

Source: Prosper Insights & Analytics™, Monthly Consumer 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
<b>Margin of Error = +/- 1.3%</b>															
<b>Do you have children in your household between the ages of 6 and 17?</b>															
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	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 following grades? (Check all that apply)**

Elementary School	45.6%	46.3%	44.9%	48.5%	42.7%	51.3%	70.7%	55.4%	32.3%	30.0%	35.2%	43.9%	43.3%	45.0%	52.3%
Middle School/Junior High	36.1%	37.3%	34.9%	30.5%	39.5%	27.2%	35.3%	41.3%	33.4%	23.0%	52.7%	32.4%	36.2%	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 % totals may be greater than 100% because the respondents can select more than one answer.

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

**Clothing and accessories (excluding Shoes)**

<b>Average of Buyers</b>	\$ 249.20	\$ 262.69	\$ 235.75	\$ 213.18	\$ 275.38	\$ 204.13	\$ 257.63	\$ 256.91	\$ 247.85	\$ 249.66	\$ 272.21	\$ 271.12	\$ 239.08	\$ 246.96	\$ 256.26
<b>Percent Buying</b>	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%
<b>Net Average</b>	\$ 231.30	\$ 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
<i>in billions</i>	\$ 9.173														

**Shoes**

<b>Average of Buyers</b>	\$ 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
<b>Percent Buying</b>	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%
<b>Net Average</b>	\$ 124.46	\$ 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
<i>in billions</i>	\$ 4.936														

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

<b>Average of Buyers</b>	\$ 109.49	\$ 115.68	\$ 103.26	\$ 90.44	\$ 121.26	\$ 102.52	\$ 142.21	\$ 115.38	\$ 103.30	\$ 98.98	\$ 86.66	\$ 107.57	\$ 96.66	\$ 110.33	\$ 124.89
<b>Percent Buying</b>	92.4%	95.2%	89.7%	86.2%	95.3%	95.6%	98.3%	97.6%	95.8%	92.6%	75.8%	95.5%	91.2%	93.0%	90.4%
<b>Net Average</b>	\$ 101.18	\$ 110.18	\$ 92.65	\$ 77.92	\$ 115.62	\$ 98.00	\$ 139.74	\$ 112.61	\$ 99.01	\$ 91.68	\$ 65.65	\$ 102.70	\$ 88.16	\$ 102.60	\$ 112.92
<i>in billions</i>	\$ 4.012														

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

<b>Average of Buyers</b>	\$ 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	\$ 366.55	\$ 368.76
<b>Percent Buying</b>	58.3%	67.8%	49.3%	54.7%	61.7%	73.9%	74.0%	59.1%	58.1%	46.5%	41.4%	60.7%	56.9%	57.0%	57.8%
<b>Net Average</b>	\$ 212.35	\$ 258.72	\$ 168.45	\$ 156.29	\$ 248.08	\$ 264.59	\$ 276.87	\$ 222.88	\$ 224.59	\$ 177.29	\$ 120.00	\$ 219.44	\$ 188.60	\$ 208.90	\$ 213.21
<i>in billions</i>	\$ 8.421														

<b>Combined Average</b>	\$ 669.28	\$ 754.30	\$ 588.80	\$ 520.43	\$ 760.80	\$ 682.66	\$ 822.01	\$ 716.78	\$ 694.83	\$ 607.68	\$ 494.09	\$ 697.38	\$ 606.32	\$ 670.48	\$ 692.76
<i>in billions</i>	\$ 26.541														

