

The Deloitte logo, consisting of the word "Deloitte" in a bold, blue, sans-serif font, with a small green dot at the end of the word.

2014 Back-to-College Survey

Rising to the head of the class

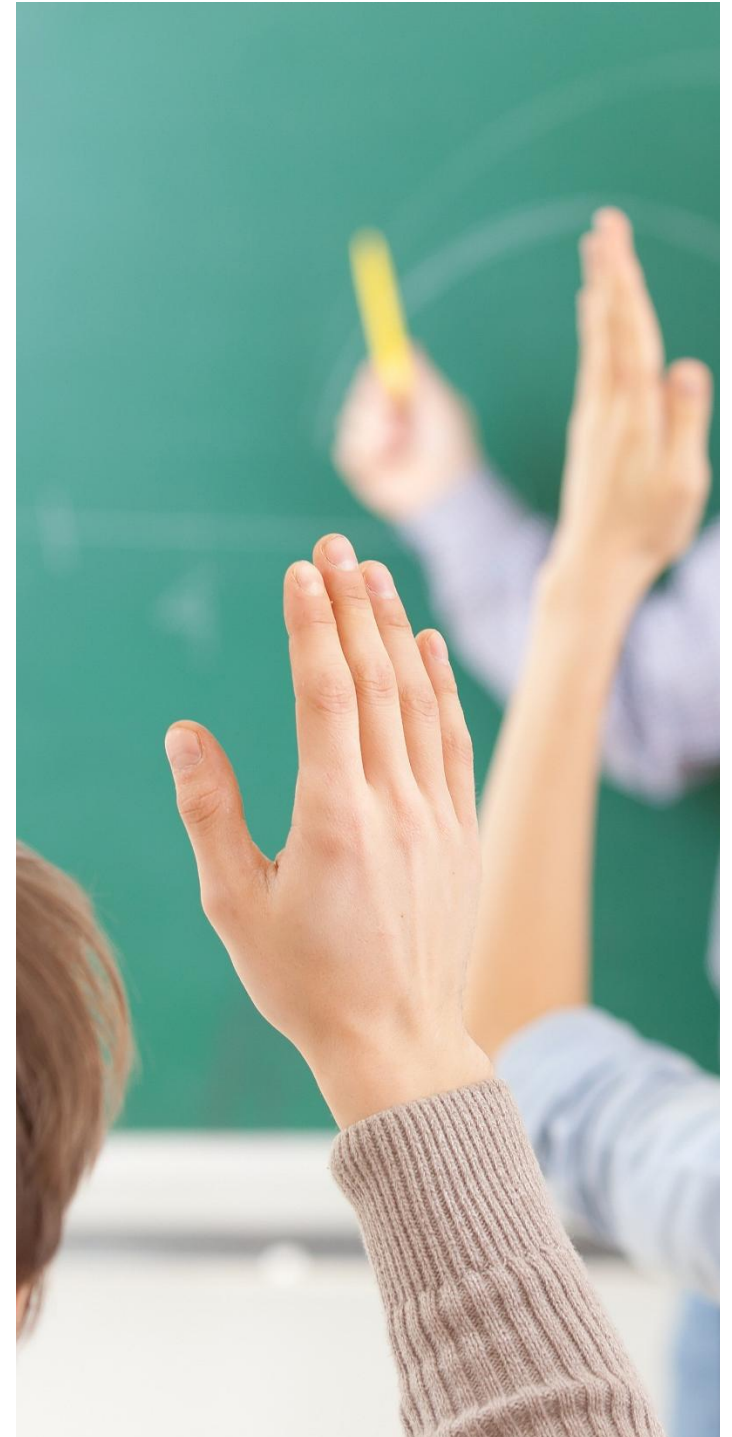
Conducted July 5-10, 2014
453 responses



About the survey

The survey was commissioned by Deloitte and conducted online by an independent research company between July 5 and 10, 2014. The survey polled a sample of 453 parents of college children and has a margin of error for the entire sample of plus or minus five percentage points.

