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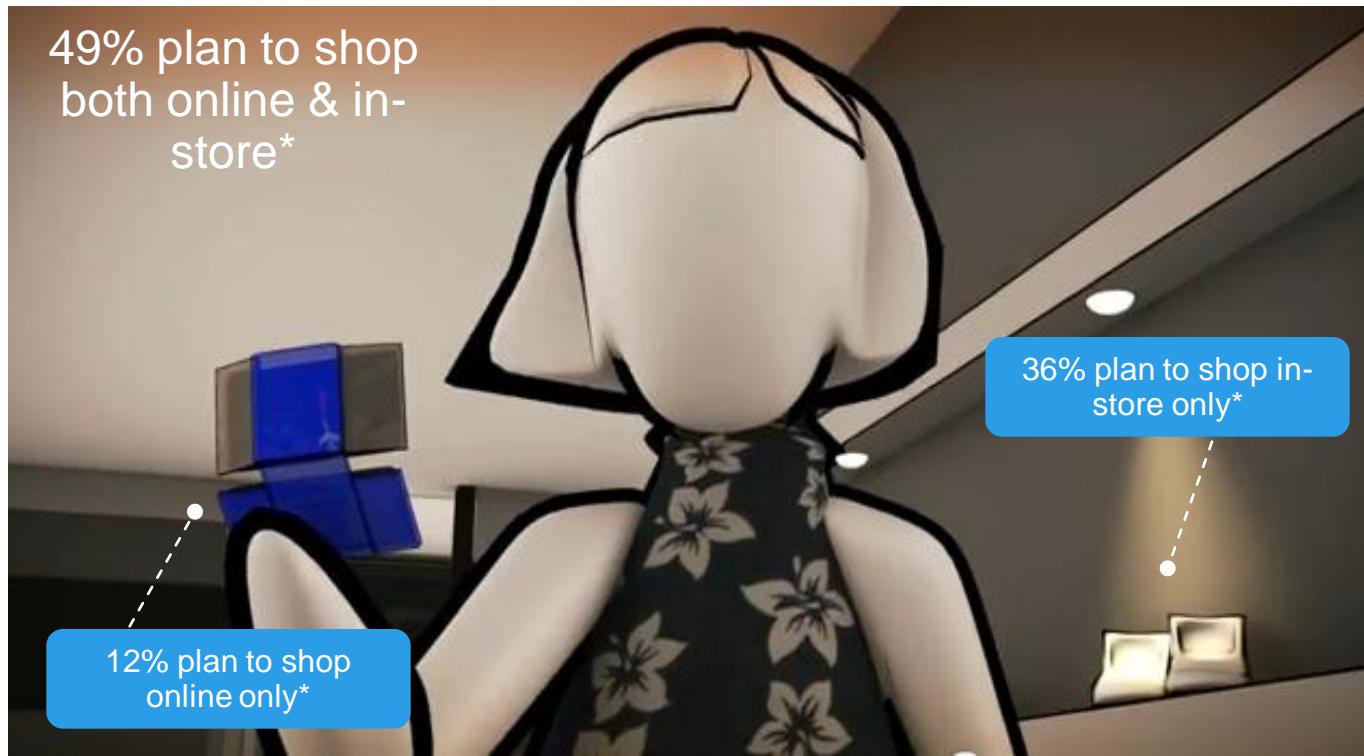


