

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JUL-11

N = 8684, 7/1 - 7/6/11	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	26.8%	24.5%	29.0%	24.0%	31.3%	27.9%	38.8%	49.3%	28.2%	9.2%	3.8%	27.7%	26.9%	26.8%	26.1%
No	73.2%	75.5%	71.0%	76.0%	68.7%	72.1%	61.2%	50.7%	71.8%	90.8%	96.2%	72.3%	73.1%	73.2%	73.9%
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%

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

Elementary School	43.8%	42.8%	44.8%	44.6%	43.3%	44.1%	69.4%	54.6%	30.0%	28.4%	34.6%	36.1%	43.8%	46.4%	39.7%
Middle School/Junior High	31.9%	31.6%	32.2%	32.7%	31.6%	30.6%	29.5%	38.4%	33.7%	27.2%	30.7%	22.2%	28.5%	36.3%	37.6%
High School	47.1%	46.1%	48.0%	48.8%	48.8%	52.5%	20.4%	44.4%	57.3%	52.1%	57.7%	45.7%	52.4%	42.5%	55.6%

*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	\$ 236.70	\$ 239.43	\$ 234.10	\$ 216.18	\$ 257.06	\$ 206.91	\$ 237.51	\$ 244.56	\$ 229.51	\$ 273.74	\$ 223.72	\$ 239.11	\$ 222.43	\$ 239.88	\$ 248.72
Percent Buying	93.2%	93.2%	93.2%	94.6%	91.3%	94.1%	98.8%	97.9%	95.3%	93.9%	78.8%	89.3%	93.5%	96.7%	93.6%
Net Average	\$ 220.60	\$ 223.24	\$ 218.09	\$ 204.41	\$ 234.76	\$ 194.60	\$ 234.60	\$ 239.49	\$ 218.67	\$ 256.96	\$ 176.24	\$ 213.55	\$ 207.92	\$ 231.89	\$ 232.91
<i>in billions</i>	\$ 8.333														

Shoes

Average of Buyers	\$ 113.72	\$ 117.28	\$ 110.37	\$ 100.71	\$ 120.36	\$ 121.29	\$ 120.30	\$ 117.43	\$ 109.41	\$ 110.75	\$ 102.57	\$ 111.57	\$ 104.42	\$ 117.30	\$ 123.17
Percent Buying	91.9%	91.5%	92.3%	93.6%	89.8%	90.1%	98.1%	96.5%	93.9%	93.1%	78.8%	87.7%	92.1%	95.8%	91.7%
Net Average	\$ 104.53	\$ 107.30	\$ 101.90	\$ 94.29	\$ 108.12	\$ 109.23	\$ 118.06	\$ 113.37	\$ 102.70	\$ 103.06	\$ 80.80	\$ 97.85	\$ 96.22	\$ 112.33	\$ 112.97
<i>in billions</i>	\$ 3.949														

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

Average of Buyers	\$ 96.04	\$ 99.59	\$ 92.64	\$ 83.92	\$ 100.87	\$ 103.65	\$ 100.53	\$ 96.05	\$ 93.97	\$ 96.92	\$ 84.36	\$ 90.67	\$ 83.08	\$ 101.15	\$ 107.56
Percent Buying	92.7%	93.2%	92.1%	93.9%	92.2%	95.7%	97.9%	98.1%	96.5%	93.1%	74.2%	88.6%	92.2%	95.7%	94.1%
Net Average	\$ 88.99	\$ 92.83	\$ 85.33	\$ 78.77	\$ 92.98	\$ 99.18	\$ 98.46	\$ 94.22	\$ 90.73	\$ 90.26	\$ 62.63	\$ 80.37	\$ 76.63	\$ 96.84	\$ 101.21
<i>in billions</i>	\$ 3.361														

Electronics or computer-related equipment such as a home computer, laptop, cell phone, tablet or MP3 player

Average of Buyers	\$ 365.48	\$ 377.33	\$ 351.58	\$ 294.59	\$ 390.56	\$ 365.45	\$ 313.22	\$ 367.51	\$ 357.94	\$ 386.37	\$ 464.05	\$ 360.23	\$ 382.55	\$ 359.71	\$ 415.74
Percent Buying	51.9%	57.4%	46.6%	48.5%	55.5%	68.2%	65.4%	51.7%	48.2%	51.0%	30.0%	53.7%	55.5%	48.4%	57.7%
Net Average	\$ 189.51	\$ 216.65	\$ 163.70	\$ 142.80	\$ 216.71	\$ 249.29	\$ 204.92	\$ 190.09	\$ 172.70	\$ 196.88	\$ 139.25	\$ 193.33	\$ 212.34	\$ 174.12	\$ 239.86
<i>in billions</i>	\$ 7.159														

Combined Average	\$ 603.63	\$ 640.02	\$ 569.03	\$ 520.28	\$ 652.56	\$ 652.30	\$ 656.04	\$ 637.17	\$ 584.79	\$ 647.17	\$ 458.93	\$ 585.09	\$ 593.11	\$ 615.18	\$ 686.95
<i>in billions</i>	\$ 22.801														

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

Discount store	68.4%	65.1%	71.5%	74.7%	68.8%	57.2%	63.3%	69.1%	74.2%	72.7%	71.2%	59.0%	69.2%	75.5%	62.2%
Department store	57.0%	58.2%	55.9%	54.5%	63.1%	64.8%	63.2%	60.3%	52.4%	61.8%	42.3%	54.8%	60.1%	59.4%	53.5%
Clothing store	48.7%	48.4%	49.0%	46.6%	53.7%	62.4%	57.8%	50.4%	41.3%	55.6%	28.8%	46.3%	45.4%	50.1%	55.0%
Electronics store	21.7%	25.8%	17.8%	18.2%	25.2%	35.9%	26.4%	19.2%	15.9%	24.5%	12.5%	19.3%	22.4%	20.3%	27.7%
Online	31.7%	35.3%	28.1%	28.6%	35.2%	40.2%	42.4%	30.9%	25.3%	30.1%	23.1%	32.1%	33.5%	30.4%	34.2%
Catalog	8.6%	9.6%	7.6%	7.9%	9.0%	12.1%	11.4%	6.3%	6.4%	4.1%	11.5%	6.5%	8.9%	8.6%	11.5%
Office Supplies store	38.0%	38.3%	37.8%	34.7%	44.8%	50.2%	37.5%	39.3%	40.7%	42.3%	21.2%	39.1%	36.1%	35.7%	44.7%
Drug Store	21.1%	18.6%	23.5%	20.4%	23.8%	19.4%	21.6%	20.3%	25.4%	24.2%	15.4%	23.7%	17.2%	21.8%	20.4%
Thrift Stores/Resale Shops	16.1%	13.9%	18.2%	21.7%	10.7%	11.9%	13.6%	13.1%	15.3%	17.3%	25.0%	7.8%	18.7%	17.8%	12.7%

*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	21.8%	23.9%	19.8%	23.9%	20.8%	26.6%	27.5%	19.9%	15.1%	23.1%	20.8%	17.2%	23.4%	20.5%	28.0%
Three weeks to one month before school starts	42.4%	41.2%	43.5%	37.2%	48.4%	39.6%	44.9%	44.4%	46.1%	44.6%	33.5%	50.5%	45.9%	39.2%	38.0%

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N = 8684, 7/1 - 7/6/11	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
1-2 weeks before school starts	31.2%	31.4%	30.9%	34.3%	27.4%	30.5%	24.8%	30.8%	31.3%	26.7%	42.5%	28.3%	27.6%	36.4%	29.0%
The week school starts	2.0%	1.5%	2.5%	2.3%	1.6%	2.1%	1.3%	3.3%	3.3%	2.0%	0.0%	1.3%	1.5%	2.2%	2.4%
After school starts	2.6%	1.9%	3.3%	2.3%	1.8%	1.2%	1.6%	1.6%	4.2%	3.6%	3.2%	2.6%	1.6%	1.7%	2.6%
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%

Do your children wear a school uniform?

