

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Margin of Error = +/- 1.2%															
Do you have child/dependent attending college this fall?															
Yes	10.0%	9.7%	10.2%	7.3%	12.4%	13.9%	6.7%	10.0%	21.0%	7.9%	1.4%	11.1%	7.9%	9.8%	11.0%
No	90.0%	90.3%	89.8%	92.7%	87.6%	86.1%	93.3%	90.0%	79.0%	92.1%	98.6%	88.9%	92.1%	90.2%	89.0%
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%
Will you be attending college this fall?															
Yes	10.6%	10.8%	10.4%	13.7%	7.0%	46.6%	14.7%	7.1%	2.8%	1.5%	0.3%	9.6%	9.5%	10.9%	12.5%
No	89.4%	89.2%	89.6%	86.3%	93.0%	53.4%	85.3%	92.9%	97.2%	98.5%	99.7%	90.4%	90.5%	89.1%	87.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you will be attending college, which year will you begin?															
Freshman	14.5%	18.0%	10.3%	14.9%	14.0%	30.5%	15.4%	10.4%	18.2%	8.0%	0.0%	25.6%	10.6%	12.4%	15.2%
Sophomore	13.7%	9.1%	19.2%	20.6%	5.7%	16.6%	12.4%	10.8%	13.5%	22.8%	0.0%	5.2%	12.7%	21.1%	11.0%
Junior	18.0%	14.1%	22.6%	23.0%	16.4%	19.6%	16.8%	29.6%	11.7%	22.2%	0.0%	6.9%	27.6%	17.2%	24.4%
Senior	18.2%	16.5%	20.2%	15.4%	21.7%	19.8%	16.6%	14.2%	15.1%	22.8%	25.0%	31.5%	5.8%	21.3%	15.0%
Grad School/Law School/Med School/Other	35.6%	42.3%	27.7%	26.0%	42.2%	13.6%	38.9%	35.0%	41.5%	24.1%	75.0%	30.9%	43.3%	28.0%	34.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have a Child/Dependent Attending College or Yourself Attending College:															
How much do you plan to spend on the following back-to-college items this year?															
Clothing and accessories (excluding Shoes)															
Average of Buyers	\$ 187.78	\$ 195.03	\$ 180.62	\$ 170.09	\$ 196.47	\$ 135.08	\$ 157.18	\$ 146.66	\$ 185.59	\$ 191.98	\$ 316.11	\$ 202.39	\$ 176.59	\$ 189.03	\$ 179.90
Percent Buying	72.9%	74.5%	71.4%	68.7%	71.2%	89.1%	74.9%	72.8%	74.2%	67.5%	63.3%	70.9%	71.7%	76.5%	68.8%
Net Average	\$ 136.95	\$ 145.28	\$ 129.04	\$ 116.84	\$ 139.91	\$ 120.34	\$ 117.75	\$ 106.83	\$ 137.70	\$ 129.55	\$ 200.04	\$ 143.51	\$ 126.56	\$ 144.65	\$ 123.76
in billions	\$ 6.56														
Shoes															
Average of Buyers	\$ 105.09	\$ 116.91	\$ 93.27	\$ 94.98	\$ 110.74	\$ 97.03	\$ 126.32	\$ 97.64	\$ 106.41	\$ 107.33	\$ 92.44	\$ 122.03	\$ 92.19	\$ 107.27	\$ 95.76
Percent Buying	69.3%	71.2%	67.4%	64.6%	68.8%	83.1%	73.2%	64.3%	69.1%	65.9%	63.4%	60.9%	65.6%	72.3%	70.6%
Net Average	\$ 72.79	\$ 83.22	\$ 62.90	\$ 61.39	\$ 76.20	\$ 80.62	\$ 92.44	\$ 62.76	\$ 73.48	\$ 70.78	\$ 58.61	\$ 74.34	\$ 60.49	\$ 77.59	\$ 67.62
in billions	\$ 3.49														
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)															
Average of Buyers	\$ 90.15	\$ 103.55	\$ 76.67	\$ 77.46	\$ 100.79	\$ 71.52	\$ 117.62	\$ 109.74	\$ 83.90	\$ 95.45	\$ 52.78	\$ 94.45	\$ 77.44	\$ 79.76	\$ 106.34
Percent Buying	50.5%	52.0%	49.0%	42.3%	51.0%	62.4%	56.4%	51.4%	50.4%	45.7%	39.7%	51.8%	42.1%	55.3%	49.8%
Net Average	\$ 45.49	\$ 53.83	\$ 37.59	\$ 32.75	\$ 51.44	\$ 44.63	\$ 66.36	\$ 56.46	\$ 42.32	\$ 43.58	\$ 20.97	\$ 48.95	\$ 32.62	\$ 44.12	\$ 52.98
in billions	\$ 2.18														
School supplies, such as notebooks, folders, pencils, and backpacks															
Average of Buyers	\$ 78.68	\$ 83.45	\$ 74.03	\$ 76.82	\$ 82.47	\$ 70.19	\$ 74.09	\$ 78.96	\$ 81.20	\$ 87.85	\$ 80.01	\$ 86.77	\$ 68.34	\$ 81.77	\$ 73.19
Percent Buying	84.8%	86.0%	83.6%	81.2%	84.7%	95.8%	88.8%	85.0%	84.1%	77.9%	79.7%	87.6%	68.8%	86.1%	85.0%
Net Average	\$ 66.70	\$ 71.74	\$ 61.92	\$ 62.38	\$ 69.83	\$ 67.22	\$ 65.80	\$ 67.10	\$ 68.30	\$ 68.39	\$ 63.76	\$ 76.04	\$ 46.98	\$ 70.39	\$ 62.22
in billions	\$ 3.20														
Electronics or computer-related equipment such as a home computer, laptop, tablet, cell phone, digital camera or MP3 player															
Average of Buyers	\$ 415.51	\$ 403.65	\$ 429.40	\$ 391.21	\$ 420.09	\$ 395.65	\$ 360.83	\$ 418.64	\$ 516.71	\$ 448.16	\$ 384.48	\$ 476.70	\$ 433.60	\$ 433.95	\$ 363.80
Percent Buying	49.9%	55.3%	44.8%	47.1%	50.8%	68.1%	63.6%	53.1%	43.4%	36.5%	39.1%	40.7%	47.9%	54.8%	53.3%
Net Average	\$ 207.27	\$ 223.14	\$ 192.23	\$ 184.27	\$ 213.48	\$ 269.57	\$ 229.49	\$ 222.35	\$ 224.27	\$ 163.55	\$ 150.30	\$ 194.01	\$ 207.90	\$ 237.59	\$ 194.03
in billions	\$ 9.93														
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge															
Average of Buyers	\$ 246.12	\$ 242.95	\$ 248.78	\$ 268.00	\$ 246.62	\$ 217.68	\$ 232.57	\$ 246.04	\$ 234.48	\$ 265.23	\$ 271.67	\$ 274.88	\$ 215.70	\$ 265.48	\$ 202.76
Percent Buying	51.3%	48.2%	54.3%	47.0%	51.7%	61.2%	46.1%	42.4%	49.6%	48.5%	61.7%	54.2%	40.5%	50.9%	53.4%
Net Average	\$ 126.30	\$ 117.00	\$ 135.12	\$ 126.01	\$ 127.54	\$ 133.22	\$ 107.11	\$ 104.30	\$ 116.32	\$ 128.57	\$ 167.52	\$ 149.00	\$ 87.38	\$ 135.24	\$ 108.25
in billions	\$ 6.05														
Food items, such as snacks, beverages, etc.															
Average of Buyers	\$ 163.24	\$ 180.28	\$ 146.22	\$ 153.56	\$ 176.22	\$ 155.25	\$ 190.06	\$ 178.01	\$ 152.60	\$ 196.92	\$ 104.85	\$ 172.32	\$ 170.51	\$ 164.49	\$ 156.68
Percent Buying	72.3%	74.2%	70.5%	68.3%	71.0%	85.7%	74.7%	75.0%	71.3%	67.3%	63.3%	67.2%	67.8%	75.0%	72.5%
Net Average	\$ 117.98	\$ 133.76	\$ 103.02	\$ 104.90	\$ 125.15	\$ 132.98	\$ 142.03	\$ 133.57	\$ 108.87	\$ 132.55	\$ 66.35	\$ 115.79	\$ 115.58	\$ 123.32	\$ 113.62
in billions	\$ 5.65														
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.															
Average of Buyers	\$ 102.97	\$ 106.07	\$ 100.13	\$ 88.59	\$ 116.48	\$ 76.45	\$ 106.66	\$ 116.44	\$ 96.74	\$ 125.01	\$ 97.27	\$ 94.54	\$ 110.02	\$ 108.96	\$ 100.93

