

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10

N = 9009, 6/30 - 7/7/10

Not Reported in 2009

Do you have child/dependent attending college this fall?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	10.4%	10.7%	10.1%	8.1%	13.0%	20.1%	6.4%	8.7%	18.1%	8.8%	1.4%	11.1%	9.3%	11.2%	9.5%
No	89.6%	89.3%	89.9%	91.9%	87.0%	79.9%	93.6%	91.3%	81.9%	91.2%	98.6%	88.9%	90.7%	88.8%	90.5%
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%

Will you be attending college this fall?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Yes	13.2%	14.1%	12.3%	14.7%	10.0%	53.4%	22.1%	7.3%	4.3%	1.3%	0.2%	12.2%	12.0%	14.3%	14.1%
No	86.8%	85.9%	87.7%	85.3%	90.0%	46.6%	77.9%	92.7%	95.7%	98.7%	99.8%	87.8%	88.0%	85.7%	85.9%
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%

If you will be attending college, which year will you begin?

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Freshman	17.8%	16.4%	19.6%	21.0%	14.5%	22.4%	21.8%	20.3%	18.5%	13.8%	0.0%	11.1%	24.7%	18.2%	23.7%
Sophomore	18.7%	17.5%	20.2%	25.1%	14.4%	27.4%	20.0%	14.4%	24.6%	16.5%	0.0%	12.9%	18.5%	18.2%	24.4%
Junior	15.1%	14.8%	15.4%	14.1%	20.1%	18.1%	14.1%	23.3%	10.8%	16.5%	0.0%	19.5%	13.2%	13.1%	22.6%
Senior	11.2%	10.3%	12.3%	11.7%	7.9%	17.3%	11.7%	8.1%	12.3%	13.1%	0.0%	13.8%	9.9%	11.2%	7.8%
Grad School/Law School/Med School/Other	37.1%	41.0%	32.5%	28.1%	43.0%	14.8%	32.4%	34.0%	33.8%	40.0%	100.0%	42.7%	33.7%	39.2%	21.6%
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 much do you plan to spend on the following back-to-college items this year?

Clothing and accessories (excluding Shoes)

Average of Buyers	\$ 166.94	\$ 190.76	\$ 145.53	\$ 145.93	\$ 182.41	\$ 141.60	\$ 155.54	\$ 174.33	\$ 164.94	\$ 185.48	\$ 181.92	\$ 195.31	\$ 174.81	\$ 167.00	\$ 161.87
Percent Buying	72.4%	70.4%	74.3%	73.3%	72.1%	86.4%	75.2%	68.8%	67.1%	67.0%	73.4%	66.7%	67.5%	74.1%	81.6%
Net Average	\$ 120.88	\$ 134.24	\$ 108.18	\$ 106.99	\$ 131.55	\$ 122.32	\$ 116.94	\$ 119.94	\$ 110.67	\$ 124.31	\$ 133.62	\$ 130.23	\$ 118.03	\$ 123.79	\$ 132.07
<i>in billions</i>	\$ 6.63														

Shoes

Average of Buyers	\$ 94.71	\$ 103.59	\$ 86.30	\$ 72.50	\$ 107.64	\$ 81.79	\$ 103.00	\$ 103.19	\$ 83.82	\$ 83.39	\$ 114.24	\$ 107.08	\$ 83.25	\$ 102.25	\$ 82.08
Percent Buying	65.7%	65.6%	65.8%	66.7%	64.9%	81.1%	71.9%	64.3%	62.2%	66.9%	51.6%	60.8%	63.5%	66.7%	80.0%
Net Average	\$ 62.20	\$ 67.93	\$ 56.76	\$ 48.32	\$ 69.87	\$ 66.37	\$ 74.04	\$ 66.37	\$ 52.16	\$ 55.82	\$ 58.98	\$ 65.09	\$ 52.85	\$ 68.21	\$ 65.68
<i>in billions</i>	\$ 3.41														

Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)

Average of Buyers	\$ 80.32	\$ 92.51	\$ 67.74	\$ 62.84	\$ 101.34	\$ 65.74	\$ 102.01	\$ 121.87	\$ 63.17	\$ 88.75	\$ 41.05	\$ 81.34	\$ 75.99	\$ 76.05	\$ 104.76
Percent Buying	45.1%	47.1%	43.3%	43.8%	47.3%	58.5%	54.0%	39.9%	37.7%	35.1%	48.6%	41.7%	41.7%	48.3%	44.3%
Net Average	\$ 36.26	\$ 43.55	\$ 29.33	\$ 27.50	\$ 47.96	\$ 38.48	\$ 55.05	\$ 48.58	\$ 23.81	\$ 31.13	\$ 19.94	\$ 33.91	\$ 31.65	\$ 36.76	\$ 46.39
<i>in billions</i>	\$ 1.99														

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

Average of Buyers	\$ 77.17	\$ 90.09	\$ 65.10	\$ 68.61	\$ 84.05	\$ 65.88	\$ 75.52	\$ 83.46	\$ 69.31	\$ 79.82	\$ 91.75	\$ 80.85	\$ 76.48	\$ 75.02	\$ 76.87
Percent Buying	81.5%	80.8%	82.2%	82.5%	80.9%	94.2%	92.6%	83.2%	78.9%	78.5%	63.8%	81.4%	80.8%	81.7%	90.6%
Net Average	\$ 62.91	\$ 72.81	\$ 53.51	\$ 56.63	\$ 68.03	\$ 62.08	\$ 69.91	\$ 69.45	\$ 54.69	\$ 62.70	\$ 58.58	\$ 65.80	\$ 61.82	\$ 61.30	\$ 69.65
<i>in billions</i>	\$ 3.45														

Electronics or computer-related equipment, such as a home computer, laptop, handheld organizer, cell phone, calculator, digital camera or MP3 player

Average of Buyers	\$ 465.44	\$ 515.29	\$ 409.85	\$ 381.90	\$ 555.64	\$ 372.95	\$ 410.74	\$ 526.13	\$ 445.92	\$ 522.37	\$ 589.68	\$ 505.74	\$ 424.33	\$ 482.25	\$ 479.23
Percent Buying	50.9%	55.1%	46.9%	50.1%	50.7%	65.2%	69.9%	51.8%	47.3%	35.9%	36.2%	46.2%	50.0%	55.8%	46.0%
Net Average	\$ 236.94	\$ 283.91	\$ 192.33	\$ 191.35	\$ 281.63	\$ 243.11	\$ 287.30	\$ 272.33	\$ 210.84	\$ 187.42	\$ 213.21	\$ 233.64	\$ 212.02	\$ 269.16	\$ 220.27
<i>in billions</i>	\$ 12.99														

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10

N = 9009, 6/30 - 7/7/10

Not Reported in 2009

Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge

Average of Buyers	\$ 272.74	\$ 262.43	\$ 285.10	\$ 233.86	\$ 314.60	\$ 222.10	\$ 233.07	\$ 285.32	\$ 193.02	\$ 232.57	\$ 591.33	\$ 234.24	\$ 227.77	\$ 270.79	\$ 267.05
Percent Buying	35.5%	39.8%	31.5%	31.1%	41.5%	56.0%	41.8%	31.7%	32.3%	32.6%	23.7%	35.3%	34.5%	37.8%	39.3%
Net Average	\$ 96.94	\$ 104.40	\$ 89.85	\$ 72.76	\$ 130.69	\$ 124.30	\$ 97.43	\$ 90.39	\$ 62.44	\$ 75.83	\$ 140.30	\$ 82.70	\$ 78.66	\$ 102.24	\$ 104.92
<i>in billions</i>	\$ 5.31														

Combined Average	\$ 616.13	\$ 706.85	\$ 529.97	\$ 503.56	\$ 729.73	\$ 656.67	\$ 700.67	\$ 667.06	\$ 514.61	\$ 537.22	\$ 624.63	\$ 611.36	\$ 555.03	\$ 661.46	\$ 638.98
<i>in billions</i>	\$ 33.77														

Food items, such as snacks, beverages, etc.

