by Year



Back-to-School Spending by Region per Year



**Source: BIGresearch, CIA July-06****n = 9,032 7/5 - 7/12/06****Do you have children in your household between the ages of 6 and 17?**

	All	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K+	NE	MW	South	West
Yes	25.0%	21.2%	28.6%	20.3%	31.4%	47.8%	25.0%	8.7%	3.7%	21.6%	29.0%	25.3%	26.8%	24.1%	23.0%
No	75.0%	78.8%	71.4%	79.7%	68.6%	52.2%	75.0%	91.3%	96.3%	78.4%	71.0%	74.7%	73.2%	75.9%	77.0%
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%

**Do you have children in your household in the following grades? (Check all that apply)**

Elementary School	47.4%	45.3%	49.3%	33.8%	78.9%	51.4%	36.4%	38.2%	37.3%	50.7%	48.6%	42.4%	47.7%	45.2%	51.7%
Middle School/Junior High	31.8%	33.0%	30.6%	24.0%	28.3%	39.6%	36.3%	27.6%	29.5%	33.4%	30.6%	23.4%	33.2%	37.3%	24.2%
High School	41.1%	38.5%	43.4%	50.9%	14.0%	42.8%	51.3%	49.1%	43.5%	40.3%	44.5%	33.3%	45.6%	42.1%	41.0%

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

**How much do you plan to spend on the following back-to-school items this year?****Clothing and accessories (excluding shoes)**

<b>Average of Buyers</b>	<b>\$ 241.23</b>	<b>\$ 240.31</b>	<b>\$ 242.07</b>	<b>\$ 252.77</b>	<b>\$ 254.48</b>	<b>\$ 239.62</b>	<b>\$ 224.93</b>	<b>\$ 227.85</b>	<b>\$ 247.79</b>	<b>\$ 210.04</b>	<b>\$ 268.77</b>	<b>\$ 207.12</b>	<b>\$ 253.31</b>	<b>\$ 249.06</b>	<b>\$ 235.58</b>
<b>Percent Buying</b>	94.6%	94.1%	95.0%	91.9%	95.8%	96.2%	96.3%	94.1%	91.7%	93.3%	95.2%	93.9%	97.0%	92.4%	95.9%
<b>Net Average</b>	<b>\$ 228.14</b>	<b>\$ 226.18</b>	<b>\$ 229.96</b>	<b>\$ 232.27</b>	<b>\$ 243.73</b>	<b>\$ 230.54</b>	<b>\$ 216.67</b>	<b>\$ 214.31</b>	<b>\$ 227.27</b>	<b>\$ 196.03</b>	<b>\$ 255.75</b>	<b>\$ 194.48</b>	<b>\$ 245.78</b>	<b>\$ 230.06</b>	<b>\$ 225.93</b>
<i>in billions</i>	\$ 7.628														

**Shoes**

<b>Average of Buyers</b>	<b>\$ 105.46</b>	<b>\$ 108.93</b>	<b>\$ 102.32</b>	<b>\$ 119.49</b>	<b>\$ 121.24</b>	<b>\$ 110.49</b>	<b>\$ 94.48</b>	<b>\$ 91.72</b>	<b>\$ 92.76</b>	<b>\$ 96.20</b>	<b>\$ 115.37</b>	<b>\$ 90.55</b>	<b>\$ 105.63</b>	<b>\$ 111.90</b>	<b>\$ 105.40</b>
<b>Percent Buying</b>	93.2%	91.9%	94.5%	89.7%	93.6%	96.0%	94.5%	91.8%	91.7%	93.4%	92.4%	93.7%	95.6%	91.7%	92.4%
<b>Net Average</b>	<b>\$ 98.34</b>	<b>\$ 100.15</b>	<b>\$ 96.66</b>	<b>\$ 107.15</b>	<b>\$ 113.48</b>	<b>\$ 106.12</b>	<b>\$ 89.25</b>	<b>\$ 84.19</b>	<b>\$ 85.08</b>	<b>\$ 89.85</b>	<b>\$ 106.55</b>	<b>\$ 84.88</b>	<b>\$ 100.95</b>	<b>\$ 102.59</b>	<b>\$ 97.36</b>
<i>in billions</i>	\$ 3.288														

