Source: Prosper Insights & Analytics™, Monthly Con	sumer Survey	, JUL-14													
N = 6178, 7/1 - 7/8/14	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.3% Do you have children in your household between the	ages of 6 and	i 17?													
Yes	27.3%	28.4%	26.2%	21.6%	31.2%	30.5%	33.5%	54.6%	31.3%	11.5%	3.1%	26.2%	26.4%	27.7%	28.2%
No Tabl	72.7%	71.6%	73.8%	78.4%	68.8%	69.5%	66.5%	45.4%	68.7%	88.5%	96.9%	73.8%	73.6%	72.3%	71.8%
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%
Have School Age Children:															
Do you have children in your household in the follow Elementary School	• •			48.5%	42.7%	51.3%	70.7%	EE 49/	32.3%	20.00/	35.2%	43.9%	43.3%	45.0%	52.3%
Middle School/Junior High	45.6% 36.1%	46.3% 37.3%	44.9% 34.9%	30.5%	39.5%	27.2%	35.3%	55.4% 41.3%	33.4%	30.0% 23.0%	52.7%	43.9% 32.4%	43.3% 36.2%	45.0% 35.7%	40.5%
High School	45.1%	45.8%	44.4%	43.4%	48.6%	47.6%	19.4%	43.4%	57.3%	56.6%	47.3%	39.9%	48.4%	44.1%	44.3%
The sum of the 76 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 bad	k-to-school it	tems this yea	r?												
Clothing and accessories (excluding Shoes)															
Average of Buyers			•	213.18 \$	275.38 \$	204.13 \$	257.63 \$	256.91 \$	247.85 \$	249.66 \$	272.21 \$	271.12 \$	239.08 \$	•	
Percent Buying	92.8%	95.3%	90.5%	86.5%	94.5%	96.4%	98.3%	97.1%	98.4%	92.1%	75.8%	91.7%	92.0%	92.5%	93.3%
Net Average in billions		250.38 \$	213.24 \$	184.38 \$	260.11 \$	196.78 \$	253.17 \$	249.46 \$	243.79 \$	230.04 \$	206.20 \$	248.75 \$	220.03 \$	228.32 \$	239.07
Shoes	5.176														
Average of Buyers	\$ 134.51 \$	143.34 \$	125.85 \$	113.44 \$	146.81 \$	131.49 \$	156.11 \$	137.37 \$	132.26 \$	118.14 \$	127.66 \$	139.26 \$	122.01 \$	137.11 \$	137.93
Percent Buying	92.5%	94.2%	91.0%	89.8%	93.3%	93.8%	97.5%	96.0%	96.4%	92.0%	80.1%	90.8%	89.8%	95.3%	92.5%
Net Average		135.03 \$	114.46 \$	101.85 \$	137.00 \$	123.29 \$	152.22 \$	131.84 \$	127.44 \$	108.67 \$	102.24 \$	126.49 \$	109.53 \$	130.66 \$	127.56
in billions	\$ 4.936														
School supplies, such as notebooks, folders, pencils				00.44 @	101.00 6	100.50 @	140.01 6	445.00 6	100.00 @	00.00 #	00.00 #	107.57 @	00.00 #	110.00 6	104.00
Average of Buyers Percent Buying	\$ 109.49 \$ 92.4%	5 115.68 \$ 95.2%	103.26 \$ 89.7%	90.44 \$ 86.2%	121.26 \$ 95.3%	102.52 \$ 95.6%	142.21 \$ 98.3%	115.38 \$ 97.6%	103.30 \$ 95.8%	98.98 \$ 92.6%	86.66 \$ 75.8%	107.57 \$ 95.5%	96.66 \$ 91.2%	110.33 \$ 93.0%	124.89 90.4%
Net Average				77.92 \$	115.62 \$	98.00 \$	139.74 \$	112.61 \$	99.01 \$	91.68 \$	65.65 \$	102.70 \$	88.16 \$		
in billions		•	· · · · · · · · · · · · · · · · · · ·	*	******	*		*	*	*	*	*	*	*	
Electronics or computer-related equipment such as a	home compu	ıter, laptop, c	ell phone, tab	let or MP3 pl	layer										
Average of Buyers	\$ 364.46	381.68 \$	342.02 \$	285.99 \$	402.28 \$	357.86 \$	374.31 \$	377.25 \$	386.42 \$	381.12 \$	290.17 \$	361.34 \$	331.67 \$		
Average of Buyers Percent Buying	\$ 364.46 \$ 58.3%	381.68 \$ 67.8%	342.02 \$ 49.3%	285.99 \$ 54.7%	402.28 \$ 61.7%	73.9%	74.0%	59.1%	58.1%	46.5%	41.4%	60.7%	56.9%	57.0%	57.8%
Average of Buyers Percent Buying Net Average	\$ 364.46 \$ 58.3% \$ 212.35 \$	381.68 \$ 67.8%	342.02 \$	285.99 \$	402.28 \$	•				•			56.9%	57.0%	57.8%
Average of Buyers Percent Buying	\$ 364.46 \$ 58.3% \$ 212.35 \$	381.68 \$ 67.8%	342.02 \$ 49.3%	285.99 \$ 54.7%	402.28 \$ 61.7%	73.9%	74.0%	59.1%	58.1%	46.5%	41.4%	60.7%	56.9%	57.0%	57.8%
Average of Buyers Percent Buying Net Average in billions Combined Average	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$	381.68 \$ 67.8% 6 258.72 \$	342.02 \$ 49.3% 168.45 \$	285.99 \$ 54.7%	402.28 \$ 61.7%	73.9%	74.0%	59.1%	58.1%	46.5%	41.4%	60.7%	56.9% 188.60 \$	57.0% 208.90 \$	57.8% 213.21
Average of Buyers Percent Buying Net Average in billions	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$	381.68 \$ 67.8% 6 258.72 \$	342.02 \$ 49.3% 168.45 \$	285.99 \$ 54.7% 156.29 \$	402.28 \$ 61.7% 248.08 \$	73.9% 264.59 \$	74.0% 276.87 \$	59.1% 222.88 \$	58.1% 224.59 \$	46.5% 177.29 \$	41.4% 120.00 \$	60.7% 219.44 \$	56.9% 188.60 \$	57.0% 208.90 \$	57.8% 213.21
Average of Buyers Percent Buying Net Average in billions Combined Average	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541	6 381.68 \$ 67.8% 6 258.72 \$ 6 754.30 \$	342.02 \$ 49.3% 168.45 \$	285.99 \$ 54.7% 156.29 \$	402.28 \$ 61.7% 248.08 \$	73.9% 264.59 \$	74.0% 276.87 \$	59.1% 222.88 \$	58.1% 224.59 \$	46.5% 177.29 \$	41.4% 120.00 \$	60.7% 219.44 \$	56.9% 188.60 \$	57.0% 208.90 \$	57.8% 213.21
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this ye Discount store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ ear? (Check a 64.4%	6 381.68 \$ 67.8% 6 258.72 \$ 6 754.30 \$ II that apply) 63.6%	342.02 \$ 49.3% 168.45 \$ 588.80 \$	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2%	402.28 \$ 61.7% 248.08 \$ 760.80 \$	73.9% 264.59 \$ 682.66 \$	74.0% 276.87 \$ 822.01 \$	59.1% 222.88 \$ 716.78 \$	58.1% 224.59 \$ 694.83 \$ 66.5%	46.5% 177.29 \$ 607.68 \$	41.4% 120.00 \$ 494.09 \$	60.7% 219.44 \$ 697.38 \$	56.9% 188.60 \$ 606.32 \$	57.0% 208.90 \$ 670.48 \$	57.8% 213.21 692.76
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you piscount store Department store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ ear? (Check a 64.4% 59.1%	381.68 \$ 67.8% 5 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3%	342.02 \$ 49.3% 168.45 \$ 588.80 \$ 65.2% 57.0%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1%	56.9% 188.60 \$ 606.32 \$ 72.3% 60.3%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7%	57.8% 213.21 692.76 62.0% 53.8%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you piscount store Department store Clothing store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ ear? (Check a 64.4% 59.1% 53.8%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% 57.0% 53.8%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4%	402.28 \$ 61.7% \$ 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6%	56.9% 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5%	57.8% 213.21 692.76 62.0% 53.8% 58.3%
Average of Buyers Percent Buying Net Average in billions Combined Average in billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ ear? (Check a 64.4% 59.1%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ 11 that apply) 63.6% 61.3% 53.8% 34.9%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2%	59.1% \$ 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9% 27.1%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1%	56.9% 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you piscount store Department store Clothing store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ ear? (Check a 64.4% 59.1% 53.8% 27.5%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% 57.0% 53.8%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1%	56.9% 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5%	57.8% 213.21 692.76 62.0% 53.8% 58.3%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 59.1% \$ 53.8% \$ 27.5% \$ 17.4% \$ 38.2% \$ 7.5%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ 8 11 that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 19.9% 41.5% 8.2%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 