

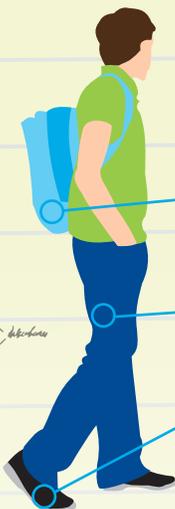
Making the grade



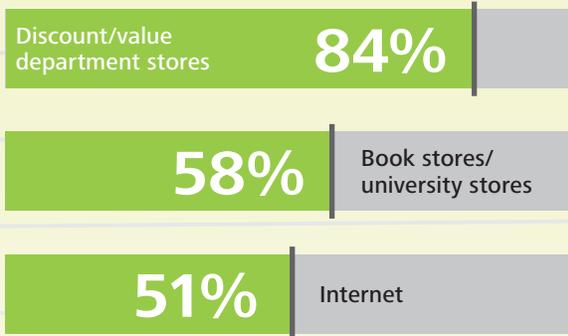
Deloitte surveyed 450 parents of college students to find out more about their back-to-college shopping plans. Here are a few highlights from the 2013 survey, conducted between July 5-10.

Parents expect to spend on average: **\$907**
 Parents expect their children to spend on average: **\$453**

Top three items that college families intend to purchase:



Top destinations for shopping:



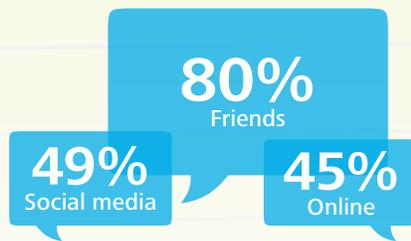
37% of college students own 1 or more credit cards.

Parents are most likely to get their back-to-college shopping advice from ...



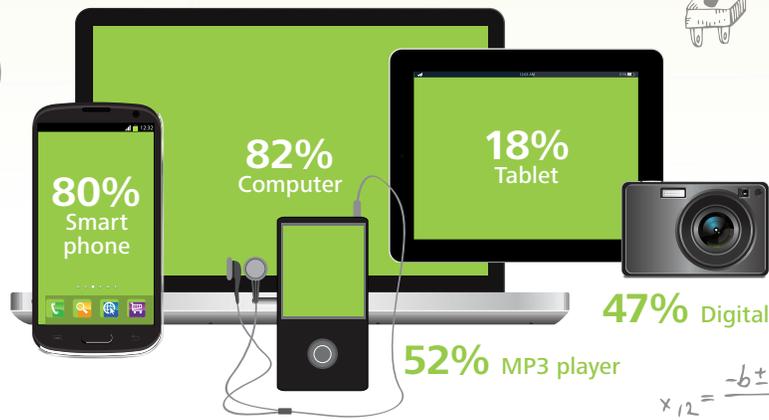
53% Family members
 50% From the college/university itself

College students are most likely to get their shopping advice from ...



75% of respondents expect to spend the same or more on back-to-college items versus last season.

Top electronic devices owned by college students:



88% of parents indicated their college student will buy more used textbooks or textbook rentals to help stretch budgets.



81% of shoppers will seek more discounts, coupons and deals when back-to-college shopping this season.

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

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