

## Source: BIGresearch, CIA Aug-06

Do you have child/dependent attending college this fall?																
All (18+)	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West		
Yes	9.0%	7.5%	5.7%	11.6%	2.7%	2.7%	11.3%	19.5%	7.2%	2.8%	9.4%	8.4%	8.4%	6.7%		
No	91.0%	92.5%	94.3%	88.4%	97.3%	97.3%	88.7%	80.5%	92.8%	97.2%	90.6%	91.6%	91.6%	93.3%		
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%		
Will you be attending college this fall?																
Yes	11.7%	9.2%	10.5%	9.2%	43.5%	14.0%	6.2%	3.7%	1.2%	0.3%	7.3%	10.5%	11.2%	9.9%		
No	88.3%	90.8%	89.5%	90.8%	56.5%	86.0%	93.8%	96.3%	98.8%	99.7%	92.7%	89.5%	88.8%	90.1%		
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%		

**Will you be attending college this fall?**

Yes	10.4%		11.7%	9.2%	10.5%	9.2%	43.5%	14.0%	6.2%	3.7%	1.2%	0.3%	7.3%	10.5%	11.2%	9.9%
No	89.6%		88.3%	90.8%	89.5%	90.8%	56.5%	86.0%	93.8%	96.3%	98.8%	99.7%	92.7%	89.5%	88.8%	90.1%
Total	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Freshman	17.3%		19.6%	15.1%	18.9%	10.4%	22.2%	20.8%	29.5%	16.8%	9.5%	0.0%	12.9%	18.8%	17.5%	22.1%
Sophomore	8.1%		4.0%	11.9%	6.1%	8.3%	17.5%	8.3%	9.2%	7.0%	8.7%	0.0%	10.7%	8.1%	12.1%	7.4%
Junior	13.4%		12.5%	14.3%	13.0%	19.3%	18.6%	13.3%	17.7%	17.7%	9.1%	0.0%	14.1%	20.7%	14.7%	12.4%
Senior	25.2%		19.7%	30.4%	32.5%	13.7%	20.9%	12.0%	11.7%	21.0%	4.4%	79.2%	9.1%	26.8%	17.5%	17.9%
Grad School/Law School/Med School/Other	36.0%		44.2%	28.3%	29.6%	48.3%	20.8%	38.5%	36.0%	37.4%	68.3%	20.8%	53.2%	25.6%	38.2%	40.2%
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 much do you plan to spend on the following back-to-college items this year?****Clothing and accessories (excluding shoes)**

Average of Buyers \$	196.14	\$	205.42	\$	188.63	\$	162.53	\$	204.02	\$	169.12	\$	170.34	\$	186.91	\$	233.99	\$	210.37	\$	203.74	\$	226.11	\$	173.30	\$	187.94	\$	224.94
Percent Buying	71.0%		65.9%		75.7%		72.9%		68.1%		73.5%		65.1%		70.8%		71.1%		64.1%		80.2%		70.2%		63.4%		75.8%		74.4%
Net Average \$	139.23	\$	135.47	\$	142.71	\$	118.51	\$	139.01	\$	124.31	\$	110.85	\$	132.40	\$	166.33	\$	134.84	\$	163.42	\$	158.82	\$	109.90	\$	142.41	\$	167.35
<i>in billions</i>			5.78																										

**Shoes**

Average of Buyers \$	83.92	\$	88.76	\$	80.29	\$	71.17	\$	93.27	\$	73.70	\$	98.25	\$	77.30	\$	88.26	\$	109.45	\$	67.84	\$	93.70	\$	79.81	\$	89.97	\$	81.83
Percent Buying	64.8%		57.6%		71.4%		67.3%		58.6%		66.4%		57.0%		67.1%		65.5%		59.9%		71.5%		61.9%		59.5%		70.9%		67.6%
Net Average \$	54.35	\$	51.10	\$	57.36	\$	47.90	\$	54.63	\$	48.90	\$	55.97	\$	51.83	\$	57.81	\$	65.54	\$	48.53	\$	58.03	\$	47.50	\$	63.83	\$	55.32
<i>in billions</i>			2.26																										

