Source: Prosper Insights & Analytics™, Monthly Cor	sumer 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 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 follow	ving grades? (0	Check all that	t 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%
THE SUIT OF THE 76 TOTALS THAY DE GREATER THAT TOURS DECAUSE THE RESPONDENTS CAT SERVICE	44.0%	47.3%	41.0%	42.4%	44.3%	40.7%	21.7%	44.9%	57.6%	50.5%	45.0%	50.6%	50.6%	40.3%	43.3%
more than one answer.															
How much do you plan to spend on the following ba	CK-to-SCHOOL IT	ems this year	r?												
Clothing and accessories (excluding Shoes)	¢ 02510 ¢	0/1 60 ¢	<u>ວວວວ</u> ະ	000 01 ¢	245 20 ¢	202 16 ¢	242.20 ¢	040 51 ¢	042 54 ¢	005.67 ¢	226 10 ¢	000 70 ¢	104.01 \$	007 40 ¢	242 42
Average of Buyers Percent Buying	92 7%	93.4%	91.9%	92.7%	91.3%	94.4%	2 <b>43.39 \$</b> 97.9%	249.51 \$ 96.7%	93.3%	92.9%	230.10 ş 82.0%	94.1%	93.8%	<b>237.42 3</b>	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	s, backpacks, a	and lunchbox	es												
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%
in billions	φ <b>31.14</b> φ	112.00 \$	04.14 3	00.02 <b>φ</b>	104.39 \$	109.74 \$	127.09 \$	107.71 \$	09.70 <b>\$</b>	05.52 ş	70.27 ş	107.04 \$	01.41 \$	90.42 <b>\$</b>	119.97
Electropics or computer related equipment such as		tor lanton o	oll phono tob	lot or MD2 n	lavor										
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	101.00 φ	φ	φ	000.00 φ	φ	140.10 φ	707.00 Q	021.04 φ	020.07 φ	400.00 ¢	πο.ο-η φ	000.00 φ	02/.01 φ	100.01
Where will you purchase back-to-school items this y	ear? (Check al	l 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% 26.5%	58.0%	59.7%	48.8%	49.7%	43.5%	56.2%	46.3%	53.3%	57.9%
Local/Small Business	13.4%	26.3 % 16 7%	10.8%	13.5%	13.1%	16.2%	29.2% 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%
I NTITE STOLES/RESALE SUODS	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%
more than one answer.															
Online Back-to-School Shoppers: Do you plan to tak	e advantage o	f any of the f	ollowing ship	nina service	es when										
shopping online for back-to-school this year? (Chec	k 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%
Eree chipping															75 10/
Deserve enline	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%	/5.4%
Reserve online Same-day delivery	92.1% 9.1%	88.9% 12.7%	95.1% 5.7% 7.5%	92.7% 7.6%	92.4% 8.2%	82.9% 13.7%	88.9% 15.4%	88.8% 10.2%	92.1% 6.2%	97.3% 11.1%	100.0% 0.0%	82.3% 6.9%	81.3% 11.4%	94.4% 8.2%	75.4% 9.1%
Reserve online Same-day delivery Other (olease specify)	92.1% 9.1% 10.2% 0.3%	88.9% 12.7% 13.0% 0.7%	95.1% 5.7% 7.5% 0.0%	92.7% 7.6% 13.6% 0.3%	92.4% 8.2% 8.5% 0.4%	82.9% 13.7% 23.0% 0.0%	88.9% 15.4% 19.1% 0.0%	88.8% 10.2% 8.0% 0.4%	92.1% 6.2% 6.5% 1.4%	97.3% 11.1% 8.0% 0.0%	100.0% 0.0% 0.0% 0.0%	82.3% 6.9% 8.0% 0.0%	81.3% 11.4% 11.7% 0.8%	94.4% 8.2% 9.9% 0.3%	75.4% 9.1% 11.6% 0.3%