Yes	18.4%	16.9%	19.8%	19.9%	17.2%	20.1%	23.0%	20.0%	16.7%	11.9%	18.2%	11.2%	19.4%	24.4%	12.0%
No	81.6%	83.1%	80.2%	80.1%	82.8%	79.9%	77.0%	80.0%	83.3%	88.1%	81.8%	88.8%	80.6%	75.6%	88.0%
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	33.9%	33.0%	34.7%	33.8%	31.8%	27.1%	58.4%	36.4%	28.3%	27.9%	22.1%	35.0%	30.6%	36.4%	28.0%
1	47.3%	48.2%	46.5%	49.4%	48.8%	54.8%	28.5%	42.2%	51.4%	58.0%	52.9%	50.1%	49.7%	45.7%	43.1%
2	14.3%	14.2%	14.4%	12.5%	16.1%	13.5%	7.3%	16.5%	17.8%	10.6%	19.2%	12.4%	14.4%	12.4%	25.4%
3	3.3%	3.6%	3.0%	3.8%	2.5%	3.2%	3.9%	3.8%	2.4%	3.5%	2.9%	1.7%	2.3%	4.7%	3.0%
4 or more	1.2%	1.1%	1.4%	0.5%	0.8%	1.4%	1.9%	1.2%	0.0%	0.0%	2.9%	0.8%	3.0%	0.8%	0.6%
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%

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

Average of Buyers	\$ 83.52	\$ 92.46	\$ 74.46	\$ 79.23	\$ 88.78	\$ 77.23	\$ 92.31	\$ 82.13	\$ 67.32	\$ 76.68	\$ 112.74	\$ 80.51	\$ 81.27	\$ 81.84	\$ 102.61
Percent Buying	37.9%	39.1%	36.7%	35.6%	41.7%	44.1%	31.8%	35.0%	42.4%	41.7%	34.1%	37.5%	42.8%	36.2%	41.1%
Net Average	\$ 31.64	\$ 36.17	\$ 27.32	\$ 28.24	\$ 37.04	\$ 34.08	\$ 29.34	\$ 28.76	\$ 28.52	\$ 31.99	\$ 38.40	\$ 30.20	\$ 34.77	\$ 29.63	\$ 42.20
<i>in billions</i>	\$ 0.790														

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

0	41.7%	39.9%	43.3%	41.5%	45.4%	47.2%	17.4%	29.1%	49.6%	56.7%	53.8%	51.5%	40.2%	37.8%	42.1%
1	41.6%	43.6%	39.6%	41.9%	38.5%	40.1%	57.2%	48.3%	36.8%	33.4%	31.8%	35.1%	42.4%	44.7%	36.8%
2	12.7%	11.8%	13.6%	11.3%	13.1%	10.1%	18.5%	17.9%	11.8%	6.9%	9.6%	11.5%	14.1%	12.9%	15.0%
3	2.7%	3.4%	2.0%	3.4%	2.1%	1.5%	4.3%	3.5%	1.7%	3.0%	1.9%	1.5%	2.3%	3.8%	2.1%
4 or more	1.3%	1.3%	1.4%	1.9%	0.9%	1.1%	2.7%	1.2%	0.0%	0.0%	2.9%	0.4%	0.8%	1.0%	4.1%
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	\$ 62.50	\$ 68.96	\$ 54.94	\$ 55.36	\$ 67.60	\$ 80.69	\$ 77.61	\$ 68.49	\$ 71.07	\$ 56.50	\$ 13.00	\$ 71.99	\$ 56.77	\$ 67.97	\$ 51.11
Percent Buying	24.2%	26.8%	21.7%	26.6%	22.2%	25.2%	31.3%	24.2%	21.8%	20.1%	22.3%	22.9%	17.3%	26.1%	30.6%
Net Average	\$ 15.12	\$ 18.47	\$ 11.94	\$ 14.71	\$ 14.98	\$ 20.33	\$ 24.29	\$ 16.58	\$ 15.46	\$ 11.33	\$ 2.90	\$ 16.47	\$ 9.84	\$ 17.73	\$ 15.63
<i>in billions</i>	\$ 0.333														

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

0%	10.6%	11.9%	9.4%	10.3%	9.7%	7.3%	7.5%	7.5%	8.6%	8.5%	23.8%	10.3%	12.9%	10.0%	5.5%
25%	28.2%	28.7%	27.7%	28.4%	27.0%	26.0%	30.0%	33.3%	29.1%	22.9%	26.1%	22.5%	28.7%	34.0%	19.7%
50%	34.2%	34.6%	33.9%	34.6%	35.6%	39.7%	39.7%	34.5%	31.8%	33.7%	27.3%	38.5%	30.4%	32.4%	38.1%
75%	21.3%	19.5%	23.0%	20.8%	21.0%	21.1%	19.3%	19.5%	23.6%	27.2%	17.7%	21.2%	23.9%	18.5%	26.1%
100%	5.7%	5.3%	6.1%	5.9%	6.8%	6.0%	3.6%	5.2%	7.0%	7.7%	5.2%	7.6%	4.1%	5.1%	10.6%
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 will the state of the U.S. economy impact your back-to-school plans? (Check all that apply)

Buying more store brand/generic products	39.9%	36.0%	43.6%	43.9%	37.8%	46.5%	38.3%	38.1%	43.8%	43.4%	30.8%	32.5%	43.0%	41.7%	41.1%
Doing more comparative shopping online	29.8%	29.7%	29.9%	28.0%	31.9%	32.7%	33.5%	29.6%	28.4%	34.6%	21.2%	27.6%	34.2%	30.7%	27.6%
Doing more comparative shopping with ad circulars/newspapers	37.0%	31.0%	42.6%	39.8%	37.6%	29.0%	38.0%	36.5%	44.0%	45.7%	26.9%	30.6%	40.1%	38.6%	38.1%
Making do with last year's school items	28.3%	24.2%	32.2%	31.2%	27.7%	28.2%	24.6%	25.0%	32.9%	29.5%	29.8%	25.2%	32.8%	28.5%	29.6%
Shopping for sales more often	50.0%	41.6%	58.1%	55.2%	48.6%	48.0%	48.0%	54.6%	54.1%	50.0%	44.2%	42.1%	52.9%	53.9%	45.1%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JUL-11

