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Back-to-School Shopping poll

August 2019 - 1501 US college students



Q1. How did you spend most of your summer vacation? Did you...

		Gender			Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
Work at a summer job less than 20 hours a week	16%	17%	13%	26%	15%	16%	11%
Work at a summer job more than 20 hours a week	44%	43%	47%	34%	43%	45%	37%
Work at an unpaid internship	4%	5%	3%	2%	6%	3%	0%
Work for a faculty member	1%	1%	2%	0%	1%	2%	0%
Did not work	23%	23%	21%	26%	20%	23%	41%
Other [SPECIFY]	11%	11%	12%	11%	13%	11%	11%
Refused	1%	0%	2%	1%	2%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

Back-to-School Shopping poll

August 2019 - 1501 US college students



		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Work at a summer job less than 20 hours a week	16%	15%	12%	24%	13%	7%	19%	16%
Work at a summer job more than 20 hours a week	44%	50%	35%	37%	32%	43%	46%	30%
Work at an unpaid internship	4%	3%	6%	6%	5%	0%	2%	5%
Work for a faculty member	1%	2%	3%	0%	1%	15%	1%	5%
Did not work	23%	18%	30%	20%	39%	14%	19%	23%
Other [SPECIFY]	11%	12%	11%	10%	9%	21%	12%	20%
Refused	1%	0%	4%	2%	1%	0%	0%	0%
Total	100%	100%	101%	99%	100%	100%	99%	99%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

		Year					
	Total	2018	2019	2020	2021	2022	Other
Work at a summer job less than 20 hours a week	16%	7%	16%	17%	15%	16%	18%
Work at a summer job more than 20 hours a week	44%	39%	47%	42%	45%	45%	41%
Work at an unpaid internship	4%	7%	1%	6%	5%	3%	0%
Work for a faculty member	1%	6%	1%	2%	2%	0%	4%
Did not work	23%	19%	20%	20%	22%	28%	21%
Other [SPECIFY]	11%	19%	15%	13%	12%	7%	13%
Refused	1%	2%	0%	0%	0%	1%	3%
Total	100%	99%	100%	100%	101%	100%	100%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Q2. What's the primary way you'll pay for school supplies (laptop, textbooks, clothes, etc.) for the upcoming semester?

	Gender				Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
Summer job	22%	22%	21%	27%	16%	24%	11%
My parents/family	35%	35%	34%	29%	53%	28%	62%
My savings	18%	19%	17%	8%	14%	19%	6%
Student loans	12%	12%	10%	18%	3%	15%	0%
Credit cards	3%	3%	4%	2%	4%	3%	0%
Other [SPECIFY]	10%	9%	11%	14%	8%	10%	21%
Refused	1%	0%	1%	1%	2%	0%	0%
Total	101%	100%	98%	99%	100%	99%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Summer job	22%	22%	17%	25%	19%	29%	28%	15%
My parents/family	35%	38%	44%	31%	28%	20%	28%	16%
My savings	18%	18%	22%	12%	18%	36%	19%	28%
Student loans	12%	9%	5%	20%	15%	0%	11%	5%
Credit cards	3%	3%	2%	6%	3%	15%	2%	0%
Other [SPECIFY]	10%	10%	6%	3%	15%	0%	12%	30%
Refused	1%	0%	4%	2%	1%	0%	0%	5%
Total	101%	100%	100%	99%	99%	100%	100%	99%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

Back-to-School Shopping poll

August 2019 - 1501 US college students



		Year					
	Total	2018	2019	2020	2021	2022	Other
Summer job	22%	18%	25%	20%	25%	20%	23%
My parents/family	35%	13%	25%	31%	40%	43%	27%
My savings	18%	30%	17%	20%	15%	17%	13%
Student loans	12%	16%	15%	16%	9%	8%	15%
Credit cards	3%	2%	3%	4%	2%	4%	0%
Other [SPECIFY]	10%	16%	15%	8%	9%	7%	22%
Refused	1%	4%	0%	0%	0%	1%	0%
Total	101%	99%	100%	99%	100%	100%	100%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Back-to-School Shopping poll

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Q3. As you prepare for the upcoming school year, what’s your biggest back-to-school shopping expense?

