

Student Spending Power

The discretionary spending breakdown of today's college student



This year, there are 22 million college students that command over \$117 billion in discretionary spending. Read on to learn what they're purchasing and how you can capture those sales.

Source: re:Fuel 'College Explorer' 2013

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END-OF-SEMESTER
PROMOTION**

IFC

**THE NEW
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1

**THE 2013-2014
COLLEGE
STUDENTS'
SPENDING HABITS**

2-3

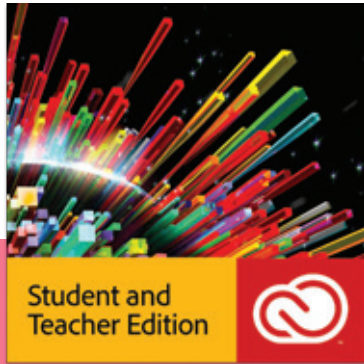
**DELL'S 2014
BTS PROMOTION
OFFER**

4



Through part-time jobs and a little help from mom and dad, the average college student monthly income is about \$1,200.

Source: Nationwide Bank



Hello Opportunity

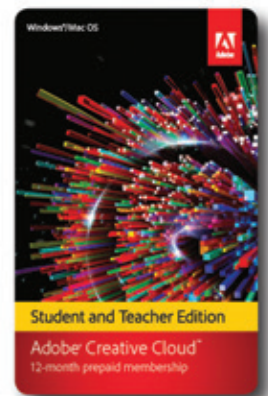
Offer Adobe Creative Cloud pre-paid 12-month memberships at a savings of \$60 from now until May 30, 2014.

Get ready to capture those end-of-semester sales with Adobe® Creative Cloud™ memberships. With this promotion you can offer students and teachers \$60 savings on 12-month pre-paid STE cards. The everyday ESP of \$359.88 is now offered to students at a promotional ESP of \$299.00 from now through May 30, 2014.

Adobe® Campus Retail partners with Point of Sales Activation (POSA) capabilities are already set up to offer existing Creative Cloud STE cards at the promotional price during this period. Stores will be invoiced at the promotional cost based on InComm weekly activations.

Allow your customers the chance to create amazing final projects, construct stand-out résumés, and share their portfolios with top recruiters before the summer begins. A Creative Cloud membership allows students and teachers to:

- Download and install the latest versions of the world's best desktop applications for design, web, video, and photography—including Adobe® Photoshop® CC, Illustrator® CC, and InDesign® CC.
- Get access to exclusive tools, like Adobe® Muse, which lets users create stunning websites without writing code.
- Get 20GB of cloud storage to share files with classmates, peers and professors, and sync their settings so any workspace can be their workspace.*
- Get a free membership to Behance ProSite to create a personal portfolio site.*
- Explore new tools and techniques with a growing library of helpful video tutorials.*
- Access both Mac OS and Windows® versions.



Please reach out to your Account Manager at 800-279-2795 if you have any questions or need assistance with your Adobe® Creative Cloud™ offerings.

*Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Adobe online services, including the Adobe Creative Cloud service, are available only to users 13 and older and require agreement to additional terms and Adobe's (www.adobe.com/misc/privacy.html) online privacy policy. The applications and online services are not available in all countries or languages, may require user registration and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply.



This school year, the average student will have about \$2,100 in discretionary spending.

Source: NACS

Urban Intelligence

The Collins Collection



	DSC#	Vendor#	SRP	Cost
Collins Tote 15"	41891	1927	\$89.95	\$54.19
Collins Convertible Backpack 15"	41892	1919	\$89.95	\$54.19
Collins Messenger 15"	41893	1917	\$89.95	\$54.19
Collins Folio for iPad 2/3/4	41894	1916	\$39.95	\$24.07
Collins Folio for iPad mini	41895	1915	\$34.95	\$21.05
Collins Sleeve 11"	41898	1912	\$39.95	\$24.07
Collins Sleeve I 13"	41897	1913	\$39.95	\$24.07
Collins Sleeve II 15"	41896	1914	\$39.95	\$24.07

The 2013-2014 College Students' Spending Habits

College students maintain a healthy amount of discretionary spending, \$117 billion to be exact. That translates to over \$175 a month that goes towards things other than tuition, room and board, or books and supplies. Knowing how these discretionary funds are spent is key to maintaining your customer base and ensuring that your store is stocking the right items.



