Source: BIGresearch, CIA Aug-06

	All (18+)	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Do you have child/dependent attending college this fall?															
Yes	8.2%	9.0%	7.5%	5.7%	11.6%	2.7%	2.7%	11.3%	19.5%	7.2%	2.8%	9.4%	8.4%	8.4%	6.7%
No	91.8%	91.0%	92.5%	94.3%	88.4%	97.3%	97.3%	88.7%	80.5%	92.8%	97.2%	90.6%	91.6%	91.6%	93.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Will you be attending college this fall?															
Yes	10.4%	11.7%	9.2%	10.5%	9.2%	43.5%	14.0%	6.2%	3.7%	1.2%	0.3%	7.3%	10.5%	11.2%	9.9%
No	89.6%	88.3%	90.8%	89.5%	90.8%	56.5%	86.0%	93.8%	96.3%	98.8%	99.7%	92.7%	89.5%	88.8%	90.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
If you will be attending college, which year will you begin?															
Freshman	17.3%	19.6%	15.1%	18.9%	10.4%	22.2%	20.8%	29.5%	16.8%	9.5%	0.0%	12.9%	18.8%	17.5%	22.1%
Sophomore	8.1%	4.0%	11.9%	6.1%	8.3%	17.5%	8.3%	9.2%	7.0%	8.7%	0.0%	10.7%	8.1%	12.1%	7.4%
Junior	13.4%	12.5%	14.3%	13.0%	19.3%	18.6%	20.3%	13.7%	17.7%	9.1%	0.0%	14.1%	20.7%	14.7%	12.4%
Senior	25.2%	19.7%	30.4%	32.5%	13.7%	20.9%	12.0%	11.7%	21.0%	4.4%	79.2%	9.1%	26.8%	17.5%	17.9%
Grad School/Law School/Med School/Other	36.0%	44.2%	28.3%	29.6%	48.3%	20.8%	38.5%	36.0%	37.4%	68.3%	20.8%	53.2%	25.6%	38.2%	40.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
How much do you plan to spend on the following back-to-college items this year?															
Clothing and accessories (excluding shoes)															
Average of Buyers	**$ 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**
in billions	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**
in billions	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**
in billions	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**
in billions	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**
in billions	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**
in billions	24.87														
Where will you purchase back-to-college items this year? (Check all that apply)															
Catalog	6.5%	6.5%	6.5%	4.1%	7.9%	3.6%	8.2%	7.1%	8.5%	9.0%	2.1%	6.9%	4.9%	5.8%	8.2%
College Bookstore	56.8%	56.6%	56.9%	52.6%	62.7%	62.5%	53.3%	50.7%	61.0%	56.6%	59.4%	58.0%	56.5%	48.6%	64.1%
Discount store	51.8%	47.6%	55.7%	56.7%	48.6%	36.5%	49.8%	57.1%	55.3%	56.2%	52.1%	46.7%	50.9%	52.7%	52.3%
Department store	39.3%	39.9%	38.7%	36.7%	43.5%	46.0%	38.7%	45.4%	44.2%	31.2%	27.1%	41.7%	34.5%	41.8%	37.7%
Drug Store	10.9%	9.0%	12.6%	9.2%	11.4%	18.4%	8.6%	13.3%	15.7%	9.6%	0.0%	17.4%	8.7%	10.5%	11.2%
Home furnishings or home décor store	8.9%	9.7%	8.1%	7.7%	10.2%	12.1%	4.6%	7.6%	13.6%	7.6%	8.3%	11.2%	6.3%	9.0%	7.6%
Office Supply Store	38.8%	38.0%	39.5%	38.1%	39.0%	42.2%	29.3%	37.2%	41.5%	38.2%	45.8%	35.3%	32.5%	39.2%	44.0%
Online	29.8%	33.1%	26.7%	31.8%	28.0%	44.1%	28.5%	23.3%	28.0%	28.7%	31.2%	29.5%	23.9%	32.9%	32.4%

