

**Bespoke Intel**

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# **Back To School Consumer Survey**

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**AUGUST 2021**

## BACKGROUND:

- ❑ Survey of 2,846 US Parents with children under 21, balanced to census.

## FINDINGS:

### ❑ ***BTS Spending Expected To Increase This Year Relative To Prior Years***

- ❑ Parents expect to spend more this year on back to school compared to prior years. When we surveyed parents in early September in 2020 they expected to spend less than prior years.
  - ❑ Top reasons for spending more include Covid, inflation/prices rising, and kids being back in school in person.
  - ❑ Top reasons for spending less include Covid and general financial difficulties.

### ❑ ***Parent Expectations – Less Virtual, Slightly More Comfortable With Safety***

- ❑ Respondents are less likely to expect their children to be attending school virtually this year.
- ❑ Parents are still apprehensive about child safety, but they do feel better about it than they did in September of 2020.

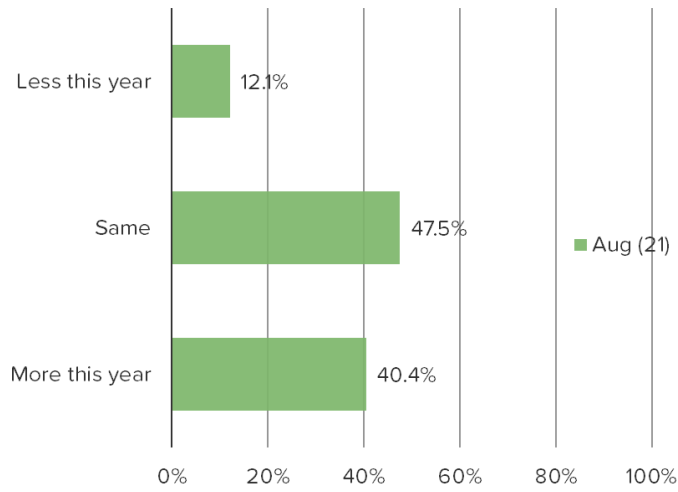
### ❑ ***WMT, TGT, AMZN and Clothing – Key Beneficiaries***

- ❑ Wal-Mart, Amazon, and Target are the clear favorites for back to school shopping.
- ❑ Clothing is the top category that parents are expecting to purchase this year, followed by backpacks.
- ❑ Parents shifted back to school spending online in 2020 and expect to shift even more of it online this year relative to 2020.



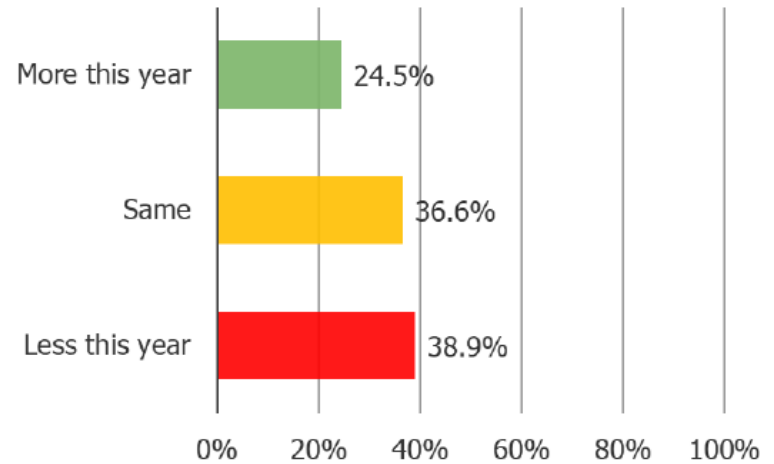
## How do you compare the amount you spent/are spending on back to school related items this year compared to prior years?

Posed to parents with children under 21.

