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

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
N = 6500, 6/30 - 7/8/15															
Margin of Error = +/- 1.2%															
Do you have children in your household between the ages of 6 and 17?															
Yes	26.8%	26.7%	26.9%	23.1%	29.8%	28.5%	38.3%	52.8%	32.2%	8.2%	2.2%	26.3%	24.7%	28.7%	26.5%
No	73.2%	73.3%	73.1%	76.9%	70.2%	71.5%	61.7%	47.2%	67.8%	91.8%	97.8%	73.7%	75.3%	71.3%	73.5%
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%
Have School Age Children:															
Do you have children in your household in the following grades? (Check all that apply)															
Elementary School	47.9%	47.2%	48.5%	47.5%	49.2%	46.4%	75.3%	57.6%	32.2%	36.5%	39.1%	43.8%	45.0%	49.1%	53.4%
Middle School/Junior High	29.8%	32.5%	27.3%	27.9%	30.5%	32.7%	29.6%	39.7%	34.4%	21.5%	21.7%	25.0%	26.2%	30.4%	34.4%
High School	44.6%	47.5%	41.8%	42.4%	44.3%	48.7%	21.7%	44.9%	57.8%	50.5%	45.0%	50.6%	50.6%	40.3%	43.3%

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

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
How much do you plan to spend on the following back-to-school items this year?															
Clothing and accessories (excluding Shoes)															
Average of Buyers $	235.10 $	241.62 $	228.82 $	222.01 $	245.39 $	203.16 $	243.39 $	249.51 $	243.54 $	225.67 $	236.10 $	282.73 $	194.21 $	237.42 $	243.43
Percent Buying	92.7%	93.4%	91.9%	92.7%	91.3%	94.4%	97.9%	96.7%	93.3%	92.9%	82.0%	94.1%	93.8%	91.8%	96.2%
Net Average $	217.82 $	225.68 $	210.36 $	205.88 $	224.14 $	191.72 $	238.22 $	241.23 $	227.23 $	209.54 $	193.52 $	266.00 $	182.21 $	217.97 $	234.17
in billions $ 8.59															
Shoes															
Average of Buyers $	128.97 $	141.64 $	116.49 $	119.76 $	135.31 $	129.61 $	148.93 $	142.26 $	125.60 $	107.85 $	116.11 $	142.36 $	118.79 $	129.90 $	130.36
Percent Buying	91.2%	93.0%	89.4%	91.0%	90.3%	92.3%	96.9%	95.3%	90.9%	91.7%	80.8%	92.7%	89.6%	93.0%	94.3%
Net Average $	117.56 $	131.70 $	104.16 $	109.02 $	122.19 $	119.63 $	144.37 $	135.62 $	114.21 $	98.89 $	93.79 $	131.93 $	106.43 $	120.83 $	122.98
in billions $ 4.64															
School supplies, such as notebooks, folders, pencils, backpacks, and lunchboxes															
Average of Buyers $	103.92 $	117.62 $	90.59 $	90.24 $	113.25 $	114.85 $	130.71 $	110.42 $	94.00 $	90.92 $	82.58 $	113.29 $	85.49 $	104.34 $	124.33
Percent Buying	94.1%	95.3%	92.9%	95.3%	92.2%	95.6%	97.7%	97.5%	95.5%	93.8%	85.1%	94.5%	95.2%	94.3%	96.5%
Net Average $	97.74 $	112.08 $	84.14 $	86.02 $	104.39 $	109.74 $	127.69 $	107.71 $	89.78 $	85.32 $	70.27 $	107.04 $	81.41 $	98.42 $	119.97
in billions $ 3.86															
Electronics or computer-related equipment such as a home computer, laptop, cell phone, tablet or MP3 player															
Average of Buyers $	346.01 $	366.91 $	320.17 $	287.69 $	378.10 $	390.79 $	361.14 $	376.74 $	357.88 $	248.63 $	327.69 $	423.65 $	305.74 $	323.37 $	415.31
Percent Buying	57.0%	64.8%	49.6%	57.2%	54.8%	71.0%	65.9%	59.2%	53.3%	54.7%	42.3%	63.5%	45.6%	58.7%	66.6%
Net Average $	197.24 $	237.62 $	158.95 $	164.46 $	207.34 $	277.63 $	237.88 $	222.97 $	190.72 $	135.93 $	138.75 $	268.86 $	139.31 $	189.80 $	276.54
in billions $ 7.78															
Combined Average $	**630.36 $**	**707.08 $**	**557.62 $**	**565.38 $**	**658.05 $**	**698.71 $**	**748.15 $**	**707.53 $**	**621.94 $**	**529.67 $**	**496.33 $**	**773.84 $**	**509.36 $**	**627.01 $**	**753.67**
in billions $ 24.87															