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N = 6500, 6/30 - 7/8/15

Margin of Error = +/- 1.2%

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Percent Buying	75.8%	74.3%	77.2%	68.5%	76.6%	89.8%	77.3%	75.5%	75.9%	69.3%	70.3%	71.9%	70.1%	77.4%	79.3%
Net Average \$	78.02	78.78	77.30	60.65	89.22	68.64	82.50	87.86	73.41	86.63	68.39	67.94	77.08	84.31	80.01
<i>in billions \$</i>	3.74														
Gift Cards or Pre-Paid Cards															
Average of Buyers \$	146.00	147.64	143.57	110.57	171.69	105.75	151.87	174.66	160.16	164.99	65.50	156.87	119.99	136.91	169.61
Percent Buying	32.7%	40.1%	25.6%	33.6%	32.6%	35.6%	43.2%	41.7%	30.7%	31.0%	15.7%	30.2%	28.3%	32.1%	38.4%
Net Average \$	47.68	59.18	36.78	37.14	55.91	37.62	65.67	72.82	49.21	51.13	10.26	47.40	33.99	44.00	65.18
<i>in billions \$</i>	2.28														
Combined Average \$	899.18	965.93	835.90	786.33	948.69	954.84	969.14	914.05	893.88	874.73	806.20	916.97	788.57	961.22	867.67
<i>in billions \$</i>	43.09														

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

Catalog	11.2%	12.4%	10.1%	11.1%	11.9%	10.7%	14.8%	15.8%	6.4%	9.5%	10.2%	13.0%	6.6%	9.1%	16.5%
College Bookstore	39.1%	41.9%	36.5%	32.9%	40.3%	50.9%	32.2%	39.8%	35.4%	32.9%	46.1%	30.7%	30.7%	42.9%	47.3%
Discount Store	48.3%	43.4%	53.0%	45.8%	51.2%	38.8%	40.6%	50.6%	48.7%	51.5%	57.0%	43.4%	37.7%	52.0%	52.3%
Department Store	44.9%	42.6%	47.0%	36.2%	47.4%	58.3%	46.2%	43.8%	43.9%	39.6%	40.6%	46.2%	41.0%	44.3%	42.2%
Drug Store	19.6%	15.2%	23.8%	13.6%	22.2%	21.3%	20.6%	18.6%	16.9%	16.1%	24.2%	16.8%	14.9%	22.7%	17.8%
Home Furnishings or Home Décor Store	10.6%	10.8%	10.5%	6.3%	13.6%	15.7%	10.8%	13.6%	12.0%	10.4%	3.1%	14.0%	8.5%	9.9%	9.5%
Office Supply Store	31.3%	36.4%	26.3%	24.1%	35.2%	43.2%	25.5%	36.3%	26.3%	34.6%	25.8%	28.1%	23.3%	31.6%	35.7%
Local/Small Business	10.2%	11.0%	9.5%	10.4%	10.8%	17.0%	14.7%	8.7%	7.2%	13.0%	3.1%	11.0%	9.2%	8.6%	13.3%
Online	39.3%	42.4%	36.3%	32.0%	44.3%	50.3%	39.9%	33.4%	38.0%	29.5%	46.1%	32.6%	31.9%	45.6%	42.6%
Clothing Store	30.0%	30.7%	29.3%	24.2%	33.5%	45.9%	18.8%	25.9%	32.9%	27.3%	32.8%	28.1%	23.8%	36.8%	26.0%
Electronics Store	16.5%	18.3%	14.7%	13.2%	18.5%	25.8%	14.8%	20.8%	15.2%	11.5%	13.3%	12.8%	15.1%	18.2%	18.2%
Thrift Stores/Resale Shops	10.9%	9.0%	12.7%	14.0%	9.4%	14.5%	9.6%	11.2%	9.5%	11.5%	10.2%	7.9%	19.5%	8.9%	14.6%

Online Back-to-College Shoppers: Do you plan to take advantage of any of the following shipping services when shopping online for back-to-college this year? (Check all that apply)

Buy online, pick-up in store / Ship to store	46.9%	44.5%	49.1%	47.0%	43.9%	55.2%	50.6%	50.9%	45.6%	46.7%	35.2%	45.8%	42.9%	46.5%	48.0%
Expedited shipping	15.5%	17.9%	13.3%	13.5%	16.7%	20.1%	31.0%	27.2%	12.5%	4.0%	0.0%	13.1%	20.4%	14.8%	16.5%
Free shipping	90.2%	89.1%	91.3%	75.5%	91.0%	92.2%	91.3%	93.4%	91.2%	84.3%	89.0%	69.4%	77.6%	92.5%	92.0%
Reserve online	6.9%	6.7%	7.1%	7.9%	5.6%	9.5%	11.4%	11.8%	5.8%	4.0%	0.0%	5.4%	7.7%	6.9%	6.5%
Same-day delivery	7.4%	8.6%	6.2%	9.7%	5.0%	15.5%	18.5%	10.4%	1.9%	0.0%	0.0%	12.4%	4.8%	5.9%	7.1%
Other (please specify)	1.9%	1.2%	2.6%	1.0%	3.2%	0.4%	0.9%	2.5%	0.0%	8.0%	0.0%	0.3%	0.0%	2.7%	3.3%

When will you begin shopping for back-to-college merchandise?