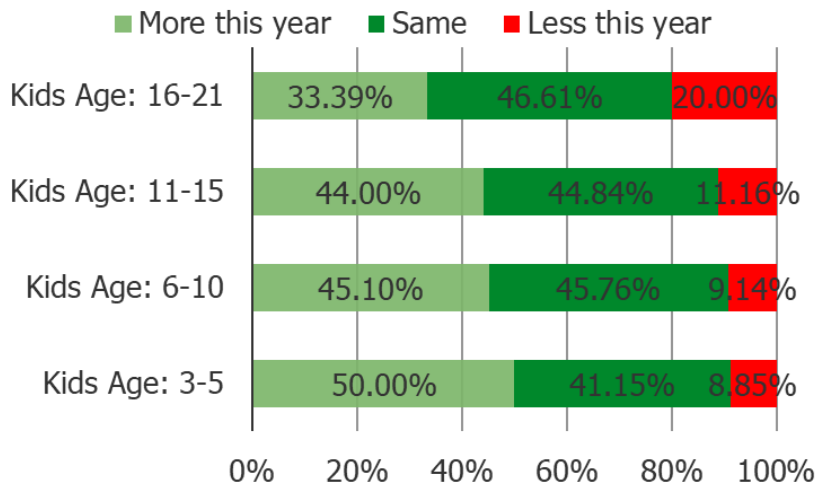


N = 2846 Parents

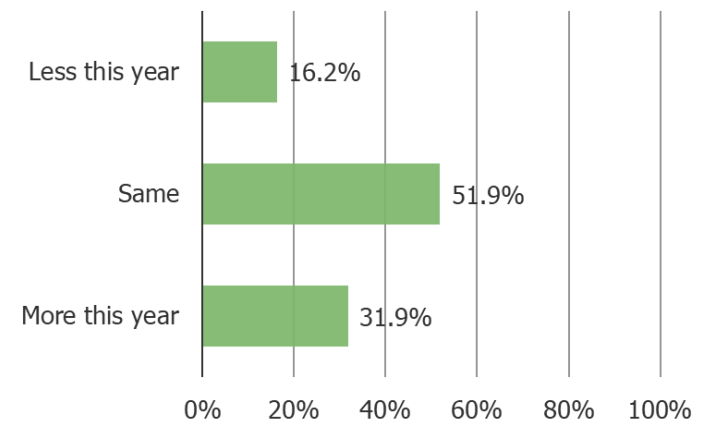
### 2020 Survey (early September)



### Cross-Tab: Has Kids These Ages



### Cross-Tab: Mothers



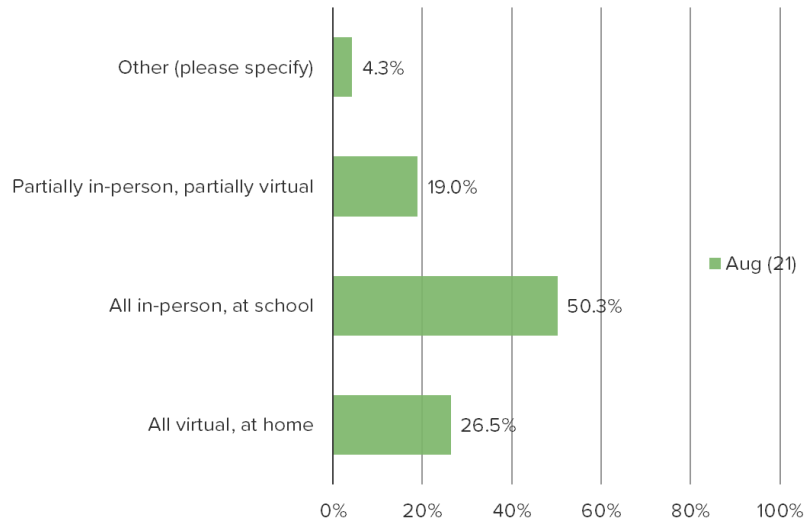
N = 1535 Mothers





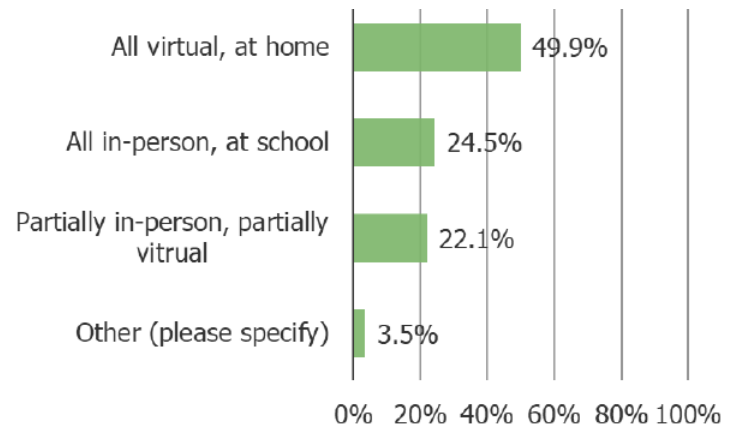
### To start the school year, how do you anticipate your children will be schooled?

Posed to parents with children under 21.

