

BACK-TO-SCHOOL SHOPPING SURVEY

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Topline & Methodology

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COLLEGE PULSE

BACK-TO-SCHOOL SHOPPING SURVEY TOPLINE
N=1500 COLLEGE STUDENTS

Q.1 How did you spend most of your summer vacation? Did you...

16%	Work at a summer job less than 20 hours a week
44%	Work at a summer job more than 20 hours a week
4%	Work at an unpaid internship
1%	Work for a faculty member
23%	Did not work
11%	Other [SPECIFY]
1%	Refused
100%	Total

Q.2 What's the primary way you'll pay for school supplies (laptop, textbooks, clothes, etc.) for the upcoming semester?

22%	Summer job
35%	My parents/family
18%	My savings
12%	Student loans
3%	Credit cards
10%	Other [SPECIFY]
1%	Refused
100%	Total

Q.3 As you prepare for the upcoming school year, what's your biggest back-to-school shopping expense?

62%	Textbooks and reading materials
7%	Clothes
6%	Tech (laptop, phone, headphones, etc.)
4%	Study materials (notebooks, highlighters, etc.)

13%	Home goods (bedding, kitchen supplies, etc.)
8%	None
1%	Refused
100%	Total

Q.4 All together, how much money will you spend back-to-school shopping this year?

Mean: 305.3

Median: 250.0

Q.5 How are you planning on doing most of your back-to-school shopping?

42%	Buying online from sites like Amazon
34%	Shopping at physical stores such as Target, Walmart, and Bed, Bath & Beyond
12%	Shopping at the college bookstore
11%	Not doing any back-to-school shopping
1%	Refused
100%	Total

Q.6 While back-to-school shopping, how much money do you expect to spend on...

Q.7 Textbooks and reading materials

27%	\$100 or less
35%	\$101-250
27%	\$251-500
9%	More than \$500
1%	Refused
100%	Total

Q.8

Clothes

69%	\$100 or less
22%	\$101-250
5%	\$251-500
3%	More than \$500
1%	Refused
100%	Total

Q.9 Tech (laptop, phone, headphones, etc.)

81%	\$100 or less
7%	\$101-250
4%	\$251-500
7%	More than \$500
1%	Refused
100%	Total

Q.10 Study materials (notebooks, highlighters, etc.)

89%	\$100 or less
6%	\$101-250
2%	\$251-500
2%	More than \$500
1%	Refused
100%	Total

Q.11 Home goods (bedding, kitchen supplies, etc.)

69%	\$100 or less
20%	\$101-250
7%	\$251-500
4%	More than \$500

1%	Refused
100%	Total

Survey Methodology

This survey was designed and conducted by College Pulse. Interviews were conducted in English among a sample of 1500 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.

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>

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