

Back-to-School 2015

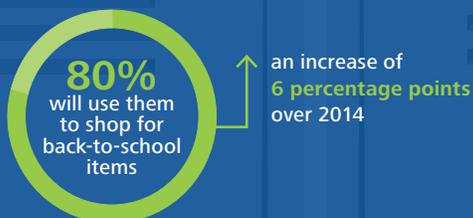
Reading, writing, and retail

The start of the school year is near. While some traditional school supplies are still needed, today's backpack is abuzz with smart phones, tablets, laptops, and wearables as consumers increase their device ownership and usage. Deloitte surveyed over 1,000 U.S. parents with students in grades K-12 to determine the consumer shopping trends for the back-to-school season. Discover the results.

Digital influence

Back-to-school shoppers expect to rely heavily on digital this season.

Among the **88%** of smart phone owners

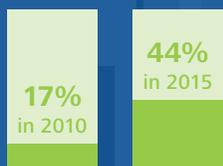


73% own a tablet (an increase of **7 percentage points** over 2014) and **20%** own a wearable device

Top shopping destinations



"Online sites" increase from



as the #2 shopping destination

Shopping plans

- \$375** the average spend by parents this back-to-school season—relatively unchanged from a year ago
- 31%** will complete their shopping *after* the start of the school year—versus **26%** in 2014
- 16%** will use their smart phones to engage with in-store beacon technology
- 7%** plan to use a mobile payment or digital wallet service

Shopping behaviors

Parents intend to modify their back-to-school shopping behaviors because of their concerns about the U.S. economy or their household's finances.

Percentage point change vs. 2011

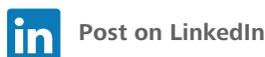
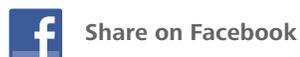


Social media

Only 10% of shoppers say they rely on social media for back-to-school shopping assistance
down from **18%** last year and **35%** in 2011

Data security

52% of consumers are concerned about shopping at retailers that have experienced a data breach, yet only **19%** said that they would *not* continue to shop at a retailer that has suffered a breach
More consumers are concerned about personal data security when shopping online (**68%**) compared with shopping in brick-and-mortar stores (**50%**)



Deloitte commissioned its eighth annual Back-to-School survey of 1,015 U.S. parents with children in grades K-12 from July 5-8, 2015. The survey has a margin of error for the entire sample of plus or minus three percentage points.

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