Source: BIGresearch, CIA Aug-06

	All (18+)	Men	Women	<$50K	$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Specialty store, such as a clothing or electronics store	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%
Thrift Stores/Resale Shops	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%

*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	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%
Three weeks to one month before school starts	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%
1-2 weeks before school starts	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%
The week school starts	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%
After school starts	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%
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%

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%

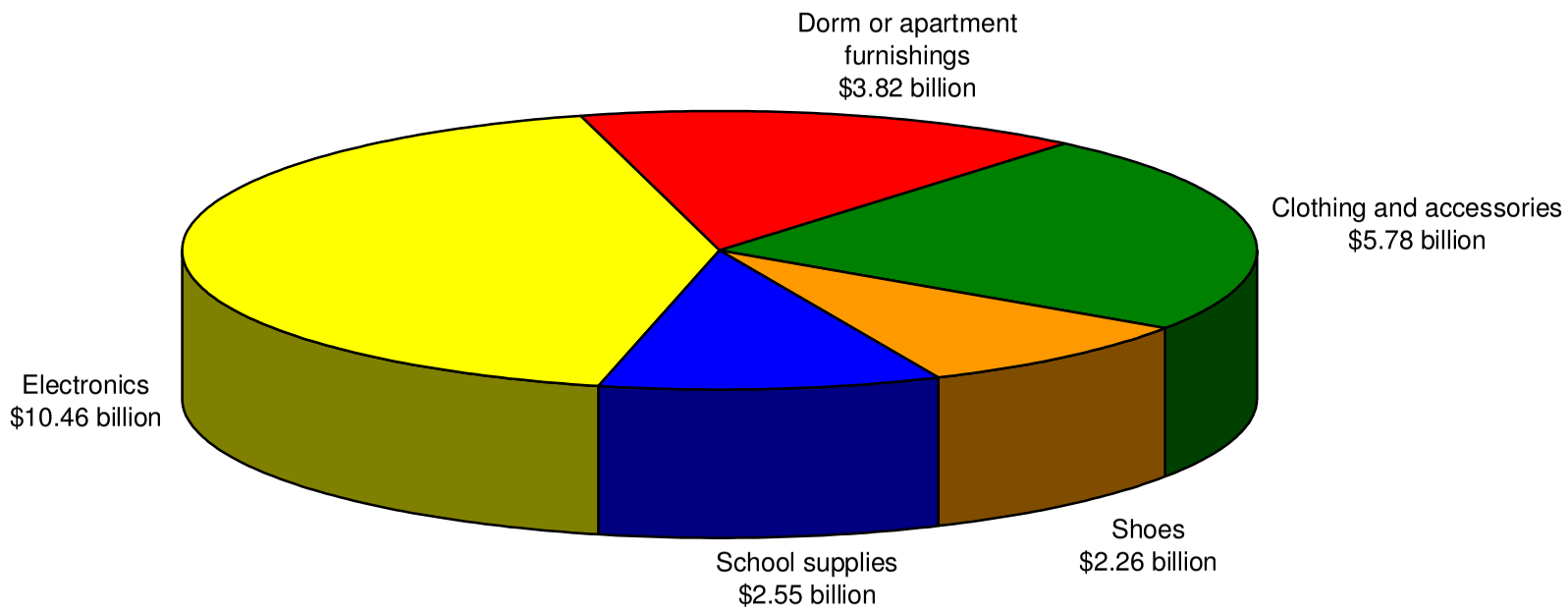
*The sum of the % totals is greater than 100% because the respondents can select more than one answer.