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

Average of Buyers \$	76.12	\$	80.67	\$	72.23	\$	71.60	\$	78.63	\$	59.75	\$	63.12	\$	86.27	\$	81.29	\$	89.75	\$	77.26	\$	80.98	\$	73.87	\$	77.62	\$	70.67
Percent Buying	80.7%		77.4%		83.7%		80.8%		81.9%		86.5%		89.8%		83.0%		80.6%		76.4%		66.7%		79.6%		76.8%		79.7%		84.7%
Net Average \$	61.41	\$	62.44	\$	60.46	\$	57.83	\$	64.41	\$	51.67	\$	56.66	\$	71.56	\$	65.52	\$	68.58	\$	51.51	\$	64.50	\$	56.76	\$	61.90	\$	59.89
<i>in billions</i>			2.55																										

**Electronics or computer-related equipment such as a home computer, laptop, handheld organizer, cell phone, calculator, digital camera or MP3 player**

Average of Buyers \$	532.36	\$	542.30	\$	523.24	\$	454.98	\$	661.05	\$	516.59	\$	487.86	\$	404.32	\$	638.14	\$	618.79	\$	591.43	\$	578.31	\$	628.84	\$	445.72	\$	501.97
Percent Buying	47.3%		47.1%		47.5%		50.2%		45.5%		55.9%		47.4%		45.0%		41.1%		37.7%		56.9%		41.4%		42.2%		50.3%		53.6%
Net Average \$	251.88	\$	255.32	\$	248.70	\$	228.46	\$	301.01	\$	288.93	\$	231.48	\$	181.92	\$	262.16	\$	233.38	\$	336.78	\$	239.27	\$	265.49	\$	224.13	\$	269.21
<i>in billions</i>			10.46																										

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

Average of Buyers \$	281.22	\$	274.14	\$	288.37	\$	319.94	\$	260.88	\$	198.20	\$	203.64	\$	209.00	\$	356.77	\$	295.86	\$	391.93	\$	305.77	\$	359.72	\$	246.65	\$	249.40
Percent Buying	32.7%		34.2%		31.4%		30.8%		32.5%		46.5%		18.7%		29.0%		39.7%		35.6%		32.4%		38.0%		29.0%		35.7%		25.2%
Net Average \$	92.05	\$	93.70	\$	90.52	\$	98.38	\$	84.75	\$	92.23	\$	38.12	\$	60.53	\$	141.58	\$	105.29	\$	127.14	\$	116.06	\$	104.21	\$	87.94	\$	62.81
<i>in billions</i>			3.82																										
Combined Average 2006 \$	598.92	\$	598.03	\$	599.76	\$	551.10	\$	643.80	\$	606.05	\$	493.09	\$	498.25	\$	693.41	\$	607.62	\$	727.37	\$	636.67	\$	583.86	\$	580.20	\$	614.57
<i>in billions</i>			24.87																										

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

Catalog	6.5%		6.5%		4.1%		7.9%		3.6%		8.2%		7.1%		8.5%		9.0%		9.0%		2.1%		6.9%		4.9%		5.8%		8.2%
College Bookstore	56.8%		56.6%		52.6%		62.7%		62.5%		53.3%		50.7%		61.0%		56.6%		56.5%		59.4%		58.0%		56.5%		48.6%		64.1%
Discount store	51.8%		47.6%		56.7%		56.7%		36.5%		49.8%		57.1%		55.3%		56.2%		52.1%		52.1%		46.7%		50.9%		52.7%		52.3%
Department store	39.3%		39.9%		36.7%		43.5%		46.0%		38.7%		45.4%		44.2%		31.2%		34.5%		27.1%		41.7%		34.5%		41.8%		37.7%
Drug Store	10.9%		9.0%		9.2%		11.4%		18.4%		8.6%		13.3%		15.7%		9.6%		9.6%		0.0%		17.4%		8.7%		10.5%		11.2%
Home furnishings or home décor store	8.9%		9.1%		7.7%		10.2%		12.1%		4.6%		7.6%		13.6%		7.6%		13.6%		8.3%		11.2%		6.3%		9.0%		7.6%
Office Supply Store	38.8%		38.0%		38.1%		39.0%		39.0%		42.2%		29.3%		37.2%		38.2%		41.5%		45.8%		35.3%		32.5%		39.2%		44.0%
Online	29.8%		33.1%		31.8%		28.0%		44.1%		28.5%		23.3%		28.0%		28.7%		28.7%		31.2%		29.5%		23.9%		32.9%		32.4%

Source: BIGresearch, CIA Aug-06

Specialty store, such as a clothing or electronics store  
Thrift Stores/Resale Shops

\*The sum of the % totals is greater than 100% because the respondents can select more than one answer.

