

Source: BIGresearch, CIA July 2009**N = 8367, 6/30 - 7/7/09**

	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	23.0%	19.3%	26.5%	19.2%	24.7%	25.0%	26.5%	46.3%	24.6%	6.9%	3.2%	22.2%	22.8%	23.6%	22.5%
No	77.0%	80.7%	73.5%	80.8%	75.3%	75.0%	73.5%	53.7%	75.4%	93.1%	96.8%	77.8%	77.2%	76.4%	77.5%
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%

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

Elementary School	47.3%	44.4%	50.1%	46.5%	47.6%	40.7%	72.9%	58.3%	30.3%	41.5%	37.4%	46.1%	45.0%	46.0%	48.1%
Middle School/Junior High	32.1%	33.4%	30.8%	29.4%	34.2%	30.0%	23.8%	39.9%	36.0%	33.4%	28.1%	31.3%	37.0%	32.4%	27.9%
High School	45.2%	46.9%	43.6%	44.7%	43.3%	56.4%	20.1%	44.0%	59.2%	45.5%	48.3%	49.2%	45.2%	43.8%	46.6%

*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)**

Average of Buyers	\$ 217.40	\$ 225.96	\$ 209.51	\$ 193.19	\$ 235.17	\$ 204.30	\$ 208.58	\$ 236.32	\$ 215.01	\$ 221.95	\$ 213.06	\$ 237.94	\$ 220.07	\$ 210.60	\$ 215.56
Percent Buying	94.1%	92.7%	95.5%	95.3%	93.1%	89.5%	96.4%	97.6%	96.2%	94.2%	88.8%	94.9%	95.3%	92.0%	97.3%
Net Average	\$ 204.67	\$ 209.48	\$ 200.10	\$ 184.07	\$ 219.01	\$ 182.94	\$ 201.07	\$ 230.75	\$ 206.93	\$ 209.14	\$ 189.22	\$ 225.86	\$ 209.81	\$ 193.80	\$ 209.82
<i>in billions</i>	\$ 6.499														

Shoes

Average of Buyers	\$ 100.92	\$ 103.54	\$ 98.52	\$ 84.33	\$ 113.02	\$ 105.98	\$ 97.41	\$ 109.02	\$ 102.96	\$ 99.07	\$ 89.86	\$ 108.16	\$ 107.78	\$ 100.71	\$ 102.01
Percent Buying	92.7%	91.1%	94.3%	94.5%	91.8%	86.6%	95.7%	96.5%	95.9%	93.6%	85.6%	94.4%	94.3%	90.2%	96.2%
Net Average	\$ 93.59	\$ 94.32	\$ 92.89	\$ 79.71	\$ 103.74	\$ 91.75	\$ 93.27	\$ 105.19	\$ 98.75	\$ 92.70	\$ 76.93	\$ 102.10	\$ 101.67	\$ 90.84	\$ 98.10
<i>in billions</i>	\$ 2.972														

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

Average of Buyers	\$ 87.41	\$ 90.41	\$ 84.64	\$ 81.46	\$ 92.01	\$ 80.18	\$ 85.07	\$ 95.12	\$ 83.21	\$ 86.71	\$ 92.46	\$ 95.74	\$ 93.36	\$ 82.67	\$ 83.30
Percent Buying	94.5%	93.2%	95.8%	95.3%	94.5%	92.4%	96.4%	97.4%	97.0%	96.8%	86.1%	93.8%	96.1%	94.3%	96.6%
Net Average	\$ 82.62	\$ 84.28	\$ 81.05	\$ 77.65	\$ 86.98	\$ 74.08	\$ 82.01	\$ 92.67	\$ 80.70	\$ 83.94	\$ 79.57	\$ 89.76	\$ 89.70	\$ 77.97	\$ 80.44
<i>in billions</i>	\$ 2.624														