# The Digital Back to School Shopper

Google/OTX  
U.S., May 2010

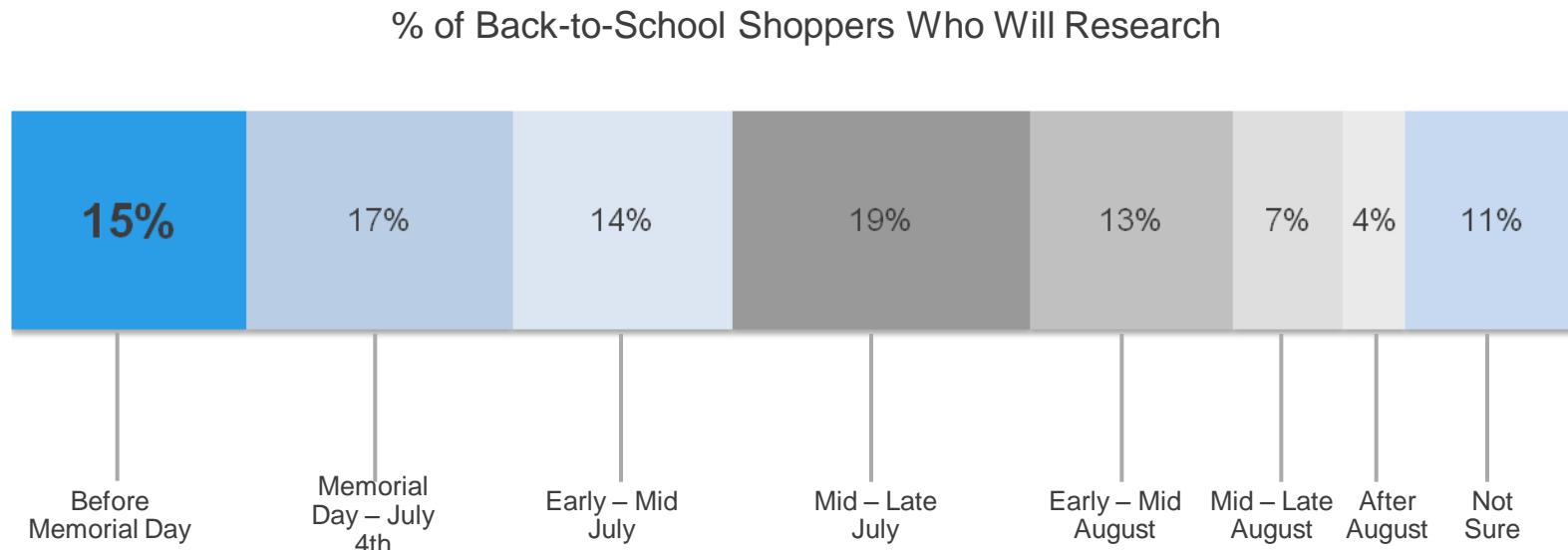
# 1 in 2 US Consumers Will Shop for Back to School

**55%** of US consumers plan on shopping for back-to-school items this year. Of those shopping:



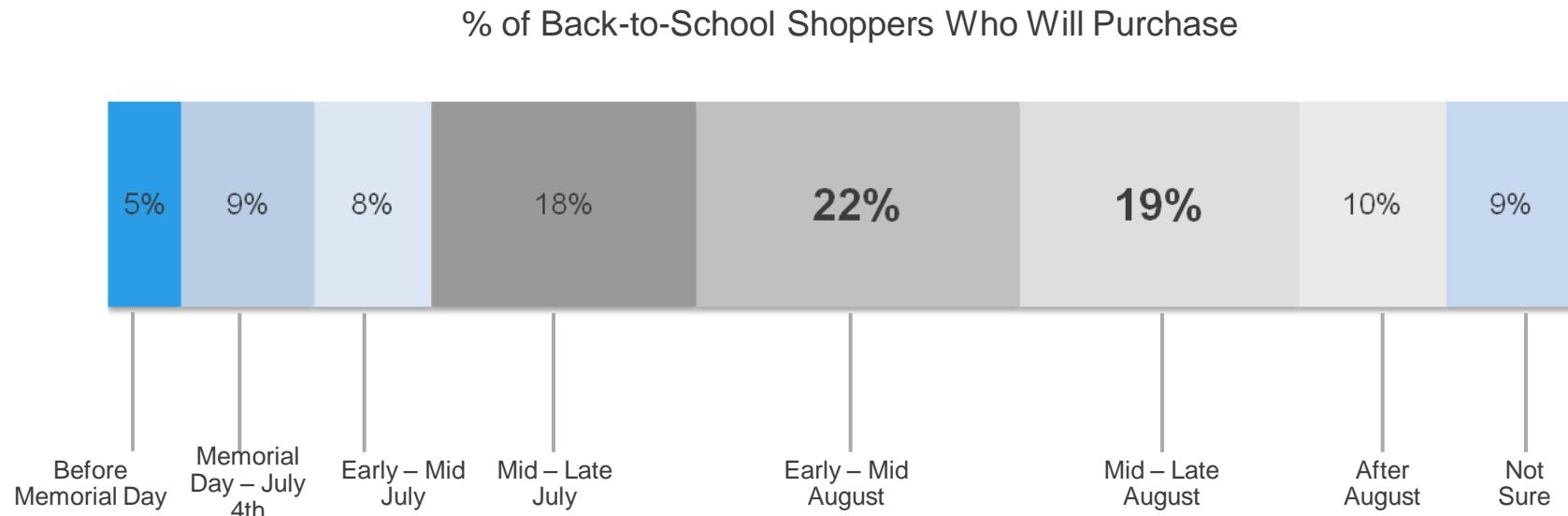
# Back to School Research Spans 4 Months Prior to Fall

Back to school research spans evenly across May through August, with **15%** of shoppers beginning to shop now (prior to Memorial Day.)



