

**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
<b>Do you have children in your household between the ages of 6 and 17?</b>															
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)**

<b>Average of Buyers</b>	<b>\$ 258.91</b>	<b>\$ 265.29</b>	<b>\$ 253.09</b>	<b>\$ 230.26</b>	<b>\$ 280.52</b>	<b>\$ 228.09</b>	<b>\$ 263.75</b>	<b>\$ 254.74</b>	<b>\$ 241.72</b>	<b>\$ 267.65</b>	<b>\$ 297.49</b>	<b>\$ 258.45</b>	<b>\$ 243.13</b>	<b>\$ 262.21</b>	<b>\$ 267.01</b>
<b>Percent Buying</b>	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%
<b>Net Average</b>	<b>\$ 246.10</b>	<b>\$ 247.66</b>	<b>\$ 244.63</b>	<b>\$ 205.31</b>	<b>\$ 271.22</b>	<b>\$ 222.56</b>	<b>\$ 261.90</b>	<b>\$ 247.92</b>	<b>\$ 232.02</b>	<b>\$ 253.78</b>	<b>\$ 254.85</b>	<b>\$ 254.17</b>	<b>\$ 236.42</b>	<b>\$ 239.59</b>	<b>\$ 259.77</b>
<i>in billions</i>	\$ 10.833														

**Shoes**

<b>Average of Buyers</b>	<b>\$ 138.52</b>	<b>\$ 143.99</b>	<b>\$ 133.48</b>	<b>\$ 119.19</b>	<b>\$ 152.06</b>	<b>\$ 145.38</b>	<b>\$ 151.20</b>	<b>\$ 138.62</b>	<b>\$ 122.44</b>	<b>\$ 120.81</b>	<b>\$ 155.67</b>	<b>\$ 124.58</b>	<b>\$ 132.97</b>	<b>\$ 141.05</b>	<b>\$ 149.07</b>
<b>Percent Buying</b>	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%
<b>Net Average</b>	<b>\$ 129.20</b>	<b>\$ 132.66</b>	<b>\$ 125.94</b>	<b>\$ 102.91</b>	<b>\$ 145.49</b>	<b>\$ 139.07</b>	<b>\$ 148.71</b>	<b>\$ 133.43</b>	<b>\$ 115.27</b>	<b>\$ 112.90</b>	<b>\$ 127.82</b>	<b>\$ 122.78</b>	<b>\$ 127.38</b>	<b>\$ 124.93</b>	<b>\$ 143.18</b>
<i>in billions</i>	\$ 5.687														

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

<b>Average of Buyers</b>	<b>\$ 99.84</b>	<b>\$ 108.19</b>	<b>\$ 92.18</b>	<b>\$ 84.63</b>	<b>\$ 110.58</b>	<b>\$ 113.60</b>	<b>\$ 113.58</b>	<b>\$ 104.73</b>	<b>\$ 92.72</b>	<b>\$ 83.25</b>	<b>\$ 91.92</b>	<b>\$ 95.92</b>	<b>\$ 94.74</b>	<b>\$ 105.60</b>	<b>\$ 91.16</b>
<b>Percent Buying</b>	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%
<b>Net Average</b>	<b>\$ 95.44</b>	<b>\$ 101.97</b>	<b>\$ 89.29</b>	<b>\$ 78.19</b>	<b>\$ 107.02</b>	<b>\$ 110.97</b>	<b>\$ 112.51</b>	<b>\$ 102.08</b>	<b>\$ 88.85</b>	<b>\$ 79.53</b>	<b>\$ 81.22</b>	<b>\$ 93.18</b>	<b>\$ 92.14</b>	<b>\$ 98.44</b>	<b>\$ 89.10</b>
<i>in billions</i>	\$ 4.201														

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

<b>Average of Buyers</b>	<b>\$ 365.54</b>	<b>\$ 398.87</b>	<b>\$ 328.61</b>	<b>\$ 294.95</b>	<b>\$ 412.06</b>	<b>\$ 355.81</b>	<b>\$ 366.87</b>	<b>\$ 342.35</b>	<b>\$ 341.69</b>	<b>\$ 303.55</b>	<b>\$ 494.10</b>	<b>\$ 384.50</b>	<b>\$ 340.42</b>	<b>\$ 345.18</b>	<b>\$ 366.87</b>
<b>Percent Buying</b>	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%
<b>Net Average</b>	<b>\$ 217.88</b>	<b>\$ 257.45</b>	<b>\$ 180.56</b>	<b>\$ 160.71</b>	<b>\$ 252.45</b>	<b>\$ 295.43</b>	<b>\$ 275.25</b>	<b>\$ 192.20</b>	<b>\$ 184.34</b>	<b>\$ 145.56</b>	<b>\$ 229.49</b>	<b>\$ 219.88</b>	<b>\$ 202.74</b>	<b>\$ 206.21</b>	<b>\$ 240.02</b>
<i>in billions</i>	\$ 9.591														