Source: Prosper Insights & Analytics™, Monthly Con	sumer 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%	abandiaa0														
At least two months before school starts	10.6%	10.2%	20.0%	20 00/	10 60/	25 5%	21 00/	10.00/	17 /0/	12.0%	11 00/	16 00/	10.0%	10 5%	27.0%
Three weeks to one month before school starts	19.0%	19.3%	20.0%	20.0%	15.0%	20.0%	31.0 %	19.0 %	17.4%	12.9 /o 52 7%	30.6%	10.0 %	38.0%	19.3%	27.9%
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%
<b>a</b>															
months before school starts? (Check all that apply)	do you begin s	nopping for	back-to-scho	ol at least tw	10										
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%
I o 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%
To avoid the stress of last-minute shopping	34.3%	40.1%	29.1%	23.0%	30.2%	12.7%	10.0%	20.9%	23.0%	44.0%	11.9%	9.0%	21.4%	32.3%	20.0%
Other (please specify)	30.5%	42.0%	0.5%	20.0%	30.7%	27.0%	27.4%	0.0%	27.4%	24.1%	43.0%	21.5%	21.9%	0.5%	7 0%
The sum of the % order have greater than 100% because the respondents can select more than one answer.	2.270	4.0 %	0.5 %	0.078	3.1%	0.0 %	0.0 %	0.976	0.0 %	12.1/0	0.0 %	0.0 %	0.078	0.5%	7.0%
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%
lotal	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)?	20.7%	27.20/	20 10/	26 10/	55 5%	27 70/	26.0%	22.20/	21.0%	22.0%	25.2%	20 /9/	20.0%
1	30.0%	33.7%	39.7%	37.3%	30.1%	30.4%	05.0%	37.7%	20.0%	33.2%	51.9%	53.9%	50.2%	39.4%	29.9%
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	4.0%	1.8%	0.6%	4.5%	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 b	ack-to-schoo	l 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 a	ge)?		40.00/	00.00 <i>/</i>	10 10/		00.404	10 50	50.00/	50.00/	10 70/	15.00/	10.00/	05.00/
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%	30.8%	27.9%	34.8%	38.8%	40.1%	43.5%	34.1%
2	3.5%	3.6%	3 /0/	3.2%	14.2 %	2.8%	20.0%	20.4 %	2.1%	5.5%	0.0%	5.5%	1 7%	3 1%	23.0%
4 or more	1.3%	2.0%	0.7%	1 1%	4.5%	0.0%	3.8%	4.0%	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%
	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070	1001070
If you have pre-teens, how much of their own money	do they plan to	spend on ba	ack-to-schoo	l items?	aa							<b></b>		<b></b>	
Average of Buyers	<b>5</b> 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 dire	ct result of you	ur child's infl	luence?												
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%
IOTAI	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 be	ack-to-school p	lans? (Chec	k all that app	ly)	<b>00</b>	00.5-1	00.5-1	00.57	00 <b>-</b>	01.51	00 (-)	00.0-1	04.0-1	00.51	
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%

Source: Prosper Insights & Analytics™, Monthly Co	onsumer 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%															
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	F 70/	7.10/	4.00/	F F0/	C 00/	0.00/	0.00/	4.00/	F 00/	4.00/	0.00/	F 00/	0.10/	C 00/	F 60/
Private of public school Postponing educational investments (i.e. family	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%
computer)	1.6%	6 1%	3 1%	1.6%	5.0%	5.6%	8 2%	3.8%	3 2%	3 0%	2 0%	3 2%	2 1%	5 2%	5 0%
Cutting back on extracurricular activities or sports	6.8%	7.1%	6.6%	9.0%	5.6%	5.6%	6.4%	5.8%	5.2%	7.3%	10.2%	1.9%	5.7%	7.7%	9.0%
Other	0.0%	0.6%	0.0%	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 7% totals thay be greater than 100% because the respondents can select more than one answer.		,		,											
Asked of Back-to-School Shoppers: Do you own e	ither of the follow	wing device	s? (Check all	that apply)											
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 The sum of the 76 totals may be greater than 100% because the respondents can serect more than one answer.	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%
<i>Own a Smartphone:</i> How will you use your Smartp	hone to make Ba	ack-to-Scho	ol purchase d	ecisions? (C	heck all										
liat apply) Plan to Recearch Products/Compare Prices	24.2%	41 00/	07 00/	20.0%	25 5%	10 10/	E2 00/	41 00/	22 60/	22 50/	11.0%	22 60/	20 00/	22 60/	41 00/
Plan to Purchase Products	10.6%	41.2 /o 24.3%	27.0%	17.5%	20.1%	40.1%	33.0%	2/ 0%	16.8%	13.6%	0.0%	22.5%	29.0%	18 5%	41.2 %
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 Betailer Information (location store	20.576	20.070	27.170	24.170	20.770	00.7 /0	04.070	02.078	20.070	11.170	10.578	27.570	20.070	24.576	02.070
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 The sum of the 76 bias thay be greater than 10076 because the respondence can serect more than one answer.	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%
Own a Tablet: How will you use your Tablet to mak	o Rock to Schor		dogiciono2 (C	book all that	apply)										
Plan to Research Products/Compare Prices	/1 1%	15 3%	37.0%	21 1%	47 1%	50.8%	18 3%	10 5%	35 1%	32.0%	11 3%	35 3%	26.6%	11 8%	51 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%	20.0%	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	/ .	20.070				00.075	2	, , ,	, 5		0.075		, , ,		
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 тне зили от не че коназ нау ре угеакет внаят тоо че ресарье не техроповля сал веесс веся блое во во ролног	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%

more than one answer.

