

Source: BIGresearch, CIA Aug-07

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 | 9.8% | 10.5% | 9.0% | 6.8% | 13.4% | 13.7% | 4.4% | 9.3% | 20.1% | 8.9% | 1.8% | 10.6% | 10.9% | 9.6% | 8.0% |
| No | 90.2% | 89.5% | 91.0% | 93.2% | 86.6% | 86.3% | 95.6% | 90.7% | 79.9% | 91.1% | 98.2% | 89.4% | 89.1% | 90.4% | 92.0% |
| 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% |

Will you be attending college this fall?

| | | | | | | | | | | | | | | | |
|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Yes | 12.1% | 13.4% | 11.0% | 13.9% | 9.4% | 50.8% | 18.8% | 5.4% | 3.2% | 1.7% | 1.0% | 11.0% | 12.2% | 13.3% | 12.2% |
| No | 87.9% | 86.6% | 89.0% | 86.1% | 90.6% | 49.2% | 81.2% | 94.6% | 96.8% | 98.3% | 99.0% | 89.0% | 87.8% | 86.7% | 87.8% |
| 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 | 18.9% | 21.1% | 16.8% | 20.0% | 11.9% | 20.6% | 10.6% | 21.7% | 28.8% | 33.2% | 0.0% | 22.3% | 19.2% | 18.6% | 15.8% |
| Sophomore | 17.5% | 15.4% | 19.5% | 16.4% | 15.7% | 24.8% | 26.4% | 25.0% | 7.4% | 9.1% | 11.6% | 13.1% | 18.2% | 25.5% | 19.8% |
| Junior | 14.5% | 14.1% | 15.0% | 18.1% | 11.0% | 22.3% | 12.8% | 11.8% | 6.9% | 16.2% | 20.9% | 12.5% | 9.7% | 14.6% | 18.5% |
| Senior | 14.5% | 18.4% | 10.9% | 12.8% | 13.7% | 19.6% | 16.2% | 10.9% | 21.0% | 7.1% | 11.6% | 15.1% | 14.2% | 11.1% | 17.1% |
| Grad School/Law School/Med School/Other | 34.5% | 31.0% | 37.8% | 32.8% | 47.7% | 12.7% | 34.0% | 30.5% | 35.9% | 34.3% | 55.8% | 37.1% | 38.7% | 30.2% | 28.9% |
| 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 \$ | 216.47 | \$ 240.16 | \$ 195.38 | \$ 163.08 | \$ 257.58 | \$ 179.37 | \$ 171.14 | \$ 263.28 | \$ 249.67 | \$ 249.15 | \$ 182.20 | \$ 233.23 | \$ 193.81 | \$ 209.06 | \$ 230.95 |
| Percent Buying | 69.2% | 67.0% | 71.3% | 71.8% | 70.3% | 89.2% | 67.2% | 62.7% | 70.9% | 68.8% | 61.6% | 71.1% | 66.4% | 66.5% | 71.2% |
| Net Average \$ | 149.85 | \$ 161.02 | \$ 139.27 | \$ 117.15 | \$ 181.20 | \$ 159.99 | \$ 115.07 | \$ 165.15 | \$ 177.08 | \$ 171.35 | \$ 112.27 | \$ 165.85 | \$ 128.62 | \$ 139.07 | \$ 164.35 |
| <i>in billions \$</i> | 7.41 | | | | | | | | | | | | | | |

Shoes

| | | | | | | | | | | | | | | | |
|-----------------------|-------|-----------|----------|----------|-----------|----------|----------|-----------|-----------|-----------|----------|-----------|----------|-----------|----------|
| Average of Buyers \$ | 96.63 | \$ 101.42 | \$ 92.35 | \$ 81.91 | \$ 111.01 | \$ 95.62 | \$ 74.07 | \$ 106.60 | \$ 106.69 | \$ 102.89 | \$ 92.19 | \$ 114.54 | \$ 78.76 | \$ 100.18 | \$ 96.82 |
| Percent Buying | 62.0% | 60.1% | 63.8% | 66.5% | 61.8% | 79.1% | 61.6% | 58.2% | 65.6% | 64.7% | 46.9% | 57.5% | 62.7% | 60.3% | 61.6% |
| Net Average \$ | 59.90 | \$ 60.95 | \$ 58.92 | \$ 54.45 | \$ 68.62 | \$ 75.59 | \$ 45.66 | \$ 62.06 | \$ 69.97 | \$ 66.58 | \$ 43.25 | \$ 65.91 | \$ 49.35 | \$ 60.45 | \$ 59.65 |
| <i>in billions \$</i> | 2.96 | | | | | | | | | | | | | | |

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

| | | | | | | | | | | | | | | | |
|-----------------------|-------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Average of Buyers \$ | 76.15 | \$ 79.68 | \$ 72.87 | \$ 67.48 | \$ 82.89 | \$ 68.51 | \$ 62.76 | \$ 88.95 | \$ 88.03 | \$ 82.52 | \$ 62.72 | \$ 83.31 | \$ 68.96 | \$ 75.85 | \$ 77.90 |
| Percent Buying | 83.4% | 82.6% | 84.2% | 84.8% | 82.0% | 97.3% | 87.4% | 86.0% | 81.4% | 77.6% | 72.2% | 84.9% | 81.4% | 82.3% | 86.6% |
| Net Average \$ | 63.52 | \$ 65.78 | \$ 61.39 | \$ 57.25 | \$ 67.97 | \$ 66.67 | \$ 54.82 | \$ 76.45 | \$ 71.64 | \$ 64.07 | \$ 45.28 | \$ 70.77 | \$ 56.11 | \$ 62.45 | \$ 67.43 |
| <i>in billions \$</i> | 3.14 | | | | | | | | | | | | | | |