<b>Combined Average</b>	<b>\$ 688.62</b>	<b>\$ 739.75</b>	<b>\$ 640.42</b>	<b>\$ 547.12</b>	<b>\$ 776.18</b>	<b>\$ 768.03</b>	<b>\$ 798.37</b>	<b>\$ 675.64</b>	<b>\$ 620.48</b>	<b>\$ 591.77</b>	<b>\$ 693.38</b>	<b>\$ 690.01</b>	<b>\$ 658.68</b>	<b>\$ 669.16</b>	<b>\$ 732.06</b>
<i>in billions</i>	\$ 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%

## 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
<b>How many children in your household are teenagers (13-17 years of age)?</b>															
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?

<b>Average of Buyers</b>	<b>\$</b>	<b>85.19</b>	<b>\$</b>	<b>91.40</b>	<b>\$</b>	<b>76.37</b>	<b>\$</b>	<b>63.18</b>	<b>\$</b>	<b>95.84</b>	<b>\$</b>	<b>83.62</b>	<b>\$</b>	<b>108.45</b>	<b>\$</b>	<b>93.83</b>	<b>\$</b>	<b>74.38</b>	<b>\$</b>	<b>76.25</b>	<b>\$</b>	<b>75.50</b>	<b>\$</b>	<b>88.72</b>	<b>\$</b>	<b>92.02</b>	<b>\$</b>	<b>76.93</b>	<b>\$</b>	<b>98.91</b>
<b>Percent Buying</b>		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%
<b>Net Average</b>	<b>\$</b>	<b>36.48</b>	<b>\$</b>	<b>47.35</b>	<b>\$</b>	<b>26.22</b>	<b>\$</b>	<b>27.80</b>	<b>\$</b>	<b>41.67</b>	<b>\$</b>	<b>43.18</b>	<b>\$</b>	<b>46.61</b>	<b>\$</b>	<b>33.96</b>	<b>\$</b>	<b>29.82</b>	<b>\$</b>	<b>31.07</b>	<b>\$</b>	<b>35.95</b>	<b>\$</b>	<b>36.40</b>	<b>\$</b>	<b>40.73</b>	<b>\$</b>	<b>30.69</b>	<b>\$</b>	<b>50.95</b>
<i>in billions</i>	<b>\$</b>	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
<b>Do you have children in your household between the ages of 6 and 17?</b>						
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?****Clothing and accessories (excluding Shoes)**

<b>Average of Buyers</b>	<b>\$ 242.98</b>	<b>\$ 247.32</b>	<b>\$ 217.40</b>	<b>\$ 233.74</b>	<b>\$ 236.70</b>	<b>\$ 258.91</b>
<b>Percent Buying</b>	95.4%	94.8%	94.1%	96.5%	93.2%	95.1%
<b>Net Average</b>	<b>\$ 231.80</b>	<b>\$ 234.51</b>	<b>\$ 204.67</b>	<b>\$ 225.47</b>	<b>\$ 220.60</b>	<b>\$ 246.10</b>
<i>in billions</i>	\$ 7.569	\$ 7.922	\$ 6.499	\$ 7.939	\$ 8.333	\$ 10.833

**Shoes**

<b>Average of Buyers</b>	<b>\$ 116.43</b>	<b>\$ 117.29</b>	<b>\$ 100.92</b>	<b>\$ 108.32</b>	<b>\$ 113.72</b>	<b>\$ 138.52</b>
<b>Percent Buying</b>	93.1%	93.6%	92.7%	95.0%	91.9%	93.3%
<b>Net Average</b>	<b>\$ 108.42</b>	<b>\$ 109.75</b>	<b>\$ 93.59</b>	<b>\$ 102.93</b>	<b>\$ 104.53</b>	<b>\$ 129.20</b>
<i>in billions</i>	\$ 3.540	\$ 3.708	\$ 2.972	\$ 3.624	\$ 3.949	\$ 5.687

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

<b>Average of Buyers</b>	<b>\$ 98.44</b>	<b>\$ 102.55</b>	<b>\$ 87.41</b>	<b>\$ 99.32</b>	<b>\$ 96.04</b>	<b>\$ 99.84</b>
<b>Percent Buying</b>	95.5%	95.9%	94.5%	97.0%	92.7%	95.6%
<b>Net Average</b>	<b>\$ 94.02</b>	<b>\$ 98.37</b>	<b>\$ 82.62</b>	<b>\$ 96.39</b>	<b>\$ 88.99</b>	<b>\$ 95.44</b>
<i>in billions</i>	\$ 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**