Source: Prosper insights &	•	,			a , ,		/-15												
			2007	,	2008		2009		2010		2011		2012		2013		2014		2015
Do you have children in you	ur household betwe	en th	he ages	s of	6 and 17	?													
Yes			24.1%	•	24.7%		23.0%		25.2%		26.8%		30.9%		29.2%		27.3%		26.8%
NO Total			/5.9%	•	/5.3%		//.0%		/4.8%		/3.2%		69.1%		/0.8%		12.7%		/3.2%
TOTAL		I	100.0%	•	100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%		100.0%
Do you have children in you	ur household in the	follo	wing c	here	as? (Cha	ock a	ll that a	nnlı	A A										
Elementary School		10110	45.3%	Jiau	52 2%		47 3%	Phi:	<b>16</b> 4%		43.8%		50 3%		47 1%		45.6%		47 9%
Middle School/Junior High			32.8%		33.8%		32 1%		31 7%		31 0%		35.0%		34.7%		36 1%		20.8%
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 tu	uv% because the respondents		10.170		40.070		40.270		42.070		47.170		42.070				40.170		44.070
can select more than one answer.							_												
How much do you plan to s	pend on the follow	ing b	back-to	-sch	nool item	s thi	s year?												
Clothing and accessories (	excluding Shoes)																		
	Average of Buyers	\$ 2	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	\$ 2	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																			
	Average of Buyers	\$ 1	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	\$ 1	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 n	otebooks, folders, r	oenci	ils, bac	kpa	cks. and	lund	chboxes												
	Average of Buvers	\$	98.44	\$	102.55	\$	87.41	\$	99.32	\$	96.04	\$	99.84	\$	94.04	\$	109.49	\$	103.92
	Percent Buving	•	95.5%	, <b>T</b>	95.9%	Ŧ	94.5%	Ŧ	97.0%	Ŧ	92.7%	Ŧ	95.6%	Ŧ	96.2%	Ŧ	92.4%	Ŧ	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-rel	lated equinment su	ch ac	e a hon	no r	omnuter	lant	ton har	dha	ald orda	nize	ar or	•						•	
calculator		on ac	5 a non		omputer	, 140	top, nui		la orgai		, 01								
Calculator	Average of Buvers	\$ 2	222.58	\$	259.66	\$	293.80	\$	285.21	\$	365.48	\$	365.54	\$	357.25	\$	364.46	\$	346.01
	Percent Buving	•	58.1%	, <b>T</b>	58.4%	+	57.1%	Ŧ	63.7%	Ŧ	51.9%	Ŧ	59.6%	Ŧ	55.7%	Ŧ	58.3%	Ŧ	57.0%
	Net Average	\$ 1	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
				•				•				•		•				•	
(	Combined Average	\$ 5	563.49	\$	594.24	\$	548.72	\$	606.40	\$	603.63	\$	688.62	\$	634.78	\$	669.28	\$	630.36
(	Combined Average in billions	\$5 \$	563.49 18.40	<b>\$</b> \$	<b>594.24</b> 20.08	<b>\$</b>	548.72 17.42	<b>\$</b> \$	<b>606.40</b> 21.35	\$ \$	<b>603.63</b> 22.80	\$ \$	688.62 30.31	<b>\$</b> \$	<b>634.78</b> 26.72	\$ \$	<b>669.28</b> 26.54	\$ \$	<b>630.36</b> 24.87
	Combined Average in billions	<b>\$</b>	563.49 18.40	\$ \$	<b>594.24</b> 20.08	<b>\$</b>	548.72 17.42	<b>\$</b> \$	<b>606.40</b> 21.35	<b>\$</b> \$	<b>603.63</b> 22.80	<b>\$</b> \$	688.62 30.31	<b>\$</b> \$	<b>634.78</b> 26.72	<b>\$</b> \$	<b>669.28</b> 26.54	<b>\$</b> \$	<b>630.36</b> 24.87
Where will you purchase ba	Combined Average in billions ack-to-school items	\$5 \$ this	563.49 18.40	\$ \$ (Che	594.24 20.08	\$ \$ at ap	548.72 17.42	<b>\$</b>	<b>606.40</b> 21.35	<b>\$</b>	<b>603.63</b> 22.80	<b>\$</b>	688.62 30.31	<b>\$</b> \$	<b>634.78</b> 26.72	<b>\$</b>	<b>669.28</b> 26.54	<b>\$</b> \$	<b>630.36</b> 24.87
Where will you purchase ba Discount store	Combined Average in billions ack-to-school items	\$5 \$	<b>563.49</b> 18.40 <b>year?</b> 67.6%	\$ \$ (Che	<b>594.24</b> 20.08 eck all th 73.0%	\$ sat ap	<b>548.72</b> 17.42 <b>oply)</b> 74.5%	<b>\$</b>	606.40 21.35 71.2%	\$	603.63 22.80 68.4%	<b>\$</b>	688.62 30.31	<b>\$</b>	634.78 26.72	<b>\$</b>	669.28 26.54	<b>\$</b>	630.36 24.87 62.2%
Where will you purchase ba Discount store Department store	Combined Average in billions ack-to-school items	\$5 \$ this	<b>563.49</b> 18.40 <b>year?</b> 67.6% 54.9%	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6%	\$ s	<b>548.72</b> 17.42 <b>oply)</b> 74.5% 54.4%	<b>\$</b>	606.40 21.35 71.2% 53.9%	\$	603.63 22.80 68.4% 57.0%	<b>\$</b>	688.62 30.31 67.1% 59.9%	<b>\$</b>	634.78 26.72 67.1% 61.7%	<b>\$</b>	669.28 26.54 64.4% 59.1%	<b>\$</b>	630.36 24.87 62.2% 56.4%
Where will you purchase ba Discount store Department store Clothing store	Combined Average in billions ack-to-school items	\$ \$ this	<b>563.49</b> 18.40 <b>year?</b> 67.6% 54.9% NA	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8%	\$ \$ at ap	<b>548.72</b> 17.42 <b>oply)</b> 74.5% 54.4% 48.4%	<b>\$</b>	606.40 21.35 71.2% 53.9% 49.0%	<b>\$</b>	603.63 22.80 68.4% 57.0% 48.7%	<b>\$</b>	688.62 30.31 67.1% 59.9% 52.0%	<b>\$</b>	634.78 26.72 67.1% 61.7% 51.5%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5%
Where will you purchase ba Discount store Department store Clothing store Electronics store	Combined Average in billions ack-to-school items	\$ \$ this	563.49 18.40 9 year? 67.6% 54.9% NA NA	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4%	\$ \$ at ap	<b>548.72</b> 17.42 <b>oply)</b> 74.5% 54.4% 48.4% 20.8%	<b>\$</b>	606.40 21.35 71.2% 53.9% 49.0% 23.0%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7%	<b>\$</b>	688.62 30.31 67.1% 59.9% 52.0% 26.3%	<b>\$</b>	634.78 26.72 67.1% 61.7% 51.5% 25.9%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo	Combined Average in billions ack-to-school items thing or electronics	\$ \$ this	563.49 18.40 9 year? 67.6% 54.9% NA NA 31.6%	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4%	\$ sat ap	<b>548.72</b> 17.42 <b>oply)</b> 74.5% 54.4% 48.4% 20.8%	<b>\$</b>	606.40 21.35 71.2% 53.9% 49.0% 23.0%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7%	<b>\$</b>	688.62 30.31 67.1% 59.9% 52.0% 26.3%	<b>\$</b>	634.78 26.72 67.1% 61.7% 51.5% 25.9%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business	Combined Average in billions ack-to-school items thing or electronics	\$ \$ this	563.49 18.40 9ear? 1 67.6% 54.9% NA NA 31.6%	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA	\$ sat ap	<b>548.72</b> 17.42 <b>oply)</b> 74.5% 54.4% 48.4% 20.8%	<b>\$</b>	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA	<b>\$</b>	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA	<b>\$</b>	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA	<b>\$</b>	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online	