At least two months before school starts	23.6%	23.9%	23.4%	22.2%	25.9%	27.6%	30.1%	20.2%	30.1%	23.9%	11.2%	23.7%	26.1%	19.9%	27.8%
Three weeks to one month before school starts	37.4%	36.3%	38.6%	29.8%	35.7%	39.1%	31.2%	31.3%	34.0%	30.7%	57.1%	37.9%	25.2%	38.7%	39.7%
1-2 weeks before school starts	23.7%	22.5%	24.8%	33.0%	22.7%	22.0%	22.6%	30.2%	24.9%	23.5%	19.2%	28.2%	22.6%	26.8%	17.2%
The week school starts	8.4%	9.9%	7.0%	7.1%	9.1%	6.6%	10.7%	9.0%	7.8%	9.8%	6.3%	6.2%	9.4%	7.8%	8.9%
After school starts	6.8%	7.4%	6.2%	7.9%	6.6%	4.7%	5.4%	9.3%	3.2%	12.1%	6.3%	3.9%	16.7%	6.7%	6.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Shop at least two months before school starts: Why do you begin shopping for back-to-college at least two months before school starts? (Check all that apply)

To spread out my shopping budget	65.8%	49.2%	81.4%	58.0%	61.7%	65.7%	69.9%	63.3%	61.1%	79.9%	56.2%	49.6%	53.5%	54.6%	66.4%
Prices/promotions are too good to pass up	49.3%	47.7%	50.8%	42.4%	39.2%	44.4%	51.3%	41.6%	40.3%	11.4%	100.0%	30.7%	32.8%	27.6%	50.7%
To avoid crowds	37.9%	47.3%	28.9%	33.7%	30.4%	39.5%	42.1%	32.5%	31.2%	38.3%	43.8%	30.1%	22.4%	33.5%	39.0%
I don't want to miss out on desired items	27.2%	29.8%	24.6%	27.1%	18.8%	38.1%	26.0%	17.5%	23.4%	14.8%	43.8%	25.2%	19.2%	20.7%	22.8%
Habit	11.6%	10.0%	13.2%	14.2%	11.4%	13.2%	19.6%	17.5%	13.0%	7.4%	0.0%	20.0%	15.6%	10.4%	8.3%
I tend to shop for the school season year-round	14.9%	13.5%	16.2%	15.0%	14.7%	18.2%	6.7%	15.4%	20.8%	30.9%	0.0%	15.3%	18.5%	16.1%	9.0%
To avoid the stress of last-minute shopping	34.9%	20.1%	48.9%	20.1%	34.5%	43.2%	15.2%	42.9%	29.9%	22.8%	56.2%	24.6%	27.1%	20.8%	32.7%
Other (please specify)	1.1%	1.3%	0.9%	1.0%	1.0%	0.7%	0.0%	2.1%	0.0%	4.0%	0.0%	0.4%	0.0%	0.0%	8.2%

Where will the college student be living this year?

Dorm room or college housing	31.3%	28.8%	33.6%	26.9%	33.1%	28.4%	20.1%	21.3%	38.3%	18.2%	57.8%	40.1%	20.8%	29.2%	31.2%
Fraternity or sorority house	4.6%	6.2%	3.1%	5.3%	3.8%	4.8%	7.9%	9.2%	3.8%	2.3%	0.0%	6.2%	4.8%	4.2%	5.0%

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Margin of Error = +/- 1.2%															
Off campus apartment or housing	21.0%	22.8%	19.4%	21.0%	21.1%	29.8%	21.2%	15.0%	22.1%	39.2%	3.1%	12.4%	22.8%	26.0%	19.9%
At home	41.5%	40.1%	42.8%	44.5%	40.4%	36.0%	50.4%	53.2%	34.7%	38.1%	36.0%	41.0%	43.1%	39.9%	41.6%
Other (please specify)	1.6%	2.1%	1.0%	2.3%	1.6%	1.0%	0.4%	1.3%	1.1%	2.3%	3.1%	0.4%	8.5%	0.8%	2.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Buying more store brand/generic products	28.4%	25.7%	31.0%	26.9%	27.9%	36.2%	28.8%	23.1%	23.5%	30.5%	30.5%	23.8%	23.0%	29.1%	32.7%
Doing more comparative shopping online	29.1%	28.6%	29.5%	24.7%	29.1%	39.1%	31.5%	29.3%	23.2%	19.6%	33.6%	22.7%	21.7%	32.4%	31.8%
Doing more comparative shopping with ad circulars/newspapers	25.5%	21.0%	29.7%	25.9%	25.3%	20.5%	26.8%	23.4%	21.6%	20.8%	37.5%	26.9%	19.1%	23.6%	27.9%
Making do with last year's school items	23.2%	20.2%	26.0%	22.3%	21.5%	30.0%	19.8%	18.6%	20.4%	25.2%	26.6%	17.4%	21.0%	23.4%	24.2%
Shopping for sales more often	35.2%	28.7%	41.4%	32.3%	34.3%	39.7%	30.2%	30.8%	28.5%	23.2%	57.8%	36.7%	24.6%	37.5%	35.0%
Shopping more online	18.1%	22.1%	14.3%	15.4%	18.9%	25.9%	20.8%	21.0%	12.4%	10.8%	19.5%	16.2%	13.6%	22.0%	17.3%
Spending less overall	30.3%	29.0%	31.5%	35.3%	24.4%	40.5%	21.1%	26.1%	25.3%	35.5%	36.0%	20.3%	29.9%	29.1%	41.2%
Using coupons more	24.5%	19.2%	29.6%	30.3%	20.3%	28.7%	19.2%	19.4%	19.2%	19.7%	40.6%	26.6%	23.1%	28.3%	17.7%
Sharing or borrowing textbooks instead of buying them	13.9%	11.6%	16.0%	13.2%	12.4%	24.6%	11.9%	11.7%	11.6%	12.8%	13.3%	12.3%	10.7%	16.1%	13.9%
The economy is impacting students, living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	8.8%	9.4%	8.2%	11.9%	6.9%	13.5%	6.0%	10.9%	8.4%	12.8%	3.1%	10.0%	2.0%	11.3%	9.8%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	8.7%	8.8%	8.6%	11.3%	6.7%	15.3%	4.9%	9.0%	6.1%	13.0%	6.3%	8.4%	2.7%	10.0%	11.3%
Other	0.5%	0.6%	0.4%	0.8%	0.3%	0.2%	0.9%	0.7%	1.1%	0.0%	0.0%	0.9%	0.0%	0.4%	0.9%
Back-to-college plans will not change	26.3%	29.8%	22.9%	24.2%	30.1%	18.5%	22.5%	29.9%	28.5%	30.8%	25.8%	29.3%	32.9%	27.0%	21.3%

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

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	78.2%	78.7%	77.8%	68.9%	85.0%	91.6%	88.8%	83.9%	86.5%	76.6%	46.9%	72.3%	71.9%	80.5%	82.5%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	55.1%	53.7%	56.5%	43.9%	61.7%	47.1%	58.4%	64.8%	53.3%	48.0%	57.0%	46.9%	41.7%	61.0%	61.2%
I do not own either of these types of devices	13.8%	13.2%	14.3%	24.4%	8.3%	3.6%	5.4%	6.5%	6.9%	16.4%	39.8%	20.2%	22.1%	8.5%	11.0%

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

Plan to Research Products/Compare Prices	41.0%	44.6%	37.5%	32.8%	42.0%	54.1%	47.7%	44.0%	31.7%	27.8%	43.3%	27.8%	31.8%	47.0%	44.1%
Plan to Purchase Products	31.4%	38.5%	24.7%	26.9%	30.7%	38.0%	38.6%	35.0%	17.7%	16.5%	43.3%	26.6%	21.0%	37.4%	31.7%
Plan to Redeem Coupons	25.3%	19.6%	30.7%	19.3%	22.8%	34.3%	29.8%	30.6%	16.9%	5.8%	35.4%	19.1%	16.9%	24.8%	26.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	27.9%	24.9%	30.7%	18.0%	27.9%	42.0%	26.0%	27.3%	16.9%	14.5%	42.7%	19.7%	15.8%	29.9%	32.0%
Plan to use Apps to Research or Purchase Products	17.3%	19.9%	14.9%	14.4%	16.4%	23.3%	19.7%	14.9%	8.9%	9.0%	28.7%	9.5%	7.5%	22.9%	19.5%
Plan to use Apps to Compare Prices	15.4%	15.8%	14.9%	12.1%	13.2%	23.8%	13.3%	11.9%	8.0%	7.5%	28.7%	10.3%	5.5%	20.9%	14.0%
Do not plan to Research or Make a Purchase with my Smartphone	36.2%	34.3%	38.1%	34.5%	38.5%	20.2%	24.5%	36.5%	52.7%	60.2%	21.3%	36.9%	36.4%	31.1%	37.0%

