

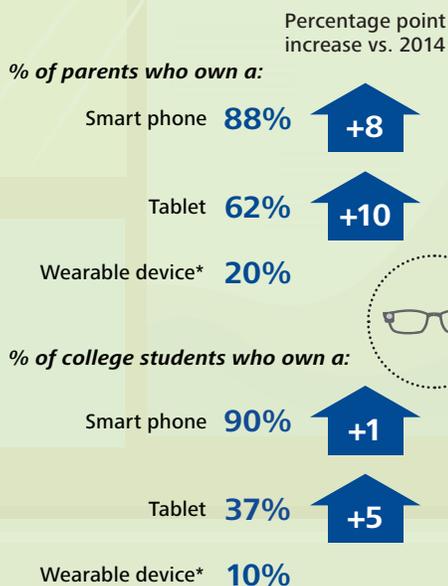
# Back-to-College 2015

## Reading, writing, and retail

College students are getting ready to head back to campus. Parents are arming them with supplies and increasingly using digital to influence their shopping decisions this season. Deloitte surveyed 450 U.S. parents of college children to determine the latest consumer shopping trends. Learn more.

### Digital adoption

Among college families, device ownership is growing exponentially. Here is the breakdown:



**30%** of parents will use a smart phone, and **12%** will use a tablet, before or during a shopping trip to help with back-to-college shopping

### Top shopping destinations



Book stores/university stores were #2 with **62%**

Internet (excluding auction sites) came in at #3 with **43%**

### Shopping plans

**\$1,313** the average spend by families (including children) this back-to-college season—an increase of **\$90** over last year

**54%** prefer to purchase from retailers that offer an option to “buy online/pick up in-store”

**51%** of parents will complete their college shopping less than a month before the college year starts

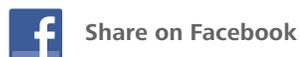
### Shopping advice

**74%** of college students are consulting their friends most often for shopping suggestions

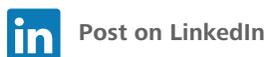
**55%** of parents will rely on the college/university itself for shopping recommendations

**54%** of parents list online sources (i.e., blogs, review sites, etc.) as a go-to resource for shopping advice

\*Wearable device data not available for 2014



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Deloitte commissioned its third annual Back-to-College survey of 450 U.S. parents of college students from July 5–13, 2015. The survey has a margin of error for the entire sample of plus or minus five percentage points.

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