

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

BACK-TO-COLLEGE UPDATE

N = 9426, 8/1 - 8/7/12

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you have a child/dependent attending college this fall?															
Yes	14.0%	14.7%	13.4%	11.2%	17.2%	23.0%	13.9%	15.0%	20.9%	10.1%	2.1%	14.7%	12.9%	14.0%	14.3%
No	86.0%	85.3%	86.6%	88.8%	82.8%	77.0%	86.1%	85.0%	79.1%	89.9%	97.9%	85.3%	87.1%	86.0%	85.7%
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	14.8%	16.3%	13.3%	15.5%	12.4%	59.7%	23.9%	9.2%	4.4%	1.5%	0.3%	12.2%	13.0%	15.5%	17.5%
No	85.2%	83.7%	86.7%	84.5%	87.6%	40.3%	76.1%	90.8%	95.6%	98.5%	99.7%	87.8%	87.0%	84.5%	82.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you will be attending college, which year will you begin?															
Freshman	29.7%	31.1%	28.2%	31.1%	23.0%	32.9%	20.2%	20.6%	25.0%	44.3%	50.0%	18.6%	34.2%	32.5%	23.1%
Sophomore	14.7%	16.0%	13.1%	14.1%	13.0%	21.0%	17.6%	14.0%	17.1%	10.7%	0.0%	17.7%	18.2%	14.2%	15.9%
Junior	17.4%	17.5%	17.3%	17.7%	25.1%	22.5%	20.2%	24.9%	16.8%	10.7%	0.0%	15.1%	14.1%	18.0%	24.4%
Senior	11.5%	8.2%	15.2%	12.0%	11.3%	13.0%	14.7%	16.2%	9.2%	9.4%	0.0%	17.4%	16.4%	9.0%	11.6%
Grad School/Law School/Med School/Other	26.7%	27.1%	26.2%	25.1%	27.7%	10.5%	27.3%	24.3%	32.0%	24.8%	50.0%	31.3%	17.0%	26.3%	25.0%
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%
Have a Child/Dependent Attending College or Yourself Attending College:															
How much of your Back-to-College shopping have you completed?															
Not started yet (0%)	28.5%	23.9%	32.7%	34.8%	22.5%	22.2%	19.9%	24.2%	32.1%	28.6%	42.2%	25.5%	29.9%	23.9%	34.2%
1% to 10%	7.7%	6.5%	8.8%	9.0%	6.4%	9.1%	8.3%	8.8%	6.7%	6.8%	6.7%	10.2%	8.5%	6.7%	7.1%
11% to 25%	11.8%	12.1%	11.6%	10.1%	13.7%	16.2%	14.3%	11.7%	9.1%	10.2%	10.6%	13.8%	10.6%	12.1%	10.7%
26% to 50%	15.4%	17.3%	13.6%	14.3%	16.8%	18.9%	20.8%	16.6%	14.8%	13.1%	8.7%	15.3%	14.9%	16.9%	14.4%
51% to 75%	10.5%	14.1%	7.1%	8.6%	12.5%	15.1%	15.0%	13.8%	10.7%	7.0%	2.0%	12.0%	10.3%	9.8%	11.3%
76% to 99%	9.7%	8.8%	10.7%	7.4%	11.8%	8.6%	11.8%	9.9%	9.2%	10.1%	8.7%	11.8%	11.4%	10.5%	5.9%
100% - FINISHED	16.4%	17.2%	15.6%	15.8%	16.3%	10.0%	9.9%	14.9%	17.5%	24.1%	21.2%	11.4%	14.3%	20.2%	16.4%
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%
Average	45.3%	48.8%	42.0%	40.2%	49.8%	44.2%	47.6%	47.2%	44.9%	49.2%	38.9%	44.2%	44.3%	50.0%	41.3%
Which payment method do you plan to use MOST OFTEN when purchasing for Back-to-College?															
Cash	26.7%	27.6%	25.9%	30.8%	20.6%	40.1%	27.7%	29.7%	26.8%	17.3%	20.6%	29.0%	24.6%	28.5%	23.7%
Check	4.6%	5.5%	3.7%	4.8%	4.3%	5.5%	6.6%	4.8%	3.2%	5.6%	2.1%	7.4%	4.2%	4.6%	3.4%
Debit card/Check card	39.4%	38.7%	40.0%	44.3%	35.9%	36.7%	41.3%	46.5%	43.5%	42.3%	24.7%	33.2%	36.3%	43.7%	40.8%
Credit card	29.4%	28.3%	30.5%	20.1%	39.2%	17.6%	24.4%	18.9%	26.5%	34.8%	52.6%	30.4%	34.9%	23.2%	32.0%
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%
Respondents who have begun shopping: What percentage of the Back-to-College purchases you have already made were influenced by coupons, sales, and/or promotions?															
0%	14.1%	17.5%	10.9%	16.5%	12.0%	6.7%	6.7%	13.2%	18.5%	20.9%	17.2%	7.8%	16.5%	17.3%	13.0%
1% to 10%	12.9%	10.4%	15.2%	13.0%	11.9%	13.9%	9.4%	12.1%	8.1%	9.8%	24.7%	12.7%	18.3%	9.3%	20.8%
11% to 25%	13.8%	15.7%	11.9%	13.5%	12.5%	21.7%	20.0%	13.5%	14.5%	11.6%	2.9%	14.0%	12.6%	12.9%	16.7%
26% to 50%	20.7%	23.9%	17.7%	20.8%	21.4%	24.0%	28.2%	23.1%	19.5%	21.5%	8.6%	24.9%	22.6%	20.5%	18.2%
51% to 75%	16.3%	17.5%	15.1%	12.0%	20.2%	17.5%	18.6%	16.8%	15.8%	13.9%	15.2%	19.6%	13.3%	16.0%	14.5%
76% to 99%	10.1%	7.3%	12.7%	6.6%	13.0%	9.2%	9.9%	10.8%	11.0%	9.7%	9.5%	14.1%	7.3%	10.2%	6.8%
100%	12.2%	7.7%	16.4%	17.7%	9.1%	6.9%	7.2%	10.6%	12.6%	12.5%	21.8%	6.9%	9.6%	13.7%	9.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Where do you anticipate you will do the remainder of your Back-to-College shopping? (Check all that apply)															
Discount store	47.6%	41.9%	52.9%	48.6%	47.3%	40.8%	47.2%	49.6%	45.9%	46.9%	53.6%	37.9%	49.4%	46.7%	52.6%
Department store	41.1%	45.5%	36.8%	42.2%	40.9%	51.5%	49.8%	44.7%	42.4%	39.6%	20.4%	40.9%	39.8%	43.5%	37.6%
Clothing store	30.1%	32.4%	28.0%	28.4%	31.3%	49.7%	42.2%	30.1%	28.0%	27.3%	7.8%	28.7%	32.6%	29.2%	31.5%
Electronics store	24.1%	29.2%	19.2%	20.7%	25.5%	37.2%	37.0%	23.1%	15.7%	17.1%	17.3%	23.4%	21.6%	26.1%	21.7%
Online	34.6%	35.0%	34.2%	33.2%	37.0%	45.5%	49.9%	33.4%	29.5%	25.2%	26.0%	34.9%	35.7%	34.7%	30.7%
Catalog	9.3%	10.0%	8.6%	7.4%	11.4%	13.6%	17.2%	8.2%	4.5%	4.5%	8.7%	12.7%	8.5%	7.9%	7.8%
Office Supplies store	31.6%	31.1%	32.1%	28.7%	34.3%	42.2%	36.4%	32.1%	28.6%	28.7%	24.0%	32.5%	30.2%	31.8%	28.9%
Drug Store	7.9%	6.7%	9.0%	7.7%	8.7%	9.3%	11.7%	6.7%	8.8%	9.1%	2.0%	9.3%	7.5%	7.5%	7.3%