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

Average of Buyers	\$ 293.80	\$ 341.72	\$ 242.68	\$ 204.04	\$ 332.08	\$ 377.66	\$ 294.55	\$ 223.23	\$ 277.25	\$ 298.39	\$ 316.68	\$ 238.05	\$ 317.43	\$ 255.95	\$ 354.84
Percent Buying	57.1%	60.6%	53.9%	50.0%	57.7%	72.1%	57.6%	58.6%	62.4%	52.7%	41.0%	58.9%	63.2%	55.6%	60.7%
Net Average	\$ 167.84	\$ 207.00	\$ 130.71	\$ 102.11	\$ 191.59	\$ 272.45	\$ 169.80	\$ 130.73	\$ 172.98	\$ 157.18	\$ 129.86	\$ 140.19	\$ 200.46	\$ 142.40	\$ 215.27
<i>in billions</i>	\$ 5.330														

Combined Average	\$ 548.72	\$ 595.08	\$ 504.75	\$ 443.53	\$ 601.32	\$ 621.22	\$ 546.15	\$ 559.34	\$ 559.35	\$ 542.96	\$ 475.59	\$ 557.92	\$ 601.64	\$ 505.01	\$ 603.63
<i>in billions</i>	\$ 17.424														

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

Discount store	74.5%	71.3%	77.7%	80.1%	74.5%	52.4%	68.9%	76.5%	78.7%	80.4%	85.7%	70.3%	79.6%	75.8%	71.1%
Department store	54.4%	57.4%	51.4%	51.7%	55.6%	71.2%	56.4%	57.8%	52.0%	53.0%	39.1%	58.9%	56.9%	50.2%	53.6%
Clothing store	48.4%	49.7%	47.1%	51.1%	47.5%	61.2%	55.1%	48.9%	46.1%	40.7%	39.9%	49.6%	46.3%	47.0%	49.4%
Electronics store	20.8%	25.2%	16.6%	17.2%	22.4%	37.6%	19.2%	18.0%	19.0%	13.5%	21.0%	21.4%	25.5%	20.0%	22.5%
Online	22.2%	24.4%	20.2%	17.5%	25.5%	32.5%	28.6%	23.6%	22.0%	15.6%	11.8%	23.6%	28.0%	18.8%	25.5%
Catalog	7.9%	6.8%	8.9%	8.0%	7.6%	8.6%	7.9%	7.4%	6.3%	8.1%	9.7%	9.6%	11.8%	6.0%	5.9%
Office Supplies store	41.2%	41.1%	41.3%	38.8%	44.9%	49.3%	41.4%	35.2%	42.0%	36.5%	44.5%	46.9%	36.7%	42.8%	37.1%
Drug Store	21.5%	19.2%	23.7%	21.9%	19.8%	22.0%	25.6%	18.2%	21.8%	22.9%	18.9%	24.4%	19.2%	21.9%	21.1%
Thrift Stores/Resale Shops	18.2%	14.3%	21.9%	22.5%	14.1%	13.9%	19.5%	17.8%	16.9%	19.3%	21.0%	11.8%	18.0%	20.2%	19.9%

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

Source: BIGresearch, CIA July 2009**N = 8367, 6/30 - 7/7/09**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
When will you begin shopping for back-to-school merchandise?															
At least two months before school starts	18.1%	15.4%	20.7%	15.3%	16.7%	13.7%	14.6%	19.8%	15.0%	20.5%	24.9%	17.3%	16.4%	16.6%	17.4%
Three weeks to one month before school starts	44.4%	46.4%	42.4%	45.3%	44.4%	44.1%	50.6%	42.1%	42.9%	45.9%	40.9%	54.2%	48.8%	42.7%	41.1%
1-2 weeks before school starts	31.8%	33.3%	30.3%	33.2%	33.8%	33.8%	31.7%	31.0%	32.9%	26.6%	34.2%	23.0%	29.6%	34.9%	35.1%
The week school starts	3.2%	3.1%	3.4%	3.4%	3.2%	5.0%	1.0%	5.1%	5.2%	3.2%	0.0%	3.2%	2.6%	3.0%	4.3%
After school starts	2.5%	1.8%	3.3%	2.8%	1.9%	3.4%	2.2%	2.0%	4.0%	3.9%	0.0%	2.3%	2.7%	2.8%	2.1%
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%

Do your children wear a school uniform?