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

| | | | | | | | | | | | | | | | |
|-----------------------|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Average of Buyers \$ | 513.36 | \$ 534.38 | \$ 492.63 | \$ 459.71 | \$ 574.92 | \$ 503.94 | \$ 298.20 | \$ 597.86 | \$ 594.64 | \$ 687.87 | \$ 382.49 | \$ 712.40 | \$ 384.27 | \$ 542.72 | \$ 501.86 |
| Percent Buying | 50.3% | 51.4% | 49.3% | 55.3% | 49.1% | 69.3% | 51.7% | 54.8% | 47.5% | 48.6% | 33.1% | 47.2% | 47.7% | 54.5% | 50.2% |
| Net Average \$ | 258.43 | \$ 274.66 | \$ 243.08 | \$ 254.20 | \$ 282.48 | \$ 349.15 | \$ 154.16 | \$ 327.88 | \$ 282.40 | \$ 334.63 | \$ 126.60 | \$ 335.97 | \$ 183.44 | \$ 295.68 | \$ 251.79 |
| <i>in billions \$</i> | 12.77 | | | | | | | | | | | | | | |

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

| | | | | | | | | | | | | | | | |
|-----------------------|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Average of Buyers \$ | 300.90 | \$ 307.30 | \$ 293.24 | \$ 238.11 | \$ 331.46 | \$ 287.58 | \$ 264.14 | \$ 382.59 | \$ 276.62 | \$ 266.83 | \$ 343.79 | \$ 328.40 | \$ 239.58 | \$ 326.78 | \$ 333.27 |
| Percent Buying | 36.5% | 40.9% | 32.3% | 32.9% | 41.4% | 55.2% | 31.6% | 32.0% | 43.3% | 37.7% | 23.6% | 37.0% | 35.8% | 41.3% | 30.8% |
| Net Average \$ | 109.85 | \$ 125.72 | \$ 94.84 | \$ 78.27 | \$ 137.29 | \$ 158.61 | \$ 83.46 | \$ 122.32 | \$ 119.87 | \$ 100.48 | \$ 81.10 | \$ 121.55 | \$ 85.76 | \$ 134.88 | \$ 102.75 |
| <i>in billions \$</i> | 5.43 | | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | |
|--------------------------|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Combined Average 2007 \$ | 641.56 | \$ 688.13 | \$ 597.49 | \$ 561.33 | \$ 737.55 | \$ 810.00 | \$ 453.17 | \$ 753.86 | \$ 720.96 | \$ 737.12 | \$ 408.50 | \$ 760.05 | \$ 503.28 | \$ 692.53 | \$ 645.96 |
| <i>in billions \$</i> | 31.71 | | | | | | | | | | | | | | |

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

| | | | | | | | | | | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Catalog | 10.5% | 9.1% | 11.9% | 11.1% | 10.9% | 14.6% | 8.9% | 9.1% | 9.7% | 8.1% | 13.6% | 8.3% | 8.4% | 13.4% | 8.7% |
| College Bookstore | 57.2% | 58.3% | 56.1% | 57.8% | 56.6% | 66.1% | 59.9% | 52.9% | 57.9% | 55.6% | 52.6% | 57.5% | 52.1% | 55.3% | 61.0% |

Source: BIGresearch, CIA Aug-07

| | All 18+ | Men | Women | <\$50K | \$50K+ | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NE | MW | South | West |
|--------------------------------------|---------|-------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Discount Store | 51.5% | 45.1% | 57.5% | 53.2% | 53.6% | 51.1% | 42.9% | 57.4% | 53.1% | 55.3% | 48.9% | 57.9% | 42.5% | 46.2% | 54.5% |
| Department Store | 41.8% | 41.5% | 42.0% | 43.2% | 45.9% | 58.2% | 36.0% | 37.0% | 43.8% | 41.0% | 39.1% | 41.4% | 39.3% | 41.9% | 36.2% |
| Drug Store | 13.2% | 10.1% | 16.0% | 12.6% | 15.4% | 16.4% | 17.3% | 10.1% | 12.6% | 12.1% | 11.3% | 20.1% | 11.8% | 9.2% | 15.0% |
| Home Furnishings or Home Décor Store | 12.7% | 12.9% | 12.5% | 9.8% | 16.3% | 19.9% | 11.2% | 10.4% | 14.6% | 9.9% | 11.3% | 17.7% | 7.7% | 14.3% | 8.9% |
| Office Supply Store | 35.6% | 36.4% | 34.9% | 33.8% | 39.7% | 47.1% | 31.3% | 38.3% | 36.4% | 37.4% | 25.5% | 40.0% | 30.0% | 34.0% | 40.9% |
| Online | 30.5% | 33.2% | 27.9% | 27.0% | 32.1% | 48.9% | 34.1% | 25.7% | 28.2% | 24.0% | 25.5% | 35.7% | 26.0% | 35.3% | 30.0% |
| Clothing Store | 34.3% | 34.8% | 33.9% | 31.5% | 39.1% | 56.8% | 28.5% | 34.7% | 31.9% | 30.1% | 28.5% | 34.7% | 28.7% | 34.2% | 36.9% |
| Electronics Store | 20.9% | 22.0% | 19.8% | 24.2% | 21.2% | 34.4% | 17.3% | 26.3% | 19.9% | 18.4% | 10.6% | 25.9% | 14.5% | 20.2% | 22.4% |
| Thrift Stores/Resale Shops | 14.0% | 12.8% | 15.1% | 15.6% | 12.3% | 16.0% | 10.7% | 15.4% | 12.9% | 12.0% | 17.3% | 11.1% | 14.7% | 11.5% | 16.2% |