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

Discount store	64.4%	63.6%	65.2%	56.2%	68.5%	48.1%	55.7%	64.4%	66.5%	75.2%	73.0%	61.9%	72.3%	62.7%	62.0%
Department store	59.1%	61.3%	57.0%	47.6%	64.8%	66.1%	69.7%	65.5%	61.0%	62.7%	32.4%	56.1%	60.3%	63.7%	53.8%
Clothing store	53.8%	53.8%	53.8%	50.4%	57.2%	62.6%	61.8%	56.4%	53.9%	45.3%	44.5%	50.6%	49.7%	53.5%	58.3%
Electronics store	27.5%	34.9%	20.5%	25.5%	30.3%	40.7%	35.2%	26.1%	27.1%	23.5%	15.6%	22.1%	24.3%	31.4%	27.6%
Local/Small Business	17.4%	19.2%	15.7%	12.2%	19.9%	21.3%	17.9%	16.6%	15.4%	11.4%	22.3%	17.4%	16.8%	14.0%	22.1%
Online	38.2%	45.7%	31.2%	34.8%	41.5%	52.6%	47.9%	41.9%	38.9%	38.7%	13.6%	33.2%	38.8%	36.0%	43.4%
Catalog	7.5%	9.3%	5.8%	6.5%	8.2%	11.0%	12.9%	5.6%	7.2%	9.6%	0.0%	9.1%	6.4%	7.3%	7.5%
Office Supplies store	42.0%	42.2%	41.7%	32.0%	46.2%	44.7%	41.1%	47.0%	42.3%	40.5%	37.1%	45.3%	39.7%	37.8%	44.9%
Drug Store	20.5%	16.4%	24.3%	20.2%	22.6%	14.8%	15.0%	18.0%	18.8%	20.9%	33.6%	23.1%	17.3%	14.0%	27.8%
Thrift Stores/Resale Shops	13.2%	11.6%	14.8%	22.5%	8.2%	12.0%	11.0%	11.9%	12.7%	13.9%	17.6%	8.2%	13.7%	12.8%	14.9%

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

**When will you begin shopping for back-to-school merchandise?**

At least two months before school starts	22.5%	24.2%	21.0%	20.7%	22.6%	26.5%	32.5%	22.5%	20.8%	23.5%	10.9%	26.0%	17.4%	20.9%	23.3%
Three weeks to one month before school starts	44.5%	50.7%	38.5%	42.7%	47.5%	46.3%	43.9%	47.7%	45.6%	35.6%	47.4%	51.3%	42.6%	45.4%	42.0%
1-2 weeks before school starts	25.4%	21.3%	29.2%	22.5%	25.5%	21.7%	21.0%	26.1%	27.3%	32.4%	23.4%	20.3%	36.0%	22.9%	21.8%
The week school starts	4.3%	2.7%	5.7%	3.3%	3.5%	4.5%	1.4%	2.1%	4.5%	4.9%	8.0%	1.7%	2.4%	6.3%	4.9%
After school starts	3.4%	1.0%	5.5%	10.8%	1.0%	1.0%	1.2%	1.6%	1.8%	3.5%	10.3%	0.7%	1.6%	4.5%	8.0%
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%

**Do your children wear a school uniform?**

Yes	24.1%	24.8%	23.5%	24.6%	23.4%	25.6%	37.1%	23.5%	21.4%	16.6%	20.3%	26.4%	20.8%	24.5%	21.0%
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	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
<b>Margin of Error = +/- 1.3%</b>															
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%

**How many children in your household are teenagers (13-17 years 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%

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

<b>Average of Buyers \$</b>	<b>\$ 84.58</b>	<b>\$ 90.43</b>	<b>\$ 78.83</b>	<b>\$ 79.73</b>	<b>\$ 89.16</b>	<b>\$ 77.98</b>	<b>\$ 97.53</b>	<b>\$ 97.66</b>	<b>\$ 75.83</b>	<b>\$ 98.47</b>	<b>\$ 57.49</b>	<b>\$ 83.92</b>	<b>\$ 77.35</b>	<b>\$ 81.46</b>	<b>\$ 94.94</b>
<b>Percent Buying</b>	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%
<b>Net Average \$</b>	<b>\$ 34.40</b>	<b>\$ 37.48</b>	<b>\$ 31.48</b>	<b>\$ 37.55</b>	<b>\$ 38.26</b>	<b>\$ 33.47</b>	<b>\$ 46.51</b>	<b>\$ 35.78</b>	<b>\$ 31.30</b>	<b>\$ 39.30</b>	<b>\$ 20.68</b>	<b>\$ 38.54</b>	<b>\$ 28.79</b>	<b>\$ 30.64</b>	<b>\$ 38.73</b>
<i>in billions \$</i>	0.913														

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

0	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%	40.5%	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 do they plan to spend on back-to-school items?**