<b>Average of Buyers</b>	<b>\$ 222.58</b>	<b>\$ 259.66</b>	<b>\$ 293.80</b>	<b>\$ 285.21</b>	<b>\$ 365.48</b>	<b>\$ 365.54</b>
<b>Percent Buying</b>	58.1%	58.4%	57.1%	63.7%	51.9%	59.6%
<b>Net Average</b>	<b>\$ 129.24</b>	<b>\$ 151.61</b>	<b>\$ 167.84</b>	<b>\$ 181.61</b>	<b>\$ 189.51</b>	<b>\$ 217.88</b>
<i>in billions</i>	\$ 4.220	\$ 5.122	\$ 5.330	\$ 6.395	\$ 7.159	\$ 9.591

<b>Combined Average</b>	<b>\$ 563.49</b>	<b>\$ 594.24</b>	<b>\$ 548.72</b>	<b>\$ 606.40</b>	<b>\$ 603.63</b>	<b>\$ 688.62</b>
<i>in billions</i>	\$ 18.400	\$ 20.075	\$ 17.424	\$ 21.352	\$ 22.801	\$ 30.312

**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.

**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?**

<b>Average of Buyers</b>	<b>\$ 72.32</b>	<b>\$ 64.53</b>	<b>\$ 78.59</b>	<b>\$ 81.49</b>	<b>\$ 83.52</b>	<b>\$ 85.19</b>
<b>Percent Buying</b>	43.1%	40.7%	39.3%	39.0%	37.9%	42.8%
<b>Net Average</b>	<b>\$ 31.19</b>	<b>\$ 26.29</b>	<b>\$ 30.88</b>	<b>\$ 31.74</b>	<b>\$ 31.64</b>	<b>\$ 36.48</b>
<i>in billions</i>	\$ 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?**

<b>Average of Buyers</b>	<b>\$ 47.21</b>	<b>\$ 50.23</b>	<b>\$ 47.35</b>	<b>\$ 68.25</b>	<b>\$ 62.50</b>	<b>\$ 79.33</b>
<b>Percent Buying</b>	32.6%	22.8%	25.2%	26.8%	24.2%	32.3%
<b>Net Average</b>	<b>\$ 15.38</b>	<b>\$ 11.44</b>	<b>\$ 11.94</b>	<b>\$ 18.27</b>	<b>\$ 15.12</b>	<b>\$ 25.63</b>
<i>in billions</i>	\$ 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**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
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**

	<b>Adults 18+</b>	<b>Men</b>	<b>Women</b>	<b>&lt;\$50K</b>	<b>\$50K+</b>	<b>18-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>NE</b>	<b>MW</b>	<b>South</b>	<b>West</b>
<b>Do you have child/dependent attending college this fall?</b>															
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?****Clothing and accessories (excluding Shoes)**

<b>Average of Buyers</b>	<b>\$ 179.20</b>	<b>\$ 175.50</b>	<b>\$ 182.67</b>	<b>\$ 176.48</b>	<b>\$ 188.07</b>	<b>\$ 143.28</b>	<b>\$ 146.52</b>	<b>\$ 165.69</b>	<b>\$ 173.61</b>	<b>\$ 183.19</b>	<b>\$ 280.50</b>	<b>\$ 174.47</b>	<b>\$ 179.14</b>	<b>\$ 173.80</b>	<b>\$ 180.47</b>
<b>Percent Buying</b>	<b>74.2%</b>	<b>74.0%</b>	<b>74.4%</b>	<b>73.3%</b>	<b>74.9%</b>	<b>93.5%</b>	<b>86.7%</b>	<b>73.8%</b>	<b>69.6%</b>	<b>59.2%</b>	<b>66.0%</b>	<b>76.3%</b>	<b>68.7%</b>	<b>72.0%</b>	<b>79.2%</b>
<b>Net Average</b>	<b>\$ 132.97</b>	<b>\$ 129.88</b>	<b>\$ 135.90</b>	<b>\$ 129.35</b>	<b>\$ 140.83</b>	<b>\$ 133.98</b>	<b>\$ 126.96</b>	<b>\$ 122.21</b>	<b>\$ 120.90</b>	<b>\$ 108.36</b>	<b>\$ 185.11</b>	<b>\$ 133.06</b>	<b>\$ 123.10</b>	<b>\$ 125.16</b>	<b>\$ 142.87</b>
<i>in billions</i>	<i>\$ 7.83</i>														