Average of Buyers	\$ 158.82	\$ 203.42	\$ 119.76	\$ 128.30	\$ 182.12	\$ 145.25	\$ 154.93	\$ 170.16	\$ 136.21	\$ 176.65	\$ 176.38	\$ 204.18	\$ 152.99	\$ 171.75	\$ 121.98
Percent Buying	65.5%	62.8%	68.1%	66.4%	66.3%	84.4%	72.3%	63.5%	60.0%	55.8%	61.0%	58.9%	66.0%	64.3%	75.4%
Net Average	\$ 104.08	\$ 127.78	\$ 81.58	\$ 85.16	\$ 120.75	\$ 122.56	\$ 111.99	\$ 108.01	\$ 81.69	\$ 98.60	\$ 107.63	\$ 120.21	\$ 100.94	\$ 110.52	\$ 92.01
<i>in billions</i>	\$ 5.71														

Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.

Average of Buyers	\$ 98.43	\$ 109.77	\$ 88.47	\$ 77.34	\$ 111.58	\$ 92.41	\$ 106.20	\$ 102.75	\$ 91.22	\$ 92.71	\$ 103.36	\$ 114.72	\$ 87.51	\$ 103.80	\$ 88.17
Percent Buying	70.9%	68.1%	73.6%	72.0%	69.9%	86.8%	75.0%	72.0%	66.6%	64.3%	63.8%	62.3%	69.9%	72.7%	79.7%
Net Average	\$ 69.79	\$ 74.74	\$ 65.10	\$ 55.71	\$ 78.05	\$ 80.22	\$ 79.69	\$ 73.99	\$ 60.74	\$ 59.60	\$ 65.99	\$ 71.41	\$ 61.17	\$ 75.45	\$ 70.30
<i>in billions</i>	\$ 3.83														

Gift Cards or Pre-Paid Cards

Average of Buyers	\$ 161.93	\$ 182.36	\$ 139.25	\$ 132.23	\$ 185.14	\$ 129.86	\$ 162.95	\$ 174.84	\$ 165.19	\$ 156.86	\$ 187.98	\$ 155.76	\$ 181.19	\$ 156.68	\$ 155.50
Percent Buying	28.2%	30.5%	26.1%	25.6%	32.4%	34.4%	36.6%	33.9%	28.6%	23.3%	12.4%	25.1%	30.0%	28.0%	30.1%
Net Average	\$ 45.73	\$ 55.64	\$ 36.33	\$ 33.91	\$ 59.96	\$ 44.69	\$ 59.63	\$ 59.32	\$ 47.20	\$ 36.51	\$ 23.37	\$ 39.11	\$ 54.37	\$ 43.81	\$ 46.77
<i>in billions</i>	\$ 2.51														

Combined Average - All Categories	\$ 835.73	\$ 965.00	\$ 712.97	\$ 678.34	\$ 988.49	\$ 904.14	\$ 951.98	\$ 908.37	\$ 704.23	\$ 731.92	\$ 821.62	\$ 842.09	\$ 771.51	\$ 891.23	\$ 848.05
<i>in billions</i>	\$ 45.81														

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

Catalog	8.3%	9.6%	7.0%	6.2%	10.1%	10.2%	16.6%	8.0%	7.9%	6.8%	0.0%	13.7%	5.6%	7.6%	7.8%
College Bookstore	43.2%	45.5%	41.0%	43.3%	41.2%	47.8%	47.4%	40.1%	39.5%	41.0%	44.6%	37.0%	38.6%	44.4%	44.1%
Discount Store	53.8%	44.8%	62.3%	54.7%	54.1%	48.5%	46.9%	56.3%	52.6%	63.3%	55.4%	40.3%	50.1%	56.8%	51.6%
Department Store	42.5%	45.5%	39.6%	37.4%	47.5%	54.7%	47.5%	45.4%	43.8%	41.7%	23.7%	37.1%	41.3%	43.1%	47.3%
Drug Store	17.0%	15.2%	18.6%	16.1%	18.7%	19.8%	21.6%	17.8%	16.7%	21.0%	5.6%	17.2%	16.4%	15.6%	26.1%
Home Furnishings or Home Décor Store	9.8%	12.0%	7.8%	7.7%	12.9%	15.4%	14.7%	7.9%	7.2%	9.8%	5.6%	10.3%	7.7%	9.9%	17.5%
Office Supply Store	36.5%	34.4%	38.5%	38.2%	36.2%	38.8%	40.2%	35.6%	34.1%	27.0%	42.9%	33.3%	27.9%	36.6%	40.3%
Online	28.6%	32.3%	25.1%	25.1%	31.9%	43.6%	40.5%	30.7%	24.7%	18.9%	15.3%	29.5%	25.4%	25.9%	31.4%
Clothing Store	28.2%	28.4%	28.0%	29.8%	26.7%	46.5%	33.2%	30.0%	26.9%	24.7%	11.3%	24.9%	27.7%	27.2%	37.9%
Electronics Store	18.0%	22.4%	13.9%	17.8%	20.1%	27.3%	23.5%	18.8%	15.8%	15.9%	8.5%	15.0%	17.4%	19.5%	17.7%
Thrift Stores/Resale Shops	18.9%	13.1%	24.3%	21.7%	15.5%	15.4%	16.0%	14.7%	12.4%	17.9%	37.3%	13.8%	16.2%	16.4%	22.3%

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

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10**N = 9009, 6/30 - 7/7/10****Not Reported in 2009****When will you begin shopping for back-to-college merchandise?**

	Adults 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	20.2%	19.7%	20.7%	18.6%	21.9%	18.2%	22.6%	23.2%	21.5%	19.7%	14.8%	23.4%	19.4%	19.7%	17.3%
Three weeks to one month before school starts	33.1%	31.6%	34.5%	31.5%	35.3%	36.7%	31.6%	28.1%	35.6%	35.4%	32.8%	28.5%	28.5%	35.5%	37.8%
1-2 weeks before school starts	23.2%	25.0%	21.5%	21.6%	27.1%	28.4%	27.3%	26.3%	22.1%	26.5%	9.8%	25.9%	28.9%	23.3%	20.4%
The week school starts	12.6%	10.0%	15.0%	17.9%	7.3%	10.6%	11.4%	9.4%	10.7%	6.1%	26.3%	9.7%	14.1%	9.2%	16.0%
After school starts	10.9%	13.7%	8.3%	10.4%	8.5%	6.2%	7.0%	13.1%	10.0%	12.2%	16.3%	12.5%	9.1%	12.3%	8.6%
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 will the college student be living this year?