47.9% 12.9%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 41.9% 5.6%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1%	56.9% 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 38.8% 6.4%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 36.0% 7.3%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 64.4% \$ 59.1% \$ 53.8% \$ 27.5% \$ 17.4% \$ 38.2% \$ 7.5% \$ 42.0%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ 8 11 that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7%	285.99 \$ 54.7% \$ 156.29 \$ 520.43 \$ 56.2% 47.6% \$ 50.4% 25.5% 12.2% 34.8% 6.5% 32.0%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 41.5% 8.2% 46.2%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 12.9% 41.1%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 41.9% 5.6% 47.0%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 38.9% 7.2% 42.3%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3%	56.9% 188.60 \$ 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 38.8% 6.4% 39.7%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 36.0% 7.3% 37.8%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 64.4% \$ 59.1% \$ 53.8% \$ 27.5% \$ 17.4% \$ 38.2% \$ 7.55% \$ 42.0% \$ 20.5%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7% \$ 24.3%	285.99 \$ 54.7% \$ 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 19.9% 41.5% 8.2% 46.2% 22.6%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 47.9% 12.9% 41.1% 15.0%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 41.9% 5.6% 47.0% 18.0%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1%	56.9% 188.60 \$ 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 6.4% 39.7% 17.3%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 36.0% 7.3% 37.8% 14.0%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9% 27.8%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 64.4% \$ 59.1% \$ 53.8% \$ 27.5% \$ 17.4% \$ 38.2% \$ 7.5% \$ 42.0%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ 8 11 that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% 57.0% 53.8% 20.5% 15.7% 31.2% 5.8% 41.7%	285.99 \$ 54.7% \$ 156.29 \$ 520.43 \$ 56.2% 47.6% \$ 50.4% 25.5% 12.2% 34.8% 6.5% 32.0%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 41.5% 8.2% 46.2%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 12.9% 41.1%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 41.9% 5.6% 47.0%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 38.9% 7.2% 42.3%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3%	56.9% 188.60 \$ 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 38.8% 6.4% 39.7%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 36.0% 7.3% 37.8%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The Sum to the Park Dubble Help or by present thrust I TOU 76 Department is test to be present the start of the Park Tourne I See Shops The Sum to the Park Dubble Help or by present thrust I TOU 76 Department is test to be present the start of the Park Tourne I See Shops The Sum to the Park Dubble Help or by present thrust I TOU 76 Department I See Tesponture Its Leaf 1 See Shops	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 64.4% \$ 59.1% \$ 53.8% \$ 27.5% \$ 17.4% \$ 38.2% \$ 7.55% \$ 42.0% \$ 20.5%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7% \$ 24.3%	285.99 \$ 54.7% \$ 156.29 \$ 520.43 \$ 56.2% 47.6% \$ 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 19.9% 41.5% 8.2% 46.2% 22.6%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 47.9% 12.9% 41.1% 15.0%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 41.9% 5.6% 47.0% 18.0%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1%	56.9% 188.60 \$ 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 6.4% 39.7% 17.3%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 36.0% 7.3% 37.8% 14.0%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9% 27.8%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this yet Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops Thrift Stores/Resale Shops Thrift and the first budget large or greater than 1 100 78 Decladable title (september 1 and 1 abrock more than one artiswer.) When will you begin shopping for back-to-school me	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 64.4% \$ 59.1% \$ 38.2% \$ 7.5% \$ 42.0% \$ 20.5% \$ 13.2% \$ crchandise?	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4% 11.6%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7% \$ 24.3% \$ 14.8%	285.99 \$ 54.7% \$ 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2% 22.5%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 19.9% 41.5% 8.2% 46.2% 22.6% 8.2%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8% 12.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 41.1% 15.0% 11.0%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 41.9% 5.6% 47.0% 18.0% 11.9%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 38.9% 7.2% 42.3% 18.8% 12.7%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9% 13.9%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6% 17.6%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1% 8.2%	56.9% \$ 188.60 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 38.8% 6.4% 39.7% 17.3% 13.7%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 36.0% 7.3% 37.8% 14.0% 12.8%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9% 27.8% 14.9%
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Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The Sum of the Personal Store of the Personal Personal Store Drug Store Thrift Stores/Resale Shops The Sum of the Personal Store of the Personal Personal Store of the Personal Store	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 64.4% \$ 59.1% \$ 53.8% \$ 27.5% \$ 17.4% \$ 38.2% \$ 7.5% \$ 42.0% \$ 20.5% \$ 13.2% \$ cchandise? \$ 22.5%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ 8 11 that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4% 11.6%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% 57.0% 53.8% 20.5% 15.7% 31.2% 5.8% 41.7% 24.3% 14.8%	285.99 \$ 54.7% \$ 156.29 \$ 520.43 \$ 56.2% 47.6% \$ 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2% 22.5%	402.28 \$ 61.7% \$ 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 19.9% 41.5% 8.2% 46.2% 22.6% 8.2% \$ 22.6%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8% 12.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 47.9% 12.9% 41.1% 15.0% 11.0%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 41.9% 5.6% 47.0% 18.0% 11.9%	58.1% 224.59 \$ 694.83 \$ 66.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8% 12.7%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9% 13.9%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6% 17.6%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1% 8.2%	56.9% 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 6.4% 39.7% 17.3% 13.7%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 7.3% 37.8% 14.0% 12.8%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9% 27.8% 14.9%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops Thrift Stores/Resale Shops Thrift about the pre-business integrate the production of th	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 26.541 \$ 27.5% \$ 27.5% \$ 42.0% \$ 20.5% \$ 13.2% \$ 22.5% \$ 44.5% \$ 25.4% \$ 4.3% \$ 3.4%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4% 11.6% 24.2% 50.7% 21.3% 2.7% 1.0%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7% \$ 24.3% \$ 14.8% \$ 21.0% \$ 38.5% \$ 29.2% \$ 5.7% \$ 5.5%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2% 22.5% 20.7% 42.7% 22.5% 3.3% 10.8%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 41.5% 8.2% 46.2% 22.6% 8.2% 22.6% 47.5% 25.5% 3.5% 1.0%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8% 12.0% 26.5% 46.3% 21.7% 4.5% 1.