Combined Average in billions ack-to-school items thing or electronics	\$5 \$	563.49 18.40 9ear? 67.6% 54.9% NA NA 31.6% NA 21.4%	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA NA 24.8%	\$ sat ap	<b>548.72</b> 17.42 <b>oply)</b> 74.5% 54.4% 48.4% 20.8% NA NA NA 22.2%	<b>\$</b>	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8%	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7%	<b>\$</b>	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6%	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2%	\$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog	Combined Average in billions ack-to-school items thing or electronics	\$ \$ this	563.49 18.40 9ear? 67.6% 54.9% NA NA 31.6% NA 21.4% 7.2%	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA NA 24.8% 8 5%	\$ at ap	548.72 17.42 500 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9%	<b>\$</b> \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6%	\$ \$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2%	<b>\$</b> \$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store	Combined Average in billions ack-to-school items thing or electronics	\$ \$ this	563.49 18.40 9 <b>year?</b> 1 67.6% 54.9% NA NA 31.6% NA 21.4% 7.2% 41.4%	\$ \$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA NA 24.8% 8.5% 41.8%	\$ aat ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2%	<b>\$</b> \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0%	\$ \$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0%	\$ \$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store	Combined Average in billions ack-to-school items thing or electronics	\$ \$ this	563.49 18.40 9900 18.40 67.6% 54.9% NA NA 31.6% NA 21.4% 7.2% 41.4% 17.9%	<b>\$</b> <b>(Che</b>	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA NA 24.8% 8.5% 41.8% 18.2%	\$ at ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA 22.2% 7.9% 41.2%	\$ \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 19.5%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1%	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7%	\$ \$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6% 19.6%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops	Combined Average in billions ack-to-school items thing or electronics	\$ \$ this	563.49 18.40 9ear? ( 67.6% 54.9% NA 31.6% NA 21.4% 7.2% 41.4% 17.9% NA	\$ \$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA	\$ at ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA 22.2% 7.9% 41.2% 21.5% 18.2%	\$ \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 19.5% 17.0%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1%	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4%	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6% 19.6% 13.7%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2%	\$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics	\$ this	563.49 18.40 9ear? ( 67.6% 54.9% NA 31.6% NA 21.4% 7.2% 41.4% 17.9% NA	\$ \$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA	\$ \$ at ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2%	\$ \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 19.5% 17.0%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1%	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4%	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6% 19.6% 13.7%	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2%	\$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics	\$ E \$ this	563.49 18.40 9 <b>year?</b> 67.6% 54.9% NA 31.6% 7.2% 41.4% 17.9% NA	\$ (Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA	\$ \$ at ap	548.72 17.42 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2%	<b>\$</b> \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 41.2% 19.5% 17.0%	\$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1%	\$	67.1% 59.9% 52.0% 26.3% NA 39.6% 8.2% 42.0% 22.7% 14.4%	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6% 19.6% 13.7%	<b>\$</b>	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2%	<b>\$</b>	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics	\$ £ £ \$ this	563.49 18.40 9 year? ( 67.6% 54.9% NA 31.6% NA 21.4% 7.2% 41.4% NA	(Che	<b>594.24</b> 20.08 <b>eck all th</b> 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA	\$ \$ at ap	548.72 17.42 74.5% 54.4% 48.4% 20.8% NA 22.2% 7.9% 41.2% 21.5% 18.2% the follo	\$ \$	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 41.2% 19.5% 17.0%	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1%	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4%	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6% 19.6% 13.7%	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2%	\$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2%
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Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool 1	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% NA 31.6% 7.2% 41.4% 17.9% NA 17.9% NA ske adv this ye NA NA NA NA NA NA NA NA NA NA	s (Cho anta ar?	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA	\$ at ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% the follo at apply NA NA NA NA	\$ \$ > > win )	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 19.5% 17.0% NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1% NA NA NA NA	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA	\$ \$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA	<b>\$</b> \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totas may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool 1	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% NA 21.4% 7.2% 41.4% 17.9% NA 17.9% NA ske adv this ye NA NA NA NA NA NA NA NA NA NA	s (Cho anta ar?	