Dorm room or college housing	18.8%	19.2%	18.4%	17.3%	20.1%	28.2%	12.6%	14.6%	22.6%	16.9%	20.0%	19.3%	15.1%	21.5%	20.9%
Fraternity or sorority house	2.0%	3.2%	0.9%	1.5%	3.0%	4.2%	5.5%	1.3%	0.0%	1.8%	0.0%	3.2%	0.9%	2.2%	2.5%
Off campus apartment or housing	23.0%	22.7%	23.3%	22.8%	22.7%	27.4%	23.3%	21.2%	24.0%	26.8%	17.2%	18.1%	28.8%	21.7%	21.2%
At home	51.8%	51.0%	52.5%	55.5%	49.0%	39.5%	58.0%	61.9%	51.7%	49.5%	45.6%	59.0%	51.9%	49.3%	53.3%
Other:	4.4%	3.8%	4.9%	3.0%	5.1%	0.8%	0.6%	1.1%	1.7%	4.9%	17.2%	0.5%	3.2%	5.3%	2.0%
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 will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)

Buying more store brand/generic products	34.1%	30.3%	37.6%	38.0%	28.4%	35.8%	38.2%	35.4%	30.5%	31.4%	33.3%	28.6%	31.7%	33.6%	38.9%
Doing more comparative shopping online	23.2%	22.7%	23.6%	19.9%	26.6%	30.7%	35.5%	26.6%	24.1%	22.7%	0.0%	23.7%	23.8%	23.5%	21.3%
Doing more comparative shopping with ad circulars/newspapers	29.8%	22.5%	36.7%	31.7%	29.1%	20.2%	28.5%	34.0%	30.3%	28.4%	34.5%	21.7%	28.0%	28.6%	31.9%
Making due with last year's school items	29.5%	24.5%	34.4%	31.1%	26.4%	34.4%	27.3%	28.2%	28.0%	33.9%	27.7%	24.5%	29.7%	25.3%	36.8%
Shopping for sales more often	42.0%	35.7%	47.9%	44.8%	38.7%	43.5%	38.6%	43.8%	40.4%	43.2%	42.9%	31.1%	42.2%	39.6%	46.5%
Shopping more online	18.2%	20.3%	16.2%	13.4%	23.5%	23.1%	26.1%	21.5%	12.6%	13.9%	12.4%	17.9%	16.2%	16.1%	18.3%
Spending less overall	45.0%	39.8%	49.9%	51.4%	35.9%	48.3%	42.1%	46.8%	45.2%	48.5%	40.1%	33.7%	42.0%	43.8%	52.4%
Using coupons more	32.9%	27.1%	38.5%	33.1%	30.9%	29.0%	31.7%	36.4%	28.9%	27.1%	42.9%	25.8%	29.4%	31.8%	34.5%
Sharing or borrowing textbooks instead of buying them	19.3%	13.1%	25.1%	21.9%	16.8%	19.3%	17.6%	14.5%	16.8%	12.9%	34.5%	13.7%	16.6%	17.3%	24.0%
The economy is impacting students' living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	11.9%	9.2%	14.4%	14.7%	8.8%	14.4%	10.2%	10.8%	14.7%	11.7%	9.6%	8.9%	10.7%	8.5%	23.5%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	13.9%	10.3%	17.2%	16.9%	9.8%	12.0%	10.2%	14.3%	14.8%	8.7%	22.0%	8.2%	12.4%	11.7%	21.9%
Back-to-college plans will not change	20.6%	25.2%	16.2%	20.9%	23.6%	16.2%	18.7%	16.9%	20.1%	18.9%	32.2%	24.6%	16.3%	19.9%	22.0%
Other:	2.8%	3.7%	1.8%	2.7%	3.4%	0.8%	1.1%	2.3%	2.9%	3.8%	5.6%	1.4%	2.4%	3.7%	1.7%

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

Source: BIGresearch®, Consumer Intentions & Actions, July 2007-2010

Not Reported in 2009	2007	2008	2009	2010
Do you have child/dependent attending college this fall?				
Yes	9.8%	11.1%	10.5%	10.4%
No	90.2%	88.9%	89.5%	89.6%
Total	100.0%	100.0%	100.0%	100.0%

Will you be attending college this fall?				
Yes	12.1%	11.8%	10.6%	13.2%
No	87.9%	88.2%	89.4%	86.8%
Total	100.0%	100.0%	100.0%	100.0%

If you will be attending college which year will you begin?				
Freshman	18.9%	14.9%	22.0%	17.8%
Sophomore	17.5%	14.6%	12.4%	18.7%
Junior	14.5%	12.1%	17.0%	15.1%
Senior	14.5%	10.3%	9.6%	11.2%
Grad School/Law School/Med School/Other	34.5%	48.1%	38.9%	37.1%
Total	100.0%	100.0%	100.0%	100.0%

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

Average of Buyers	\$ 216.47	\$ 202.61	\$ 173.79	\$ 166.94
Percent Buying	69.2%	66.3%	68.2%	72.4%
Net Average	\$ 149.85	\$ 134.40	\$ 118.56	\$ 120.88
<i>in billions</i>	\$ 7.41	\$ 7.01	\$ 5.77	\$ 6.63

Shoes

Average of Buyers	\$ 96.63	\$ 97.35	\$ 91.46	\$ 94.71
Percent Buying	62.0%	60.1%	63.2%	65.7%
Net Average	\$ 59.90	\$ 58.46	\$ 57.85	\$ 62.20
<i>in billions</i>	\$ 2.96	\$ 3.05	\$ 2.82	\$ 3.41

Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)

Average of Buyers	NA	\$ 82.53	\$ 79.09	\$ 80.32
Percent Buying	NA	42.7%	43.7%	45.1%
Net Average	NA	\$ 35.26	\$ 34.52	\$ 36.26
<i>in billions</i>	NA	\$ 1.84	\$ 1.68	\$ 1.99

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

Average of Buyers	\$ 76.15	\$ 84.13	\$ 74.63	\$ 77.17
Percent Buying	83.4%	81.4%	81.8%	81.5%
Net Average	\$ 63.52	\$ 68.47	\$ 61.05	\$ 62.91
<i>in billions</i>	\$ 3.14	\$ 3.57	\$ 2.97	\$ 3.45

Electronics or computer-related equipment such as a home computer, laptop, handheld organizer, cell phone, calculator, digital camera or MP3 player

Average of Buyers	\$ 513.36	\$ 444.69	\$ 528.11	\$ 465.44
Percent Buying	50.3%	47.6%	50.4%	50.9%
Net Average	\$ 258.43	\$ 211.89	\$ 266.08	\$ 236.94
<i>in billions</i>	\$ 12.77	\$ 11.05	\$ 12.95	\$ 12.99

Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge

Average of Buyers	\$ 300.90	\$ 266.83	\$ 261.30	\$ 272.74
Percent Buying	36.5%	34.1%	30.6%	35.5%
Net Average	\$ 109.85	\$ 90.90	\$ 80.06	\$ 96.94
<i>in billions</i>	\$ 5.43	\$ 4.74	\$ 3.90	\$ 5.31

Source: BIGresearch®, Consumer Intentions & Actions, July 2007-2010

Not Reported in 2009	2007	2008	2009	2010
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Combined Average*	\$ 641.56	\$ 599.38	\$ 618.12	\$ 616.13
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<i>in billions</i>	\$ 31.71	\$ 31.26	\$ 30.08	\$ 33.77
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* 2007 Combined Avg. excludes Collegiate Branded Gear

Food items, such as snacks, beverages, etc.