**School supplies, such as notebooks, folders, pencils, backpacks, and lunchboxes**

<b>Average of Buyers</b>	<b>\$ 91.29</b>	<b>\$ 97.65</b>	<b>\$ 85.38</b>	<b>\$ 109.28</b>	<b>\$ 102.82</b>	<b>\$ 84.07</b>	<b>\$ 91.19</b>	<b>\$ 74.94</b>	<b>\$ 84.82</b>	<b>\$ 76.68</b>	<b>\$ 99.42</b>	<b>\$ 77.28</b>	<b>\$ 88.26</b>	<b>\$ 94.50</b>	<b>\$ 89.39</b>
<b>Percent Buying</b>	94.4%	94.6%	94.3%	97.6%	96.3%	97.4%	97.3%	94.8%	83.0%	93.7%	95.7%	95.9%	98.3%	92.7%	92.9%
<b>Net Average</b>	<b>\$ 86.22</b>	<b>\$ 92.37</b>	<b>\$ 80.52</b>	<b>\$ 106.61</b>	<b>\$ 98.98</b>	<b>\$ 81.89</b>	<b>\$ 88.72</b>	<b>\$ 71.06</b>	<b>\$ 70.39</b>	<b>\$ 71.82</b>	<b>\$ 95.10</b>	<b>\$ 74.10</b>	<b>\$ 86.73</b>	<b>\$ 87.61</b>	<b>\$ 83.09</b>
<i>in billions</i>	\$ 2.883														

**Electronics or computer-related equipment such as a home computer, laptop, handheld organizer, or calculator**

<b>Average of Buyers</b>	<b>\$ 224.72</b>	<b>\$ 276.86</b>	<b>\$ 172.17</b>	<b>\$ 342.58</b>	<b>\$ 279.72</b>	<b>\$ 151.05</b>	<b>\$ 203.42</b>	<b>\$ 167.43</b>	<b>\$ 217.73</b>	<b>\$ 169.66</b>	<b>\$ 238.07</b>	<b>\$ 213.21</b>	<b>\$ 171.35</b>	<b>\$ 240.32</b>	<b>\$ 167.37</b>
<b>Percent Buying</b>	50.9%	53.1%	48.9%	64.7%	49.4%	56.2%	55.6%	48.3%	31.9%	47.4%	53.1%	48.3%	51.1%	51.7%	43.7%
<b>Net Average</b>	<b>\$ 114.38</b>	<b>\$ 147.00</b>	<b>\$ 84.12</b>	<b>\$ 221.51</b>	<b>\$ 138.16</b>	<b>\$ 84.87</b>	<b>\$ 113.04</b>	<b>\$ 80.85</b>	<b>\$ 69.53</b>	<b>\$ 80.44</b>	<b>\$ 126.32</b>	<b>\$ 102.92</b>	<b>\$ 87.64</b>	<b>\$ 124.28</b>	<b>\$ 73.07</b>
<i>in billions</i>	\$ 3.824														

<b>Combined Average</b>	<b>\$ 527.08</b>	<b>\$ 565.70</b>	<b>\$ 491.26</b>	<b>\$ 667.53</b>	<b>\$ 594.35</b>	<b>\$ 503.42</b>	<b>\$ 507.68</b>	<b>\$ 450.41</b>	<b>\$ 452.27</b>	<b>\$ 438.15</b>	<b>\$ 583.73</b>	<b>\$ 456.38</b>	<b>\$ 521.10</b>	<b>\$ 544.54</b>	<b>\$ 479.45</b>
<i>\$</i>	17.623														

