

Source: BIGresearch, CIA July 2009**N = 8367, 6/30 - 7/7/09**

	Adults 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	10.5%	9.9%	11.1%	7.7%	12.0%	22.3%	2.8%	11.3%	17.7%	9.3%	1.4%	10.2%	10.4%	10.8%	10.5%
No	89.5%	90.1%	88.9%	92.3%	88.0%	77.7%	97.2%	88.7%	82.3%	90.7%	98.6%	89.8%	89.6%	89.2%	89.5%
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	10.6%	11.1%	10.2%	12.7%	7.4%	48.1%	12.6%	6.7%	3.0%	1.7%	0.5%	10.1%	8.8%	11.7%	12.1%
No	89.4%	88.9%	89.8%	87.3%	92.6%	51.9%	87.4%	93.3%	97.0%	98.3%	99.5%	89.9%	91.2%	88.3%	87.9%
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%

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

Freshman	22.0%	22.1%	21.9%	24.9%	12.3%	22.8%	17.4%	23.4%	33.8%	22.7%	10.5%	26.2%	31.8%	23.1%	17.9%
Sophomore	12.4%	16.1%	8.9%	16.8%	8.6%	19.2%	20.1%	13.2%	4.5%	8.5%	10.5%	16.6%	8.7%	14.4%	13.5%
Junior	17.0%	19.4%	14.8%	18.3%	13.7%	23.6%	15.8%	17.5%	23.3%	11.2%	10.5%	16.4%	19.7%	17.5%	10.4%
Senior	9.6%	11.0%	8.3%	11.7%	11.8%	20.0%	12.8%	11.2%	7.4%	8.5%	0.0%	9.4%	16.4%	11.3%	7.9%
Grad School/Law School/Med School/Other	38.9%	31.4%	46.1%	28.4%	53.6%	14.5%	34.0%	34.8%	31.0%	49.2%	68.4%	31.4%	23.4%	33.7%	50.3%
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%

How much do you plan to spend on the following back-to-college items this year?**Clothing and accessories (excluding Shoes)**

Average of Buyers	\$ 173.79	\$ 190.39	\$ 157.38	\$ 135.17	\$ 181.49	\$ 149.98	\$ 163.31	\$ 177.57	\$ 175.50	\$ 211.56	\$ 169.88	\$ 155.31	\$ 191.72	\$ 172.64	\$ 181.01
Percent Buying	68.2%	69.7%	66.8%	71.4%	69.2%	83.5%	70.1%	58.6%	67.3%	67.8%	66.8%	75.3%	66.8%	68.0%	68.0%
Net Average	\$ 118.56	\$ 132.68	\$ 105.16	\$ 96.52	\$ 125.56	\$ 125.22	\$ 114.41	\$ 104.01	\$ 118.08	\$ 143.42	\$ 113.48	\$ 117.01	\$ 128.10	\$ 117.45	\$ 123.06
<i>in billions</i>	\$ 5.77														

Shoes

Average of Buyers	\$ 91.46	\$ 98.59	\$ 84.71	\$ 74.65	\$ 100.16	\$ 78.32	\$ 94.17	\$ 88.70	\$ 101.61	\$ 98.28	\$ 87.29	\$ 81.59	\$ 91.55	\$ 89.42	\$ 101.92
Percent Buying	63.2%	63.2%	63.3%	68.8%	60.0%	76.1%	65.4%	53.6%	58.1%	61.7%	69.1%	63.8%	61.9%	64.2%	63.6%
Net Average	\$ 57.85	\$ 62.33	\$ 53.60	\$ 51.33	\$ 60.05	\$ 59.60	\$ 61.63	\$ 47.58	\$ 59.00	\$ 60.66	\$ 60.35	\$ 52.08	\$ 56.65	\$ 57.37	\$ 64.82
<i>in billions</i>	\$ 2.82														

Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)

Average of Buyers	\$ 79.09	\$ 92.73	\$ 65.28	\$ 78.19	\$ 79.05	\$ 51.19	\$ 118.78	\$ 95.63	\$ 80.72	\$ 86.81	\$ 39.94	\$ 96.09	\$ 99.01	\$ 69.31	\$ 85.82
Percent Buying	43.7%	45.1%	42.3%	34.3%	46.1%	53.0%	43.4%	39.6%	44.4%	38.1%	45.3%	41.1%	37.0%	43.6%	47.9%
Net Average	\$ 34.52	\$ 41.84	\$ 27.59	\$ 26.79	\$ 36.47	\$ 27.15	\$ 51.49	\$ 37.82	\$ 35.83	\$ 33.03	\$ 18.10	\$ 39.53	\$ 36.62	\$ 30.22	\$ 41.07
<i>in billions</i>	\$ 1.68														

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

Average of Buyers	\$ 74.63	\$ 84.04	\$ 66.17	\$ 64.96	\$ 73.68	\$ 61.23	\$ 72.40	\$ 81.20	\$ 74.88	\$ 82.16	\$ 76.00	\$ 74.24	\$ 84.14	\$ 71.28	\$ 75.30
Percent Buying	81.8%	79.6%	83.9%	84.2%	82.9%	93.3%	90.9%	76.7%	76.2%	74.5%	81.7%	77.5%	77.9%	80.0%	86.6%
Net Average	\$ 61.05	\$ 66.91	\$ 55.50	\$ 54.71	\$ 61.07	\$ 57.14	\$ 65.81	\$ 62.32	\$ 57.02	\$ 61.22	\$ 62.08	\$ 57.54	\$ 65.53	\$ 57.04	\$ 65.23
<i>in billions</i>	\$ 2.97														