*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-college merchandise?

| | | | | | | | | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| At least two months before school starts | 20.9% | 21.0% | 20.8% | 22.7% | 22.2% | 16.7% | 19.9% | 19.6% | 20.0% | 22.7% | 26.3% | 16.4% | 19.8% | 24.6% | 17.8% |
| Three weeks to one month before school starts | 28.6% | 33.4% | 24.1% | 26.6% | 31.1% | 32.2% | 21.1% | 32.3% | 38.3% | 30.1% | 17.5% | 30.8% | 29.8% | 28.1% | 30.1% |
| 1-2 weeks before school starts | 31.0% | 30.3% | 31.6% | 29.6% | 31.4% | 34.4% | 28.9% | 30.9% | 28.8% | 28.6% | 35.1% | 34.0% | 32.3% | 29.3% | 28.8% |
| The week school starts | 9.4% | 8.4% | 10.4% | 8.5% | 8.6% | 9.9% | 16.5% | 10.8% | 6.5% | 6.7% | 5.3% | 9.7% | 10.0% | 8.1% | 12.0% |
| After school starts | 10.1% | 6.9% | 13.0% | 12.6% | 6.7% | 6.9% | 13.6% | 6.5% | 6.4% | 11.8% | 15.8% | 9.2% | 8.0% | 9.9% | 11.3% |
| 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% | 100.0% |

Where will the college student be living this year?

| | | | | | | | | | | | | | | | |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Dorm room or college housing | 18.7% | 21.4% | 16.1% | 11.2% | 26.8% | 24.4% | 7.2% | 23.9% | 25.3% | 19.6% | 11.8% | 24.6% | 19.1% | 15.0% | 15.3% |
| Fraternity or sorority house | 1.3% | 2.0% | 0.6% | 1.2% | 1.4% | 3.8% | 2.0% | 0.3% | 1.6% | 0.5% | 0.0% | 0.3% | 2.1% | 1.0% | 1.7% |
| Off campus apartment or housing | 28.6% | 28.4% | 28.7% | 32.8% | 23.8% | 31.0% | 29.7% | 17.0% | 29.4% | 28.5% | 38.2% | 22.3% | 30.0% | 33.2% | 25.4% |
| At home | 49.7% | 46.6% | 52.6% | 52.2% | 46.6% | 40.0% | 60.6% | 56.7% | 40.1% | 47.3% | 50.0% | 51.8% | 45.4% | 48.8% | 56.8% |
| Other: | 1.8% | 1.7% | 2.0% | 2.6% | 1.4% | 0.8% | 0.5% | 2.0% | 3.6% | 4.1% | 0.0% | 0.9% | 3.4% | 2.0% | 0.8% |
| 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% |

Average Spending by Year

| | 2003 | 2004 | 2005 | 2006 | 2007 |
|--------------------------|-----------|-----------|-----------|-----------|-----------|
| Clothing and accessories | \$ 98.48 | \$ 88.89 | \$ 138.78 | \$ 139.23 | \$ 149.85 |
| Shoes | \$ 43.39 | \$ 40.06 | \$ 48.75 | \$ 54.35 | \$ 59.90 |
| School Supplies | \$ 55.44 | \$ 57.57 | \$ 72.29 | \$ 61.41 | \$ 63.52 |
| Electronics | \$ 166.24 | \$ 206.08 | \$ 200.01 | \$ 251.88 | \$ 258.43 |
| Dorm furnishings | \$ 68.60 | \$ 71.11 | \$ 88.42 | \$ 92.05 | \$ 109.85 |
| Total | \$ 432.15 | \$ 463.71 | \$ 548.25 | \$ 598.92 | \$ 956.93 |

Source: BIGresearch, CIA Aug-07

2007 2006

Do you have child/dependent attending college this fall?

| | | |
|-------|--------|--------|
| Yes | 9.8% | 8.2% |
| No | 90.2% | 91.8% |
| Total | 100.0% | 100.0% |

Will you be attending college this fall?

| | | |
|-------|--------|--------|
| Yes | 12.1% | 10.4% |
| No | 87.9% | 89.6% |
| Total | 100.0% | 100.0% |