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 41.1% 15.0% 11.0% 32.5% 43.9% 21.0% 1.4% 1.2%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 47.0% 18.0% 11.9% 22.5% 47.7% 26.1% 2.1% 1.6%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8% 12.7% 20.8% 45.6% 27.3% 4.5% 1.8%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9% 13.9% 23.5% 35.6% 32.4% 4.9% 3.5%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6% 17.6% 10.9% 47.4% 23.4% 8.0% 10.3%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1% 8.2% 26.0% 51.3% 20.3% 1.7% 0.7%	56.9% \$ 188.60 \$ 188.60 \$ 188.60 \$ 188.60 \$ 172.3% 60.3% 49.7% 24.3% 16.8% 39.7% 17.3% 13.7% 17.4% 42.6% 36.0% 2.4% 1.6%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 12.8% 20.9% 45.4% 22.9% 6.3% 4.5%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 42.1% 43.4% 7.5% 44.9% 27.8% 14.9% 23.3% 42.0% 42.0% 4.9% 8.0%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops This start of the 7th standard land the 7th Stores have be greated that 1 100 7th Decadable the response to the standard land to the response to the standard land land land land land land land lan	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ \$ 669.28 \$ 26.541 \$ \$ 27.5% \$ 27.5% \$ 42.0% \$ 20.5% \$ 13.2% \$ \$ 25.5% \$ 44.5% \$ 25.4% \$ 4.3%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 11.6% 244.2% 50.7% 21.3% 2.7%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% 57.0% 53.8% 20.5% 15.7% 31.2% 24.3% 14.8% 21.0% 38.5% 29.2% 5.7%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2% 22.5% 20.7% 42.7% 22.5% 3.3%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 19.9% 41.5% 8.2% 46.2% 22.6% 8.2% 22.6% 47.5% 25.5% 3.5%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8% 12.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 47.9% 12.9% 41.1% 15.0% 11.0%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 41.9% 5.6% 47.0% 18.0% 11.9% 22.5% 47.7% 26.1% 2.1%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8% 12.7% 20.8% 45.6% 27.3% 4.5%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 38.7% 9.6% 40.5% 20.9% 13.9% 23.5% 35.6% 35.6% 32.4% 4.9%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6% 17.6% 10.9% 47.4% 23.4% 8.0%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 47.4% 33.2% 9.1% 45.3% 23.1% 8.2% 26.0% 51.3% 20.3% 1.7%	56.9% 188.60 \$ 188.60 \$ 606.32 \$ 72.3% 60.3% 49.7% 24.3% 16.8% 38.8% 6.4% 39.7% 17.3% 13.7% 17.4% 42.6% 36.0% 2.4%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 36.0% 7.3% 37.8% 14.0% 12.8% 20.9% 45.4% 22.9% 6.3%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 22.1% 43.4% 7.5% 44.9% 27.8% 14.9%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you biscount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops Three weeks to one month before school starts Three weeks to one month before school starts Three weeks to one month before school starts The week school starts The week school starts Total	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 26.541 \$ 27.5% \$ 27.5% \$ 42.0% \$ 20.5% \$ 13.2% \$ 22.5% \$ 44.5% \$ 25.4% \$ 4.3% \$ 3.4%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4% 11.6% 24.2% 50.7% 21.3% 2.7% 1.0%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7% \$ 24.3% \$ 14.8% \$ 21.0% \$ 38.5% \$ 29.2% \$ 5.7% \$ 5.5%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2% 22.5% 20.7% 42.7% 22.5% 3.3% 10.8%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 41.5% 8.2% 46.2% 22.6% 8.2% 22.6% 47.5% 25.5% 3.5% 1.0%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8% 12.0% 26.5% 46.3% 21.7% 4.5% 1.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 41.1% 15.0% 11.0% 32.5% 43.9% 21.0% 1.4% 1.2%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 47.0% 18.0% 11.9% 22.5% 47.7% 26.1% 2.1% 1.6%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8% 12.7% 20.8% 45.6% 27.3% 4.5% 1.8%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9% 13.9% 23.5% 35.6% 32.4% 4.9% 3.5%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6% 17.6% 10.9% 47.4% 23.4% 8.0% 10.3%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1% 8.2% 26.0% 51.3% 20.3% 1.7% 0.7%	56.9% \$ 188.60 \$ 188.60 \$ 188.60 \$ 188.60 \$ 172.3% 60.3% 49.7% 24.3% 16.8% 39.7% 17.3% 13.7% 17.4% 42.6% 36.0% 2.4% 1.6%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 12.8% 20.9% 45.4% 22.9% 6.3% 4.5%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 42.1% 43.4% 7.5% 44.9% 27.8% 14.9% 23.3% 42.0% 42.0% 4.9% 8.0%
Average of Buyers Percent Buying Net Average In billions Combined Average In billions Where will you purchase back-to-school items this you Discount store Department store Clothing store Electronics store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops Thrift Stores/Resale Shops Thrift about the pre-business integrate the production of th	\$ 364.46 \$ 58.3% \$ 212.35 \$ 8.421 \$ 669.28 \$ 26.541 \$ 26.541 \$ 27.5% \$ 27.5% \$ 42.0% \$ 20.5% \$ 13.2% \$ 22.5% \$ 44.5% \$ 25.4% \$ 4.3% \$ 3.4%	381.68 \$ 67.8% \$ 258.72 \$ 6 754.30 \$ II that apply) 63.6% 61.3% 53.8% 34.9% 19.2% 45.7% 9.3% 42.2% 16.4% 11.6% 24.2% 50.7% 21.3% 2.7% 1.0%	342.02 \$ 49.3% \$ 168.45 \$ 588.80 \$ 65.2% \$ 57.0% \$ 53.8% \$ 20.5% \$ 15.7% \$ 31.2% \$ 5.8% \$ 41.7% \$ 24.3% \$ 14.8% \$ 21.0% \$ 38.5% \$ 29.2% \$ 5.7% \$ 5.5%	285.99 \$ 54.7% 156.29 \$ 520.43 \$ 56.2% 47.6% 50.4% 25.5% 12.2% 34.8% 6.5% 32.0% 20.2% 22.5% 20.7% 42.7% 22.5% 3.3% 10.8%	402.28 \$ 61.7% 248.08 \$ 760.80 \$ 68.5% 64.8% 57.2% 30.3% 41.5% 8.2% 46.2% 22.6% 8.2% 22.6% 47.5% 25.5% 3.5% 1.0%	73.9% 264.59 \$ 682.66 \$ 48.1% 66.1% 62.6% 40.7% 21.3% 52.6% 11.0% 44.7% 14.8% 12.0% 26.5% 46.3% 21.7% 4.5% 1.0%	74.0% 276.87 \$ 822.01 \$ 55.7% 69.7% 61.8% 35.2% 17.9% 41.1% 15.0% 11.0% 32.5% 43.9% 21.0% 1.4% 1.2%	59.1% 222.88 \$ 716.78 \$ 64.4% 65.5% 56.4% 26.1% 16.6% 47.0% 18.0% 11.9% 22.5% 47.7% 26.1% 2.1% 1.6%	58.1% 224.59 \$ 694.83 \$ 666.5% 61.0% 53.9% 27.1% 15.4% 38.9% 7.2% 42.3% 18.8% 12.7% 20.8% 45.6% 27.3% 4.5% 1.8%	46.5% 177.29 \$ 607.68 \$ 75.2% 62.7% 45.3% 23.5% 11.4% 38.7% 9.6% 40.5% 20.9% 13.9% 23.5% 35.6% 32.4% 4.9% 3.5%	41.4% 120.00 \$ 494.09 \$ 73.0% 32.4% 44.5% 15.6% 22.3% 13.6% 0.0% 37.1% 33.6% 17.6% 10.9% 47.4% 23.4% 8.0% 10.3%	60.7% 219.44 \$ 697.38 \$ 61.9% 56.1% 50.6% 22.1% 17.4% 33.2% 9.1% 45.3% 23.1% 8.2% 26.0% 51.3% 20.3% 1.7% 0.7%	56.9% \$ 188.60 \$ 188.60 \$ 188.60 \$ 188.60 \$ 172.3% 60.3% 49.7% 24.3% 16.8% 39.7% 17.3% 13.7% 17.4% 42.6% 36.0% 2.4% 1.6%	57.0% 208.90 \$ 670.48 \$ 62.7% 63.7% 53.5% 31.4% 14.0% 12.8% 20.9% 45.4% 22.9% 6.3% 4.5%	57.8% 213.21 692.76 62.0% 53.8% 58.3% 27.6% 42.1% 43.4% 7.5% 44.9% 27.8% 14.9% 23.3% 42.0% 42.0% 4.9% 8.0%

