Source: BIGinsight™, Monthly Consumer Survey, JUL-12

N = 8509, 7/2 - 7/9/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you have children in your household between the ages of 6 and 17?															
Yes	30.9%	30.1%	31.6%	25.9%	36.1%	33.2%	47.5%	55.9%	32.8%	10.6%	2.9%	29.4%	28.8%	33.6%	29.9%
No	69.1%	69.9%	68.4%	74.1%	63.9%	66.8%	52.5%	44.1%	67.2%	89.4%	97.1%	70.6%	71.2%	66.4%	70.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have School Age Children:															
Do you have children in your household in the following grades? (Check all that apply)															
Elementary School	50.3%	47.1%	53.2%	47.9%	51.0%	51.6%	75.5%	58.1%	33.6%	27.8%	54.4%	52.0%	53.0%	49.4%	43.7%
Middle School/Junior High	35.0%	33.5%	36.3%	35.5%	33.9%	37.8%	35.6%	39.2%	35.7%	28.3%	33.0%	28.1%	35.1%	36.7%	38.0%
High School	42.5%	40.9%	43.9%	39.8%	45.1%	41.2%	19.9%	41.1%	56.6%	55.7%	40.2%	38.9%	48.7%	40.7%	42.5%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.															
How much do you plan to spend on the following back-to-school items this year?															
Clothing and accessories (excluding Shoes)															
Average of Buyers	**$ 258.91**	**$ 265.29**	**$ 253.09**	**$ 230.26**	**$ 280.52**	**$ 228.09**	**$ 263.75**	**$ 254.74**	**$ 241.72**	**$ 267.65**	**$ 297.49**	**$ 258.45**	**$ 243.13**	**$ 262.21**	**$ 267.01**
Percent Buying	95.1%	93.4%	96.7%	89.2%	96.7%	97.6%	99.3%	97.3%	96.0%	94.8%	85.7%	98.3%	97.2%	91.4%	97.3%
Net Average	**$ 246.10**	**$ 247.66**	**$ 244.63**	**$ 205.31**	**$ 271.22**	**$ 222.56**	**$ 261.90**	**$ 247.92**	**$ 232.02**	**$ 253.78**	**$ 254.85**	**$ 254.17**	**$ 236.42**	**$ 239.59**	**$ 259.77**
in billions	$ 10.833														
Shoes															
Average of Buyers	**$ 138.52**	**$ 143.99**	**$ 133.48**	**$ 119.19**	**$ 152.06**	**$ 145.38**	**$ 151.20**	**$ 138.62**	**$ 122.44**	**$ 120.81**	**$ 155.67**	**$ 124.58**	**$ 132.97**	**$ 141.05**	**$ 149.07**
Percent Buying	93.3%	92.1%	94.4%	86.3%	95.7%	95.7%	98.3%	96.3%	94.1%	93.5%	82.1%	98.6%	95.8%	88.6%	96.0%
Net Average	**$ 129.20**	**$ 132.66**	**$ 125.94**	**$ 102.91**	**$ 145.49**	**$ 139.07**	**$ 148.71**	**$ 133.43**	**$ 115.27**	**$ 112.90**	**$ 127.82**	**$ 122.78**	**$ 127.38**	**$ 124.93**	**$ 143.18**
in billions	$ 5.687														
School supplies, such as notebooks, folders, pencils, backpacks, and lunchboxes															
Average of Buyers	**$ 99.84**	**$ 108.19**	**$ 92.18**	**$ 84.63**	**$ 110.58**	**$ 113.60**	**$ 113.58**	**$ 104.73**	**$ 92.72**	**$ 83.25**	**$ 91.92**	**$ 95.92**	**$ 94.74**	**$ 105.60**	**$ 91.16**
Percent Buying	95.6%	94.3%	96.9%	92.4%	96.8%	97.7%	99.1%	97.5%	95.8%	95.5%	88.4%	97.1%	97.3%	93.2%	97.7%
Net Average	**$ 95.44**	**$ 101.97**	**$ 89.29**	**$ 78.19**	**$ 107.02**	**$ 110.97**	**$ 112.51**	**$ 102.08**	**$ 88.85**	**$ 79.53**	**$ 81.22**	**$ 93.18**	**$ 92.14**	**$ 98.44**	**$ 89.10**
in billions	$ 4.201														
Electronics or computer-related equipment such as a home computer, laptop, cell phone, tablet or MP3 player															
Average of Buyers	**$ 365.54**	**$ 398.87**	**$ 328.61**	**$ 294.95**	**$ 412.06**	**$ 355.81**	**$ 366.87**	**$ 342.35**	**$ 341.69**	**$ 303.55**	**$ 494.10**	**$ 384.50**	**$ 340.42**	**$ 345.18**	**$ 366.87**
Percent Buying	59.6%	64.5%	54.9%	54.5%	61.3%	83.0%	75.0%	56.1%	53.9%	48.0%	46.4%	57.2%	59.6%	59.7%	65.4%
Net Average	**$ 217.88**	**$ 257.45**	**$ 180.56**	**$ 160.71**	**$ 252.45**	**$ 295.43**	**$ 275.25**	**$ 192.20**	**$ 184.34**	**$ 145.56**	**$ 229.49**	**$ 219.88**	**$ 202.74**	**$ 206.21**	**$ 240.02**
in billions	$ 9.591														
Combined Average	**$ 688.62**	**$ 739.75**	**$ 640.42**	**$ 547.12**	**$ 776.18**	**$ 768.03**	**$ 798.37**	**$ 675.64**	**$ 620.48**	**$ 591.77**	**$ 693.38**	**$ 690.01**	**$ 658.68**	**$ 669.16**	**$ 732.06**
in billions	$ 30.312														
Where will you purchase back-to-school items this year? (Check all that apply)															
Discount store	67.1%	62.7%	71.2%	73.1%	65.5%	49.2%	65.1%	70.4%	75.5%	70.3%	66.9%	70.2%	65.0%	68.4%	60.9%
Department store	59.9%	64.8%	55.3%	52.6%	63.5%	67.5%	69.6%	60.4%	57.7%	57.8%	48.3%	56.9%	63.8%	59.4%	64.9%
Clothing store	52.0%	50.1%	53.8%	45.7%	55.4%	64.1%	65.2%	52.5%	45.7%	50.3%	37.5%	47.6%	55.1%	52.2%	54.7%
Electronics store	26.3%	33.1%	19.9%	21.0%	28.3%	40.5%	37.3%	23.3%	22.3%	16.7%	20.6%	21.6%	24.4%	27.4%	37.4%
Online	39.6%	38.7%	40.5%	33.1%	43.5%	39.5%	52.2%	34.9%	36.0%	29.9%	44.6%	33.1%	40.0%	42.2%	43.9%
Catalog	8.2%	7.3%	8.9%	6.3%	9.6%	14.9%	13.5%	5.9%	5.7%	4.1%	6.3%	11.2%	5.0%	8.9%	5.2%
Office Supplies store	42.0%	37.8%	45.9%	30.6%	50.5%	51.1%	42.7%	43.5%	47.0%	43.4%	25.9%	42.0%	45.9%	42.9%	37.0%
Drug Store	22.7%	16.0%	29.1%	20.7%	25.0%	15.2%	22.0%	21.6%	24.4%	20.9%	30.3%	22.5%	23.1%	21.8%	22.8%
Thrift Stores/Resale Shops	14.4%	11.2%	17.5%	19.5%	10.0%	12.5%	14.7%	13.6%	16.9%	15.8%	12.5%	15.6%	12.5%	14.2%	11.3%
*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	22.3%	23.8%	21.0%	17.2%	26.1%	27.1%	32.5%	22.0%	18.0%	20.5%	15.2%	25.8%	22.0%	21.0%	18.8%
Three weeks to one month before school starts	47.8%	45.9%	49.5%	47.6%	48.2%	39.4%	43.3%	50.3%	47.7%	46.7%	57.1%	48.3%	53.9%	46.6%	47.8%
1-2 weeks before school starts	24.0%	23.2%	24.8%	29.2%	20.5%	29.2%	21.6%	24.1%	27.4%	23.7%	18.8%	21.3%	21.8%	25.5%	27.3%
The week school starts	2.7%	3.5%	2.0%	2.5%	2.6%	3.1%	2.2%	2.1%	3.0%	6.5%	0.0%	2.8%	1.4%	3.0%	4.1%
After school starts	3.2%	3.7%	2.7%	3.5%	2.6%	1.2%	0.4%	1.5%	3.9%	2.6%	8.9%	1.9%	1.0%	3.9%	2.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Do your children wear a school uniform?															
Yes	22.5%	24.2%	20.8%	21.0%	22.6%	30.0%	31.2%	24.8%	20.3%	20.3%	9.8%	19.7%	16.2%	27.4%	21.0%
No	77.5%	75.8%	79.2%	79.0%	77.4%	70.0%	68.8%	75.2%	79.7%	79.7%	90.2%	80.3%	83.8%	72.6%	79.0%
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%