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

Average of Buyers	\$ 528.11	\$ 589.93	\$ 463.42	\$ 413.06	\$ 562.02	\$ 499.92	\$ 589.40	\$ 416.92	\$ 613.10	\$ 590.25	\$ 458.89	\$ 699.52	\$ 609.39	\$ 491.22	\$ 523.30
Percent Buying	50.4%	52.9%	48.0%	47.0%	52.1%	63.5%	63.9%	54.5%	44.2%	41.6%	35.7%	47.0%	47.8%	48.0%	61.2%
Net Average	\$ 266.08	\$ 312.27	\$ 222.28	\$ 194.07	\$ 292.60	\$ 317.40	\$ 376.60	\$ 227.34	\$ 270.72	\$ 245.79	\$ 164.02	\$ 328.62	\$ 291.17	\$ 235.55	\$ 320.50
<i>in billions</i>	\$ 12.95														

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

Average of Buyers	\$ 261.30	\$ 266.89	\$ 253.80	\$ 231.68	\$ 230.74	\$ 219.32	\$ 270.85	\$ 248.89	\$ 273.04	\$ 267.81	\$ 329.67	\$ 310.03	\$ 329.39	\$ 215.76	\$ 254.80
Percent Buying	30.6%	36.1%	25.5%	26.6%	30.9%	48.5%	34.5%	25.6%	33.1%	32.4%	14.1%	32.5%	31.5%	34.5%	29.4%
Net Average	\$ 80.06	\$ 96.22	\$ 64.74	\$ 61.56	\$ 71.24	\$ 106.35	\$ 93.38	\$ 63.62	\$ 90.35	\$ 86.79	\$ 46.34	\$ 100.84	\$ 103.77	\$ 74.35	\$ 75.01
<i>in billions</i>	\$ 3.90														

Source: BIGresearch, CIA July 2009**N = 8367, 6/30 - 7/7/09**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
Combined Average	\$ 618.12	\$ 712.24	\$ 528.87	\$ 484.98	\$ 646.99	\$ 692.85	\$ 763.33	\$ 542.70	\$ 631.00	\$ 630.90	\$ 464.36	\$ 695.63	\$ 681.84	\$ 571.99	\$ 689.69
<i>in billions</i>	\$ 30.08														

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

Catalog	11.5%	12.6%	10.3%	12.5%	9.0%	8.0%	17.7%	7.7%	7.4%	8.3%	19.1%	18.5%	15.0%	7.2%	11.3%
College Bookstore	44.5%	45.9%	43.2%	43.7%	48.0%	54.9%	48.5%	43.0%	39.4%	40.9%	43.0%	40.3%	38.9%	40.1%	49.4%
Discount Store	53.4%	47.4%	59.2%	55.6%	60.9%	46.8%	54.6%	52.3%	56.1%	51.4%	57.2%	49.0%	55.2%	47.4%	54.5%
Department Store	43.1%	44.9%	41.4%	46.6%	38.7%	62.3%	51.6%	40.0%	41.1%	36.3%	31.1%	49.5%	48.4%	38.2%	41.4%
Drug Store	23.4%	19.0%	27.6%	23.8%	23.5%	25.3%	33.1%	12.0%	20.6%	25.2%	26.4%	34.4%	24.4%	16.4%	23.4%
Home Furnishings or Home Decor Store	11.0%	12.2%	9.8%	8.6%	11.4%	17.3%	10.0%	8.7%	8.9%	8.3%	14.3%	10.9%	13.8%	9.3%	10.3%
Office Supply Store	32.5%	33.0%	32.1%	25.8%	33.6%	46.3%	38.5%	27.7%	30.6%	29.1%	26.2%	31.7%	31.3%	28.1%	36.1%
Online	28.6%	28.5%	28.8%	28.1%	26.9%	44.5%	32.3%	24.4%	24.3%	21.1%	28.7%	41.4%	30.4%	21.9%	28.1%
Clothing Store	29.8%	30.6%	29.0%	31.7%	24.2%	49.7%	37.0%	23.7%	26.7%	30.4%	16.6%	25.4%	32.8%	31.5%	26.8%
Electronics Store	20.9%	23.4%	18.6%	18.9%	21.2%	32.3%	27.0%	17.9%	15.7%	16.4%	19.1%	23.3%	20.7%	13.6%	29.4%
Thrift Stores/Resale Shops	18.6%	13.6%	23.4%	25.1%	13.8%	15.8%	21.5%	15.2%	13.1%	11.9%	33.6%	14.6%	19.9%	15.7%	17.2%

*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	22.3%	21.5%	23.0%	19.7%	22.9%	18.8%	25.0%	19.2%	20.0%	22.2%	28.2%	21.9%	24.8%	20.7%	21.9%
Three weeks to one month before school starts	33.7%	31.8%	35.4%	34.1%	35.7%	33.0%	33.9%	31.8%	35.4%	33.7%	34.2%	44.1%	31.6%	31.0%	33.4%
1-2 weeks before school starts	25.7%	28.1%	23.4%	24.8%	28.4%	33.9%	21.0%	25.9%	30.0%	27.5%	17.6%	23.1%	27.1%	27.0%	23.8%
The week school starts	9.0%	9.4%	8.6%	10.2%	8.0%	8.3%	12.9%	14.5%	6.0%	6.4%	4.7%	2.3%	13.9%	10.2%	9.9%
After school starts	9.4%	9.2%	9.5%	11.2%	5.1%	6.0%	7.3%	8.6%	8.7%	10.2%	15.3%	8.6%	2.7%	11.1%	11.1%
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%

Where will the college student be living this year?