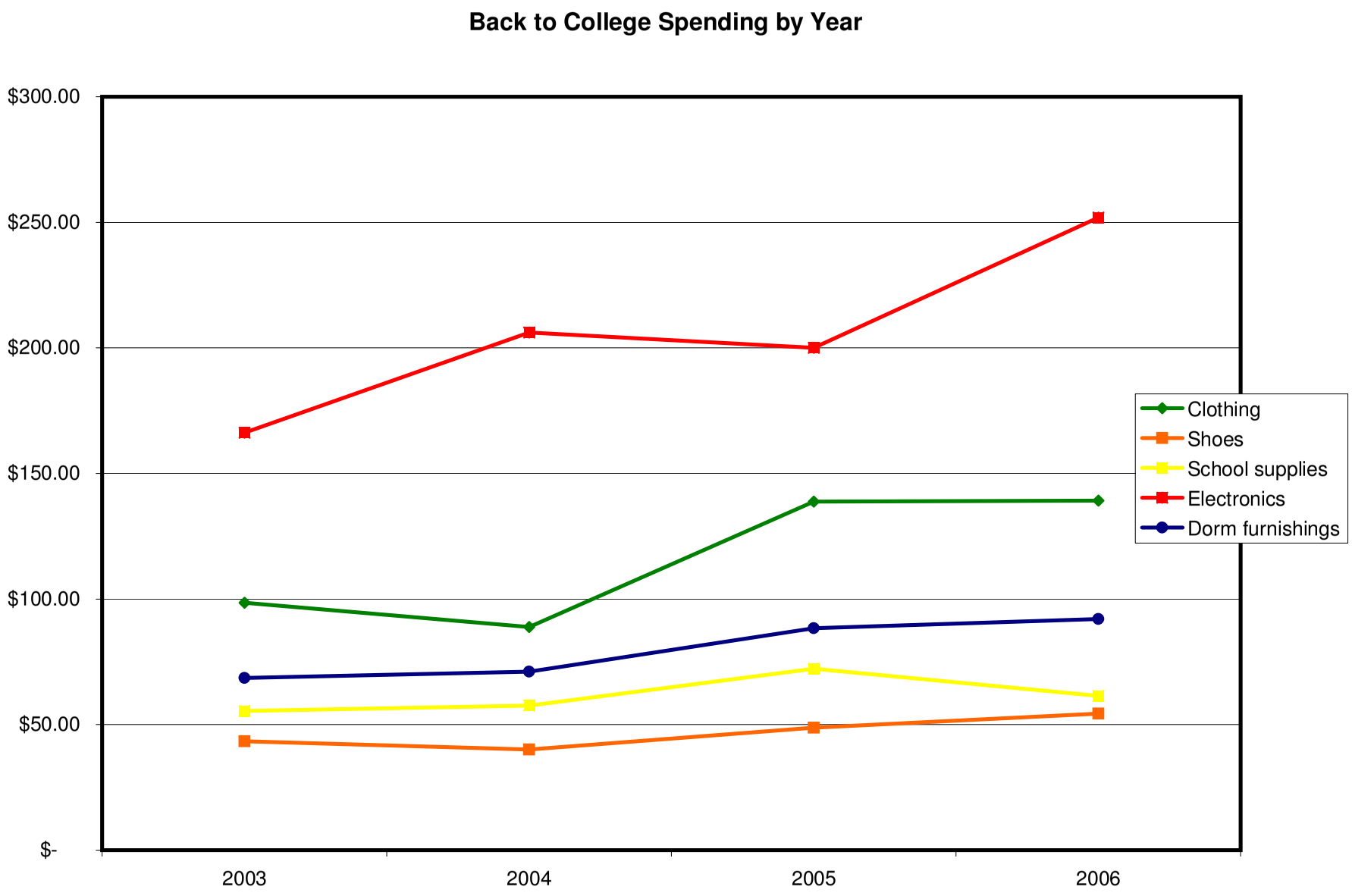
When will you begin shopping for back-to-college merchandise?

