

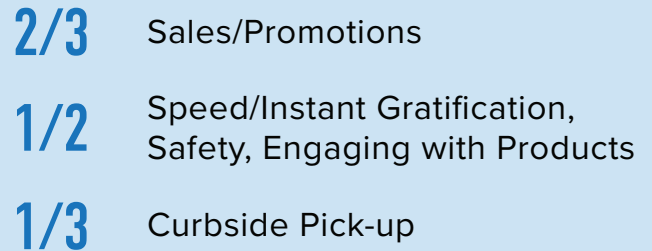
PULSE CHECK: Retail Insights

As higher education adapts and adjusts to the conditions created by COVID-19, Barnes & Noble College continues to seek out the student voice. During the Fall 2020 term, Barnes & Noble College Insights conducted a survey to learn more about students' shopping preferences and behaviors in light of the year's events. The responses will inform our efforts to deliver the retail solutions and initiatives that best serve students, administrators and the entire campus community.

Students are still shopping — online and in store.



What are the drivers for students to shop in store?

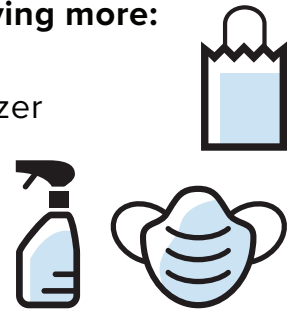


While shopping, higher tendency to focus on:



Students are buying more:

- Food/groceries
- PPE/Masks/Hand sanitizer
- Cleaning products
- Clothes
- Toilet paper
- Books



The college store is a go-to destination for key product categories

	College Store Market Share	Largest Competitor Market Share
School-branded apparel/clothing	65%	50%
School graduation products	53%	53%

and has significant opportunity in others.

Traditional school supplies (notebooks, pens, etc.)	31%	80%
Convenience goods	12%	74%

There's still interest in attending in-store events.

About half of students would be comfortable attending in-store events (53%).

Factors that would increase interest:

- Limited capacity
- By appointment only
- Short periods of time (15-30 min)

About half of students are interested in attending a virtual college store event.

Interested in attending a virtual event or a virtual shopping event specifically (51%).

Would expect:

- Sales/discounts
- Focus on the students/community
- A fun, interactive atmosphere (trivia, giveaways, etc.)

Learn more about our market leading solutions at www.bncollege.com.
For more information, reach out at request_info@bncollege.com.