Dorm room or college housing	15.8%	18.0%	13.7%	12.2%	16.1%	22.7%	4.9%	18.6%	21.6%	23.2%	6.0%	20.9%	13.3%	21.1%	8.5%
Fraternity or sorority house	2.0%	3.5%	0.6%	1.7%	5.1%	2.4%	4.9%	1.4%	1.0%	0.5%	2.0%	0.4%	1.4%	1.9%	3.5%
Off campus apartment or housing	22.4%	24.4%	20.6%	24.6%	19.5%	30.8%	19.5%	12.4%	25.8%	31.1%	19.3%	16.1%	30.2%	22.1%	22.1%
At home	58.5%	52.8%	63.9%	60.1%	58.4%	43.5%	70.8%	66.9%	49.4%	43.6%	70.7%	62.1%	53.9%	52.8%	64.9%
Other:	1.2%	1.3%	1.2%	1.4%	0.8%	0.6%	0.0%	0.7%	2.2%	1.6%	2.0%	0.5%	1.1%	2.1%	1.0%
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%

How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)

Buying more store brand/generic products	32.5%	27.9%	36.9%	32.6%	25.1%	38.3%	33.8%	30.8%	35.2%	28.7%	28.7%	29.3%	40.4%	31.0%	26.9%
Doing more comparative shopping online	26.0%	24.1%	27.7%	26.1%	20.9%	34.6%	26.9%	25.0%	22.8%	24.6%	24.0%	19.3%	31.0%	20.4%	28.7%
Doing more comparative shopping with ad circulars/newspapers	30.8%	25.3%	36.1%	33.3%	23.1%	25.6%	29.3%	32.6%	36.6%	26.8%	31.3%	21.8%	36.1%	26.0%	29.7%
Making do with last year's school items	33.6%	29.7%	37.4%	38.6%	27.1%	42.5%	30.0%	29.0%	26.6%	34.9%	43.0%	24.2%	38.6%	28.3%	38.1%
Shopping for sales more often	46.1%	40.0%	51.8%	52.6%	40.5%	49.4%	52.3%	37.3%	45.0%	37.8%	55.1%	42.8%	51.2%	39.1%	47.5%
Shopping more online	15.4%	15.9%	14.9%	18.6%	14.0%	17.9%	12.3%	15.3%	10.9%	13.4%	23.8%	23.9%	13.9%	11.2%	16.7%
Spending less overall	48.0%	43.4%	52.4%	53.6%	44.0%	56.7%	48.5%	41.3%	48.6%	47.9%	47.9%	41.9%	51.9%	39.9%	54.0%
Using coupons more	32.5%	24.3%	40.3%	39.8%	26.2%	36.5%	27.7%	28.2%	30.0%	34.4%	40.6%	37.3%	37.5%	28.6%	29.0%
Sharing or borrowing textbooks instead of buying them	17.4%	15.3%	19.4%	23.6%	13.9%	28.5%	17.7%	9.0%	15.3%	13.5%	23.8%	14.8%	17.1%	15.1%	19.2%

Source: BIGresearch, CIA July 2009**N = 8367, 6/30 - 7/7/09**

The economy is impacting students' living situation (living with parents/relatives on-campus housing fraternity/sorority housing)

The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)

Back-to-college plans will not change

Other:

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

	Adults 18+	Men	Women	<\$50K	\$50K+	18-24	25-34	35-44	45-54	55-64	65+	NE	MW	South	West
The economy is impacting students' living situation (living with parents/relatives on-campus housing fraternity/sorority housing)	12.8%	11.7%	13.9%	18.0%	11.6%	17.5%	10.8%	16.7%	12.7%	10.0%	9.6%	10.8%	12.9%	11.1%	14.9%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	15.0%	11.4%	18.4%	17.5%	10.5%	14.1%	13.8%	13.9%	14.8%	8.7%	24.0%	11.7%	11.9%	10.3%	20.2%
Back-to-college plans will not change	16.9%	19.9%	14.1%	11.2%	26.0%	10.1%	12.3%	19.7%	15.1%	19.9%	23.6%	14.8%	19.6%	14.1%	17.2%
Other:	4.4%	2.6%	6.1%	7.9%	2.7%	0.9%	3.1%	4.0%	3.9%	4.3%	9.6%	1.0%	3.0%	5.3%	3.9%

Average Spending by Year

	2003	2004	2005	2006	2007	2008	2009
Clothing and accessories	\$ 98.48	\$ 88.89	\$ 138.78	\$ 139.23	\$ 149.85	\$ 134.40	\$ 118.56
Shoes	\$ 43.39	\$ 40.06	\$ 48.75	\$ 54.35	\$ 59.90	\$ 58.46	\$ 57.85
School Supplies	\$ 55.40	\$ 57.57	\$ 72.29	\$ 61.41	\$ 63.52	\$ 68.47	\$ 61.05
Electronics	\$ 166.24	\$ 206.08	\$ 200.01	\$ 251.88	\$ 258.43	\$ 211.89	\$ 266.08
Dorm furnishings	\$ 68.60	\$ 71.11	\$ 88.42	\$ 92.05	\$ 109.85	\$ 90.90	\$ 80.06
Collegiate gear	-	-	-	-	-	\$ 35.26	\$ 34.52
Total	\$ 432.11	\$ 463.71	\$ 548.25	\$ 598.92	\$ 641.56	\$ 599.38	\$ 618.12

Source: BIGresearch, CIA July 2007-2009

	2007	2008	2009
Do you have child/dependent attending college this fall?			
Yes	9.8%	11.1%	10.5%
No	90.2%	88.9%	89.5%
Total	100.0%	100.0%	100.0%

Will you be attending college this fall?