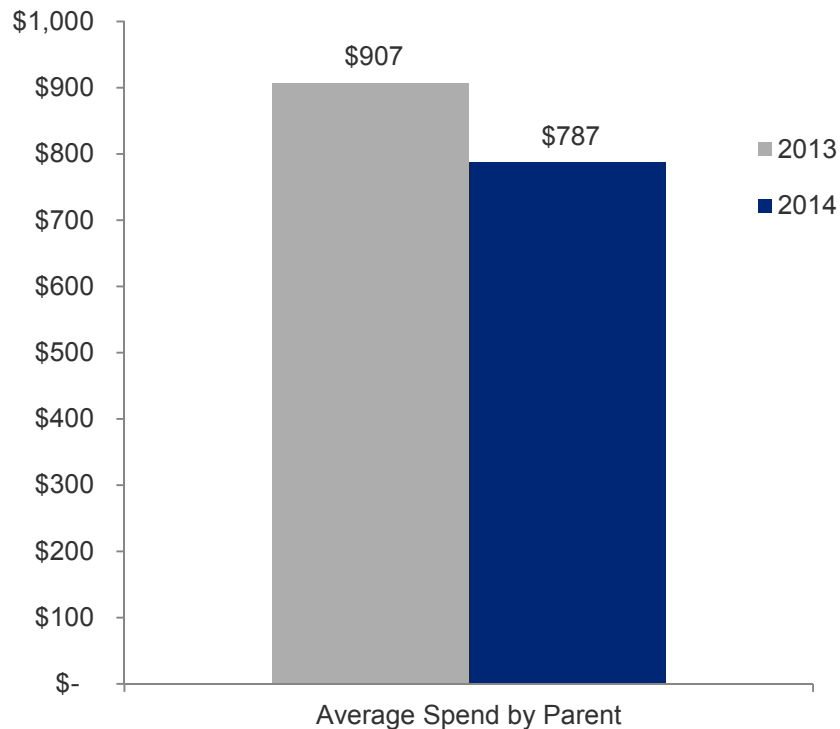
All respondents had at least one child attending college this fall.



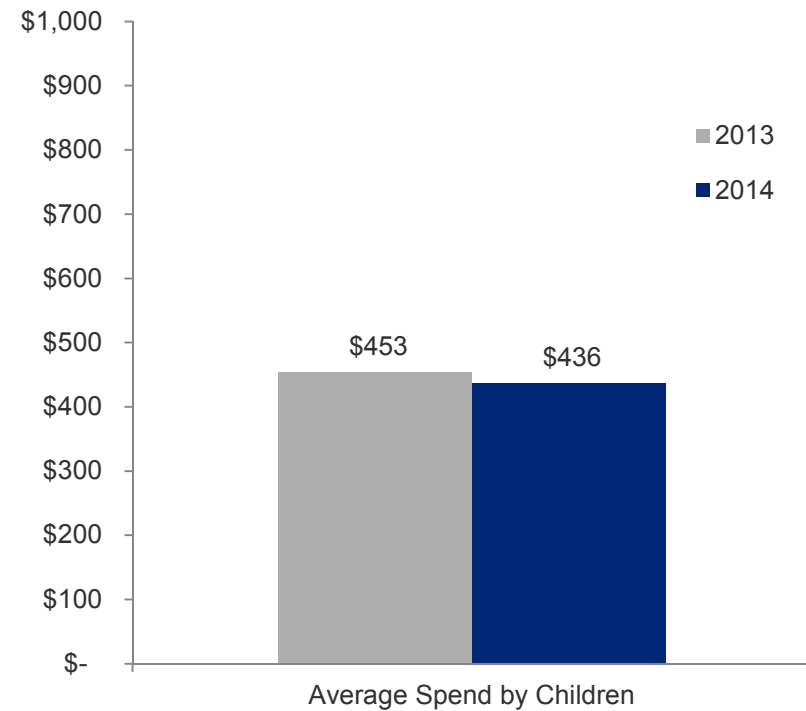
Parents and children are expected to spend less

College families (including children) will spend on average \$1,223 this season

“What is the total amount you [parent] expect to spend on back-to-college items this season?”



