

A LOOK AT BACK-TO-COLLEGE SPENDING

PARENTS vs STUDENTS

Back-to-College planned spending is up over 11% from prior year at \$54.1B for 2017

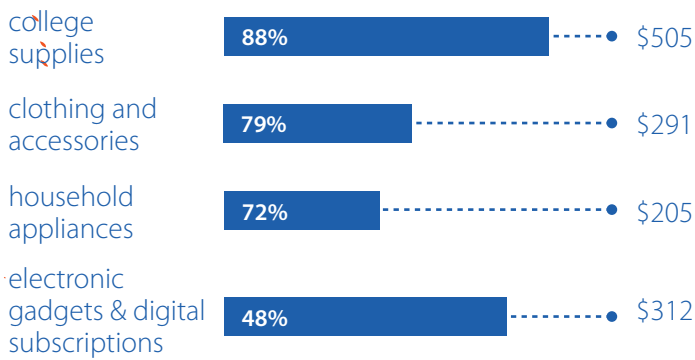


Back-to-college spend is nearly twice that of K-12 back-to-school spend
In-store prevails, especially among parents, but shoppers seize digital opportunities
Students prioritize experiences and look for savvy ways to save on purchases

Category Spend

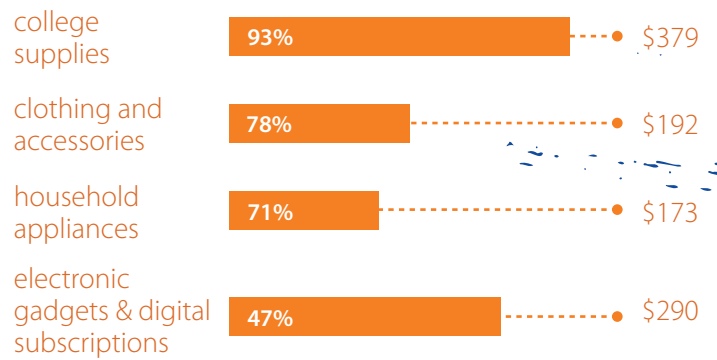
Plan to buy

Average spend



Plan to buy

Average spend



Top shopping destinations are mass merchants and on-campus bookstores

Top shopping destinations are mass merchants and online-only retailers

73%

72%

Mass merchants

51%

Bookstores (on campus)

66%

64%

70%

Online only retailers