

Source: BIGresearch, CIA July 2007

N = 8290, 7/3 - 7/10/07

Do you have children in your household between the ages of 6 and 17?

	All 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	24.1%	21.2%	26.9%	20.7%	26.4%	25.4%	30.9%	44.2%	26.4%	7.2%	3.0%	23.5%	25.4%	24.6%	23.2%
No	75.9%	78.8%	73.1%	79.3%	73.6%	74.6%	69.1%	55.8%	73.6%	92.8%	97.0%	76.5%	74.6%	75.4%	76.8%
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 you have children in your household in the following grades? (Check all that apply)

Elementary School	45.3%	38.2%	52.0%	46.0%	44.9%	43.5%	70.1%	49.3%	30.9%	33.4%	41.1%	50.0%	41.5%	42.1%	53.1%
Middle School/Junior High	32.8%	37.8%	27.9%	30.8%	36.2%	26.7%	38.2%	39.9%	32.5%	28.9%	26.6%	42.3%	30.2%	33.9%	25.7%
High School	43.1%	44.9%	41.3%	40.6%	49.8%	49.1%	16.9%	44.0%	56.4%	44.8%	49.0%	44.7%	53.0%	41.6%	38.4%

*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	\$ 248.58	\$ 237.69	\$ 207.12	\$ 255.19	\$ 229.43	\$ 238.27	\$ 249.99	\$ 249.48	\$ 246.70	\$ 240.16	\$ 249.05	\$ 225.22	\$ 251.58	\$ 245.31
Percent Buying	95.4%	95.3%	95.5%	93.5%	97.0%	97.6%	97.4%	96.0%	94.8%	96.4%	90.6%	97.7%	96.4%	92.7%	95.6%
Net Average \$	231.80	\$ 236.88	\$ 227.00	\$ 193.68	\$ 247.46	\$ 223.90	\$ 231.99	\$ 240.07	\$ 236.60	\$ 237.74	\$ 217.59	\$ 243.43	\$ 217.06	\$ 233.11	\$ 234.41

in billions \$ 7.569

Shoes

Average of Buyers \$	116.43	\$ 125.95	\$ 107.43	\$ 98.95	\$ 123.49	\$ 119.85	\$ 123.48	\$ 116.11	\$ 114.02	\$ 112.87	\$ 111.13	\$ 115.49	\$ 106.74	\$ 121.86	\$ 117.41
Percent Buying	93.1%	93.1%	93.2%	91.0%	93.9%	96.2%	96.8%	95.7%	94.5%	94.1%	81.2%	96.5%	95.7%	91.8%	91.5%
Net Average \$	108.42	\$ 117.22	\$ 100.10	\$ 90.08	\$ 115.96	\$ 115.31	\$ 119.48	\$ 111.11	\$ 107.75	\$ 106.25	\$ 90.24	\$ 111.47	\$ 102.09	\$ 111.85	\$ 107.44

in billions \$ 3.540

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

Average of Buyers \$	98.44	\$ 111.55	\$ 86.13	\$ 82.06	\$ 105.80	\$ 96.08	\$ 93.95	\$ 109.83	\$ 105.09	\$ 95.09	\$ 85.96	\$ 101.69	\$ 97.81	\$ 98.76	\$ 91.38
Percent Buying	95.5%	95.1%	95.9%	93.1%	97.8%	96.3%	97.7%	96.3%	96.9%	94.6%	90.6%	97.5%	97.1%	92.5%	96.4%
Net Average \$	94.02	\$ 106.11	\$ 82.59	\$ 76.40	\$ 103.47	\$ 92.55	\$ 91.83	\$ 105.81	\$ 101.81	\$ 89.97	\$ 77.88	\$ 99.16	\$ 94.94	\$ 91.35	\$ 88.06

in billions \$ 3.070

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

Average of Buyers \$	222.58	\$ 241.86	\$ 201.53	\$ 163.97	\$ 226.62	\$ 312.81	\$ 259.10	\$ 179.92	\$ 221.94	\$ 227.02	\$ 122.07	\$ 200.52	\$ 231.09	\$ 214.44	\$ 212.54
Percent Buying	58.1%	62.3%	54.0%	58.0%	57.7%	71.0%	60.0%	58.3%	60.6%	53.1%	46.5%	64.9%	60.2%	56.4%	52.0%
Net Average \$	129.24	\$ 150.77	\$ 108.87	\$ 95.09	\$ 130.86	\$ 221.98	\$ 155.59	\$ 104.89	\$ 134.48	\$ 120.54	\$ 56.80	\$ 130.09	\$ 139.19	\$ 120.95	\$ 110.59