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Where will you purchase back-to-school items this year? (Check all that apply)															
Discount store	62.2%	55.9%	68.1%	64.8%	60.7%	45.1%	56.4%	60.1%	66.5%	64.6%	75.2%	59.3%	66.3%	65.2%	59.6%
Department store	56.4%	59.5%	53.4%	51.8%	61.3%	67.4%	66.7%	61.7%	53.7%	55.0%	37.7%	63.6%	56.9%	54.3%	59.9%
Clothing store	53.5%	52.4%	54.6%	50.9%	55.8%	64.9%	58.0%	59.7%	48.8%	49.7%	43.5%	56.2%	46.3%	53.3%	57.9%
Electronics store	22.4%	28.3%	16.8%	21.0%	21.6%	36.5%	29.2%	22.0%	20.9%	23.1%	7.2%	19.5%	19.5%	21.4%	27.9%
Local/Small Business	13.4%	16.7%	10.1%	13.5%	13.1%	16.2%	19.0%	14.2%	13.8%	10.5%	7.2%	10.5%	9.2%	14.9%	14.4%
Online	35.6%	39.3%	32.0%	32.7%	36.4%	43.6%	42.7%	44.1%	35.9%	32.7%	17.4%	45.2%	31.1%	36.9%	32.7%
Catalog	6.6%	6.3%	7.0%	5.3%	8.0%	6.5%	11.0%	5.0%	3.1%	5.3%	8.6%	3.3%	5.2%	8.6%	6.6%
Office Supplies store	35.9%	37.9%	34.0%	29.6%	40.5%	43.9%	31.7%	40.1%	38.9%	36.0%	27.6%	41.1%	26.1%	36.6%	38.6%
Drug Store	14.5%	13.2%	15.7%	13.5%	15.9%	12.4%	13.5%	17.1%	15.6%	8.6%	18.8%	19.5%	10.4%	14.8%	14.2%
Thrift Stores/Resale Shops	13.2%	6.4%	19.6%	17.0%	10.7%	10.0%	11.5%	10.5%	9.6%	14.6%	21.6%	10.5%	11.3%	14.8%	17.4%

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

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Online Back-to-School Shoppers: **Do you plan to take advantage of any of the following shipping services when shopping online for back-to-school this year? (Check all that apply)**															
Buy online, pick-up in store / Ship to store	48.4%	57.5%	39.7%	45.1%	51.7%	65.7%	65.0%	53.6%	40.3%	41.8%	29.2%	42.6%	53.6%	41.2%	50.3%
Expedited shipping	17.3%	22.1%	12.8%	16.0%	16.6%	29.9%	30.4%	17.8%	15.8%	13.8%	0.0%	14.3%	19.4%	16.8%	18.4%
Free shipping	92.1%	88.9%	95.1%	92.7%	92.4%	82.9%	88.9%	88.8%	92.1%	97.3%	100.0%	82.3%	81.3%	94.4%	75.4%
Reserve online	9.1%	12.7%	5.7%	7.6%	8.2%	13.7%	15.4%	10.2%	6.2%	11.1%	0.0%	6.9%	11.4%	8.2%	9.1%
Same-day delivery	10.2%	13.0%	7.5%	13.6%	8.5%	23.0%	19.1%	8.0%	6.5%	8.0%	0.0%	8.0%	11.7%	9.9%	11.6%
Other (please specify)	0.3%	0.7%	0.0%	0.3%	0.4%	0.0%	0.0%	0.4%	1.4%	0.0%	0.0%	0.0%	0.8%	0.3%	0.3%

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

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
When will you begin shopping for back-to-school merchandise?															
At least two months before school starts	19.6%	19.3%	20.0%	20.8%	18.6%	25.5%	31.8%	19.8%	17.4%	12.9%	11.8%	16.8%	19.9%	19.5%	27.9%
Three weeks to one month before school starts	42.8%	45.5%	40.2%	39.2%	45.6%	39.3%	44.2%	49.8%	41.1%	52.7%	30.6%	48.1%	38.9%	41.9%	40.4%
1-2 weeks before school starts	30.3%	30.2%	30.4%	34.0%	26.0%	27.9%	19.5%	24.6%	34.7%	28.8%	44.7%	31.9%	35.5%	30.0%	24.5%
The week school starts	4.3%	3.1%	5.4%	4.1%	5.0%	4.0%	3.2%	3.6%	2.9%	2.8%	8.6%	1.8%	4.7%	3.9%	4.7%
After school starts	3.0%	1.9%	4.0%	1.9%	4.8%	3.2%	1.4%	2.1%	4.0%	2.8%	4.3%	1.5%	1.0%	4.7%	2.5%
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%
***Shop at least two months before school starts:* Why do you begin shopping for back-to-school at least two months before school starts? (Check all that apply)**															
To spread out my shopping budget	64.9%	75.6%	54.8%	62.2%	59.2%	60.3%	71.2%	72.8%	63.3%	79.3%	43.8%	37.9%	61.5%	65.9%	57.8%
Prices/promotions are too good to pass up	45.3%	50.2%	40.6%	48.3%	41.1%	55.6%	49.3%	54.3%	61.3%	56.9%	0.0%	38.7%	39.5%	48.5%	40.1%
To avoid crowds	51.1%	59.0%	43.7%	48.5%	44.6%	46.2%	47.9%	48.4%	44.8%	44.8%	71.9%	27.8%	41.0%	50.0%	38.1%
I don't want to miss out on desired items	21.5%	23.9%	19.3%	23.9%	19.3%	27.0%	27.1%	28.9%	26.6%	22.4%	0.0%	12.7%	23.0%	18.1%	25.1%
Habit	26.7%	38.2%	15.8%	19.5%	24.9%	15.9%	18.0%	18.9%	16.5%	44.8%	43.8%	11.5%	18.9%	31.4%	11.2%
I tend to shop for the school season year-round	34.5%	40.1%	29.1%	23.6%	36.2%	12.7%	18.8%	28.9%	23.0%	44.8%	71.9%	9.8%	27.4%	32.5%	26.6%
To avoid the stress of last-minute shopping	30.5%	42.6%	19.1%	26.6%	30.7%	27.0%	27.4%	31.6%	27.4%	24.1%	43.8%	21.5%	21.9%	31.4%	18.3%
Other (please specify)	2.2%	4.0%	0.5%	0.6%	3.1%	0.0%	0.6%	0.9%	0.0%	12.1%	0.0%	0.0%	0.0%	0.5%	7.0%

