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.

Top three items that college families intend to purchase:

- College supplies: 94%
- Clothes: 82%
- Shoes: 64%

Top destinations for shopping:

- Discount/value department stores: 84%
- Book stores/university stores: 58%
- Internet: 51%

Parents expect to spend on average: $907

Parents expect their children to spend on average: $453

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

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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