**Where will you purchase back-to-school items this year? (Check all that apply)**

Discount store	72.2%	67.6%	76.5%	53.0%	74.1%	76.0%	79.9%	78.4%	67.6%	74.8%	72.8%	64.0%	81.4%	70.0%	72.1%
Department store	53.3%	55.2%	51.5%	56.3%	61.4%	52.2%	50.5%	47.6%	50.5%	55.9%	50.7%	54.2%	47.7%	52.7%	53.3%
Specialty store such as a clothing or electronics store	30.9%	35.2%	26.8%	42.1%	34.8%	28.9%	28.3%	28.4%	25.1%	27.9%	36.9%	29.8%	29.2%	33.4%	27.3%
Online	15.2%	15.8%	14.6%	18.6%	12.5%	16.7%	17.8%	19.4%	7.8%	15.1%	17.7%	16.5%	14.8%	16.5%	14.1%
Catalog	5.0%	4.6%	5.4%	7.1%	3.9%	5.0%	4.4%	12.5%	0.0%	4.7%	5.6%	3.3%	5.4%	5.0%	3.9%
Office Supplies store	35.8%	39.0%	32.9%	33.9%	31.5%	40.2%	39.2%	39.5%	30.0%	31.0%	44.9%	37.2%	31.2%	37.0%	30.7%
Drug Store	16.3%	14.0%	18.5%	10.9%	16.5%	14.8%	15.8%	27.3%	15.1%	18.1%	16.6%	17.8%	18.9%	13.5%	15.5%

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

**When will you begin shopping for back-to-school merchandise?**

At least two months before school starts	16.5%	17.1%	15.9%	12.2%	23.6%	12.9%	15.3%	17.1%	17.6%	19.5%	14.3%	18.7%	20.4%	14.3%	13.2%
Three weeks to one month before school starts	41.9%	39.1%	44.6%	36.6%	41.5%	46.2%	41.5%	48.7%	36.7%	40.4%	41.9%	42.9%	43.9%	39.7%	44.9%
1-2 weeks before school starts	32.5%	36.8%	28.5%	35.6%	31.6%	34.4%	35.1%	28.1%	29.0%	29.7%	35.1%	34.0%	31.3%	30.8%	30.0%
The week school starts	6.6%	5.7%	7.4%	12.3%	2.6%	4.2%	4.9%	2.5%	14.1%	6.7%	7.3%	2.8%	3.5%	10.8%	8.1%
After school starts	2.5%	1.4%	3.6%	3.4%	0.8%	2.3%	3.1%	3.5%	2.7%	3.7%	1.4%	1.6%	0.9%	4.5%	3.8%
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%

**Do your children wear a school uniform?**

Source: BIGresearch, CIA July-06  
n = 9,032 7/5 - 7/12/06

	All	Men	Women	18-24	25-34	35-44	45-54	55-64	65+	<\$50K	\$50K+	NE	MW	South	West
Yes	15.9%	19.7%	12.4%	20.4%	17.5%	15.5%	13.0%	9.0%	19.2%	16.4%	14.7%	12.9%	18.7%	15.9%	16.2%
No	84.1%	80.3%	87.6%	79.6%	82.5%	84.5%	87.0%	91.0%	80.8%	83.6%	85.3%	87.1%	81.3%	84.1%	83.8%
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%

#### How many children in your household are teenagers (13-17 years of age)?

0	41.5%	41.7%	41.2%	25.0%	71.2%	37.9%	32.4%	38.0%	39.0%	44.1%	38.6%	44.9%	43.0%	36.8%	44.9%
1	44.0%	44.2%	43.7%	52.1%	20.1%	42.3%	53.8%	50.3%	50.4%	42.7%	45.2%	45.8%	42.0%	48.9%	37.0%
2	11.1%	10.8%	11.3%	15.9%	6.7%	16.7%	11.8%	9.5%	5.1%	9.9%	13.1%	6.9%	11.9%	10.3%	11.2%
3	2.7%	2.6%	2.7%	4.6%	0.8%	2.5%	1.7%	1.3%	5.5%	2.7%	2.4%	1.7%	2.2%	3.5%	5.1%
4 or more	0.8%	0.7%	1.0%	2.4%	1.3%	0.6%	0.3%	0.8%	0.0%	0.7%	0.6%	0.7%	0.9%	0.4%	1.8%
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%