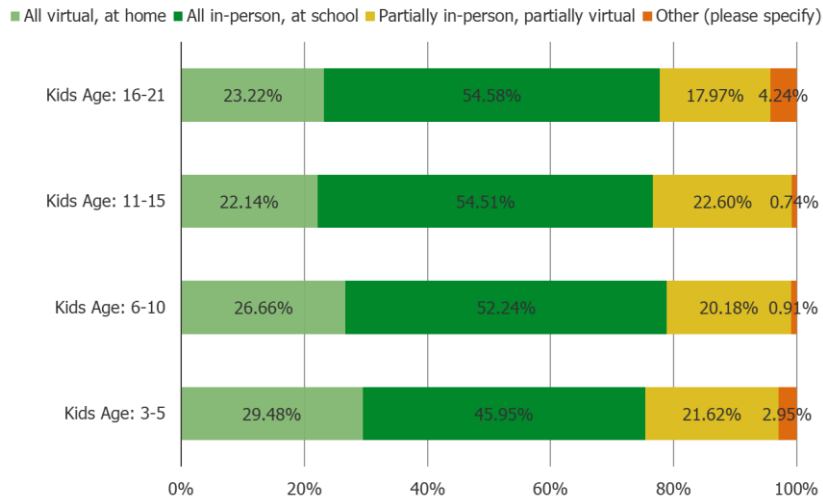


N = 2846 Parents

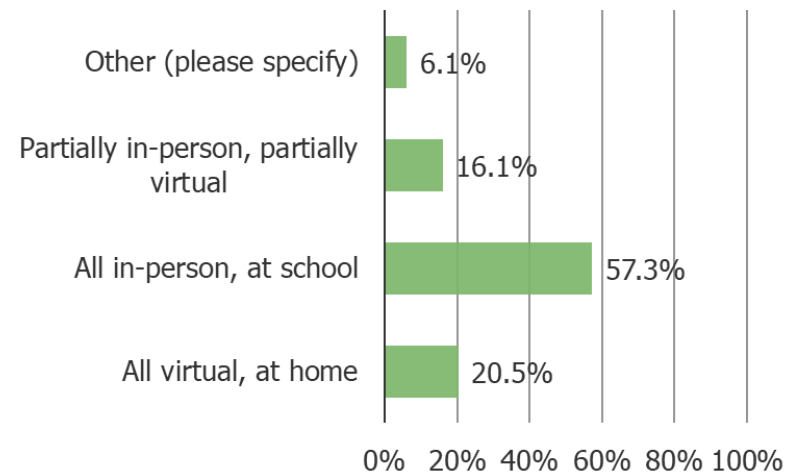
### 2020 Survey (early September)



### Cross-Tab: Has Kids These Ages



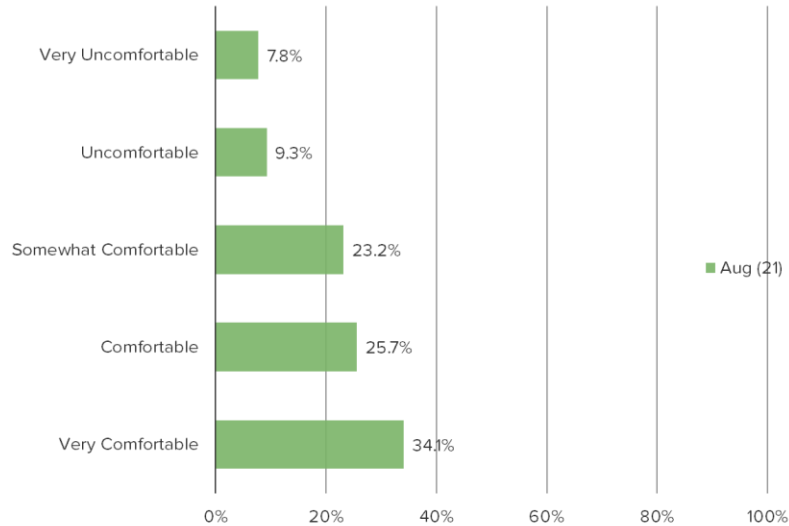
### Cross-Tab: Mothers



N = 1535 Mothers

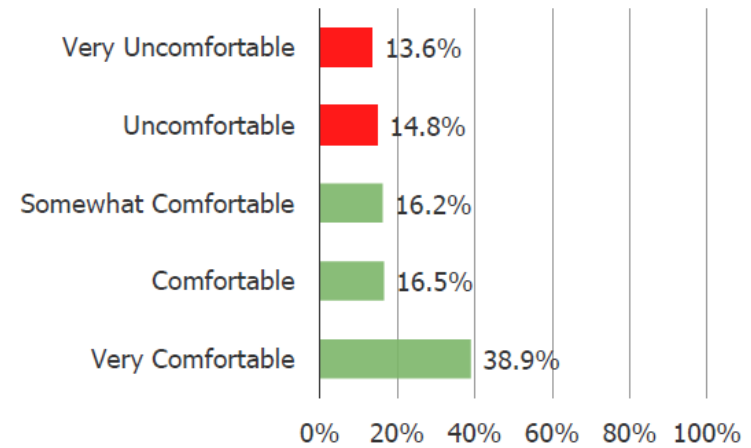
### How comfortable would you feel with your child's safety attending school in person?