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

BACK-TO-COLLEGE UPDATE

N = 9426, 8/1 - 8/7/12	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Thrift Stores/Resale Shops	9.8%	6.4%	13.0%	13.9%	6.4%	11.0%	7.9%	8.3%	8.1%	9.6%	14.2%	6.0%	14.0%	7.1%	10.3%

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

Source: BIGinsight™, Monthly Consumer Survey, AUG 09-12

BACK-TO-COLLEGE UPDATE

	2009	2010	2011	2012
How much of your Back-to-College shopping have you completed?				
Not started yet (0%)	41.9%	35.1%	31.1%	28.5%
1% to 10%	7.5%	7.7%	8.7%	7.7%
11% to 25%	6.6%	8.4%	11.2%	11.8%
26% to 50%	6.5%	12.1%	10.4%	15.4%
51% to 75%	8.2%	9.7%	12.3%	10.5%
76% to 99%	8.5%	8.7%	8.2%	9.7%
100% - FINISHED	20.8%	18.3%	18.1%	16.4%
Total	100.0%	100.0%	100.0%	100.0%
Average	41.0%	43.1%	44.3%	45.3%

Which payment method do you plan to use MOST OFTEN when purchasing for Back-to-College?

Cash	NA	NA	NA	26.7%
Check	NA	NA	NA	4.6%
Debit card/Check card	NA	NA	NA	39.4%
Credit card	NA	NA	NA	29.4%
Total	NA	NA	NA	100.0%

Respondents who have begun shopping: What percentage of the Back-to-College purchases you have already made were influenced by coupons, sales, and/or promotions?

0%	29.8%	22.1%	21.3%	14.1%
1% to 10%	13.2%	10.4%	13.5%	12.9%
11% to 25%	8.1%	12.8%	14.2%	13.8%
26% to 50%	15.4%	19.5%	16.8%	20.7%
51% to 75%	14.4%	13.1%	13.8%	16.3%
76% to 99%	7.0%	9.9%	8.8%	10.1%
100%	12.1%	12.2%	11.6%	12.2%
Total	100.0%	100.0%	100.0%	100.0%

Where do you anticipate you will do the remainder of your Back-to-College shopping? (Check all that apply)

Discount store	48.0%	44.8%	48.2%	47.6%
Department store	33.5%	36.7%	39.6%	41.1%
Clothing store	23.4%	24.3%	27.7%	30.1%
Electronics store	13.2%	17.9%	19.3%	24.1%
Online	24.1%	29.6%	33.2%	34.6%
Catalog	3.6%	6.1%	4.8%	9.3%
Office Supplies store	29.0%	30.5%	30.8%	31.6%
Drug Store	8.0%	8.6%	8.2%	7.9%
Thrift Stores/Resale Shops	9.2%	8.9%	8.8%	9.8%

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

Source: BIGinsight™, Monthly Consumer Survey, AUG 09-12

BACK-TO-COLLEGE UPDATE

2009 2010 2011 2012