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

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do your children wear a school uniform?															
Yes	28.1%	26.6%	29.5%	27.4%	29.5%	27.1%	33.9%	21.8%	19.1%	26.5%	39.1%	25.4%	20.5%	32.3%	29.4%
No	71.9%	73.4%	70.5%	72.6%	70.5%	72.9%	66.1%	78.2%	80.9%	73.5%	60.9%	74.6%	79.5%	67.7%	70.6%
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%
How many children in your household are teenagers (13-17 years of age)?															
0	36.8%	33.7%	39.7%	37.3%	38.1%	36.4%	55.5%	37.7%	26.0%	33.2%	31.9%	33.9%	35.2%	39.4%	29.9%
1	45.3%	47.5%	43.3%	48.6%	42.0%	44.3%	25.5%	41.3%	53.7%	49.9%	56.5%	52.9%	50.6%	43.4%	38.4%
2	12.8%	12.1%	13.4%	8.9%	15.4%	12.7%	12.6%	15.0%	17.1%	10.6%	8.6%	9.6%	9.8%	13.6%	21.4%
3	4.0%	5.0%	3.1%	4.5%	3.3%	5.3%	3.6%	5.0%	2.5%	5.3%	2.9%	2.8%	3.6%	2.9%	7.8%
4 or more	1.1%	1.8%	0.6%	0.7%	1.2%	1.2%	2.9%	1.0%	0.8%	1.0%	0.0%	0.8%	0.8%	0.6%	2.5%
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 have teenagers, how much of their own money do they plan to spend on back-to-school items?															
Average of Buyers $	81.62 $	99.22 $	62.64 $	73.77 $	90.36 $	77.93 $	106.45 $	92.59 $	71.36 $	86.44 $	62.56 $	85.16 $	78.04 $	90.88 $	75.45
Percent Buying	40.8%	43.5%	38.2%	38.3%	39.8%	39.4%	37.4%	37.4%	43.5%	39.3%	46.6%	43.6%	39.2%	38.3%	41.4%
Net Average $	33.27 $	43.12 $	23.92 $	28.24 $	35.95 $	30.67 $	39.79 $	34.63 $	31.05 $	33.99 $	29.14 $	37.10 $	30.60 $	34.81 $	31.25
in billions $	0.830														
How many children in your household are pre-teens (6-12 years of age)?															
0	41.3%	40.6%	41.9%	42.6%	39.2%	46.4%	14.9%	28.1%	49.5%	56.3%	53.6%	42.7%	45.0%	40.9%	35.0%
1	40.4%	41.6%	39.3%	42.1%	41.0%	42.6%	55.4%	45.1%	36.8%	27.9%	34.8%	38.8%	40.1%	43.5%	34.1%
2	13.5%	12.2%	14.7%	11.1%	14.2%	7.2%	20.8%	20.4%	11.1%	8.3%	11.6%	12.0%	12.5%	11.3%	23.6%
3	3.5%	3.6%	3.4%	3.2%	4.3%	3.8%	5.1%	4.8%	2.1%	5.5%	0.0%	5.5%	1.7%	3.1%	4.8%
4 or more	1.3%	2.0%	0.7%	1.1%	1.4%	0.0%	3.8%	1.5%	0.5%	2.0%	0.0%	1.0%	0.7%	1.1%	2.6%
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%
If you have pre-teens, how much of their own money do they plan to spend on back-to-school items?															
Average of Buyers $	76.74 $	89.87 $	57.61 $	66.71 $	86.77 $	89.64 $	89.68 $	74.80 $	69.69 $	88.06 $	13.00 $	69.85 $	70.77 $	92.15 $	79.30
Percent Buying	22.9%	27.9%	18.1%	23.2%	20.5%	24.2%	34.3%	25.9%	21.6%	21.9%	10.5%	28.7%	23.5%	18.9%	22.8%
Net Average $	17.57 $	25.07 $	10.46 $	15.44 $	17.79 $	21.70 $	30.74 $	19.38 $	15.03 $	19.29 $	1.36 $	20.08 $	16.63 $	17.46 $	18.05
in billions $	0.407														
What percentage of back-to-school spending is a direct result of your child's influence?															
0%	13.6%	13.5%	13.6%	15.2%	12.8%	14.7%	10.7%	9.8%	9.7%	13.9%	22.4%	18.0%	13.0%	12.8%	8.0%
25%	29.2%	30.9%	27.5%	26.7%	31.9%	26.1%	31.0%	32.8%	27.7%	31.6%	25.5%	17.9%	31.8%	30.5%	32.3%
50%	32.8%	31.5%	34.0%	32.3%	33.3%	31.4%	34.3%	34.4%	28.8%	28.6%	38.4%	41.4%	25.7%	33.4%	38.1%
75%	18.5%	19.4%	17.6%	18.0%	17.6%	21.6%	15.5%	17.4%	27.0%	21.1%	9.4%	16.8%	23.2%	18.3%	15.0%
100%	6.0%	4.7%	7.2%	7.8%	4.4%	6.1%	8.5%	5.6%	6.7%	4.7%	4.3%	5.9%	6.2%	5.0%	6.6%
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%
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	29.8%	28.0%	31.4%	31.0%	30.0%	39.5%	32.5%	26.8%	26.7%	24.8%	30.4%	26.8%	24.3%	30.2%	39.3%