N = 8684, 7/1 - 7/6/11	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Shopping more online	15.3%	18.3%	12.6%	13.9%	17.6%	16.5%	19.3%	11.3%	15.2%	16.7%	13.5%	11.9%	17.7%	14.3%	18.6%
Spending less overall	43.7%	40.6%	46.7%	49.9%	41.7%	41.9%	36.1%	45.1%	46.7%	58.1%	35.6%	38.9%	49.0%	44.2%	41.9%
Using coupons more	36.9%	30.2%	43.3%	40.7%	36.2%	35.5%	40.5%	38.6%	39.2%	39.0%	27.8%	31.1%	38.2%	38.8%	36.0%
The economy is impacting whether children will attend private or public school	5.3%	6.5%	4.1%	6.1%	4.8%	4.9%	5.3%	5.2%	5.0%	7.6%	3.9%	3.2%	5.4%	6.0%	5.2%
Postponing educational investments (i.e. family computer)	6.0%	6.2%	5.7%	8.5%	3.5%	7.2%	4.5%	5.7%	7.6%	4.1%	6.7%	3.0%	4.4%	6.3%	9.7%
Cutting back on extracurricular activities or sports	10.2%	9.9%	10.4%	12.0%	9.8%	6.2%	8.2%	11.2%	12.4%	10.4%	11.5%	7.4%	9.7%	10.5%	10.7%
Back-to-school plans will not change	13.9%	18.0%	10.0%	13.2%	15.7%	8.2%	11.2%	10.9%	13.8%	16.4%	22.2%	11.7%	13.2%	13.9%	13.2%
Other:	1.7%	2.0%	1.4%	0.9%	2.9%	0.0%	0.4%	1.0%	1.3%	3.4%	3.9%	2.4%	1.4%	1.3%	1.3%

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

Source: BIGresearch®, Consumer Intentions & Actions® Survey, July 07-11

	2007	2008	2009	2010	2011
Do you have children in your household between the ages of 6 and 17?					
Yes	24.1%	24.7%	23.0%	25.2%	26.8%
No	75.9%	75.3%	77.0%	74.8%	73.2%
Total	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%	52.2%	47.3%	46.4%	43.8%
Middle School/Junior High	32.8%	33.8%	32.1%	31.7%	31.9%
High School	43.1%	43.9%	45.2%	42.6%	47.1%

*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	\$ 236.70
Percent Buying	95.4%	94.8%	94.1%	96.5%	93.2%
Net Average	\$ 231.80	\$ 234.51	\$ 204.67	\$ 225.47	\$ 220.60
<i>in billions</i>	\$ 7.569	\$ 7.922	\$ 6.499	\$ 7.939	\$ 8.333

Shoes

Average of Buyers	\$ 116.43	\$ 117.29	\$ 100.92	\$ 108.32	\$ 113.72
Percent Buying	93.1%	93.6%	92.7%	95.0%	91.9%
Net Average	\$ 108.42	\$ 109.75	\$ 93.59	\$ 102.93	\$ 104.53
<i>in billions</i>	\$ 3.540	\$ 3.708	\$ 2.972	\$ 3.624	\$ 3.949

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

Average of Buyers	\$ 98.44	\$ 102.55	\$ 87.41	\$ 99.32	\$ 96.04
Percent Buying	95.5%	95.9%	94.5%	97.0%	92.7%
Net Average	\$ 94.02	\$ 98.37	\$ 82.62	\$ 96.39	\$ 88.99
<i>in billions</i>	\$ 3.070	\$ 3.323	\$ 2.624	\$ 3.394	\$ 3.361

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	\$ 365.48
Percent Buying	58.1%	58.4%	57.1%	63.7%	51.9%
Net Average	\$ 129.24	\$ 151.61	\$ 167.84	\$ 181.61	\$ 189.51
<i>in billions</i>	\$ 4.220	\$ 5.122	\$ 5.330	\$ 6.395	\$ 7.159

Combined Average	\$ 563.49	\$ 594.24	\$ 548.72	\$ 606.40	\$ 603.63
<i>in billions</i>	\$ 18.400	\$ 20.075	\$ 17.424	\$ 21.352	\$ 22.801

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

Discount store	67.6%	73.0%	74.5%	71.2%	68.4%
Department store	54.9%	56.6%	54.4%	53.9%	57.0%
Clothing store	NA	47.8%	48.4%	49.0%	48.7%
Electronics store	NA	21.4%	20.8%	23.0%	21.7%
Specialty store, such as a clothing or electronics store	31.6%	NA	NA	NA	NA
Online	21.4%	24.8%	22.2%	30.8%	31.7%
Catalog	7.2%	8.5%	7.9%	8.7%	8.6%
Office Supplies store	41.4%	41.8%	41.2%	41.2%	38.0%
Drug Store	17.9%	18.2%	21.5%	19.5%	21.1%
Thrift Stores/Resale Shops	NA	NA	18.2%	17.0%	16.1%

*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%	21.6%	21.8%
Three weeks to one month before school starts	45.2%	46.4%	44.4%	47.6%	42.4%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, July 07-11

	2007	2008	2009	2010	2011
1-2 weeks before school starts	32.1%	30.5%	31.8%	24.8%	31.2%
The week school starts	5.4%	3.8%	3.2%	3.0%	2.0%
After school starts	2.7%	1.9%	2.5%	3.0%	2.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Do your children wear a school uniform?

Yes	15.8%	17.8%	19.2%	20.2%	18.4%
No	84.2%	82.2%	80.8%	79.8%	81.6%
Total	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%	38.1%	38.7%	39.0%	33.9%
1	43.7%	47.2%	45.1%	45.7%	47.3%
2	12.3%	11.9%	13.3%	12.5%	14.3%
3	5.3%	2.4%	2.1%	2.0%	3.3%
4 or more	0.7%	0.3%	0.9%	0.8%	1.2%
Total	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	\$ 64.53	\$ 78.59	\$ 81.49	\$ 83.52
Percent Buying	43.1%	40.7%	39.3%	39.0%	37.9%
Net Average	\$ 31.19	\$ 26.29	\$ 30.88	\$ 31.74	\$ 31.64
<i>in billions</i>	\$ 0.596	\$ 0.549	\$ 0.601	\$ 0.682	\$ 0.790

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

0	42.2%	37.7%	42.8%	40.0%	41.7%
1	41.0%	47.2%	40.1%	42.7%	41.6%
2	13.4%	13.0%	14.1%	13.7%	12.7%
3	2.6%	1.7%	2.7%	2.2%	2.7%
4 or more	0.7%	0.4%	0.4%	1.4%	1.3%
Total	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	\$ 50.23	\$ 47.35	\$ 68.25	\$ 62.50
Percent Buying	32.6%	22.8%	25.2%	26.8%	24.2%
Net Average	\$ 15.38	\$ 11.44	\$ 11.94	\$ 18.27	\$ 15.12
<i>in billions</i>	\$ 0.299	\$ 0.241	\$ 0.217	\$ 0.386	\$ 0.333