		Gender			Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
Textbooks and reading materials	62%	64%	59%	61%	65%	61%	38%
Clothes	7%	7%	6%	5%	7%	7%	6%
Tech (laptop, phone, headphones, etc.)	6%	5%	8%	3%	5%	6%	30%
Study materials (notebooks, highlighters, etc.)	4%	4%	5%	2%	2%	5%	0%
Home goods (bedding, kitchen supplies, etc.)	13%	13%	12%	14%	12%	13%	10%
None	8%	7%	8%	14%	7%	8%	16%
Refused	1%	0%	2%	1%	2%	0%	0%
Total	101%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

Back-to-School Shopping poll

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		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Textbooks and reading materials	62%	65%	55%	55%	61%	58%	73%	39%
Clothes	7%	6%	10%	7%	9%	13%	1%	0%
Tech (laptop, phone, headphones, etc.)	6%	4%	8%	9%	6%	22%	6%	5%
Study materials (notebooks, highlighters, etc.)	4%	4%	1%	8%	3%	7%	1%	15%
Home goods (bedding, kitchen supplies, etc.)	13%	14%	13%	17%	8%	0%	11%	5%
None	8%	7%	8%	3%	12%	0%	8%	30%
Refused	1%	0%	4%	2%	1%	0%	0%	5%
Total	101%	100%	99%	101%	100%	100%	100%	99%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

		Year					
	Total	2018	2019	2020	2021	2022	Other
Textbooks and reading materials	62%	50%	59%	63%	62%	67%	41%
Clothes	7%	6%	8%	7%	8%	5%	0%
Tech (laptop, phone, headphones, etc.)	6%	10%	6%	5%	6%	5%	12%
Study materials (notebooks, highlighters, etc.)	4%	7%	3%	6%	4%	3%	4%
Home goods (bedding, kitchen supplies, etc.)	13%	8%	10%	12%	12%	17%	18%

		Year					
	Total	2018	2019	2020	2021	2022	Other
None	8%	15%	14%	7%	8%	1%	25%
Refused	1%	4%	0%	0%	0%	1%	0%
Total	101%	100%	100%	100%	100%	99%	100%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Back-to-School Shopping poll

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Q4. How are you planning on doing most of your back-to-school shopping?

		Gender			Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
Buying online from sites like Amazon	42%	42%	42%	53%	49%	40%	31%
Shopping at physical stores such as Target, Walmart, and Bed, Bath & Beyond	34%	37%	30%	27%	29%	36%	25%
Shopping at the college bookstore	12%	11%	13%	11%	13%	12%	17%
Not doing any back-to-school shopping	11%	9%	13%	8%	8%	12%	27%
Refused	1%	1%	2%	1%	2%	1%	0%
Total	100%	100%	100%	100%	101%	101%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Buying online from sites like Amazon	42%	43%	42%	37%	43%	65%	45%	35%
Shopping at physical stores such as Target, Walmart, and Bed, Bath & Beyond	34%	33%	35%	43%	30%	22%	26%	29%
Shopping at the college bookstore	12%	14%	10%	3%	14%	0%	13%	15%

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
Not doing any back-to-school shopping	11%	9%	9%	13%	12%	14%	16%	21%
Refused	1%	0%	5%	3%	1%	0%	0%	0%
Total	100%	99%	101%	99%	100%	101%	100%	100%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

		Year					
	Total	2018	2019	2020	2021	2022	Other
Buying online from sites like Amazon	42%	55%	50%	41%	41%	36%	47%
Shopping at physical stores such as Target, Walmart, and Bed, Bath & Beyond	34%	16%	20%	36%	36%	43%	30%
Shopping at the college bookstore	12%	5%	8%	12%	15%	13%	6%
Not doing any back-to-school shopping	11%	17%	21%	10%	9%	6%	16%
Refused	1%	8%	0%	1%	0%	1%	0%
Total	100%	101%	99%	100%	101%	99%	99%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Q5. Textbooks and reading materials