July 2015

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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%															
Doing more comparative shopping online	30.7%	30.3%	31.2%	28.9%	30.8%	31.1%	36.9%	26.2%	31.1%	28.4%	30.4%	30.0%	28.3%	28.3%	30.2%
Doing more comparative shopping with ad circulars/newspapers	28.2%	24.5%	31.7%	30.3%	27.6%	27.0%	29.4%	24.9%	29.5%	30.8%	27.4%	34.8%	25.5%	26.4%	26.3%
Making do with last year's school items	20.1%	19.7%	20.4%	18.9%	22.3%	23.7%	20.0%	20.3%	20.5%	24.5%	13.1%	22.5%	14.1%	22.8%	17.8%
Shopping for sales more often	40.6%	34.7%	46.1%	43.5%	40.4%	44.3%	39.3%	35.8%	41.8%	42.5%	40.5%	46.4%	38.2%	41.5%	35.7%
Shopping more online	15.4%	18.7%	12.3%	16.1%	14.4%	19.0%	21.9%	14.8%	14.2%	13.2%	10.2%	18.9%	14.5%	15.9%	11.2%
Spending less overall	27.3%	22.7%	31.7%	29.0%	28.0%	31.0%	22.4%	21.5%	26.7%	32.8%	30.4%	24.9%	20.9%	29.3%	34.5%
Using coupons more	26.9%	19.4%	34.0%	32.4%	24.6%	32.6%	28.5%	27.2%	24.5%	25.6%	24.5%	30.7%	21.4%	27.4%	26.0%
The economy is impacting whether children will attend private or public school	5.7%	7.1%	4.3%	5.5%	6.0%	9.3%	8.9%	4.3%	5.2%	4.3%	2.9%	5.0%	3.1%	6.8%	5.6%
Postponing educational investments (i.e. family computer)	4.6%	6.1%	3.1%	4.6%	5.0%	5.6%	8.2%	3.8%	3.2%	3.9%	2.9%	3.2%	2.4%	5.2%	5.9%
Cutting back on extracurricular activities or sports	6.8%	7.1%	6.6%	9.0%	5.6%	5.6%	6.4%	5.8%	5.3%	7.3%	10.2%	1.9%	5.7%	7.7%	9.0%
Other	0.4%	0.6%	0.2%	0.5%	0.4%	0.4%	0.7%	0.6%	0.8%	0.0%	0.0%	0.2%	0.3%	0.8%	0.0%
Back-to-school plans will not change	23.6%	27.0%	20.4%	21.1%	25.5%	20.6%	18.8%	28.6%	25.3%	24.8%	23.3%	18.4%	25.0%	27.4%	20.1%

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)**

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	79.8%	85.8%	74.2%	72.4%	85.0%	92.3%	92.4%	85.5%	82.8%	73.5%	56.7%	81.5%	75.4%	80.6%	86.1%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	56.4%	59.0%	54.0%	51.9%	59.6%	56.3%	67.2%	65.3%	55.0%	53.6%	42.1%	51.9%	55.6%	57.2%	69.8%
I do not own either of these types of devices	14.5%	8.5%	20.2%	20.7%	10.3%	2.8%	4.3%	7.6%	12.7%	19.3%	36.1%	15.6%	18.9%	12.9%	8.2%

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)**

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Plan to Research Products/Compare Prices	34.3%	41.2%	27.8%	30.0%	35.5%	48.1%	53.8%	41.2%	32.6%	23.5%	11.0%	33.6%	29.8%	33.6%	41.2%
Plan to Purchase Products	19.6%	24.3%	15.0%	17.5%	20.1%	34.4%	32.3%	24.9%	16.8%	13.6%	0.0%	22.5%	16.9%	18.5%	19.5%
Plan to Redeem Coupons	26.5%	25.9%	27.1%	24.1%	26.7%	38.7%	34.8%	32.8%	25.9%	11.1%	18.5%	27.5%	23.0%	24.9%	32.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	21.4%	24.3%	18.7%	19.3%	21.8%	33.2%	27.9%	25.4%	21.3%	21.0%	3.7%	25.3%	16.1%	22.7%	20.0%
Plan to use Apps to Research or Purchase Products	12.6%	18.4%	7.1%	12.0%	12.0%	22.5%	18.4%	12.5%	8.0%	13.6%	3.7%	14.9%	9.3%	13.0%	11.7%
Plan to use Apps to Compare Prices	15.8%	16.6%	15.0%	19.9%	12.2%	23.7%	17.2%	13.0%	10.8%	17.3%	14.9%	12.1%	18.5%	15.8%	13.6%
Do not plan to Research or Make a Purchase with my Smartphone	43.2%	40.7%	45.6%	43.7%	45.9%	21.7%	22.6%	36.1%	49.3%	56.8%	66.6%	47.2%	40.3%	46.0%	35.8%

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-School purchase decisions? (Check all that apply)**

	Adults 18+	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Plan to Research Products/Compare Prices	41.1%	45.3%	37.0%	31.1%	47.4%	50.8%	48.3%	40.5%	35.4%	32.0%	41.3%	35.3%	26.6%	41.8%	54.2%
Plan to Purchase Products	25.2%	30.3%	20.4%	22.1%	25.7%	37.7%	38.3%	31.8%	27.5%	20.2%	0.0%	28.5%	20.7%	23.0%	28.4%
Plan to Redeem Coupons	18.9%	20.9%	17.0%	19.2%	16.3%	36.3%	27.8%	18.9%	16.8%	11.8%	6.3%	22.2%	15.5%	22.0%	17.0%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.6%	24.1%	15.3%	16.9%	21.9%	27.8%	24.9%	19.6%	21.4%	20.2%	6.3%	22.2%	14.1%	20.7%	20.6%
Plan to use Apps to Research or Purchase Products	10.7%	14.6%	7.1%	10.3%	11.1%	19.2%	17.1%	11.0%	6.8%	13.4%	0.0%	11.9%	9.9%	11.8%	9.0%
Plan to use Apps to Compare Prices	15.7%	18.3%	13.3%	17.9%	13.5%	21.1%	15.2%	10.1%	9.7%	15.2%	23.8%	7.5%	17.7%	17.1%	15.5%
Do not plan to Research or Make a Purchase with my Tablet	39.8%	36.0%	43.5%	43.1%	39.0%	24.8%	28.0%	39.8%	47.6%	54.5%	41.3%	40.4%	47.2%	37.3%	31.9%