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%	10.6%
25%	30.9%	32.9%	33.5%	29.0%	28.2%
50%	31.1%	30.1%	30.3%	31.1%	34.2%
75%	20.6%	17.0%	17.1%	22.8%	21.3%
100%	6.1%	7.4%	6.7%	7.2%	5.7%
Total	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)

Buying more store brand/generic products	NA	NA	41.7%	44.3%	39.9%
Doing more comparative shopping online	NA	NA	26.4%	30.3%	29.8%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	42.5%	38.5%	37.0%
Making do with last year's school items	NA	NA	35.1%	29.8%	28.3%
Shopping for sales more often	NA	NA	56.2%	53.3%	50.0%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, July 07-11

	2007	2008	2009	2010	2011
Shopping more online	NA	NA	9.6%	12.3%	15.3%
Spending less overall	NA	NA	49.6%	42.6%	43.7%
Using coupons more	NA	NA	40.0%	36.8%	36.9%
The economy is impacting whether children will attend private or public school	NA	NA	5.7%	8.1%	5.3%
Postponing educational investments (ie: family computer)	NA	NA	6.8%	6.8%	6.0%
Cutting back on extracurricular activities or sports	NA	NA	11.4%	13.3%	10.2%
Back-to-school plans will not change	NA	NA	14.9%	14.3%	13.9%
Other:	NA	NA	2.3%	1.5%	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® Survey, JUL-11

N = 8684, 7/1 - 7/6/11	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you have child/dependent attending college this fall?															
Yes	10.7%	10.3%	11.1%	8.7%	13.0%	20.3%	6.9%	10.6%	16.5%	9.4%	2.0%	10.2%	10.4%	11.0%	11.2%
No	89.3%	89.7%	88.9%	91.3%	87.0%	79.7%	93.1%	89.4%	83.5%	90.6%	98.0%	89.8%	89.6%	89.0%	88.8%
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%

Will you be attending college this fall?

Yes	13.6%	13.9%	13.2%	15.4%	10.3%	55.2%	19.6%	8.7%	5.2%	1.3%	0.6%	12.9%	13.9%	13.3%	14.4%
No	86.4%	86.1%	86.8%	84.6%	89.7%	44.8%	80.4%	91.3%	94.8%	98.7%	99.4%	87.1%	86.1%	86.7%	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%

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

Freshman	22.9%	16.0%	29.4%	25.8%	14.6%	25.7%	21.7%	26.9%	28.4%	14.1%	19.2%	22.2%	19.9%	20.1%	22.9%
Sophomore	20.3%	20.4%	20.1%	22.8%	9.9%	25.9%	18.7%	20.2%	16.9%	22.8%	19.2%	16.6%	18.9%	20.0%	15.1%
Junior	16.8%	20.7%	13.0%	17.4%	16.5%	22.9%	16.1%	10.9%	12.4%	27.5%	14.2%	16.8%	19.6%	18.0%	10.1%
Senior	9.2%	8.5%	10.0%	10.3%	8.3%	18.6%	14.6%	11.8%	7.3%	4.7%	0.0%	8.0%	17.5%	9.1%	14.2%
Grad School/Law School/Med School/Other	30.9%	34.5%	27.5%	23.8%	50.8%	7.0%	28.8%	30.2%	34.9%	30.9%	47.5%	36.5%	24.1%	32.8%	37.7%
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%

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

Average of Buyers	\$ 172.89	\$ 183.87	\$ 161.96	\$ 159.47	\$ 183.05	\$ 137.94	\$ 138.59	\$ 192.99	\$ 195.67	\$ 201.54	\$ 174.63	\$ 180.14	\$ 165.18	\$ 181.63	\$ 166.27
Percent Buying	73.7%	75.4%	72.1%	70.9%	78.4%	85.5%	79.3%	66.9%	69.1%	73.2%	71.4%	76.9%	71.0%	77.5%	67.7%
Net Average	\$ 127.37	\$ 138.59	\$ 116.70	\$ 113.07	\$ 143.56	\$ 117.87	\$ 109.97	\$ 129.01	\$ 135.22	\$ 147.51	\$ 124.67	\$ 138.60	\$ 117.25	\$ 140.70	\$ 112.63
<i>in billions</i>	\$ 7.25														

Shoes

Average of Buyers	\$ 87.09	\$ 94.25	\$ 80.33	\$ 76.28	\$ 92.70	\$ 87.73	\$ 85.34	\$ 95.43	\$ 94.51	\$ 91.62	\$ 68.48	\$ 101.01	\$ 85.70	\$ 89.36	\$ 77.46
Percent Buying	69.6%	69.3%	69.8%	66.9%	73.8%	78.4%	74.6%	65.3%	64.8%	67.7%	69.0%	74.8%	65.5%	73.2%	63.7%
Net Average	\$ 60.58	\$ 65.29	\$ 56.10	\$ 51.00	\$ 68.43	\$ 68.78	\$ 63.65	\$ 62.28	\$ 61.21	\$ 62.04	\$ 47.27	\$ 75.57	\$ 56.11	\$ 65.43	\$ 49.31
<i>in billions</i>	\$ 3.45														

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

Average of Buyers	\$ 72.51	\$ 82.40	\$ 61.54	\$ 64.89	\$ 84.65	\$ 63.36	\$ 74.60	\$ 92.37	\$ 78.21	\$ 66.46	\$ 52.06	\$ 83.63	\$ 67.96	\$ 77.85	\$ 61.43
Percent Buying	45.5%	49.1%	42.1%	43.0%	46.1%	55.8%	57.5%	44.4%	42.7%	38.3%	35.7%	53.1%	43.5%	47.5%	39.5%
Net Average	\$ 33.00	\$ 40.48	\$ 25.89	\$ 27.91	\$ 39.01	\$ 35.35	\$ 42.87	\$ 41.00	\$ 33.43	\$ 25.44	\$ 18.58	\$ 44.42	\$ 29.58	\$ 36.95	\$ 24.28
<i>in billions</i>	\$ 1.88														

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

Average of Buyers	\$ 73.65	\$ 81.61	\$ 66.11	\$ 66.16	\$ 75.86	\$ 66.09	\$ 70.23	\$ 81.21	\$ 80.39	\$ 80.28	\$ 61.13	\$ 79.25	\$ 69.83	\$ 77.52	\$ 71.56
Percent Buying	83.5%	83.3%	83.6%	81.1%	86.7%	93.0%	95.2%	84.5%	83.8%	75.8%	69.1%	90.4%	82.7%	83.5%	77.5%
Net Average	\$ 61.48	\$ 67.98	\$ 55.29	\$ 53.63	\$ 65.75	\$ 61.45	\$ 66.88	\$ 68.63	\$ 67.37	\$ 60.83	\$ 42.24	\$ 71.67	\$ 57.76	\$ 64.73	\$ 55.47
<i>in billions</i>	\$ 3.50														