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Source: BIGinsight™, Monthly Consumer Survey, JUL-12

N = 8509, 7/2 - 7/9/12	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
How many children in your household are teenagers (13-17 years of age)?															
0	32.8%	31.6%	34.0%	35.9%	31.9%	28.4%	50.2%	37.6%	23.4%	27.2%	29.3%	39.8%	31.2%	31.6%	30.3%
1	49.0%	48.3%	49.7%	43.2%	51.2%	44.3%	35.5%	41.6%	59.5%	60.2%	52.1%	45.5%	51.7%	49.4%	48.9%
2	14.5%	15.6%	13.5%	17.2%	13.6%	22.8%	8.9%	16.1%	14.5%	10.5%	15.7%	11.0%	13.8%	16.5%	16.8%
3	2.5%	2.8%	2.2%	2.6%	2.3%	3.1%	3.8%	3.9%	2.2%	2.0%	0.0%	2.9%	2.7%	2.0%	3.0%
4 or more	1.2%	1.8%	0.6%	1.1%	1.1%	1.5%	1.5%	0.8%	0.4%	0.0%	2.9%	0.8%	0.5%	0.6%	1.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you have teenagers, how much of their own money do they plan to spend on back-to-school items?															
Average of Buyers	**$ 85.19**	**$ 91.40**	**$ 76.37**	**$ 63.18**	**$ 95.84**	**$ 83.62**	**$ 108.45**	**$ 93.83**	**$ 74.38**	**$ 76.25**	**$ 75.50**	**$ 88.72**	**$ 92.02**	**$ 76.93**	**$ 98.91**
Percent Buying	42.8%	51.8%	34.3%	44.0%	43.5%	51.6%	43.0%	36.2%	40.1%	40.7%	47.6%	41.0%	44.3%	39.9%	51.5%
Net Average	**$ 36.48**	**$ 47.35**	**$ 26.22**	**$ 27.80**	**$ 41.67**	**$ 43.18**	**$ 46.61**	**$ 33.96**	**$ 29.82**	**$ 31.07**	**$ 35.95**	**$ 36.40**	**$ 40.73**	**$ 30.69**	**$ 50.95**
in billions	$ 1.079														
How many children in your household are pre-teens (6-12 years of age)?															
0	36.8%	39.1%	34.7%	37.9%	36.5%	36.5%	13.8%	26.9%	51.9%	56.7%	35.8%	35.3%	38.6%	37.1%	36.6%
1	43.3%	41.7%	44.8%	43.9%	44.0%	45.0%	60.4%	47.7%	33.0%	34.6%	39.2%	49.7%	41.1%	42.4%	40.1%
2	15.1%	14.3%	15.8%	12.6%	15.8%	14.0%	20.2%	20.6%	12.3%	6.6%	16.1%	11.4%	16.5%	16.1%	16.2%
3	3.1%	3.0%	3.2%	3.1%	2.8%	2.9%	4.9%	3.6%	2.4%	2.1%	2.7%	2.8%	3.0%	4.0%	1.7%
4 or more	1.7%	1.9%	1.5%	2.5%	0.9%	1.6%	0.7%	1.2%	0.4%	0.0%	6.3%	0.8%	0.8%	0.4%	5.4%
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	**$ 79.33**	**$ 88.24**	**$ 68.19**	**$ 66.96**	**$ 86.99**	**$ 75.72**	**$ 104.49**	**$ 91.26**	**$ 55.31**	**$ 65.97**	**$ 67.83**	**$ 65.09**	**$ 76.27**	**$ 77.37**	**$ 78.02**
Percent Buying	32.3%	37.0%	27.9%	28.0%	33.5%	39.3%	43.4%	28.1%	23.1%	25.4%	36.4%	36.8%	31.5%	27.7%	36.0%
Net Average	**$ 25.63**	**$ 32.65**	**$ 19.01**	**$ 18.76**	**$ 29.18**	**$ 29.77**	**$ 45.37**	**$ 25.67**	**$ 12.80**	**$ 16.78**	**$ 24.67**	**$ 23.95**	**$ 24.03**	**$ 21.45**	**$ 28.10**
in billions	$ 0.713														
What percentage of back-to-school spending is a direct result of your child's influence?															
0%	8.7%	9.4%	8.0%	8.7%	8.3%	7.0%	6.1%	9.3%	6.9%	13.8%	9.3%	7.3%	9.6%	9.8%	5.7%
25%	27.9%	27.1%	28.6%	36.2%	22.8%	25.0%	30.5%	30.0%	26.5%	21.2%	32.8%	27.7%	21.7%	29.5%	28.1%
50%	35.8%	38.1%	33.7%	31.0%	38.2%	35.9%	37.3%	32.5%	34.7%	33.0%	41.5%	41.6%	35.2%	33.1%	36.8%
75%	20.3%	19.8%	20.8%	17.9%	22.2%	23.0%	18.9%	21.9%	24.6%	20.5%	12.9%	16.9%	22.4%	21.1%	22.3%
100%	7.4%	5.7%	8.9%	6.2%	8.5%	9.1%	7.2%	6.3%	7.4%	11.4%	3.6%	6.5%	11.0%	6.5%	7.0%
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-school plans? (Check all that apply)															
Buying more store brand/generic products	37.0%	36.1%	37.7%	44.6%	32.0%	46.4%	42.1%	34.5%	38.3%	27.8%	33.9%	37.7%	35.7%	38.1%	38.6%
Doing more comparative shopping online	32.1%	34.1%	30.1%	29.8%	33.0%	31.7%	43.3%	32.1%	32.0%	28.4%	24.1%	26.7%	39.3%	31.6%	33.3%
Doing more comparative shopping with ad circulars/newspapers	35.9%	32.3%	39.4%	36.0%	35.2%	27.2%	36.8%	34.9%	39.5%	40.3%	34.8%	29.7%	48.1%	35.6%	33.2%
Making do with last year's school items	25.8%	23.1%	28.4%	27.9%	25.4%	26.8%	24.6%	25.3%	27.0%	23.5%	27.7%	20.0%	30.3%	24.4%	32.4%
Shopping for sales more often	51.1%	47.0%	55.0%	57.7%	48.0%	48.6%	50.3%	47.5%	52.4%	48.0%	58.9%	50.8%	59.0%	49.0%	49.6%
Shopping more online	17.9%	18.9%	17.0%	17.3%	18.5%	21.6%	26.9%	17.4%	15.0%	13.7%	13.4%	15.5%	16.6%	17.9%	24.7%
Spending less overall	37.8%	33.7%	41.6%	42.9%	33.9%	36.4%	29.4%	35.5%	42.8%	39.1%	42.9%	40.2%	40.3%	33.5%	42.3%
Using coupons more	35.8%	32.5%	39.0%	39.9%	33.8%	37.8%	39.7%	38.1%	35.0%	33.4%	31.3%	36.8%	40.3%	36.1%	28.6%
The economy is impacting whether children will attend private or public school	6.5%	7.6%	5.5%	6.7%	6.1%	11.8%	10.8%	6.2%	5.2%	3.4%	2.7%	7.8%	7.5%	5.9%	5.5%
Postponing educational investments (i.e. family computer)	6.3%	7.1%	5.6%	6.1%	6.5%	9.7%	7.4%	4.9%	6.5%	4.7%	5.4%	7.2%	7.0%	5.1%	6.4%
Cutting back on extracurricular activities or sports	11.0%	10.6%	11.3%	11.9%	9.3%	12.6%	13.3%	10.6%	10.5%	10.1%	8.9%	10.1%	12.3%	10.5%	13.5%
Other (please specify)	0.8%	0.8%	0.7%	0.9%	0.6%	1.4%	0.8%	1.2%	1.1%	0.0%	0.0%	0.5%	0.6%	1.1%	0.5%
Back-to-school plans will not change	15.2%	17.2%	13.2%	9.4%	19.4%	11.9%	10.7%	14.9%	16.0%	22.2%	15.2%	14.3%	13.6%	17.0%	11.1%