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

At least two months before school starts

Three weeks to one month before school starts

1-2 weeks before school starts

The week school starts

After school starts

Total

	All (18+)	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
	23.5%	24.4%	22.6%	20.8%	28.8%	38.3%	17.7%	18.1%	24.5%	18.9%	27.1%	24.1%	20.4%	22.8%	27.0%
	14.8%	9.6%	19.6%	16.7%	14.4%	18.2%	14.8%	10.6%	15.0%	15.8%	16.7%	11.1%	14.2%	11.1%	21.5%

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

At least two months before school starts

Three weeks to one month before school starts

1-2 weeks before school starts

The week school starts

After school starts

Total

	18.7%	18.8%	18.7%	17.9%	23.1%	8.9%	11.7%	19.0%	25.0%	18.4%	26.9%	22.2%	17.5%	17.2%	18.1%
	29.3%	27.9%	30.6%	31.7%	26.5%	39.4%	22.7%	29.8%	27.9%	27.8%	30.6%	22.8%	30.8%	29.5%	35.7%
	30.1%	32.2%	28.2%	28.0%	29.8%	29.5%	42.9%	32.2%	25.5%	28.7%	20.4%	34.7%	30.8%	28.0%	27.2%
	12.7%	13.0%	12.5%	12.5%	14.9%	13.6%	15.8%	9.9%	10.6%	14.6%	13.4%	13.9%	11.0%	17.0%	8.3%
	9.1%	8.2%	9.9%	9.9%	5.8%	8.6%	6.9%	9.1%	11.0%	10.6%	8.8%	6.3%	9.9%	8.2%	10.7%
	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%

Source: BIGresearch, CIA Aug-06

	Freshman	Sophomore	Junior	Senior	Graduate Student
--	----------	-----------	--------	--------	------------------

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

Clothing and accessories (excluding shoes)					
Average of Buyers	\$ 217.76	\$ 204.70	\$ 118.27	\$ 169.34	\$ 94.23
Percent Buying	76.7%	73.5%	77.2%	57.6%	64.7%
Net Average	\$ 166.93	\$ 150.47	\$ 91.26	\$ 97.60	\$ 60.99

Shoes

Average of Buyers	\$ 86.83	\$ 103.81	\$ 55.77	\$ 79.93	\$ 57.07
Percent Buying	69.0%	63.7%	74.4%	54.2%	54.0%
Net Average	\$ 59.89	\$ 66.17	\$ 41.52	\$ 43.36	\$ 30.81

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

Average of Buyers	\$ 76.81	\$ 50.62	\$ 67.06	\$ 45.18	\$ 48.27
Percent Buying	95.2%	95.1%	86.9%	85.3%	84.7%
Net Average	\$ 73.15	\$ 48.14	\$ 58.26	\$ 38.55	\$ 40.88

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

Average of Buyers	\$ 538.56	\$ 541.72	\$ 729.88	\$ 231.94	\$ 436.44
Percent Buying	68.6%	48.5%	47.5%	32.5%	50.6%
Net Average	\$ 369.38	\$ 262.67	\$ 346.49	\$ 75.27	\$ 220.72

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

Average of Buyers	\$ 396.42	\$ 52.70	\$ 132.50	\$ 100.28	\$ 195.02
Percent Buying	36.4%	51.0%	42.4%	32.2%	19.3%
Net Average	\$ 144.41	\$ 26.90	\$ 56.13	\$ 32.32	\$ 37.58