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

Average of Buyers	\$ 458.21	\$ 515.00	\$ 391.85	\$ 396.77	\$ 522.48	\$ 367.03	\$ 354.33	\$ 508.49	\$ 478.77	\$ 452.78	\$ 813.22	\$ 542.14	\$ 395.73	\$ 459.76	\$ 455.66
Percent Buying	45.8%	50.6%	41.2%	43.4%	46.5%	57.0%	65.8%	47.6%	43.7%	39.8%	22.1%	54.0%	47.2%	43.3%	44.4%
Net Average	\$ 209.93	\$ 260.82	\$ 161.54	\$ 172.18	\$ 243.19	\$ 209.22	\$ 233.10	\$ 241.94	\$ 209.00	\$ 180.36	\$ 179.60	\$ 292.72	\$ 186.77	\$ 198.86	\$ 202.43
<i>in billions</i>	\$ 11.95														

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

Average of Buyers	\$ 243.39	\$ 264.89	\$ 216.35	\$ 240.05	\$ 255.27	\$ 197.40	\$ 202.73	\$ 287.76	\$ 280.34	\$ 237.61	\$ 271.62	\$ 333.69	\$ 248.21	\$ 216.92	\$ 217.09
Percent Buying	39.8%	45.5%	34.4%	35.2%	44.0%	57.0%	42.5%	30.2%	37.1%	38.3%	38.0%	46.1%	34.4%	43.2%	34.9%
Net Average	\$ 96.84	\$ 120.44	\$ 74.40	\$ 84.58	\$ 112.25	\$ 112.60	\$ 86.25	\$ 87.04	\$ 104.06	\$ 90.95	\$ 103.19	\$ 153.71	\$ 85.31	\$ 93.70	\$ 75.75
<i>in billions</i>	\$ 5.51														

Food items, such as snacks, beverages, etc.

Average of Buyers	\$ 141.54	\$ 159.82	\$ 123.82	\$ 121.16	\$ 149.13	\$ 134.41	\$ 146.94	\$ 140.86	\$ 151.77	\$ 184.02	\$ 94.07	\$ 179.60	\$ 128.86	\$ 136.73	\$ 143.45
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Source: BIGresearch®, Consumer Intentions & Actions® Survey, JUL-11

N = 8684, 7/1 - 7/6/11	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Percent Buying	66.8%	67.5%	66.2%	65.1%	70.3%	81.2%	76.0%	64.9%	64.2%	57.4%	59.5%	76.9%	64.2%	67.3%	60.8%
Net Average	\$ 94.60	\$ 107.87	\$ 81.98	\$ 78.87	\$ 104.77	\$ 109.14	\$ 111.60	\$ 91.39	\$ 97.47	\$ 105.66	\$ 55.99	\$ 138.18	\$ 82.74	\$ 92.01	\$ 87.25
<i>in billions</i>	\$ 5.39														
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.															
Average of Buyers	\$ 88.43	\$ 98.24	\$ 79.38	\$ 75.76	\$ 97.08	\$ 76.62	\$ 102.57	\$ 91.65	\$ 100.49	\$ 88.07	\$ 64.91	\$ 115.83	\$ 82.66	\$ 84.33	\$ 83.58
Percent Buying	72.9%	71.7%	73.9%	70.5%	76.2%	86.8%	80.4%	69.6%	69.8%	66.7%	66.7%	74.4%	72.3%	74.8%	67.9%
Net Average	\$ 64.44	\$ 70.48	\$ 58.70	\$ 53.43	\$ 73.98	\$ 66.51	\$ 82.43	\$ 63.82	\$ 70.10	\$ 58.71	\$ 43.28	\$ 86.19	\$ 59.77	\$ 63.07	\$ 56.71
<i>in billions</i>	\$ 3.67														
Gift Cards or Pre-Paid Cards															
Average of Buyers	\$ 199.17	\$ 218.33	\$ 173.01	\$ 221.55	\$ 203.15	\$ 120.65	\$ 178.86	\$ 228.93	\$ 238.37	\$ 269.96	\$ 87.88	\$ 216.25	\$ 210.18	\$ 205.74	\$ 182.91
Percent Buying	30.4%	36.0%	25.0%	28.7%	31.8%	31.6%	39.0%	35.0%	32.5%	28.9%	14.2%	39.4%	29.5%	28.5%	27.7%
Net Average	\$ 60.46	\$ 78.50	\$ 43.30	\$ 63.63	\$ 64.51	\$ 38.18	\$ 69.82	\$ 80.12	\$ 77.45	\$ 78.05	\$ 12.51	\$ 85.19	\$ 62.10	\$ 58.71	\$ 50.64
<i>in billions</i>	\$ 3.44														
Combined Average - All Categories	\$ 808.71	\$ 950.47	\$ 673.89	\$ 698.29	\$ 915.45	\$ 819.11	\$ 866.59	\$ 865.24	\$ 855.30	\$ 809.55	\$ 627.33	\$ 1,086.24	\$ 737.39	\$ 814.18	\$ 714.47
<i>in billions</i>	\$ 46.03														

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

Catalog	11.4%	15.6%	7.3%	8.9%	14.9%	12.7%	18.5%	13.2%	8.6%	10.7%	4.7%	12.9%	9.5%	12.8%	10.2%
College Bookstore	41.1%	41.7%	40.5%	38.3%	47.1%	50.0%	50.3%	36.9%	38.4%	39.7%	33.4%	41.3%	41.6%	42.1%	40.1%
Discount Store	53.9%	51.4%	56.3%	54.9%	52.0%	49.5%	56.2%	57.9%	55.7%	55.4%	47.6%	49.5%	52.9%	55.4%	49.2%
Department Store	47.6%	50.5%	44.8%	45.2%	49.4%	58.3%	54.0%	45.9%	43.8%	51.0%	35.6%	52.3%	47.7%	45.2%	46.1%
Drug Store	19.4%	18.7%	20.0%	17.1%	22.3%	22.6%	26.2%	18.8%	16.3%	19.0%	14.2%	27.1%	17.8%	17.6%	17.7%
Home Furnishings or Home Décor Store	11.2%	13.3%	9.3%	8.7%	14.1%	18.6%	15.2%	10.8%	8.9%	11.0%	4.7%	10.5%	11.0%	11.7%	11.7%
Office Supply Store	33.4%	36.0%	31.0%	31.1%	35.5%	41.2%	37.0%	39.5%	33.0%	29.5%	21.3%	39.9%	32.1%	31.1%	35.3%
Online	33.4%	37.9%	29.1%	30.1%	35.5%	45.7%	43.3%	32.9%	28.9%	30.7%	21.4%	32.3%	35.9%	31.8%	34.3%
Clothing Store	34.2%	37.6%	31.0%	31.2%	37.2%	49.8%	36.7%	29.6%	30.6%	34.5%	28.4%	36.6%	33.6%	32.5%	34.3%
Electronics Store	19.6%	25.6%	13.8%	17.7%	21.5%	26.3%	24.6%	22.5%	17.6%	15.4%	11.8%	24.6%	17.7%	18.8%	19.5%
Thrift Stores/Resale Shops	16.7%	16.0%	17.3%	19.4%	12.1%	14.8%	16.8%	17.3%	14.1%	18.0%	19.0%	15.2%	15.8%	18.2%	18.6%