Yes	12.1%	11.8%	10.6%
No	87.9%	88.2%	89.4%
Total	100.0%	100.0%	100.0%

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

Freshman	18.9%	14.9%	22.0%
Sophomore	17.5%	14.6%	12.4%
Junior	14.5%	12.1%	17.0%
Senior	14.5%	10.3%	9.6%
Grad School/Law School/Med School/Other	34.5%	48.1%	38.9%
Total	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	\$ 202.61	\$ 173.79
Percent Buying	69.2%	66.3%	68.2%
Net Average	\$ 149.85	\$ 134.40	\$ 118.56
<i>in billions</i>	\$ 7.41	\$ 7.01	\$ 5.77

Shoes

Average of Buyers	\$ 96.63	\$ 97.35	\$ 91.46
Percent Buying	62.0%	60.1%	63.2%
Net Average	\$ 59.90	\$ 58.46	\$ 57.85
<i>in billions</i>	\$ 2.96	\$ 3.05	\$ 2.82

Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)

Average of Buyers	NA	\$ 82.53	\$ 79.09
Percent Buying	NA	42.7%	43.7%
Net Average	NA	\$ 35.26	\$ 34.52
<i>in billions</i>	NA	\$ 1.84	\$ 1.68

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

Average of Buyers	\$ 76.15	\$ 84.13	\$ 74.63
Percent Buying	83.4%	81.4%	81.8%
Net Average	\$ 63.52	\$ 68.47	\$ 61.05
<i>in billions</i>	\$ 3.14	\$ 3.57	\$ 2.97

Source: BIGresearch, CIA July 2007-2009

2007 2008 2009

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	\$ 444.69	\$ 528.11
Percent Buying	50.3%	47.6%	50.4%
Net Average	\$ 258.43	\$ 211.89	\$ 266.08
<i>in billions</i>	\$ 12.77	\$ 11.05	\$ 12.95

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

Average of Buyers	\$ 300.90	\$ 266.83	\$ 261.30
Percent Buying	36.5%	34.1%	30.6%
Net Average	\$ 109.85	\$ 90.90	\$ 80.06
<i>in billions</i>	\$ 5.43	\$ 4.74	\$ 3.90

Combined Average*	\$ 641.56	\$ 599.38	\$ 618.12
<i>in billions</i>	\$ 31.71	\$ 31.26	\$ 30.08

* 2007 Combined Avg. excludes Collegiate Branded Gear

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

Catalog	10.5%	9.4%	11.5%
College Bookstore	57.2%	41.8%	44.5%
Discount Store	51.5%	52.0%	53.4%
Department Store	41.8%	41.8%	43.1%
Drug Store	13.2%	14.3%	23.4%
Home Furnishings or Home Decor Store	12.7%	13.1%	11.0%
Office Supply Store	35.6%	37.3%	32.5%
Online	30.5%	29.9%	28.6%
Clothing Store	34.3%	30.7%	29.8%
Electronics Store	20.9%	19.6%	20.9%
Thrift Stores/Resale Shops	14.0%	14.2%	18.6%

*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	20.9%	21.5%	22.3%
Three weeks to one month before school starts	28.6%	29.8%	33.7%
1-2 weeks before school starts	31.0%	27.9%	25.7%
The week school starts	9.4%	12.1%	9.0%
After school starts	10.1%	8.7%	9.4%
Total	100.0%	100.0%	100.0%

Where will the college student be living this year?

Source: BIGresearch, CIA July 2007-2009

	2007	2008	2009
Dorm room or college housing	18.7%	18.0%	15.8%
Fraternity or sorority house	1.3%	2.1%	2.0%
Off campus apartment or housing	28.6%	24.3%	22.4%
At home	49.7%	54.1%	58.5%
Other:	1.8%	1.5%	1.2%
Total	100.0%	100.0%	100.0%

How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)

Buying more store brand/generic products	NA	NA	32.5%
Doing more comparative shopping online	NA	NA	26.0%
Doing more comparative shopping with ad circulars/newspapers	NA	NA	30.8%
Making do with last year's school items	NA	NA	33.6%
Shopping for sales more often	NA	NA	46.1%
Shopping more online	NA	NA	15.4%
Spending less overall	NA	NA	48.0%
Using coupons more	NA	NA	32.5%
Sharing or borrowing textbooks instead of buying them	NA	NA	17.4%
The economy is impacting students' living situation (living with parents/relatives on-campus housing fraternity/sorority housing)	NA	NA	12.8%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	NA	NA	15.0%
Back-to-college plans will not change	NA	NA	16.9%
Other:	NA	NA	4.4%

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

Source: BIGresearch, CIA July 2009

N = 8367, 6/30 - 7/7/09	Adults 18+	Freshman	Sophomore	Junior	Senior	Graduate Student
Will you be attending college this fall?						
Yes	10.6%	100.0%	100.0%	100.0%	100.0%	100.0%
No	89.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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