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 07-15

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Do you have children in your household between the ages of 6 and 17?									
Yes	24.1%	24.7%	23.0%	25.2%	26.8%	30.9%	29.2%	27.3%	26.8%
No	75.9%	75.3%	77.0%	74.8%	73.2%	69.1%	70.8%	72.7%	73.2%
Total	100.0%	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%	47.9%
Middle School/Junior High	32.8%	33.8%	32.1%	31.7%	31.9%	35.0%	34.7%	36.1%	29.8%
High School	43.1%	43.9%	45.2%	42.6%	47.1%	42.5%	44.7%	45.1%	44.6%

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)

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average of Buyers	$ 242.98	$ 247.32	$ 217.40	$ 233.74	$ 236.70	$ 258.91	$ 242.20	$ 249.20	$ 235.10
Percent Buying	95.4%	94.8%	94.1%	96.5%	93.2%	95.1%	95.3%	92.8%	92.7%
Net Average	$ 231.80	$ 234.51	$ 204.67	$ 225.47	$ 220.60	$ 246.10	$ 230.85	$ 231.30	$ 217.82
in billions	$ 7.57	$ 7.92	$ 6.50	$ 7.94	$ 8.33	$ 10.83	$ 9.72	$ 9.17	$ 8.59

Shoes

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average of Buyers	$ 116.43	$ 117.29	$ 100.92	$ 108.32	$ 113.72	$ 138.52	$ 121.29	$ 134.51	$ 128.97
Percent Buying	93.1%	93.6%	92.7%	95.0%	91.9%	93.3%	94.3%	92.5%	91.2%
Net Average	$ 108.42	$ 109.75	$ 93.59	$ 102.93	$ 104.53	$ 129.20	$ 114.39	$ 124.46	$ 117.56
in billions	$ 3.54	$ 3.71	$ 2.97	$ 3.62	$ 3.95	$ 5.69	$ 4.81	$ 4.94	$ 4.64

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average of Buyers	$ 98.44	$ 102.55	$ 87.41	$ 99.32	$ 96.04	$ 99.84	$ 94.04	$ 109.49	$ 103.92
Percent Buying	95.5%	95.9%	94.5%	97.0%	92.7%	95.6%	96.2%	92.4%	94.1%
Net Average	$ 94.02	$ 98.37	$ 82.62	$ 96.39	$ 88.99	$ 95.44	$ 90.49	$ 101.18	$ 97.74
in billions	$ 3.07	$ 3.32	$ 2.62	$ 3.39	$ 3.36	$ 4.20	$ 3.81	$ 4.01	$ 3.86

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average of Buyers	$ 222.58	$ 259.66	$ 293.80	$ 285.21	$ 365.48	$ 365.54	$ 357.25	$ 364.46	$ 346.01
Percent Buying	58.1%	58.4%	57.1%	63.7%	51.9%	59.6%	55.7%	58.3%	57.0%
Net Average	$ 129.24	$ 151.61	$ 167.84	$ 181.61	$ 189.51	$ 217.88	$ 199.05	$ 212.35	$ 197.24
in billions	$ 4.22	$ 5.12	$ 5.33	$ 6.39	$ 7.16	$ 9.59	$ 8.38	$ 8.42	$ 7.78

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Combined Average	$ 563.49	$ 594.24	$ 548.72	$ 606.40	$ 603.63	$ 688.62	$ 634.78	$ 669.28	$ 630.36
in billions	$ 18.40	$ 20.08	$ 17.42	$ 21.35	$ 22.80	$ 30.31	$ 26.72	$ 26.54	$ 24.87

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Discount store	67.6%	73.0%	74.5%	71.2%	68.4%	67.1%	67.1%	64.4%	62.2%
Department store	54.9%	56.6%	54.4%	53.9%	57.0%	59.9%	61.7%	59.1%	56.4%
Clothing store	NA	47.8%	48.4%	49.0%	48.7%	52.0%	51.5%	53.8%	53.5%
Electronics store	NA	21.4%	20.8%	23.0%	21.7%	26.3%	25.9%	27.5%	22.4%
Specialty store, such as a clothing or electronics store	31.6%	NA	NA	NA	NA	NA	NA	NA	NA
Local/Small Business	NA	NA	NA	NA	NA	NA	NA	17.4%	13.4%
Online	21.4%	24.8%	22.2%	30.8%	31.7%	39.6%	37.3%	38.2%	35.6%
Catalog	7.2%	8.5%	7.9%	8.7%	8.6%	8.2%	8.0%	7.5%	6.6%
Office Supplies store	41.4%	41.8%	41.2%	41.2%	38.0%	42.0%	40.6%	42.0%	35.9%
Drug Store	17.9%	18.2%	21.5%	19.5%	21.1%	22.7%	19.6%	20.5%	14.5%
Thrift Stores/Resale Shops	NA	NA	18.2%	17.0%	16.1%	14.4%	13.7%	13.2%	13.2%

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

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Buy online, pick-up in store / Ship to store	NA	NA	NA	NA	NA	NA	NA	NA	48.4%
Expedited shipping	NA	NA	NA	NA	NA	NA	NA	NA	17.3%
Free shipping	NA	NA	NA	NA	NA	NA	NA	NA	92.1%
Reserve online	NA	NA	NA	NA	NA	NA	NA	NA	9.1%
Same-day delivery	NA	NA	NA	NA	NA	NA	NA	NA	10.2%
Other (please specify)	NA	NA	NA	NA	NA	NA	NA	NA	0.3%