<b>Average of Buyers \$</b>	<b>\$ 77.52</b>	<b>\$ 87.72</b>	<b>\$ 64.79</b>	<b>\$ 66.32</b>	<b>\$ 78.53</b>	<b>\$ 72.08</b>	<b>\$ 102.07</b>	<b>\$ 81.39</b>	<b>\$ 54.63</b>	<b>\$ 75.24</b>	<b>\$ 43.06</b>	<b>\$ 79.38</b>	<b>\$ 74.96</b>	<b>\$ 77.40</b>	<b>\$ 76.95</b>
<b>Percent Buying</b>	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%
<b>Net Average \$</b>	<b>\$ 22.27</b>	<b>\$ 28.77</b>	<b>\$ 16.12</b>	<b>\$ 17.46</b>	<b>\$ 24.30</b>	<b>\$ 21.15</b>	<b>\$ 48.52</b>	<b>\$ 22.46</b>	<b>\$ 13.34</b>	<b>\$ 22.45</b>	<b>\$ 6.18</b>	<b>\$ 17.30</b>	<b>\$ 20.27</b>	<b>\$ 20.52</b>	<b>\$ 25.79</b>
<i>in billions \$</i>	0.544														

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

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%	31.3%	33.7%	29.0%	27.8%	30.0%	24.6%	30.0%	32.8%	26.8%	31.0%	40.9%	31.5%	27.1%	32.9%	27.6%
50%	34.8%	32.5%	36.9%	31.9%	35.6%	36.3%	35.7%	34.5%	33.8%	28.7%	39.5%	34.8%	38.1%	33.5%	39.8%
75%	16.3%	14.5%	18.0%	14.4%	17.9%	21.2%	19.5%	19.1%	22.5%	17.0%	0.0%	20.1%	17.3%	13.3%	16.8%
100%	9.7%	9.1%	10.2%	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 back-to-school plans? (Check all that apply)**

Buying more store brand/generic products	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	30.5%	36.5%	24.8%	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	30.3%	30.7%	30.0%	24.7%	33.0%	23.8%	30.5%	32.3%	28.0%	24.8%	40.6%	28.3%	28.7%	34.6%	28.7%
Making do with last year's school items	25.6%	22.3%	28.7%	26.0%	25.3%	29.6%	24.2%	23.3%	26.3%	20.8%	29.7%	24.8%	23.4%	24.9%	27.4%
Shopping for sales more often	46.2%	40.9%	51.2%	47.7%	44.4%	44.8%	40.6%	46.7%	42.9%	47.3%	54.7%	43.4%	39.2%	50.9%	50.3%
Shopping more online	19.6%	24.1%	15.4%	14.6%	23.4%	26.1%	25.1%	20.3%	16.2%	16.1%	15.6%	15.1%	21.2%	18.8%	22.8%
Spending less overall	30.5%	28.9%	32.0%	37.1%	29.9%	33.2%	22.5%	31.6%	33.6%	26.5%	35.9%	30.2%	24.5%	36.0%	33.8%
Using coupons more	26.6%	24.8%	28.3%	25.2%	26.2%	36.3%	26.9%	30.2%	31.0%	18.7%	18.3%	30.7%	27.4%	28.8%	22.7%
The economy is impacting whether children will attend private or public school	6.8%	7.9%	5.8%	11.1%	4.7%	9.7%	8.5%	5.2%	3.6%	4.3%	10.2%	4.7%	3.7%	10.0%	6.8%
Postponing educational investments (i.e. family computer)	4.8%	5.1%	4.5%	4.7%	4.3%	7.6%	5.9%	4.8%	3.9%	7.4%	0.0%	3.8%	2.1%	6.3%	6.0%
Cutting back on extracurricular activities or sports	7.7%	9.2%	6.3%	6.9%	7.7%	9.9%	6.4%	8.3%	8.3%	5.6%	8.2%	8.5%	4.1%	10.5%	7.5%
Other	0.5%	0.4%	0.7%	0.9%	0.3%	0.3%	1.0%	0.6%	0.0%	1.3%	0.0%	0.5%	1.1%	0.3%	0.1%
Back-to-school plans will not change	18.9%	22.4%	15.7%	12.0%	22.5%	12.2%	14.8%	22.5%	22.5%	27.8%	12.9%	17.6%	22.0%	18.0%	16.4%

1. The sum of the % for all items may not equal 100% due to rounding. 2. Respondents may select more than one answer.

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

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	75.5%	80.3%	70.8%	69.3%	78.5%	88.9%	90.8%	84.7%	73.4%	65.8%	52.7%	70.6%	74.5%	76.6%	80.3%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	49.5%	49.8%	49.1%	41.1%	55.4%	48.6%	65.4%	61.5%	55.4%	36.1%	28.9%	43.2%	54.0%	46.5%	59.1%
I do not own either of these types of devices	17.1%	14.1%	20.0%	21.6%	14.1%	5.6%	4.0%	7.7%	15.7%	26.9%	39.8%	23.8%	18.0%	17.7%	7.5%