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

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
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%	30.9%
No	75.9%	75.3%	77.0%	74.8%	73.2%	69.1%
Total	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%	52.2%	47.3%	46.4%	43.8%	50.3%
Middle School/Junior High	32.8%	33.8%	32.1%	31.7%	31.9%	35.0%
High School	43.1%	43.9%	45.2%	42.6%	47.1%	42.5%

*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?

	2007	2008	2009	2010	2011	2012
Clothing and accessories (excluding Shoes)						
Average of Buyers	**$ 242.98**	**$ 247.32**	**$ 217.40**	**$ 233.74**	**$ 236.70**	**$ 258.91**
Percent Buying	95.4%	94.8%	94.1%	96.5%	93.2%	95.1%
Net Average	**$ 231.80**	**$ 234.51**	**$ 204.67**	**$ 225.47**	**$ 220.60**	**$ 246.10**
in billions	$ 7.569	$ 7.922	$ 6.499	$ 7.939	$ 8.333	$ 10.833
Shoes						
Average of Buyers	**$ 116.43**	**$ 117.29**	**$ 100.92**	**$ 108.32**	**$ 113.72**	**$ 138.52**
Percent Buying	93.1%	93.6%	92.7%	95.0%	91.9%	93.3%
Net Average	**$ 108.42**	**$ 109.75**	**$ 93.59**	**$ 102.93**	**$ 104.53**	**$ 129.20**
in billions	$ 3.540	$ 3.708	$ 2.972	$ 3.624	$ 3.949	$ 5.687
School supplies, such as notebooks, folders, pencils, backpacks, and lunchboxes						
Average of Buyers	**$ 98.44**	**$ 102.55**	**$ 87.41**	**$ 99.32**	**$ 96.04**	**$ 99.84**
Percent Buying	95.5%	95.9%	94.5%	97.0%	92.7%	95.6%
Net Average	**$ 94.02**	**$ 98.37**	**$ 82.62**	**$ 96.39**	**$ 88.99**	**$ 95.44**
in billions	$ 3.070	$ 3.323	$ 2.624	$ 3.394	$ 3.361	$ 4.201
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**	**$ 365.54**
Percent Buying	58.1%	58.4%	57.1%	63.7%	51.9%	59.6%
Net Average	**$ 129.24**	**$ 151.61**	**$ 167.84**	**$ 181.61**	**$ 189.51**	**$ 217.88**
in billions	$ 4.220	$ 5.122	$ 5.330	$ 6.395	$ 7.159	$ 9.591
Combined Average	**$ 563.49**	**$ 594.24**	**$ 548.72**	**$ 606.40**	**$ 603.63**	**$ 688.62**
in billions	$ 18.400	$ 20.075	$ 17.424	$ 21.352	$ 22.801	$ 30.312

	2007	2008	2009	2010	2011	2012
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%	67.1%
Department store	54.9%	56.6%	54.4%	53.9%	57.0%	59.9%
Clothing store	NA	47.8%	48.4%	49.0%	48.7%	52.0%
Electronics store	NA	21.4%	20.8%	23.0%	21.7%	26.3%
Specialty store, such as a clothing or electronics store	31.6%	NA	NA	NA	NA	NA
Online	21.4%	24.8%	22.2%	30.8%	31.7%	39.6%
Catalog	7.2%	8.5%	7.9%	8.7%	8.6%	8.2%
Office Supplies store	41.4%	41.8%	41.2%	41.2%	38.0%	42.0%
Drug Store	17.9%	18.2%	21.5%	19.5%	21.1%	22.7%
Thrift Stores/Resale Shops	NA	NA	18.2%	17.0%	16.1%	14.4%

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

	2007	2008	2009	2010	2011	2012
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%	22.3%
Three weeks to one month before school starts	45.2%	46.4%	44.4%	47.6%	42.4%	47.8%