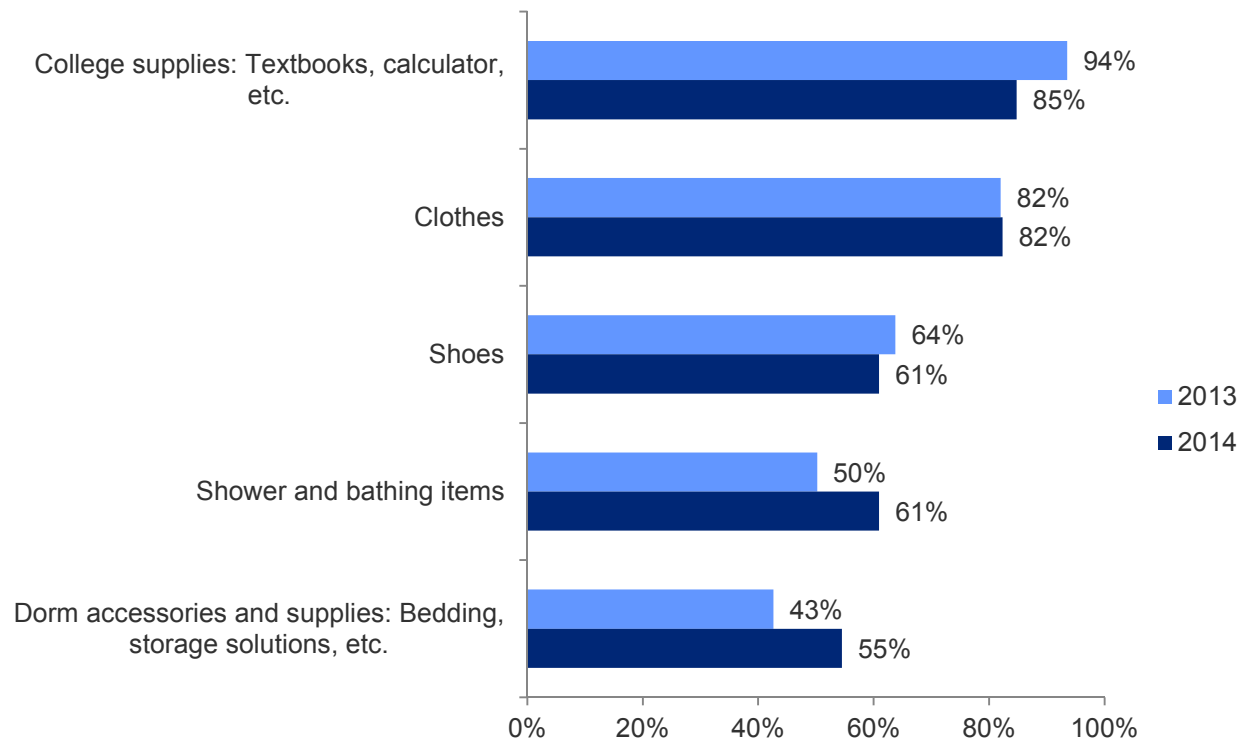
“What is the total amount you expect your child to spend on back-to-college items this season?”