in billions \$ 4.220

Combined Average \$	563.49	\$ 610.98	\$ 518.55	\$ 455.24	\$ 597.74	\$ 653.74	\$ 598.90	\$ 561.88	\$ 580.64	\$ 554.50	\$ 442.52	\$ 584.15	\$ 553.28	\$ 557.26	\$ 540.51
---------------------	--------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

in billions \$ 18.400

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

Discount store	67.6%	61.8%	73.0%	69.0%	71.9%	52.8%	64.7%	70.7%	68.5%	63.2%	81.2%	66.5%	59.5%	70.7%	67.2%
Department store	54.9%	57.9%	52.2%	53.2%	58.7%	72.5%	56.2%	52.6%	55.2%	46.5%	49.0%	62.8%	59.2%	50.9%	52.1%
Specialty store, such as a clothing or electronics store	31.6%	33.6%	29.6%	26.7%	38.3%	40.6%	38.7%	25.7%	32.7%	32.7%	21.3%	34.3%	27.8%	33.8%	27.1%
Online	21.4%	24.3%	18.7%	15.4%	27.7%	36.1%	27.0%	22.2%	17.3%	13.7%	13.9%	31.1%	18.3%	19.7%	19.4%
Catalog	7.2%	8.1%	6.3%	4.3%	8.9%	12.3%	8.8%	7.5%	5.9%	6.9%	2.5%	11.3%	4.7%	7.0%	7.0%
Office Supplies store	41.4%	42.8%	40.1%	37.1%	48.2%	51.7%	42.2%	35.8%	41.4%	37.9%	42.1%	45.4%	45.4%	42.4%	36.2%
Drug Store	17.9%	14.6%	21.0%	15.2%	22.4%	15.7%	20.9%	14.1%	18.4%	14.6%	22.8%	23.8%	18.5%	18.5%	16.4%

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

Source: BIGresearch, CIA July 2007

N = 8290, 7/3 - 7/10/07

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

	All 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
At least two months before school starts	14.6%	15.2%	14.1%	15.7%	12.4%	13.0%	14.1%	20.2%	14.0%	16.5%	8.9%	12.9%	13.0%	15.7%	15.5%
Three weeks to one month before school starts	45.2%	43.6%	46.7%	40.3%	49.9%	47.3%	46.3%	44.5%	43.6%	45.4%	44.7%	42.2%	51.6%	45.3%	37.7%
1-2 weeks before school starts	32.1%	31.5%	32.7%	34.3%	29.9%	32.2%	35.5%	28.4%	32.7%	30.3%	33.5%	36.4%	28.5%	31.8%	38.9%
The week school starts	5.4%	7.9%	3.1%	5.8%	6.3%	5.4%	2.5%	4.8%	6.9%	4.5%	8.4%	6.4%	6.4%	2.7%	6.8%
After school starts	2.7%	1.9%	3.4%	3.9%	1.5%	2.0%	1.5%	2.2%	2.7%	3.2%	4.5%	2.1%	0.5%	4.6%	1.1%
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	15.8%	13.5%	17.9%	16.5%	14.1%	12.5%	19.1%	18.5%	15.8%	21.2%	6.9%	12.8%	13.8%	20.0%	9.7%
No	84.2%	86.5%	82.1%	83.5%	85.9%	87.5%	80.9%	81.5%	84.2%	78.8%	93.1%	87.2%	86.2%	80.0%	90.3%
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%