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA NA	\$ sat ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA 22.2% 7.9% 41.2% 21.5% 18.2% the folls at apply NA NA NA NA NA	\$ \$ > > win )	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 17.0% ng shipp NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1% NA NA NA NA	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA	\$ \$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA	<b>\$</b> \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics hopers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool 1	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% NA 31.6% 7.2% 41.4% 17.9% NA 17.9% NA NA NA NA NA NA NA NA NA NA	s (Cho	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA NA	\$ sat ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% the follic at apply NA NA NA NA NA	\$ \$ owii	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 41.2% 19.5% 17.0% NA NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1% NA NA NA NA NA	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA NA	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA NA	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA NA	<b>\$</b> \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool f	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% 0.21.4% 7.2% 41.4% NA 17.9% NA NA NA NA NA NA NA NA NA NA	\$ (Cho	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA NA	\$ aat ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% the follo at apply NA NA NA NA NA	\$ \$ >wii	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 17.0% 17.0% NA NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1% NA NA NA NA NA	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA NA	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA NA	\$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA NA	<b>\$</b> \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3%
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Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan bline for back-to-sch Ship to store	\$ \$ this to ta nool f	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% 7.2% 41.4% 17.9% NA NA NA NA NA NA NA NA NA NA	s (Cho	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA NA NA	\$ sat ap	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% the follo at apply NA NA NA NA NA	\$ \$ > > > >	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 41.2% 17.0% NA NA NA NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 38.0% 21.1% 16.1% NA NA NA NA NA NA	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA NA NA	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 8.0% 40.6% 19.6% 13.7% NA NA NA NA NA NA NA	<b>\$</b> \$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA NA NA NA	\$ \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool f	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% 21.4% 7.2% 41.4% 17.9% NA ithis ye NA NA NA NA NA NA NA NA 17.9% NA NA 21.4% 2.1% NA NA 21.4% NA 17.9% NA NA 21.4% 2.1% NA 17.9% NA NA 21.4% 2.1% NA 2.1.4% NA 2.1.4% NA 17.9% NA NA 2.1.4% NA 2.1.4% NA 17.9% NA NA NA 2.1.4% NA 17.9% NA NA NA 1.6% NA 2.1.4% NA NA NA NA NA 1.6% NA 1.6% NA 1.6% NA 1.6% NA 1.6% NA 1.6% NA 1.6% NA 1.4% NA NA NA NA NA NA NA NA NA NA	s (Cho	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA NA NA Se? 17.4% 46.4%	\$ at ap all that	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% the follo at apply NA NA NA NA NA NA NA	\$ \$ > > > > > >	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 17.0% NA NA NA NA NA NA NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 38.0% 21.1% 16.1% NA NA NA NA NA NA NA	<b>\$</b> €	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA NA NA NA NA	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA NA NA NA NA	<b>\$</b> \$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA NA NA NA NA	<b>\$</b> €	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool f	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% 7.2% 41.4% 17.9% NA 17.9% NA NA NA NA NA NA NA NA NA NA	s (Cho	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA 30.5% 17.4% 46.4% 30.5% 2 9%	\$ at ap all that	548.72 17.42 oply) 74.5% 54.4% 48.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% the follo at apply NA NA NA NA NA NA NA NA NA NA NA 2.2% 7.9% 41.2% 21.5% 18.2% NA 2.2% 7.9% 41.2% 2.3% 18.2% NA 2.2% 7.9% 41.2% 2.3% 18.2% NA 2.2% 7.9% 41.2% 2.3% 18.2% NA 2.2% 7.9% 41.2% 2.3% 18.2% NA 2.2% 7.9% 41.2% 2.3% 18.2	\$ \$ > > > > > >	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 17.0% 17.0% NA NA NA NA NA NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 8.6% 38.0% 21.1% 16.1% NA NA NA NA NA NA NA NA NA NA	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA NA NA NA NA NA NA NA	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA NA NA NA NA NA NA S 23.9% 49.0% 21.8%	<b>\$</b> \$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA NA NA NA NA NA	\$ \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3% 19.6% 42.8% 30.3%
Where will you purchase ba Discount store Department store Clothing store Electronics store Specialty store, such as a clo store Local/Small Business Online Catalog Office Supplies store Drug Store Thrift Stores/Resale Shops The sum of the % totals may be greater than to can select more than one answer.	Combined Average in billions ack-to-school items thing or electronics thing or electronics opers: Do you plan line for back-to-sch Ship to store	\$ \$ this to ta nool f	563.49 18.40 year? ( 67.6% 54.9% NA 31.6% 21.4% 7.2% 41.4% 17.9% NA 17.9% NA NA NA NA NA NA NA NA NA NA	s (Cho	594.24 20.08 eck all th 73.0% 56.6% 47.8% 21.4% NA 24.8% 8.5% 41.8% 18.2% NA age of an (Check a NA NA NA NA NA NA Se? 17.4% 46.4% 30.5% 3.8%	\$ at ap all that	548.72 17.42 54.4% 74.5% 54.4% 20.8% NA NA 22.2% 7.9% 41.2% 21.5% 18.2% 18.2% the follo at apply NA NA NA 18.1% 44.4% 31.8% 3.2%	\$ \$ > > > > > >	606.40 21.35 71.2% 53.9% 49.0% 23.0% NA NA 30.8% 8.7% 41.2% 17.0% NA 19.5% 17.0% NA NA NA NA NA NA NA NA NA NA NA NA NA	\$ \$	603.63 22.80 68.4% 57.0% 48.7% 21.7% NA NA 31.7% 38.0% 21.1% 16.1% NA NA NA NA NA NA NA NA S1.2% 21.8% 42.4% 31.2% 2.0%	\$	688.62 30.31 67.1% 59.9% 52.0% 26.3% NA NA 39.6% 8.2% 42.0% 22.7% 14.4% NA NA NA NA NA NA NA NA NA S22.3% 47.8% 24.0% 2.7% 2.2%	\$	634.78 26.72 67.1% 61.7% 51.5% 25.9% NA NA 37.3% 40.6% 19.6% 13.7% NA NA NA NA NA NA NA NA NA NA S 23.9% 49.0% 21.8% 2.8%	<b>\$</b> \$	669.28 26.54 64.4% 59.1% 53.8% 27.5% NA 17.4% 38.2% 7.5% 42.0% 20.5% 13.2% NA NA NA NA NA NA NA NA NA NA NA	\$ \$	630.36 24.87 62.2% 56.4% 53.5% 22.4% NA 13.4% 35.6% 6.6% 35.9% 14.5% 13.2% 48.4% 17.3% 92.1% 9.1% 10.2% 0.3% 19.6% 42.8% 30.3% 4.3%