Yes	19.2%	22.4%	16.1%	22.5%	15.9%	18.5%	33.6%	20.4%	16.2%	18.5%	7.0%	25.1%	14.7%	21.4%	17.0%
No	80.8%	77.6%	83.9%	77.5%	84.1%	81.5%	66.4%	79.6%	83.8%	81.5%	93.0%	74.9%	85.3%	78.6%	83.0%
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%

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

0	38.7%	37.5%	39.9%	39.6%	38.9%	30.5%	61.4%	39.8%	24.0%	37.0%	38.0%	32.8%	35.2%	38.1%	40.2%
1	45.1%	43.4%	46.7%	46.9%	45.1%	47.3%	26.6%	39.8%	55.8%	49.1%	53.1%	53.5%	51.1%	45.2%	41.4%
2	13.3%	15.7%	11.0%	11.4%	13.8%	17.6%	8.1%	17.8%	17.7%	11.4%	6.7%	11.4%	12.7%	12.1%	15.9%
3	2.1%	2.3%	2.0%	1.6%	1.9%	3.3%	3.3%	2.0%	2.0%	2.6%	0.0%	2.1%	0.9%	2.6%	2.2%
4 or more	0.9%	1.2%	0.6%	0.5%	0.3%	1.3%	0.6%	0.6%	0.5%	0.0%	2.2%	0.3%	0.1%	2.1%	0.3%
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 teenagers, how much of their own money do they plan to spend on back-to-school items?

Average of Buyers	\$ 78.59	\$ 88.88	\$ 67.30	\$ 85.49	\$ 85.64	\$ 67.06	\$ 104.33	\$ 83.53	\$ 64.82	\$ 79.49	\$ 74.26	\$ 105.77	\$ 64.06	\$ 76.11	\$ 75.84
Percent Buying	39.3%	42.2%	36.5%	39.7%	40.6%	34.3%	33.4%	37.0%	41.3%	44.0%	45.8%	46.2%	34.7%	38.1%	37.2%
Net Average	\$ 30.88	\$ 37.52	\$ 24.57	\$ 33.93	\$ 34.76	\$ 22.98	\$ 34.86	\$ 30.87	\$ 26.78	\$ 34.94	\$ 34.00	\$ 48.87	\$ 22.24	\$ 29.03	\$ 28.17
<i>in billions</i>	\$ 0.601														

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

0	42.8%	44.2%	41.5%	41.4%	43.5%	51.1%	21.7%	28.1%	54.3%	54.8%	52.0%	45.9%	47.4%	41.0%	41.4%
1	40.1%	37.8%	42.2%	43.0%	39.1%	36.6%	52.0%	45.7%	32.8%	32.3%	38.6%	35.9%	37.3%	42.4%	40.4%
2	14.1%	15.4%	12.8%	11.3%	15.0%	8.0%	20.4%	21.9%	11.4%	10.3%	9.4%	12.7%	13.2%	12.9%	15.3%
3	2.7%	2.3%	3.0%	4.0%	2.0%	3.5%	5.3%	3.7%	1.1%	2.6%	0.0%	4.3%	2.0%	3.0%	2.8%
4 or more	0.4%	0.3%	0.5%	0.2%	0.5%	0.7%	0.7%	0.5%	0.5%	0.0%	0.0%	1.1%	0.0%	0.7%	0.0%
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%

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

Average of Buyers	\$ 47.35	\$ 58.90	\$ 36.12	\$ 56.27	\$ 40.95	\$ 58.82	\$ 83.00	\$ 46.11	\$ 36.43	\$ 69.86	\$ 13.00	\$ 71.08	\$ 60.73	\$ 45.77	\$ 39.47
Percent Buying	25.2%	25.6%	24.9%	25.7%	25.8%	22.2%	17.8%	28.9%	23.8%	27.4%	31.1%	14.3%	25.0%	25.4%	31.3%
Net Average	\$ 11.94	\$ 15.05	\$ 9.00	\$ 14.45	\$ 10.56	\$ 13.06	\$ 14.76	\$ 13.34	\$ 8.66	\$ 19.16	\$ 4.05	\$ 10.16	\$ 15.15	\$ 11.60	\$ 12.34
<i>in billions</i>	\$ 0.217														