1. The sum of the % for all items may not equal 100% due to rounding. 2. Respondents may select more than one answer.

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**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 Smartphone to make Back-to-School purchase decisions? (Check all that apply)**

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	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%

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

**Own a Tablet: How will you use your Tablet to make Back-to-School purchase decisions? (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	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%

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

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

	2007	2008	2009	2010	2011	2012	2013	2014
<b>Do you have children in your household between the ages of 6 and 17?</b>								
Yes	24.1%	24.7%	23.0%	25.2%	26.8%	30.9%	29.2%	27.3%
No	75.9%	75.3%	77.0%	74.8%	73.2%	69.1%	70.8%	72.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Elementary School	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	43.1%	43.9%	45.2%	42.6%	47.1%	42.5%	44.7%	45.1%

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

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

<b>Average of Buyers</b>	<b>\$ 242.98</b>	<b>\$ 247.32</b>	<b>\$ 217.40</b>	<b>\$ 233.74</b>	<b>\$ 236.70</b>	<b>\$ 258.91</b>	<b>\$ 242.20</b>	<b>\$ 249.20</b>
<b>Percent Buying</b>	95.4%	94.8%	94.1%	96.5%	93.2%	95.1%	95.3%	92.8%
<b>Net Average</b>	<b>\$ 231.80</b>	<b>\$ 234.51</b>	<b>\$ 204.67</b>	<b>\$ 225.47</b>	<b>\$ 220.60</b>	<b>\$ 246.10</b>	<b>\$ 230.85</b>	<b>\$ 231.30</b>
<i>in billions</i>	7.569	7.922	6.499	7.939	8.333	10.833	9.716	9.173

**Shoes**

<b>Average of Buyers</b>	<b>\$ 116.43</b>	<b>\$ 117.29</b>	<b>\$ 100.92</b>	<b>\$ 108.32</b>	<b>\$ 113.72</b>	<b>\$ 138.52</b>	<b>\$ 121.29</b>	<b>\$ 134.51</b>
<b>Percent Buying</b>	93.1%	93.6%	92.7%	95.0%	91.9%	93.3%	94.3%	92.5%
<b>Net Average</b>	<b>\$ 108.42</b>	<b>\$ 109.75</b>	<b>\$ 93.59</b>	<b>\$ 102.93</b>	<b>\$ 104.53</b>	<b>\$ 129.20</b>	<b>\$ 114.39</b>	<b>\$ 124.46</b>
<i>in billions</i>	3.540	3.708	2.972	3.624	3.949	5.687	4.815	4.936

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

<b>Average of Buyers</b>	<b>\$ 98.44</b>	<b>\$ 102.55</b>	<b>\$ 87.41</b>	<b>\$ 99.32</b>	<b>\$ 96.04</b>	<b>\$ 99.84</b>	<b>\$ 94.04</b>	<b>\$ 109.49</b>
<b>Percent Buying</b>	95.5%	95.9%	94.5%	97.0%	92.7%	95.6%	96.2%	92.4%
<b>Net Average</b>	<b>\$ 94.02</b>	<b>\$ 98.37</b>	<b>\$ 82.62</b>	<b>\$ 96.39</b>	<b>\$ 88.99</b>	<b>\$ 95.44</b>	<b>\$ 90.49</b>	<b>\$ 101.18</b>
<i>in billions</i>	3.070	3.323	2.624	3.394	3.361	4.201	3.809	4.012

**Electronics or computer-related equipment such as a home computer, laptop, handheld organizer, or calculator**

<b>Average of Buyers</b>	<b>\$ 222.58</b>	<b>\$ 259.66</b>	<b>\$ 293.80</b>	<b>\$ 285.21</b>	<b>\$ 365.48</b>	<b>\$ 365.54</b>	<b>\$ 357.25</b>	<b>\$ 364.46</b>
<b>Percent Buying</b>	58.1%	58.4%	57.1%	63.7%	51.9%	59.6%	55.7%	58.3%
<b>Net Average</b>	<b>\$ 129.24</b>	<b>\$ 151.61</b>	<b>\$ 167.84</b>	<b>\$ 181.61</b>	<b>\$ 189.51</b>	<b>\$ 217.88</b>	<b>\$ 199.05</b>	<b>\$ 212.35</b>
<i>in billions</i>	4.220	5.122	5.330	6.395	7.159	9.591	8.378	8.421