Top 5 items most in demand

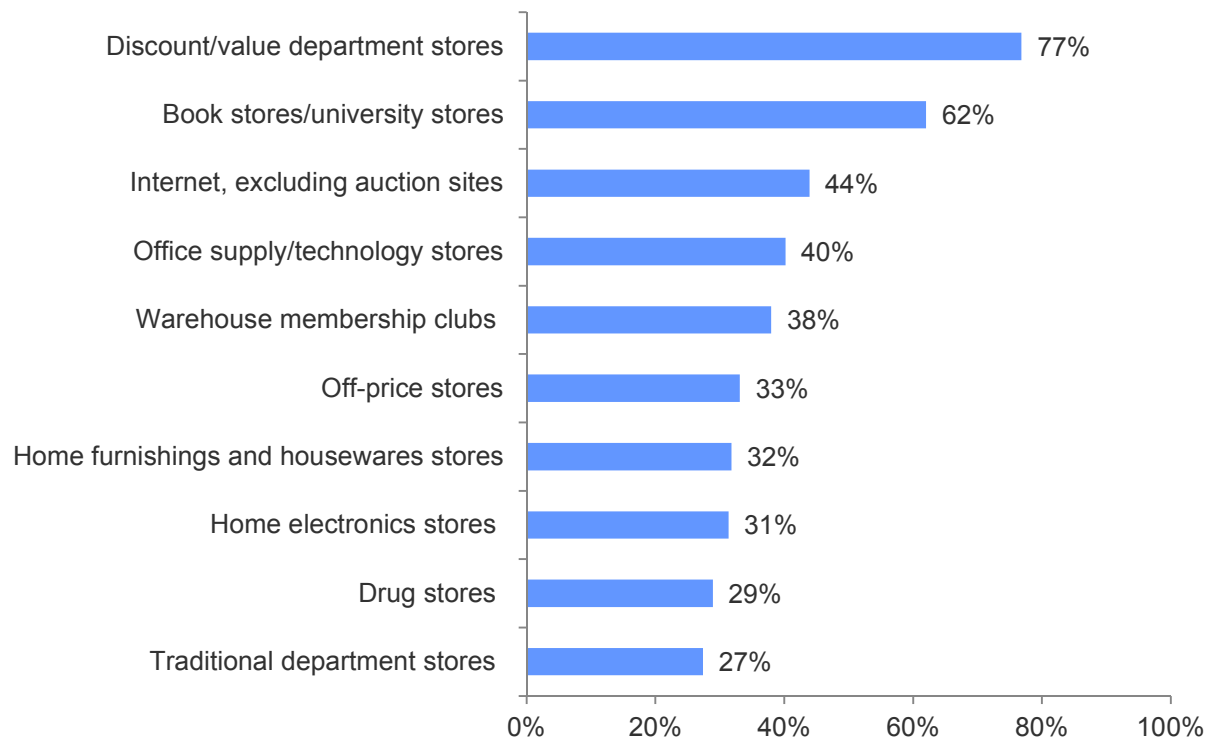
College supplies, clothes, and shoes rank 1-2-3, respectively

“Which back-to-college items will you or your children be purchasing this season?”



Top 10 retail environments where consumers plan to do their back-to-college shopping

“In what type(s) of retail environment(s) do you plan to do your back-to-college shopping?”