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
1-2 weeks before school starts	32.1%	30.5%	31.8%	24.8%	31.2%	24.0%
The week school starts	5.4%	3.8%	3.2%	3.0%	2.0%	2.7%
After school starts	2.7%	1.9%	2.5%	3.0%	2.6%	3.2%
Total	100.0%	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%	22.5%
No	84.2%	82.2%	80.8%	79.8%	81.6%	77.5%
Total	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%	38.1%	38.7%	39.0%	33.9%	32.8%
1	43.7%	47.2%	45.1%	45.7%	47.3%	49.0%
2	12.3%	11.9%	13.3%	12.5%	14.3%	14.5%
3	5.3%	2.4%	2.1%	2.0%	3.3%	2.5%
4 or more	0.7%	0.3%	0.9%	0.8%	1.2%	1.2%
Total	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**	**$ 64.53**	**$ 78.59**	**$ 81.49**	**$ 83.52**	**$ 85.19**
Percent Buying	43.1%	40.7%	39.3%	39.0%	37.9%	42.8%
Net Average	**$ 31.19**	**$ 26.29**	**$ 30.88**	**$ 31.74**	**$ 31.64**	**$ 36.48**
in billions	$ 0.596	$ 0.549	$ 0.601	$ 0.682	$ 0.790	$ 1.079
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%	36.8%
1	41.0%	47.2%	40.1%	42.7%	41.6%	43.3%
2	13.4%	13.0%	14.1%	13.7%	12.7%	15.1%
3	2.6%	1.7%	2.7%	2.2%	2.7%	3.1%
4 or more	0.7%	0.4%	0.4%	1.4%	1.3%	1.7%
Total	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**	**$ 50.23**	**$ 47.35**	**$ 68.25**	**$ 62.50**	**$ 79.33**
Percent Buying	32.6%	22.8%	25.2%	26.8%	24.2%	32.3%
Net Average	**$ 15.38**	**$ 11.44**	**$ 11.94**	**$ 18.27**	**$ 15.12**	**$ 25.63**
in billions	$ 0.299	$ 0.241	$ 0.217	$ 0.386	$ 0.333	$ 0.713
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%	8.7%
25%	30.9%	32.9%	33.5%	29.0%	28.2%	27.9%
50%	31.1%	30.1%	30.3%	31.1%	34.2%	35.8%
75%	20.6%	17.0%	17.1%	22.8%	21.3%	20.3%
100%	6.1%	7.4%	6.7%	7.2%	5.7%	7.4%
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-school plans? (Check all that apply)						
Buying more store brand/generic products	NA	NA	41.7%	44.3%	39.9%	37.0%
Doing more comparative shopping online	NA	NA	26.4%	30.3%	29.8%	32.1%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	42.5%	38.5%	37.0%	35.9%
Making do with last year's school items	NA	NA	35.1%	29.8%	28.3%	25.8%
Shopping for sales more often	NA	NA	56.2%	53.3%	50.0%	51.1%
Shopping more online	NA	NA	9.6%	12.3%	15.3%	17.9%

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
Spending less overall	NA	NA	49.6%	42.6%	43.7%	37.8%
Using coupons more	NA	NA	40.0%	36.8%	36.9%	35.8%
The economy is impacting whether children will attend private or public school	NA	NA	5.7%	8.1%	5.3%	6.5%
Postponing educational investments (ie: family computer)	NA	NA	6.8%	6.8%	6.0%	6.3%
Cutting back on extracurricular activities or sports	NA	NA	11.4%	13.3%	10.2%	11.0%
Back-to-school plans will not change	NA	NA	14.9%	14.3%	13.9%	15.2%
Other:	NA	NA	2.3%	1.5%	1.7%	0.8%

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

Source: BIGinsight™, Monthly Consumer Survey, JUL-12
N = 8509, 7/2 - 7/9/12

	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	12.3%	12.6%	12.0%	9.0%	15.5%	21.6%	10.1%	11.9%	19.7%	9.5%	2.1%	12.9%	12.2%	11.8%	12.3%
No	87.7%	87.4%	88.0%	91.0%	84.5%	78.4%	89.9%	88.1%	80.3%	90.5%	97.9%	87.1%	87.8%	88.2%	87.7%
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%
Will you be attending college this fall?															
Yes	14.3%	15.6%	13.0%	15.6%	11.3%	54.6%	22.6%	10.3%	4.7%	1.8%	1.0%	13.4%	12.4%	15.1%	15.2%
No	85.7%	84.4%	87.0%	84.4%	88.7%	45.4%	77.4%	89.7%	95.3%	98.2%	99.0%	86.6%	87.6%	84.9%	84.8%
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 will be attending college, which year will you begin?															
Freshman	21.5%	19.1%	23.8%	25.1%	16.5%	27.7%	22.5%	17.3%	27.5%	11.9%	22.2%	19.1%	38.7%	15.6%	33.3%
Sophomore	14.1%	14.6%	13.7%	16.2%	10.2%	25.5%	15.6%	16.9%	18.7%	9.6%	0.0%	10.0%	9.8%	17.4%	15.5%
Junior	18.8%	25.5%	12.6%	20.7%	17.9%	18.9%	18.0%	23.5%	17.0%	13.6%	21.6%	8.4%	11.5%	24.7%	20.7%
Senior	11.3%	14.1%	8.7%	8.3%	12.7%	15.4%	13.9%	11.1%	11.9%	4.8%	10.8%	12.0%	8.6%	10.0%	7.0%
Grad School/Law School/Med School/Other	34.2%	26.7%	41.4%	29.8%	42.8%	12.4%	29.9%	31.1%	24.9%	60.0%	45.5%	50.5%	31.4%	32.2%	23.6%
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%

Have a Child/Dependent Attending College or Yourself Attending College:

How much do you plan to spend on the following back-to-college items this year?

