

Background & Methodology

Conducted approximately 200 surveys per state among parents with children in elementary, middle, or high school

- Fielding took place June 10, 2016 – June 29, 2016
- Utilized a proprietary online research panel

Key Measures

- Back to School Shopping Habits and Preferences

1. Approximately, when will or did you begin your back-to-school shopping?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	209	207	206	206	221	212	196	104	204	212
At least 2 months before school starts	22%	15%	19%	18%	21%	18%	13%	21%	18%	13%
3 weeks to 1 month before school starts	52%	52%	49%	48%	47%	54%	48%	55%	43%	55%
2 weeks before school starts	16%	17%	21%	25%	17%	17%	24%	16%	22%	20%
1 week before school starts	5%	10%	8%	3%	8%	6%	8%	2%	11%	7%
After school starts	1%	1%	2%	1%	3%	1%	2%	3%	3%	2%
NA, do not plan to do any back to school shopping	4%	4%	2%	5%	5%	4%	5%	3%	4%	3%

2. Which statement best describes where you plan to do your back-to-school shopping: online or in stores?

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	201	198	201	196	211	203	186	101	195	205
Plan to purchase school supplies/clothing online only	4%	3%	5%	2%	1%	2%	1%	0%	1%	2%
Plan to purchase more school supplies/clothing online than in-store	9%	12%	13%	7%	9%	8%	6%	7%	10%	4%
Plan to purchase an equal amount of school supplies/clothing online and in-store	28%	26%	21%	17%	26%	25%	16%	18%	21%	21%
Plan to purchase more school supplies/clothing in-store than online	25%	30%	29%	35%	34%	36%	36%	40%	30%	37%
Plan to purchase school supplies/clothing in-store only	34%	29%	32%	39%	30%	29%	41%	35%	38%	36%

3. How, if at all, will you use a smartphone/tablet for back-to-school shopping? (Select all that apply)

	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Base (n=)	198	195	198	195	209	203	186	101	194	205
Research Products/Compare Prices	50%	57%	42%	46%	50%	57%	52%	51%	54%	54%
Plan to redeem coupons	47%	45%	41%	39%	43%	45%	44%	44%	37%	45%
Plan to look up retailer information (directions, hours, location, etc.)	37%	39%	33%	36%	37%	42%	40%	36%	45%	39%
Make Purchases	31%	33%	33%	33%	38%	38%	29%	37%	34%	27%
None, will not use a smartphone or tablet for back-to-school shopping	17%	17%	24%	28%	14%	22%	22%	22%	22%	24%

4. Which of these items do you plan to buy for back-to-school shopping? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	201	198	201	196	211	203	186	101	195	205
Clothing/Accessories	94%	93%	83%	92%	91%	94%	93%	88%	95%	90%
School supplies such as notebooks, pencils, folders, backpacks, etc.	94%	92%	91%	93%	92%	95%	93%	94%	96%	97%
Shoes	89%	88%	77%	85%	87%	88%	88%	86%	89%	89%
Electronics such as laptops, home computer, tablet, cell phone, etc.	19%	24%	19%	14%	20%	23%	13%	18%	24%	18%
None of the above	0%	0%	1%	1%	1%	0%	0%	0%	1%	0%

5. Approximately, how much do you plan to spend on back-to-school shopping?										
<i>(Average Amount Spent)</i>	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
Clothing/Accessories	\$ 304.42	\$ 307.89	\$ 267.12	\$ 264.94	\$ 281.67	\$ 309.56	\$ 296.40	\$ 304.46	\$ 297.79	\$ 236.21
School supplies such as notebooks, pencils, folders, backpacks, etc.	\$ 102.98	\$ 107.08	\$ 125.80	\$ 112.08	\$ 88.76	\$ 102.70	\$ 112.61	\$ 90.06	\$ 121.22	\$ 96.52
Shoes	\$ 144.43	\$ 137.03	\$ 140.73	\$ 123.17	\$ 113.91	\$ 141.47	\$ 133.14	\$ 125.18	\$ 129.11	\$ 102.78
Electronics such as laptops, home computer, tablet, cell phone, etc.	\$ 432.86	\$ 464.00	\$ 368.70	\$ 578.75	\$ 424.33	\$ 413.32	\$ 684.52	\$ 368.75	\$ 516.25	\$ 407.68
Total: Back-to-School Shopping	\$ 588.69	\$ 621.62	\$ 519.63	\$ 524.56	\$ 514.66	\$ 592.05	\$ 585.44	\$ 539.45	\$ 628.53	\$ 471.05

6. In which grade(s) are the children in your household? (Select all that apply)										
	FL	GA	IL	IA	MI	MN	NE	ND	TN	WI
<i>Base (n=)</i>	209	207	206	206	221	212	196	104	204	212
Elementary School	55%	56%	51%	53%	57%	56%	58%	66%	58%	50%
Middle School	27%	33%	28%	31%	31%	31%	36%	28%	37%	34%
High School	44%	47%	49%	47%	43%	46%	50%	41%	49%	42%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among residents living in The Auto Club Group territory from June 10, 2016 – June 29, 2016. Approximately 200 parents with children in elementary, middle, or high school completed the survey in each state. State results have margin of error of approximately ± 6.9 percentage points.