<b>Combined Average</b>	<b>\$ 563.49</b>	<b>\$ 594.24</b>	<b>\$ 548.72</b>	<b>\$ 606.40</b>	<b>\$ 603.63</b>	<b>\$ 688.62</b>	<b>\$ 634.78</b>	<b>\$ 669.28</b>
<i>in billions</i>	18.400	20.075	17.424	21.352	22.801	30.312	26.718	26.541

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

Discount store	67.6%	73.0%	74.5%	71.2%	68.4%	67.1%	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	NA	NA	18.2%	17.0%	16.1%	14.4%	13.7%	13.2%

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

**When will you begin shopping for back-to-school merchandise?**

At least two months before school starts	14.6%	17.4%	18.1%	21.6%	21.8%	22.3%	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%	2.5%	3.0%	2.6%	3.2%	2.6%	3.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Do your children wear a school uniform?**

Yes	15.8%	17.8%	19.2%	20.2%	18.4%	22.5%	20.2%	24.1%
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## Source: Prosper Insights &amp; Analytics™, Monthly Consumer Survey, JUL 07-14

	2007	2008	2009	2010	2011	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 teenagers (13-17 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 money do they plan to spend on back-to-school items?

<b>Average of Buyers \$</b>	<b>72.32 \$</b>	<b>64.53 \$</b>	<b>78.59 \$</b>	<b>81.49 \$</b>	<b>83.52 \$</b>	<b>85.19 \$</b>	<b>80.13 \$</b>	<b>84.58</b>
<b>Percent Buying</b>	43.1%	40.7%	39.3%	39.0%	37.9%	42.8%	37.6%	40.7%
<b>Net Average \$</b>	<b>31.19 \$</b>	<b>26.29 \$</b>	<b>30.88 \$</b>	<b>31.74 \$</b>	<b>31.64 \$</b>	<b>36.48 \$</b>	<b>30.13 \$</b>	<b>34.40</b>
<i>in billions \$</i>	0.596 \$	0.549 \$	0.601 \$	0.682 \$	0.790 \$	1.079 \$	0.798 \$	0.913

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

0	42.2%	37.7%	42.8%	40.0%	41.7%	36.8%	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 money do they plan to spend on back-to-school items?

<b>Average of Buyers \$</b>	<b>47.21 \$</b>	<b>50.23 \$</b>	<b>47.35 \$</b>	<b>68.25 \$</b>	<b>62.50 \$</b>	<b>79.33 \$</b>	<b>69.72 \$</b>	<b>77.52</b>
<b>Percent Buying</b>	32.6%	22.8%	25.2%	26.8%	24.2%	32.3%	26.5%	28.7%
<b>Net Average \$</b>	<b>15.38 \$</b>	<b>11.44 \$</b>	<b>11.94 \$</b>	<b>18.27 \$</b>	<b>15.12 \$</b>	<b>25.63 \$</b>	<b>18.45 \$</b>	<b>22.27</b>
<i>in billions \$</i>	0.299 \$	0.241 \$	0.217 \$	0.386 \$	0.333 \$	0.713 \$	0.469 \$	0.544

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

0%	11.3%	12.6%	12.3%	9.8%	10.6%	8.7%	11.2%	8.0%
25%	30.9%	32.9%	33.5%	29.0%	28.2%	27.9%	29.2%	31.3%
50%	31.1%	30.1%	30.3%	31.1%	34.2%	35.8%	31.7%	34.8%
75%	20.6%	17.0%	17.1%	22.8%	21.3%	20.3%	20.3%	16.3%
100%	6.1%	7.4%	6.7%	7.2%	5.7%	7.4%	7.6%	9.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## How will the state of the U.S. economy impact your back-to-school plans? (Check all that apply)