Average of Buyers	NA	NA	\$ 170.72	\$ 158.82
Percent Buying	NA	NA	62.2%	65.5%
Net Average	NA	NA	\$ 106.11	\$ 104.08
<i>in billions</i>	NA	NA	\$ 5.16	\$ 5.71

Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.

Average of Buyers	NA	NA	\$ 104.67	\$ 98.43
Percent Buying	NA	NA	66.6%	70.9%
Net Average	NA	NA	\$ 69.70	\$ 69.79
<i>in billions</i>	NA	NA	\$ 3.39	\$ 3.83

Gift Cards or Pre-Paid Cards

Average of Buyers	NA	NA	\$ 197.31	\$ 161.93
Percent Buying	NA	NA	26.4%	28.2%
Net Average	NA	NA	\$ 52.05	\$ 45.73
<i>in billions</i>	NA	NA	\$ 2.53	\$ 2.51

Combined Average - All Categories	\$ 641.56	\$ 599.38	\$ 845.98	\$ 835.73
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<i>in billions</i>	\$ 31.71	\$ 31.26	\$ 41.17	\$ 45.81
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Where will you purchase back-to-college items this year? (Check all that apply)

Catalog	10.5%	9.4%	11.5%	8.3%
College Bookstore	57.2%	41.8%	44.5%	43.2%
Discount Store	51.5%	52.0%	53.4%	53.8%
Department Store	41.8%	41.8%	43.1%	42.5%
Drug Store	13.2%	14.3%	23.4%	17.0%
Home Furnishings or Home Decor Store	12.7%	13.1%	11.0%	9.8%
Office Supply Store	35.6%	37.3%	32.5%	36.5%
Online	30.5%	29.9%	28.6%	28.6%
Clothing Store	34.3%	30.7%	29.8%	28.2%
Electronics Store	20.9%	19.6%	20.9%	18.0%
Thrift Stores/Resale Shops	14.0%	14.2%	18.6%	18.9%

*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-college merchandise?

At least two months before school starts	20.9%	21.5%	22.3%	20.2%
Three weeks to one month before school starts	28.6%	29.8%	33.7%	33.1%
1-2 weeks before school starts	31.0%	27.9%	25.7%	23.2%
The week school starts	9.4%	12.1%	9.0%	12.6%
After school starts	10.1%	8.7%	9.4%	10.9%
Total	100.0%	100.0%	100.0%	100.0%

Where will the college student be living this year?

Dorm room or college housing	18.7%	18.0%	15.8%	18.8%
Fraternity or sorority house	1.3%	2.1%	2.0%	2.0%
Off campus apartment or housing	28.6%	24.3%	22.4%	23.0%
At home	49.7%	54.1%	58.5%	51.8%
Other:	1.8%	1.5%	1.2%	4.4%
Total	100.0%	100.0%	100.0%	100.0%

Source: BIGresearch®, Consumer Intentions & Actions, July 2007-2010

Not Reported in 2009	2007	2008	2009	2010
How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)				
Buying more store brand/generic products	NA	NA	32.5%	34.1%
Doing more comparative shopping online	NA	NA	26.0%	23.2%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	30.8%	29.8%
Making due with last year's school items	NA	NA	33.6%	29.5%
Shopping for sales more often	NA	NA	46.1%	42.0%
Shopping more online	NA	NA	15.4%	18.2%
Spending less overall	NA	NA	48.0%	45.0%
Using coupons more	NA	NA	32.5%	32.9%
Sharing or borrowing textbooks instead of buying them	NA	NA	17.4%	19.3%
The economy is impacting students' living situation (living with parents/relatives on-campus housing fraternity/sorority housing)	NA	NA	12.8%	11.9%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	NA	NA	15.0%	13.9%
Back-to-college plans will not change	NA	NA	16.9%	20.6%
Other:	NA	NA	4.4%	2.8%

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

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10**N = 9009, 6/30 - 7/7/10**

	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	25.2%	23.5%	26.9%	22.7%	30.2%	27.1%	37.2%	46.5%	25.9%	7.4%	2.6%	25.4%	23.8%	27.5%	23.7%
No	74.8%	76.5%	73.1%	77.3%	69.8%	72.9%	62.8%	53.5%	74.1%	92.6%	97.4%	74.6%	76.2%	72.5%	76.3%
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%

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

Elementary School	46.4%	47.0%	45.9%	46.7%	47.7%	50.1%	75.8%	55.2%	28.1%	37.5%	31.9%	39.4%	47.3%	50.8%	45.4%
Middle School/Junior High	31.7%	31.5%	32.0%	30.6%	34.0%	30.0%	34.1%	38.6%	32.8%	23.4%	29.1%	30.3%	31.2%	32.6%	29.2%
High School	42.6%	44.9%	40.4%	38.6%	47.6%	48.6%	16.9%	41.2%	56.6%	57.3%	37.9%	49.6%	46.2%	34.7%	48.3%

*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	\$	233.74	\$	241.63	\$	226.23	\$	214.52	\$	247.88	\$	197.63	\$	243.00	\$	233.14	\$	225.92	\$	252.37	\$	245.30	\$	264.86	\$	216.78	\$	237.82	\$	231.85
Percent Buying		96.5%		96.5%		96.4%		96.1%		97.2%		97.3%		97.8%		96.5%		94.8%		92.1%		100.0%		98.5%		95.8%		96.4%		95.8%
Net Average	\$	225.47	\$	233.28	\$	218.06	\$	206.16	\$	240.94	\$	192.32	\$	237.73	\$	225.09	\$	214.09	\$	232.46	\$	245.30	\$	261.00	\$	207.66	\$	229.18	\$	222.14
<i>in billions</i>	\$	7.939																												