Freshman	22.0%	100.0%	0.0%	0.0%	0.0%	0.0%
Sophomore	12.4%	0.0%	100.0%	0.0%	0.0%	0.0%
Junior	17.0%	0.0%	0.0%	100.0%	0.0%	0.0%
Senior	9.6%	0.0%	0.0%	0.0%	100.0%	0.0%
Grad School/Law School/Med School/Other	38.9%	0.0%	0.0%	0.0%	0.0%	100.0%
Total	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	\$ 173.79	\$ 198.74	\$ 129.50	\$ 150.84	\$ 107.76	\$ 150.60
Percent Buying	68.2%	61.5%	80.5%	74.0%	85.4%	62.3%
Net Average	\$ 118.56	\$ 122.25	\$ 104.27	\$ 111.56	\$ 92.01	\$ 93.84

in billions \$ 5.77

Shoes

Average of Buyers	\$ 91.46	\$ 86.70	\$ 67.66	\$ 82.18	\$ 69.58	\$ 95.16
Percent Buying	63.2%	56.9%	77.2%	67.9%	69.9%	54.7%
Net Average	\$ 57.85	\$ 49.38	\$ 52.26	\$ 55.82	\$ 48.63	\$ 52.07

in billions \$ 2.82

Collegiate Branded Gear or Supplies (apparel, bumper stickers, etc.)

Average of Buyers	\$ 79.09	\$ 93.96	\$ 70.87	\$ 65.38	\$ 67.78	\$ 57.40
Percent Buying	43.7%	39.8%	41.4%	39.4%	42.9%	42.6%
Net Average	\$ 34.52	\$ 37.40	\$ 29.35	\$ 25.73	\$ 29.09	\$ 24.44

in billions \$ 1.68

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

Average of Buyers	\$ 74.63	\$ 68.37	\$ 68.76	\$ 63.57	\$ 43.88	\$ 56.09
Percent Buying	81.8%	89.0%	93.0%	92.4%	96.4%	86.9%

Net Average	\$ 61.05	\$ 60.81	\$ 63.92	\$ 58.70	\$ 42.31	\$ 48.73
<i>in billions</i>	<i>\$ 2.97</i>					

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

Average of Buyers	\$ 528.11	\$ 715.16	\$ 271.48	\$ 319.74	\$ 339.87	\$ 536.02
Percent Buying	50.4%	61.4%	67.7%	49.0%	53.5%	51.4%
Net Average	\$ 266.08	\$ 438.82	\$ 183.69	\$ 156.54	\$ 181.70	\$ 275.26
<i>in billions</i>	<i>\$ 12.95</i>					

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

Average of Buyers	\$ 261.30	\$ 336.39	\$ 166.29	\$ 190.85	\$ 122.07	\$ 223.84
Percent Buying	30.6%	33.3%	37.7%	32.6%	39.5%	21.6%
Net Average	\$ 80.06	\$ 112.10	\$ 62.68	\$ 62.21	\$ 48.26	\$ 48.44
<i>in billions</i>	<i>\$ 3.90</i>					

Combined Average	\$ 618.12	\$ 820.77	\$ 496.16	\$ 470.56	\$ 442.00	\$ 542.77
<i>in billions</i>	<i>\$ 30.08</i>					

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

Catalog	11.5%	11.2%	9.5%	12.3%	5.0%	8.8%
College Bookstore	44.5%	50.9%	41.0%	52.6%	59.2%	45.0%
Discount Store	53.4%	52.8%	48.7%	59.3%	46.8%	44.5%
Department Store	43.1%	46.8%	63.3%	55.2%	60.6%	45.1%
Drug Store	23.4%	22.0%	18.8%	23.5%	27.8%	28.9%
Home Furnishings or Home Decor Store	11.0%	10.9%	18.2%	6.1%	4.6%	9.5%
Office Supply Store	32.5%	37.7%	40.1%	41.3%	34.6%	37.3%
Online	28.6%	29.7%	37.0%	33.9%	48.6%	41.4%
Clothing Store	29.8%	35.3%	51.2%	30.3%	43.7%	38.7%
Electronics Store	20.9%	24.5%	33.2%	15.6%	31.8%	24.0%
Thrift Stores/Resale Shops	18.6%	28.1%	17.6%	15.4%	15.6%	17.7%

*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	22.3%	26.4%	20.8%	12.2%	13.8%	17.5%
Three weeks to one month before school starts	33.7%	30.3%	42.4%	30.1%	30.5%	21.7%

1-2 weeks before school starts	25.7%	26.0%	23.0%	37.8%	32.4%	28.4%
The week school starts	9.0%	8.8%	7.3%	14.8%	16.2%	16.4%
After school starts	9.4%	8.4%	6.6%	5.2%	7.1%	15.9%
Total	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	15.8%	9.1%	10.1%	13.2%	16.6%	1.8%
Fraternity or sorority house	2.0%	1.8%	0.8%	4.2%	0.0%	0.0%
Off campus apartment or housing	22.4%	18.4%	25.6%	23.0%	40.7%	27.9%
At home	58.5%	70.1%	63.6%	58.4%	42.7%	69.7%
Other:	1.2%	0.5%	0.0%	1.2%	0.0%	0.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