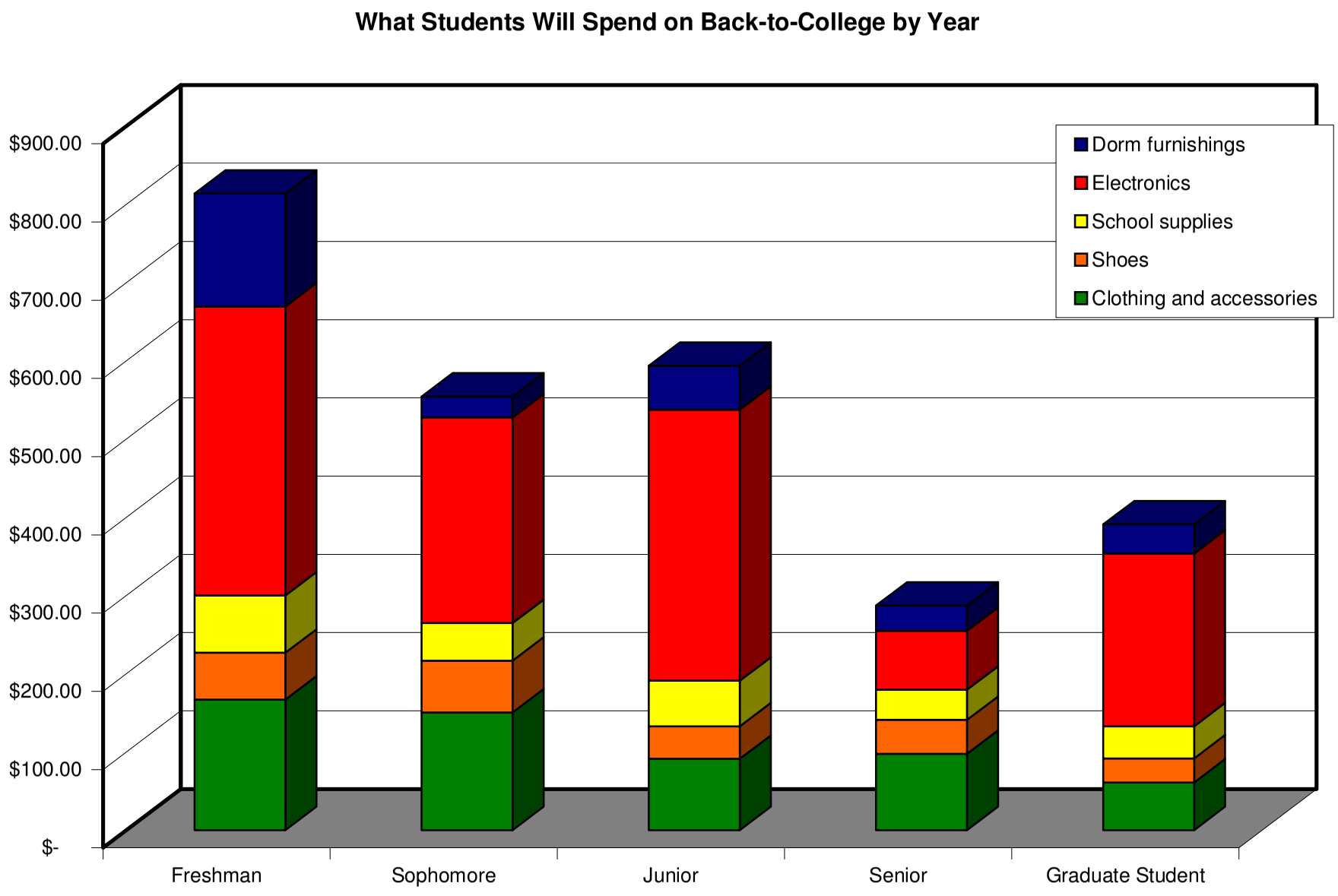
At least two months before school starts	13.7%	12.3%	7.7%	11.4%	7.5%
Three weeks to one month before school starts	35.2%	31.7%	28.7%	29.2%	30.4%
1-2 weeks before school starts	35.1%	27.0%	43.8%	33.3%	35.1%
The week school starts	6.4%	21.3%	7.9%	20.3%	21.4%
After school starts	9.7%	7.6%	11.9%	5.8%	5.5%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