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

Plan to Research Products/Compare Prices	46.2%	46.9%	45.6%	36.7%	45.3%	53.7%	46.6%	46.6%	41.0%	30.8%	58.7%	34.7%	30.6%	47.1%	50.8%
Plan to Purchase Products	35.2%	43.9%	27.0%	34.8%	36.7%	38.9%	41.3%	39.8%	28.2%	27.4%	36.3%	34.4%	26.3%	39.3%	33.3%
Plan to Redeem Coupons	21.9%	20.9%	22.8%	20.8%	18.1%	33.3%	26.3%	24.0%	13.1%	7.7%	28.7%	20.6%	12.5%	27.6%	15.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	30.5%	32.1%	29.0%	26.6%	31.9%	32.5%	30.4%	30.3%	21.3%	27.4%	41.3%	30.4%	14.4%	27.2%	37.6%
Plan to use Apps to Research or Purchase Products	15.9%	16.7%	15.1%	13.6%	14.0%	23.9%	19.6%	14.9%	13.0%	7.7%	17.5%	13.0%	10.7%	18.5%	15.3%
Plan to use Apps to Compare Prices	19.2%	25.6%	13.0%	16.3%	21.2%	20.8%	16.7%	13.3%	7.8%	12.7%	42.5%	13.1%	8.3%	23.2%	17.4%
Do not plan to Research or Make a Purchase with my Tablet	32.5%	24.4%	40.1%	31.4%	33.0%	24.4%	27.2%	24.4%	46.4%	48.9%	22.5%	25.1%	29.3%	33.1%	31.5%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL 07-15

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Do you have child/dependent attending college this fall?									
Yes	9.8%	11.1%	10.5%	10.4%	10.7%	12.3%	10.5%	11.6%	10.0%
No	90.2%	88.9%	89.5%	89.6%	89.3%	87.7%	89.5%	88.4%	90.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you be attending college this fall?									
Yes	12.1%	11.8%	10.6%	13.2%	13.6%	14.3%	13.7%	11.5%	10.6%
No	87.9%	88.2%	89.4%	86.8%	86.4%	85.7%	86.3%	88.5%	89.4%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you will be attending college, which year will you begin?									
Freshman	18.9%	14.9%	22.0%	17.8%	22.9%	21.5%	14.3%	18.2%	14.5%
Sophomore	17.5%	14.6%	12.4%	18.7%	20.3%	14.1%	14.3%	11.4%	13.7%
Junior	14.5%	12.1%	17.0%	15.1%	16.8%	18.8%	16.1%	18.7%	18.0%
Senior	14.5%	10.3%	9.6%	11.2%	9.2%	11.3%	14.9%	11.7%	18.2%
Grad School/Law School/Med School/Other	34.5%	48.1%	38.9%	37.1%	30.9%	34.2%	40.4%	40.0%	35.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How much do you plan to spend on the following back-to-college items this year?									
Clothing and accessories (excluding Shoes)									
Average of Buyers	\$ 216.47	\$ 202.61	\$ 173.79	\$ 166.94	\$ 172.89	\$ 179.20	\$ 168.52	\$ 182.51	\$ 187.78
Percent Buying	69.2%	66.3%	68.2%	72.4%	73.7%	74.2%	72.8%	76.0%	72.9%
Net Average	\$ 149.85	\$ 134.40	\$ 118.56	\$ 120.88	\$ 127.37	\$ 132.97	\$ 122.70	\$ 138.73	\$ 136.95
<i>in billions</i>	\$ 7.41	\$ 7.01	\$ 5.77	\$ 6.63	\$ 7.25	\$ 7.83	\$ 6.72	\$ 7.33	\$ 6.56
Shoes									
Average of Buyers	\$ 96.63	\$ 97.35	\$ 91.46	\$ 94.71	\$ 87.09	\$ 106.78	\$ 95.02	\$ 109.28	\$ 105.09
Percent Buying	62.0%	60.1%	63.2%	65.7%	69.6%	71.0%	69.0%	71.0%	69.3%
Net Average	\$ 59.90	\$ 58.46	\$ 57.85	\$ 62.20	\$ 60.58	\$ 75.81	\$ 65.60	\$ 77.60	\$ 72.79
<i>in billions</i>	\$ 2.96	\$ 3.05	\$ 2.82	\$ 3.41	\$ 3.45	\$ 4.47	\$ 3.59	\$ 4.10	\$ 3.49
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)									
Average of Buyers	NA	\$ 82.53	\$ 79.09	\$ 80.32	\$ 72.51	\$ 99.50	\$ 83.67	\$ 91.68	\$ 90.15
Percent Buying	NA	42.7%	43.7%	45.1%	45.5%	53.1%	51.3%	51.7%	50.5%
Net Average	NA	\$ 35.26	\$ 34.52	\$ 36.26	\$ 33.00	\$ 52.87	\$ 42.94	\$ 47.36	\$ 45.49
<i>in billions</i>	NA	\$ 1.84	\$ 1.68	\$ 1.99	\$ 1.88	\$ 3.11	\$ 2.35	\$ 2.50	\$ 2.18
School supplies, such as notebooks, folders, pencils, and backpacks									
Average of Buyers	\$ 76.15	\$ 84.13	\$ 74.63	\$ 77.17	\$ 73.65	\$ 89.06	\$ 77.48	\$ 85.96	\$ 78.68
Percent Buying	83.4%	81.4%	81.8%	81.5%	83.5%	85.0%	81.2%	87.0%	84.8%
Net Average	\$ 63.52	\$ 68.47	\$ 61.05	\$ 62.91	\$ 61.48	\$ 75.73	\$ 62.92	\$ 74.80	\$ 66.70
<i>in billions</i>	\$ 3.14	\$ 3.57	\$ 2.97	\$ 3.45	\$ 3.50	\$ 4.46	\$ 3.45	\$ 3.95	\$ 3.20
Electronics or computer-related equipment such as a home computer, laptop, handheld organizer, cell phone, calculator, digital camera or MP3 player									
Average of Buyers	\$ 513.36	\$ 444.69	\$ 528.11	\$ 465.44	\$ 458.21	\$ 400.64	\$ 392.31	\$ 471.04	\$ 415.51
Percent Buying	50.3%	47.6%	50.4%	50.9%	45.8%	54.0%	51.8%	51.8%	49.9%
Net Average	\$ 258.43	\$ 211.89	\$ 266.08	\$ 236.94	\$ 209.93	\$ 216.40	\$ 203.28	\$ 243.79	\$ 207.27
<i>in billions</i>	\$ 12.77	\$ 11.05	\$ 12.95	\$ 12.99	\$ 11.95	\$ 12.75	\$ 11.14	\$ 12.87	\$ 9.93
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge									
Average of Buyers	\$ 300.90	\$ 266.83	\$ 261.30	\$ 272.74	\$ 243.39	\$ 214.45	\$ 249.46	\$ 218.68	\$ 246.12
Percent Buying	36.5%	34.1%	30.6%	35.5%	39.8%	46.8%	42.0%	44.2%	51.3%
Net Average	\$ 109.85	\$ 90.90	\$ 80.06	\$ 96.94	\$ 96.84	\$ 100.27	\$ 104.76	\$ 96.70	\$ 126.30
<i>in billions</i>	\$ 5.43	\$ 4.74	\$ 3.90	\$ 5.31	\$ 5.51	\$ 5.91	\$ 5.74	\$ 5.11	\$ 6.05
Food items, such as snacks, beverages, etc.									
Average of Buyers	NA	NA	\$ 170.72	\$ 158.82	\$ 141.54	\$ 144.95	\$ 155.54	\$ 147.00	\$ 163.24
Percent Buying	NA	NA	62.2%	65.5%	66.8%	69.1%	67.1%	70.7%	72.3%
Net Average	NA	NA	\$ 106.11	\$ 104.08	\$ 94.60	\$ 100.18	\$ 104.44	\$ 103.87	\$ 117.98
<i>in billions</i>	NA	NA	\$ 5.16	\$ 5.71	\$ 5.39	\$ 5.90	\$ 5.72	\$ 5.49	\$ 5.65
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.									
Average of Buyers	NA	NA	\$ 104.67	\$ 98.43	\$ 88.43	\$ 109.98	\$ 93.26	\$ 101.84	\$ 102.97
Percent Buying	NA	NA	66.6%	70.9%	72.9%	74.3%	69.8%	76.7%	75.8%
Net Average	NA	NA	\$ 69.70	\$ 69.79	\$ 64.44	\$ 81.76	\$ 65.08	\$ 78.08	\$ 78.02
<i>in billions</i>	NA	NA	\$ 3.39	\$ 3.83	\$ 3.67	\$ 4.82	\$ 3.56	\$ 4.12	\$ 3.74
Gift Cards or Pre-Paid Cards									
Average of Buyers	NA	NA	\$ 197.31	\$ 161.93	\$ 199.17	\$ 187.85	\$ 174.90	\$ 160.70	\$ 146.00
Percent Buying	NA	NA	26.4%	28.2%	30.4%	37.9%	37.2%	34.6%	32.7%
Net Average	NA	NA	\$ 52.05	\$ 45.73	\$ 60.46	\$ 71.23	\$ 65.12	\$ 55.56	\$ 47.68
<i>in billions</i>	NA	NA	\$ 2.53	\$ 2.51	\$ 3.44	\$ 4.20	\$ 3.57	\$ 2.93	\$ 2.28
Combined Average	\$ 641.56	\$ 599.38	\$ 845.98	\$ 835.73	\$ 808.71	\$ 907.22	\$ 836.83	\$ 916.48	\$ 899.18