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Clothing and accessories (excluding Shoes)															
Average of Buyers	$ 179.20	$ 175.50	$ 182.67	$ 176.48	$ 188.07	$ 143.28	$ 146.52	$ 165.69	$ 173.61	$ 183.19	$ 280.50	$ 174.47	$ 179.14	$ 173.80	$ 180.47
Percent Buying	74.2%	74.0%	74.4%	73.3%	74.9%	93.5%	86.7%	73.8%	69.6%	59.2%	66.0%	76.3%	68.7%	72.0%	79.2%
Net Average	$ 132.97	$ 129.88	$ 135.90	$ 129.35	$ 140.83	$ 133.98	$ 126.96	$ 122.21	$ 120.90	$ 108.36	$ 185.11	$ 133.06	$ 123.10	$ 125.16	$ 142.87
in billions	$ 7.83														
Shoes															
Average of Buyers	$ 106.78	$ 109.01	$ 104.67	$ 96.59	$ 116.04	$ 93.23	$ 104.44	$ 123.24	$ 89.04	$ 89.18	$ 136.83	$ 100.66	$ 98.77	$ 101.84	$ 113.66
Percent Buying	71.0%	70.9%	71.1%	69.7%	71.9%	88.3%	82.9%	70.0%	64.5%	54.2%	69.1%	77.0%	64.9%	66.8%	75.2%
Net Average	$ 75.81	$ 77.32	$ 74.38	$ 67.28	$ 83.46	$ 82.33	$ 86.55	$ 86.28	$ 57.47	$ 48.37	$ 94.57	$ 77.55	$ 64.11	$ 68.03	$ 85.43
in billions	$ 4.47														
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)															
Average of Buyers	$ 99.50	$ 98.92	$ 100.11	$ 84.52	$ 111.22	$ 80.37	$ 103.72	$ 114.57	$ 79.77	$ 69.89	$ 132.51	$ 85.06	$ 90.62	$ 87.06	$ 126.68
Percent Buying	53.1%	56.4%	50.1%	53.0%	54.2%	69.1%	70.3%	55.0%	42.8%	33.2%	51.3%	49.2%	52.3%	56.1%	51.4%
Net Average	$ 52.87	$ 55.75	$ 50.15	$ 44.83	$ 60.25	$ 55.55	$ 72.89	$ 62.98	$ 34.11	$ 23.19	$ 67.93	$ 41.87	$ 47.41	$ 48.82	$ 65.15
in billions	$ 3.11														
School supplies, such as notebooks, folders, pencils, and backpacks															
Average of Buyers	$ 89.06	$ 94.94	$ 83.69	$ 84.32	$ 95.63	$ 89.01	$ 84.65	$ 86.66	$ 79.02	$ 75.65	$ 120.11	$ 84.06	$ 95.23	$ 88.17	$ 89.16
Percent Buying	85.0%	83.6%	86.4%	86.0%	83.2%	97.7%	94.8%	90.8%	80.9%	70.2%	77.7%	88.9%	83.5%	83.6%	85.2%
Net Average	$ 75.73	$ 79.39	$ 72.29	$ 72.52	$ 79.56	$ 86.97	$ 80.29	$ 78.65	$ 63.90	$ 53.10	$ 93.28	$ 74.69	$ 79.52	$ 73.72	$ 76.00
in billions	$ 4.46														
Electronics or computer-related equipment such as a home computer, laptop, tablet, cell phone, digital camera or MP3 player															
Average of Buyers	$ 400.64	$ 385.03	$ 417.58	$ 343.69	$ 439.96	$ 351.82	$ 319.19	$ 368.20	$ 391.82	$ 470.44	$ 580.71	$ 375.91	$ 459.63	$ 335.95	$ 449.42
Percent Buying	54.0%	57.9%	50.3%	52.4%	54.5%	73.2%	75.3%	57.6%	40.3%	28.1%	52.8%	46.9%	54.4%	53.4%	57.5%
Net Average	$ 216.40	$ 223.00	$ 210.18	$ 180.02	$ 239.84	$ 257.68	$ 240.50	$ 212.09	$ 157.71	$ 132.30	$ 306.58	$ 176.18	$ 249.90	$ 179.36	$ 258.36
in billions	$ 12.75														
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge															
Average of Buyers	$ 214.45	$ 207.23	$ 222.38	$ 188.38	$ 226.57	$ 201.09	$ 194.40	$ 219.11	$ 191.75	$ 219.62	$ 271.97	$ 194.21	$ 242.92	$ 214.49	$ 212.34
Percent Buying	46.8%	50.5%	43.3%	42.2%	49.7%	69.6%	58.9%	44.0%	39.4%	28.4%	44.7%	45.2%	43.8%	46.2%	49.4%
Net Average	$ 100.27	$ 104.57	$ 96.22	$ 79.56	$ 112.70	$ 139.90	$ 114.48	$ 96.34	$ 75.59	$ 62.42	$ 121.48	$ 87.73	$ 106.44	$ 99.17	$ 104.94
in billions	$ 5.91														
Food items, such as snacks, beverages, etc.															
Average of Buyers	$ 144.95	$ 149.66	$ 141.00	$ 118.10	$ 159.72	$ 149.50	$ 133.97	$ 129.77	$ 146.01	$ 133.39	$ 184.53	$ 124.47	$ 136.39	$ 137.97	$ 173.65
Percent Buying	69.1%	65.0%	73.0%	70.7%	66.5%	91.9%	83.1%	70.1%	62.5%	55.9%	55.8%	69.1%	69.9%	68.4%	69.1%
Net Average	$ 100.18	$ 97.30	$ 102.88	$ 83.55	$ 106.28	$ 137.36	$ 111.32	$ 90.97	$ 91.22	$ 74.60	$ 103.06	$ 86.04	$ 95.30	$ 94.38	$ 119.94
in billions	$ 5.90														
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.															
Average of Buyers	$ 109.98	$ 109.29	$ 110.56	$ 93.23	$ 120.00	$ 92.71	$ 117.68	$ 109.61	$ 91.51	$ 94.57	$ 150.77	$ 104.62	$ 114.76	$ 96.47	$ 119.53
Percent Buying	74.3%	69.7%	78.7%	75.9%	73.0%	92.0%	87.4%	76.9%	67.6%	57.7%	67.5%	72.9%	69.1%	76.6%	77.4%
Net Average	$ 81.76	$ 76.15	$ 87.05	$ 70.76	$ 87.65	$ 85.30	$ 102.90	$ 84.29	$ 61.87	$ 54.55	$ 101.80	$ 76.27	$ 79.24	$ 73.88	$ 92.51