Image Source: Alivecampus.com

Student Spending Breakdown

Discretionary spending is categorized as money that is left for spending after personal necessities have been paid. These items consist of non-essential goods and services. For college students, the top frontrunners are entertainment, apparel, food, and technology.



Entertainment – College students love their leisure and recreation: concerts, movies, TV subscriptions, DVDs, plays, events, etc. The college social life is never ending. In fact, the average college student spends around \$400-\$500 a year on entertainment.



Apparel – College is the chance for a student to redefine their style, assert their individuality and show their school spirit. What better way to do that than by refreshing their wardrobes? Most college students spend approximately \$750 per year on new clothes.

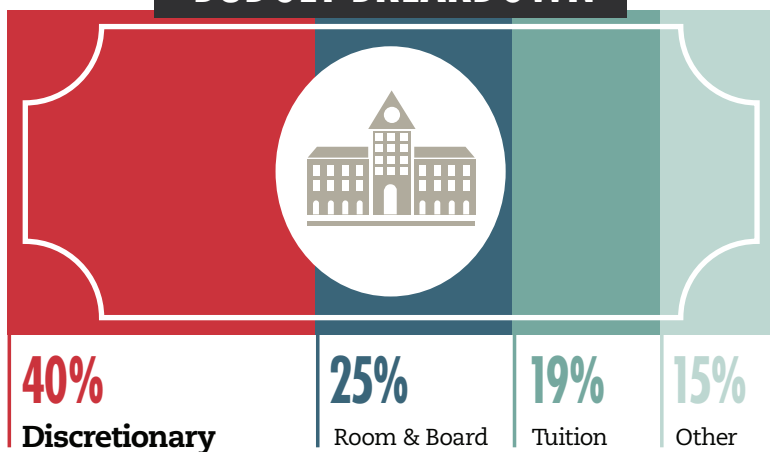


Food – Not every meal can be eaten on campus. In fact, many college students admit to ordering take out more often than they cook an actual meal. Assuming that most students do eat most meals on campus those extra food costs can add an additional \$750 per year to student spending.



Technology – College students have huge appetites for information and are always eager to get the newest and best devices that give them the most efficient access to that information. With technology changing every few months this category sees quite a bit of regular spending. The average price of a new laptop is around \$1,700. The average cell phone bill is about \$63 per month. Stretch this over the course of a year and add in spending on all the extra accessories and services and that's quite a bit of dough.

BUDGET BREAKDOWN



Discretionary spending is funding set aside for basic necessities and non-essential goods and services.

Image Source: Alivcampus.com

Must Have It Now

College students, or Millennials as a whole, often focus on instant gratification. It's a result of growing up in a world where things are always available. Whether it's ordering online and having it shipped direct to them, instant downloads or streaming of content, or searching a handful of retailers for the best price, college students don't wait around for what they want to become available if they know they can get it elsewhere immediately.

Cashing In

In a marketplace that is oversaturated with marketing and advertisements trying to sway shoppers from one store to another and from brand to brand how can you ensure that students are going to come to you to purchase certain products with some of those discretionary funds? Surprisingly, college students are a pretty loyal bunch. When they find a brand or a retailer that works for them they stick with it. On the other hand, product recommendations from actual people (vs. brands) hold the highest levels of success when it comes to recruiting new consumers from one product to another. For those shoppers who don't have any particular brand loyalty, most do their research prior to walking into the store. Whether it's online or through word of mouth, most college-aged shoppers walk into your store with some idea of what it is that they want or need.

What can you take away from these college consumer findings? **The key to keeping a college student as a customer is to stock brands they prefer so they don't have to go searching for them elsewhere.** Resellers should keep track of the buying habits of college students from semester to semester and pay attention to the market trends that you hear and read about in relevant publications. In doing these things you can be sure to stock the things that students are buying. Make sure that you offer what they want and that it's available and in stock.

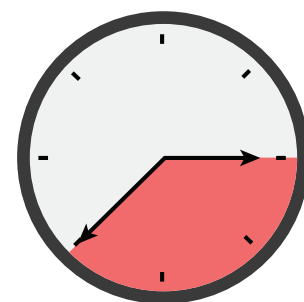
It's also important to remember that with the right recommendations, including from staffers and sales people in store, they can definitely be swayed or educated to try new brands.