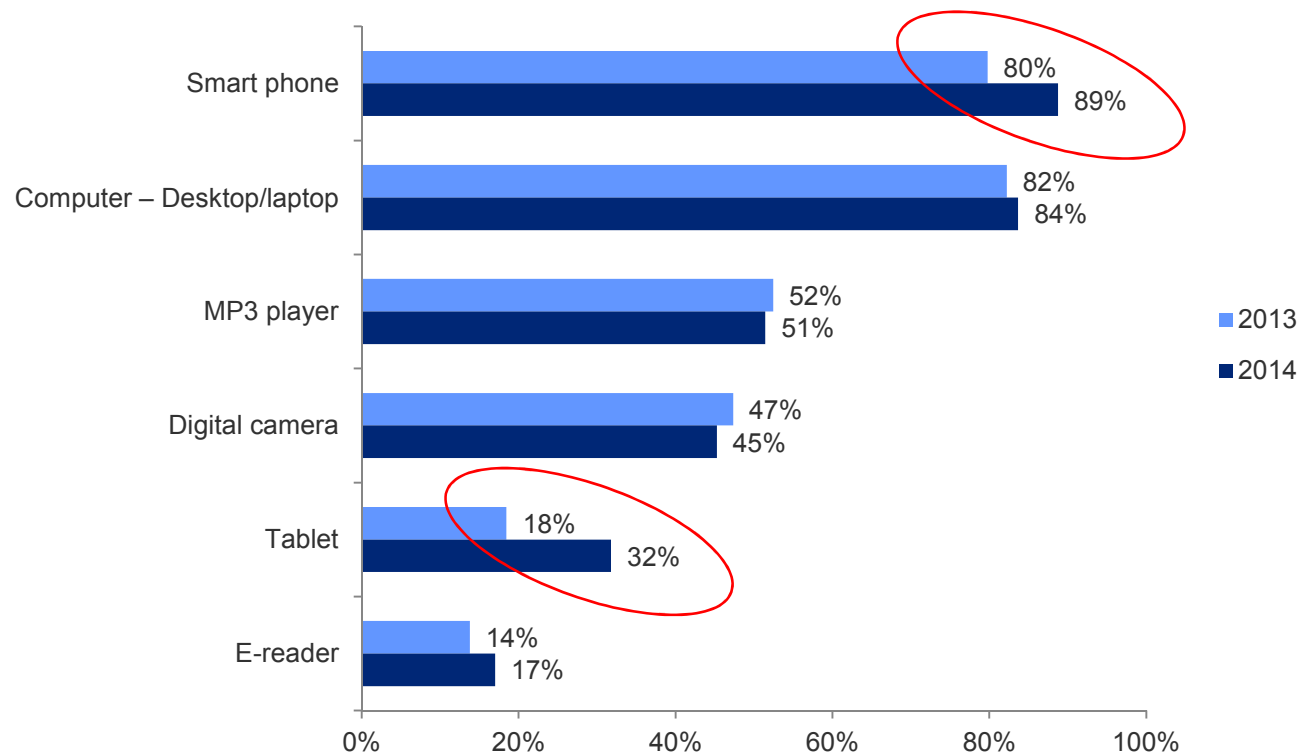


Respondents expect to take on average 4 shopping trips when purchasing back-to-college items

Electronic device ownership by college students

Smart phones overtake computers as No. 1 electronic device among students

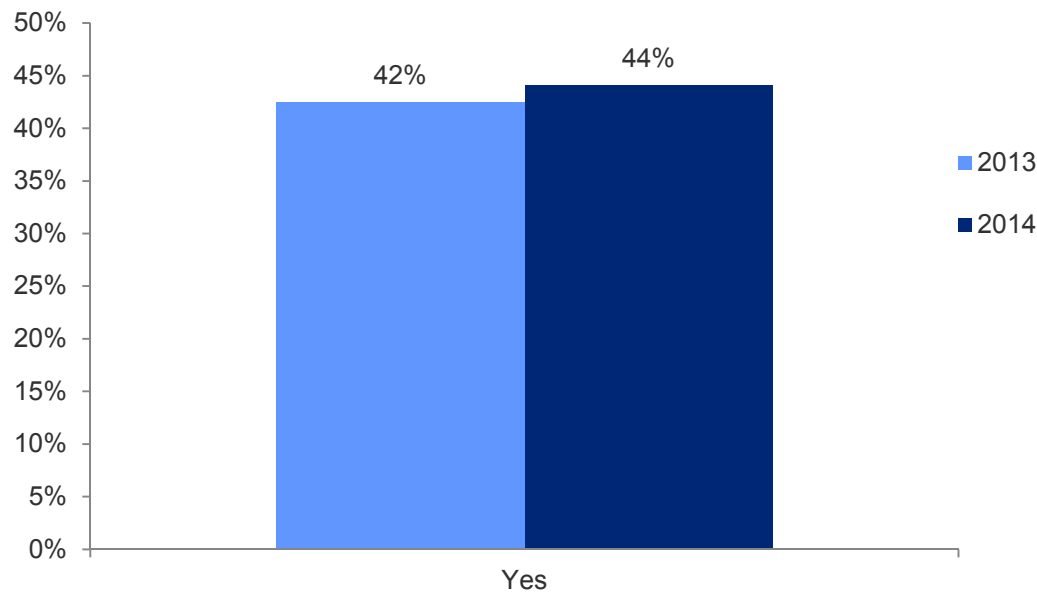
“Which of the following electronic devices does your college student own?”