Combined Average 2006 \$ 813.76 \$ 554.35 \$ 593.65 \$ 287.11 \$ 390.97

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

Catalog	5.8%	7.4%	1.2%	3.0%	2.9%
College Bookstore	65.4%	62.7%	57.9%	63.0%	44.7%

Discount store	38.0%	47.8%	53.6%	29.5%	40.9%
Department store	41.3%	46.4%	32.2%	49.3%	36.0%
Drug Store	11.7%	24.4%	16.8%	16.0%	10.9%
Home furnishings or home décor store	12.0%	9.0%	8.9%	7.5%	5.5%
Office Supply Store	43.5%	28.9%	38.7%	43.2%	34.9%
Online	45.6%	39.1%	39.5%	21.0%	38.8%
Specialty store, such as a clothing or electronics store	39.4%	42.8%	19.3%	32.7%	15.5%
Thrift Stores/Resale Shops	26.0%	12.6%	21.4%	7.3%	8.9%

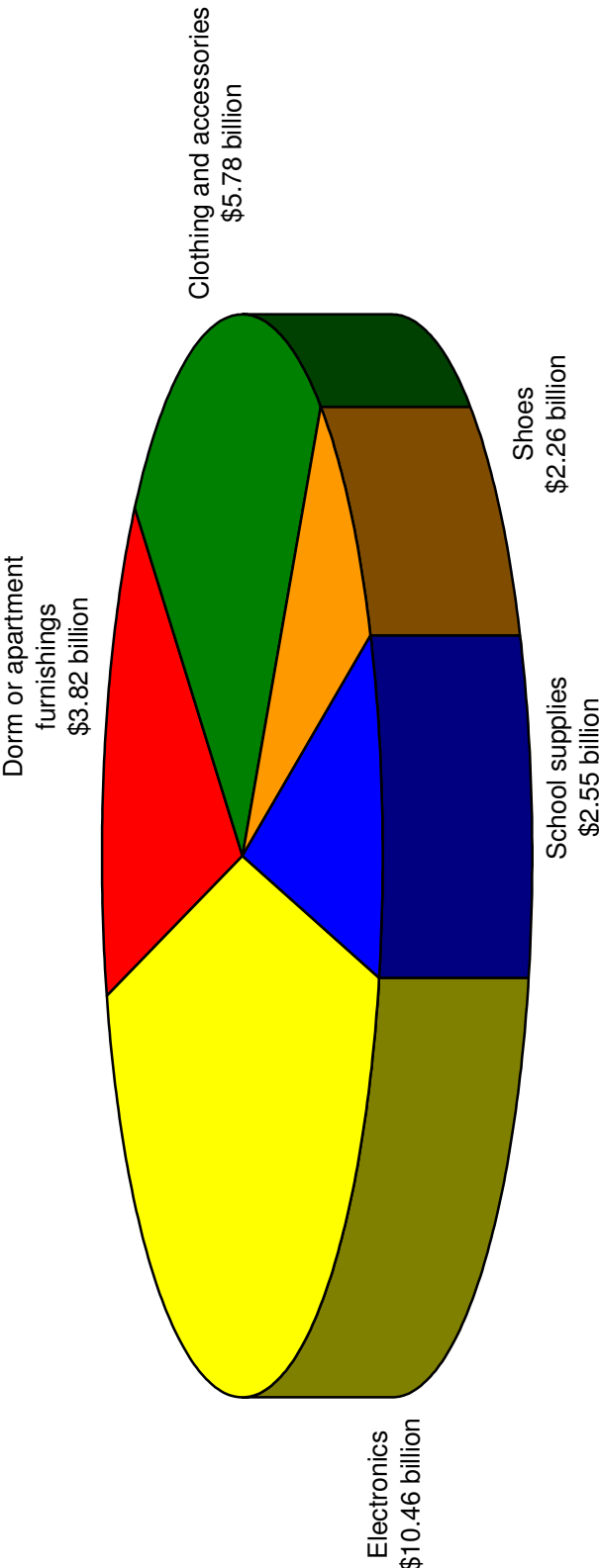
\*The sum of the % totals is greater than 100% because the respondents can select more than one answer.