Posed to parents with children under 21.

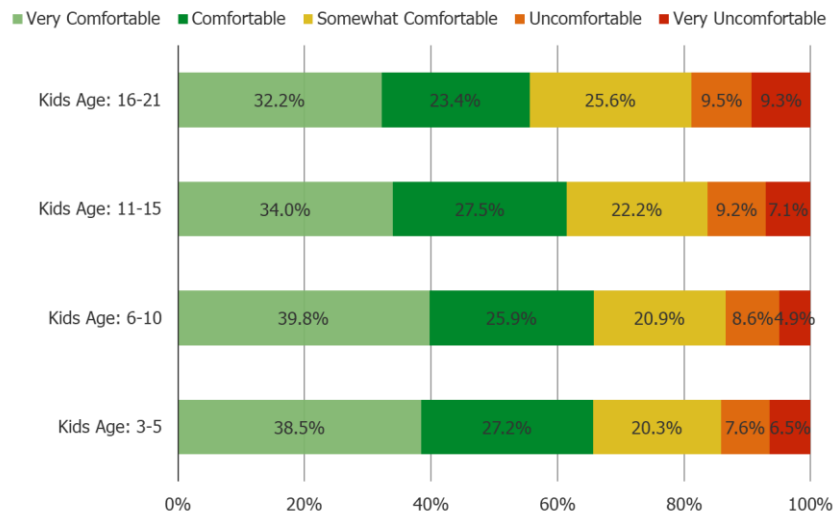


N = 2846 Parents

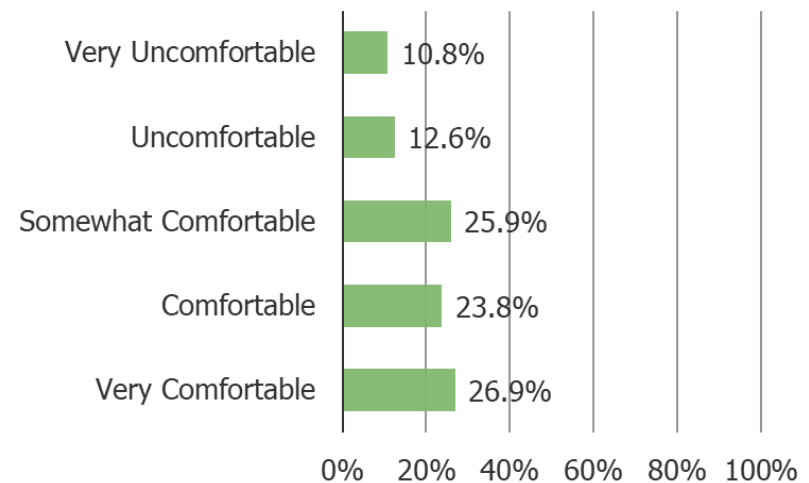
#### 2020 Survey (early September)