Households planning to use social media to shop

2 in 5 (44%) families will use social media sites when shopping for college

“Do you or your children plan to use social media sites to assist in your back-to-college shopping?”

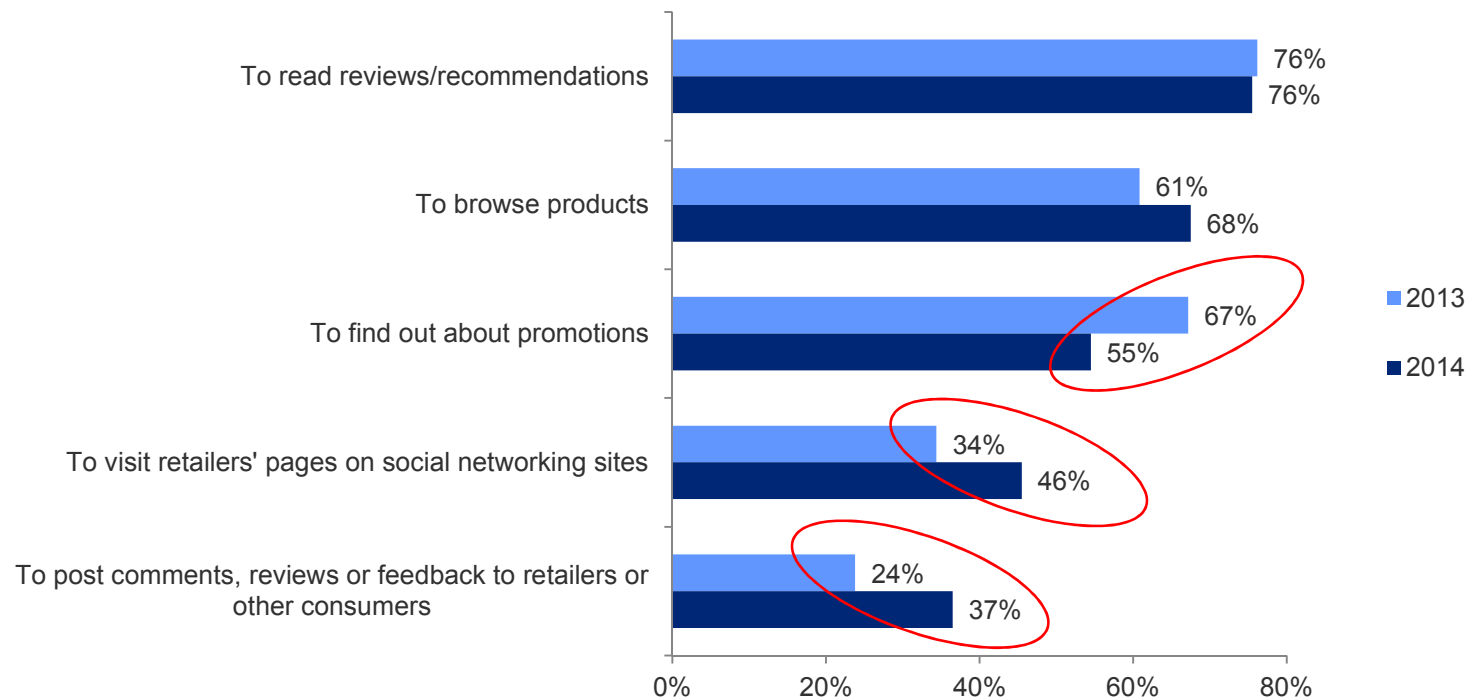