Source: Prosper Insights & Analytics™, Monthly (	Consume	r Survey, JUI	L 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: W two months before school starts? (Check all that	/hy do yo apply)	u begin shop	oping for ba	ck-to-schoo	ol at least				
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%
Hobit	N/A	INA NA	NA NA	NA NA		NA NA	NA NA	NA NA	21.3 /0
Habil	NA	NA	NA	NA	NA	NA	NA	NA	20.7%
I tend to shop for the school season year-round	NA	NA	NA	NA	NA	NA	NA	NA	34.5%
I o avoid the stress of last-minute shopping	NA	NA	NA	NA	NA	NA	NA	NA	30.5%
Other (please specify) ine sum of the % totals may be greater than 100% because the respondents can select more than one answer.	NA	NA	NA	NA	NA	NA	NA	NA	2.2%
Do your children wear a school uniform?									
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%
	(10.070	100.078	100.078	100.078	100.078	100.078	100.078	100.078	100.078
now many children in your household are teenag	ers (13-17	years of age	e) /	<b>00</b>	00	00 C-1	07.05	00.457	<b>~~ ~ ·</b> ·
U	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 toonggoto, how much of their own mo	nov do th	ov plan to on	and an baa	k to ochool	l itomo?				
Average of Buyers, "	70 20	¢ 61.52		¢ 91 /0	¢ 92.52	¢ 9510¢	90 12 ¢	9159 ¢	91 60
Average of Buyers \$	12.32	<b>a</b> 04.53 a	<b>70.39</b>	<b>5 61.49</b>	<b>\$ 63.52</b>	ຈ oo.19 ຈ	07.00/	04.00 <b>p</b>	01.02
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 \$	6 0.60	\$ 0.68	\$ 0.79	\$ 1.08 \$	0.80 \$	0.91 \$	0.83
How many children in your household are pre-tee	ns (6-12 v	vears of age)	?						
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%
0	10/0/	47.2/0	40.176	42.7 /0	41.0%	40.076	42.1 /0	41.0%	10.4 /0
2	0.00/	13.0%	14.1%	13.7%	12.7%	13.1%	14.9%	13.0%	13.5%
3	2.0%	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 more	nev do th	ev plan to sp	end on bacl	k-to-school	items?				
Average of Buyers \$	47.21	\$ 50.23	\$ 47.35	\$ 68.25	\$ 62.50	\$ 79.33 \$	69.72 \$	77.52 \$	76.74
Percent Buving	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
	0.00	φ 11. <del>11</del> ς	<b>P</b> 11. <b>9</b> 4	¢ 10.21	¢ 10.12	¢ 20.00 ¢	0.47 ¢	<b>ΔΔ.Δ.Γ</b> φ	0.41
in billions \$	0.30	φ 0.24 ¢	0.22	φ 0.39	φ 0.33	φ 0./Ιφ	0.47 <b>\$</b>	0.54 <b>þ</b>	0.41
What percentage of back-to-school spending is a	direct re	sult of your c	hild's influe	ence?	10.09/	0.70/	11.00/	0.00/	10.0%
U /o	11.3%	12.0%	12.3%	9.8%	10.6%	ð./%	11.2%	0.U%	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 you	ur back-to	o-school plan	ns? (Check a	all that appl	y)				
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 Doing more comparative shopping with ad	NA	NA	26.4%	30.3%	29.8%	32.1%	36.6%	30.5%	30.7%
circulare/newspanare	NIA	NIA	10 50/	30 50/	37 00/	35 0%	31 00/	30.3%	00 00/
Making do with last year's asked items	INA	INA NA	42.0%	00.070	01.0%	05.9%	04.270	00.070 05.00/	20.270
waning ou with last years school liems	NA	NA	35.1%	29.8%	28.3%	25.8%	23.1%	∠0.0%	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 S	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%
Öther	NA	NA	2.3%	1.5%	1.7%	0.8%	0.7%	0.5%	0.4%
Back-to-school plans will not change The sum or the % totals may be greater than 100% because the respondents can select more than one answer.	NA	NA	14.9%	14.3%	13.9%	15.2%	19.5%	18.9%	23.6%
Asked of Back-to-School Shoppers: Do you own	either of the	e following	devices? (C	heck all that	t apply)				
Smartphone (i.e. iPhone, Droid, BlackBerry etc.) Tablet (i.e. iPad, TouchPad, XOOM, PlayBook,	NA	NA	NA	NA	45.4%	58.4%	69.5%	75.5%	79.8%
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 The sum of the % totals may be greater than 100% because the respondents can select more than one answer.	NA	NA	NA	NA	51.3%	32.0%	21.9%	17.1%	14.5%
Own a Smartphone: How will you use your Smar	tphone to m	ake Back-to	o-School pu	rchase decis	sions?				
(Check all that apply)									
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 The sum of the % totals may be greater than 100% because the respondents can select more than one answer.	NA	NA	NA	NA	46.3%	41.3%	40.9%	44.0%	43.2%
Own a Tablet: How will you use your Tablet to m	ake Back-to	-School pur	chase decis	ions? (Cheo	ck all that				
Plan to Research Products/Compare Prices	NA	NA	NA	NA	50.6%	13 8%	/1 8%	45.0%	/1 10/
Plan to Purchase Products/Compare Files		NA NA			20.0%	43.0 /0	41.0%	45.0%	41.1 /o 25 29/
Plan to Podeom Coupons		NA NA			30.2 /o	20.4 /0	29.9/0	01.4 /0 00 10/	19 00/
Plan to look up Betailor Information (location	INA	INA	NA	NA	INA	21.1%	23.1%	23.1%	10.9%
etere bours directions etc.)						20 50/	05.00/	04 00/	10.00/
Dian to use Appe to Desearch or Durchese	INA	INA	NA	INA	NA	30.5%	20.0%	24.0%	19.0%
Producto	N1.A				00 70/	00.00/	00.00/	17 70/	10 70/
Floudels Plan to use Anno to Compare Prison	NA	NA	NA	NA	23.1%	22.8%	∠J.8%	17.1%	10.7%
Fian to use Apps to Compare Prices	NA	NA	NA	NA	NA	20.8%	∠1.4%	17.1%	15.7%
with my Tablet	N1.A				00.00/	00.00/	04.00/	07.00/	00.00/
with my rapiet	NA	NA	NA	NA	36.2%	33.0%	34.0%	37.9%	39.8%