Buying more store brand/generic products	NA	NA	41.7%	44.3%	39.9%	37.0%	32.8%	34.0%
Doing more comparative shopping online	NA	NA	26.4%	30.3%	29.8%	32.1%	36.6%	30.5%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	42.5%	38.5%	37.0%	35.9%	34.2%	30.3%
Making do with last year's school items	NA	NA	35.1%	29.8%	28.3%	25.8%	23.7%	25.6%
Shopping for sales more often	NA	NA	56.2%	53.3%	50.0%	51.1%	49.0%	46.2%
Shopping more online	NA	NA	9.6%	12.3%	15.3%	17.9%	18.5%	19.6%
Spending less overall	NA	NA	49.6%	42.6%	43.7%	37.8%	30.7%	30.5%
Using coupons more	NA	NA	40.0%	36.8%	36.9%	35.8%	34.0%	26.6%
The economy is impacting whether children will attend private or public school	NA	NA	5.7%	8.1%	5.3%	6.5%	6.3%	6.8%
Postponing educational investments (ie: family computer)	NA	NA	6.8%	6.8%	6.0%	6.3%	7.9%	4.8%
Cutting back on extracurricular activities or sports	NA	NA	11.4%	13.3%	10.2%	11.0%	8.8%	7.7%
Other	NA	NA	2.3%	1.5%	1.7%	0.8%	0.7%	0.5%
Back-to-school plans will not change	NA	NA	14.9%	14.3%	13.9%	15.2%	19.5%	18.9%

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

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

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

	2007	2008	2009	2010	2011	2012	2013	2014
Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	NA	NA	NA	NA	45.4%	58.4%	69.5%	75.5%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	NA	NA	NA	NA	12.2%	31.1%	45.4%	49.5%
I do not own either of these types of devices	NA	NA	NA	NA	51.3%	32.0%	21.9%	17.1%

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

**Own a Smartphone: How will you use your Smartphone to make Back-to-School purchase decisions?****(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	NA	NA	NA	NA	46.3%	41.3%	40.9%	44.0%

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

**Own a Tablet: How will you use your Tablet to make Back-to-School purchase decisions? (Check all that apply)**

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 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 with my Tablet	NA	NA	NA	NA	36.2%	33.0%	34.0%	37.9%

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

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

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
<b>N = 6178, 7/1 - 7/8/14</b>				
<b>Margin of Error = +/- 1.3%</b>				
<b>Do you have children in your household between the ages of 6 and 17?</b>				
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 following grades? (Check all that apply)**

Elementary School	45.6%	100.0%	0.0%	0.0%
Middle School/Junior High	36.1%	0.0%	100.0%	0.0%
High School	45.1%	0.0%	0.0%	100.0%

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

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

<b>Average of Buyers</b>	<b>\$ 249.20</b>	<b>\$ 209.03</b>	<b>\$ 241.16</b>	<b>\$ 245.44</b>
<b>Percent Buying</b>	92.8%	98.0%	97.1%	94.5%
<b>Net Average</b>	<b>\$ 231.30</b>	<b>\$ 204.76</b>	<b>\$ 234.13</b>	<b>\$ 232.01</b>
<i>in billions</i>	\$ 9.173			

**Shoes**

<b>Average of Buyers</b>	<b>\$ 134.51</b>	<b>\$ 105.04</b>	<b>\$ 126.84</b>	<b>\$ 133.93</b>
<b>Percent Buying</b>	92.5%	97.0%	95.8%	92.8%
<b>Net Average</b>	<b>\$ 124.46</b>	<b>\$ 101.88</b>	<b>\$ 121.53</b>	<b>\$ 124.25</b>
<i>in billions</i>	\$ 4.936			

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

<b>Average of Buyers</b>	<b>\$ 109.49</b>	<b>\$ 97.52</b>	<b>\$ 104.12</b>	<b>\$ 103.82</b>
<b>Percent Buying</b>	92.4%	98.1%	96.8%	93.3%
<b>Net Average</b>	<b>\$ 101.18</b>	<b>\$ 95.63</b>	<b>\$ 100.81</b>	<b>\$ 96.85</b>
<i>in billions</i>	\$ 4.012			

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

<b>Average of Buyers</b>	<b>\$ 364.46</b>	<b>\$ 295.63</b>	<b>\$ 347.61</b>	<b>\$ 370.03</b>
<b>Percent Buying</b>	58.3%	60.4%	64.9%	62.1%
<b>Net Average</b>	<b>\$ 212.35</b>	<b>\$ 178.67</b>	<b>\$ 225.66</b>	<b>\$ 229.88</b>
<i>in billions</i>	\$ 8.421			

<b>Combined Average</b>	<b>\$ 669.28</b>	<b>\$ 580.94</b>	<b>\$ 682.13</b>	<b>\$ 682.99</b>
<i>in billions</i>	\$ 26.541			

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
<b>What percentage of back-to-school spending is a direct result of your child's influence?</b>				
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%