#### Cross-Tab: Has Kids These Ages



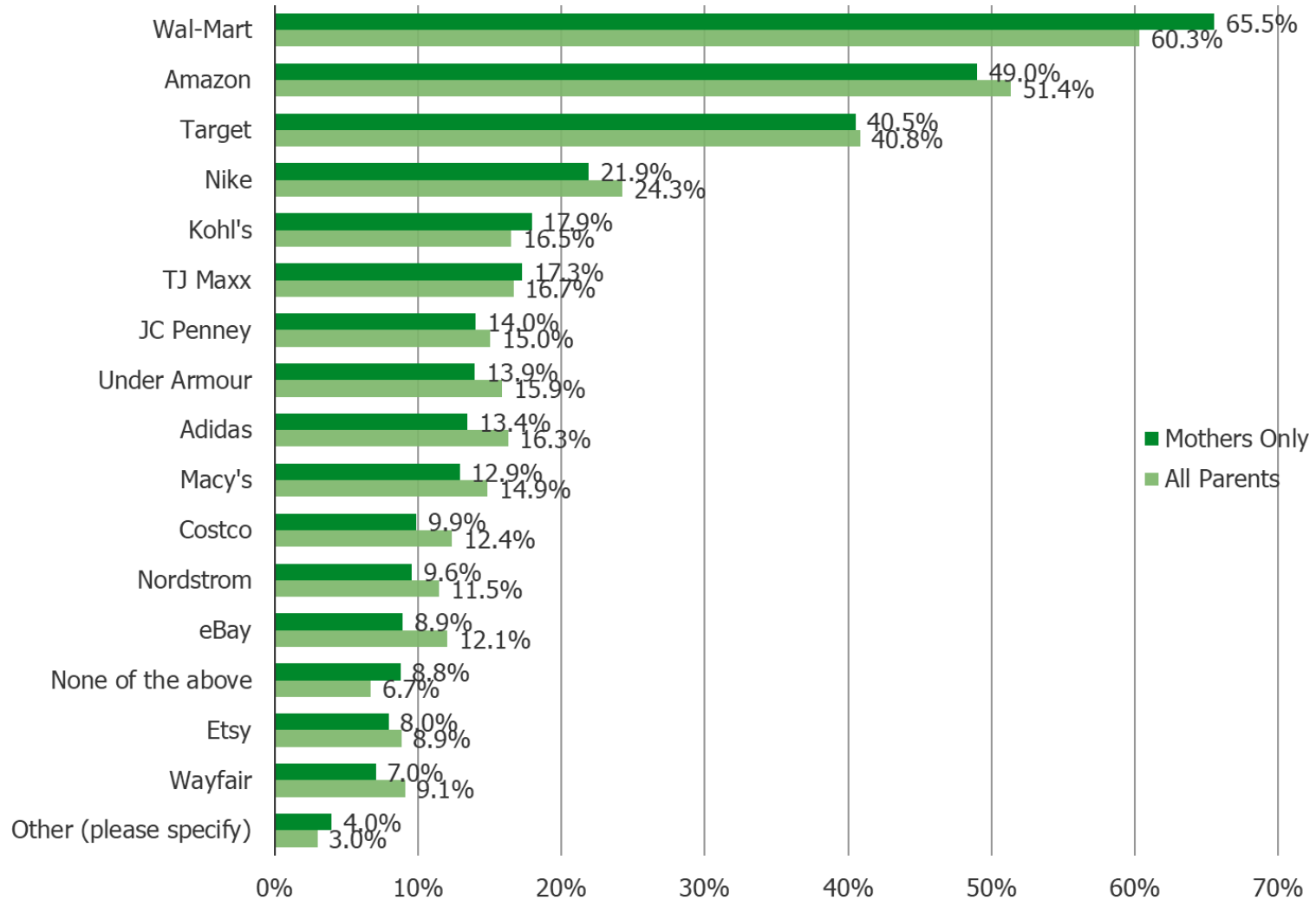
#### Cross-Tab: Mothers



N = 1535 Mothers

Have you or will you shop any of the following retailers for back to school related items this year?

Posed to parents with children under 21.