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

0%	12.3%	12.9%	11.8%	8.8%	13.2%	14.2%	14.9%	12.1%	11.4%	11.8%	9.9%	9.7%	12.0%	12.1%	14.5%
25%	33.5%	38.8%	28.5%	32.8%	34.0%	26.5%	35.7%	39.2%	34.4%	39.2%	24.3%	25.7%	36.5%	34.7%	31.5%
50%	30.3%	31.7%	29.0%	30.2%	29.3%	34.2%	37.1%	27.1%	27.1%	27.4%	29.8%	37.5%	31.2%	30.4%	26.9%
75%	17.1%	13.3%	20.7%	17.8%	17.7%	16.5%	9.8%	16.2%	20.0%	17.7%	22.6%	21.1%	14.2%	13.0%	19.4%
100%	6.7%	3.3%	10.0%	10.4%	5.8%	8.6%	2.5%	5.3%	7.2%	3.9%	13.2%	6.1%	6.2%	9.8%	7.7%
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%

Source: BIGresearch, CIA July 2009**N = 8367, 6/30 - 7/7/09**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
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%	37.3%	45.9%	54.9%	34.2%	41.6%	38.8%	42.6%	40.4%	45.8%	42.0%	36.6%	44.8%	41.4%	42.5%
Doing more comparative shopping online	26.4%	27.0%	25.9%	28.0%	25.4%	29.7%	28.0%	28.4%	24.0%	20.5%	27.7%	30.1%	26.3%	23.1%	27.2%
Doing more comparative shopping with ad circulars/newspapers	42.5%	34.5%	50.2%	45.9%	42.2%	27.0%	37.2%	48.0%	45.2%	53.8%	41.1%	43.6%	45.6%	41.6%	36.0%
Making do with last year's school items	35.1%	32.1%	38.0%	42.9%	33.0%	26.8%	27.2%	36.6%	35.5%	36.5%	46.6%	30.9%	34.7%	34.5%	37.8%
Shopping for sales more often	56.2%	48.1%	63.8%	65.6%	54.6%	51.0%	47.3%	56.0%	59.8%	63.7%	59.2%	57.1%	66.3%	54.6%	51.5%
Shopping more online	9.6%	11.0%	8.3%	9.5%	10.2%	11.2%	12.2%	10.5%	8.0%	6.8%	8.8%	10.0%	15.1%	8.1%	10.6%
Spending less overall	49.6%	45.4%	53.6%	57.1%	46.4%	44.8%	45.8%	51.6%	54.0%	44.5%	54.6%	42.8%	54.7%	49.3%	49.6%
Using coupons more	40.0%	33.9%	45.8%	43.7%	40.6%	41.0%	37.5%	41.8%	39.7%	45.8%	35.3%	39.5%	45.4%	39.3%	32.3%
The economy is impacting whether children will attend private or public school	5.7%	6.0%	5.5%	7.8%	4.6%	8.1%	4.6%	5.8%	4.9%	7.3%	4.6%	4.5%	3.9%	8.1%	4.6%
Postponing educational investments (ie: family computer)	6.8%	7.6%	6.1%	10.9%	3.7%	5.4%	4.3%	6.9%	8.0%	7.4%	8.8%	3.0%	5.9%	10.6%	7.6%
Cutting back on extracurricular activities or sports	11.4%	9.7%	12.9%	18.5%	9.3%	8.5%	7.9%	15.1%	13.5%	12.4%	9.7%	7.1%	11.8%	10.2%	14.4%
Back-to-school plans will not change	14.9%	19.9%	10.1%	8.5%	21.6%	9.4%	19.8%	11.1%	10.9%	12.9%	24.4%	16.1%	14.6%	14.4%	14.0%
Other:	2.3%	1.5%	3.0%	3.0%	1.9%	1.0%	1.5%	1.8%	2.6%	1.9%	4.6%	1.8%	1.7%	1.3%	4.2%

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

Back to School Spending by Year

2002	\$ 441.60
2003	\$ 450.76
2004	\$ 483.28
2005	\$ 443.77
2006	\$ 527.08
2007	\$ 563.49
2008	\$ 594.24
2009	\$ 548.72