Shoes

Average of Buyers	\$	108.32	\$	116.29	\$	100.87	\$	99.31	\$	116.50	\$	114.33	\$	126.27	\$	112.17	\$	105.82	\$	116.65	\$	77.65	\$	113.43	\$	109.99	\$	110.47	\$	105.54
Percent Buying		95.0%		94.2%		95.8%		94.5%		96.3%		93.2%		97.6%		94.7%		92.6%		91.4%		100.0%		96.6%		94.0%		95.0%		95.0%
Net Average	\$	102.93	\$	109.57	\$	96.63	\$	93.86	\$	112.25	\$	106.55	\$	123.30	\$	106.23	\$	97.97	\$	106.56	\$	77.65	\$	109.56	\$	103.39	\$	104.92	\$	100.31
<i>in billions</i>	\$	3.624																												

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

Average of Buyers	\$	99.32	\$	110.90	\$	88.39	\$	94.57	\$	102.33	\$	99.29	\$	118.47	\$	92.23	\$	88.30	\$	95.78	\$	102.06	\$	108.95	\$	85.95	\$	98.26	\$	105.38
Percent Buying		97.0%		96.7%		97.4%		96.8%		97.6%		97.0%		98.1%		96.8%		96.3%		93.7%		100.0%		98.2%		97.0%		96.9%		96.7%
Net Average	\$	96.39	\$	107.27	\$	86.06	\$	91.57	\$	99.84	\$	96.28	\$	116.23	\$	89.28	\$	85.06	\$	89.73	\$	102.06	\$	106.98	\$	83.35	\$	95.20	\$	101.88
<i>in billions</i>	\$	3.394																												

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

Average of Buyers	\$	285.21	\$	323.31	\$	243.52	\$	240.07	\$	310.41	\$	324.54	\$	351.50	\$	285.88	\$	227.10	\$	357.19	\$	168.94	\$	292.12	\$	282.40	\$	288.37	\$	289.43
Percent Buying		63.7%		68.3%		59.3%		61.9%		66.4%		75.3%		73.5%		60.1%		60.2%		55.4%		59.4%		67.4%		56.5%		64.7%		64.2%
Net Average	\$	181.61	\$	220.81	\$	144.37	\$	148.69	\$	206.21	\$	244.43	\$	258.51	\$	171.82	\$	136.75	\$	197.83	\$	100.37	\$	196.93	\$	159.47	\$	186.67	\$	185.69
<i>in billions</i>	\$	6.395																												

Combined Average	\$	606.40	\$	670.93	\$	545.12	\$	540.28	\$	659.24	\$	639.58	\$	735.77	\$	592.42	\$	533.87	\$	626.58	\$	525.38	\$	674.46	\$	553.87	\$	615.97	\$	610.02
<i>in billions</i>	\$	21.352																												

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

Discount store	71.2%	67.5%	74.8%	74.2%	71.8%	58.3%	68.1%	74.1%	73.0%	75.2%	75.6%	64.6%	76.3%	74.8%	66.1%
Department store	53.9%	57.5%	50.4%	55.8%	55.3%	64.8%	65.8%	54.3%	49.2%	53.7%	37.9%	65.2%	51.5%	57.4%	46.2%
Clothing store	49.0%	51.2%	46.9%	48.2%	53.9%	59.9%	60.9%	46.3%	43.7%	45.3%	40.4%	62.7%	46.1%	49.8%	42.5%
Electronics store	23.0%	28.1%	18.2%	23.5%	25.8%	33.0%	31.2%	15.4%	16.8%	24.8%	20.8%	32.4%	17.1%	23.6%	21.1%
Online	30.8%	32.3%	29.3%	29.5%	35.2%	36.8%	38.5%	28.1%	26.6%	31.0%	25.5%	39.0%	23.6%	30.4%	31.4%
Catalog	8.7%	10.0%	7.6%	6.5%	11.1%	14.5%	13.2%	6.5%	4.6%	5.3%	9.7%	14.6%	7.2%	7.3%	8.2%
Office Supplies store	41.2%	41.8%	40.7%	39.1%	46.7%	45.6%	41.4%	39.5%	41.0%	46.2%	35.5%	50.5%	38.8%	38.2%	45.2%
Drug Store	19.5%	19.4%	19.6%	18.9%	23.7%	19.3%	21.6%	20.3%	22.2%	25.1%	8.6%	26.7%	19.1%	15.5%	21.2%
Thrift Stores/Resale Shops	17.0%	13.5%	20.3%	25.0%	11.0%	13.8%	16.2%	17.0%	17.9%	13.9%	21.9%	13.4%	16.2%	17.7%	18.4%

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

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10**N = 9009, 6/30 - 7/7/10**