**Shoes**

<b>Average of Buyers</b>	<b>\$ 106.78</b>	<b>\$ 109.01</b>	<b>\$ 104.67</b>	<b>\$ 96.59</b>	<b>\$ 116.04</b>	<b>\$ 93.23</b>	<b>\$ 104.44</b>	<b>\$ 123.24</b>	<b>\$ 89.04</b>	<b>\$ 89.18</b>	<b>\$ 136.83</b>	<b>\$ 100.66</b>	<b>\$ 98.77</b>	<b>\$ 101.84</b>	<b>\$ 113.66</b>
<b>Percent Buying</b>	<b>71.0%</b>	<b>70.9%</b>	<b>71.1%</b>	<b>69.7%</b>	<b>71.9%</b>	<b>88.3%</b>	<b>82.9%</b>	<b>70.0%</b>	<b>64.5%</b>	<b>54.2%</b>	<b>69.1%</b>	<b>77.0%</b>	<b>64.9%</b>	<b>66.8%</b>	<b>75.2%</b>
<b>Net Average</b>	<b>\$ 75.81</b>	<b>\$ 77.32</b>	<b>\$ 74.38</b>	<b>\$ 67.28</b>	<b>\$ 83.46</b>	<b>\$ 82.33</b>	<b>\$ 86.55</b>	<b>\$ 86.28</b>	<b>\$ 57.47</b>	<b>\$ 48.37</b>	<b>\$ 94.57</b>	<b>\$ 77.55</b>	<b>\$ 64.11</b>	<b>\$ 68.03</b>	<b>\$ 85.43</b>
<i>in billions</i>	<i>\$ 4.47</i>														

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

<b>Average of Buyers</b>	<b>\$ 99.50</b>	<b>\$ 98.92</b>	<b>\$ 100.11</b>	<b>\$ 84.52</b>	<b>\$ 111.22</b>	<b>\$ 80.37</b>	<b>\$ 103.72</b>	<b>\$ 114.57</b>	<b>\$ 79.77</b>	<b>\$ 69.89</b>	<b>\$ 132.51</b>	<b>\$ 85.06</b>	<b>\$ 90.62</b>	<b>\$ 87.06</b>	<b>\$ 126.68</b>
<b>Percent Buying</b>	<b>53.1%</b>	<b>56.4%</b>	<b>50.1%</b>	<b>53.0%</b>	<b>54.2%</b>	<b>69.1%</b>	<b>70.3%</b>	<b>55.0%</b>	<b>42.8%</b>	<b>33.2%</b>	<b>51.3%</b>	<b>49.2%</b>	<b>52.3%</b>	<b>56.1%</b>	<b>51.4%</b>
<b>Net Average</b>	<b>\$ 52.87</b>	<b>\$ 55.75</b>	<b>\$ 50.15</b>	<b>\$ 44.83</b>	<b>\$ 60.25</b>	<b>\$ 55.55</b>	<b>\$ 72.89</b>	<b>\$ 62.98</b>	<b>\$ 34.11</b>	<b>\$ 23.19</b>	<b>\$ 67.93</b>	<b>\$ 41.87</b>	<b>\$ 47.41</b>	<b>\$ 48.82</b>	<b>\$ 65.15</b>
<i>in billions</i>	<i>\$ 3.11</i>														

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

<b>Average of Buyers</b>	<b>\$ 89.06</b>	<b>\$ 94.94</b>	<b>\$ 83.69</b>	<b>\$ 84.32</b>	<b>\$ 95.63</b>	<b>\$ 89.01</b>	<b>\$ 84.65</b>	<b>\$ 86.66</b>	<b>\$ 79.02</b>	<b>\$ 75.65</b>	<b>\$ 120.11</b>	<b>\$ 84.06</b>	<b>\$ 95.23</b>	<b>\$ 88.17</b>	<b>\$ 89.16</b>
<b>Percent Buying</b>	<b>85.0%</b>	<b>83.6%</b>	<b>86.4%</b>	<b>86.0%</b>	<b>83.2%</b>	<b>97.7%</b>	<b>94.8%</b>	<b>90.8%</b>	<b>80.9%</b>	<b>70.2%</b>	<b>77.7%</b>	<b>88.9%</b>	<b>83.5%</b>	<b>83.6%</b>	<b>85.2%</b>
<b>Net Average</b>	<b>\$ 75.73</b>	<b>\$ 79.39</b>	<b>\$ 72.29</b>	<b>\$ 72.52</b>	<b>\$ 79.56</b>	<b>\$ 86.97</b>	<b>\$ 80.29</b>	<b>\$ 78.65</b>	<b>\$ 63.90</b>	<b>\$ 53.10</b>	<b>\$ 93.28</b>	<b>\$ 74.69</b>	<b>\$ 79.52</b>	<b>\$ 73.72</b>	<b>\$ 76.00</b>
<i>in billions</i>	<i>\$ 4.46</i>														

