

Making the grade



Each year, Deloitte surveys more than 1,000 consumers to find out more about their back-to-school shopping plans. Here are a few highlights from the 2013 survey, conducted between July 5–10.



Top three items to be purchased:



Top destinations for shopping:



36% of respondents are searching more online to get the best product or price (up from 24% in 2012).

"Online sites" increased **16 percentage points** since 2012, moving from 8th place into 3rd as the most popular shopping destination for back-to-school items.

Where parents are getting their back-to-school shopping ideas:

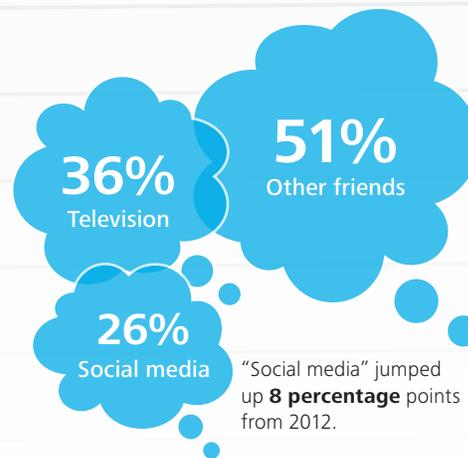
2013



2012

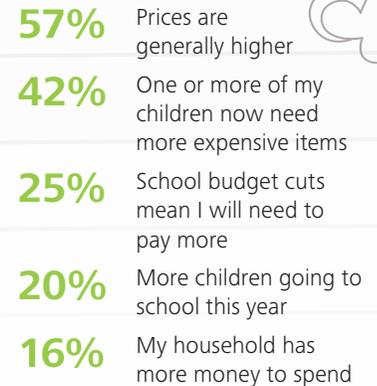


Where children are getting their back-to-school shopping ideas:



"Social media" jumped up **8 percentage points** from 2012.

Reasons shoppers expect to spend more in 2013 on back-to-school*:



*Percentages are among respondents who said they would spend more

Top economic or household finance concerns that could impact spending:



Smart phone ownership:

78% plan to use it to assist with back-to-school shopping (vs. **65%** in 2012)



How respondents are most likely to use their smart phones for shopping (among smart phone owners):

1. Get price info (66%)
2. Download discounts, coupons, and sale info (60%)
3. Get store location (55%)

Source: Deloitte's 2013 Back-to-School Survey

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