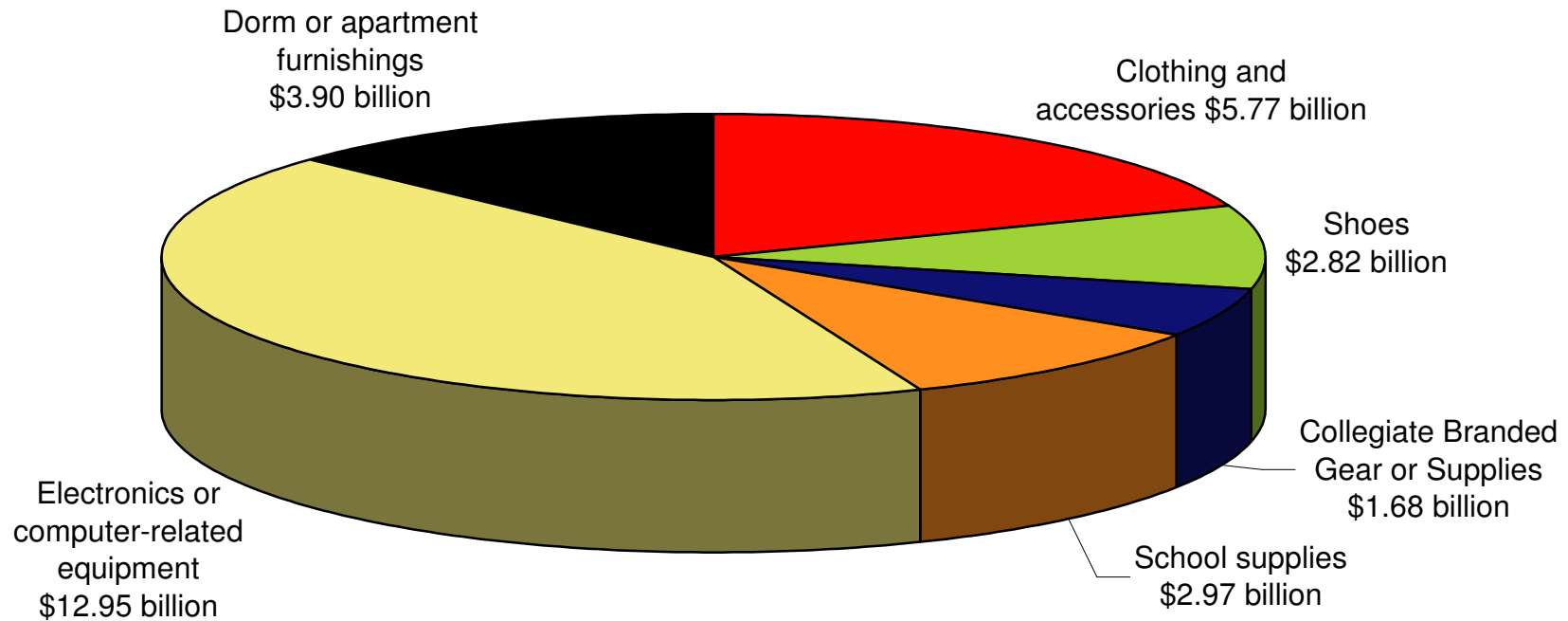
How will the state of the U.S. economy impact your back-to-college purchases? (Check all that apply)

Buying more store brand/generic products	32.5%	41.6%	32.4%	37.0%	23.7%	34.6%
Doing more comparative shopping online	26.0%	28.4%	34.8%	23.8%	31.0%	30.9%
Doing more comparative shopping with ad circulars/newspapers	30.8%	28.5%	25.0%	30.9%	22.2%	20.9%
Making due with last year's school items	33.6%	24.4%	43.5%	41.2%	41.1%	30.8%
Shopping for sales more often	46.1%	41.4%	55.2%	49.6%	43.4%	38.4%
Shopping more online	15.4%	14.2%	13.9%	13.3%	17.0%	18.4%
Spending less overall	48.0%	52.5%	47.8%	51.4%	59.4%	51.9%
Using coupons more	32.5%	35.2%	35.9%	34.6%	26.3%	31.8%
Sharing or borrowing textbooks instead of buying them	17.4%	22.0%	24.6%	22.2%	21.8%	19.2%

The economy is impacting students' living situation (living with parents/relatives, on-campus housing, fraternity/sorority housing)	12.8%	16.6%	16.3%	13.3%	15.9%	10.8%
The economy is impacting choice of college (two-year school vs. four-year, closer to home, college that offered a scholarship, public vs. private)	15.0%	18.1%	15.7%	7.6%	4.2%	11.3%
Back-to-college plans will not change	16.9%	10.4%	14.2%	7.1%	10.9%	20.1%
Other:	4.4%	0.8%	0.4%	1.1%	4.2%	3.0%