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

<b>Average of Buyers</b>	<b>\$ 400.64</b>	<b>\$ 385.03</b>	<b>\$ 417.58</b>	<b>\$ 343.69</b>	<b>\$ 439.96</b>	<b>\$ 351.82</b>	<b>\$ 319.19</b>	<b>\$ 368.20</b>	<b>\$ 391.82</b>	<b>\$ 470.44</b>	<b>\$ 580.71</b>	<b>\$ 375.91</b>	<b>\$ 459.63</b>	<b>\$ 335.95</b>	<b>\$ 449.42</b>
<b>Percent Buying</b>	<b>54.0%</b>	<b>57.9%</b>	<b>50.3%</b>	<b>52.4%</b>	<b>54.5%</b>	<b>73.2%</b>	<b>75.3%</b>	<b>57.6%</b>	<b>40.3%</b>	<b>28.1%</b>	<b>52.8%</b>	<b>46.9%</b>	<b>54.4%</b>	<b>53.4%</b>	<b>57.5%</b>
<b>Net Average</b>	<b>\$ 216.40</b>	<b>\$ 223.00</b>	<b>\$ 210.18</b>	<b>\$ 180.02</b>	<b>\$ 239.84</b>	<b>\$ 257.68</b>	<b>\$ 240.50</b>	<b>\$ 212.09</b>	<b>\$ 157.71</b>	<b>\$ 132.30</b>	<b>\$ 306.58</b>	<b>\$ 176.18</b>	<b>\$ 249.90</b>	<b>\$ 179.36</b>	<b>\$ 258.36</b>
<i>in billions</i>	<i>\$ 12.75</i>														

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

<b>Average of Buyers</b>	<b>\$ 214.45</b>	<b>\$ 207.23</b>	<b>\$ 222.38</b>	<b>\$ 188.38</b>	<b>\$ 226.57</b>	<b>\$ 201.09</b>	<b>\$ 194.40</b>	<b>\$ 219.11</b>	<b>\$ 191.75</b>	<b>\$ 219.62</b>	<b>\$ 271.97</b>	<b>\$ 194.21</b>	<b>\$ 242.92</b>	<b>\$ 214.49</b>	<b>\$ 212.34</b>
<b>Percent Buying</b>	<b>46.8%</b>	<b>50.5%</b>	<b>43.3%</b>	<b>42.2%</b>	<b>49.7%</b>	<b>69.6%</b>	<b>58.9%</b>	<b>44.0%</b>	<b>39.4%</b>	<b>28.4%</b>	<b>44.7%</b>	<b>45.2%</b>	<b>43.8%</b>	<b>46.2%</b>	<b>49.4%</b>
<b>Net Average</b>	<b>\$ 100.27</b>	<b>\$ 104.57</b>	<b>\$ 96.22</b>	<b>\$ 79.56</b>	<b>\$ 112.70</b>	<b>\$ 139.90</b>	<b>\$ 114.48</b>	<b>\$ 96.34</b>	<b>\$ 75.59</b>	<b>\$ 62.42</b>	<b>\$ 121.48</b>	<b>\$ 87.73</b>	<b>\$ 106.44</b>	<b>\$ 99.17</b>	<b>\$ 104.94</b>
<i>in billions</i>	<i>\$ 5.91</i>														

**Food items, such as snacks, beverages, etc.**

<b>Average of Buyers</b>	<b>\$ 144.95</b>	<b>\$ 149.66</b>	<b>\$ 141.00</b>	<b>\$ 118.10</b>	<b>\$ 159.72</b>	<b>\$ 149.50</b>	<b>\$ 133.97</b>	<b>\$ 129.77</b>	<b>\$ 146.01</b>	<b>\$ 133.39</b>	<b>\$ 184.53</b>	<b>\$ 124.47</b>	<b>\$ 136.39</b>	<b>\$ 137.97</b>	<b>\$ 173.65</b>
<b>Percent Buying</b>	<b>69.1%</b>	<b>65.0%</b>	<b>73.0%</b>	<b>70.7%</b>	<b>66.5%</b>	<b>91.9%</b>	<b>83.1%</b>	<b>70.1%</b>	<b>62.5%</b>	<b>55.9%</b>	<b>55.8%</b>	<b>69.1%</b>	<b>69.9%</b>	<b>68.4%</b>	<b>69.1%</b>
<b>Net Average</b>	<b>\$ 100.18</b>	<b>\$ 97.30</b>	<b>\$ 102.88</b>	<b>\$ 83.55</b>	<b>\$ 106.28</b>	<b>\$ 137.36</b>	<b>\$ 111.32</b>	<b>\$ 90.97</b>	<b>\$ 91.22</b>	<b>\$ 74.60</b>	<b>\$ 103.06</b>	<b>\$ 86.04</b>	<b>\$ 95.30</b>	<b>\$ 94.38</b>	<b>\$ 119.94</b>
<i>in billions</i>	<i>\$ 5.90</i>														