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

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
At least two months before school starts	14.6%	17.4%	18.1%	21.6%	21.8%	22.3%	23.9%	22.5%	19.6%
Three weeks to one month before school starts	45.2%	46.4%	44.4%	47.6%	42.4%	47.8%	49.0%	44.5%	42.8%
1-2 weeks before school starts	32.1%	30.5%	31.8%	24.8%	31.2%	24.0%	21.8%	25.4%	30.3%
The week school starts	5.4%	3.8%	3.2%	3.0%	2.0%	2.7%	2.8%	4.3%	4.3%
After school starts	2.7%	1.9%	2.5%	3.0%	2.6%	3.2%	2.6%	3.4%	3.0%

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
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-school at least two months before school starts? (Check all that apply)**

	2007	2008	2009	2010	2011	2012	2013	2014	2015
To spread out my shopping budget	NA	NA	NA	NA	NA	NA	NA	NA	64.9%
Prices/promotions are too good to pass up	NA	NA	NA	NA	NA	NA	NA	NA	45.3%
To avoid crowds	NA	NA	NA	NA	NA	NA	NA	NA	51.1%
I don't want to miss out on desired items	NA	NA	NA	NA	NA	NA	NA	NA	21.5%
Habit	NA	NA	NA	NA	NA	NA	NA	NA	26.7%
I tend to shop for the school season year-round	NA	NA	NA	NA	NA	NA	NA	NA	34.5%
To avoid the stress of last-minute shopping	NA	NA	NA	NA	NA	NA	NA	NA	30.5%
Other (please specify)	NA	NA	NA	NA	NA	NA	NA	NA	2.2%

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

Do your children wear a school uniform?

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Yes	15.8%	17.8%	19.2%	20.2%	18.4%	22.5%	20.2%	24.1%	28.1%
No	84.2%	82.2%	80.8%	79.8%	81.6%	77.5%	79.8%	75.9%	71.9%
Total	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)?

	2007	2008	2009	2010	2011	2012	2013	2014	2015
0	38.0%	38.1%	38.7%	39.0%	33.9%	32.8%	37.0%	33.1%	36.8%
1	43.7%	47.2%	45.1%	45.7%	47.3%	49.0%	45.7%	47.9%	45.3%
2	12.3%	11.9%	13.3%	12.5%	14.3%	14.5%	14.5%	15.9%	12.8%
3	5.3%	2.4%	2.1%	2.0%	3.3%	2.5%	1.8%	2.4%	4.0%
4 or more	0.7%	0.3%	0.9%	0.8%	1.2%	1.2%	0.8%	0.7%	1.1%
Total	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?

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average of Buyers	$ 72.32	$ 64.53	$ 78.59	$ 81.49	$ 83.52	$ 85.19	$ 80.13	$ 84.58	$ 81.62
Percent Buying	43.1%	40.7%	39.3%	39.0%	37.9%	42.8%	37.6%	40.7%	40.8%
Net Average	$ 31.19	$ 26.29	$ 30.88	$ 31.74	$ 31.64	$ 36.48	$ 30.13	$ 34.40	$ 33.27
in billions	$ 0.60	$ 0.55	$ 0.60	$ 0.68	$ 0.79	$ 1.08	$ 0.80	$ 0.91	$ 0.83

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
0	42.2%	37.7%	42.8%	40.0%	41.7%	36.8%	39.6%	38.4%	41.3%
1	41.0%	47.2%	40.1%	42.7%	41.6%	43.3%	42.1%	41.8%	40.4%
2	13.4%	13.0%	14.1%	13.7%	12.7%	15.1%	14.9%	15.6%	13.5%
3	2.6%	1.7%	2.7%	2.2%	2.7%	3.1%	2.5%	2.7%	3.5%
4 or more	0.7%	0.4%	0.4%	1.4%	1.3%	1.7%	0.9%	1.4%	1.3%
Total	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?

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Average of Buyers	$ 47.21	$ 50.23	$ 47.35	$ 68.25	$ 62.50	$ 79.33	$ 69.72	$ 77.52	$ 76.74
Percent Buying	32.6%	22.8%	25.2%	26.8%	24.2%	32.3%	26.5%	28.7%	22.9%
Net Average	$ 15.38	$ 11.44	$ 11.94	$ 18.27	$ 15.12	$ 25.63	$ 18.45	$ 22.27	$ 17.57
in billions	$ 0.30	$ 0.24	$ 0.22	$ 0.39	$ 0.33	$ 0.71	$ 0.47	$ 0.54	$ 0.41

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

	2007	2008	2009	2010	2011	2012	2013	2014	2015
0%	11.3%	12.6%	12.3%	9.8%	10.6%	8.7%	11.2%	8.0%	13.6%
25%	30.9%	32.9%	33.5%	29.0%	28.2%	27.9%	29.2%	31.3%	29.2%
50%	31.1%	30.1%	30.3%	31.1%	34.2%	35.8%	31.7%	34.8%	32.8%
75%	20.6%	17.0%	17.1%	22.8%	21.3%	20.3%	20.3%	16.3%	18.5%
100%	6.1%	7.4%	6.7%	7.2%	5.7%	7.4%	7.6%	9.7%	6.0%
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-school plans? (Check all that apply)