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

| | | |
|---|--------|--------|
| Freshman | 18.9% | 17.3% |
| Sophomore | 17.5% | 8.1% |
| Junior | 14.5% | 13.4% |
| Senior | 14.5% | 25.2% |
| Grad School/Law School/Med School/Other | 34.5% | 36.0% |
| Total | 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 | \$ | 216.47 | \$ | 196.14 |
| Percent Buying | | 69.2% | | 71.0% |
| Net Average | \$ | 149.85 | \$ | 139.23 |
| <i>in billions</i> | | 7.41 | | 5.78 |

Shoes

| | | | | |
|--------------------|----|-------|----|-------|
| Average of Buyers | \$ | 96.63 | \$ | 83.92 |
| Percent Buying | | 62.0% | | 64.8% |
| Net Average | \$ | 59.90 | \$ | 54.35 |
| <i>in billions</i> | | 2.96 | | 2.26 |

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

| | | | | |
|--------------------|----|-------|----|-------|
| Average of Buyers | \$ | 76.15 | \$ | 76.12 |
| Percent Buying | | 83.4% | | 80.7% |
| Net Average | \$ | 63.52 | \$ | 61.41 |
| <i>in billions</i> | | 3.14 | | 2.55 |

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

Source: BIGresearch, CIA Aug-07

| | 2007 | 2006 |
|--|-----------|-----------|
| Average of Buyers | \$ 513.36 | \$ 532.36 |
| Percent Buying | 50.3% | 47.3% |
| Net Average | \$ 258.43 | \$ 251.88 |
| <i>in billions</i> | \$ 12.77 | 10.46 |
| Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge | | |
| Average of Buyers | \$ 300.90 | \$ 281.22 |
| Percent Buying | 36.5% | 32.7% |
| Net Average | \$ 109.85 | \$ 92.05 |
| <i>in billions</i> | \$ 5.43 | 3.82 |
| Combined Average | \$ 641.56 | \$ 598.92 |
| <i>in billions</i> | \$ 31.71 | 24.87 |

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

| | | |
|--|-------|-------|
| Catalog | 10.5% | 6.5% |
| College Bookstore | 57.2% | 56.8% |
| Discount Store | 51.5% | 51.8% |
| Department Store | 41.8% | 39.3% |
| Drug Store | 13.2% | 10.9% |
| Home Furnishings or Home Décor Store | 12.7% | 8.9% |
| Office Supply Store | 35.6% | 38.8% |
| Online | 30.5% | 29.8% |
| Clothing Store | 34.3% | N/A |
| Electronics Store | 20.9% | N/A |
| Specialty store, such as a clothing or electronics store | N/A | 23.5% |
| Thrift Stores/Resale Shops | 14.0% | 14.8% |

*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-college merchandise?

| | | |
|---|-------|-------|
| At least two months before school starts | 20.9% | 18.7% |
| Three weeks to one month before school starts | 28.6% | 29.3% |
| 1-2 weeks before school starts | 31.0% | 30.1% |
| The week school starts | 9.4% | 12.7% |
| After school starts | 10.1% | 9.1% |

Source: BIGresearch, CIA Aug-07

| | 2007 | 2006 |
|---|--------|--------|
| Total | 100.0% | 100.0% |
| Where will the college student be living this year? | | |
| Dorm room or college housing | 18.7% | N/A |
| Fraternity or sorority house | 1.3% | N/A |
| Off campus apartment or housing | 28.6% | N/A |
| At home | 49.7% | N/A |
| Other: | 1.8% | N/A |
| Total | 100.0% | N/A |

Source: BIGresearch, CIA Aug-07

| | 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 | \$ | 192.22 | \$ | 142.35 | \$ | 169.45 | \$ | 180.79 | \$ | 152.57 |
| Percent Buying | | 79.5% | | 71.1% | | 82.2% | | 83.4% | | 65.3% |
| Net Average | \$ | 152.89 | \$ | 101.14 | \$ | 139.23 | \$ | 150.75 | \$ | 99.56 |
| Shoes | | | | | | | | | | |
| Average of Buyers | \$ | 82.12 | \$ | 83.56 | \$ | 77.30 | \$ | 89.75 | \$ | 95.47 |
| Percent Buying | | 75.7% | | 62.4% | | 76.6% | | 71.4% | | 55.0% |
| Net Average | \$ | 62.15 | \$ | 52.11 | \$ | 59.25 | \$ | 64.07 | \$ | 52.47 |
| School supplies, such as notebooks, folders, pencils, and backpacks | | | | | | | | | | |
| Average of Buyers | \$ | 79.90 | \$ | 52.76 | \$ | 61.78 | \$ | 50.62 | \$ | 52.73 |
| Percent Buying | | 97.1% | | 94.7% | | 92.9% | | 94.1% | | 90.3% |
| Net Average | \$ | 77.58 | \$ | 49.95 | \$ | 57.42 | \$ | 47.61 | \$ | 47.62 |
| Electronics or computer-related equipment such as a home computer, laptop, handheld organizer, cell phone, calculator, digital camera or MP3 player | | | | | | | | | | |
| Average of Buyers | \$ | 649.28 | \$ | 341.39 | \$ | 417.57 | \$ | 299.47 | \$ | 468.16 |
| Percent Buying | | 67.0% | | 55.4% | | 58.8% | | 63.8% | | 40.0% |
| Net Average | \$ | 435.03 | \$ | 189.07 | \$ | 245.34 | \$ | 191.19 | \$ | 187.17 |
| Dorm or apartment furnishings like bedspreads, posters, answering machine, or microwave/fridge | | | | | | | | | | |
| Average of Buyers | \$ | 287.16 | \$ | 197.86 | \$ | 265.23 | \$ | 209.49 | \$ | 393.50 |
| Percent Buying | | 38.8% | | 30.8% | | 40.9% | | 52.2% | | 24.9% |
| Net Average | \$ | 111.27 | \$ | 61.04 | \$ | 108.57 | \$ | 109.44 | \$ | 98.17 |
| Combined Average 2007 | \$ | 838.92 | \$ | 453.31 | \$ | 609.81 | \$ | 563.07 | \$ | 484.98 |
| Where will you purchase back-to-college items this year? (Check all that apply) | | | | | | | | | | |
| Catalog | | 11.0% | | 11.5% | | 10.3% | | 5.9% | | 9.2% |
| College Bookstore | | 60.2% | | 72.7% | | 62.2% | | 67.4% | | 58.3% |