# School Purchases are Concentrated in July & August

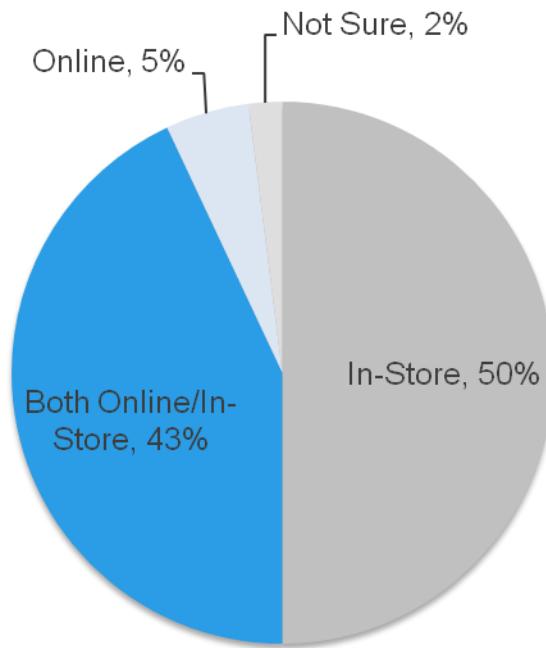
The majority of shoppers will purchase back-to-school items beginning in July, with **41%** of them purchasing in August.



# Apparel Tops Shopping List for Back to School

**78%** of back-to-school shoppers will look for apparel clothing and accessories, making this the top shopping category.\* **43%** of apparel shoppers will look both online and in-store.

Channel for Back-to-School Apparel Shopping

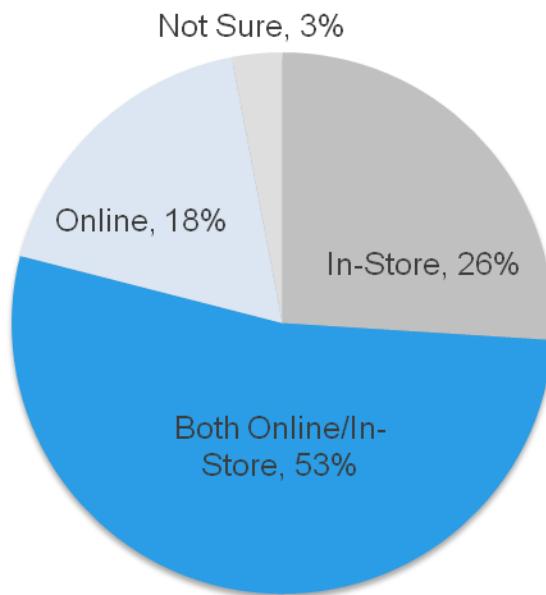


Source: Google/OTX Back to School Pulse Check, May 2010. \*Q1. Which of the following items, if any, do you plan to shop for in preparation of the Back-to-School season? N=545 back-to-school shoppers. Q6. Listed below are items that you plan to shop for this Back-to-School Season. Where do you plan to shop for Clothing or apparel? N=402 back-to-school apparel shoppers.

# Electronics will be Popular Back to School Purchases

**44%** of back-to-school shoppers will look for consumer electronics, including computers, cameras, and cell phones.\* **53%** of electronics shoppers will look both online and in-store.