Source: BIGresearch, CIA July 2007-2009

	2007	2008	2009
Do you have children in your household between the ages of 6 and 17?			
Yes	24.1%	24.7%	23.0%
No	75.9%	75.3%	77.0%
Total	100.0%	100.0%	100.0%

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

Elementary School	45.3%	52.2%	47.3%
Middle School/Junior High	32.8%	33.8%	32.1%
High School	43.1%	43.9%	45.2%

*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)**

Average of Buyers	\$ 242.98	\$ 247.32	\$ 217.40
Percent Buying	95.4%	94.8%	94.1%
Net Average	\$ 231.80	\$ 234.51	\$ 204.67
<i>in billions</i>	\$ 7.569	\$ 7.922	\$ 6.499

Shoes

Average of Buyers	\$ 116.43	\$ 117.29	\$ 100.92
Percent Buying	93.1%	93.6%	92.7%
Net Average	\$ 108.42	\$ 109.75	\$ 93.59
<i>in billions</i>	\$ 3.540	\$ 3.708	\$ 2.972

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

Average of Buyers	\$ 98.44	\$ 102.55	\$ 87.41
Percent Buying	95.5%	95.9%	94.5%
Net Average	\$ 94.02	\$ 98.37	\$ 82.62
<i>in billions</i>	\$ 3.070	\$ 3.323	\$ 2.624

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

Average of Buyers	\$ 222.58	\$ 259.66	\$ 293.80
Percent Buying	58.1%	58.4%	57.1%
Net Average	\$ 129.24	\$ 151.61	\$ 167.84
<i>in billions</i>	\$ 4.220	\$ 5.122	\$ 5.330

Combined Average	\$ 563.49	\$ 594.24	\$ 548.72
<i>in billions</i>	\$ 18.400	\$ 20.075	\$ 17.424

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

Discount store	67.6%	73.0%	74.5%
----------------	-------	-------	-------

Source: BIGresearch, CIA July 2007-2009

	2007	2008	2009
Department store	54.9%	56.6%	54.4%
Clothing store	NA	47.8%	48.4%
Electronics store	NA	21.4%	20.8%
Specialty store, such as a clothing or electronics store	31.6%	NA	NA
Online	21.4%	24.8%	22.2%
Catalog	7.2%	8.5%	7.9%
Office Supplies store	41.4%	41.8%	41.2%
Drug Store	17.9%	18.2%	21.5%
Thrift Stores/Resale Shops	NA	NA	18.2%

*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	14.6%	17.4%	18.1%
Three weeks to one month before school starts	45.2%	46.4%	44.4%
1-2 weeks before school starts	32.1%	30.5%	31.8%
The week school starts	5.4%	3.8%	3.2%
After school starts	2.7%	1.9%	2.5%
Total	100.0%	100.0%	100.0%

Do your children wear a school uniform?

Yes	15.8%	17.8%	19.2%
No	84.2%	82.2%	80.8%
Total	100.0%	100.0%	100.0%

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

0	38.0%	38.1%	38.7%
1	43.7%	47.2%	45.1%
2	12.3%	11.9%	13.3%
3	5.3%	2.4%	2.1%
4 or more	0.7%	0.3%	0.9%
Total	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	\$ 72.32	\$ 64.53	\$ 78.59
Percent Buying	43.1%	40.7%	39.3%
Net Average	\$ 31.19	\$ 26.29	\$ 30.88
<i>in billions</i>	\$ 0.596	\$ 0.549	\$ 0.601

Source: BIGresearch, CIA July 2007-2009

	2007	2008	2009
How many children in your household are pre-teens (6-12 years of age)?			
0	42.2%	37.7%	42.8%
1	41.0%	47.2%	40.1%
2	13.4%	13.0%	14.1%
3	2.6%	1.7%	2.7%
4 or more	0.7%	0.4%	0.4%
Total	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	\$ 47.21	\$ 50.23	\$ 47.35
Percent Buying	32.6%	22.8%	25.2%
Net Average	\$ 15.38	\$ 11.44	\$ 11.94
<i>in billions</i>	\$ 0.299	\$ 0.241	\$ 0.217