	Gender				Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
\$100 or less	27%	25%	29%	43%	23%	29%	35%
\$101-250	35%	38%	33%	22%	35%	35%	15%
\$251-500	27%	28%	27%	22%	29%	26%	38%
More than \$500	9%	8%	10%	11%	10%	8%	11%
Refused	1%	1%	2%	1%	2%	1%	0%
Total	99%	100%	101%	99%	99%	99%	99%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
\$100 or less	27%	25%	32%	27%	34%	35%	27%	56%
\$101-250	35%	37%	36%	37%	29%	28%	43%	28%
\$251-500	27%	28%	20%	29%	29%	22%	22%	10%
More than \$500	9%	11%	6%	6%	7%	15%	8%	5%
Refused	1%	0%	5%	2%	2%	0%	0%	0%
Total	99%	101%	99%	101%	101%	100%	100%	99%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

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		Year					
	Total	2018	2019	2020	2021	2022	Other
\$100 or less	27%	45%	38%	28%	25%	21%	23%
\$101-250	35%	15%	32%	39%	33%	41%	32%
\$251-500	27%	31%	21%	24%	32%	29%	23%
More than \$500	9%	6%	9%	8%	10%	8%	22%
Refused	1%	3%	1%	0%	0%	1%	0%
Total	99%	100%	101%	99%	100%	100%	100%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Q6. Clothes

	Gender				Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
\$100 or less	69%	67%	71%	70%	72%	68%	53%
\$101-250	22%	24%	19%	22%	18%	23%	30%
\$251-500	5%	6%	5%	6%	6%	5%	6%
More than \$500	3%	2%	4%	1%	2%	3%	11%
Refused	1%	1%	1%	1%	2%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
\$100 or less	69%	76%	68%	47%	65%	59%	76%	74%
\$101-250	22%	17%	18%	43%	23%	28%	20%	15%
\$251-500	5%	5%	8%	3%	8%	13%	4%	11%
More than \$500	3%	3%	2%	6%	2%	0%	1%	0%
Refused	1%	0%	4%	2%	2%	0%	0%	0%
Total	100%	101%	100%	101%	100%	100%	101%	100%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

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		Year					
	Total	2018	2019	2020	2021	2022	Other
\$100 or less	69%	70%	69%	71%	72%	66%	43%
\$101-250	22%	16%	22%	18%	19%	26%	47%
\$251-500	5%	9%	3%	7%	5%	6%	0%
More than \$500	3%	2%	5%	3%	3%	1%	10%
Refused	1%	2%	1%	0%	0%	1%	0%
Total	100%	99%	100%	99%	99%	100%	100%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Q7. Tech (laptop, phone, headphones, etc.)

		Gender			Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
\$100 or less	81%	84%	78%	71%	82%	81%	53%
\$101-250	7%	7%	6%	11%	8%	6%	30%
\$251-500	4%	3%	5%	3%	2%	5%	5%
More than \$500	7%	5%	9%	14%	5%	7%	11%
Refused	1%	1%	2%	1%	2%	1%	0%
Total	100%	100%	100%	100%	99%	100%	99%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
\$100 or less	81%	85%	72%	75%	76%	77%	86%	80%
\$101-250	7%	5%	9%	11%	7%	0%	3%	10%
\$251-500	4%	3%	6%	7%	3%	0%	3%	5%
More than \$500	7%	5%	9%	5%	12%	23%	8%	5%
Refused	1%	0%	5%	2%	2%	0%	0%	0%
Total	100%	98%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

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		Year					
	Total	2018	2019	2020	2021	2022	Other
\$100 or less	81%	72%	83%	82%	84%	83%	64%
\$101-250	7%	12%	4%	5%	6%	8%	10%
\$251-500	4%	6%	3%	6%	4%	4%	0%
More than \$500	7%	7%	9%	7%	6%	5%	27%
Refused	1%	3%	1%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	101%	101%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Q8. Study materials (notebooks, highlighters, etc.)

