

How student loan repayments impact purchase decisions



Data from the U.S. Department of Education shows that 43.4 million Americans carry student loan debt. This amounts to approximately 1 in 8 adults in the U.S. owing money for their education. The resumption of student loan repayments is leading many consumers to rethink and reallocate their spending.

BUDGET CONCERNS

Approximately **70%** of respondents who have student loan debt claim they/people in their household have not been making payments during the forbearance period.

and **49%** with student loan debt are extremely concerned with their ability to maintain their monthly budget when the student loan forbearance period ends in October.



TOP 5 CATEGORIES CONSUMERS PLAN TO CUT BACK ON DUE TO STUDENT LOAN REPAYMENTS:

- 1 Dining out/ Take-out **58%**
- 2 Outside of home entertainment **49%**
- 3 Food delivery services **44%**
- 4 Travel **42%**
- 5 Beauty services/ Clothing **37%**



TOP 5 CATEGORIES CONSUMERS SAY THEY'RE LESS LIKELY TO CUT BACK ON:

- 1 Groceries **27%**
- 2 At home entertainment **22%**
- 3 Cleaning, beauty, personal care essentials **18%**
- 4 Investments **13%**
- 5 Transportation **11%**

Source: 84.51° Real Time Insights, September 2023; Survey respondents sourced from consumers who shopped at Kroger in latest 3 months. n=400

STUDENT LOAN DEBT BALANCE

\$1.77 trillion¹

NUMBER OF U.S. BORROWERS CARRYING STUDENT LOAN DEBT

\$43.4 million²
(13% OF U.S. POPULATION PER CENSUS DATA)

AVERAGE MONTHLY STUDENT LOAN REPAYMENT

\$503³



¹ Board of Governors of the Federal Reserve System, "Consumer Credit Outstanding Levels"
² U.S. Department of Education, "Federal Student Aid Portfolio Summary"
³ EducationData.org, "Average Student Loan Payment"