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

<b>Average of Buyers</b>	<b>\$ 109.98</b>	<b>\$ 109.29</b>	<b>\$ 110.56</b>	<b>\$ 93.23</b>	<b>\$ 120.00</b>	<b>\$ 92.71</b>	<b>\$ 117.68</b>	<b>\$ 109.61</b>	<b>\$ 91.51</b>	<b>\$ 94.57</b>	<b>\$ 150.77</b>	<b>\$ 104.62</b>	<b>\$ 114.76</b>	<b>\$ 96.47</b>	<b>\$ 119.53</b>
<b>Percent Buying</b>	<b>74.3%</b>	<b>69.7%</b>	<b>78.7%</b>	<b>75.9%</b>	<b>73.0%</b>	<b>92.0%</b>	<b>87.4%</b>	<b>76.9%</b>	<b>67.6%</b>	<b>57.7%</b>	<b>67.5%</b>	<b>72.9%</b>	<b>69.1%</b>	<b>76.6%</b>	<b>77.4%</b>
<b>Net Average</b>	<b>\$ 81.76</b>	<b>\$ 76.15</b>	<b>\$ 87.05</b>	<b>\$ 70.76</b>	<b>\$ 87.65</b>	<b>\$ 85.30</b>	<b>\$ 102.90</b>	<b>\$ 84.29</b>	<b>\$ 61.87</b>	<b>\$ 54.55</b>	<b>\$ 101.80</b>	<b>\$ 76.27</b>	<b>\$ 79.24</b>	<b>\$ 73.88</b>	<b>\$ 92.51</b>

**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
<i>in billions</i>	\$ 4.82														
<b>Gift Cards or Pre-Paid Cards</b>															
<b>Average of Buyers</b>	<b>\$ 187.85</b>	<b>\$ 187.80</b>	<b>\$ 187.91</b>	<b>\$ 158.25</b>	<b>\$ 210.83</b>	<b>\$ 139.57</b>	<b>\$ 165.04</b>	<b>\$ 183.09</b>	<b>\$ 172.24</b>	<b>\$ 185.98</b>	<b>\$ 333.19</b>	<b>\$ 196.83</b>	<b>\$ 185.68</b>	<b>\$ 180.74</b>	<b>\$ 183.09</b>
<b>Percent Buying</b>	<b>37.9%</b>	<b>42.1%</b>	<b>34.0%</b>	<b>33.1%</b>	<b>40.5%</b>	<b>47.4%</b>	<b>56.0%</b>	<b>43.6%</b>	<b>30.7%</b>	<b>24.8%</b>	<b>26.4%</b>	<b>41.2%</b>	<b>34.6%</b>	<b>37.1%</b>	<b>39.3%</b>
<b>Net Average</b>	<b>\$ 71.23</b>	<b>\$ 79.06</b>	<b>\$ 63.85</b>	<b>\$ 52.46</b>	<b>\$ 85.32</b>	<b>\$ 66.15</b>	<b>\$ 92.45</b>	<b>\$ 79.81</b>	<b>\$ 52.96</b>	<b>\$ 46.04</b>	<b>\$ 87.95</b>	<b>\$ 81.07</b>	<b>\$ 64.26</b>	<b>\$ 67.06</b>	<b>\$ 71.99</b>
<i>in billions</i>	\$ 4.20														
<b>Combined Average</b>	<b>\$ 907.22</b>	<b>\$ 922.41</b>	<b>\$ 892.90</b>	<b>\$ 780.34</b>	<b>\$ 995.89</b>	<b>\$ 1,045.22</b>	<b>\$ 1,028.36</b>	<b>\$ 913.61</b>	<b>\$ 715.72</b>	<b>\$ 602.93</b>	<b>\$ 1,161.78</b>	<b>\$ 834.46</b>	<b>\$ 909.28</b>	<b>\$ 829.58</b>	<b>\$ 1,017.20</b>
<i>in billions</i>	\$ 53.45														
<b>Where will you purchase back-to-college items this year? (Check all that apply)</b>															
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.															
<b>When will you begin shopping for back-to-college merchandise?</b>															
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%
<b>Where will the college student be living this year?</b>															
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%
<b>How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)</b>															
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
<b>Do you have child/dependent attending college this fall?</b>						
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?****Clothing and accessories (excluding Shoes)**

<b>Average of Buyers</b>	<b>\$ 216.47</b>	<b>\$ 202.61</b>	<b>\$ 173.79</b>	<b>\$ 166.94</b>	<b>\$ 172.89</b>	<b>\$ 179.20</b>
<b>Percent Buying</b>	69.2%	66.3%	68.2%	72.4%	73.7%	74.2%
<b>Net Average</b>	<b>\$ 149.85</b>	<b>\$ 134.40</b>	<b>\$ 118.56</b>	<b>\$ 120.88</b>	<b>\$ 127.37</b>	<b>\$ 132.97</b>
<i>in billions</i>	\$ 7.41	\$ 7.01	\$ 5.77	\$ 6.63	\$ 7.25	\$ 7.83

**Shoes**

<b>Average of Buyers</b>	<b>\$ 96.63</b>	<b>\$ 97.35</b>	<b>\$ 91.46</b>	<b>\$ 94.71</b>	<b>\$ 87.09</b>	<b>\$ 106.78</b>
<b>Percent Buying</b>	62.0%	60.1%	63.2%	65.7%	69.6%	71.0%
<b>Net Average</b>	<b>\$ 59.90</b>	<b>\$ 58.46</b>	<b>\$ 57.85</b>	<b>\$ 62.20</b>	<b>\$ 60.58</b>	<b>\$ 75.81</b>
<i>in billions</i>	\$ 2.96	\$ 3.05	\$ 2.82	\$ 3.41	\$ 3.45	\$ 4.47