Different uses of social media when college shopping

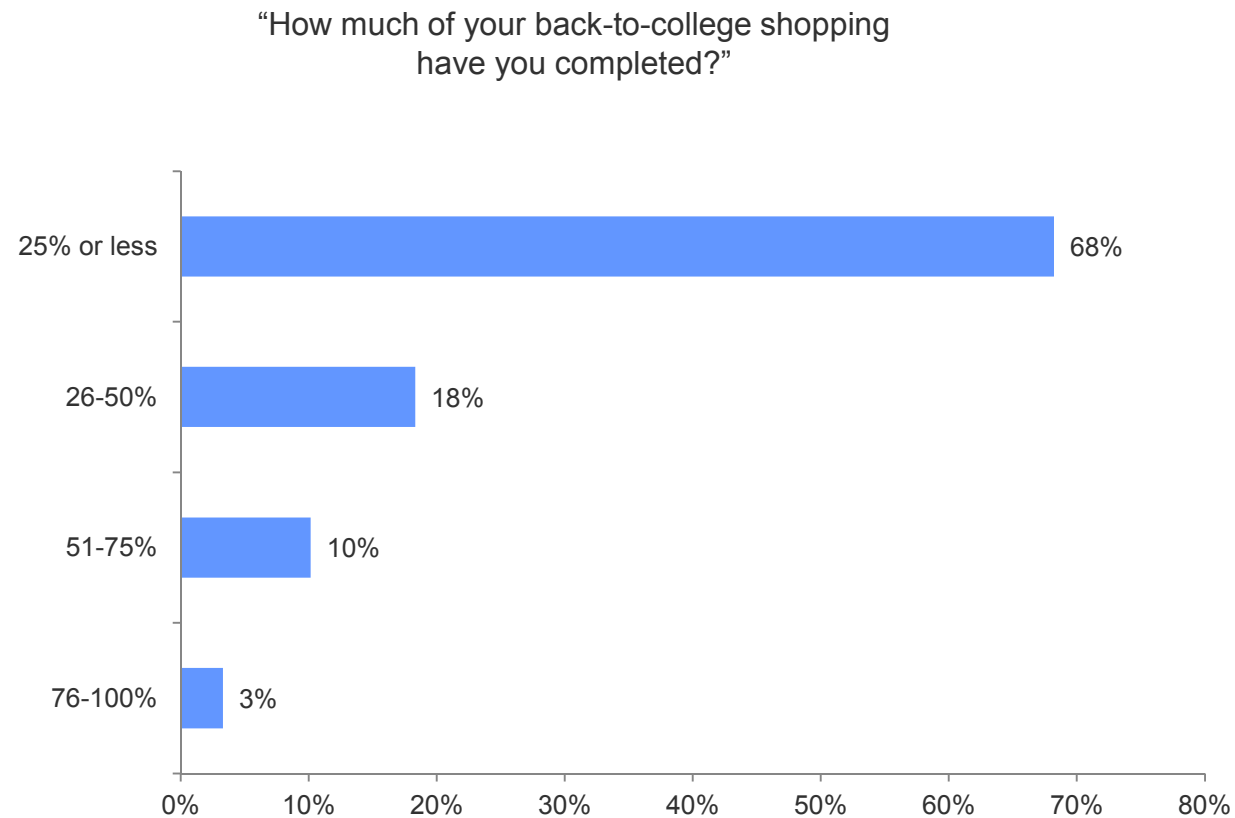
More respondents planning to engage with retailers' sites and write reviews

“With regard to your back-to-college shopping, how do you or your children plan to use social media sites?”