Source: BIGinsight™, Monthly Consumer Survey, JUL-12
N = 8509, 7/2 - 7/9/12

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
in billions	$ 4.82														
Gift Cards or Pre-Paid Cards															
Average of Buyers	**$ 187.85**	**$ 187.80**	**$ 187.91**	**$ 158.25**	**$ 210.83**	**$ 139.57**	**$ 165.04**	**$ 183.09**	**$ 172.24**	**$ 185.98**	**$ 333.19**	**$ 196.83**	**$ 185.68**	**$ 180.74**	**$ 183.09**
Percent Buying	37.9%	42.1%	34.0%	33.1%	40.5%	47.4%	56.0%	43.6%	30.7%	24.8%	26.4%	41.2%	34.6%	37.1%	39.3%
Net Average	**$ 71.23**	**$ 79.06**	**$ 63.85**	**$ 52.46**	**$ 85.32**	**$ 66.15**	**$ 92.45**	**$ 79.81**	**$ 52.96**	**$ 46.04**	**$ 87.95**	**$ 81.07**	**$ 64.26**	**$ 67.06**	**$ 71.99**
in billions	$ 4.20														
Combined Average	**$ 907.22**	**$ 922.41**	**$ 892.90**	**$ 780.34**	**$ 995.89**	**$ 1,045.22**	**$ 1,028.36**	**$ 913.61**	**$ 715.72**	**$ 602.93**	**$ 1,161.78**	**$ 834.46**	**$ 909.28**	**$ 829.58**	**$ 1,017.20**
in billions	$ 53.45														
Where will you purchase back-to-college items this year? (Check all that apply)															
Catalog	15.1%	15.5%	14.7%	15.1%	16.7%	19.5%	24.9%	10.9%	8.7%	7.9%	19.8%	17.3%	15.8%	14.4%	12.8%
College Bookstore	40.9%	39.9%	41.8%	40.5%	42.3%	53.9%	48.0%	39.1%	31.0%	37.6%	39.6%	39.1%	45.5%	43.1%	37.0%
Discount Store	51.9%	45.3%	58.2%	51.7%	52.9%	44.4%	48.7%	52.1%	57.0%	54.6%	52.8%	50.0%	52.0%	53.7%	52.5%
Department Store	45.4%	45.8%	45.1%	44.3%	46.2%	58.1%	51.1%	40.1%	40.8%	40.7%	44.7%	46.9%	42.8%	48.1%	43.8%
Drug Store	22.3%	17.1%	27.2%	22.6%	23.3%	22.3%	25.5%	18.1%	17.4%	18.8%	32.0%	30.8%	24.7%	17.1%	19.8%
Home Furnishings or Home Décor Store	16.4%	15.4%	17.4%	12.8%	19.1%	22.0%	21.3%	12.9%	9.3%	9.7%	24.9%	15.6%	16.4%	15.5%	18.5%
Office Supply Store	40.3%	36.9%	43.6%	39.5%	41.3%	44.7%	36.6%	37.1%	38.7%	28.2%	56.9%	42.3%	35.2%	42.3%	40.0%
Online	37.3%	37.5%	37.2%	35.9%	39.3%	48.0%	43.4%	34.0%	35.5%	32.3%	33.0%	35.9%	37.0%	35.7%	41.2%
Clothing Store	34.8%	31.4%	38.0%	33.6%	36.0%	51.6%	32.7%	28.2%	31.0%	29.9%	39.6%	34.5%	36.2%	36.1%	31.1%
Electronics Store	21.1%	21.1%	21.1%	21.6%	21.1%	34.8%	24.3%	19.0%	17.0%	10.4%	23.9%	20.3%	24.1%	19.8%	20.3%
Thrift Stores/Resale Shops	15.0%	13.2%	16.6%	19.0%	12.1%	17.4%	12.1%	10.6%	14.4%	11.0%	24.9%	10.8%	18.2%	15.0%	14.3%
*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	29.0%	29.2%	28.9%	25.7%	33.5%	29.3%	34.5%	27.7%	23.7%	27.6%	31.9%	34.0%	34.0%	22.3%	29.2%
Three weeks to one month before school starts	31.9%	30.5%	33.3%	31.6%	31.6%	34.2%	31.4%	29.8%	39.5%	33.1%	23.3%	30.5%	29.9%	34.4%	31.8%
1-2 weeks before school starts	23.3%	26.3%	20.5%	23.2%	22.8%	27.0%	21.4%	29.5%	22.3%	21.8%	18.7%	15.1%	23.4%	27.1%	26.8%
The week school starts	6.5%	5.3%	7.6%	7.9%	5.6%	5.6%	6.3%	6.3%	3.8%	8.4%	8.8%	12.2%	4.5%	4.7%	5.8%
After school starts	9.2%	8.7%	9.8%	11.5%	6.5%	3.9%	6.3%	6.7%	10.7%	9.1%	17.4%	8.2%	8.3%	11.5%	6.3%
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%
Where will the college student be living this year?															
Dorm room or college housing	25.9%	29.0%	23.0%	22.5%	29.8%	35.8%	24.4%	24.4%	26.5%	24.9%	21.7%	30.6%	27.7%	29.1%	16.1%
Fraternity or sorority house	4.7%	5.9%	3.4%	4.4%	5.0%	5.9%	10.4%	4.9%	1.1%	1.9%	4.1%	4.3%	4.7%	3.9%	6.1%
Off campus apartment or housing	24.8%	22.3%	27.2%	26.9%	22.9%	24.5%	21.7%	17.4%	25.7%	23.8%	35.7%	21.2%	25.9%	22.1%	31.2%
At home	42.9%	40.4%	45.3%	45.4%	40.1%	33.2%	43.1%	52.6%	44.8%	47.6%	33.9%	41.0%	40.9%	43.6%	46.1%
Other (please specify)	1.7%	2.4%	1.1%	0.7%	2.3%	0.6%	0.5%	0.7%	1.9%	1.8%	4.5%	2.9%	0.9%	1.3%	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	32.3%	31.0%	33.6%	34.3%	31.5%	41.8%	34.8%	33.3%	33.0%	25.0%	27.4%	40.7%	30.3%	28.4%	31.7%
Doing more comparative shopping online	34.6%	32.3%	36.8%	32.6%	36.4%	36.7%	38.7%	33.3%	29.5%	25.9%	43.7%	38.3%	31.4%	34.1%	37.2%
Doing more comparative shopping with ad circulars/newspapers	29.8%	26.7%	32.8%	28.7%	33.9%	24.3%	30.6%	31.3%	31.0%	27.0%	33.0%	34.1%	31.2%	29.6%	27.5%
Making do with last year's school items	31.2%	26.7%	35.5%	34.1%	29.8%	32.7%	31.4%	26.2%	28.0%	33.1%	37.1%	37.8%	31.4%	27.1%	36.2%
Shopping for sales more often	41.2%	34.5%	47.4%	47.0%	40.0%	43.6%	38.3%	32.7%	41.4%	41.5%	50.3%	42.2%	39.3%	44.7%	40.3%
Shopping more online	20.5%	22.5%	18.6%	23.9%	20.3%	25.8%	28.4%	18.3%	14.7%	17.6%	19.8%	24.6%	21.4%	19.3%	19.2%
Spending less overall	38.7%	34.8%	42.4%	40.7%	38.9%	41.1%	36.7%	32.4%	40.8%	41.3%	40.6%	39.5%	42.0%	35.1%	42.9%
Using coupons more	31.2%	25.5%	36.5%	30.7%	32.1%	35.2%	31.1%	25.6%	28.7%	36.4%	32.0%	33.8%	32.0%	31.2%	31.1%
Sharing or borrowing textbooks instead of buying them	15.1%	12.5%	17.5%	13.3%	16.2%	24.0%	19.7%	13.3%	15.7%	10.4%	9.1%	18.9%	18.9%	11.7%	16.3%
The economy is impacting students, living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	11.4%	10.4%	12.3%	13.6%	10.5%	17.8%	10.9%	7.1%	12.2%	12.9%	9.1%	9.0%	13.5%	7.6%	15.2%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	12.7%	11.0%	14.4%	13.0%	12.2%	14.7%	12.5%	11.2%	13.7%	15.9%	9.1%	12.5%	21.8%	9.6%	11.9%
Other (please specify)	1.6%	2.4%	0.7%	1.2%	1.8%	0.8%	0.7%	0.7%	1.4%	3.3%	2.5%	0.5%	2.1%	1.3%	0.1%
Back-to-college plans will not change	16.5%	17.2%	15.9%	16.0%	16.9%	11.6%	10.4%	16.3%	19.9%	27.0%	13.2%	14.0%	19.7%	17.5%	13.8%
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.															

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
Do you have child/dependent attending college this fall?						
Yes	9.8%	11.1%	10.5%	10.4%	10.7%	12.3%
No	90.2%	88.9%	89.5%	89.6%	89.3%	87.7%
Total	100.0%	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%	14.3%
No	87.9%	88.2%	89.4%	86.8%	86.4%	85.7%
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	18.9%	14.9%	22.0%	17.8%	22.9%	21.5%
Sophomore	17.5%	14.6%	12.4%	18.7%	20.3%	14.1%
Junior	14.5%	12.1%	17.0%	15.1%	16.8%	18.8%
Senior	14.5%	10.3%	9.6%	11.2%	9.2%	11.3%
Grad School/Law School/Med School/Other	34.5%	48.1%	38.9%	37.1%	30.9%	34.2%
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?