| | | | | | |
|--------------------------------------|-------|-------|-------|-------|-------|
| Discount Store | 50.2% | 46.9% | 47.4% | 48.4% | 44.1% |
| Department Store | 42.3% | 48.6% | 49.2% | 65.8% | 32.4% |
| Drug Store | 14.3% | 14.5% | 16.6% | 15.9% | 11.6% |
| Home Furnishings or Home Décor Store | 11.5% | 8.5% | 12.7% | 16.1% | 14.3% |
| Office Supply Store | 42.5% | 37.0% | 37.4% | 49.4% | 31.4% |
| Online | 35.9% | 39.3% | 47.1% | 43.3% | 42.3% |
| Clothing Store | 45.0% | 39.0% | 44.5% | 48.4% | 31.3% |
| Electronics Store | 33.9% | 19.4% | 21.8% | 31.5% | 20.3% |
| Thrift Stores/Resale Shops | 21.3% | 15.5% | 13.4% | 11.7% | 13.0% |

*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-college merchandise?

| | | | | | |
|---|--------|--------|--------|--------|--------|
| At least two months before school starts | 25.9% | 16.5% | 12.0% | 12.2% | 19.1% |
| Three weeks to one month before school starts | 30.6% | 16.6% | 19.6% | 25.1% | 22.8% |
| 1-2 weeks before school starts | 29.4% | 32.5% | 45.7% | 41.8% | 29.0% |
| The week school starts | 5.3% | 24.0% | 9.6% | 14.8% | 18.2% |
| After school starts | 8.8% | 10.4% | 13.0% | 6.1% | 10.9% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Where will the college student be living this year?

| | | | | | |
|---------------------------------|--------|--------|--------|--------|--------|
| Dorm room or college housing | 19.0% | 10.7% | 16.7% | 10.8% | 3.0% |
| Fraternity or sorority house | 0.6% | 3.0% | 2.8% | 1.7% | 1.7% |
| Off campus apartment or housing | 18.2% | 23.4% | 27.7% | 45.9% | 36.9% |
| At home | 59.8% | 62.4% | 51.9% | 41.6% | 57.9% |
| Other: | 2.4% | 0.5% | 0.9% | 0.0% | 0.5% |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Source: BIGresearch, CIA Aug-07

| | Dorm/College | | Off Campus | |
|-----------------------|--------------|--|-------------|---------|
| | Housing | | Apt/Housing | At Home |
| Respondents Selected: | 307 | | 410 | 660 |

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

| | | | | |
|--|--------|----|--------|-----------|
| Clothing and accessories (excluding shoes) | | | | |
| Average of Buyers \$ | 235.11 | \$ | 212.60 | \$ 186.58 |
| Percent Buying | 90.0% | | 79.3% | 68.6% |
| Net Average \$ | 211.66 | \$ | 168.53 | \$ 127.99 |

Shoes

| | | | | |
|----------------------|-------|----|--------|----------|
| Average of Buyers \$ | 99.67 | \$ | 107.39 | \$ 85.00 |
| Percent Buying | 81.5% | | 72.7% | 61.9% |
| Net Average \$ | 81.19 | \$ | 78.05 | \$ 52.59 |

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

| | | | | |
|----------------------|-------|----|-------|----------|
| Average of Buyers \$ | 88.97 | \$ | 75.27 | \$ 64.46 |
| Percent Buying | 93.1% | | 89.1% | 88.7% |
| Net Average \$ | 82.79 | \$ | 67.03 | \$ 57.15 |

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

| | | | | |
|----------------------|--------|----|--------|-----------|
| Average of Buyers \$ | 616.35 | \$ | 506.20 | \$ 430.30 |
| Percent Buying | 78.0% | | 58.0% | 47.9% |
| Net Average \$ | 480.81 | \$ | 293.54 | \$ 206.06 |

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

| | | | | |
|----------------------|--------|----|--------|-----------|
| Average of Buyers \$ | 259.49 | \$ | 331.75 | \$ 280.98 |
| Percent Buying | 85.4% | | 55.4% | 16.7% |
| Net Average \$ | 221.69 | \$ | 183.64 | \$ 46.94 |