	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	21.6%	22.0%	21.3%	21.5%	21.0%	22.0%	30.3%	20.3%	15.9%	17.5%	23.6%	29.4%	24.1%	19.4%	19.5%
Three weeks to one month before school starts	47.6%	45.6%	49.4%	44.3%	51.7%	42.7%	46.4%	45.0%	45.6%	46.9%	58.4%	42.6%	46.8%	52.1%	44.0%
1-2 weeks before school starts	24.8%	27.2%	22.6%	28.4%	20.8%	27.8%	20.1%	28.7%	31.3%	27.1%	13.9%	16.4%	24.8%	24.7%	28.3%
The week school starts	3.0%	3.2%	2.8%	3.1%	2.7%	4.8%	2.3%	3.8%	4.1%	3.1%	0.0%	3.2%	3.3%	2.4%	3.5%
After school starts	3.0%	2.1%	3.9%	2.6%	3.8%	2.7%	0.9%	2.2%	3.1%	5.5%	4.1%	8.4%	1.0%	1.4%	4.7%
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%
Do your children wear a school uniform?															
Yes	20.2%	20.8%	19.6%	21.5%	17.8%	25.3%	27.8%	17.1%	15.5%	22.2%	15.4%	16.5%	16.7%	28.9%	14.4%
No	79.8%	79.2%	80.4%	78.5%	82.2%	74.7%	72.2%	82.9%	84.5%	77.8%	84.6%	83.5%	83.3%	71.1%	85.6%
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	39.0%	37.7%	40.2%	43.4%	35.7%	31.2%	61.2%	40.1%	25.1%	32.5%	41.8%	33.9%	33.2%	46.4%	33.9%
1	45.7%	42.8%	48.5%	41.9%	47.7%	47.1%	24.4%	41.8%	58.0%	50.9%	52.9%	48.1%	51.4%	39.5%	51.9%
2	12.5%	16.1%	9.1%	12.0%	13.7%	15.6%	10.1%	14.9%	14.0%	15.8%	5.3%	15.9%	12.2%	11.6%	11.3%
3	2.0%	2.5%	1.5%	1.5%	2.4%	4.8%	2.3%	2.5%	2.7%	0.0%	0.0%	1.8%	1.9%	2.0%	2.0%
4 or more	0.8%	0.9%	0.7%	1.3%	0.5%	1.4%	2.0%	0.8%	0.2%	0.8%	0.0%	0.3%	1.3%	0.6%	0.8%
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	\$ 81.49	\$ 85.55	\$ 76.60	\$ 73.36	\$ 89.69	\$ 80.51	\$ 98.91	\$ 76.51	\$ 71.36	\$ 89.45	\$ 77.51	\$ 95.75	\$ 83.48	\$ 73.61	\$ 82.26
Percent Buying	39.0%	43.7%	34.4%	36.4%	41.1%	40.8%	28.1%	35.6%	37.7%	48.0%	46.4%	42.3%	32.0%	31.1%	46.7%
Net Average	\$ 31.74	\$ 37.41	\$ 26.36	\$ 26.73	\$ 36.86	\$ 32.83	\$ 27.75	\$ 27.20	\$ 26.90	\$ 42.89	\$ 35.95	\$ 40.52	\$ 26.75	\$ 22.91	\$ 38.39
<i>in billions</i>	\$ 0.682														
How many children in your household are pre-teens (6-12 years of age)?															
0	40.0%	41.7%	38.4%	40.3%	38.8%	44.4%	14.5%	29.9%	54.7%	60.2%	40.4%	42.2%	37.9%	36.5%	44.6%
1	42.7%	37.6%	47.5%	45.3%	43.1%	43.3%	59.0%	45.9%	32.5%	28.6%	45.5%	43.4%	47.7%	42.2%	41.5%
2	13.7%	16.6%	10.9%	10.5%	14.7%	8.6%	20.9%	20.6%	10.3%	8.0%	11.3%	10.5%	11.7%	16.8%	10.5%
3	2.2%	2.2%	2.2%	2.7%	1.9%	2.1%	3.3%	3.2%	2.2%	2.4%	0.0%	2.9%	1.8%	2.2%	2.5%
4 or more	1.4%	1.8%	0.9%	1.2%	1.5%	1.7%	2.3%	0.4%	0.3%	0.8%	2.8%	1.0%	0.9%	2.3%	0.8%
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 pre-teens, how much of their own money do they plan to spend on back-to-school items?															
Average of Buyers	\$ 68.25	\$ 79.13	\$ 55.79	\$ 65.16	\$ 57.52	\$ 56.43	\$ 98.60	\$ 51.96	\$ 57.77	\$ 68.65	\$ 64.16	\$ 68.92	\$ 60.83	\$ 80.02	\$ 57.41
Percent Buying	26.8%	29.3%	24.3%	22.9%	28.1%	24.5%	31.6%	20.4%	23.8%	24.1%	36.1%	33.2%	25.2%	24.3%	27.7%
Net Average	\$ 18.27	\$ 23.22	\$ 13.56	\$ 14.89	\$ 16.14	\$ 13.81	\$ 31.14	\$ 10.61	\$ 13.74	\$ 16.52	\$ 23.17	\$ 22.88	\$ 15.32	\$ 19.41	\$ 15.88
<i>in billions</i>	\$ 0.386														
What percentage of back-to-school spending is a direct result of your child's influence?															
0%	9.8%	8.5%	11.2%	11.7%	9.2%	6.8%	8.0%	10.6%	8.6%	14.2%	10.9%	11.0%	5.8%	12.0%	8.7%
25%	29.0%	30.6%	27.5%	27.7%	29.3%	30.0%	30.7%	33.4%	29.4%	27.2%	22.9%	26.1%	27.2%	30.6%	28.5%
50%	31.1%	37.9%	24.6%	32.9%	30.6%	30.0%	37.0%	32.7%	35.5%	29.5%	20.0%	30.8%	32.6%	29.5%	34.5%
75%	22.8%	17.5%	27.9%	19.7%	25.7%	24.4%	18.6%	18.6%	20.4%	20.6%	35.3%	26.0%	30.9%	19.2%	20.0%
100%	7.2%	5.5%	8.9%	8.0%	5.1%	8.8%	5.7%	4.6%	6.0%	8.5%	10.9%	6.1%	3.4%	8.7%	8.3%
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 will the state of the U.S. economy impact your back-to-school plans? (Check all that apply)															

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10

N = 9009, 6/30 - 7/7/10	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Buying more store brand/generic products	44.3%	42.5%	45.9%	50.9%	42.3%	46.5%	46.0%	44.9%	41.6%	44.7%	42.7%	36.5%	46.5%	46.4%	42.7%
Doing more comparative shopping online	30.3%	31.8%	28.8%	26.1%	35.3%	30.9%	37.1%	26.1%	28.5%	31.7%	28.0%	33.0%	26.0%	29.8%	31.2%
Doing more comparative shopping with ad circulars/newspapers	38.5%	33.4%	43.3%	40.5%	40.0%	29.1%	36.8%	46.4%	42.1%	47.7%	26.6%	37.0%	39.7%	40.2%	34.8%
Making do with last year's school items	29.8%	28.5%	31.0%	33.8%	29.8%	30.2%	23.4%	32.1%	35.5%	28.8%	28.0%	25.5%	34.5%	27.3%	31.3%
Shopping for sales more often	53.3%	44.4%	61.7%	57.8%	53.5%	46.4%	50.6%	55.4%	51.4%	60.8%	54.6%	53.3%	58.3%	51.8%	48.9%
Shopping more online	12.3%	15.8%	9.0%	9.5%	16.3%	14.2%	23.3%	12.5%	9.5%	12.1%	2.5%	13.3%	11.9%	14.3%	8.5%
Spending less overall	42.6%	37.4%	47.5%	46.4%	40.4%	38.0%	36.7%	45.7%	48.2%	42.6%	42.4%	37.6%	44.6%	43.6%	41.3%
Using coupons more	36.8%	29.9%	43.3%	42.0%	34.6%	35.0%	35.7%	39.8%	38.1%	41.7%	30.2%	33.1%	41.0%	38.5%	33.6%
The economy is impacting whether children will attend private or public school	8.1%	7.9%	8.3%	12.4%	5.6%	7.2%	11.4%	6.1%	6.6%	7.6%	9.7%	7.5%	5.5%	10.9%	7.1%
Postponing educational investments (i.e. family computer)	6.8%	7.9%	5.7%	9.5%	5.4%	6.0%	8.3%	6.8%	9.5%	6.9%	2.5%	5.7%	8.2%	6.6%	6.7%
Cutting back on extracurricular activities or sports	13.3%	12.2%	14.4%	18.2%	10.7%	8.9%	13.1%	13.1%	13.6%	14.4%	15.8%	10.0%	12.3%	14.3%	15.6%
Back-to-school plans will not change	14.3%	16.3%	12.3%	12.4%	16.1%	13.8%	13.2%	11.7%	14.0%	18.9%	14.7%	12.6%	15.1%	16.4%	15.3%
Other:	1.5%	1.4%	1.7%	1.1%	2.2%	0.7%	0.9%	1.8%	1.9%	0.0%	3.6%	4.4%	1.2%	0.8%	0.9%

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

Source: BIGresearch®, Consumer Intentions & Actions, July 2007-2010

	2007	2008	2009	2010
Do you have children in your household between the ages of 6 and 17?				
Yes	24.1%	24.7%	23.0%	25.2%
No	75.9%	75.3%	77.0%	74.8%
Total	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%	52.2%	47.3%	46.4%
Middle School/Junior High	32.8%	33.8%	32.1%	31.7%
High School	43.1%	43.9%	45.2%	42.6%