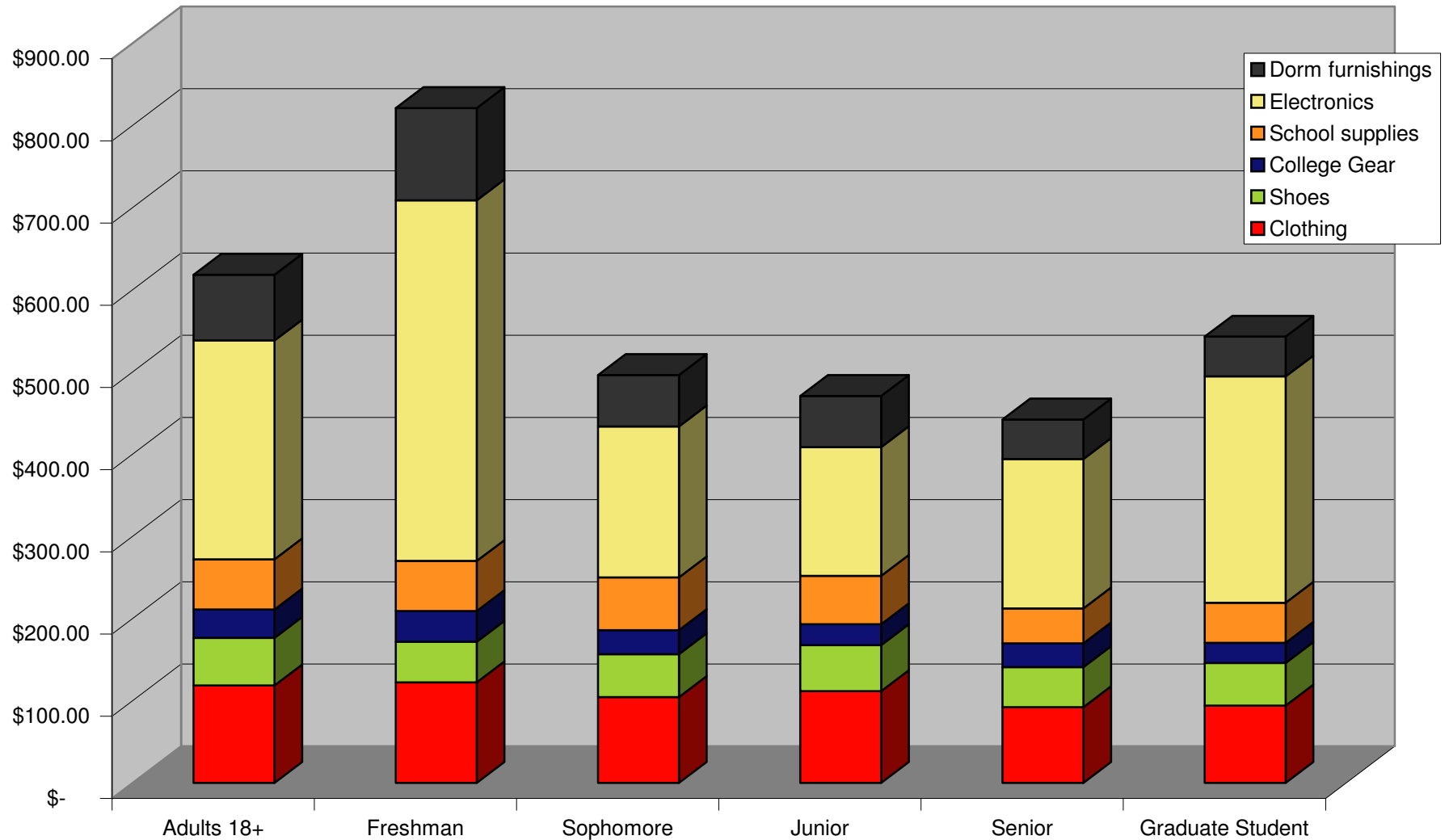
*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Back-to-College Spending, Total



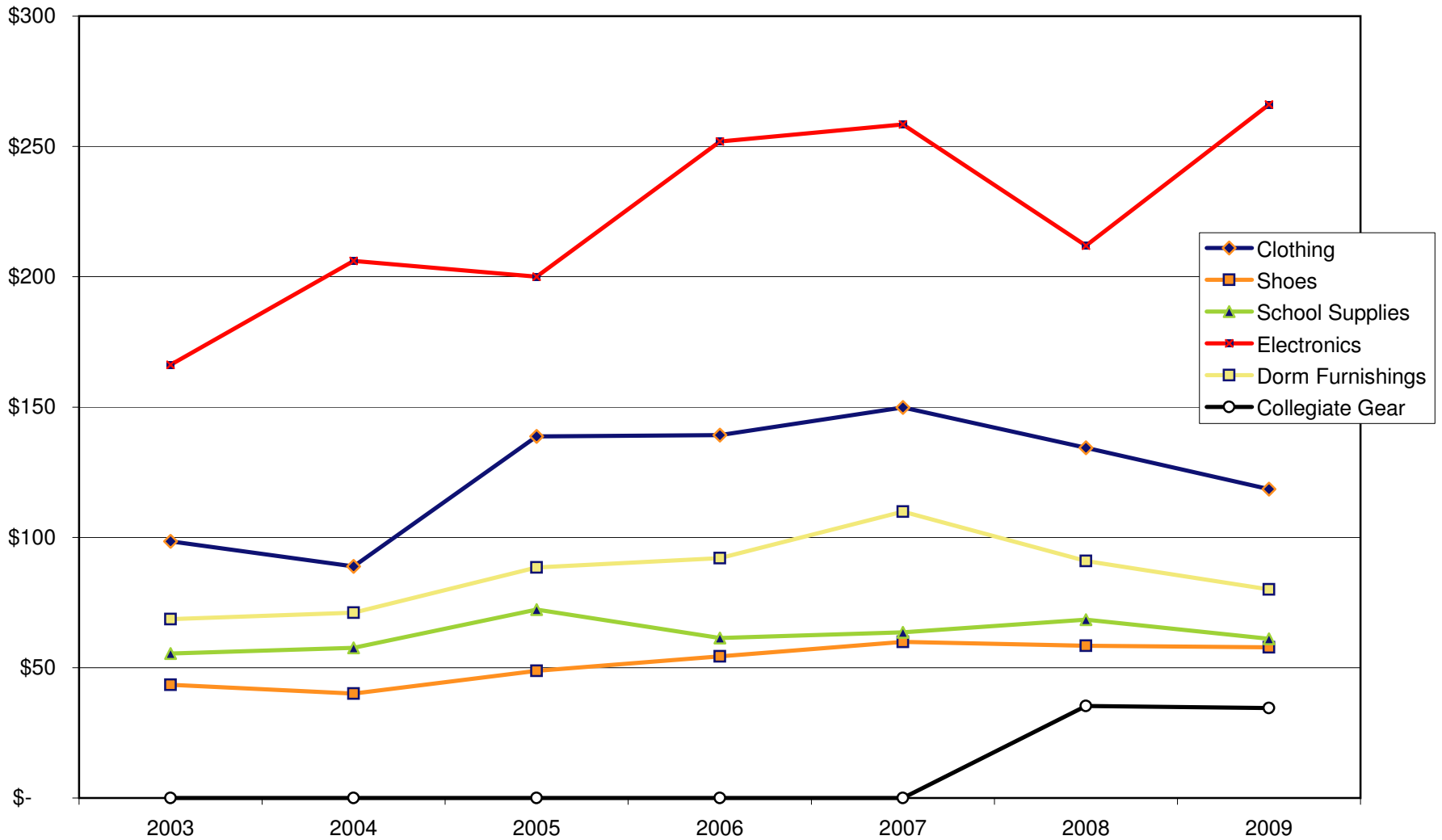
NRF survey conducted by BIGresearch, June 30 - July 7, 2009. 8367 respondents.