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL 07-15

	2007	2008	2009	2010	2011	2012	2013	2014	2015
<i>in billions \$</i>	31.71 \$	31.26 \$	41.17 \$	45.81 \$	46.03 \$	53.45 \$	45.84 \$	48.40 \$	43.09

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

Catalog	10.5%	9.4%	11.5%	8.3%	11.4%	15.1%	12.2%	11.5%	11.2%
College Bookstore	57.2%	41.8%	44.5%	43.2%	41.1%	40.9%	39.3%	41.9%	39.1%
Discount Store	51.5%	52.0%	53.4%	53.8%	53.9%	51.9%	48.3%	50.5%	48.3%
Department Store	41.8%	41.8%	43.1%	42.5%	47.6%	45.4%	42.7%	46.6%	44.9%
Drug Store	13.2%	14.3%	23.4%	17.0%	19.4%	22.3%	18.5%	23.0%	19.6%
Home Furnishings or Home Decor Store	12.7%	13.1%	11.0%	9.8%	11.2%	16.4%	17.2%	11.7%	10.6%
Office Supply Store	35.6%	37.3%	32.5%	36.5%	33.4%	40.3%	33.3%	36.3%	31.3%
Local/Small Business	NA	13.2%	10.2%						
Online	30.5%	29.9%	28.6%	28.6%	33.4%	37.3%	37.1%	44.6%	39.3%
Clothing Store	34.3%	30.7%	29.8%	28.2%	34.2%	34.8%	30.8%	34.0%	30.0%
Electronics Store	20.9%	19.6%	20.9%	18.0%	19.6%	21.1%	20.4%	19.9%	16.5%
Thrift Stores/Resale Shops	14.0%	14.2%	18.6%	18.9%	16.7%	15.0%	14.2%	10.0%	10.9%

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

Online Back-to-College Shoppers: Do you plan to take advantage of any of the following shipping services when shopping online for back-to-college this year? (Check all that apply)

Buy online, pick-up in store / Ship to store	NA	46.9%							
Expedited shipping	NA	15.5%							
Free shipping	NA	90.2%							
Reserve online	NA	6.9%							
Same-day delivery	NA	7.4%							
Other (please specify)	NA	1.9%							

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-college merchandise?

At least two months before school starts	20.9%	21.5%	22.3%	20.2%	24.4%	29.0%	29.8%	28.2%	23.6%
Three weeks to one month before school starts	28.6%	29.8%	33.7%	33.1%	28.9%	31.9%	34.5%	33.4%	37.4%
1-2 weeks before school starts	31.0%	27.9%	25.7%	23.2%	27.9%	23.3%	19.9%	25.6%	23.7%
The week school starts	9.4%	12.1%	9.0%	12.6%	9.4%	6.5%	4.9%	6.3%	8.4%
After school starts	10.1%	8.7%	9.4%	10.9%	9.4%	9.2%	10.8%	6.5%	6.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Shop at least two months before school starts: Why do you begin shopping for back-to-college at least two months before school starts? (Check all that apply)

To spread out my shopping budget	NA	65.8%							
Prices/promotions are too good to pass up	NA	49.3%							
To avoid crowds	NA	37.9%							
I don't want to miss out on desired items	NA	27.2%							
Habit	NA	11.6%							
I tend to shop for the school season year-round	NA	14.9%							
To avoid the stress of last-minute shopping	NA	34.9%							
Other (please specify)	NA	1.1%							

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

Where will the college student be living this year?