Combined Average 2007 \$ 1,078.14 \$ 790.78 \$ 490.74

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

| | | | |
|---------|-------|-------|------|
| Catalog | 19.7% | 11.2% | 7.5% |
|---------|-------|-------|------|

| | | | |
|--------------------------------------|-------|-------|-------|
| College Bookstore | 67.6% | 62.0% | 58.5% |
| Discount Store | 58.0% | 54.0% | 47.2% |
| Department Store | 57.0% | 52.3% | 40.1% |
| Drug Store | 18.2% | 14.7% | 14.1% |
| Home Furnishings or Home Décor Store | 29.6% | 19.7% | 5.6% |
| Office Supply Store | 50.0% | 43.7% | 34.9% |
| Online | 44.8% | 42.8% | 30.0% |
| Clothing Store | 55.0% | 43.9% | 34.3% |
| Electronics Store | 39.0% | 26.4% | 20.4% |
| Thrift Stores/Resale Shops | 13.6% | 16.7% | 13.6% |

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

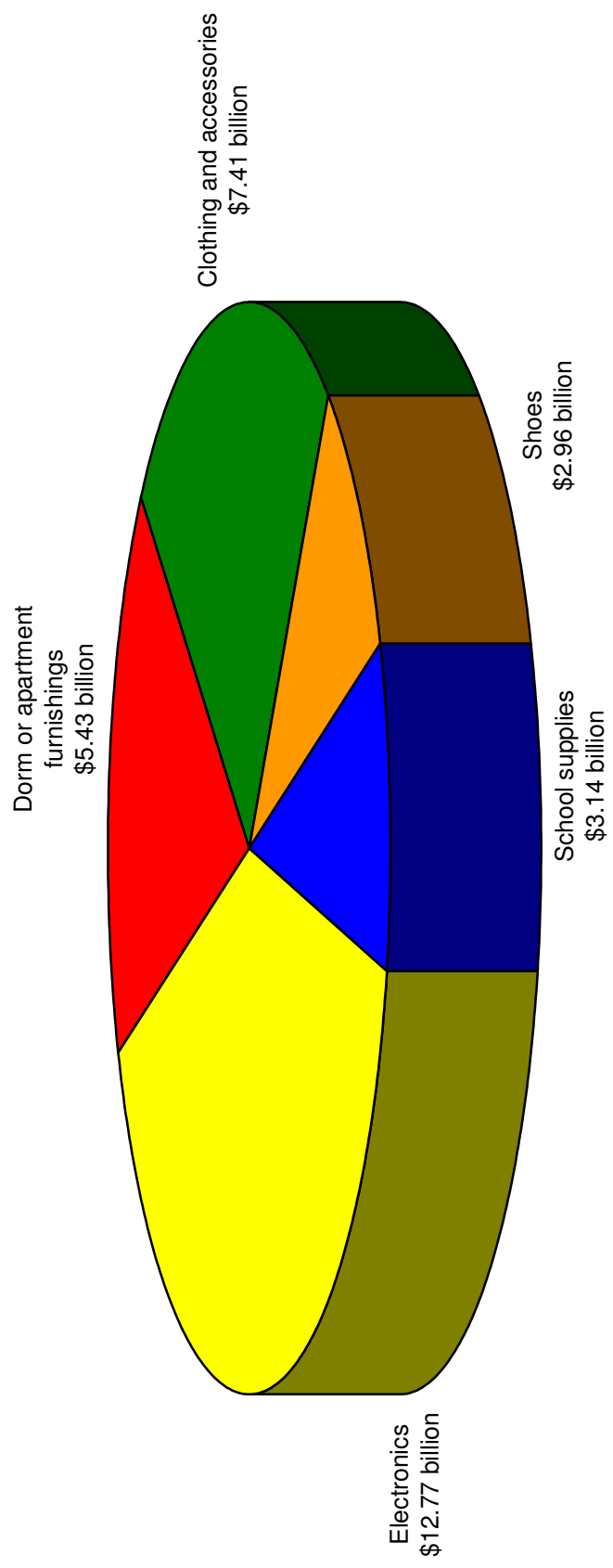
When will you begin shopping for back-to-college merchandise?

| | | | |
|---|--------|--------|--------|
| At least two months before school starts | 22.5% | 20.2% | 15.9% |
| Three weeks to one month before school starts | 44.7% | 33.3% | 24.8% |
| 1-2 weeks before school starts | 24.1% | 28.8% | 34.8% |
| The week school starts | 3.9% | 9.6% | 13.7% |
| After school starts | 4.8% | 8.1% | 10.8% |
| Total | 100.0% | 100.0% | 100.0% |