*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	\$ 242.98	\$ 247.32	\$ 217.40	\$ 233.74
Percent Buying	95.4%	94.8%	94.1%	96.5%
Net Average	\$ 231.80	\$ 234.51	\$ 204.67	\$ 225.47
<i>in billions</i>	\$ 7.569	\$ 7.922	\$ 6.499	\$ 7.939

Shoes

Average of Buyers	\$ 116.43	\$ 117.29	\$ 100.92	\$ 108.32
Percent Buying	93.1%	93.6%	92.7%	95.0%
Net Average	\$ 108.42	\$ 109.75	\$ 93.59	\$ 102.93
<i>in billions</i>	\$ 3.540	\$ 3.708	\$ 2.972	\$ 3.624

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

Average of Buyers	\$ 98.44	\$ 102.55	\$ 87.41	\$ 99.32
Percent Buying	95.5%	95.9%	94.5%	97.0%
Net Average	\$ 94.02	\$ 98.37	\$ 82.62	\$ 96.39
<i>in billions</i>	\$ 3.070	\$ 3.323	\$ 2.624	\$ 3.394

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

Average of Buyers	\$ 222.58	\$ 259.66	\$ 293.80	\$ 285.21
Percent Buying	58.1%	58.4%	57.1%	63.7%
Net Average	\$ 129.24	\$ 151.61	\$ 167.84	\$ 181.61
<i>in billions</i>	\$ 4.220	\$ 5.122	\$ 5.330	\$ 6.395

Combined Average	\$ 563.49	\$ 594.24	\$ 548.72	\$ 606.40
<i>in billions</i>	\$ 18.400	\$ 20.075	\$ 17.424	\$ 21.352

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

Discount store	67.6%	73.0%	74.5%	71.2%
Department store	54.9%	56.6%	54.4%	53.9%
Clothing store	NA	47.8%	48.4%	49.0%
Electronics store	NA	21.4%	20.8%	23.0%
Specialty store, such as a clothing or electronics store	31.6%	NA	NA	NA
Online	21.4%	24.8%	22.2%	30.8%
Catalog	7.2%	8.5%	7.9%	8.7%
Office Supplies store	41.4%	41.8%	41.2%	41.2%
Drug Store	17.9%	18.2%	21.5%	19.5%
Thrift Stores/Resale Shops	NA	NA	18.2%	17.0%

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

Source: BIGresearch®, Consumer Intentions & Actions, July 2007-2010

	2007	2008	2009	2010
When will you begin shopping for back-to-school merchandise?				
At least two months before school starts	14.6%	17.4%	18.1%	21.6%
Three weeks to one month before school starts	45.2%	46.4%	44.4%	47.6%
1-2 weeks before school starts	32.1%	30.5%	31.8%	24.8%
The week school starts	5.4%	3.8%	3.2%	3.0%
After school starts	2.7%	1.9%	2.5%	3.0%
Total	100.0%	100.0%	100.0%	100.0%

Do your children wear a school uniform?

Yes	15.8%	17.8%	19.2%	20.2%
No	84.2%	82.2%	80.8%	79.8%
Total	100.0%	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%	39.0%
1	43.7%	47.2%	45.1%	45.7%
2	12.3%	11.9%	13.3%	12.5%
3	5.3%	2.4%	2.1%	2.0%
4 or more	0.7%	0.3%	0.9%	0.8%
Total	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	\$ 64.53	\$ 78.59	\$ 81.49
Percent Buying	43.1%	40.7%	39.3%	39.0%
Net Average	\$ 31.19	\$ 26.29	\$ 30.88	\$ 31.74
<i>in billions</i>	\$ 0.596	\$ 0.549	\$ 0.601	\$ 0.682

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

0	42.2%	37.7%	42.8%	40.0%
1	41.0%	47.2%	40.1%	42.7%
2	13.4%	13.0%	14.1%	13.7%
3	2.6%	1.7%	2.7%	2.2%
4 or more	0.7%	0.4%	0.4%	1.4%
Total	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	\$ 50.23	\$ 47.35	\$ 68.25
Percent Buying	32.6%	22.8%	25.2%	26.8%
Net Average	\$ 15.38	\$ 11.44	\$ 11.94	\$ 18.27
<i>in billions</i>	\$ 0.299	\$ 0.241	\$ 0.217	\$ 0.386

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

0%	11.3%	12.6%	12.3%	9.8%
25%	30.9%	32.9%	33.5%	29.0%
50%	31.1%	30.1%	30.3%	31.1%
75%	20.6%	17.0%	17.1%	22.8%
100%	6.1%	7.4%	6.7%	7.2%
Total	100.0%	100.0%	100.0%	100.0%

Source: BIGresearch®, Consumer Intentions & Actions, July 2007-2010

	2007	2008	2009	2010
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%	44.3%
Doing more comparative shopping online	NA	NA	26.4%	30.3%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	42.5%	38.5%
Making do with last year's school items	NA	NA	35.1%	29.8%
Shopping for sales more often	NA	NA	56.2%	53.3%
Shopping more online	NA	NA	9.6%	12.3%
Spending less overall	NA	NA	49.6%	42.6%
Using coupons more	NA	NA	40.0%	36.8%
The economy is impacting whether children will attend private or public school	NA	NA	5.7%	8.1%
Postponing educational investments (ie: family computer)	NA	NA	6.8%	6.8%
Cutting back on extracurricular activities or sports	NA	NA	11.4%	13.3%
Back-to-school plans will not change	NA	NA	14.9%	14.3%
Other:	NA	NA	2.3%	1.5%