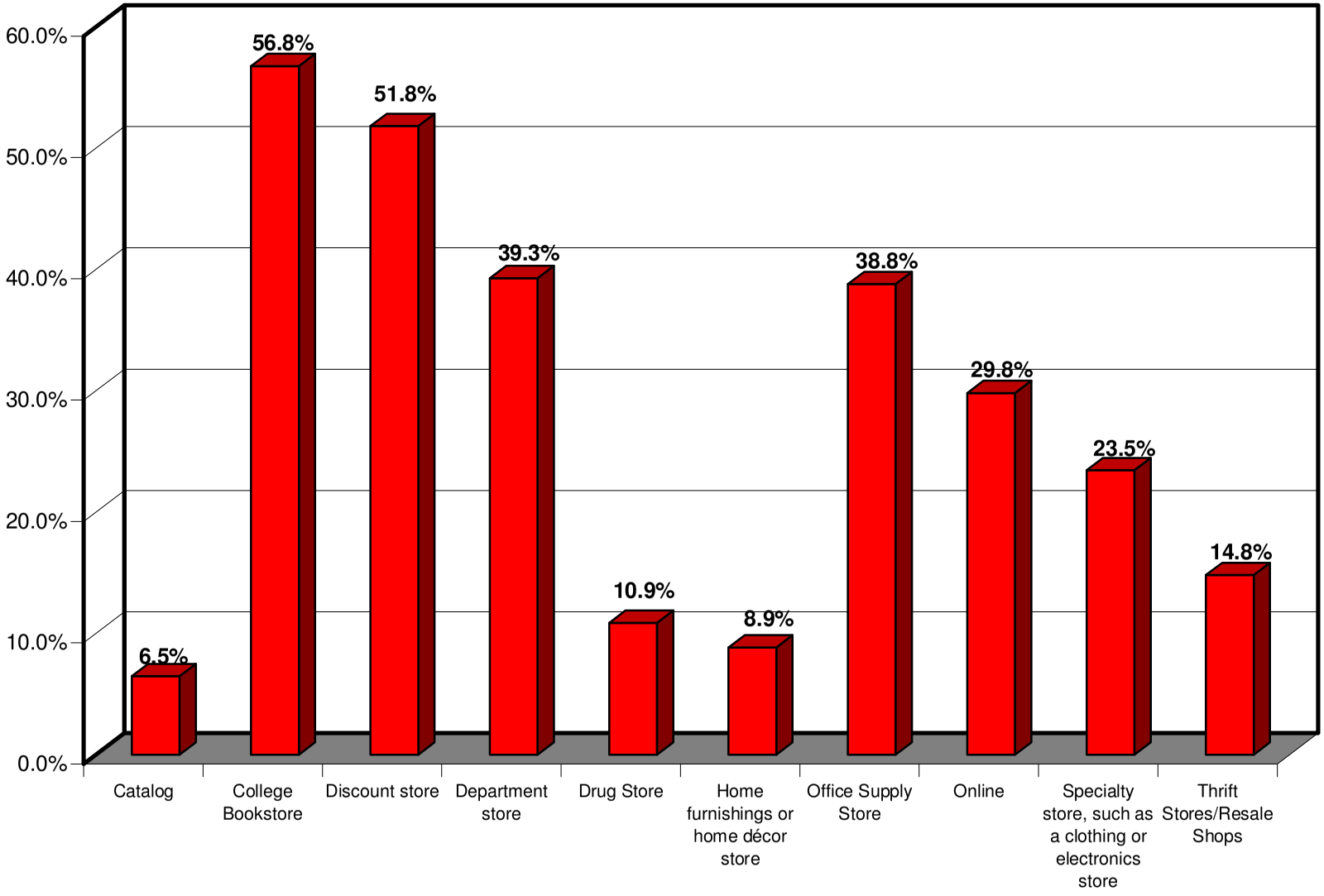
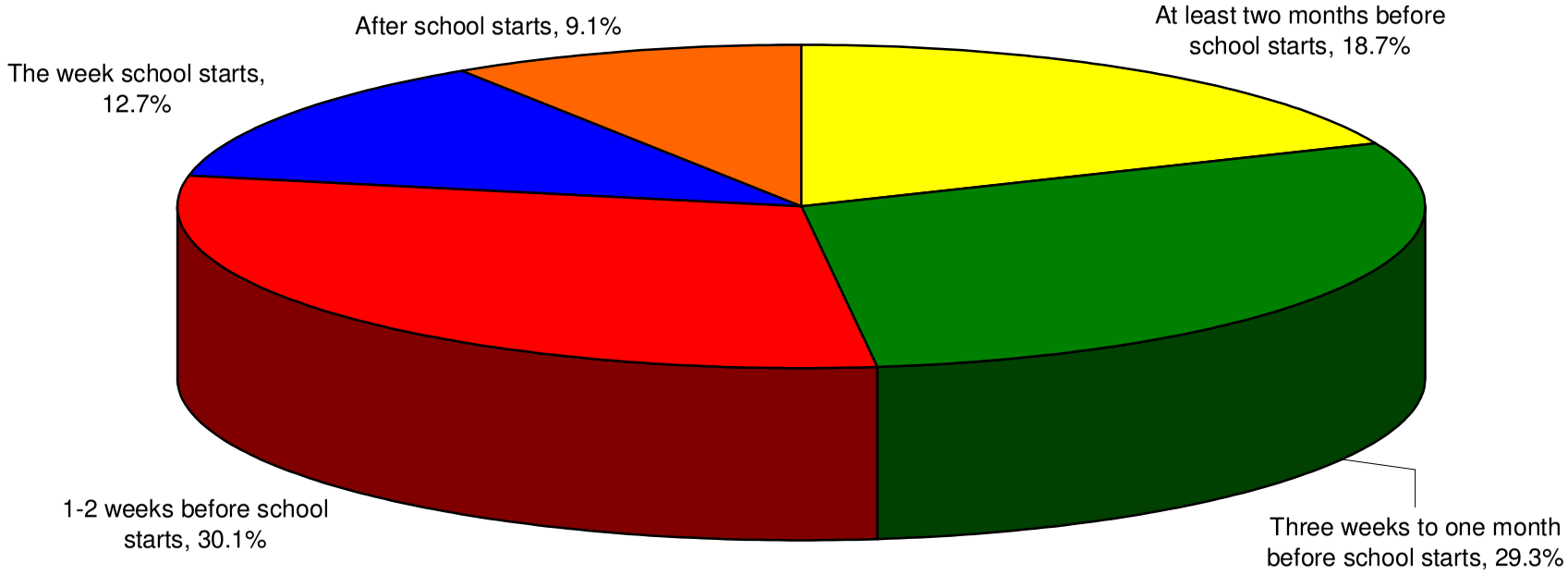
Back-to-College Spending 2006, Total




Back to College Spending by Year
$300.00
$250.00
$200.00
$150.00
$100.00
$50.00
$-
2003
2004
2005
2006
Clothing
Shoes
School supplies
Electronics
Dorm furnishings


What Students Will Spend on Back-to-College by Year
$900.00
$800.00
$700.00
$600.00
$500.00
$400.00
$300.00
$200.00
$100.00
$-
Freshman
Sophomore
Junior
Senior
Graduate Student
Dorm furnishings
Electronics
School supplies
Shoes
Clothing and accessories

Where Consumers Will Purchase Back to College Merchandise



When Consumers Will Begin Shopping for BTC Merchandise