### The parent perspective

**Spending plans**

- Average total spending estimated by parents: $1,347
- Estimated by parents—almost flat to last year

**Category spend**

<table>
<thead>
<tr>
<th>Category</th>
<th>Average spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>College supplies</td>
<td>$505</td>
</tr>
<tr>
<td>Clothing and accessories</td>
<td>$291</td>
</tr>
<tr>
<td>Household appliances</td>
<td>$205</td>
</tr>
<tr>
<td>Dorm furniture</td>
<td>$312</td>
</tr>
</tbody>
</table>

Most often buy:
- Electronic gadgets and digital subscriptions online
- Household appliances in store

**Student influence**

- 67% say they budget and shop with their student
- 44% say Transfer Funds into student’s account to fund students’ ongoing purchases

**Digital influence**

- 58% will research online before buying in store
- 18% will use social media to inform their purchase decisions

**Early and on task**

- 69% expect to begin shopping before the end of July
- 75% will shop throughout the summer to take advantage of deals

**Budgeting for experiences**

- 82% budget for socializing with friends at restaurants or bars
- 58% budget for cultural events like concerts and theater

**Relaxed but opportunistic**

- 45% will start shopping in August or later
- More than 1/2 would increase spending due to a sales tax holiday

### The student perspective

**Spending plans**

- Average total spending estimated by students: $1,051
- Down $31 since last year

**Category spend**

<table>
<thead>
<tr>
<th>Category</th>
<th>Average spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>College supplies</td>
<td>$379</td>
</tr>
<tr>
<td>Clothing and accessories</td>
<td>$192</td>
</tr>
<tr>
<td>Household appliances</td>
<td>$173</td>
</tr>
<tr>
<td>Dorm furniture</td>
<td>$290</td>
</tr>
</tbody>
</table>

Most often buy:
- College supplies online
- Household appliances in store

**Purchase power**

- 49% say they budget and shop by themselves
- 41% say they will fund their own purchases from non-family sources

**Digital influence**

- 75% will research online before buying in store
- 40% will use social media to inform their purchase decisions
- 35% of spending will take place online

**More than 1/2 would increase spending due to a sales tax holiday**

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