

# TECH VS FASHION



53%  
TECH

VS.



11%  
FASHION

1 IN 2



STUDENTS ARE MOST EXCITED ABOUT  
**SHARING AND USING**

# GOTTA-HAVE-IT TECH

WHAT DO STUDENTS THINK IS  
**AN ESSENTIAL**  
PIECE OF TECHNOLOGY FOR  
**BACK TO**  
**SCHOOL**  
THIS YEAR?

74% LAPTOP



70% SMARTPHONE



30% HEADPHONES



22% TABLET



# DECKED OUT IN TECH

62%



STUDENTS WHO SAY  
**MORE THAN ONE**  
**DEVICE**  
IS ESSENTIAL FOR SCHOOL

# TECH FOR EVERY TASK

HOW DO STUDENTS  
PLAN ON **USING TECHNOLOGY?**



73%

STUDYING &  
PROJECTS



57%

PERSONAL  
ENJOYMENT



43%

STAY  
CONNECTED



25%

IN THE  
CLASSROOM



25%

HELP STAY  
ACTIVE

# TOP TECH PRIORITIES

WHAT DO STUDENTS LOOK FOR WHEN  
**BUYING NEW TECH?**

85%

FEATURES



78%

PRICE



17%

BRAND NAME



15%

DESIGN