	2007	2008	2009	2010	2011	2012	2013	2014	2015
Buying more store brand/generic products	NA	NA	41.7%	44.3%	39.9%	37.0%	32.8%	34.0%	29.8%
Doing more comparative shopping online	NA	NA	26.4%	30.3%	29.8%	32.1%	36.6%	30.5%	30.7%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	42.5%	38.5%	37.0%	35.9%	34.2%	30.3%	28.2%
Making do with last year's school items	NA	NA	35.1%	29.8%	28.3%	25.8%	23.7%	25.6%	20.1%
Shopping for sales more often	NA	NA	56.2%	53.3%	50.0%	51.1%	49.0%	46.2%	40.6%
Shopping more online	NA	NA	9.6%	12.3%	15.3%	17.9%	18.5%	19.6%	15.4%
Spending less overall	NA	NA	49.6%	42.6%	43.7%	37.8%	30.7%	30.5%	27.3%
Using coupons more	NA	NA	40.0%	36.8%	36.9%	35.8%	34.0%	26.6%	26.9%
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%	5.7%

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

	2007	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Postponing educational investments (ie: family computer)	NA	NA	6.8%	6.8%	6.0%	6.3%	7.9%	4.8%	4.6%
Cutting back on extracurricular activities or sports	NA	NA	11.4%	13.3%	10.2%	11.0%	8.8%	7.7%	6.8%
Other	NA	NA	2.3%	1.5%	1.7%	0.8%	0.7%	0.5%	0.4%
Back-to-school plans will not change	NA	NA	14.9%	14.3%	13.9%	15.2%	19.5%	18.9%	23.6%

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)**

	2007	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	NA	NA	NA	NA	45.4%	58.4%	69.5%	75.5%	79.8%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	NA	NA	NA	NA	12.2%	31.1%	45.4%	49.5%	56.4%
I do not own either of these types of devices	NA	NA	NA	NA	51.3%	32.0%	21.9%	17.1%	14.5%

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)**

	2007	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Plan to Research Products/Compare Prices	NA	NA	NA	NA	33.7%	33.3%	34.7%	36.7%	34.3%
Plan to Purchase Products	NA	NA	NA	NA	18.8%	19.2%	18.2%	21.8%	19.6%
Plan to Redeem Coupons	NA	NA	NA	NA	17.8%	26.6%	25.8%	24.4%	26.5%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	24.1%	23.7%	24.8%	25.1%	21.4%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	NA	15.7%	16.4%	14.9%	12.6%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	16.9%	19.9%	16.1%	15.8%
Do not plan to Research or Make a purchase with my Smartphone	NA	NA	NA	NA	46.3%	41.3%	40.9%	44.0%	43.2%

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-School purchase decisions? (Check all that apply)**

	2007	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Plan to Research Products/Compare Prices	NA	NA	NA	NA	50.6%	43.8%	41.8%	45.0%	41.1%
Plan to Purchase Products	NA	NA	NA	NA	30.2%	28.4%	29.9%	31.4%	25.2%
Plan to Redeem Coupons	NA	NA	NA	NA	NA	27.7%	23.1%	23.1%	18.9%
Plan to look up Retailer Information (location, store hours, directions, etc.)	NA	NA	NA	NA	NA	30.5%	25.8%	24.6%	19.6%
Plan to use Apps to Research or Purchase Products	NA	NA	NA	NA	23.7%	22.8%	23.8%	17.7%	10.7%
Plan to use Apps to Compare Prices	NA	NA	NA	NA	NA	20.8%	21.4%	17.1%	15.7%
Do not plan to Research or Make a Purchase with my Tablet	NA	NA	NA	NA	36.2%	33.0%	34.0%	37.9%	39.8%

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+	Elementary School Only	Middle School/Junior High Only	High School Only
N = 6500, 6/30 - 7/8/15				
Margin of Error = +/- 1.2%				
Do you have children in your household between the ages of 6 and 17?				
Yes	26.8%	100.0%	100.0%	100.0%
No	73.2%	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	47.9%	100.0%	0.0%	0.0%
Middle School/Junior High	29.8%	0.0%	100.0%	0.0%
High School	44.6%	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)

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
Average of Buyers	$ 235.10	$ 200.08	$ 226.36	$ 241.18
Percent Buying	92.7%	95.5%	95.1%	93.2%
Net Average	$ 217.82	$ 191.10	$ 215.20	$ 224.85
in billions	$ 8.59			

Shoes

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
Average of Buyers	$ 128.97	$ 104.30	$ 116.76	$ 129.28
Percent Buying	91.2%	94.3%	93.6%	91.3%
Net Average	$ 117.56	$ 98.38	$ 109.25	$ 118.04
in billions	$ 4.64			

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

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
Average of Buyers	$ 103.92	$ 94.16	$ 106.75	$ 97.46
Percent Buying	94.1%	96.0%	96.6%	95.2%
Net Average	$ 97.74	$ 90.40	$ 103.09	$ 92.82
in billions	$ 3.86			

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

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
Average of Buyers	$ 346.01	$ 284.02	$ 335.99	$ 362.82
Percent Buying	57.0%	53.9%	64.0%	62.3%
Net Average	$ 197.24	$ 153.20	$ 215.04	$ 225.90
in billions	$ 7.78			

	Adults 18+	Elementary School Only	Middle School/Junior High Only	High School Only
Combined Average	$ 630.36	$ 533.07	$ 642.58	$ 661.60
in billions	$ 24.87			

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%		
Do you have children in your household between the ages of 6 and 17?		
Yes	26.8%	100.0%
No	73.2%	0.0%
Total	100.0%	100.0%

Have School Age Children:

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

	Adults 18+	Online Shoppers
Elementary School	47.9%	59.0%
Middle School/Junior High	29.8%	34.6%
High School	44.6%	42.1%

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)

	Adults 18+	Online Shoppers
Average of Buyers	$ 235.10	$ 275.07
Percent Buying	92.7%	97.2%
Net Average	$ 217.82	$ 267.28
in billions	$ 8.59	

Shoes

	Adults 18+	Online Shoppers
Average of Buyers	$ 128.97	$ 160.47
Percent Buying	91.2%	97.0%
Net Average	$ 117.56	$ 155.73
in billions	$ 4.64	

