

Back to college

Spending plans



Planned spend by category

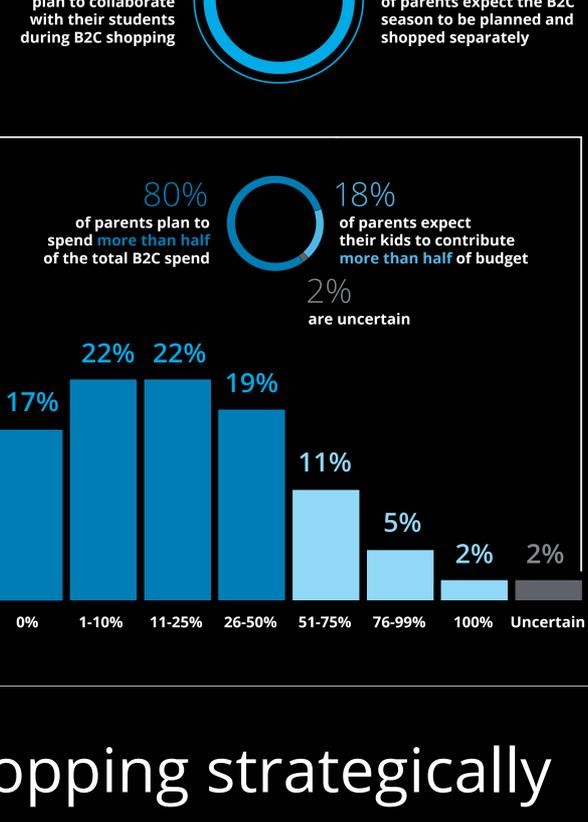


In-store sales are projected to grow in 2018. This is "stealing share" from both online and the undecided category.

Planned top shopping destinations



Student influence and budget



Shopping strategically



Digital shopping