	2007	2008	2009	2010	2011	2012
Clothing and accessories (excluding Shoes)						
Average of Buyers	**$ 216.47**	**$ 202.61**	**$ 173.79**	**$ 166.94**	**$ 172.89**	**$ 179.20**
Percent Buying	69.2%	66.3%	68.2%	72.4%	73.7%	74.2%
Net Average	**$ 149.85**	**$ 134.40**	**$ 118.56**	**$ 120.88**	**$ 127.37**	**$ 132.97**
in billions	$ 7.41	$ 7.01	$ 5.77	$ 6.63	$ 7.25	$ 7.83
Shoes						
Average of Buyers	**$ 96.63**	**$ 97.35**	**$ 91.46**	**$ 94.71**	**$ 87.09**	**$ 106.78**
Percent Buying	62.0%	60.1%	63.2%	65.7%	69.6%	71.0%
Net Average	**$ 59.90**	**$ 58.46**	**$ 57.85**	**$ 62.20**	**$ 60.58**	**$ 75.81**
in billions	$ 2.96	$ 3.05	$ 2.82	$ 3.41	$ 3.45	$ 4.47
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)						
Average of Buyers	NA	**$ 82.53**	**$ 79.09**	**$ 80.32**	**$ 72.51**	**$ 99.50**
Percent Buying	NA	42.7%	43.7%	45.1%	45.5%	53.1%
Net Average	NA	**$ 35.26**	**$ 34.52**	**$ 36.26**	**$ 33.00**	**$ 52.87**
in billions	NA	$ 1.84	$ 1.68	$ 1.99	$ 1.88	$ 3.11
School supplies, such as notebooks, folders, pencils, and backpacks						
Average of Buyers	**$ 76.15**	**$ 84.13**	**$ 74.63**	**$ 77.17**	**$ 73.65**	**$ 89.06**
Percent Buying	83.4%	81.4%	81.8%	81.5%	83.5%	85.0%
Net Average	**$ 63.52**	**$ 68.47**	**$ 61.05**	**$ 62.91**	**$ 61.48**	**$ 75.73**
in billions	$ 3.14	$ 3.57	$ 2.97	$ 3.45	$ 3.50	$ 4.46
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**	**$ 400.64**
Percent Buying	50.3%	47.6%	50.4%	50.9%	45.8%	54.0%
Net Average	**$ 258.43**	**$ 211.89**	**$ 266.08**	**$ 236.94**	**$ 209.93**	**$ 216.40**
in billions	$ 12.77	$ 11.05	$ 12.95	$ 12.99	$ 11.95	$ 12.75
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**	**$ 214.45**
Percent Buying	36.5%	34.1%	30.6%	35.5%	39.8%	46.8%
Net Average	**$ 109.85**	**$ 90.90**	**$ 80.06**	**$ 96.94**	**$ 96.84**	**$ 100.27**
in billions	$ 5.43	$ 4.74	$ 3.90	$ 5.31	$ 5.51	$ 5.91
Food items, such as snacks, beverages, etc.						
Average of Buyers	NA	NA	**$ 170.72**	**$ 158.82**	**$ 141.54**	**$ 144.95**
Percent Buying	NA	NA	62.2%	65.5%	66.8%	69.1%

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
Net Average	NA	NA	**$ 106.11**	**$ 104.08**	**$ 94.60**	**$ 100.18**
in billions	NA	NA	$ 5.16	$ 5.71	$ 5.39	$ 5.90
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**	**$ 109.98**
Percent Buying	NA	NA	66.6%	70.9%	72.9%	74.3%
Net Average	NA	NA	**$ 69.70**	**$ 69.79**	**$ 64.44**	**$ 81.76**
in billions	NA	NA	$ 3.39	$ 3.83	$ 3.67	$ 4.82
Gift Cards or Pre-Paid Cards						
Average of Buyers	NA	NA	**$ 197.31**	**$ 161.93**	**$ 199.17**	**$ 187.85**
Percent Buying	NA	NA	26.4%	28.2%	30.4%	37.9%
Net Average	NA	NA	**$ 52.05**	**$ 45.73**	**$ 60.46**	**$ 71.23**
in billions	NA	NA	$ 2.53	$ 2.51	$ 3.44	$ 4.20
Combined Average	**$ 641.56**	**$ 599.38**	**$ 845.98**	**$ 835.73**	**$ 808.71**	**$ 907.22**
in billions	$ 31.71	$ 31.26	$ 41.17	$ 45.81	$ 46.03	$ 53.45

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%	15.1%
College Bookstore	57.2%	41.8%	44.5%	43.2%	41.1%	40.9%
Discount Store	51.5%	52.0%	53.4%	53.8%	53.9%	51.9%
Department Store	41.8%	41.8%	43.1%	42.5%	47.6%	45.4%
Drug Store	13.2%	14.3%	23.4%	17.0%	19.4%	22.3%
Home Furnishings or Home Decor Store	12.7%	13.1%	11.0%	9.8%	11.2%	16.4%
Office Supply Store	35.6%	37.3%	32.5%	36.5%	33.4%	40.3%
Online	30.5%	29.9%	28.6%	28.6%	33.4%	37.3%
Clothing Store	34.3%	30.7%	29.8%	28.2%	34.2%	34.8%
Electronics Store	20.9%	19.6%	20.9%	18.0%	19.6%	21.1%
Thrift Stores/Resale Shops	14.0%	14.2%	18.6%	18.9%	16.7%	15.0%

*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%	29.0%
Three weeks to one month before school starts	28.6%	29.8%	33.7%	33.1%	28.9%	31.9%
1-2 weeks before school starts	31.0%	27.9%	25.7%	23.2%	27.9%	23.3%
The week school starts	9.4%	12.1%	9.0%	12.6%	9.4%	6.5%
After school starts	10.1%	8.7%	9.4%	10.9%	9.4%	9.2%
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	18.7%	18.0%	15.8%	18.8%	18.1%	25.9%
Fraternity or sorority house	1.3%	2.1%	2.0%	2.0%	3.6%	4.7%
Off campus apartment or housing	28.6%	24.3%	22.4%	23.0%	24.7%	24.8%
At home	49.7%	54.1%	58.5%	51.8%	52.9%	42.9%
Other:	1.8%	1.5%	1.2%	4.4%	0.7%	1.7%
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	NA	NA	32.5%	34.1%	38.0%	32.3%
Doing more comparative shopping online	NA	NA	26.0%	23.2%	30.7%	34.6%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	30.8%	29.8%	30.5%	29.8%
Making due with last year's school items	NA	NA	33.6%	29.5%	29.7%	31.2%
Shopping for sales more often	NA	NA	46.1%	42.0%	39.5%	41.2%
Shopping more online	NA	NA	15.4%	18.2%	18.8%	20.5%

Source: BIGinsight™, Monthly Consumer Survey, JUL 07-12

	2007	2008	2009	2010	2011	2012
Spending less overall	NA	NA	48.0%	45.0%	44.6%	38.7%
Using coupons more	NA	NA	32.5%	32.9%	32.7%	31.2%
Sharing or borrowing textbooks instead of buying them	NA	NA	17.4%	19.3%	18.4%	15.1%
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%	11.4%
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%	12.7%
Back-to-college plans will not change	NA	NA	16.9%	20.6%	16.3%	16.5%
Other:	NA	NA	4.4%	2.8%	2.7%	1.6%

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

Source: BIGinsight™, Monthly Consumer Survey, JUL-12

N = 8509, 7/2 - 7/9/12	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Do you have child/dependent attending college this fall?						
Yes	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%
No	87.7%	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	14.3%	100.0%	100.0%	100.0%	100.0%	100.0%
No	85.7%	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	21.5%	100.0%	0.0%	0.0%	0.0%	0.0%
Sophomore	14.1%	0.0%	100.0%	0.0%	0.0%	0.0%
Junior	18.8%	0.0%	0.0%	100.0%	0.0%	0.0%
Senior	11.3%	0.0%	0.0%	0.0%	100.0%	0.0%
Grad School/Law School/Med School/Other	34.2%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Have a Child/Dependent Attending College or Yourself Attending College:

How much do you plan to spend on the following back-to-college items this year?

