

HEADING TO COLLEGE:

Then & Now

With students across North America heading back to school this month, Intel examined the technology needs and expectations of the incoming freshman class and compared those to their parents' experience decades ago.

BACKPACK THROWBACK

Times have certainly changed since the parents of today's freshman class entered college. Back then, notebooks, binders, pencil cases, a library card and the "high-tech" calculator were among the top items found in the school bag. Today? Smartphones, laptops and tablets top the list.



PARENTS



STUDENTS

DIGITAL DORMS

The top 5 must-have items in parents' dorm rooms were...



In today's digital age, students' must-have items look a little different...



WALK THIS WAY

Music is a staple across the generations, but how we consume it definitely has changed. Parents were most proud of their Walkman* in college...and others were content with no gadget at all, as many reported to be happy with their tape decks. Others remember the electronic typewriter as another tech-savvy gadget from their time.



TECH LOVE:

Almost half of students (**45 percent**) anticipate they will heavily rely on their technology in college - even over their friends, family, significant others or a super-smart lab partner.

TO HELP PARENTS AND STUDENTS FIND THE DEVICE THAT BEST FITS TODAY'S BACK-TO-SCHOOL NEEDS, CHECK OUT THE 2015 INTEL BACK-TO-SCHOOL BUYER'S GUIDE: INTEL.COM/NEWSROOM/BUYERSGUIDE



Source: July 2015 Intel survey conducted by Uthink

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