[Base: Among those who plan to use social media]

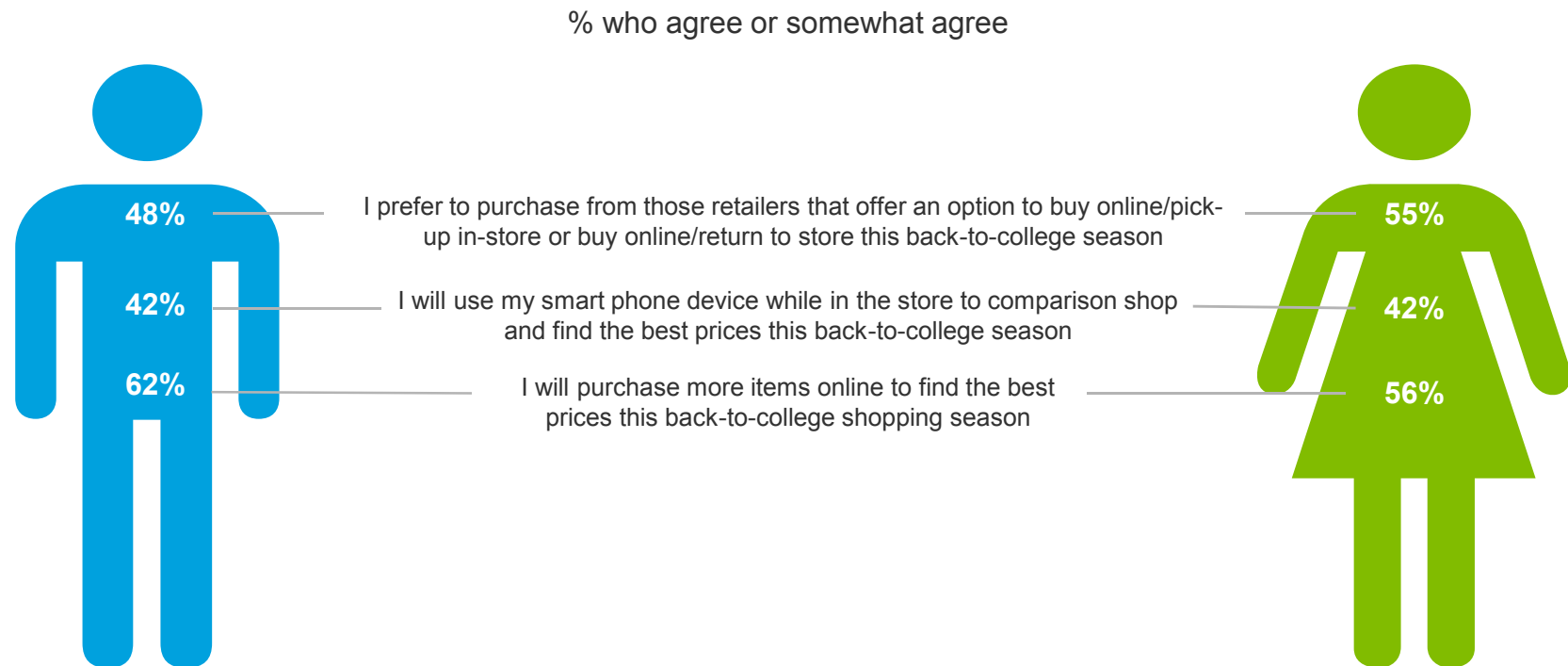


Nearly 7 in 10 (68%) respondents have only completed a quarter or less of their college shopping



Differences in college buying behaviors

Female respondents prefer more flexible shopping options; male respondents will purchase more online to find best prices



85% of college students will likely buy more used textbooks or textbook rentals to help stretch their back-to-college spending budget



The statements in this report reflect our analysis of survey respondents and are not intended to reflect facts or opinions of any other entities. All survey data and statistics referenced and presented, as well as the representations made and opinions expressed, unless specifically described otherwise, pertain only to participants and their responses to the Deloitte survey.

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