Channel for Back-to-School Electronics Shopping

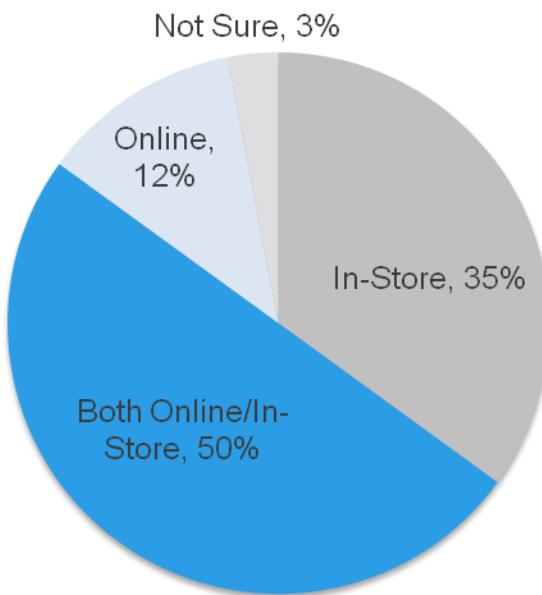


# Home Furnishings will be Popular Back to School Purchases

**47%** of back-to-school shoppers will look for home furnishings.\*

**50%** of home furnishing shoppers will look both online and in-store.

Channel for Back-to-School Home Furnishings Shopping

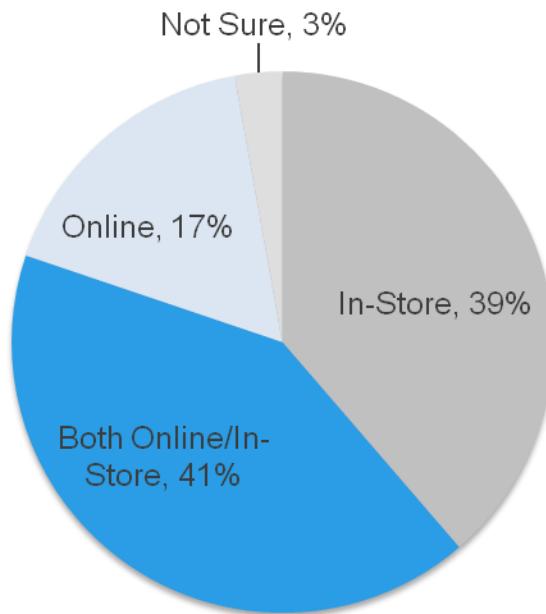


# Jewelry will be Popular Back to School Purchases

**56%** of back-to-school shoppers will look for jewelry.\*

**41%** of jewelry shoppers will look both online and in-store.

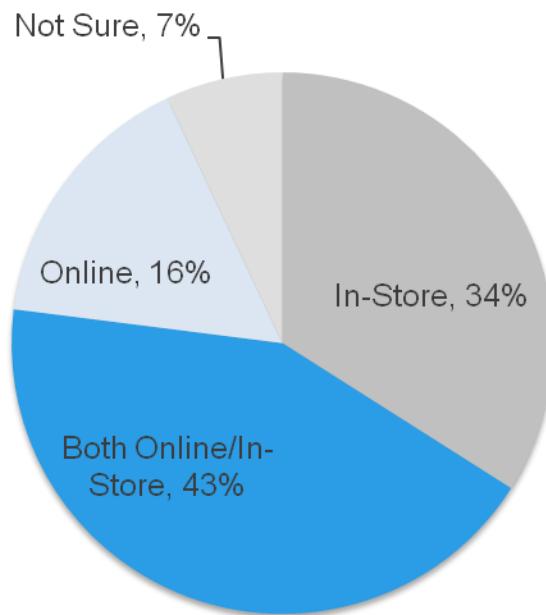
Channel for Back-to-School Jewelry Shopping



# Books and Magazines will be Popular Back to School Purchases

**50%** of back-to-school shoppers will look for books and magazines.\*  
**43%** of book and magazine shoppers will look both online and in-store.