*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	24.4%	28.5%	20.4%	20.2%	27.3%	23.9%	33.1%	22.3%	22.3%	23.2%	21.2%	26.6%	23.7%	26.8%	19.8%
Three weeks to one month before school starts	28.9%	31.2%	26.7%	26.4%	29.7%	36.9%	27.8%	29.4%	31.9%	30.8%	18.5%	38.8%	28.5%	26.4%	27.0%
1-2 weeks before school starts	27.9%	25.6%	30.1%	31.9%	23.3%	25.6%	24.1%	30.6%	25.9%	32.8%	28.9%	25.6%	25.2%	30.1%	30.1%
The week school starts	9.4%	8.4%	10.3%	9.5%	14.3%	7.6%	6.9%	9.1%	9.5%	6.9%	15.8%	4.2%	8.6%	9.5%	14.3%
After school starts	9.4%	6.3%	12.4%	12.0%	5.4%	6.0%	8.1%	8.7%	10.4%	6.3%	15.7%	4.8%	14.0%	7.2%	8.8%
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%

Where will the college student be living this year?

Dorm room or college housing	18.1%	20.6%	15.8%	15.4%	21.8%	26.2%	17.1%	18.8%	19.8%	21.6%	7.1%	24.3%	18.5%	19.3%	13.8%
Fraternity or sorority house	3.6%	5.8%	1.5%	1.5%	5.4%	4.1%	7.2%	2.4%	0.6%	0.0%	7.1%	3.2%	2.5%	4.9%	2.2%
Off campus apartment or housing	24.7%	27.9%	21.7%	24.0%	23.9%	33.2%	24.1%	14.4%	25.1%	30.9%	23.8%	19.7%	26.5%	24.5%	26.5%
At home	52.9%	45.1%	60.3%	58.0%	48.6%	36.2%	51.3%	63.0%	53.5%	46.2%	62.1%	51.8%	51.7%	50.6%	57.0%
Other:	0.7%	0.7%	0.7%	1.1%	0.3%	0.3%	0.2%	1.4%	1.0%	1.3%	0.0%	1.0%	0.8%	0.7%	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%

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	38.0%	34.8%	41.1%	37.8%	33.6%	38.4%	39.0%	35.9%	35.0%	29.2%	50.0%	39.3%	34.6%	43.6%	31.4%
Doing more comparative shopping online	30.7%	32.7%	28.9%	25.5%	34.7%	34.7%	36.5%	33.6%	33.0%	27.4%	19.0%	35.5%	27.0%	32.2%	29.1%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JUL-11

N = 8684, 7/1 - 7/6/11	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Doing more comparative shopping with ad circulars/newspapers	30.5%	30.1%	31.0%	27.9%	32.2%	20.7%	33.6%	31.6%	35.8%	24.2%	33.3%	30.2%	30.3%	31.8%	25.8%
Making do with last year's school items	29.7%	29.3%	30.0%	29.4%	29.3%	35.2%	28.1%	28.1%	29.9%	32.1%	26.2%	28.4%	32.2%	27.0%	29.8%
Shopping for sales more often	39.5%	36.6%	42.2%	38.9%	39.3%	46.5%	42.0%	40.0%	45.8%	34.1%	28.5%	47.3%	42.3%	34.9%	37.0%
Shopping more online	18.8%	23.7%	14.1%	15.6%	22.0%	19.8%	27.3%	16.4%	17.0%	15.3%	16.6%	19.4%	19.3%	17.8%	18.2%
Spending less overall	44.6%	40.4%	48.6%	47.8%	39.3%	46.5%	40.4%	43.1%	47.1%	40.6%	50.1%	36.4%	47.7%	47.1%	40.8%
Using coupons more	32.7%	29.4%	35.9%	34.1%	30.9%	32.2%	33.0%	31.6%	37.4%	24.6%	35.7%	34.3%	35.1%	31.8%	28.6%
Sharing or borrowing textbooks instead of buying them	18.4%	15.3%	21.4%	20.3%	16.1%	23.1%	17.3%	13.4%	16.1%	15.7%	26.2%	19.8%	13.8%	19.2%	19.5%
The economy is impacting students' living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	13.3%	14.3%	12.3%	13.4%	12.5%	12.8%	10.6%	13.4%	12.5%	14.1%	16.6%	12.5%	13.4%	11.5%	15.6%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	14.2%	11.9%	16.3%	17.7%	9.3%	10.1%	8.5%	13.1%	14.3%	11.8%	26.2%	10.4%	16.7%	15.3%	13.9%
Back-to-college plans will not change	16.3%	19.7%	13.0%	16.1%	23.6%	12.4%	15.6%	16.8%	16.3%	19.4%	16.6%	19.3%	16.0%	14.9%	15.1%
Other:	2.7%	1.9%	3.3%	4.0%	1.1%	1.1%	1.9%	2.3%	2.4%	3.3%	4.8%	0.3%	2.1%	1.3%	6.0%

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

Source: BIGresearch®, Consumer Intentions & Actions® Survey, July 07-11

	2007	2008	2009	2010	2011
Do you have child/dependent attending college this fall?					
Yes	9.8%	11.1%	10.5%	10.4%	10.7%
No	90.2%	88.9%	89.5%	89.6%	89.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Will you be attending college this fall?					
Yes	12.1%	11.8%	10.6%	13.2%	13.6%
No	87.9%	88.2%	89.4%	86.8%	86.4%
Total	100.0%	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%	22.9%
Sophomore	17.5%	14.6%	12.4%	18.7%	20.3%
Junior	14.5%	12.1%	17.0%	15.1%	16.8%
Senior	14.5%	10.3%	9.6%	11.2%	9.2%
Grad School/Law School/Med School/Other	34.5%	48.1%	38.9%	37.1%	30.9%
Total	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	\$ 216.47	\$ 202.61	\$ 173.79	\$ 166.94	\$ 172.89
Percent Buying	69.2%	66.3%	68.2%	72.4%	73.7%
Net Average	\$ 149.85	\$ 134.40	\$ 118.56	\$ 120.88	\$ 127.37
<i>in billions</i>	\$ 7.41	\$ 7.01	\$ 5.77	\$ 6.63	\$ 7.25

Shoes

Average of Buyers	\$ 96.63	\$ 97.35	\$ 91.46	\$ 94.71	\$ 87.09
Percent Buying	62.0%	60.1%	63.2%	65.7%	69.6%
Net Average	\$ 59.90	\$ 58.46	\$ 57.85	\$ 62.20	\$ 60.58
<i>in billions</i>	\$ 2.96	\$ 3.05	\$ 2.82	\$ 3.41	\$ 3.45