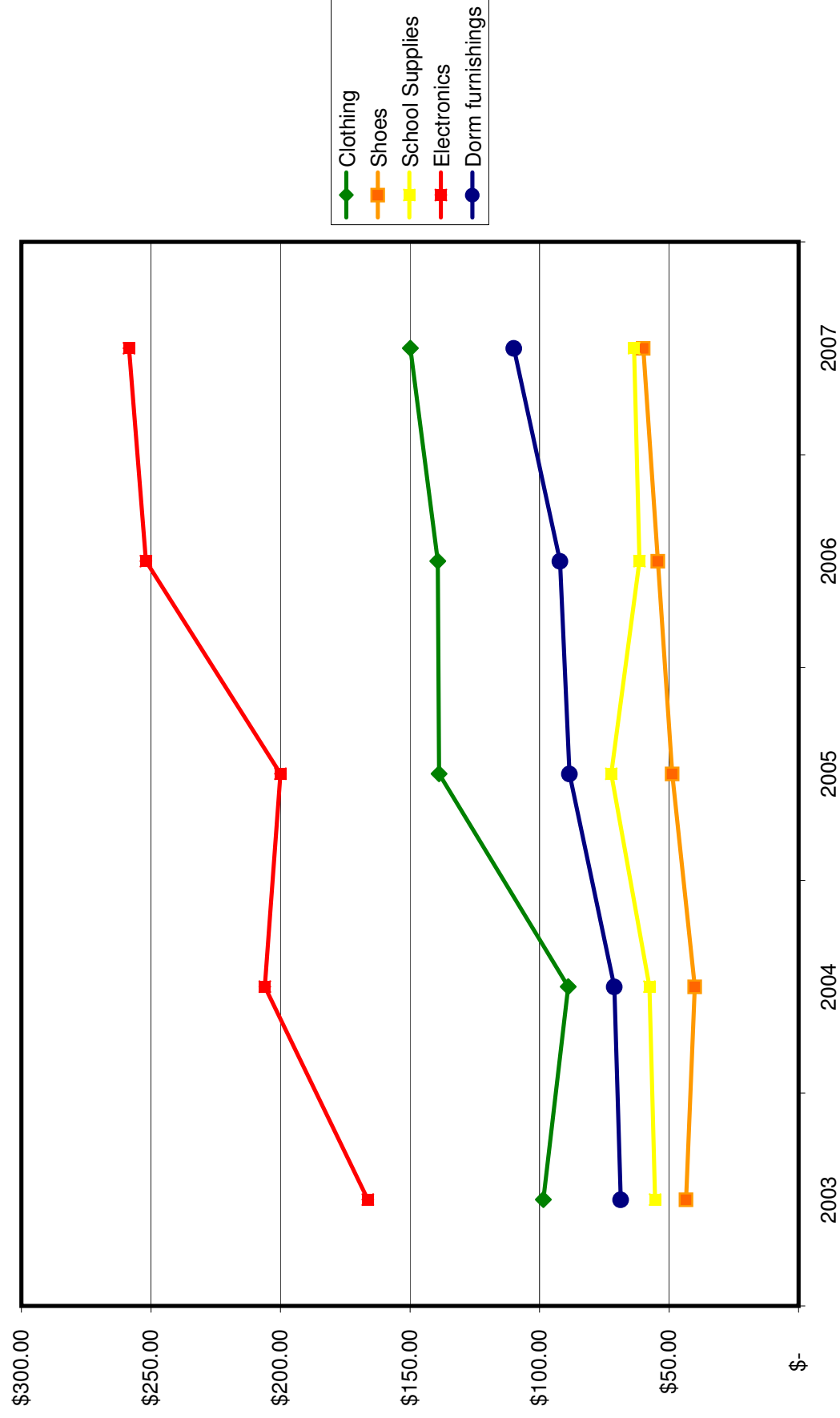
Where will the college student be living this year?

| | | | |
|---------------------------------|--------|--------|--------|
| Dorm room or college housing | 100.0% | 0.0% | 0.0% |
| Fraternity or sorority house | 0.0% | 0.0% | 0.0% |
| Off campus apartment or housing | 0.0% | 100.0% | 0.0% |
| At home | 0.0% | 0.0% | 100.0% |
| Other: | 0.0% | 0.0% | 0.0% |
| Total | 100.0% | 100.0% | 100.0% |