College spending by student



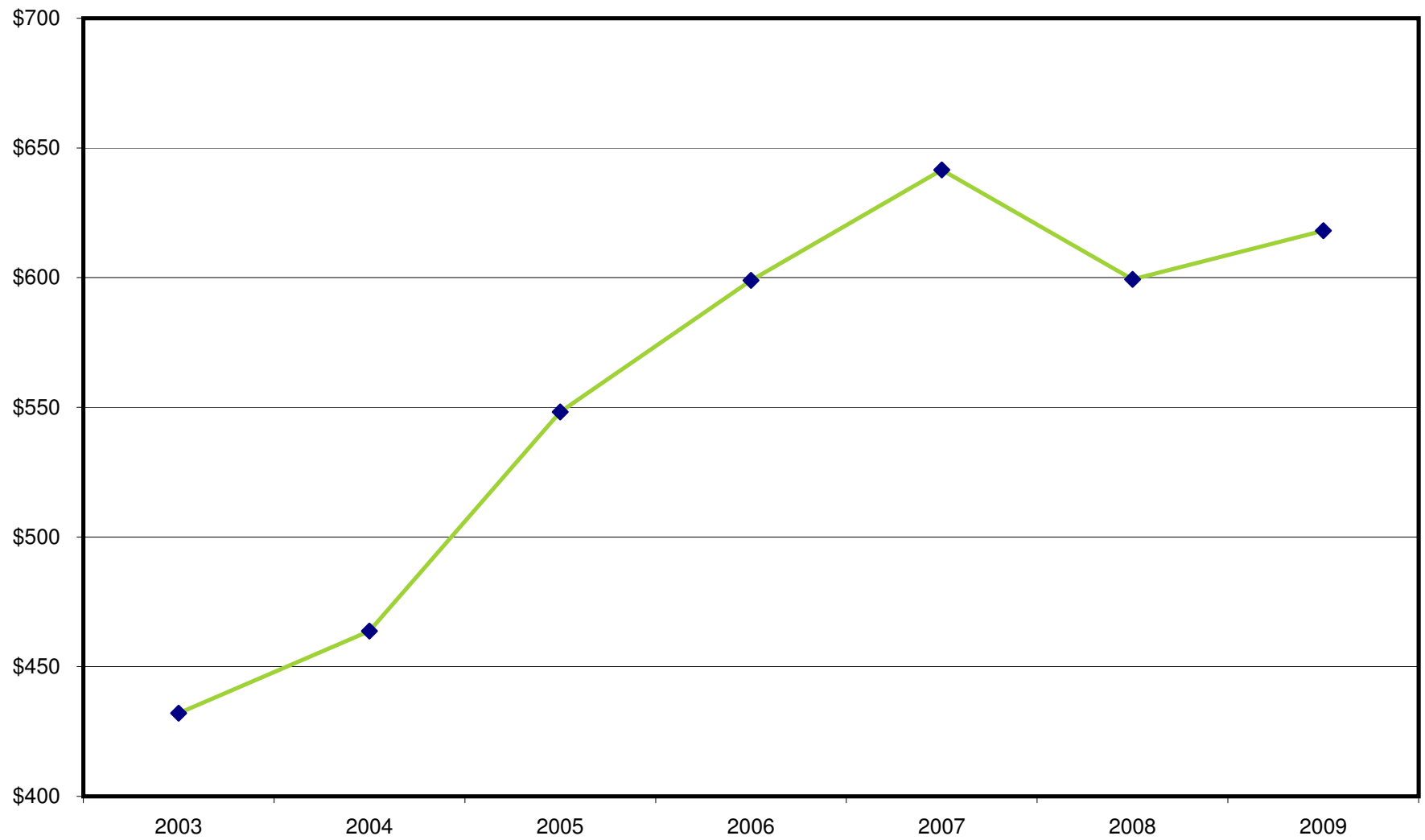
NRF survey conducted by BIGresearch, June 30 - July 7, 2009. 8367 respondents.

College Spending by Category



NRF survey conducted by BIGresearch, June 30 - July 7, 2009. 8367 respondents.

Average College Spending by Year



NRF survey conducted by BIGresearch, June 30 - July 7, 2009. 8367 respondents.