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

Average of Buyers	NA	\$ 82.53	\$ 79.09	\$ 80.32	\$ 72.51
Percent Buying	NA	42.7%	43.7%	45.1%	45.5%
Net Average	NA	\$ 35.26	\$ 34.52	\$ 36.26	\$ 33.00
<i>in billions</i>	NA	\$ 1.84	\$ 1.68	\$ 1.99	\$ 1.88

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

Average of Buyers	\$ 76.15	\$ 84.13	\$ 74.63	\$ 77.17	\$ 73.65
Percent Buying	83.4%	81.4%	81.8%	81.5%	83.5%
Net Average	\$ 63.52	\$ 68.47	\$ 61.05	\$ 62.91	\$ 61.48
<i>in billions</i>	\$ 3.14	\$ 3.57	\$ 2.97	\$ 3.45	\$ 3.50

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	\$ 458.21
Percent Buying	50.3%	47.6%	50.4%	50.9%	45.8%
Net Average	\$ 258.43	\$ 211.89	\$ 266.08	\$ 236.94	\$ 209.93
<i>in billions</i>	\$ 12.77	\$ 11.05	\$ 12.95	\$ 12.99	\$ 11.95

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

Average of Buyers	\$ 300.90	\$ 266.83	\$ 261.30	\$ 272.74	\$ 243.39
Percent Buying	36.5%	34.1%	30.6%	35.5%	39.8%
Net Average	\$ 109.85	\$ 90.90	\$ 80.06	\$ 96.94	\$ 96.84
<i>in billions</i>	\$ 5.43	\$ 4.74	\$ 3.90	\$ 5.31	\$ 5.51

Food items, such as snacks, beverages, etc.

Source: BIGresearch®, Consumer Intentions & Actions® Survey, July 07-11

	2007	2008	2009	2010	2011
Average of Buyers	NA	NA	\$ 170.72	\$ 158.82	\$ 141.54
Percent Buying	NA	NA	62.2%	65.5%	66.8%
Net Average	NA	NA	\$ 106.11	\$ 104.08	\$ 94.60
<i>in billions</i>	NA	NA	\$ 5.16	\$ 5.71	\$ 5.39
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.					
Average of Buyers	NA	NA	\$ 104.67	\$ 98.43	\$ 88.43
Percent Buying	NA	NA	66.6%	70.9%	72.9%
Net Average	NA	NA	\$ 69.70	\$ 69.79	\$ 64.44
<i>in billions</i>	NA	NA	\$ 3.39	\$ 3.83	\$ 3.67
Gift Cards or Pre-Paid Cards					
Average of Buyers	NA	NA	\$ 197.31	\$ 161.93	\$ 199.17
Percent Buying	NA	NA	26.4%	28.2%	30.4%
Net Average	NA	NA	\$ 52.05	\$ 45.73	\$ 60.46
<i>in billions</i>	NA	NA	\$ 2.53	\$ 2.51	\$ 3.44
Combined Average - All Categories	\$ 641.56	\$ 599.38	\$ 845.98	\$ 835.73	\$ 808.71
<i>in billions</i>	\$ 31.71	\$ 31.26	\$ 41.17	\$ 45.81	\$ 46.03

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

Catalog	10.5%	9.4%	11.5%	8.3%	11.4%
College Bookstore	57.2%	41.8%	44.5%	43.2%	41.1%
Discount Store	51.5%	52.0%	53.4%	53.8%	53.9%
Department Store	41.8%	41.8%	43.1%	42.5%	47.6%
Drug Store	13.2%	14.3%	23.4%	17.0%	19.4%
Home Furnishings or Home Decor Store	12.7%	13.1%	11.0%	9.8%	11.2%
Office Supply Store	35.6%	37.3%	32.5%	36.5%	33.4%
Online	30.5%	29.9%	28.6%	28.6%	33.4%
Clothing Store	34.3%	30.7%	29.8%	28.2%	34.2%
Electronics Store	20.9%	19.6%	20.9%	18.0%	19.6%
Thrift Stores/Resale Shops	14.0%	14.2%	18.6%	18.9%	16.7%

*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%	24.4%
Three weeks to one month before school starts	28.6%	29.8%	33.7%	33.1%	28.9%
1-2 weeks before school starts	31.0%	27.9%	25.7%	23.2%	27.9%
The week school starts	9.4%	12.1%	9.0%	12.6%	9.4%
After school starts	10.1%	8.7%	9.4%	10.9%	9.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Where will the college student be living this year?

Dorm room or college housing	18.7%	18.0%	15.8%	18.8%	18.1%
Fraternity or sorority house	1.3%	2.1%	2.0%	2.0%	3.6%
Off campus apartment or housing	28.6%	24.3%	22.4%	23.0%	24.7%
At home	49.7%	54.1%	58.5%	51.8%	52.9%
Other:	1.8%	1.5%	1.2%	4.4%	0.7%
Total	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	NA	NA	32.5%	34.1%	38.0%
Doing more comparative shopping online	NA	NA	26.0%	23.2%	30.7%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	30.8%	29.8%	30.5%
Making do with last year's school items	NA	NA	33.6%	29.5%	29.7%

Source: BIGresearch®, Consumer Intentions & Actions® Survey, July 07-11

	2007	2008	2009	2010	2011
Shopping for sales more often	NA	NA	46.1%	42.0%	39.5%
Shopping more online	NA	NA	15.4%	18.2%	18.8%
Spending less overall	NA	NA	48.0%	45.0%	44.6%
Using coupons more	NA	NA	32.5%	32.9%	32.7%
Sharing or borrowing textbooks instead of buying them	NA	NA	17.4%	19.3%	18.4%
The economy is impacting students' living situation (living with parents/relatives on-campus housing fraternity/sorority housing)	NA	NA	12.8%	11.9%	13.3%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	NA	NA	15.0%	13.9%	14.2%
Back-to-college plans will not change	NA	NA	16.9%	20.6%	16.3%
Other:	NA	NA	4.4%	2.8%	2.7%