Channel for Back-to-School Books and Magazine Shopping

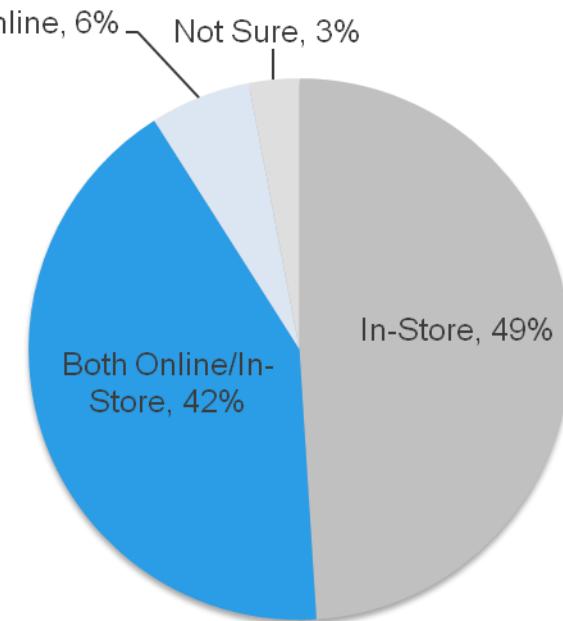


# Fashion Accessories will be Popular Back to School Purchases

**55%** of back-to-school shoppers will look for fashion accessories.\*

**49%** of fashion accessory shoppers will look both online and in-store.

Channel for Back-to-School Fashion Accessory Shopping

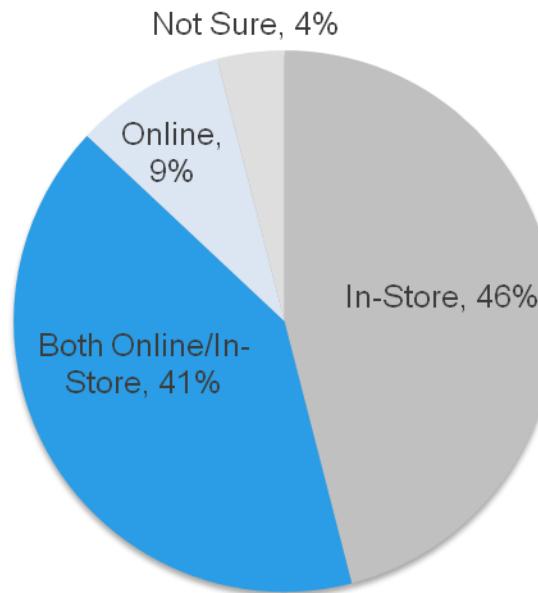


# Sporting Goods will be Popular Back to School Purchases

**55%** of back-to-school shoppers will look for sporting goods.\*

**41%** of sporting goods shoppers will look both online and in-store.

Channel for Back-to-School Sport Goods Shopping

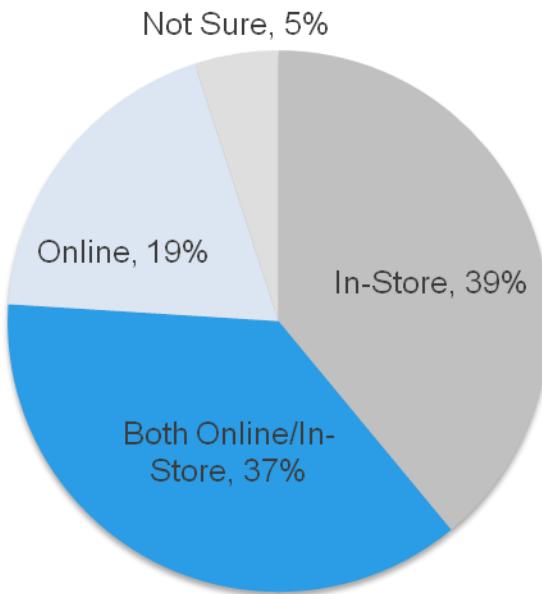


# Gift Cards will be Popular Back to School Purchases

**58%** of back-to-school shoppers will look for gift cards.\*

**37%** of gift card shoppers will look both online and in-store.

Channel for Back-to-School Gift Card Shopping

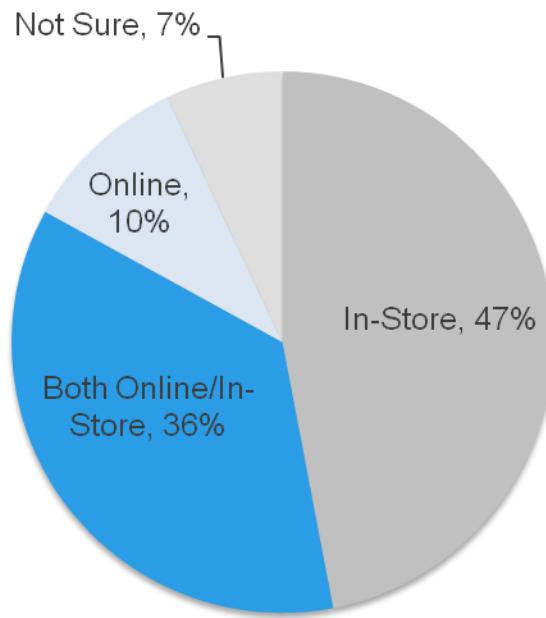


# Appliances will be Popular Back to School Purchases

**57%** of back-to-school shoppers will look for appliances.\*

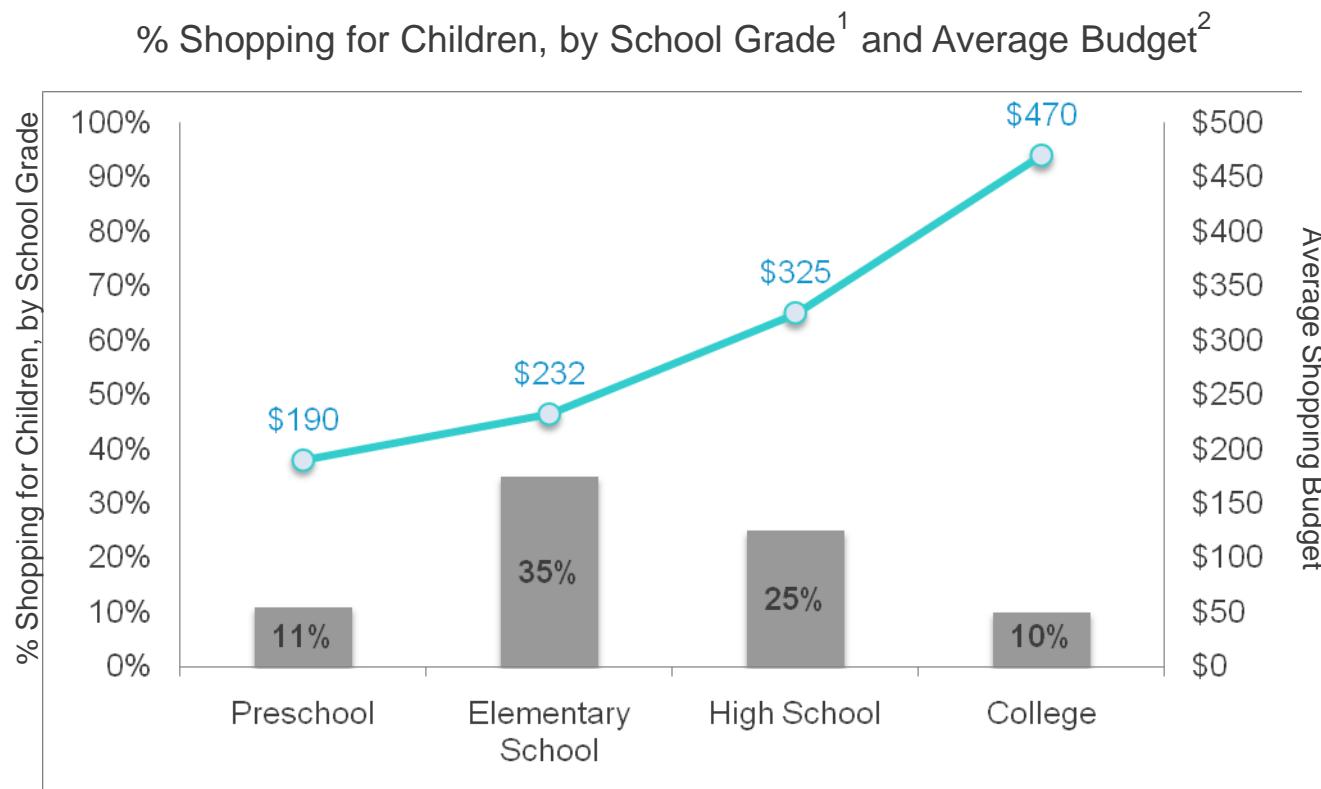
**36%** of appliance shoppers will look both online and in-store.

Channel for Back-to-School Appliances Shopping



# Back to School Budget Increases with Child's Age

While parents are shopping for children of various ages, their back-to-school budgets increase proportionately with their child's age.



Source: Google/OTX Back to School Pulse Check, May 2010. 1. Q7. For which of the following people do you plan to shop for this Back-to-School Season? N=545 back-to-school shoppers. 2. Q8. Thinking about all the shopping you plan to do for Back-to-School items, approximately how much do you plan to spend on each of the following people? Mean summary for N=545 back-to-school shoppers.

# Promotions Drive Shopping for Students, and Adults

**46%** of consumers plan to take advantage of back-to-school season to shop for themselves, utilizing coupons and price discounts.

Offers/Promotions that Influence Back-to-School Purchases (% of Shoppers)



 = 10%

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