

# Future of Retail: EDUCATION SPENDING

19%

OF STUDENTS

view education  
as a requirement  
or necessity



77%

OF STUDENTS

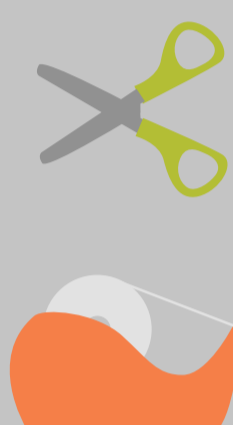
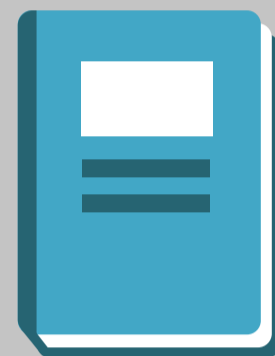
have a different attitude  
toward education spending  
compared to other categories



48%

OF STUDENTS

say they are more hesitant to  
spend money on school  
supplies than tuition



1 in 4 STUDENTS

view educational spending  
as an investment



## ISSUES AFFECT STUDENT SPENDING



50%

say approach to spending  
is affected by today's  
national/global issues



13%

say spending is affected  
by concerns with  
the economy



12%

say spending is affected  
by concerns with  
prices/cost of living