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

Source: BIGresearch®, Consumer Intentions & Actions® Survey, JUL-11

N = 8684, 7/1 - 7/6/11	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Do you have child/dependent attending college this fall?						
Yes	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%
No	89.3%	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	13.6%	100.0%	100.0%	100.0%	100.0%	100.0%
No	86.4%	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	22.9%	100.0%	0.0%	0.0%	0.0%	0.0%
Sophomore	20.3%	0.0%	100.0%	0.0%	0.0%	0.0%
Junior	16.8%	0.0%	0.0%	100.0%	0.0%	0.0%
Senior	9.2%	0.0%	0.0%	0.0%	100.0%	0.0%
Grad School/Law School/Med School/Other	30.9%	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	\$ 172.89	\$ 153.36	\$ 105.52	\$ 122.47	\$ 128.22	\$ 172.23
Percent Buying	73.7%	77.8%	78.6%	76.8%	77.7%	68.4%
Net Average	\$ 127.37	\$ 119.31	\$ 82.98	\$ 94.06	\$ 99.64	\$ 117.76
in billions	\$ 7.25					
Shoes						
Average of Buyers	\$ 87.09	\$ 84.02	\$ 76.59	\$ 76.33	\$ 79.42	\$ 79.77
Percent Buying	69.6%	74.4%	71.2%	67.2%	70.2%	67.5%
Net Average	\$ 60.58	\$ 62.50	\$ 54.52	\$ 51.28	\$ 55.77	\$ 53.88
in billions	\$ 3.45					
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)						
Average of Buyers	\$ 72.51	\$ 58.38	\$ 44.44	\$ 43.96	\$ 62.12	\$ 57.89
Percent Buying	45.5%	53.7%	44.7%	44.6%	46.6%	42.9%
Net Average	\$ 33.00	\$ 31.37	\$ 19.86	\$ 19.59	\$ 28.92	\$ 24.86
in billions	\$ 1.88					
School supplies, such as notebooks, folders, pencils, and backpacks						
Average of Buyers	\$ 73.65	\$ 72.96	\$ 61.01	\$ 57.41	\$ 54.64	\$ 60.19
Percent Buying	83.5%	92.7%	91.6%	93.7%	93.0%	88.4%
Net Average	\$ 61.48	\$ 67.64	\$ 55.86	\$ 53.80	\$ 50.79	\$ 53.19
in billions	\$ 3.50					
Electronics or computer-related equipment such as a home computer, laptop, tablet, cell phone, digital camera or MP3 player						
Average of Buyers	\$ 458.21	\$ 460.94	\$ 310.20	\$ 279.79	\$ 309.84	\$ 456.39
Percent Buying	45.8%	61.2%	53.2%	51.3%	45.4%	50.4%
Net Average	\$ 209.93	\$ 281.94	\$ 165.12	\$ 143.63	\$ 140.77	\$ 230.19
in billions	\$ 11.95					
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge						
Average of Buyers	\$ 243.39	\$ 222.54	\$ 162.98	\$ 192.92	\$ 143.74	\$ 185.01
Percent Buying	39.8%	39.2%	41.1%	38.7%	41.6%	26.6%
Net Average	\$ 96.84	\$ 87.16	\$ 67.03	\$ 74.70	\$ 59.73	\$ 49.12
in billions	\$ 5.51					
Food items, such as snacks, beverages, etc.						
Average of Buyers	\$ 141.54	\$ 171.43	\$ 95.68	\$ 120.75	\$ 128.40	\$ 135.15

Percent Buying	66.8%	77.4%	71.2%	78.9%	76.2%	69.2%
Net Average	\$ 94.60	\$ 132.68	\$ 68.10	\$ 95.27	\$ 97.88	\$ 93.55
<i>in billions</i>	\$ 5.39					

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

Average of Buyers	\$ 88.43	\$ 87.59	\$ 64.62	\$ 67.01	\$ 64.59	\$ 86.66
Percent Buying	72.9%	82.7%	79.0%	85.1%	82.9%	69.4%
Net Average	\$ 64.44	\$ 72.41	\$ 51.06	\$ 57.01	\$ 53.57	\$ 60.14
<i>in billions</i>	\$ 3.67					

Gift Cards or Pre-Paid Cards

Average of Buyers	\$ 199.17	\$ 165.63	\$ 108.39	\$ 82.36	\$ 104.26	\$ 174.50
Percent Buying	30.4%	31.2%	22.4%	23.2%	22.9%	21.1%
Net Average	\$ 60.46	\$ 51.74	\$ 24.24	\$ 19.11	\$ 23.91	\$ 36.85
<i>in billions</i>	\$ 3.44					

Combined Average - All Categories	\$ 808.71	\$ 906.77	\$ 588.78	\$ 608.45	\$ 610.98	\$ 719.54
<i>in billions</i>	\$ 46.03					

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

Catalog	11.4%	12.8%	6.4%	8.4%	12.9%	9.3%
College Bookstore	41.1%	42.5%	47.0%	51.4%	52.4%	39.2%
Discount Store	53.9%	51.5%	48.4%	56.1%	49.5%	49.5%
Department Store	47.6%	49.8%	55.2%	54.9%	56.1%	41.2%
Drug Store	19.4%	18.7%	20.9%	26.5%	17.4%	22.9%
Home Furnishings or Home DÃ©cor Store	11.2%	12.2%	12.0%	12.7%	13.0%	10.0%
Office Supply Store	33.4%	37.3%	38.1%	48.7%	32.0%	43.0%
Online	33.4%	39.9%	42.3%	45.9%	46.7%	50.8%
Clothing Store	34.2%	40.6%	41.4%	45.8%	42.2%	32.7%
Electronics Store	19.6%	29.3%	22.2%	27.2%	16.7%	20.4%
Thrift Stores/Resale Shops	16.7%	20.9%	18.5%	17.0%	18.8%	11.1%

*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	24.4%	30.5%	20.4%	19.0%	17.1%	22.4%
Three weeks to one month before school starts	28.9%	30.9%	32.4%	36.0%	21.7%	24.8%
1-2 weeks before school starts	27.9%	22.7%	35.3%	28.6%	31.8%	27.5%
The week school starts	9.4%	5.6%	6.3%	10.8%	14.9%	14.7%
After school starts	9.4%	10.3%	5.6%	5.6%	14.5%	10.6%
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	18.1%	12.6%	19.9%	14.5%	11.2%	4.6%
Fraternity or sorority house	3.6%	3.1%	2.4%	2.5%	4.6%	1.7%
Off campus apartment or housing	24.7%	23.8%	25.1%	31.3%	43.5%	28.9%
At home	52.9%	60.1%	52.6%	51.0%	40.7%	63.7%
Other:	0.7%	0.4%	0.0%	0.6%	0.0%	1.1%
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	38.0%	36.7%	39.9%	32.4%	40.7%	34.8%
Doing more comparative shopping online	30.7%	31.2%	33.6%	33.6%	28.8%	37.0%
Doing more comparative shopping with ad circulars/newspapers	30.5%	25.3%	21.2%	24.3%	19.1%	24.3%
Making do with last year's school items	29.7%	25.8%	33.2%	35.8%	38.5%	25.9%
Shopping for sales more often	39.5%	42.5%	45.1%	47.5%	44.5%	43.6%

Shopping more online	18.8%	22.4%	17.6%	20.8%	25.1%	23.7%
Spending less overall	44.6%	46.1%	42.7%	51.9%	43.1%	44.5%
Using coupons more	32.7%	34.0%	33.3%	35.2%	31.2%	30.1%
Sharing or borrowing textbooks instead of buying them	18.4%	16.2%	20.4%	23.8%	21.3%	11.6%
The economy is impacting students' living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	13.3%	14.4%	11.5%	10.9%	8.5%	5.5%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	14.2%	14.0%	9.8%	11.6%	3.6%	7.3%
Back-to-college plans will not change	16.3%	15.1%	14.9%	15.4%	16.0%	19.2%
Other:	2.7%	0.7%	2.7%	2.4%	3.2%	2.2%

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