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

0	38.0%	33.7%	42.0%	40.9%	33.5%	32.5%	62.8%	36.9%	28.0%	38.9%	27.3%	36.0%	28.7%	39.5%	44.0%
1	43.7%	48.5%	39.2%	44.5%	46.3%	49.7%	26.7%	41.6%	54.2%	47.3%	45.0%	43.8%	46.8%	43.7%	40.1%
2	12.3%	12.1%	12.5%	10.2%	14.0%	13.4%	7.9%	16.6%	12.7%	11.3%	11.4%	8.9%	15.6%	14.1%	8.7%
3	5.3%	5.0%	5.6%	3.7%	6.1%	2.7%	1.5%	4.1%	4.9%	1.7%	16.3%	11.1%	8.2%	1.7%	6.6%
4 or more	0.7%	0.7%	0.7%	0.7%	0.1%	1.7%	1.1%	0.9%	0.1%	0.7%	0.0%	0.2%	0.6%	1.0%	0.5%
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%

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	\$ 86.39	\$ 58.16	\$ 65.87	\$ 70.69	\$ 79.11	\$ 49.03	\$ 88.98	\$ 80.48	\$ 80.46	\$ 52.91	\$ 66.81	\$ 57.79	\$ 88.78	\$ 77.92
Percent Buying	43.1%	44.5%	41.8%	37.2%	49.2%	45.2%	28.1%	38.4%	49.3%	45.2%	54.6%	46.8%	44.3%	42.8%	39.7%
Net Average \$	31.19	\$ 38.44	\$ 24.32	\$ 24.48	\$ 34.75	\$ 35.76	\$ 13.78	\$ 34.21	\$ 39.66	\$ 36.33	\$ 28.92	\$ 31.24	\$ 25.62	\$ 37.99	\$ 30.91
	<i>in billions \$ 0.596</i>														

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

0	42.2%	44.5%	40.2%	41.4%	44.9%	49.3%	12.5%	36.8%	52.0%	58.0%	51.5%	47.1%	44.9%	42.1%	38.3%
1	41.0%	38.8%	43.1%	45.9%	36.5%	39.5%	59.9%	39.4%	36.4%	34.4%	34.2%	37.2%	37.8%	42.3%	43.5%
2	13.4%	12.5%	14.3%	10.0%	16.0%	8.0%	21.1%	18.6%	9.2%	6.1%	14.3%	13.3%	14.3%	12.8%	13.0%
3	2.6%	3.6%	1.7%	2.1%	2.2%	3.2%	6.0%	3.8%	2.0%	0.0%	0.0%	2.0%	2.8%	2.1%	4.2%
4 or more	0.7%	0.6%	0.7%	0.6%	0.4%	0.0%	0.6%	1.3%	0.5%	1.5%	0.0%	0.4%	0.3%	0.7%	1.1%
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%

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	\$ 64.06	\$ 34.80	\$ 32.50	\$ 39.50	\$ 45.86	\$ 48.43	\$ 66.64	\$ 65.33	\$ 61.29	\$ 15.38	\$ 51.69	\$ 36.20	\$ 54.80	\$ 38.04
Percent Buying	32.6%	28.4%	36.5%	33.1%	31.1%	17.6%	25.1%	26.1%	31.8%	40.3%	55.0%	27.4%	28.1%	33.0%	35.9%
Net Average \$	15.38	\$ 18.20	\$ 12.71	\$ 10.74	\$ 12.28	\$ 8.06	\$ 12.14	\$ 17.36	\$ 20.81	\$ 24.67	\$ 8.46	\$ 14.16	\$ 10.17	\$ 18.08	\$ 13.66
	<i>in billions \$ 0.299</i>														

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

0%	11.3%	11.4%	11.3%	13.8%	9.9%	9.5%	13.9%	11.2%	11.7%	11.3%	9.8%	13.4%	10.7%	12.0%	10.3%
25%	30.9%	36.5%	25.5%	31.7%	29.7%	24.2%	31.7%	34.2%	32.4%	37.0%	24.5%	28.1%	31.0%	33.4%	29.6%
50%	31.1%	27.1%	35.0%	29.5%	31.9%	36.9%	32.2%	31.3%	28.9%	20.6%	36.4%	27.9%	30.7%	29.2%	36.2%
75%	20.6%	19.7%	21.4%	18.5%	23.6%	22.4%	19.7%	15.0%	20.5%	20.5%	26.8%	24.0%	21.3%	19.4%	20.5%
100%	6.1%	5.3%	6.8%	6.6%	4.9%	6.9%	2.4%	8.4%	6.5%	10.6%	2.5%	6.5%	6.3%	5.9%	3.3%
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%