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

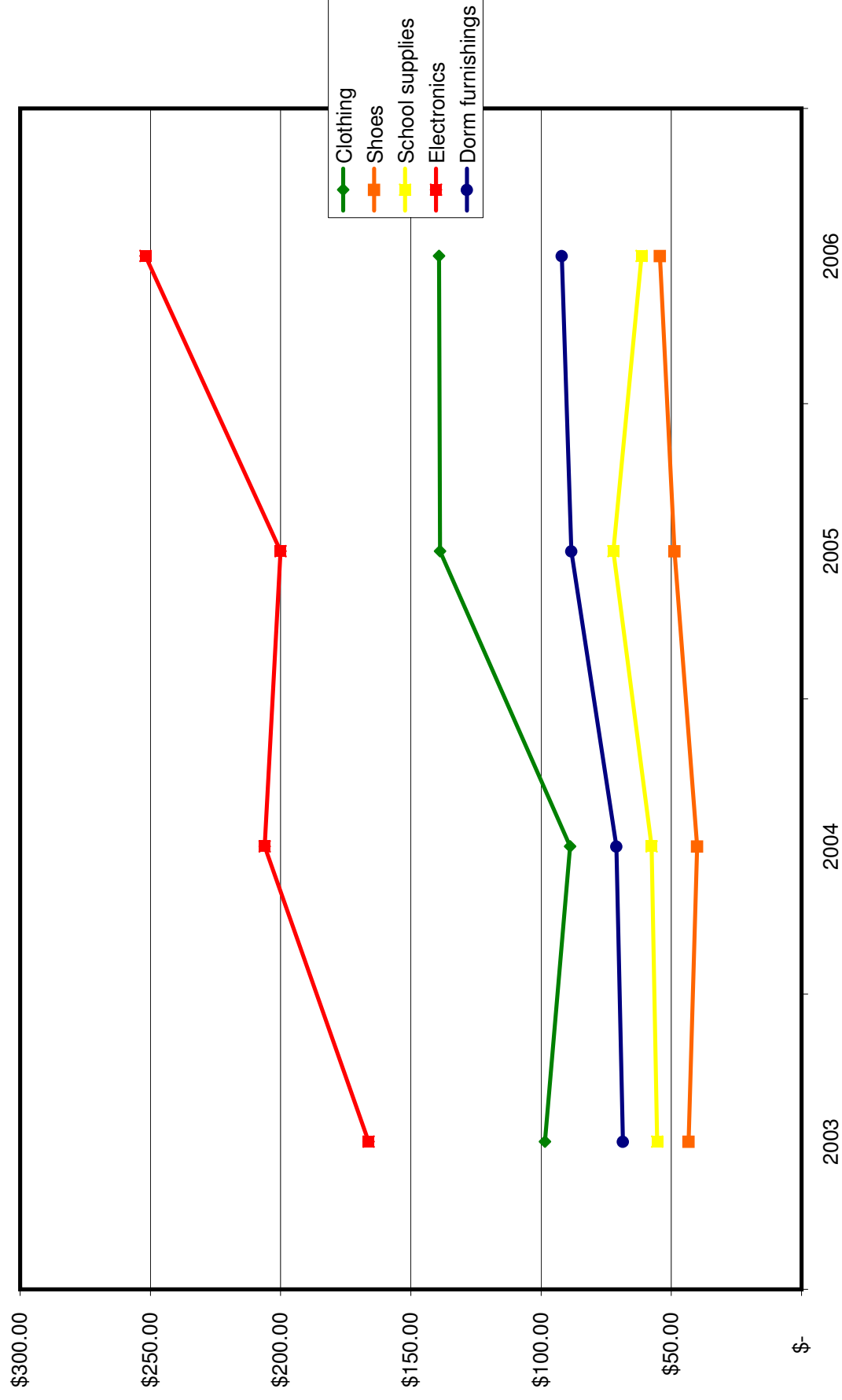
At least two months before school starts	13.7%	12.3%	7.7%	11.4%	7.5%
Three weeks to one month before school starts	35.2%	31.7%	28.7%	29.2%	30.4%
1-2 weeks before school starts	35.1%	27.0%	43.8%	33.3%	35.1%
The week school starts	6.4%	21.3%	7.9%	20.3%	21.4%
After school starts	9.7%	7.6%	11.9%	5.8%	5.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