	sumer Survey,	JUL-14													
N = 6178, 7/1 - 7/8/14	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.3%				.,	******						•••				
No	75.9%	75.2%	76.5%	75.4%	76.6%	74.4%	62.9%	76.5%	78.6%	83.4%	79.7%	73.6%	79.2%	75.5%	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%
Total	100.070	100.076	100.076	100.070	100.070	100.076	100.070	100.070	100.070	100.076	100.076	100.076	100.076	100.070	100.070
How many children in your household are teenagers	13-17 vears of	age)?													
0	33.1%	33.3%	32.9%	37.8%	29.9%	32.7%	48.0%	36.8%	26.7%	26.7%	27.6%	34.2%	29.8%	36.4%	31.9%
1	47.9%	46.2%	49.5%	49.6%	47.7%	44.2%	36.0%	42.4%	54.9%	62.3%	47.3%	47.9%	54.6%	47.8%	44.8%
2	15.9%	16.3%	15.6%	9.9%	19.5%	18.0%	12.0%	16.5%	14.5%	9.2%	25.1%	15.1%	11.9%	12.6%	21.2%
3	2.4%	3.2%	1.6%	2.1%	2.2%	3.6%	2.8%	3.2%	3.1%	1.8%	0.0%	2.1%	2.8%	2.2%	1.9%
4 or more	0.7%	1.0%	0.5%	0.6%	0.7%	1.5%	1.3%	1.1%	0.8%	0.0%	0.0%	0.7%	1.0%	1.0%	0.3%
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%
Marian have taken and have mariah of their arms manner.	d a 4la av. mlam 4.														
If you have teenagers, how much of their own money Average of Buyers		spena on b 90.43 \$	аск-то-sспоо 78.83 \$	79.73 \$	89.16 \$	77.98 \$	97.53 \$	97.66 \$	75.83 \$	98.47 \$	57.49 \$	83.92 \$	77.35 \$	81.46 \$	94.94
Percent Buying	40.7%	41.4%	39.9%	47.1%	42.9%	42.9%	47.7%	36.6%	41.3%	39.9%	36.0%	45.9%	37.2%	37.6%	40.8%
Net Average S		37.48 \$	31.48 \$	37.55 \$	38.26 \$	33.47 \$	46.51 \$	35.78 \$	31.30 \$	39.30 \$	20.68 \$	38.54 \$	28.79 \$	30.64 \$	38.73
in billions \$		σσ	01.40 ¢	σσ	00.20 ¢	00.41 ¢	40.01 φ	σσσ φ	σσ	σσ.σσ φ	20.00 ψ	σσ.σ τ	20.70 ψ	σσ.σ-τ φ	00.70
		ma\2													
How many children in your household are pre-teens (38.4%	37.8%	39.0%	39.8%	40.4%	38.5%	16.1%	28.0%	50.4%	55.3%	42.6%	45.5%	41.6%	37.0%	30.6%
1	41.8%	39.4%	44.1%	42.5%	40.4%	49.4%	60.9%	49.3%	33.8%	29.5%	29.7%	35.4%	39.4%	41.6%	52.5%
2	15.6%	18.0%	13.4%	14.3%	14.5%	9.5%	18.9%	18.4%	12.7%	12.2%	20.3%	15.0%	16.4%	17.6%	12.7%
3	2.7%	4.0%	1.5%	3.1%	2.7%	1.9%	2.6%	3.5%	2.5%	3.0%	2.7%	0.9%	2.0%	3.5%	3.4%
4 or more	1.4%	0.9%	2.0%	0.3%	1.9%	0.7%	1.5%	0.8%	0.5%	0.0%	4.7%	3.1%	0.7%	0.4%	0.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you have pre-teens, how much of their own money		•													
Average of Buyers		87.72 \$	64.79 \$	66.32 \$	78.53 \$	72.08 \$	102.07 \$	81.39 \$	54.63 \$	75.24 \$	43.06 \$	79.38 \$	74.96 \$	77.40 \$	76.95
Percent Buying	28.7%	32.8%	24.9%	26.3%	30.9%	29.3%	47.5%	27.6%	24.4%	29.8%	14.4%	21.8%	27.0%	26.5%	33.5%
Net Average S		28.77 \$	16.12 \$	17.46 \$	24.30 \$	21.15 \$	48.52 \$	22.46 \$	13.34 \$	22.45 \$	6.18 \$	17.30 \$	20.27 \$	20.52 \$	25.79
in billions \$															
What percentage of back-to-school spending is a dire	•			10.00/	7.00/	0.00/	5.00/	0.00/	0.50/	10.101	0.70/	0.50/	0.00/	0.00/	5 00/
0%	8.0%	10.1%	5.9%	10.0%	7.0%	8.6%	5.2%	6.8%	8.5%	10.4%	8.7%	8.5%	6.8%	9.9%	5.6%
25% 50%	31.3% 34.8%	33.7% 32.5%	29.0%	27.8%	30.0%	24.6%	30.0%	32.8%	26.8%	31.0% 28.7%	40.9% 39.5%	31.5% 34.8%	27.1%	32.9%	27.6% 39.8%
75%	34.6% 16.3%	32.5% 14.5%	36.9% 18.0%	31.9% 14.4%	35.6% 17.9%	36.3% 21.2%	35.7% 19.5%	34.5% 19.1%	33.8% 22.5%	17.0%	0.0%	34.6% 20.1%	38.1% 17.3%	33.5% 13.3%	39.6% 16.8%
100%	9.7%	9.1%	10.0%	15.9%	9.5%	9.3%	9.6%	6.8%	8.5%	12.9%	10.9%	5.1%	10.7%	10.4%	10.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How will the state of the U.S. economy impact your ba	ack-to-school														
Buying more store brand/generic products		olans? (Chec	k all that app	ly)											
Daina mara comparativa channing calina	34.0%	35.4%	32.6%	37.2%	33.4%	39.0%	35.0%	31.3%	29.7%	29.1%	40.6%	33.8%	30.8%	36.3%	34.3%
Doing more comparative shopping online	34.0% 30.5%	•			33.4% 34.6%	39.0% 38.2%	35.0% 38.8%	31.3% 36.1%	29.7% 29.4%	29.1% 26.1%	40.6% 16.4%	33.8% 32.3%	30.8% 27.7%	36.3% 32.1%	34.3% 30.7%
Doing more comparative shopping with ad	30.5%	35.4% 36.5%	32.6% 24.8%	37.2% 27.3%	34.6%	38.2%	38.8%	36.1%	29.4%	26.1%	16.4%	32.3%	27.7%	32.1%	30.7%
Doing more comparative shopping with ad circulars/newspapers	30.5% 30.3%	35.4% 36.5% 30.7%	32.6% 24.8% 30.0%	37.2% 27.3% 24.7%	34.6% 33.0%	38.2% 23.8%	38.8% 30.5%	36.1% 32.3%	29.4% 28.0%	26.1% 24.8%	16.4% 40.6%	32.3% 28.3%	27.7% 28.7%	32.1% 34.6%	30.7% 28.7%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items	30.5% 30.3% 25.6%	35.4% 36.5% 30.7% 22.3%	32.6% 24.8% 30.0% 28.7%	37.2% 27.3% 24.7% 26.0%	34.6% 33.0% 25.3%	38.2% 23.8% 29.6%	38.8% 30.5% 24.2%	36.1% 32.3% 23.3%	29.4% 28.0% 26.3%	26.1% 24.8% 20.8%	16.4% 40.6% 29.7%	32.3% 28.3% 24.8%	27.7% 28.7% 23.4%	32.1% 34.6% 24.9%	30.7% 28.7% 27.4%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often	30.5% 30.3% 25.6% 46.2%	35.4% 36.5% 30.7% 22.3% 40.9%	32.6% 24.8% 30.0% 28.7% 51.2%	37.2% 27.3% 24.7% 26.0% 47.7%	34.6% 33.0% 25.3% 44.4%	38.2% 23.8% 29.6% 44.8%	38.8% 30.5% 24.2% 40.6%	36.1% 32.3% 23.3% 46.7%	29.4% 28.0% 26.3% 42.9%	26.1% 24.8% 20.8% 47.3%	16.4% 40.6% 29.7% 54.7%	32.3% 28.3% 24.8% 43.4%	27.7% 28.7% 23.4% 39.2%	32.1% 34.6% 24.9% 50.9%	30.7% 28.7% 27.4% 50.3%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online	30.5% 30.3% 25.6% 46.2% 19.6%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6%	34.6% 33.0% 25.3% 44.4% 23.4%	38.2% 23.8% 29.6% 44.8% 26.1%	38.8% 30.5% 24.2% 40.6% 25.1%	36.1% 32.3% 23.3% 46.7% 20.3%	29.4% 28.0% 26.3% 42.9% 16.2%	26.1% 24.8% 20.8% 47.3% 16.1%	16.4% 40.6% 29.7% 54.7% 15.6%	32.3% 28.3% 24.8% 43.4% 15.1%	27.7% 28.7% 23.4% 39.2% 21.2%	32.1% 34.6% 24.9% 50.9% 18.8%	30.7% 28.7% 27.4% 50.3% 22.8%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall	30.5% 30.3% 25.6% 46.2% 19.6% 30.5%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6%	26.1% 24.8% 20.8% 47.3% 16.1% 26.5%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online	30.5% 30.3% 25.6% 46.2% 19.6%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6%	34.6% 33.0% 25.3% 44.4% 23.4%	38.2% 23.8% 29.6% 44.8% 26.1%	38.8% 30.5% 24.2% 40.6% 25.1%	36.1% 32.3% 23.3% 46.7% 20.3%	29.4% 28.0% 26.3% 42.9% 16.2%	26.1% 24.8% 20.8% 47.3% 16.1%	16.4% 40.6% 29.7% 54.7% 15.6%	32.3% 28.3% 24.8% 43.4% 15.1%	27.7% 28.7% 23.4% 39.2% 21.2%	32.1% 34.6% 24.9% 50.9% 18.8%	30.7% 28.7% 27.4% 50.3% 22.8%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more	30.5% 30.3% 25.6% 46.2% 19.6% 30.5%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6%	26.1% 24.8% 20.8% 47.3% 16.1% 26.5%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0%	26.1% 24.8% 20.8% 47.3% 16.1% 26.5% 18.7%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer)	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2% 4.7% 4.3% 7.7%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0%	26.1% 24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1% 1.1%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2% 4.7% 4.3% 7.7%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0%	26.1% 24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1% 1.1%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5% 18.9%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4% 22.4%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7% 15.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9% 12.0%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0%	26.1% 24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1% 1.1%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change The Back-to-School Shoppers: Do you own either	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5% 18.9%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4% 22.4%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7% 15.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9% 12.0%	34.6% 33.0% 25.3% 44.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3% 22.5%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3% 12.2%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0% 14.8%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6% 22.5%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0% 22.5%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3% 27.8%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0% 12.9%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5% 17.6%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1% 1.1% 22.0%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3% 18.0%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1% 16.4%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change The sum of the an other many the greater that TOAT to December the TOS YOU OF THE TOWN OF THE TO	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5% 18.9%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4% 22.4%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7% 15.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9% 12.0%	34.6% 33.0% 25.3% 44.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3% 22.5%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3% 12.2%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0% 14.8%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6% 22.5%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0% 22.5%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3% 27.8%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0% 12.9%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5% 17.6%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 4.1% 4.1% 22.0%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3% 18.0%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1% 16.4%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change The barn't are to the the back to the the back of the back o	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5% 18.9%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4% 22.4% ving devices' 80.3% 49.8%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7% 15.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9% 12.0%	34.6% 33.0% 25.3% 44.4% 23.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3% 22.5%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3% 12.2%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0% 14.8%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6% 22.5%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0% 22.5%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3% 27.8%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0% 12.9%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5% 17.6%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 2.1% 4.1% 1.1% 22.0%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3% 18.0%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1% 16.4%
Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (i.e. family computer) Cutting back on extracurricular activities or sports Other Back-to-school plans will not change The solution of the activities of the respondents call selection more than one answer. Asked of Back-to-School Shoppers: Do you own eith Smartphone (i.e. iPhone, Droid, BlackBerry etc.) Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8% 4.8% 7.7% 0.5% 18.9% er of the follow 75.5% 49.5%	35.4% 36.5% 30.7% 22.3% 40.9% 24.1% 28.9% 24.8% 7.9% 5.1% 9.2% 0.4% 22.4%	32.6% 24.8% 30.0% 28.7% 51.2% 15.4% 32.0% 28.3% 5.8% 4.5% 6.3% 0.7% 15.7%	37.2% 27.3% 24.7% 26.0% 47.7% 14.6% 37.1% 25.2% 11.1% 4.7% 6.9% 0.9% 12.0%	34.6% 33.0% 25.3% 44.4% 29.9% 26.2% 4.7% 4.3% 7.7% 0.3% 22.5%	38.2% 23.8% 29.6% 44.8% 26.1% 33.2% 36.3% 9.7% 7.6% 9.9% 0.3% 12.2%	38.8% 30.5% 24.2% 40.6% 25.1% 22.5% 26.9% 8.5% 5.9% 6.4% 1.0% 14.8%	36.1% 32.3% 23.3% 46.7% 20.3% 31.6% 30.2% 5.2% 4.8% 8.3% 0.6% 22.5%	29.4% 28.0% 26.3% 42.9% 16.2% 33.6% 31.0% 3.6% 3.9% 8.3% 0.0% 22.5%	24.8% 20.8% 47.3% 16.1% 26.5% 18.7% 4.3% 7.4% 5.6% 1.3% 27.8%	16.4% 40.6% 29.7% 54.7% 15.6% 35.9% 18.3% 10.2% 0.0% 8.2% 0.0% 12.9%	32.3% 28.3% 24.8% 43.4% 15.1% 30.2% 30.7% 4.7% 3.8% 8.5% 0.5% 17.6%	27.7% 28.7% 23.4% 39.2% 21.2% 24.5% 27.4% 3.7% 4.1% 4.1% 22.0%	32.1% 34.6% 24.9% 50.9% 18.8% 36.0% 28.8% 10.0% 6.3% 10.5% 0.3% 18.0%	30.7% 28.7% 27.4% 50.3% 22.8% 33.8% 22.7% 6.8% 6.0% 7.5% 0.1% 16.4%

