



The Great Books vs Beer Debate

September 22, 2003

September 22, 2003: it's September and a new academic year is beginning. Students across the country are setting off from home, and while many will have planned their finances sensibly for the new academic year, consciences are about to be tested by the most difficult of academic quandaries.

- Do I spend my money on textbooks or beer? Ladies and Gentlemen, please be upstanding for the great Books v Beer Debate...

Beer Pressure vs Will Power

New research revealed today by the Amazon.co.uk Books v Beer survey shows that when budgeting their finances for the new academic year, students plan to spend a staggering £311 million of their annual income on textbooks to support their studies--seemingly reflecting the conscientious nature of the UK's student population.

However, the reality is very different; figures reveal that what they actually spend on textbooks is over £176 million during the academic year and Amazon.co.uk's research highlights that £135 million of book money is actually siphoned off by pubs, clubs, restaurants and bars in student towns throughout the country.

In what social commentators have identified as the growing phenomena of "Beer Pressure" amongst students, the survey reveals that the average student is spending 43% of their planned book money on booze and going out. One in 10 students say they end up spending no money at all on books and only 12% confirm that they will spend all the money they had planned to on textbooks.

Modern technology has provided a solution to this student dilemma. The Marketplace service at Amazon.co.uk (www.amazon.co.uk/marketplace) enables students to buy second-hand textbooks cheaply and to earn cash by selling their old textbooks when they are no longer needed.

Based on average figures, Amazon.co.uk's Marketplace service can save students around £100 when buying all recommended items on their reading list second hand. This is the equivalent of:

- 69 pints
- 116 condoms
- 34 kebabs
- or 358 cans of baked beans

Second-hand textbooks that are in good condition normally sell for around 67% of the original book price, so students can raise significant funds by selling their old textbooks on Amazon.co.uk's Marketplace service.

Amazon.co.uk's survey also showed that students are outraged at the cost of their student study. A staggering 91% of students in the UK believe the cost of textbooks should be subsidised by the government. However, only 28% of students would consider voting Tory, even if they paid towards textbooks.

Bookish Figures

- Students say they plan to spend over £311 million on textbooks
- In reality, only £176 million is actually spent each year on textbooks

Beer Pressure

- £135 million of book money ends up being siphoned off for beer, pubs and clubs, kebabs and curry
- The average student blows 43% of their book budget on beer and other activities
- Only 12% of students spend all the money they planned to on textbooks

North-South Divide

- Only 3% of students in London spend all their planned book money on required reading materials, compared to over 29% of students in Scotland and 22% of students in the North West

Boys vs Girls

- The average male student spends 40% of his book money on beers, clubs, bars and fast-food - choosing to go without the

necessary reading material. In comparison, women are more scholarly spending 70% of their planned allowance on books

Arts vs Sciences

- Medics are swotting hard, spending almost double their intended book budgets on textbooks. Compared to the rest of the student population it seems that sports students are choosing the unhealthy option--blowing 65% of their book budgets on beer and going out

Political Poll

- A staggering 91% of students believe the cost of textbooks should be subsidised by the government
- 45% of all students believe the cost of their reading list is totally outrageous
- Textbooks can make a considerable dent in a student's limited finances

commented Peter Fitzgerald of Amazon.co.uk.

- Amazon.co.uk's Marketplace service can help students to buy books more cheaply and to make money by selling their old textbooks, leaving more cash in the bank for having fun. And Marketplace isn't just about textbooks--students can also make money from selling other books, music, films, games and electronic items.

Amazon.co.uk offers an easy and convenient way to shop, with fantastic prices, great choice and comprehensive product information. Alongside Amazon.co.uk's Marketplace offering, you can find savings of up to £5 off 1000s of new textbooks, chart CDs from £8.49, 25% off hundreds of new and future PC & video game releases and great deals on DVD players, digital cameras and MP3 players. Amazon.co.uk also offers free UK delivery on orders over £25.

For further information please contact the Amazon.co.uk press office on 020 8636 9280.

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