Dorm room or college housing	18.7%	18.0%	15.8%	18.8%	18.1%	25.9%	22.5%	23.9%	31.3%
Fraternity or sorority house	1.3%	2.1%	2.0%	2.0%	3.6%	4.7%	4.0%	4.3%	4.6%
Off campus apartment or housing	28.6%	24.3%	22.4%	23.0%	24.7%	24.8%	24.0%	24.0%	21.0%
At home	49.7%	54.1%	58.5%	51.8%	52.9%	42.9%	47.7%	46.8%	41.5%
Other:	1.8%	1.5%	1.2%	4.4%	0.7%	1.7%	1.7%	1.0%	1.6%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Buying more store brand/generic products	NA	NA	32.5%	34.1%	38.0%	32.3%	32.0%	26.5%	28.4%
Doing more comparative shopping online	NA	NA	26.0%	23.2%	30.7%	34.6%	31.7%	33.0%	29.1%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	30.8%	29.8%	30.5%	29.8%	27.1%	25.8%	25.5%
Making due with last year's school items	NA	NA	33.6%	29.5%	29.7%	31.2%	27.3%	24.9%	23.2%
Shopping for sales more often	NA	NA	46.1%	42.0%	39.5%	41.2%	37.5%	36.3%	35.2%
Shopping more online	NA	NA	15.4%	18.2%	18.8%	20.5%	18.6%	21.0%	18.1%
Spending less overall	NA	NA	48.0%	45.0%	44.6%	38.7%	38.9%	32.2%	30.3%
Using coupons more	NA	NA	32.5%	32.9%	32.7%	31.2%	26.6%	24.4%	24.5%
Sharing or borrowing textbooks instead of buying them	NA	NA	17.4%	19.3%	18.4%	15.1%	15.0%	17.2%	13.9%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL 07-15

	2007	2008	2009	2010	2011	2012	2013	2014	2015
The economy is impacting students' living situation (living with parents/relatives on-campus housing fraternity/sorority housing)	NA	NA	12.8%	11.9%	13.3%	11.4%	10.1%	10.1%	8.8%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	NA	NA	15.0%	13.9%	14.2%	12.7%	10.7%	12.0%	8.7%
Other:	NA	NA	4.4%	2.8%	2.7%	1.6%	1.1%	1.1%	0.5%
Back-to-college plans will not change	NA	NA	16.9%	20.6%	16.3%	16.5%	23.5%	22.8%	26.3%

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

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

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	NA	NA	NA	NA	44.0%	53.3%	68.0%	76.1%	78.2%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	NA	NA	NA	NA	10.5%	29.6%	39.0%	45.1%	55.1%
I do not own either of these types of devices	NA	NA	NA	NA	52.5%	36.5%	24.1%	16.6%	13.8%

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-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	NA	NA	NA	NA	30.9%	31.5%	31.5%	33.8%	41.0%
Plan to Purchase Products	NA	NA	NA	NA	16.8%	20.9%	19.1%	22.4%	31.4%
Plan to Redeem Coupons	NA	NA	NA	NA	15.8%	18.2%	25.9%	22.0%	25.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	25.1%	22.1%	20.9%	29.8%	27.9%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	NA	16.9%	15.5%	15.5%	17.3%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	17.7%	12.5%	15.4%	15.4%
Do not plan to Research or Make a purchase with my Smartphone	NA	NA	NA	NA	51.1%	48.4%	45.0%	42.2%	36.2%

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-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	NA	NA	NA	NA	45.4%	40.6%	38.1%	37.4%	46.2%
Plan to Purchase Products	NA	NA	NA	NA	39.6%	34.5%	31.1%	27.0%	35.2%
Plan to Redeem Coupons	NA	NA	NA	NA	NA	27.2%	26.3%	17.6%	21.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	NA	27.0%	24.0%	25.9%	30.5%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	22.9%	18.4%	14.7%	15.0%	15.9%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	16.9%	10.5%	14.1%	19.2%
Do not plan to Research or Make a Purchase with my Tablet	NA	NA	NA	NA	28.0%	31.1%	40.6%	45.5%	32.5%

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

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
N = 6500, 6/30 - 7/8/15						
Margin of Error = +/- 1.2%						
Do you have child/dependent attending college this fall?						
Yes	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%
No	90.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you be attending college this fall?						
Yes	10.6%	100.0%	100.0%	100.0%	100.0%	100.0%
No	89.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you will be attending college, which year will you begin?						
Freshman	14.5%	100.0%	0.0%	0.0%	0.0%	0.0%
Sophomore	13.7%	0.0%	100.0%	0.0%	0.0%	0.0%
Junior	18.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Senior	18.2%	0.0%	0.0%	0.0%	100.0%	0.0%
Grad School/Law School/Med School/Other	35.6%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Have a Child/Dependent Attending College or Yourself Attending College:						
How much do you plan to spend on the following back-to-college items this year?						
Clothing and accessories (excluding Shoes)						
Average of Buyers	\$ 187.78	\$ 132.68	\$ 125.29	\$ 132.33	\$ 152.25	\$ 155.92
Percent Buying	72.9%	85.2%	77.8%	79.0%	73.9%	69.1%
Net Average	\$ 136.95	\$ 113.03	\$ 97.43	\$ 104.56	\$ 112.47	\$ 107.73
<i>in billions</i>	\$ 6.56					
Shoes						
Average of Buyers	\$ 105.09	\$ 95.46	\$ 103.05	\$ 96.84	\$ 108.49	\$ 96.43
Percent Buying	69.3%	80.8%	77.2%	72.0%	68.6%	64.8%
Net Average	\$ 72.79	\$ 77.08	\$ 79.58	\$ 69.74	\$ 74.37	\$ 62.47
<i>in billions</i>	\$ 3.49					
Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)						
Average of Buyers	\$ 90.15	\$ 84.98	\$ 63.83	\$ 60.67	\$ 51.85	\$ 68.23
Percent Buying	50.5%	60.3%	43.7%	57.1%	53.3%	42.5%
Net Average	\$ 45.49	\$ 51.24	\$ 27.91	\$ 34.67	\$ 27.62	\$ 29.03
<i>in billions</i>	\$ 2.18					
School supplies, such as notebooks, folders, pencils, and backpacks						
Average of Buyers	\$ 78.68	\$ 79.73	\$ 53.00	\$ 66.46	\$ 55.57	\$ 63.17
Percent Buying	84.8%	95.9%	97.8%	90.4%	89.3%	87.0%
Net Average	\$ 66.70	\$ 76.50	\$ 51.83	\$ 60.11	\$ 49.61	\$ 54.99
<i>in billions</i>	\$ 3.20					
Electronics or computer-related equipment such as a home computer, laptop, tablet, cell phone, digital camera or MP3 player						
Average of Buyers	\$ 415.51	\$ 421.81	\$ 373.13	\$ 344.77	\$ 401.21	\$ 462.38
Percent Buying	49.9%	76.4%	56.6%	57.7%	53.2%	49.8%
Net Average	\$ 207.27	\$ 322.37	\$ 211.23	\$ 199.00	\$ 213.57	\$ 230.42
<i>in billions</i>	\$ 9.93					
Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge						
Average of Buyers	\$ 246.12	\$ 205.94	\$ 191.40	\$ 197.05	\$ 229.76	\$ 254.42
Percent Buying	51.3%	53.5%	42.0%	47.4%	42.2%	36.1%
Net Average	\$ 126.30	\$ 110.27	\$ 80.30	\$ 93.36	\$ 96.97	\$ 91.95
<i>in billions</i>	\$ 6.05					
Food items, such as snacks, beverages, etc.						
Average of Buyers	\$ 163.24	\$ 154.60	\$ 142.56	\$ 171.73	\$ 133.63	\$ 180.57

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15

Margin of Error = +/- 1.2%

	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Percent Buying	72.3%	82.3%	73.9%	83.3%	78.8%	69.0%
Net Average \$	117.98	127.21	105.29	143.03	105.26	124.54
<i>in billions \$</i>	5.65					
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.						
Average of Buyers \$	102.97	73.94	66.58	92.08	79.00	97.68
Percent Buying	75.8%	85.4%	86.7%	86.8%	78.3%	72.3%
Net Average \$	78.02	63.17	57.74	79.89	61.88	70.60
<i>in billions \$</i>	3.74					
Gift Cards or Pre-Paid Cards						
Average of Buyers \$	146.00	126.81	92.77	111.68	117.15	117.53
Percent Buying	32.7%	35.4%	23.0%	31.8%	23.9%	22.5%
Net Average \$	47.68	44.86	21.32	35.50	27.99	26.43
<i>in billions \$</i>	2.28					
Combined Average \$	899.18	985.73	732.62	819.86	769.74	798.14
<i>in billions \$</i>	43.09					