Source: Prosper Insights & Analytics™, Monthly Co	onsumer Survey	JUL-14													
N = 6178, 7/1 - 7/8/14	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.3%															
Own a Smartphone: How will you use your Smartp that apply)	hone to make Ba	ck-to-Schoo	ol purchase d	ecisions? (C	heck all										
Plan to Research Products/Compare Prices	36.7%	44.4%	29.4%	34.6%	37.9%	54.7%	57.5%	40.2%	27.2%	31.2%	14.5%	29.5%	39.5%	38.1%	39.7%
Plan to Purchase Products	21.8%	25.7%	18.1%	21.2%	22.7%	33.0%	35.5%	22.9%	14.1%	18.9%	9.7%	16.4%	24.0%	21.0%	27.6%
Plan to Redeem Coupons	24.4%	24.1%	24.6%	24.5%	25.7%	34.0%	31.6%	32.6%	22.1%	18.9%	9.7%	32.0%	26.4%	24.8%	23.0%
Plan to look up Retailer Information (location, store															
hours, directions, etc.)	25.1%	29.4%	20.9%	18.6%	27.6%	34.9%	35.2%	29.1%	18.7%	20.8%	14.5%	20.8%	29.6%	26.8%	25.1%
Plan to use Apps to Research or Purchase Products	14.9%	16.2%	13.6%	12.1%	17.2%	20.7%	18.9%	13.7%	8.3%	15.1%	14.2%	12.6%	23.0%	12.0%	13.6%
Plan to use Apps to Compare Prices	16.1%	19.3%	13.0%	14.3%	18.5%	20.7%	16.4%	19.5%	13.0%	18.9%	9.7%	20.9%	21.7%	13.4%	16.8%
Do not plan to Research or Make a purchase with my															
Smartphone The sum or the 7% broads may be greater than 100 % because the respondents can sereor more than one answer.	44.0%	37.8%	49.9%	48.5%	40.8%	19.3%	23.2%	37.8%	55.4%	49.9%	71.2%	45.9%	38.9%	44.0%	45.4%
Own a Tablet: How will you use your Tablet to make	ce Back-to-Schoo	ol purchase	decisions? (C	Check all that	apply)										
Plan to Research Products/Compare Prices	45.0%	60.9%	30.0%	34.8%	48.5%	51.6%	57.6%	44.7%	37.8%	36.1%	43.6%	40.7%	46.1%	37.5%	42.6%
Plan to Purchase Products	31.4%	39.9%	23.3%	23.2%	34.9%	34.5%	46.2%	32.1%	24.8%	17.5%	33.1%	31.3%	35.9%	23.4%	28.6%
Plan to Redeem Coupons	23.1%	28.7%	17.9%	20.2%	24.0%	30.8%	36.7%	20.5%	16.0%	14.5%	21.8%	20.6%	23.0%	21.7%	18.9%
Plan to look up Retailer Information (location, store															
hours, directions, etc.)	24.6%	33.0%	16.7%	17.8%	26.8%	33.7%	31.8%	26.8%	20.7%	14.9%	21.8%	23.3%	31.0%	18.9%	20.7%
Plan to use Apps to Research or Purchase Products	17.7%	26.0%	9.9%	11.8%	21.1%	23.2%	23.9%	16.0%	9.9%	12.7%	21.8%	21.9%	22.1%	11.6%	15.1%
Plan to use Apps to Compare Prices	17.1%	25.5%	9.1%	14.0%	18.7%	21.0%	18.6%	16.1%	11.0%	14.9%	21.8%	10.3%	21.3%	13.7%	14.1%
Do not plan to Research or Make a Purchase with my															
Tablet The sum of the 70 totals may be greater than 100% because the respondents can select more than one answer.	37.9%	24.0%	51.1%	42.3%	35.2%	22.9%	18.1%	39.9%	43.2%	55.6%	45.1%	26.6%	36.1%	36.2%	43.2%