with my Tablet I ne 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

							Middle		
					Elementary	Sch	ool/Junior		<b>High School</b>
N = 6500, 6/30 - 7/8/15		Ad	ults 18+	9	School Only		High Only		Only
Margin of Error = +/- 1.2%									
Do you have children in your household betwee	en the	ag	es of 6 a	nd 1	17?				
Yes		Ū	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	follow	ving	grades	? (Cl	heck 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%
more than one answer.	Select								
How much do you plan to spend on the follow	ing ba	ck-t	o-schoo	l ite	ms this year	?			
Clothing and accessories (excluding Shoes)									
Average of B	uyers	\$	235.10	\$	200.08	\$	226.36	\$	241.18
Percent B	uying		92.7%		95.5%		95.1%		93.2%
Net Ave	erage	\$	217.82	\$	191.10	\$	215.20	\$	224.85
in	billions	\$	8.59						
Shoes									
Average of B	uyers	\$	128.97	\$	104.30	\$	116.76	\$	129.28
Percent Bu	uying		91.2%		94.3%		93.6%		91.3%
Net Ave	erage	\$	117.56	\$	98.38	\$	109.25	\$	118.04
in	billions	\$	4.64						
School supplies, such as notebooks, folders, j	pencils	s, ba	ackpacks	s, an	nd lunchboxe	es			
Average of B	uyers	\$	103.92	\$	94.16	\$	106.75	\$	97.46
Percent B	uying		94.1%		96.0%		96.6%		95.2%
Net Ave	erage	\$	97.74	\$	90.40	\$	103.09	\$	92.82
in	billions	\$	3.86						
Electronics or computer-related equipment su	ch as a	a ho	me com	pute	er, laptop, ce	ell pho	ne, tablet o	or N	IP3 player
Average of B	uyers	\$	346.01	\$	284.02	\$	335.99	\$	362.82
Percent Bi	uying		57.0%		53.9%		64.0%		62.3%
Net Ave	erage	\$	197.24	\$	153.20	\$	215.04	\$	225.90
in	billions	\$	7.78						
Combined Au	orage	¢	620.26	¢	E00 07	¢	640 50	¢	661 60
	erage	¢	030.30	¢	533.07	φ	042.30	Ф	001.00
	DIIIONS	Ф	24.87						