But don't just pay attention to what the students are saying, listen to the institutions themselves. If the residence halls list certain requirements and necessities for their dorm rooms, be sure to carry those items. Pay attention to what is being taught on your campus as well. Know what types of software programs are taught and what supplies each department recommends for their students. This way you can be sure that you'll capture every sale possible and capitalize on student spending, both discretionary and non-discretionary.



27% of Millennials agree that if they really want something they will buy it on credit rather than wait.

Source: Scarborough



40% of mobile shoppers will abandon an e-commerce site that doesn't load in 3 seconds.

Source: BFGcom.com



Not all college students live within their means. **84% of undergrads** have at least one credit card and 9 out of 10 of them used those cards for education-related purchases, like books and supplies.

Source: Nationwide Bank

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Dell PCs—an easy choice

Dell offers everyday, high-performance, ultra-thin and gaming-ready PCs and laptops to inspire the best performance from your students. Dell offers a PC for every major and focus on campus. With sleek designs, more processing power, and high-level graphics, these PCs are built to impress.

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No other family of tablets is more versatile, with incredible features like brilliant HD, all day battery life, and storage to spare. Dell provides the perfect match to support every student's workload while allowing them to stay connected and be entertained.

Support for students

Your students can be confident in their purchase of Dell with technical support services available to keep them up and running.

Buy a Dell PC valued at \$699 or higher and get a free Dell tablet (\$149.99 value) after rebate.

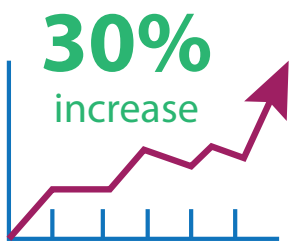
Tablet Models	SRP	Cost After Rebate
Dell Venue 7, 16GB	\$149.99	FREE
Dell Venue 8, 16GB	\$179.99	\$29.99
Dell Venue 8, 32GB	\$205.99	\$55.99
Dell Venue 8 Pro*, 32GB	\$249.99	\$99.99
Dell Venue 8 Pro*, 64GB	\$293.99	\$143.99
Dell Venue 11 Pro*, 64GB	\$489.99	\$339.99

*Windows 8.1 Pro and Microsoft Office Home and Student included

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*TERMS AND CONDITIONS: Tablet must be purchased along with a qualifying PC to be eligible for the \$149.99 rebate. PC and tablet must be purchased between 05/01/14 and 09/26/14. Verification request must be submitted at www.identit-e.com/dellpromo by 11:59pm CT 11/01/14. Valid proof of purchase for submitted verification requests must be provided by 11:59pm CT 11/17/14. Limit 2 rebates per person. Offer good only in USA. Rebates will be issued in US dollars, in the form of a check. Rebates are non-transferable. Rebate check expires if not cashed within 90 days from the check date, after which time Identit-e, LLC Rebate Services and Dell, Inc. will have no further obligation to you.

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In the last five years discretionary spending among college students has increased by 30%.

Source: re:Fuel

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High-Profile Colorways



From Uprock

Skullcandy's Uprock musical burn unit brags twin 40mm drivers, tangle-proof flat cables and a mixed-material composition sturdy enough to deal your beats and withstand opposing jerks, drops and hustle without breaking. Don't mistake the ergonomic design, soft-touch finish, and plush ear pillows for weakness, this headphone thrives on around-the-clock rocking. True to its urban dance-based namesake, Uprock is the ideal tool of engagement for synchronizing music with your daily routine. Plus, you can keep your colors correct without losing your shirt. Cable length 1.3m.

Color	DSC#	Vendor#
Gray/Cyan	41673	S5URGY-381
Lime/Gray	41677	S5URGZ-415
Spaced Out	41675	S5URFZ-390
Polkadot	41672	S5URFZ-428
Granny Floral	41676	S5URFZ-398
Black	96716	S5URFZ-033
White	96720	S5URDZ-074
Blue/Black	96717	S5URFZ-101

SRP \$29.99 | Cost \$15.44

Product ships July 2014