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

Catalog	11.2%	11.1%	5.7%	9.5%	7.8%	7.8%
College Bookstore	39.1%	43.8%	47.9%	42.0%	44.7%	29.4%
Discount Store	48.3%	42.5%	41.7%	41.1%	33.9%	41.6%
Department Store	44.9%	55.4%	46.2%	52.9%	46.2%	49.7%
Drug Store	19.6%	18.4%	19.8%	17.7%	15.3%	22.0%
Home Furnishings or Home Décor Store	10.6%	11.5%	5.3%	9.1%	12.7%	11.8%
Office Supply Store	31.3%	42.3%	30.2%	39.1%	32.3%	35.4%
Local/Small Business	10.2%	12.4%	7.6%	14.4%	11.5%	13.4%
Online	39.3%	45.5%	44.1%	47.5%	52.6%	51.0%
Clothing Store	30.0%	35.3%	39.7%	35.7%	32.2%	30.2%
Electronics Store	16.5%	24.9%	19.9%	19.8%	17.7%	17.7%
Thrift Stores/Resale Shops	10.9%	15.3%	11.5%	16.4%	12.3%	11.5%

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

Online Back-to-College Shoppers: Do you plan to take advantage of any of the following shipping services when shopping online for back-to-college this year? (Check all that apply)

Buy online, pick-up in store / Ship to store	46.9%	45.6%	46.4%	45.2%	51.4%	48.8%
Expedited shipping	15.5%	18.6%	24.8%	20.0%	25.3%	19.6%
Free shipping	90.2%	89.0%	86.7%	89.9%	81.4%	92.2%
Reserve online	6.9%	14.4%	6.8%	3.0%	5.2%	6.2%
Same-day delivery	7.4%	21.2%	20.2%	12.4%	12.1%	7.3%
Other (please specify)	1.9%	0.0%	2.4%	1.6%	0.0%	1.0%

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

When will you begin shopping for back-to-college merchandise?

At least two months before school starts	23.6%	39.2%	24.9%	20.5%	21.6%	22.9%
Three weeks to one month before school starts	37.4%	35.9%	34.8%	33.1%	37.0%	27.0%
1-2 weeks before school starts	23.7%	14.2%	26.5%	29.9%	24.0%	31.4%
The week school starts	8.4%	6.4%	9.5%	10.4%	8.2%	9.8%
After school starts	6.8%	4.3%	4.3%	6.1%	9.2%	8.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Shop at least two months before school starts: Why do you begin shopping for back-to-college at least two months before school starts? (Check all that apply)

To spread out my shopping budget	65.8%	72.7%	51.0%	70.1%	55.0%	56.0%
Prices/promotions are too good to pass up	49.3%	47.1%	53.5%	45.1%	43.1%	46.9%
To avoid crowds	37.9%	42.1%	47.2%	34.2%	32.6%	30.4%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Margin of Error = +/- 1.2%						
I don't want to miss out on desired items	27.2%	33.6%	47.6%	23.9%	26.3%	25.3%
Habit	11.6%	6.8%	26.4%	18.5%	5.5%	15.1%
I tend to shop for the school season year-round	14.9%	17.0%	13.4%	0.8%	19.0%	22.2%
To avoid the stress of last-minute shopping	34.9%	41.3%	43.0%	31.2%	30.3%	22.0%
Other (please specify)	1.1%	1.5%	0.0%	0.0%	0.0%	2.4%
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>						

Where will the college student be living this year?

Dorm room or college housing	31.3%	28.2%	19.7%	14.1%	14.3%	4.8%
Fraternity or sorority house	4.6%	4.2%	4.4%	5.2%	2.7%	0.6%
Off campus apartment or housing	21.0%	16.2%	26.1%	32.0%	29.5%	34.9%
At home	41.5%	50.0%	49.8%	48.7%	52.5%	57.9%
Other (please specify)	1.6%	1.4%	0.0%	0.0%	0.9%	1.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Buying more store brand/generic products	28.4%	38.5%	29.7%	31.4%	29.5%	20.6%
Doing more comparative shopping online	29.1%	37.3%	38.1%	41.6%	23.7%	30.2%
Doing more comparative shopping with ad circulars/newspapers	25.5%	24.1%	23.1%	18.0%	16.4%	17.7%
Making do with last year's school items	23.2%	18.5%	29.7%	28.4%	20.7%	23.4%
Shopping for sales more often	35.2%	35.9%	34.0%	37.0%	32.3%	34.7%
Shopping more online	18.1%	24.4%	24.6%	24.1%	21.9%	20.9%
Spending less overall	30.3%	36.2%	35.7%	37.3%	32.3%	31.9%
Using coupons more	24.5%	22.2%	29.3%	32.0%	12.2%	30.3%
Sharing or borrowing textbooks instead of buying them	13.9%	18.5%	20.9%	26.2%	16.0%	17.5%
The economy is impacting students, living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	8.8%	13.2%	12.4%	11.8%	3.0%	10.0%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	8.7%	16.2%	12.9%	11.8%	1.1%	10.3%
Other	0.5%	0.8%	1.1%	2.7%	0.0%	0.7%
Back-to-college plans will not change	26.3%	19.6%	26.2%	19.7%	28.5%	31.5%
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>						

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

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	78.2%	92.9%	90.7%	93.9%	89.1%	88.6%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	55.1%	44.5%	52.3%	57.1%	46.8%	54.4%
I do not own either of these types of devices	13.8%	2.7%	8.2%	2.6%	4.9%	7.3%
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>						

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

Plan to Research Products/Compare Prices	41.0%	55.3%	42.5%	51.2%	43.1%	48.0%
Plan to Purchase Products	31.4%	40.3%	35.1%	31.1%	33.6%	35.6%
Plan to Redeem Coupons	25.3%	32.5%	29.7%	30.4%	18.7%	30.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	27.9%	38.1%	31.1%	34.1%	34.7%	38.7%
Plan to use Apps to Research or Purchase Products	17.3%	21.3%	22.4%	20.7%	17.6%	21.3%
Plan to use Apps to Compare Prices	15.4%	21.3%	27.4%	15.7%	13.6%	14.1%
Do not plan to Research or Make a Purchase with my Smartphone	36.2%	17.4%	30.1%	30.8%	31.8%	28.6%
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>						

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15

Adults 18+

Freshman

Sophomore

Junior

Senior

Graduate Student

Margin of Error = +/- 1.2%

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

	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Plan to Research Products/Compare Prices	46.2%	60.0%	51.9%	43.3%	51.4%	46.2%
Plan to Purchase Products	35.2%	36.4%	43.2%	33.5%	34.4%	42.4%
Plan to Redeem Coupons	21.9%	36.4%	28.4%	34.2%	15.7%	28.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	30.5%	31.6%	34.1%	29.3%	29.0%	38.4%
Plan to use Apps to Research or Purchase Products	15.9%	19.1%	22.6%	17.3%	21.8%	28.1%
Plan to use Apps to Compare Prices	19.2%	15.4%	21.4%	11.7%	19.9%	23.2%
Do not plan to Research or Make a Purchase with my Tablet	32.5%	13.7%	30.9%	34.6%	32.9%	26.7%

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

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15 **Adults 18+** **Online Shoppers**

Margin of Error = +/- 1.2%

Do you have child/dependent attending college this fall?