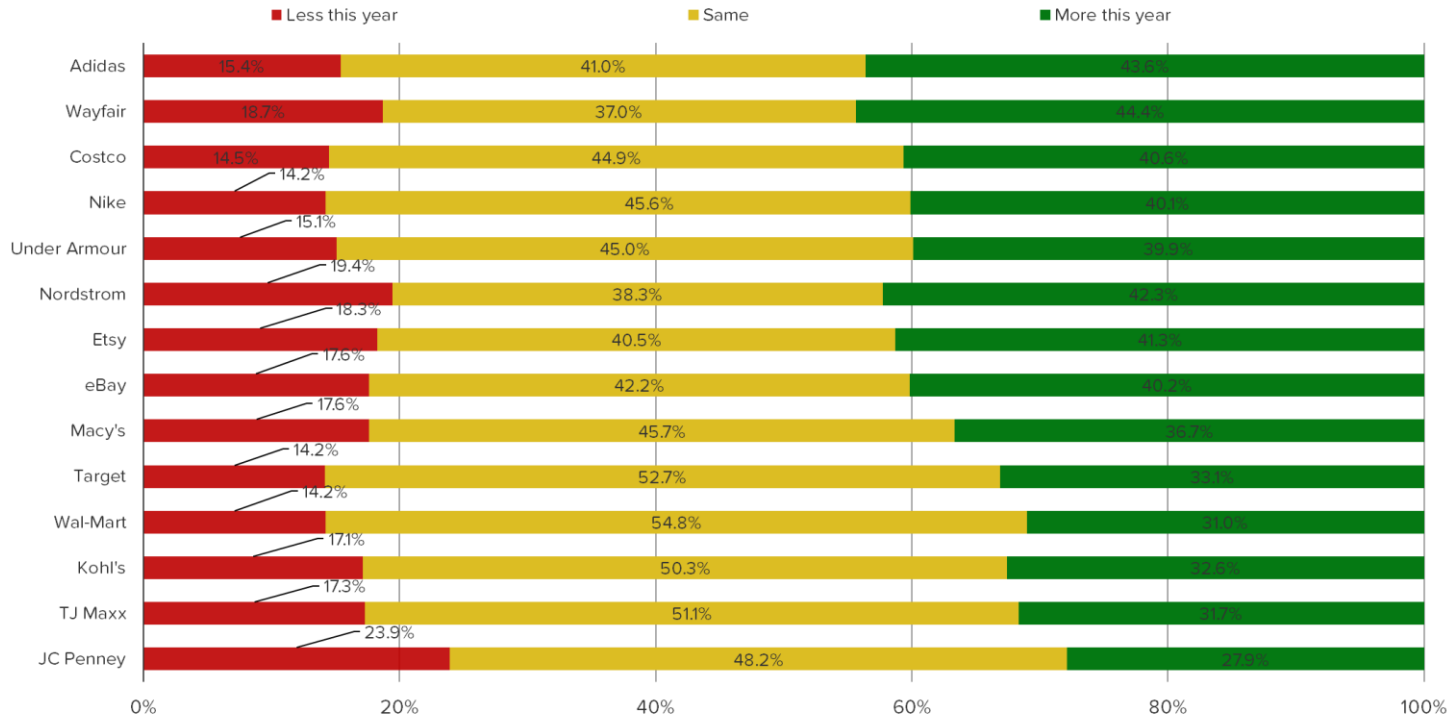


N = 2846 Parents, 1535 Mothers



### How will your spending with this retailer for back to school items compare to last year?

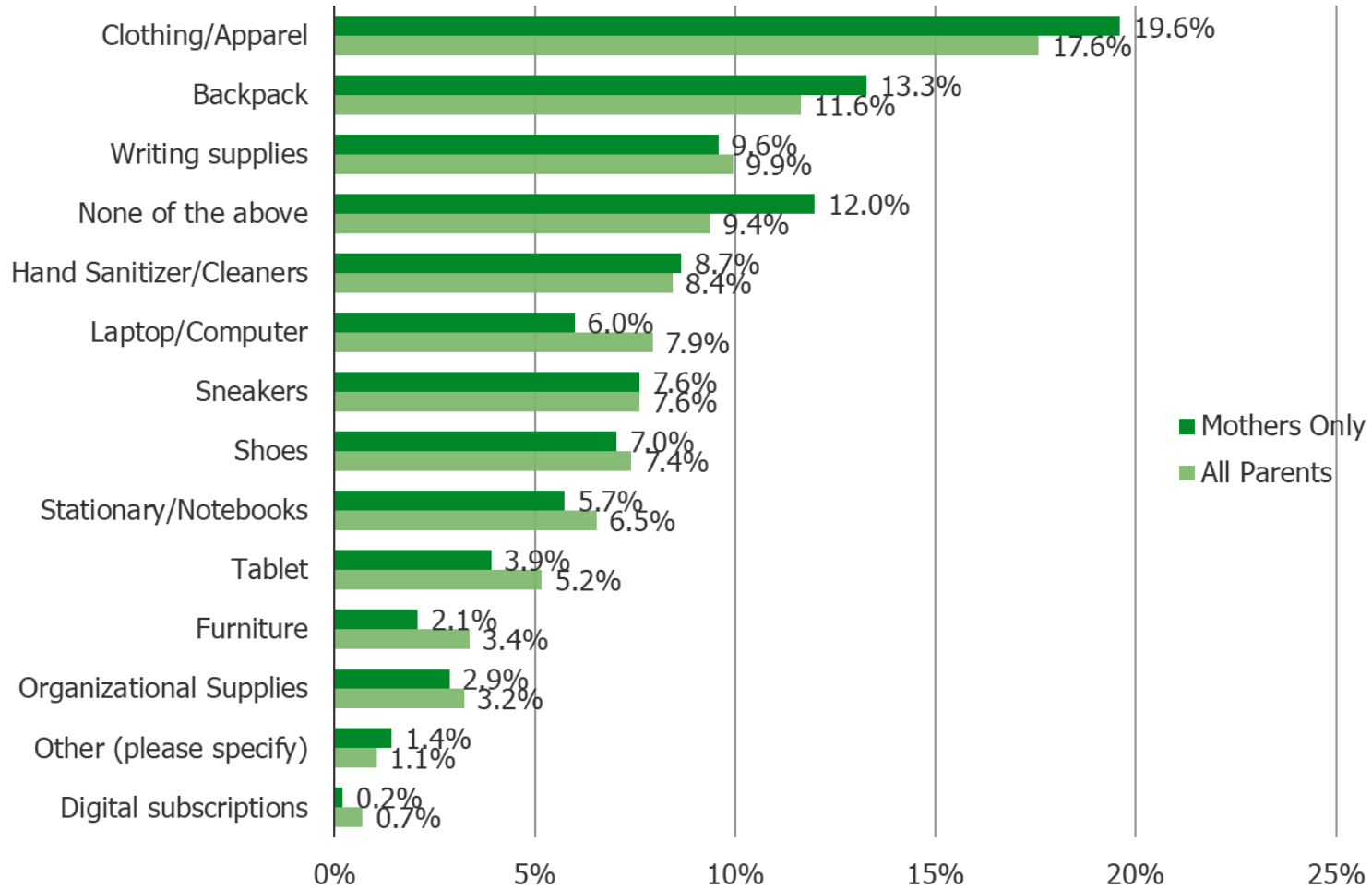
Posed to all respondents with at least one child who said they have or will shop each of the following for BTS.