Yes

Source: Prosper Insights & Analytics™, Monthly	v Consum	er S	Survev. JI	JL (07-14										
godinos i rospor moigino a railaryaso e e monani,	2007		2008		2009		2010		2011		2012		2013		2014
B			0 1 47	_											
Do you have children in your household betwee Yes	n the age: 24.1%		24.7%	?	23.0%		25.2%		26.8%		30.9%		29.2%		27.3%
No	75.9%		75.3%		23.0% 77.0%		74.8%		73.2%		69.1%		70.8%		27.3% 72.7%
Total	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%
Total	100.070		100.070		100.070		100.070		100.070		100.070		100.070		100.070
Do you have children in your household in the f		_	-	ck		ppl	ly)								
Elementary School	45.3%		52.2%		47.3%		46.4%		43.8%		50.3%		47.1%		45.6%
Middle School/Junior High	32.8%		33.8%		32.1%		31.7%		31.9%		35.0%		34.7%		36.1%
High School The sum of the 7s totals may be greater than 100% because the respondents can select more than one answer.	43.1%		43.9%		45.2%		42.6%		47.1%		42.5%		44.7%		45.1%
How much do you plan to spend on the following	g back-to	-sch	ool item	s th	nis year?										
Clothing and accessories (excluding Shoes)															
Average of Buyers \$	242.98	\$	247.32	\$	217.40	\$	233.74	\$	236.70	\$	258.91	\$	242.20	\$	249.20
Percent Buying	95.4%		94.8%		94.1%		96.5%		93.2%		95.1%		95.3%		92.8%
Net Average \$	231.80	\$	234.51	\$	204.67	\$	225.47	\$	220.60	\$	246.10	\$	230.85	\$	231.30
in billions \$	7.569	\$	7.922	\$	6.499	\$	7.939	\$	8.333	\$	10.833	\$	9.716	\$	9.173
Shoes															
Average of Buyers	116.43	\$	117.29	\$	100.92	\$	108.32	\$	113.72	\$	138.52	\$	121.29	\$	134.51
Percent Buying	93.1%		93.6%	•	92.7%	•	95.0%	•	91.9%	•	93.3%	•	94.3%	•	92.5%
Net Average \$			109.75	\$	93.59	\$	102.93	\$	104.53	\$	129.20	\$		\$	124.46
in billions \$		•	3.708	•	2.972	•	3.624	•	3.949	•	5.687	•	4.815	•	4.936
School supplies, such as notebooks, folders, pe		•				•	****	*		•	-	*		*	
Average of Buyers		•	102.55		87.41		99.32	¢	96.04	¢	99.84	¢	94.04	\$	109.49
Percent Buying	95.5%		95.9%	Ψ	94.5%	Ψ	97.0%	Ψ	92.7%	Ψ	95.6%	Ψ	96.2%	Ψ	92.4%
Net Average \$			98.37	¢	82.62	¢	96.39	\$	88.99	\$	95.44	¢		\$	101.18
in billions \$			3.323	•	2.624		3.394	•	3.361	•	4.201		3.809	•	4.012
·										Φ	4.201	Φ	3.009	Φ	4.012
Electronics or computer-related equipment suc	h as a hon	ne c	omputer,	, Ia _l	ptop, har	ıdh	eld orgar	ΊZE	er, or						
calculator	000 50	Φ.	050.66	Φ.	000.00	Φ.	005.04	•	0CE 40	Φ.	26E E 4	Φ.	257.05	Φ.	264.46
Average of Buyers \$		\$	259.66	\$	293.80 57.1%	\$	285.21 63.7%	\$	365.48 51.9%	\$	365.54 59.6%	\$	357.25 55.7%	\$	364.46 58.3%
Percent Buying	58.1%		58.4%	Φ.		φ			189.51	ф		Φ		φ	212.35
Net Average \$		\$		\$		\$	181.61	\$		\$	217.88	\$		\$	
in billions \$	4.220	\$	5.122	\$	5.330	\$	6.395	\$	7.159	\$	9.591	\$	8.378	\$	8.421
Combined Average \$	563.49	\$	594.24	\$	548.72	\$	606.40	\$	603.63	\$	688.62	\$	634.78	\$	669.28
in billions \$	18.400	\$	20.075		17.424		21.352	т.	22.801	_	30.312	т.	26.718	•	26.541
in billions ψ	10.400	Ψ	20.073	Ψ	17.724	Ψ	21.002	Ψ	22.001	Ψ	00.012	Ψ	20.710	Ψ	20.041
Where will you purchase back-to-school items t	his year?	(Ch	eck all th	at a	apply)										
Discount store	67.6%		73.0%		74.5%		71.2%		68.4%		67.1%		67.1%		64.4%
Department store	54.9%		56.6%		54.4%		53.9%		57.0%		59.9%		61.7%		59.1%
Clothing store	NA		47.8%		48.4%		49.0%		48.7%		52.0%		51.5%		53.8%
Electronics store	NA		21.4%		20.8%		23.0%		21.7%		26.3%		25.9%		27.5%
Specialty store, such as a clothing or electronics															
store	31.6%		NA		NA		NA		NA		NA		NA		NA
Local/Small Business	NA		NA		NA		NA		NA		NA		NA		17.4%
Online	21.4%		24.8%		22.2%		30.8%		31.7%		39.6%		37.3%		38.2%
Catalog	7.2%		8.5%		7.9%		8.7%		8.6%		8.2%		8.0%		7.5%
Office Supplies store	41.4%		41.8%		41.2%		41.2%		38.0%		42.0%		40.6%		42.0%
Drug Store	17.9%		18.2%		21.5%		19.5%		21.1%		22.7%		19.6%		20.5%
Thrift Stores/Resale Shops The sum of mer bounds may be greater than 100% because the respondents can select more than one answer.	NA		NA		18.2%		17.0%		16.1%		14.4%		13.7%		13.2%
When will you be aim about in a few hould be	al wa !-	ال													
When will you begin shopping for back-to-scho					40.407		04 007		04.007		00.00/		00.00/		00.50/
At least two months before school starts	14.6%		17.4%		18.1%		21.6%		21.8%		22.3%		23.9%		22.5%
Three weeks to one month before school starts	45.2%		46.4%		44.4%		47.6%		42.4%		47.8%		49.0%		44.5%
1-2 weeks before school starts	32.1%		30.5%		31.8%		24.8%		31.2%		24.0%		21.8%		25.4%
The week school starts	5.4%		3.8%		3.2%		3.0%		2.0%		2.7%		2.8%		4.3%
After school starts	2.7%		1.9% 100.0%		2.5% 100.0%		3.0% 100.0%		2.6% 100.0%		3.2% 100.0%		2.6% 100.0%		3.4%
Total	100.0%		100.0%		1111111111/		111111111/		111111111/		11111 (1%		111111111/		100.0%
			100.070		100.070		100.070		100.070		100.070		100.070		
Do your children wear a school uniform?	15.8%		17.8%		19.2%		20.2%		18.4%		22.5%		20.2%		24 1%