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

0%	11.3%	12.6%	12.3%
25%	30.9%	32.9%	33.5%
50%	31.1%	30.1%	30.3%
75%	20.6%	17.0%	17.1%
100%	6.1%	7.4%	6.7%
Total	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)

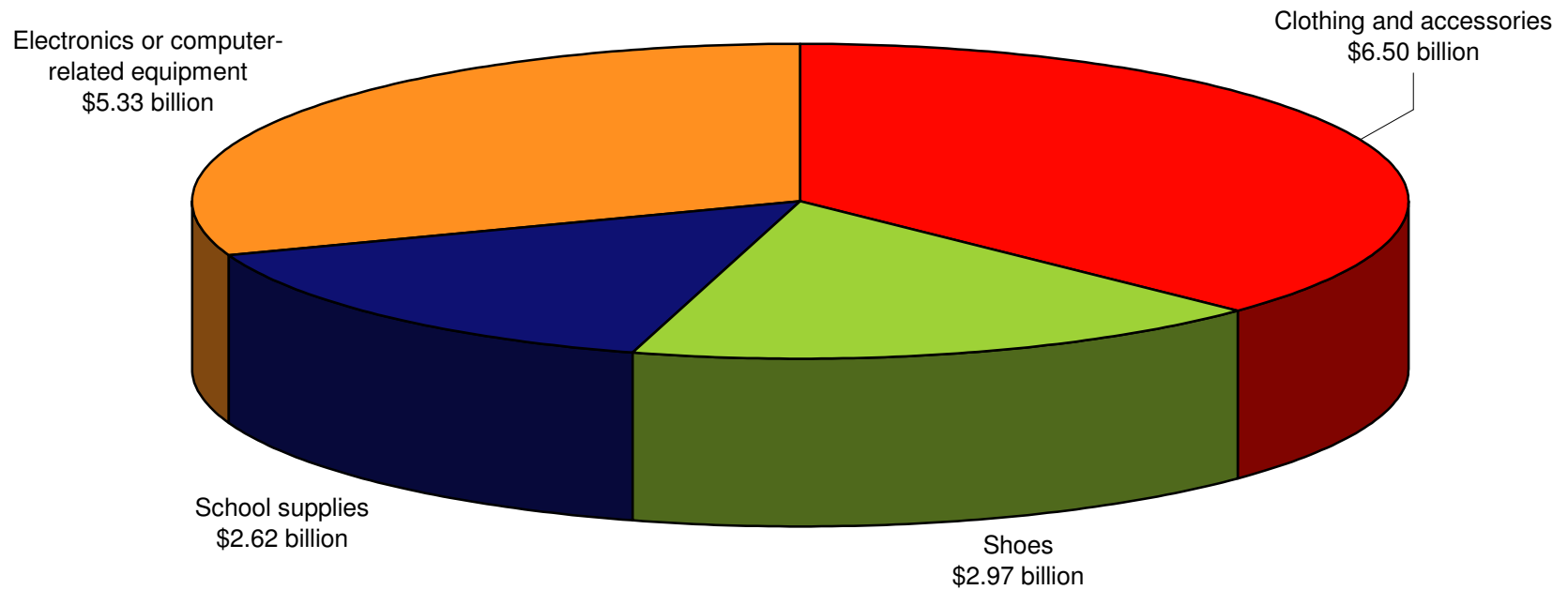
Buying more store brand/generic products	NA	NA	41.7%
Doing more comparative shopping online	NA	NA	26.4%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	42.5%
Making do with last year's school items	NA	NA	35.1%
Shopping for sales more often	NA	NA	56.2%
Shopping more online	NA	NA	9.6%
Spending less overall	NA	NA	49.6%
Using coupons more	NA	NA	40.0%
The economy is impacting whether children will attend private or public school	NA	NA	5.7%
Postponing educational investments (ie: family computer)	NA	NA	6.8%
Cutting back on extracurricular activities or sports	NA	NA	11.4%

Source: BIGresearch, CIA July 2007-2009

	2007	2008	2009
Back-to-school plans will not change	NA	NA	14.9%
Other:	NA	NA	2.3%