	N =
Wal-Mart	1716
Amazon	1459
Target	1156
Nike	688
Costco	352
Adidas	461
TJ Maxx	474
eBay	341
Macy's	420
JC Penney	427
Wayfair	257
Under Armour	451
Etsy	252
Nordstrom	324
Kohl's	467

### Did you purchase any of the following types of items for back-to-school this year?

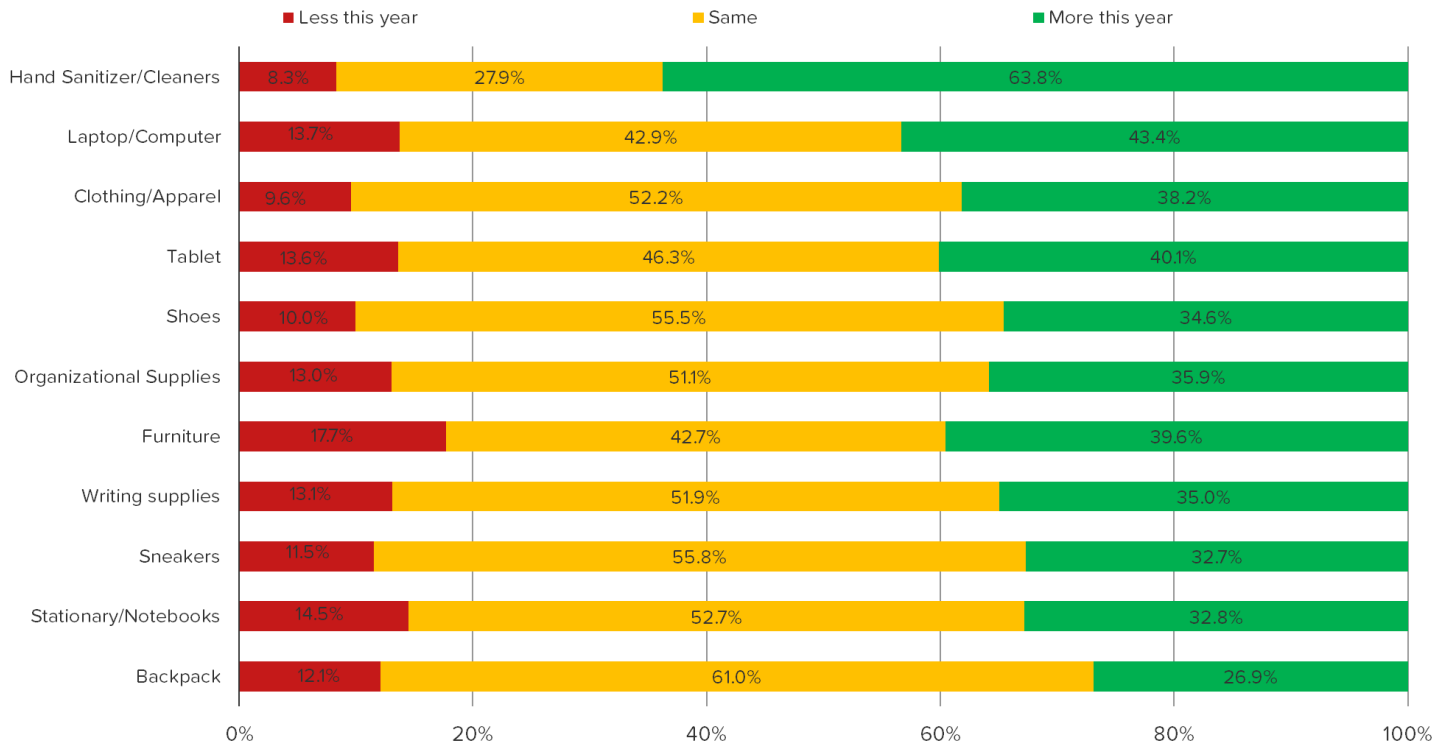
Posed to parents with children under 21.