19.2%

20.2%

18.4%

22.5%

20.2%

24.1%

17.8%

15.8%

Source: Prosper Insights & Analytics™, Monthly	Consumer	Survey .IIII	07-14						
Source: Prosper maights & Analytics , Monthly				2012	004		0040	2010	2014
	2007	2008	2009	2010	2011	l	2012	2013	2014
No	84.2%	82.2%	80.8%	79.8%	81.6%		77.5%	79.8%	75.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	•	100.0%	100.0%	100.0%
How many children in your household are teenag	-	years of age	-						
0	38.0%	38.1%	38.7%	39.0%	33.9%		32.8%	37.0%	33.1%
1	43.7%	47.2%	45.1%	45.7%	47.3%		49.0%	45.7%	47.9%
2	12.3%	11.9%	13.3%	12.5%	14.3%		14.5%	14.5%	15.9%
3	5.3%	2.4%	2.1%	2.0%	3.3%		2.5%	1.8%	2.4%
4 or more	0.7%	0.3%	0.9%	0.8%	1.2%	•	1.2%	0.8%	0.7%
Total	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 mo									
Average of Buyers \$	72.32			•	-		85.19		84.58
Percent Buying	43.1%	40.7%	39.3%	39.0%	37.9%		42.8%	37.6%	40.7%
Net Average \$	31.19	26.29	30.88	\$ 31.74	\$ 31.64	\$	36.48	\$ 30.13 \$	34.40
in billions \$	0.596 \$	0.549 \$	0.601	\$ 0.682	\$ 0.790	\$	1.079	0.798 \$	0.913
How many children in your household are pre-tee	ens (6-12 y	ears of age)	?						
0	42.2%	37.7%	42.8%	40.0%	41.7%	•	36.8%	39.6%	38.4%
1	41.0%	47.2%	40.1%	42.7%	41.6%	•	43.3%	42.1%	41.8%
2	13.4%	13.0%	14.1%	13.7%	12.7%	•	15.1%	14.9%	15.6%
3	2.6%	1.7%	2.7%	2.2%	2.7%		3.1%	2.5%	2.7%
4 or more	0.7%	0.4%	0.4%	1.4%	1.3%		1.7%	0.9%	1.4%
Total	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 mo	ney do the	y plan to spe	end on bac	k-to-school	items?				
If you have pre-teens, how much of their own mo Average of Buyers \$	ney do the 47.21					\$	79.33	\$ 69.72 \$	77.52
							79.33 32.3%	69.72 \$ 26.5%	77.52 28.7%
Average of Buyers \$	47.21	50.23 \$ 22.8%	47.35 25.2%	68.25 26.8%	\$ 62.50 24.2%	, o		26.5%	
Average of Buyers \$ Percent Buying Net Average \$	47.21 \$ 32.6% 15.38 \$	50.23 \$ 22.8% 11.44 \$	47.35 25.2% 11.94	\$ 68.25 26.8% 18.27	\$ 62.50 24.2% 15.12	\$	32.3% 25.63	26.5% 18.45 \$	28.7% 22.27
Average of Buyers \$ Percent Buying	47.21 \$ 32.6%	50.23 \$ 22.8% 11.44 \$	47.35 25.2% 11.94	\$ 68.25 26.8% 18.27	\$ 62.50 24.2% 15.12	\$	32.3%	26.5% 18.45 \$	28.7%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$	47.21 \$ 32.6% 15.38 \$ 0.299 \$	50.23 \$ 22.8% 11.44 \$ 0.241 \$	47.35 25.2% 11.94 0.217	\$ 68.25 26.8% \$ 18.27 \$ 0.386	\$ 62.50 24.2% 15.12	\$	32.3% 25.63	26.5% 18.45 \$	28.7% 22.27
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a	47.21 \$ 32.6% 15.38 \$ 0.299 \$	50.23 \$ 22.8% 11.44 \$ 0.241 \$	3 47.35 25.2% 3 11.94 0.217	\$ 68.25 26.8% \$ 18.27 \$ 0.386	\$ 62.50 24.2% \$ 15.12 \$ 0.333	\$	32.3% 25.63 0.713	26.5% 18.45 \$ 0.469 \$	28.7% 22.27 0.544
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0%	47.21 \$ 32.6% 15.38 \$ 0.299 \$ direct res 11.3%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6%	47.35 25.2% 11.94 0.217 hild's influence 12.3%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence?	\$ 62.50 24.2% \$ 15.12 \$ 0.333	\$ \$	32.3% 25.63 0.713 8.7%	26.5% 18.45 \$ 0.469 \$	28.7% 22.27 0.544 8.0%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a	47.21 \$ 32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9%	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0%	\$ 62.50 24.2% \$ 15.12 \$ 0.333	\$	32.3% 25.63 0.713 8.7% 27.9%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2%	28.7% 22.27 0.544 8.0% 31.3%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50%	47.21 \$32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1%	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7%	28.7% 22.27 0.544 8.0% 31.3% 34.8%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75%	47.21 \$32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1% 20.6%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0%	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3% 17.1%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100%	47.21 \$32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1% 20.6% 6.1%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4%	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3% 17.1% 6.7%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75%	47.21 \$32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1% 20.6%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0%	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3% 17.1%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total	47.21 \$32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0%	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0%	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3% 17.1% 6.7% 100.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo	47.21 \$ 32.6% \$ 15.38 \$ 0.299 \$ direct res 11.3% \$ 30.9% \$ 31.1% \$ 20.6% \$ 6.1% \$ 100.0% \$ ur back-to-	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3% 17.1% 6.7% 100.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0%	26.5% \$ 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products	47.21 \$ 32.6% \$ 15.38 \$ 0.299 \$ direct res 11.3% \$ 30.9% \$ 31.1% \$ 20.6% \$ 6.1% \$ 100.0% \$ ur back-to-	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan	47.35 25.2% 11.94 0.217 hild's influction 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% s? (Checktion 41.7%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0%	\$ \$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online	47.21 \$ 32.6% \$ 15.38 \$ 0.299 \$ direct res 11.3% \$ 30.9% \$ 31.1% \$ 20.6% \$ 6.1% \$ 100.0% \$ ur back-to-	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan	47.35 25.2% 11.94 0.217 hild's influe 12.3% 33.5% 30.3% 17.1% 6.7% 100.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0%	\$ \$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0%	26.5% \$ 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad	47.21 \$ 32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA NA	47.35 25.2% 11.94 0.217 hild's influction 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% s? (Checktion 41.7% 26.4%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers	47.21 \$ 32.6% 15.38 \$ 0.299 \$ direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA NA NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA NA NA	47.35 25.2% 11.94 0.217 hild's influction 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% s? (Checktion 41.7% 26.4%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8% 37.0%	\$ \$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items	47.21 \$ 32.6% 15.38 \$ 0.299 \$ 0 direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA NA NA NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA NA NA NA	47.35 25.2% 11.94 0.217 hild's influd 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% s? (Check 41.7% 26.4% 42.5% 35.1%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3% 38.5% 29.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8% 37.0% 28.3%	\$ \$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often	47.21 \$ 32.6% 15.38 \$ 0.299 \$ 0 direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA NA NA NA NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA NA NA NA NA	47.35 25.2% 11.94 0.217 hild's influction 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% s? (Checktion 41.7% 26.4% 42.5% 35.1% 56.2%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3% 38.5% 29.8% 53.3%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8% 37.0% 28.3% 50.0%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online	47.21 \$ 32.6% 15.38 \$ 0.299 \$ 0 direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA NA NA NA NA NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA NA NA NA NA NA	47.35 25.2% 11.94 0.217 hild's influd 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% \$? (Check 41.7% 26.4% 42.5% 35.1% 56.2% 9.6%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3% 38.5% 29.8% 53.3% 12.3%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8% 37.0% 28.3% 50.0% 15.3%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2% 19.6%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall	47.21 \$ 32.6% 15.38 \$ 0.299 \$ 0 direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ Ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA	47.35 25.2% 11.94 0.217 hild's influd 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% 8? (Check 41.7% 26.4% 42.5% 35.1% 56.2% 9.6% 49.6%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3% 38.5% 29.8% 53.3% 12.3% 42.6%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8% 50.0% 15.3% 43.7%	\$ \$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9% 37.8%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5% 30.7%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2% 19.6% 30.5%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more	47.21 \$ 32.6% 15.38 \$ 0.299 \$ 0 direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA NA NA NA NA NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA NA NA NA NA NA	47.35 25.2% 11.94 0.217 hild's influd 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% \$? (Check 41.7% 26.4% 42.5% 35.1% 56.2% 9.6%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3% 38.5% 29.8% 53.3% 12.3%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% y) 39.9% 29.8% 37.0% 28.3% 50.0% 15.3%	\$ \$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2% 19.6%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will	47.21 \$ 32.6% 15.38 \$ 0.299 \$	50.23 \$ 22.8% 11.44 \$ 0.241 \$ Ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA	47.35 25.2% 11.94 0.217 hild's influction 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% 8? (Checktion 41.7% 26.4% 42.5% 35.1% 56.2% 9.6% 49.6% 40.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that appi 44.3% 30.3% 38.5% 29.8% 53.3% 12.3% 42.6% 36.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% y) 39.9% 29.8% 37.0% 28.3% 50.0% 15.3% 43.7% 36.9%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9% 37.8% 35.8%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5% 30.7% 34.0%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school	47.21 \$ 32.6% 15.38 \$ 0.299 \$ 0 direct res 11.3% 30.9% 31.1% 20.6% 6.1% 100.0% ur back-to- NA	50.23 \$ 22.8% 11.44 \$ 0.241 \$ Ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA	47.35 25.2% 11.94 0.217 hild's influd 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% 8? (Check 41.7% 26.4% 42.5% 35.1% 56.2% 9.6% 49.6%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that app 44.3% 30.3% 38.5% 29.8% 53.3% 12.3% 42.6%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% (y) 39.9% 29.8% 50.0% 15.3% 43.7%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9% 37.8%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5% 30.7%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2% 19.6% 30.5%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact you Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (ie: family	47.21 \$ 32.6% 15.38 \$ 0.299 \$	50.23 \$ 22.8% 11.44 \$ 0.241 \$ Ulit of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% School plan NA	47.35 25.2% 11.94 0.217 hild's influct 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% 8? (Check 41.7% 26.4% 42.5% 35.1% 56.2% 9.6% 49.6% 40.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that appl 44.3% 30.3% 38.5% 29.8% 53.3% 12.3% 42.6% 36.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% y) 39.9% 29.8% 37.0% 28.3% 50.0% 15.3% 43.7% 36.9%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9% 37.8% 35.8% 6.5%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5% 30.7% 34.0% 6.3%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact yo Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (ie: family computer)	47.21 \$ 32.6% 15.38 \$ 0.299 \$	50.23 \$ 22.8% 11.44 \$ 0.241 \$ Ult of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% school plan NA	47.35 25.2% 11.94 0.217 hild's influction 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% 8? (Checktion 41.7% 26.4% 42.5% 35.1% 56.2% 9.6% 49.6% 40.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that appi 44.3% 30.3% 38.5% 29.8% 53.3% 12.3% 42.6% 36.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% y) 39.9% 29.8% 37.0% 28.3% 50.0% 15.3% 43.7% 36.9%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9% 37.8% 35.8%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5% 30.7% 34.0%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 30.3% 25.6% 46.2% 19.6% 30.5% 26.6%
Average of Buyers \$ Percent Buying Net Average \$ in billions \$ What percentage of back-to-school spending is a 0% 25% 50% 75% 100% Total How will the state of the U.S. economy impact you Buying more store brand/generic products Doing more comparative shopping online Doing more comparative shopping with ad circulars/newspapers Making do with last year's school items Shopping for sales more often Shopping more online Spending less overall Using coupons more The economy is impacting whether children will attend private or public school Postponing educational investments (ie: family	47.21 \$ 32.6% 15.38 \$ 0.299 \$	50.23 \$ 22.8% 11.44 \$ 0.241 \$ Ulit of your c 12.6% 32.9% 30.1% 17.0% 7.4% 100.0% School plan NA	47.35 25.2% 11.94 0.217 hild's influct 12.3% 33.5% 30.3% 17.1% 6.7% 100.0% 8? (Check 41.7% 26.4% 42.5% 35.1% 56.2% 9.6% 49.6% 40.0%	\$ 68.25 26.8% \$ 18.27 \$ 0.386 ence? 9.8% 29.0% 31.1% 22.8% 7.2% 100.0% all that appl 44.3% 30.3% 38.5% 29.8% 53.3% 12.3% 42.6% 36.8%	\$ 62.50 24.2% \$ 15.12 \$ 0.333 10.6% 28.2% 34.2% 21.3% 5.7% 100.0% y) 39.9% 29.8% 37.0% 28.3% 50.0% 15.3% 43.7% 36.9%	\$	32.3% 25.63 0.713 8.7% 27.9% 35.8% 20.3% 7.4% 100.0% 37.0% 32.1% 35.9% 25.8% 51.1% 17.9% 37.8% 35.8% 6.5%	26.5% 18.45 \$ 0.469 \$ 11.2% 29.2% 31.7% 20.3% 7.6% 100.0% 32.8% 36.6% 34.2% 23.7% 49.0% 18.5% 30.7% 34.0% 6.3%	28.7% 22.27 0.544 8.0% 31.3% 34.8% 16.3% 9.7% 100.0% 34.0% 30.5% 25.6% 46.2% 19.6% 30.5% 26.6% 6.8%