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

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10

N = 9009, 6/30 - 7/7/10	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Not Reported in 2009						
Do you have child/dependent attending college this fall?						
Yes	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%
No	89.6%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you be attending college this fall?						
Yes	13.2%	100.0%	100.0%	100.0%	100.0%	100.0%
No	86.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you will be attending college, which year will you begin?						
Freshman	17.8%	100.0%	0.0%	0.0%	0.0%	0.0%
Sophomore	18.7%	0.0%	100.0%	0.0%	0.0%	0.0%
Junior	15.1%	0.0%	0.0%	100.0%	0.0%	0.0%
Senior	11.2%	0.0%	0.0%	0.0%	100.0%	0.0%
Grad School/Law School/Med School/Other	37.1%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How much do you plan to spend on the following back-to-college items this year?						
Clothing and accessories (excluding Shoes)						
Average of Buyers	\$ 166.94	\$ 137.20	\$ 114.47	\$ 131.03	\$ 130.00	\$ 133.27
Percent Buying	72.4%	81.0%	74.2%	74.5%	78.5%	71.1%
Net Average	\$ 120.88	\$ 111.08	\$ 84.93	\$ 97.66	\$ 102.05	\$ 94.78
in billions	\$ 6.63					
Shoes						
Average of Buyers	\$ 94.71	\$ 87.11	\$ 68.25	\$ 76.90	\$ 79.45	\$ 83.14
Percent Buying	65.7%	79.2%	68.7%	65.6%	70.9%	65.8%
Net Average	\$ 62.20	\$ 68.97	\$ 46.86	\$ 50.46	\$ 56.30	\$ 54.73
in billions	\$ 3.41					
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)						
Average of Buyers	\$ 80.32	\$ 72.01	\$ 50.25	\$ 49.57	\$ 70.59	\$ 65.54
Percent Buying	45.1%	48.3%	46.7%	44.7%	43.8%	42.3%
Net Average	\$ 36.26	\$ 34.81	\$ 23.44	\$ 22.13	\$ 30.94	\$ 27.72
in billions	\$ 1.99					
School supplies, such as notebooks, folders, pencils, and backpacks						
Average of Buyers	\$ 77.17	\$ 71.72	\$ 53.91	\$ 59.55	\$ 51.12	\$ 65.12
Percent Buying	81.5%	92.3%	94.7%	94.5%	89.6%	87.2%
Net Average	\$ 62.91	\$ 66.21	\$ 51.05	\$ 56.27	\$ 45.80	\$ 56.81
in billions	\$ 3.45					
Electronics or computer-related equipment, such as a home computer, laptop, handheld organizer, cell						
Average of Buyers	\$ 465.44	\$ 390.16	\$ 301.12	\$ 407.06	\$ 279.99	\$ 457.36
Percent Buying	50.9%	71.8%	54.0%	51.9%	52.7%	61.5%
Net Average	\$ 236.94	\$ 279.94	\$ 162.60	\$ 211.28	\$ 147.65	\$ 281.14
in billions	\$ 12.99					
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge						
Average of Buyers	\$ 272.74	\$ 260.95	\$ 177.39	\$ 140.73	\$ 191.46	\$ 217.91
Percent Buying	35.5%	37.7%	40.1%	38.6%	36.4%	29.1%
Net Average	\$ 96.94	\$ 98.37	\$ 71.09	\$ 54.31	\$ 69.74	\$ 63.40
in billions	\$ 5.31					
Combined Average	\$ 616.13	\$ 659.38	\$ 439.97	\$ 492.11	\$ 452.48	\$ 578.59
in billions	\$ 33.77					
Food items, such as snacks, beverages, etc.						
Average of Buyers	\$ 158.82	\$ 131.01	\$ 110.24	\$ 166.72	\$ 127.82	\$ 138.73
Percent Buying	65.5%	77.8%	71.4%	76.3%	74.9%	67.7%
Net Average	\$ 104.08	\$ 101.97	\$ 78.76	\$ 127.16	\$ 95.68	\$ 93.89
in billions	\$ 5.71					

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10

N = 9009, 6/30 - 7/7/10	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Not Reported in 2009						
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.						
Average of Buyers	\$ 98.43	\$ 74.46	\$ 69.57	\$ 77.25	\$ 97.68	\$ 83.11
Percent Buying	70.9%	81.5%	78.2%	78.6%	69.5%	73.0%
Net Average	\$ 69.79	\$ 60.67	\$ 54.44	\$ 60.71	\$ 67.87	\$ 60.63
<i>in billions</i>	\$ 3.83					
Gift Cards or Pre-Paid Cards						
Average of Buyers	\$ 161.93	\$ 172.46	\$ 81.74	\$ 123.17	\$ 149.06	\$ 85.35
Percent Buying	28.2%	34.7%	30.0%	22.4%	16.5%	21.6%
Net Average	\$ 45.73	\$ 59.78	\$ 24.52	\$ 27.65	\$ 24.64	\$ 18.48
<i>in billions</i>	\$ 2.51					
Combined Average - All Categories	\$ 835.73	\$ 881.81	\$ 597.70	\$ 707.63	\$ 640.66	\$ 751.58
<i>in billions</i>	\$ 45.81					

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

Catalog	8.3%	14.1%	9.9%	7.9%	3.7%	10.3%
College Bookstore	43.2%	39.5%	48.2%	55.5%	45.3%	41.0%
Discount Store	53.8%	45.1%	54.1%	53.0%	49.4%	49.2%
Department Store	42.5%	53.0%	42.0%	54.0%	40.8%	44.1%
Drug Store	17.0%	20.0%	18.8%	20.2%	19.7%	19.0%
Home Furnishings or Home Décor Store	9.8%	8.5%	11.0%	18.2%	6.3%	7.0%
Office Supply Store	36.5%	37.4%	38.4%	53.1%	29.6%	39.2%
Online	28.6%	42.4%	38.7%	48.1%	33.6%	39.5%
Clothing Store	28.2%	39.6%	36.1%	44.4%	32.6%	33.9%
Electronics Store	18.0%	28.2%	20.6%	20.0%	17.5%	26.2%
Thrift Stores/Resale Shops	18.9%	19.3%	17.4%	17.5%	11.8%	17.6%

*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-college merchandise?

At least two months before school starts	20.2%	26.0%	19.3%	8.6%	9.3%	12.4%
Three weeks to one month before school starts	33.1%	34.6%	29.3%	32.4%	27.9%	29.7%
1-2 weeks before school starts	23.2%	21.1%	29.3%	35.8%	28.5%	33.0%
The week school starts	12.6%	8.7%	12.4%	14.6%	22.8%	14.9%
After school starts	10.9%	9.6%	9.7%	8.5%	11.4%	10.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Where will the college student be living this year?

Dorm room or college housing	18.8%	15.1%	13.8%	16.8%	14.5%	3.1%
Fraternity or sorority house	2.0%	0.9%	2.8%	2.1%	4.1%	3.1%
Off campus apartment or housing	23.0%	17.3%	22.3%	26.8%	41.3%	33.6%
At home	51.8%	66.3%	60.1%	53.1%	39.1%	59.0%
Other:	4.4%	0.4%	1.0%	1.2%	1.1%	1.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)

Buying more store brand/generic products	34.1%	33.8%	38.0%	41.6%	28.6%	30.6%
Doing more comparative shopping online	23.2%	25.9%	26.3%	31.8%	27.5%	29.9%
Doing more comparative shopping with ad circulars/newspapers	29.8%	17.9%	24.3%	24.6%	19.4%	27.5%
Making due with last year's school items	29.5%	18.7%	34.2%	40.1%	30.6%	32.5%
Shopping for sales more often	42.0%	37.3%	41.8%	47.6%	35.8%	40.6%
Shopping more online	18.2%	23.1%	20.1%	25.4%	18.7%	18.9%
Spending less overall	45.0%	42.3%	46.8%	58.2%	44.6%	49.7%
Using coupons more	32.9%	27.1%	30.3%	32.7%	21.8%	34.7%

Source: BIGresearch®, Consumer Intentions & Actions, JUL-10

N = 9009, 6/30 - 7/7/10	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Not Reported in 2009						
Sharing or borrowing textbooks instead of buying them	19.3%	18.3%	14.1%	21.2%	15.8%	20.5%
The economy is impacting students' living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	11.9%	12.0%	13.7%	15.0%	8.4%	10.3%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	13.9%	15.7%	14.4%	12.2%	3.3%	8.5%
Back-to-college plans will not change	20.6%	21.6%	20.0%	16.7%	23.5%	20.1%
Other:	2.8%	1.3%	0.4%	5.5%	0.0%	0.9%

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