Clothing and accessories (excluding Shoes)						
Average of Buyers	**$ 179.20**	**$ 138.51**	**$ 138.82**	**$ 137.40**	**$ 118.08**	**$ 155.66**
Percent Buying	74.2%	87.1%	84.0%	80.2%	83.5%	80.1%
Net Average	**$ 132.97**	**$ 120.68**	**$ 116.58**	**$ 110.14**	**$ 98.65**	**$ 124.63**
in billions	$ 7.83					
Shoes						
Average of Buyers	**$ 106.78**	**$ 78.65**	**$ 87.91**	**$ 78.85**	**$ 86.39**	**$ 100.43**
Percent Buying	71.0%	84.4%	79.6%	76.5%	75.5%	73.4%
Net Average	**$ 75.81**	**$ 66.38**	**$ 70.02**	**$ 60.29**	**$ 65.22**	**$ 73.72**
in billions	$ 4.47					
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)						
Average of Buyers	**$ 99.50**	**$ 69.14**	**$ 68.81**	**$ 77.37**	**$ 68.87**	**$ 82.24**
Percent Buying	53.1%	63.3%	57.7%	57.7%	55.9%	56.5%
Net Average	**$ 52.87**	**$ 43.74**	**$ 39.67**	**$ 44.64**	**$ 38.51**	**$ 46.49**
in billions	$ 3.11					
School supplies, such as notebooks, folders, pencils, and backpacks						
Average of Buyers	**$ 89.06**	**$ 88.25**	**$ 67.51**	**$ 75.93**	**$ 62.31**	**$ 75.19**
Percent Buying	85.0%	98.4%	97.5%	94.0%	96.0%	92.8%
Net Average	**$ 75.73**	**$ 86.82**	**$ 65.80**	**$ 71.37**	**$ 59.79**	**$ 69.76**
in billions	$ 4.46					
Electronics or computer-related equipment such as a home computer, laptop, tablet, cell phone, digital camera or MP3 player						
Average of Buyers	**$ 400.64**	**$ 347.37**	**$ 317.77**	**$ 321.24**	**$ 266.53**	**$ 374.44**
Percent Buying	54.0%	75.6%	65.3%	56.3%	57.0%	61.6%
Net Average	**$ 216.40**	**$ 262.58**	**$ 207.60**	**$ 180.87**	**$ 151.98**	**$ 230.69**
in billions	$ 12.75					
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge						
Average of Buyers	**$ 214.45**	**$ 192.22**	**$ 190.84**	**$ 176.28**	**$ 163.16**	**$ 189.21**
Percent Buying	46.8%	57.8%	48.9%	47.4%	44.9%	43.6%
Net Average	**$ 100.27**	**$ 111.10**	**$ 93.31**	**$ 83.64**	**$ 73.34**	**$ 82.43**
in billions	$ 5.91					
Food items, such as snacks, beverages, etc.						
Average of Buyers	**$ 144.95**	**$ 125.45**	**$ 128.89**	**$ 130.73**	**$ 115.81**	**$ 154.49**
Percent Buying	69.1%	84.8%	82.7%	80.7%	82.1%	74.9%
Net Average	**$ 100.18**	**$ 106.35**	**$ 106.53**	**$ 105.44**	**$ 95.07**	**$ 115.64**

Source: BIGinsight™, Monthly Consumer Survey, JUL-12

N = 8509, 7/2 - 7/9/12	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
in billions	$ 5.90					
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.						
Average of Buyers	**$ 109.98**	**$ 86.89**	**$ 83.42**	**$ 83.55**	**$ 67.65**	**$ 104.44**
Percent Buying	74.3%	86.3%	86.0%	86.9%	82.5%	78.8%
Net Average	**$ 81.76**	**$ 74.98**	**$ 71.73**	**$ 72.64**	**$ 55.82**	**$ 82.25**
in billions	$ 4.82					
Gift Cards or Pre-Paid Cards						
Average of Buyers	**$ 187.85**	**$ 124.24**	**$ 113.92**	**$ 118.59**	**$ 133.19**	**$ 152.64**
Percent Buying	37.9%	45.6%	36.6%	32.4%	31.8%	35.6%
Net Average	**$ 71.23**	**$ 56.71**	**$ 41.73**	**$ 38.38**	**$ 42.32**	**$ 54.27**
in billions	$ 4.20					
Combined Average	**$ 907.22**	**$ 929.35**	**$ 812.97**	**$ 767.41**	**$ 680.70**	**$ 879.89**
in billions	$ 53.45					
Where will you purchase back-to-college items this year? (Check all that apply)						
Catalog	15.1%	18.1%	17.9%	14.5%	8.8%	16.8%
College Bookstore	40.9%	40.1%	50.9%	47.4%	51.7%	49.9%
Discount Store	51.9%	49.1%	45.4%	46.2%	39.3%	49.7%
Department Store	45.4%	47.6%	51.5%	55.0%	46.8%	51.4%
Drug Store	22.3%	21.1%	20.4%	26.0%	11.6%	21.2%
Home Furnishings or Home Décor Store	16.4%	16.1%	16.4%	17.7%	9.1%	19.1%
Office Supply Store	40.3%	39.9%	39.9%	40.3%	30.1%	44.5%
Online	37.3%	42.7%	48.6%	47.7%	46.2%	51.6%
Clothing Store	34.8%	44.0%	44.1%	37.2%	36.3%	37.3%
Electronics Store	21.1%	30.0%	28.2%	22.8%	20.1%	26.6%
Thrift Stores/Resale Shops	15.0%	19.0%	14.2%	16.8%	10.0%	14.7%
*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	29.0%	34.8%	24.5%	25.7%	18.7%	23.6%
Three weeks to one month before school starts	31.9%	30.4%	40.2%	29.3%	23.1%	33.0%
1-2 weeks before school starts	23.3%	24.1%	24.6%	32.3%	39.7%	23.7%
The week school starts	6.5%	4.7%	6.9%	6.8%	10.9%	10.7%
After school starts	9.2%	6.0%	3.8%	5.9%	7.6%	9.0%
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	25.9%	28.3%	25.1%	16.5%	20.3%	12.1%
Fraternity or sorority house	4.7%	3.8%	3.8%	5.4%	3.7%	3.1%
Off campus apartment or housing	24.8%	16.1%	21.1%	25.0%	35.7%	29.2%
At home	42.9%	51.4%	49.7%	52.3%	39.2%	55.0%
Other (please specify)	1.7%	0.4%	0.3%	0.8%	1.1%	0.6%
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	32.3%	41.3%	37.3%	33.7%	35.9%	33.2%
Doing more comparative shopping online	34.6%	30.3%	39.5%	38.3%	34.5%	40.6%
Doing more comparative shopping with ad circulars/newspapers	29.8%	24.4%	26.1%	26.0%	16.7%	27.9%
Making do with last year's school items	31.2%	20.5%	35.5%	33.6%	38.9%	34.5%
Shopping for sales more often	41.2%	38.6%	43.9%	42.5%	33.5%	46.0%
Shopping more online	20.5%	19.5%	23.2%	25.6%	24.5%	32.0%
Spending less overall	38.7%	33.1%	44.7%	49.3%	42.6%	42.5%
Using coupons more	31.2%	32.6%	32.5%	28.8%	31.2%	39.6%
Sharing or borrowing textbooks instead of buying them	15.1%	17.2%	22.6%	19.9%	23.7%	17.2%

Source: BIGinsight™, Monthly Consumer Survey, JUL-12

N = 8509, 7/2 - 7/9/12	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
The economy is impacting students, living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	11.4%	10.6%	16.8%	10.0%	12.6%	9.8%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	12.7%	14.9%	13.4%	11.7%	14.2%	10.2%
Other (please specify)	1.6%	0.0%	0.3%	1.4%	0.0%	0.4%
Back-to-college plans will not change	16.5%	15.0%	13.4%	13.5%	13.4%	14.6%

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