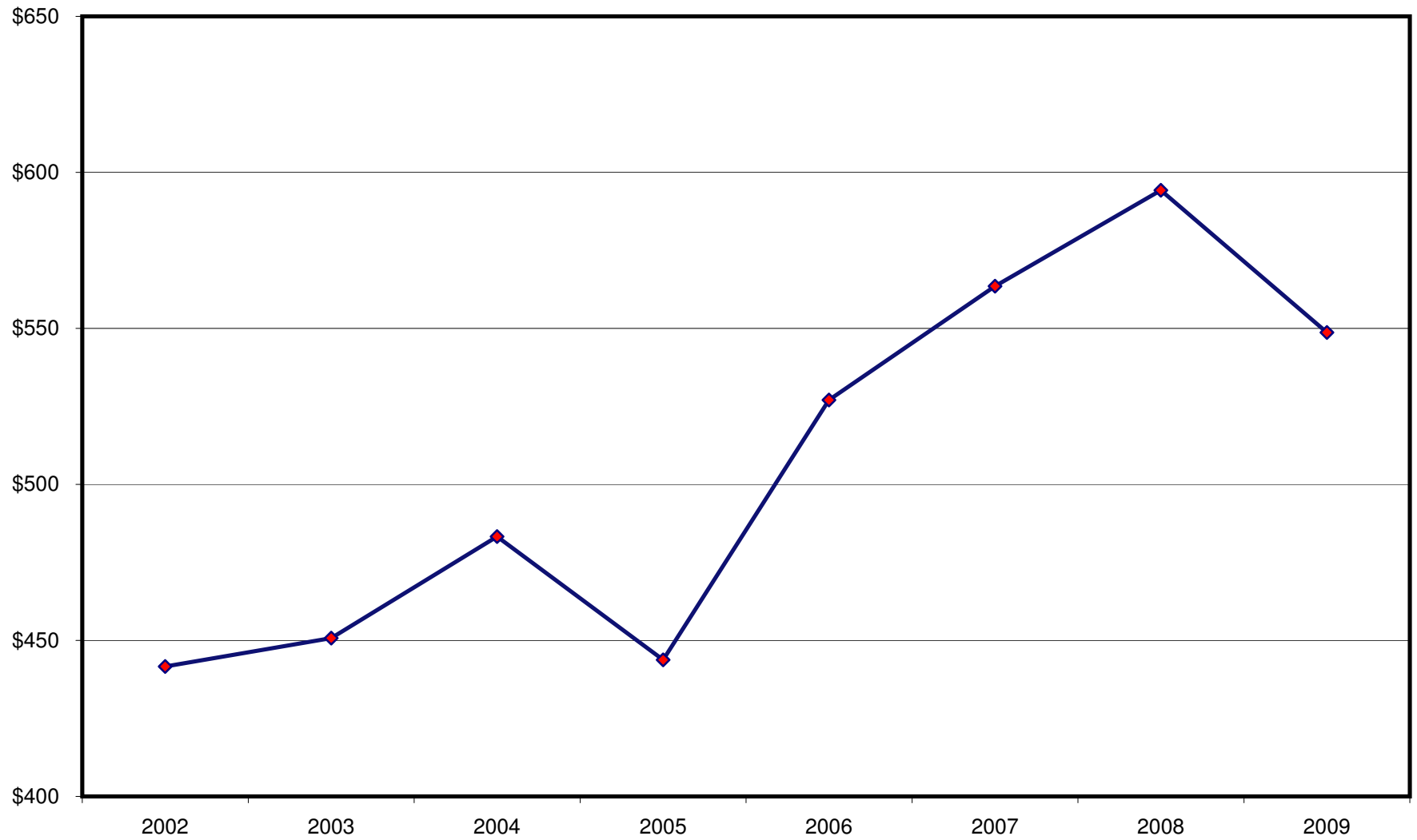
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Total Back-to-School Spending, 2009



NRF survey conducted by BIGresearch, June 30 - July 7, 2009. 8367 respondents.

Back to School Spending by Year



NRF survey conducted by BIGresearch, June 30 - July 7, 2009. 8367 respondents.

How the Economy is Impacting Back-to-School