Source: Prosper Insights & Analytics™, Monthly Cor	nsumer Sur	vey	, JUL-15 Online	
N = 6500 - 6/30 = 7/8/15	Adults 18		Shonners	
Margin of Error $-1/-1.2\%$			Choppere	
Do you have children in your household between the	area of 6	bne	179	
	26 8%	anu	100.0%	
No	20.0/0	)	0.0%	
Total	100.09/	)	100.0%	
	100.076	)	100.076	
Have School Age Children:				
Do you have children in your household in the follow	ving grades	? ((	Check all that a	i <b>pply)</b>
Elementary School	47.9%	<b>)</b>	59.0%	
Middle School/Junior High	29.8%	)	34.6%	
High School	44.6%	<b>)</b>	42.1%	
more than one answer.				
How much do you plan to spend on the following ba	ck-to-scho	ol it	ems this year?	
Clothing and accessories (excluding Shoes)				
Average of Buvers	\$ 235.10	\$	275.07	
Percent Buving	92.7%	, ,	97.2%	
Net Average	\$ 217.82	\$	267.28	
in billions	¢ 250	Ψ	201120	
	φ 0.09			
Shoes	• · · • • • -	•		
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	s, backpack	s, a	nd lunchboxes	5
Average of Buyers	\$ 103.92	\$	129.98	
Percent Buying	94.1%	<b>b</b>	98.6%	
Net Average	\$ 97.74	\$	128.13	
in billions	\$ 3.86			
Electronics or computer-related equipment such as a	a home con	npu	ter, laptop, cel	l phone, tablet or
MP3 player				
Average of Buyers	\$ 346.01	\$	444.45	
Percent Buying	57.0%	<b>&gt;</b>	69.4%	
Net Average	\$ 197.24	\$	308.33	
in billions	\$ 7.78			
Combined Average	\$ 630.36	\$	859.47	
in billions	\$ 24.87			
Where will you purchase back-to-school items this y	oar? (Choc	k al	l that annly)	
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	12 /0/	,	00.7 /0 00 R%	
Online	25 60/	,		
Catalog	00.0% ۵ ۵۵/	,	11 00/	
Office Supplies store	25 00/	,	/7 1%	
Drug Store	1/ 50/	,	77.170 01 Q0/	
Thrift Stores/Resale Shone	19.0%	)	21.3/0 12.7%	
THE SUIT OF THE 76 TOTALS HAVE DE GREATER THAT TO 76 DECAUSE THE RESPONDENTS CAN SELECT	13.270	)	13.7 /0	

more than one answer.

#### TM M onthly C D . aht . . ۸ lv+i/ S ~

Source. Prosper insignts & Analytics, Monthly C	onsumer Survey	, JUL-15 Online	
N = 6500, 6/30 - 7/8/15	Adults 18+	Shoppers	
Margin of Error = +/- 1.2%			
Online Back-to-School Shoppers: Do you plan to t	ake advantage o	f any of the following	g shipping
services when shopping online for back-to-school	this year? (Cheo	k all that apply)	
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 thay be gréater 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	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: W	hy 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%	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%	
more than one answer.			
Do your children wear a school uniform?			
Yes	28.1%	24.9%	
No	71.9%	75.1%	
Total	100.0%	100.0%	
How many children in your household are teenage	rs (13-17 years o	f age)?	
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 mor items?	ney do they plan	to spend on back-to-	school

#### items? 4 0 ~ ~~ ሱ 07 00 -

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	(6-1	12 years o	of age)?	
0		41.3%		32.7%
1		40.4%		45.6%

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## 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
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? ..... 70 74 4 ~~ ~~

	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 dired	ct result of	your child's influenc	e?
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%	

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

100.0%

100.0%

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 The sum of the 76 totals may be greater than 100% because the respondents can select more than one answer	23.6%	21.1%

Total

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

		-
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%
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	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

N = 6500, 6/30 - 7/8/15 Margin of Error = ±/- 1.2%	Adults 18+	Online Shoppers
Plan to use Apps to Compare Prices Do not plan to Research or Make a Purchase with my	15.8%	23.5%
Smartphone The sum of the % totals may be greater than 100 % because the respondents can select more than one answer.	43.2%	22.4%

# *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	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 The sum of the % totals may be greater than 100% because the respondents can select	39.8%	22.5%
more than one answer.		