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

<b>Average of Buyers</b>	NA	<b>\$ 82.53</b>	<b>\$ 79.09</b>	<b>\$ 80.32</b>	<b>\$ 72.51</b>	<b>\$ 99.50</b>
<b>Percent Buying</b>	NA	42.7%	43.7%	45.1%	45.5%	53.1%
<b>Net Average</b>	NA	<b>\$ 35.26</b>	<b>\$ 34.52</b>	<b>\$ 36.26</b>	<b>\$ 33.00</b>	<b>\$ 52.87</b>
<i>in billions</i>	NA	\$ 1.84	\$ 1.68	\$ 1.99	\$ 1.88	\$ 3.11

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

<b>Average of Buyers</b>	<b>\$ 76.15</b>	<b>\$ 84.13</b>	<b>\$ 74.63</b>	<b>\$ 77.17</b>	<b>\$ 73.65</b>	<b>\$ 89.06</b>
<b>Percent Buying</b>	83.4%	81.4%	81.8%	81.5%	83.5%	85.0%
<b>Net Average</b>	<b>\$ 63.52</b>	<b>\$ 68.47</b>	<b>\$ 61.05</b>	<b>\$ 62.91</b>	<b>\$ 61.48</b>	<b>\$ 75.73</b>
<i>in billions</i>	\$ 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**

<b>Average of Buyers</b>	<b>\$ 513.36</b>	<b>\$ 444.69</b>	<b>\$ 528.11</b>	<b>\$ 465.44</b>	<b>\$ 458.21</b>	<b>\$ 400.64</b>
<b>Percent Buying</b>	50.3%	47.6%	50.4%	50.9%	45.8%	54.0%
<b>Net Average</b>	<b>\$ 258.43</b>	<b>\$ 211.89</b>	<b>\$ 266.08</b>	<b>\$ 236.94</b>	<b>\$ 209.93</b>	<b>\$ 216.40</b>
<i>in billions</i>	\$ 12.77	\$ 11.05	\$ 12.95	\$ 12.99	\$ 11.95	\$ 12.75

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

<b>Average of Buyers</b>	<b>\$ 300.90</b>	<b>\$ 266.83</b>	<b>\$ 261.30</b>	<b>\$ 272.74</b>	<b>\$ 243.39</b>	<b>\$ 214.45</b>
<b>Percent Buying</b>	36.5%	34.1%	30.6%	35.5%	39.8%	46.8%
<b>Net Average</b>	<b>\$ 109.85</b>	<b>\$ 90.90</b>	<b>\$ 80.06</b>	<b>\$ 96.94</b>	<b>\$ 96.84</b>	<b>\$ 100.27</b>
<i>in billions</i>	\$ 5.43	\$ 4.74	\$ 3.90	\$ 5.31	\$ 5.51	\$ 5.91

**Food items, such as snacks, beverages, etc.**

<b>Average of Buyers</b>	NA	NA	<b>\$ 170.72</b>	<b>\$ 158.82</b>	<b>\$ 141.54</b>	<b>\$ 144.95</b>
<b>Percent Buying</b>	NA	NA	62.2%	65.5%	66.8%	69.1%



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

	2007	2008	2009	2010	2011	2012
<b>Net Average</b>	NA	NA	\$ 106.11	\$ 104.08	\$ 94.60	\$ 100.18
<i>in billions</i>	NA	NA	\$ 5.16	\$ 5.71	\$ 5.39	\$ 5.90
<b>Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.</b>						
<b>Average of Buyers</b>	NA	NA	\$ 104.67	\$ 98.43	\$ 88.43	\$ 109.98
<b>Percent Buying</b>	NA	NA	66.6%	70.9%	72.9%	74.3%
<b>Net Average</b>	NA	NA	\$ 69.70	\$ 69.79	\$ 64.44	\$ 81.76
<i>in billions</i>	NA	NA	\$ 3.39	\$ 3.83	\$ 3.67	\$ 4.82
<b>Gift Cards or Pre-Paid Cards</b>						
<b>Average of Buyers</b>	NA	NA	\$ 197.31	\$ 161.93	\$ 199.17	\$ 187.85
<b>Percent Buying</b>	NA	NA	26.4%	28.2%	30.4%	37.9%
<b>Net Average</b>	NA	NA	\$ 52.05	\$ 45.73	\$ 60.46	\$ 71.23
<i>in billions</i>	NA	NA	\$ 2.53	\$ 2.51	\$ 3.44	\$ 4.20
<b>Combined Average</b>	\$ 641.56	\$ 599.38	\$ 845.98	\$ 835.73	\$ 808.71	\$ 907.22
<i>in billions</i>	\$ 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**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
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
<b>Do you have child/dependent attending college this fall?</b>						
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)**