		Gender			Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
\$100 or less	89%	90%	87%	90%	88%	89%	89%
\$101-250	6%	7%	6%	7%	7%	6%	0%
\$251-500	2%	1%	3%	0%	2%	2%	0%
More than \$500	2%	1%	2%	2%	1%	2%	11%
Refused	1%	1%	2%	1%	2%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

		Race						
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
\$100 or less	89%	90%	83%	84%	89%	100%	96%	84%
\$101-250	6%	6%	5%	9%	5%	0%	3%	10%
\$251-500	2%	2%	6%	4%	1%	0%	0%	5%
More than \$500	2%	2%	1%	1%	3%	0%	1%	0%
Refused	1%	0%	5%	2%	2%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	99%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

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		Year					
	Total	2018	2019	2020	2021	2022	Other
\$100 or less	89%	85%	88%	90%	89%	89%	84%
\$101-250	6%	5%	6%	4%	6%	8%	7%
\$251-500	2%	4%	1%	4%	2%	1%	0%
More than \$500	2%	4%	4%	1%	2%	1%	10%
Refused	1%	3%	1%	0%	0%	1%	0%
Total	100%	101%	100%	99%	99%	100%	101%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

Q9. Home goods (bedding, kitchen supplies, etc.)

	Gender				Financial Aid		
	Total	Female	Male	Non Binary	No	Yes	Other
\$100 or less	69%	67%	70%	69%	68%	69%	48%
\$101-250	20%	21%	18%	21%	20%	19%	41%
\$251-500	7%	7%	6%	4%	6%	7%	0%
More than \$500	4%	4%	4%	4%	4%	4%	11%
Refused	1%	1%	2%	1%	2%	1%	0%
Total	101%	100%	100%	99%	100%	100%	100%
(Unweighted N)	(1493)	(739)	(685)	(61)	(465)	(1008)	(14)

	Race							
	Total	White	Asian	Black Or African American	Hispanic Latino	American Indian	Two Or More Races	Other
\$100 or less	69%	71%	64%	60%	73%	65%	63%	74%
\$101-250	20%	19%	21%	26%	15%	35%	27%	15%
\$251-500	7%	6%	9%	9%	6%	0%	8%	11%
More than \$500	4%	4%	3%	3%	4%	0%	2%	0%
Refused	1%	0%	4%	2%	2%	0%	0%	0%
Total	101%	100%	101%	100%	100%	100%	100%	100%
(Unweighted N)	(1493)	(1005)	(186)	(66)	(119)	(13)	(83)	(20)

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		Year					
	Total	2018	2019	2020	2021	2022	Other
\$100 or less	69%	70%	76%	73%	71%	60%	58%
\$101-250	20%	16%	13%	18%	18%	27%	29%
\$251-500	7%	10%	5%	7%	7%	7%	3%
More than \$500	4%	2%	4%	2%	4%	5%	10%
Refused	1%	1%	1%	0%	0%	1%	0%
Total	101%	99%	99%	100%	100%	100%	100%
(Unweighted N)	(1493)	(73)	(243)	(367)	(413)	(363)	(23)

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Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 1501 undergraduate students who are currently enrolled in the U.S.

The initial sample was drawn from College Pulse's Undergraduate Student Panel that includes over 240,000 verified students representing more than 800 different colleges and universities in all 50 states. Panel members are recruited by a number of methods to help ensure diversity in the panel population, including web advertising, permission-based email campaigns, and partnerships with university organizations.

To reduce the effects of any non-response bias, a post-stratification adjustment was applied based on demographic distributions from the 2017 Current Population Survey (CPS). The post-stratification weight rebalanced the sample based on the following benchmarks: age, race and ethnicity, and gender. The sample weighting was accomplished using an iterative proportional fitting (IPF) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results.

The margin of error for this survey is $\pm 2.9\%$. Margins of error are typically calculated on probability-based samples and are not technically correct for non-probability online samples. We supply them here to provide a general assessment of error ranges that may be associated with the data.

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About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>