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

	Adults 18+	Online Shoppers
Average of Buyers	$ 103.92	$ 129.98
Percent Buying	94.1%	98.6%
Net Average	$ 97.74	$ 128.13
in billions	$ 3.86	

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

	Adults 18+	Online Shoppers
Average of Buyers	$ 346.01	$ 444.45
Percent Buying	57.0%	69.4%
Net Average	$ 197.24	$ 308.33
in billions	$ 7.78	

	Adults 18+	Online Shoppers
Combined Average	$ 630.36	$ 859.47
in billions	$ 24.87	

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

	Adults 18+	Online Shoppers
Discount store	62.2%	60.4%
Department store	56.4%	68.7%
Clothing store	53.5%	70.0%
Electronics store	22.4%	39.7%
Local/Small Business	13.4%	22.8%
Online	35.6%	100.0%
Catalog	6.6%	11.9%
Office Supplies store	35.9%	47.1%
Drug Store	14.5%	21.3%
Thrift Stores/Resale Shops	13.2%	13.7%

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

	Adults 18+	Online Shoppers
N = 6500, 6/30 - 7/8/15		
Margin of Error = +/- 1.2%		

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

	Adults 18+	Online Shoppers
Buy online, pick-up in store / Ship to store	48.4%	48.4%
Expedited shipping	17.3%	17.3%
Free shipping	92.1%	92.1%
Reserve online	9.1%	9.1%
Same-day delivery	10.2%	10.2%
Other (please specify)	0.3%	0.3%

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

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

	Adults 18+	Online Shoppers
At least two months before school starts	19.6%	25.5%
Three weeks to one month before school starts	42.8%	49.7%
1-2 weeks before school starts	30.3%	20.7%
The week school starts	4.3%	2.3%
After school starts	3.0%	1.7%
Total	100.0%	100.0%

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

	Adults 18+	Online Shoppers
To spread out my shopping budget	64.9%	72.8%
Prices/promotions are too good to pass up	45.3%	55.7%
To avoid crowds	51.1%	60.8%
I don't want to miss out on desired items	21.5%	37.7%
Habit	26.7%	24.0%
I tend to shop for the school season year-round	34.5%	29.3%
To avoid the stress of last-minute shopping	30.5%	37.9%
Other (please specify)	2.2%	0.6%

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

Do your children wear a school uniform?

	Adults 18+	Online Shoppers
Yes	28.1%	24.9%
No	71.9%	75.1%
Total	100.0%	100.0%

How many children in your household are teenagers (13-17 years of age)?

	Adults 18+	Online Shoppers
0	36.8%	38.6%
1	45.3%	41.3%
2	12.8%	14.8%
3	4.0%	4.4%
4 or more	1.1%	0.9%
Total	100.0%	100.0%

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

	Adults 18+	Online Shoppers
Average of Buyers	$ 81.62	$ 97.92
Percent Buying	40.8%	41.8%
Net Average	$ 33.27	$ 40.88
in billions	$ 0.830	

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

	Adults 18+	Online Shoppers
0	41.3%	32.7%
1	40.4%	45.6%

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%		
2	13.5%	16.1%
3	3.5%	4.1%
4 or more	1.3%	1.5%
Total	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?

		Adults 18+		Online Shoppers
Average of Buyers	$	76.74	$	80.98
Percent Buying		22.9%		28.3%
Net Average	$	17.57	$	22.89
in billions	$	0.407		

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

	Adults 18+	Online Shoppers
0%	13.6%	8.6%
25%	29.2%	28.2%
50%	32.8%	35.2%
75%	18.5%	21.4%
100%	6.0%	6.7%
Total	100.0%	100.0%

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

	Adults 18+	Online Shoppers
Buying more store brand/generic products	29.8%	32.4%
Doing more comparative shopping online	30.7%	45.3%
Doing more comparative shopping with ad circulars/newspapers	28.2%	32.7%
Making do with last year's school items	20.1%	24.4%
Shopping for sales more often	40.6%	46.3%
Shopping more online	15.4%	31.3%
Spending less overall	27.3%	30.5%
Using coupons more	26.9%	36.2%
The economy is impacting whether children will attend private or public school	5.7%	8.4%
Postponing educational investments (i.e. family computer)	4.6%	7.2%
Cutting back on extracurricular activities or sports	6.8%	8.8%
Other	0.4%	0.8%
Back-to-school plans will not change	23.6%	21.1%

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

	Adults 18+	Online Shoppers
Smartphone (i.e. iPhone, Droid, BlackBerry etc.)	79.8%	92.5%
Tablet (i.e. iPad, TouchPad, XOOM, PlayBook, etc.)	56.4%	69.6%
I do not own either of these types of devices	14.5%	4.2%

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)

	Adults 18+	Online Shoppers
Plan to Research Products/Compare Prices	34.3%	54.3%
Plan to Purchase Products	19.6%	39.3%
Plan to Redeem Coupons	26.5%	41.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	21.4%	37.4%
Plan to use Apps to Research or Purchase Products	12.6%	24.0%

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%		
Plan to use Apps to Compare Prices	15.8%	23.5%
Do not plan to Research or Make a Purchase with my Smartphone	43.2%	22.4%

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)**

	Adults 18+	Online Shoppers
Plan to Research Products/Compare Prices	41.1%	57.2%
Plan to Purchase Products	25.2%	48.4%
Plan to Redeem Coupons	18.9%	31.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	19.6%	32.6%
Plan to use Apps to Research or Purchase Products	10.7%	20.0%
Plan to use Apps to Compare Prices	15.7%	19.8%
Do not plan to Research or Make a Purchase with my Tablet	39.8%	22.5%

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