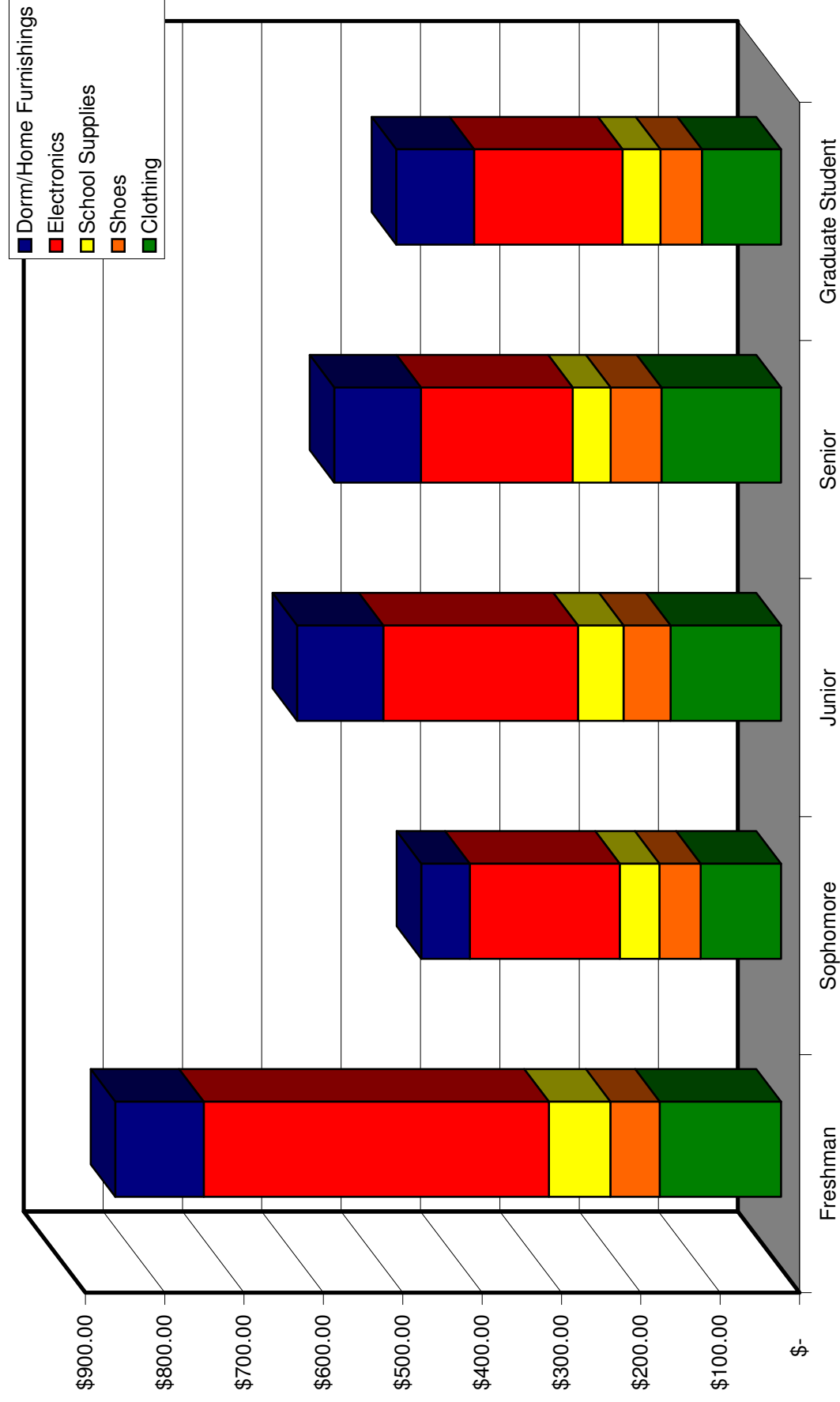
Total Back-to-College Spending, 2007



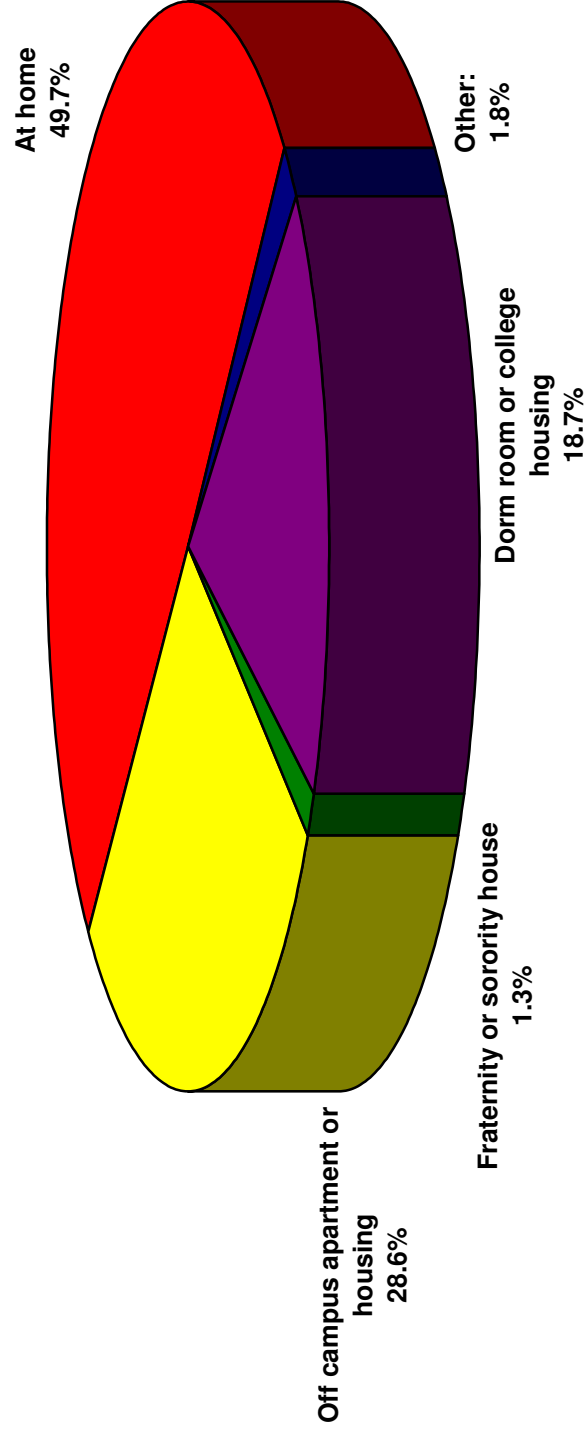
Back to College Spending by Year



Average Spending by Student, 2007



Where College Students Will Live, 2007



Average Spending for College by Living Situation