N = 2846 Parents, 1535 Mothers

## Have you / will you spend more or less on these types of items this year compared to last year?

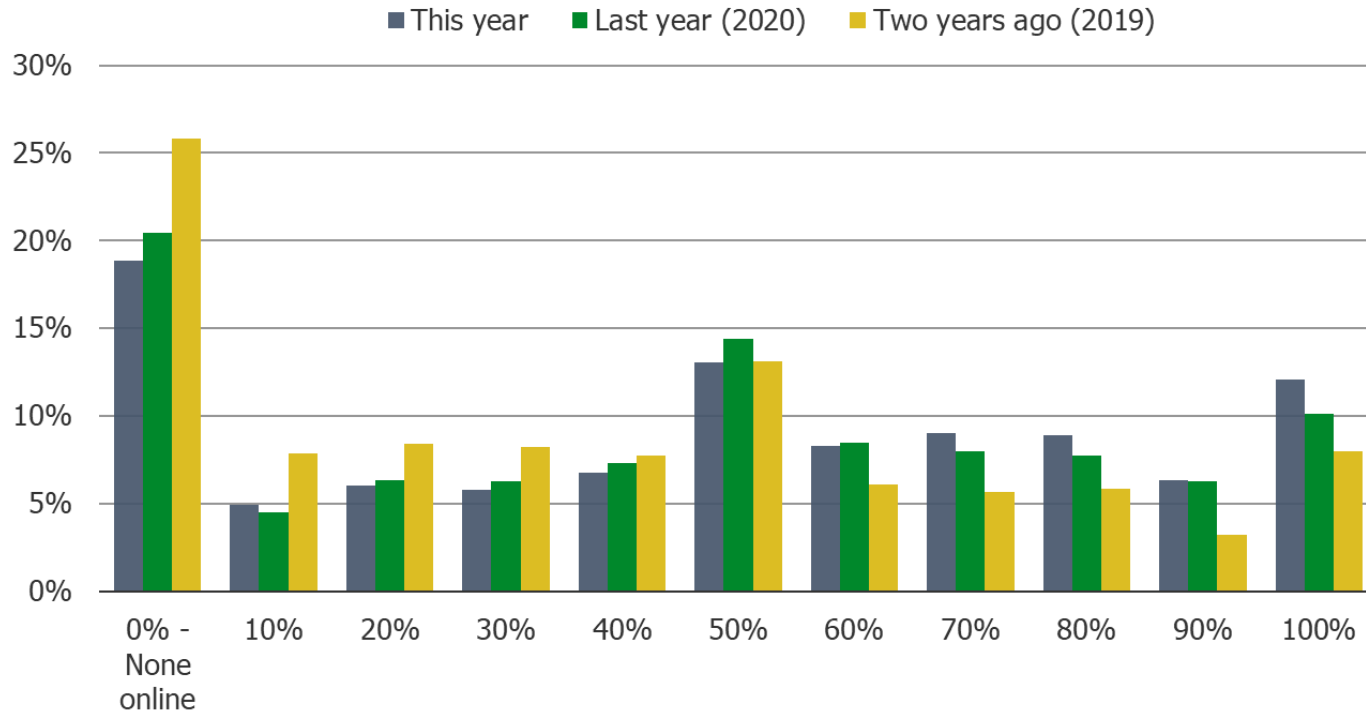
Posed to all respondents with at least one child who said they have or will shop each of the following for BTS.



	N =
Writing supplies	283
Clothing/Apparel	500
Hand Sanitizer/Cleaners	240
Stationary/Notebooks	186
Shoes	211
Backpack	331
Laptop/Computer	226
Sneakers	217
Tablet	147
Organizational Supplies	92
Furniture	96
Digital subscriptions	20

### What percentage of your back-to-school shopping did you do online...?

Posed to parents with children under 21.



N = 2846 Parents