<b>Average of Buyers</b>	<b>\$ 179.20</b>	<b>\$ 138.51</b>	<b>\$ 138.82</b>	<b>\$ 137.40</b>	<b>\$ 118.08</b>	<b>\$ 155.66</b>
<b>Percent Buying</b>	74.2%	87.1%	84.0%	80.2%	83.5%	80.1%
<b>Net Average</b>	<b>\$ 132.97</b>	<b>\$ 120.68</b>	<b>\$ 116.58</b>	<b>\$ 110.14</b>	<b>\$ 98.65</b>	<b>\$ 124.63</b>
<i>in billions</i>	\$ 7.83					

**Shoes**

<b>Average of Buyers</b>	<b>\$ 106.78</b>	<b>\$ 78.65</b>	<b>\$ 87.91</b>	<b>\$ 78.85</b>	<b>\$ 86.39</b>	<b>\$ 100.43</b>
<b>Percent Buying</b>	71.0%	84.4%	79.6%	76.5%	75.5%	73.4%
<b>Net Average</b>	<b>\$ 75.81</b>	<b>\$ 66.38</b>	<b>\$ 70.02</b>	<b>\$ 60.29</b>	<b>\$ 65.22</b>	<b>\$ 73.72</b>
<i>in billions</i>	\$ 4.47					

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

<b>Average of Buyers</b>	<b>\$ 99.50</b>	<b>\$ 69.14</b>	<b>\$ 68.81</b>	<b>\$ 77.37</b>	<b>\$ 68.87</b>	<b>\$ 82.24</b>
<b>Percent Buying</b>	53.1%	63.3%	57.7%	57.7%	55.9%	56.5%
<b>Net Average</b>	<b>\$ 52.87</b>	<b>\$ 43.74</b>	<b>\$ 39.67</b>	<b>\$ 44.64</b>	<b>\$ 38.51</b>	<b>\$ 46.49</b>
<i>in billions</i>	\$ 3.11					

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

<b>Average of Buyers</b>	<b>\$ 89.06</b>	<b>\$ 88.25</b>	<b>\$ 67.51</b>	<b>\$ 75.93</b>	<b>\$ 62.31</b>	<b>\$ 75.19</b>
<b>Percent Buying</b>	85.0%	98.4%	97.5%	94.0%	96.0%	92.8%
<b>Net Average</b>	<b>\$ 75.73</b>	<b>\$ 86.82</b>	<b>\$ 65.80</b>	<b>\$ 71.37</b>	<b>\$ 59.79</b>	<b>\$ 69.76</b>
<i>in billions</i>	\$ 4.46					

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

<b>Average of Buyers</b>	<b>\$ 400.64</b>	<b>\$ 347.37</b>	<b>\$ 317.77</b>	<b>\$ 321.24</b>	<b>\$ 266.53</b>	<b>\$ 374.44</b>
<b>Percent Buying</b>	54.0%	75.6%	65.3%	56.3%	57.0%	61.6%
<b>Net Average</b>	<b>\$ 216.40</b>	<b>\$ 262.58</b>	<b>\$ 207.60</b>	<b>\$ 180.87</b>	<b>\$ 151.98</b>	<b>\$ 230.69</b>
<i>in billions</i>	\$ 12.75					

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

<b>Average of Buyers</b>	<b>\$ 214.45</b>	<b>\$ 192.22</b>	<b>\$ 190.84</b>	<b>\$ 176.28</b>	<b>\$ 163.16</b>	<b>\$ 189.21</b>
<b>Percent Buying</b>	46.8%	57.8%	48.9%	47.4%	44.9%	43.6%
<b>Net Average</b>	<b>\$ 100.27</b>	<b>\$ 111.10</b>	<b>\$ 93.31</b>	<b>\$ 83.64</b>	<b>\$ 73.34</b>	<b>\$ 82.43</b>
<i>in billions</i>	\$ 5.91					

**Food items, such as snacks, beverages, etc.**

<b>Average of Buyers</b>	<b>\$ 144.95</b>	<b>\$ 125.45</b>	<b>\$ 128.89</b>	<b>\$ 130.73</b>	<b>\$ 115.81</b>	<b>\$ 154.49</b>
<b>Percent Buying</b>	69.1%	84.8%	82.7%	80.7%	82.1%	74.9%
<b>Net Average</b>	<b>\$ 100.18</b>	<b>\$ 106.35</b>	<b>\$ 106.53</b>	<b>\$ 105.44</b>	<b>\$ 95.07</b>	<b>\$ 115.64</b>

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

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**

<b>N = 8509, 7/2 - 7/9/12</b>	<b>Adults 18+</b>	<b>Freshman</b>	<b>Sophomore</b>	<b>Junior</b>	<b>Senior</b>	<b>Graduate Student</b>
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.