	2003	2004	2005	2006
Clothing and accessories	\$ 98.48	\$ 88.89	\$ 138.78	\$ 139.23
Shoes	\$ 43.39	\$ 40.06	\$ 48.75	\$ 54.35
School Supplies	\$ 55.44	\$ 57.57	\$ 72.29	\$ 61.41
Electronics	\$ 166.24	\$ 206.08	\$ 200.01	\$ 251.88
Dorm furnishings	\$ 68.60	\$ 71.11	\$ 88.42	\$ 92.05

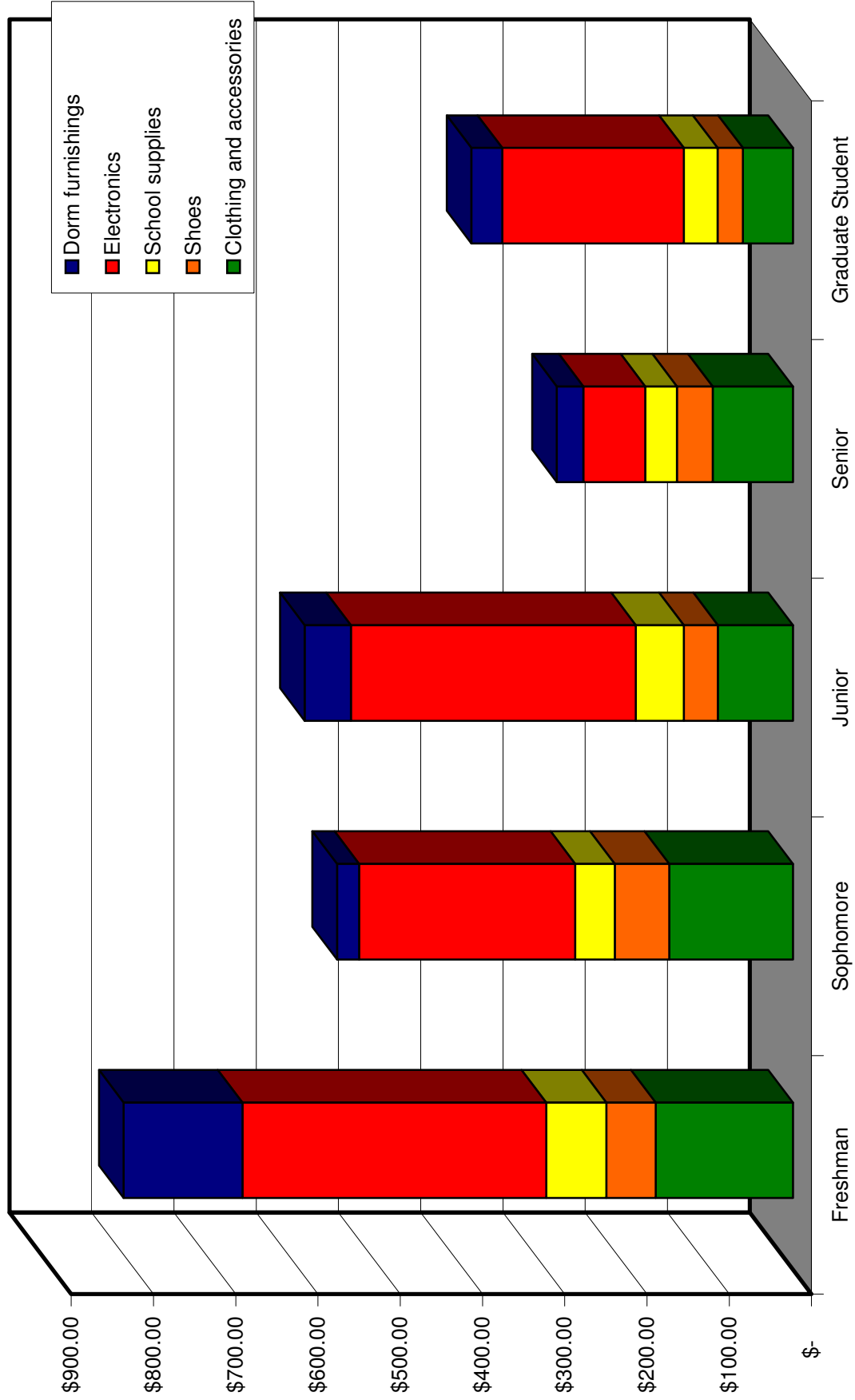