Asked of Back-to-School Shoppers: Do you own either of the following devices? (Check all that apply)

NA

NA

Other

Back-to-school plans will not change

can select more than one answer.

NA

NA

2.3%

14.9%

1.5%

14.3%

1.7%

13.9%

0.8%

15.2%

0.7%

19.5%

0.5%

18.9%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL 07-14

oduce. Prosper maights a Analytics , monthly	2007	2008	2009	2010	2011	2012	2013	2014
Smartphone (i.e. iPhone, Droid, BlackBerry etc.) Tablet (i.e. iPad, TouchPad, XOOM, PlayBook,	NA	NA	NA	NA	45.4%	58.4%	69.5%	75.5%
etc.)	NA	NA	NA	NA	12.2%	31.1%	45.4%	49.5%
I do not own either of these types of devices in a sum of the 30 totals may be greater than 100% because the respondents can select more than one answer.	NA	NA	NA	NA	51.3%	32.0%	21.9%	17.1%
Own a Smartphone: How will you use your Smart	tphone to m	ake Back-to	-School pure	chase decis	ions?			
(Check all that apply)								
Plan to Research Products/Compare Prices	NA	NA	NA	NA	33.7%	33.3%	34.7%	36.7%
Plan to Purchase Products	NA	NA	NA	NA	18.8%	19.2%	18.2%	21.8%
Plan to Redeem Coupons	NA	NA	NA	NA	17.8%	26.6%	25.8%	24.4%
Plan to look up Retailer Information (location,								
store hours, directions, etc.)	NA	NA	NA	NA	24.1%	23.7%	24.8%	25.1%
Plan to use Apps to Research or Purchase								
Products	NA	NA	NA	NA	NA	15.7%	16.4%	14.9%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	16.9%	19.9%	16.1%
Do not plan to Research or Make a purchase								
with my Smartphone The sum of the % totals may be greater than 100% because the respondents can select more than one answer.	NA	NA	NA	NA	46.3%	41.3%	40.9%	44.0%
Own a Tablet, How will you use your Tablet to m	aka Baak ta	Cohool nur	shaaa daalal	ana? (Chao	k all that			
Own a Tablet: How will you use your Tablet to mapply)	ake back-to	-School pure	mase decisi	ons r (Chec	K all that			
Plan to Research Products/Compare Prices	NA	NA	NA	NA	50.6%	43.8%	41.8%	45.0%
Plan to Purchase Products	NA	NA	NA	NA	30.2%	28.4%	29.9%	31.4%
Plan to Redeem Coupons	NA	NA	NA	NA	NA	27.7%	23.1%	23.1%
Plan to look up Retailer Information (location,								
store hours, directions, etc.)	NA	NA	NA	NA	NA	30.5%	25.8%	24.6%
Plan to use Apps to Research or Purchase						00.070	20.070	, ,
Products	NA	NA	NA	NA	23.7%	22.8%	23.8%	17.7%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	20.8%	21.4%	17.1%
Do not plan to Research or Make a Purchase					•	20.070	211175	17.1.70
with my Tablet The sum of the 7s totals may be greater than 100% because the respondents	NA	NA	NA	NA	36.2%	33.0%	34.0%	37.9%

The sum of the 7s locals may be greater than 100% because the respondents can select more than one answer.

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-14

				-	Middle School/Junior	ı	High School
N = 6178, 7/1 - 7/8/14	A	dults 18+	S	chool Only	High Only		Only
Margin of Error = +/- 1.3%							
Do you have children in your household between th	e ag	ges of 6 a	nd 1	7?			
Yes		27.3%		100.0%	100.0%		100.0%
No		72.7%		0.0%	0.0%		0.0%
Total		100.0%		100.0%	100.0%		100.0%
Have School Age Children:							
Do you have children in your household in the follow	win	g grades?	? (Ch	eck all that	apply)		
Elementary School		45.6%	Ì	100.0%	0.0%		0.0%
Middle School/Junior High		36.1%		0.0%	100.0%		0.0%
High School The sum of the 76 totals may be greater than 100% because the respondents can select		45.1%		0.0%	0.0%		100.0%
more than one answer.							
How much do you plan to spend on the following ba	ack-	to-schoo	l iten	ns this vear'	?		
Clothing and accessories (excluding Shoes)				,			
Average of Buyers	\$	249.20	\$	209.03	\$ 241.16	\$	245.44
Percent Buying		92.8%	Ψ	98.0%	97.1%	Ψ	94.5%
Net Average		231.30	\$	204.76		\$	232.01
in billions	•	9.173	*			*	
Shoes	•						
Average of Buyers	\$	134.51	\$	105.04	\$ 126.84	\$	133.93
Percent Buying		92.5%	Ψ	97.0%	95.8%	Ψ	92.8%
Net Average		124.46	\$	101.88		\$	124.25
in billions		4.936	Ψ	101100		Ψ.	
School supplies, such as notebooks, folders, pencil			s and	dlunahbaya			
Average of Buyers		109.49		97.52		¢	103.82
Percent Buying		92.4%	Ψ	98.1%	96.8%	Ψ	93.3%
Net Average		101.18	\$	95.63		\$	96.85
in billions		4.012	Ψ	00.00		Ψ	00.00
	*						
Electronics or computer-related equipment such as							
Average of Buyers			Þ			\$	370.03
Percent Buying		58.3%	¢	60.4% 178.67	64.9% 225.66	¢	62.1% 229.88
Net Average		212.35	Ф	170.07	φ 223.00	Ф	229.00
in billions	Ъ	8.421					
Combined Average	\$	669.28	\$	580.94	\$ 682.13	\$	682.99
in billions		26.541	Ψ	000.04	Ψ 002.10	Ψ	002.00
III DIIIOIIS	Ψ	20.041					

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
What percentage of back-to-school spending is a d	direct result of y	our child's influ	ience?	
0%	8.0%	8.6%	4.3%	7.3%
25%	31.3%	37.6%	26.9%	21.9%
50%	34.8%	34.4%	36.4%	32.9%
75%	16.3%	13.8%	24.7%	25.5%
100%	9.7%	5.6%	7.6%	12.4%
Total	100.00%	100.00%		100.00%