#### If you have teenagers, how much of their own money do they plan to spend on back-to-school items?

Average of Buyers \$	71.33	\$ 69.17	\$ 73.79	\$ 76.15	\$ 68.08	\$ 61.94	\$ 61.35	\$ 70.99	\$ 96.57	\$ 75.98	\$ 59.18	\$ 52.42	\$ 63.22	\$ 66.29	\$ 87.73
Percent Buying	40.6%	45.1%	36.6%	46.3%	28.7%	38.8%	47.6%	51.4%	36.5%	37.2%	45.0%	47.5%	39.3%	33.4%	44.0%
Net Average \$	28.99	\$ 31.16	\$ 26.97	\$ 35.25	\$ 19.54	\$ 24.01	\$ 29.22	\$ 36.47	\$ 35.22	\$ 28.23	\$ 26.62	\$ 24.92	\$ 24.83	\$ 22.15	\$ 38.62
in billions \$	0.567														

#### How many children in your household are pre-teens (6-12 years of age)?

0	40.5%	41.0%	40.1%	55.8%	13.2%	35.6%	46.9%	50.6%	50.5%	40.0%	41.3%	40.3%	42.8%	40.0%	40.0%
1	42.5%	40.5%	44.5%	34.6%	53.8%	45.3%	40.7%	34.8%	40.4%	42.5%	42.2%	47.1%	39.7%	42.9%	41.3%
2	13.9%	15.5%	12.4%	9.6%	24.7%	16.3%	10.7%	13.4%	6.4%	13.9%	13.5%	10.5%	16.1%	13.8%	14.1%
3	2.3%	2.3%	2.4%	0.0%	6.2%	1.9%	1.1%	1.3%	2.7%	3.1%	2.0%	1.4%	0.7%	2.7%	3.4%
4 or more	0.7%	0.8%	0.7%	0.0%	2.2%	1.0%	0.7%	0.0%	0.0%	0.5%	1.0%	0.7%	0.6%	0.6%	1.3%
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%

#### If you have pre-teens, how much of their own money do they plan to spend on back-to-school items?

Average of Buyers \$	44.00	\$ 56.25	\$ 29.68	\$ 44.22	\$ 55.80	\$ 27.14	\$ 33.43	\$ 46.57	\$ 52.74	\$ 22.40	\$ 66.26	\$ 49.04	\$ 36.20	\$ 25.64	\$ 40.98
Percent Buying	28.9%	32.4%	25.7%	17.9%	24.7%	22.1%	25.9%	42.8%	44.2%	29.2%	27.8%	27.4%	21.3%	26.6%	27.7%
Net Average \$	12.72	\$ 18.22	\$ 7.62	\$ 7.90	\$ 13.78	\$ 6.01	\$ 8.67	\$ 19.91	\$ 23.29	\$ 6.55	\$ 18.44	\$ 13.46	\$ 7.69	\$ 6.83	\$ 11.34
in billions \$	0.253														

#### What percentage of back-to-school spending is a direct result of your child's influence?

0%	12.4%	14.8%	10.1%	11.2%	16.6%	9.6%	10.2%	16.7%	11.5%	14.0%	12.3%	14.6%	8.7%	16.8%	13.6%
25%	29.7%	29.4%	29.9%	21.2%	34.4%	35.6%	31.1%	29.2%	22.3%	32.7%	27.9%	28.0%	34.2%	29.1%	26.6%
50%	32.0%	30.5%	33.4%	38.0%	28.3%	31.3%	30.9%	29.8%	35.0%	30.9%	32.2%	28.6%	32.9%	28.8%	34.7%
75%	19.1%	21.0%	17.2%	24.6%	16.0%	16.9%	19.2%	19.6%	20.4%	16.5%	21.4%	23.5%	17.2%	19.2%	16.9%
100%	6.9%	4.2%	9.4%	5.0%	4.7%	6.7%	8.5%	4.6%	10.8%	5.9%	6.2%	5.3%	6.9%	6.1%	8.1%
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%