Back-to-College Spending 2006, Total



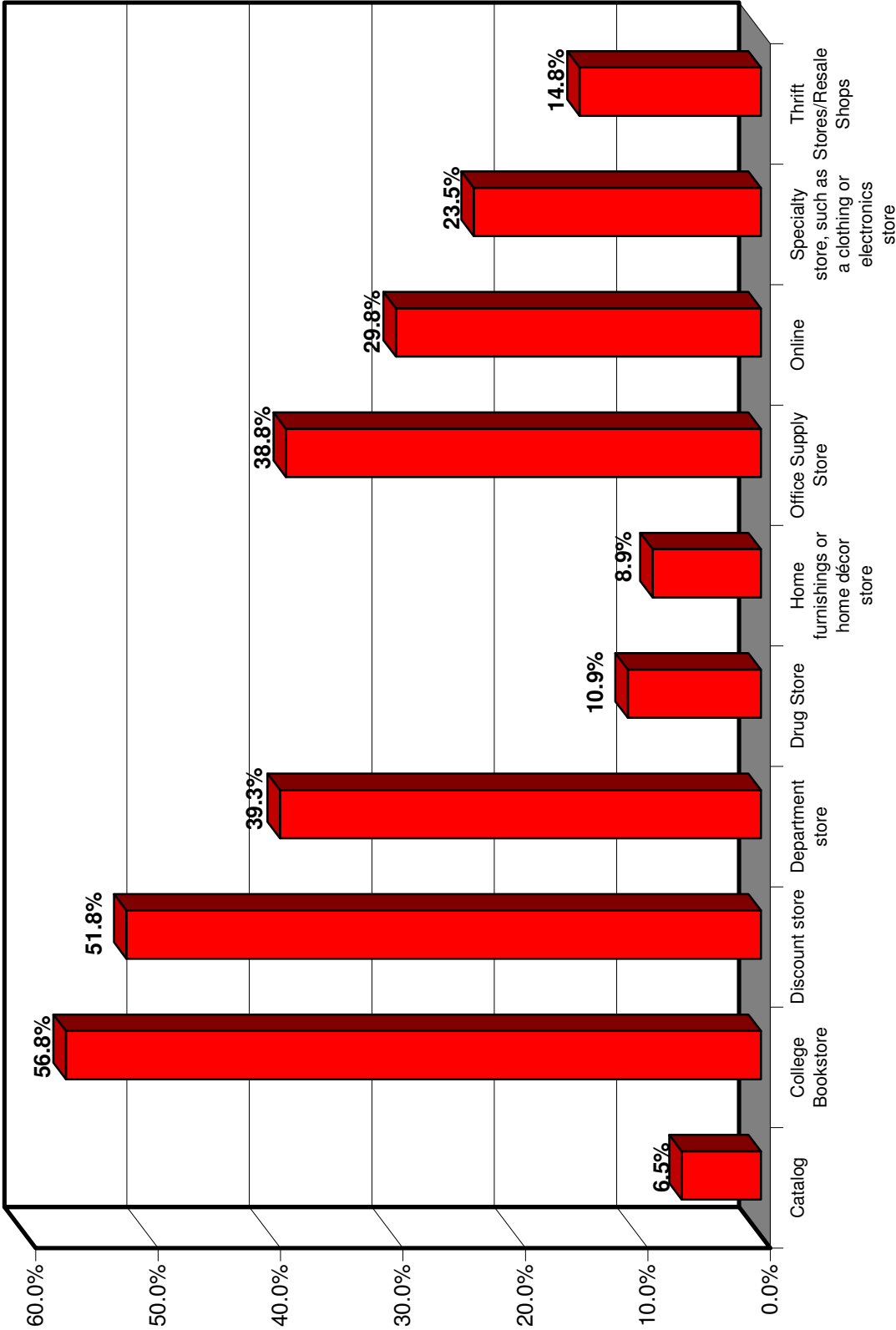
Back to College Spending by Year



What Students Will Spend on Back-to-College by Year



Where Consumers Will Purchase Back to College Merchandise



## When Consumers Will Begin Shopping for BTC Merchandise