Yes	10.0%	44.2%
No	90.0%	55.8%
Total	100.0%	100.0%

Will you be attending college this fall?

Yes	10.6%	100.0%
No	89.4%	0.0%
Total	100.0%	100.0%

If you will be attending college, which year will you begin?

Freshman	14.5%	19.4%
Sophomore	13.7%	15.1%
Junior	18.0%	17.4%
Senior	18.2%	17.2%
Grad School/Law School/Med School/Other	35.6%	30.8%
Total	100.0%	100.0%

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

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

Clothing and accessories (excluding Shoes)

Average of Buyers	\$ 187.78	\$ 173.22
Percent Buying	72.9%	85.6%
Net Average	\$ 136.95	\$ 148.26
<i>in billions</i>	\$ 6.56	

Shoes

Average of Buyers	\$ 105.09	\$ 113.06
Percent Buying	69.3%	81.8%
Net Average	\$ 72.79	\$ 92.52
<i>in billions</i>	\$ 3.49	

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

Average of Buyers	\$ 90.15	\$ 85.92
Percent Buying	50.5%	60.3%
Net Average	\$ 45.49	\$ 51.85
<i>in billions</i>	\$ 2.18	

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

Average of Buyers	\$ 78.68	\$ 80.09
Percent Buying	84.8%	93.3%
Net Average	\$ 66.70	\$ 74.72
<i>in billions</i>	\$ 3.20	

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

Average of Buyers	\$ 415.51	\$ 516.17
Percent Buying	49.9%	62.6%
Net Average	\$ 207.27	\$ 322.92
<i>in billions</i>	\$ 9.93	

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

Average of Buyers	\$ 246.12	\$ 272.30
Percent Buying	51.3%	56.2%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15
Margin of Error = +/- 1.2%

	Adults 18+	Online Shoppers
Net Average	\$ 126.30	\$ 153.16
<i>in billions</i>	<i>\$ 6.05</i>	
Food items, such as snacks, beverages, etc.		
Average of Buyers	\$ 163.24	\$ 193.48
Percent Buying	72.3%	83.1%
Net Average	\$ 117.98	\$ 160.78
<i>in billions</i>	<i>\$ 5.65</i>	
Personal care items, such as skin care, hair care, oral care, makeup, OTC medicine, etc.		
Average of Buyers	\$ 102.97	\$ 103.11
Percent Buying	75.8%	86.6%
Net Average	\$ 78.02	\$ 89.30
<i>in billions</i>	<i>\$ 3.74</i>	
Gift Cards or Pre-Paid Cards		
Average of Buyers	\$ 146.00	\$ 148.06
Percent Buying	32.7%	37.3%
Net Average	\$ 47.68	\$ 55.18
<i>in billions</i>	<i>\$ 2.28</i>	
Combined Average	\$ 899.18	\$ 1,148.70
<i>in billions</i>	<i>\$ 43.09</i>	

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

Catalog	11.2%	11.1%
College Bookstore	39.1%	46.8%
Discount Store	48.3%	46.7%
Department Store	44.9%	57.9%
Drug Store	19.6%	25.4%
Home Furnishings or Home Décor Store	10.6%	18.0%
Office Supply Store	31.3%	41.9%
Local/Small Business	10.2%	18.1%
Online	39.3%	100.0%
Clothing Store	30.0%	50.4%
Electronics Store	16.5%	29.0%
Thrift Stores/Resale Shops	10.9%	13.9%

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

Online Back-to-College Shoppers: Do you plan to take advantage of any of the following shipping services when shopping online for back-to-college this year? (Check all that apply)

Buy online, pick-up in store / Ship to store	46.9%	46.9%
Expedited shipping	15.5%	15.5%
Free shipping	90.2%	90.2%
Reserve online	6.9%	6.9%
Same-day delivery	7.4%	7.4%
Other (please specify)	1.9%	1.9%

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-college merchandise?

At least two months before school starts	23.6%	26.3%
Three weeks to one month before school starts	37.4%	39.9%
1-2 weeks before school starts	23.7%	24.2%
The week school starts	8.4%	6.0%

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

	Adults 18+	Online Shoppers
N = 6500, 6/30 - 7/8/15		
Margin of Error = +/- 1.2%		
After school starts	6.8%	3.5%
Total	100.0%	100.0%

Shop at least two months before school starts: Why do you begin shopping for back-to-college at least two months before school starts? (Check all that apply)

To spread out my shopping budget	65.8%	70.1%
Prices/promotions are too good to pass up	49.3%	44.0%
To avoid crowds	37.9%	42.8%
I don't want to miss out on desired items	27.2%	39.8%
Habit	11.6%	22.4%
I tend to shop for the school season year-round	14.9%	20.2%
To avoid the stress of last-minute shopping	34.9%	48.0%
Other (please specify)	1.1%	1.0%

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

Where will the college student be living this year?

Dorm room or college housing	31.3%	27.6%
Fraternity or sorority house	4.6%	1.9%
Off campus apartment or housing	21.0%	29.3%
At home	41.5%	39.9%
Other (please specify)	1.6%	1.3%
Total	100.0%	100.0%

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

Buying more store brand/generic products	28.4%	32.8%
Doing more comparative shopping online	29.1%	42.9%
Doing more comparative shopping with ad circulars/newspapers	25.5%	26.2%
Making do with last year's school items	23.2%	28.9%
Shopping for sales more often	35.2%	40.5%
Shopping more online	18.1%	34.2%
Spending less overall	30.3%	38.4%
Using coupons more	24.5%	29.2%

Sharing or borrowing textbooks instead of buying them	13.9%	22.4%
The economy is impacting students, living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	8.8%	14.0%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	8.7%	12.8%
Other	0.5%	0.8%
Back-to-college plans will not change	26.3%	22.8%

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

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

Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	78.2%	91.0%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	55.1%	56.1%
I do not own either of these types of devices	13.8%	5.0%

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

Source: Prosper Insights & Analytics™, Monthly Consumer Survey, JUL-15

N = 6500, 6/30 - 7/8/15
Adults 18+ Online Shoppers

Margin of Error = +/- 1.2%

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

Plan to Research Products/Compare Prices	41.0%	55.0%
Plan to Purchase Products	31.4%	45.8%
Plan to Redeem Coupons	25.3%	34.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	27.9%	41.5%
Plan to use Apps to Research or Purchase Products	17.3%	27.6%
Plan to use Apps to Compare Prices	15.4%	24.1%
Do not plan to Research or Make a Purchase with my Smartphone	36.2%	23.8%

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-College purchase decisions? (Check all that apply)

Plan to Research Products/Compare Prices	46.2%	58.9%
Plan to Purchase Products	35.2%	52.6%
Plan to Redeem Coupons	21.9%	30.3%
Plan to look up Retailer Information (location, store hours, directions, etc.)	30.5%	37.9%
Plan to use Apps to Research or Purchase Products	15.9%	30.2%
Plan to use Apps to Compare Prices	19.2%	27.0%
Do not plan to Research or Make a Purchase with my Tablet	32.5%	21.5%

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