

BACKGROUND:

- ❑ We surveyed 339 parents with children under 21 and 550 teens (13-18) about their back-to-school spending this year compared to prior years.

FINDINGS:

- ❑ Parents and teens both report spending less this year on back to school compared to prior years. Most notably, fully virtual respondents are considerably more likely to say spend is lower this year compared to prior years.
- ❑ There is a pocket of respondents who said spend increased much more relative to prior years (anecdotally, they cite the needs to buy masks and cleaning supplies for in-person as the reason for the increase).
- ❑ Back to school spending shifted sharply in the direction of online relative to prior years. Retailers like Amazon, Wayfair, and eBay shoppers expressed the most significant increases in y/y spend for back to school.

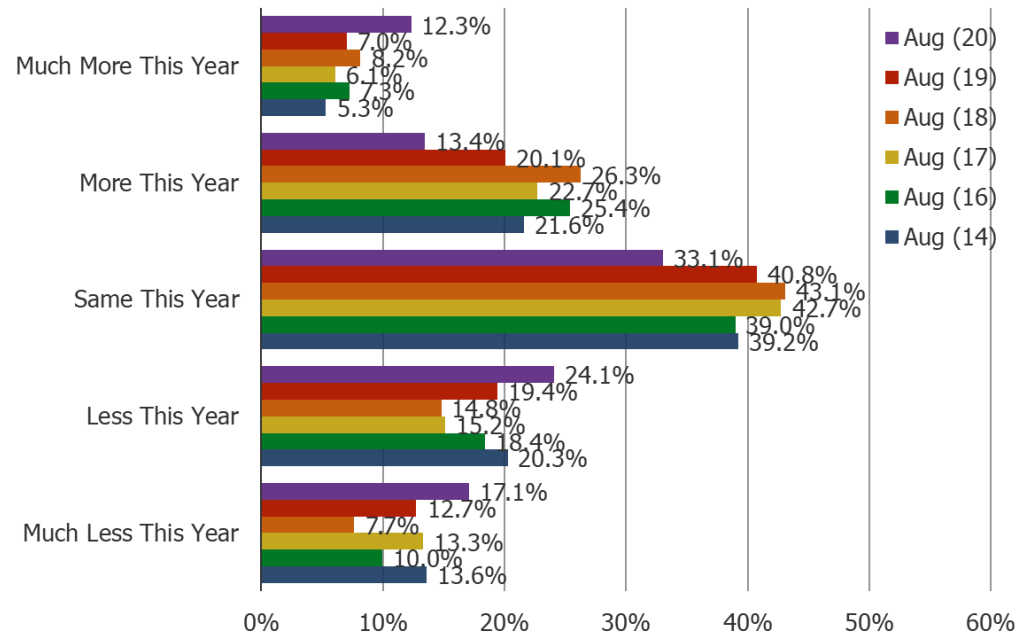
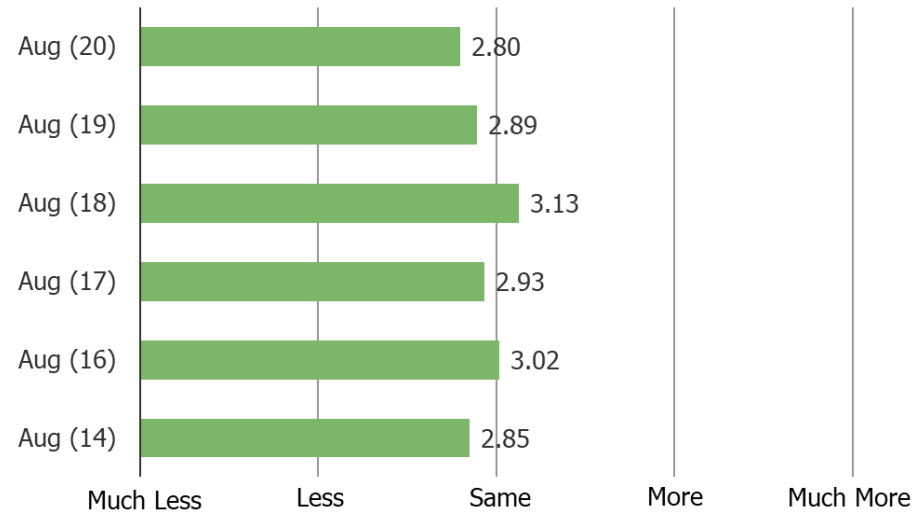


Back To School Spending - Parents



Please compare the amount you are spending on back to school items this year compared to the amount you spent last year.

Posed to parents with children under 18 who shopped for back to school items.



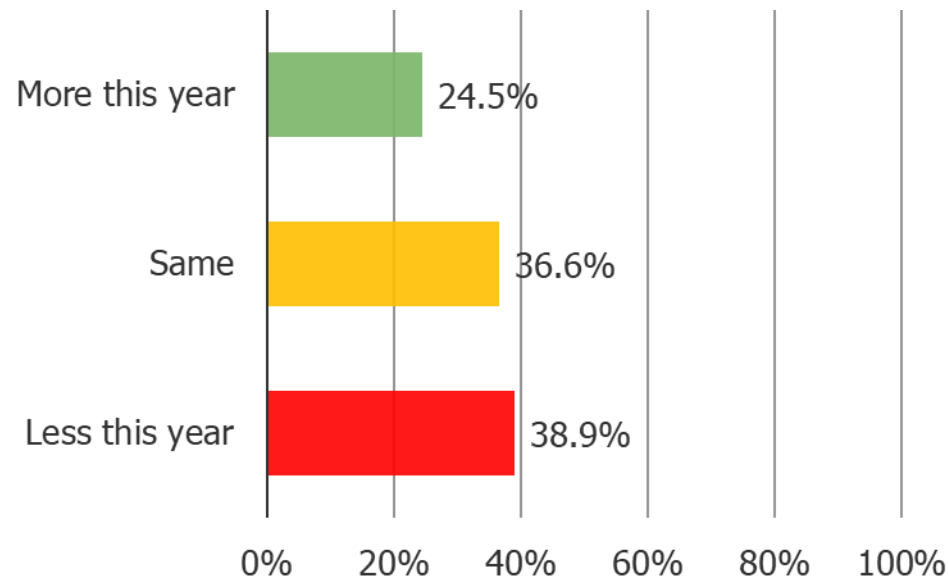
**From our Monthly Survey, With History
N = 380**

N = 380



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

Posed to parents with children under 21.



Respondents Who Say Less: Mostly Said it is because of Covid, not needing as much back to school stuff because their kids are home schooling (especially clothing).

Respondents Who Say More: Some say because of Covid / needing masks or cleaning supplies, a small number said because of home schooling they needed to spend more money.

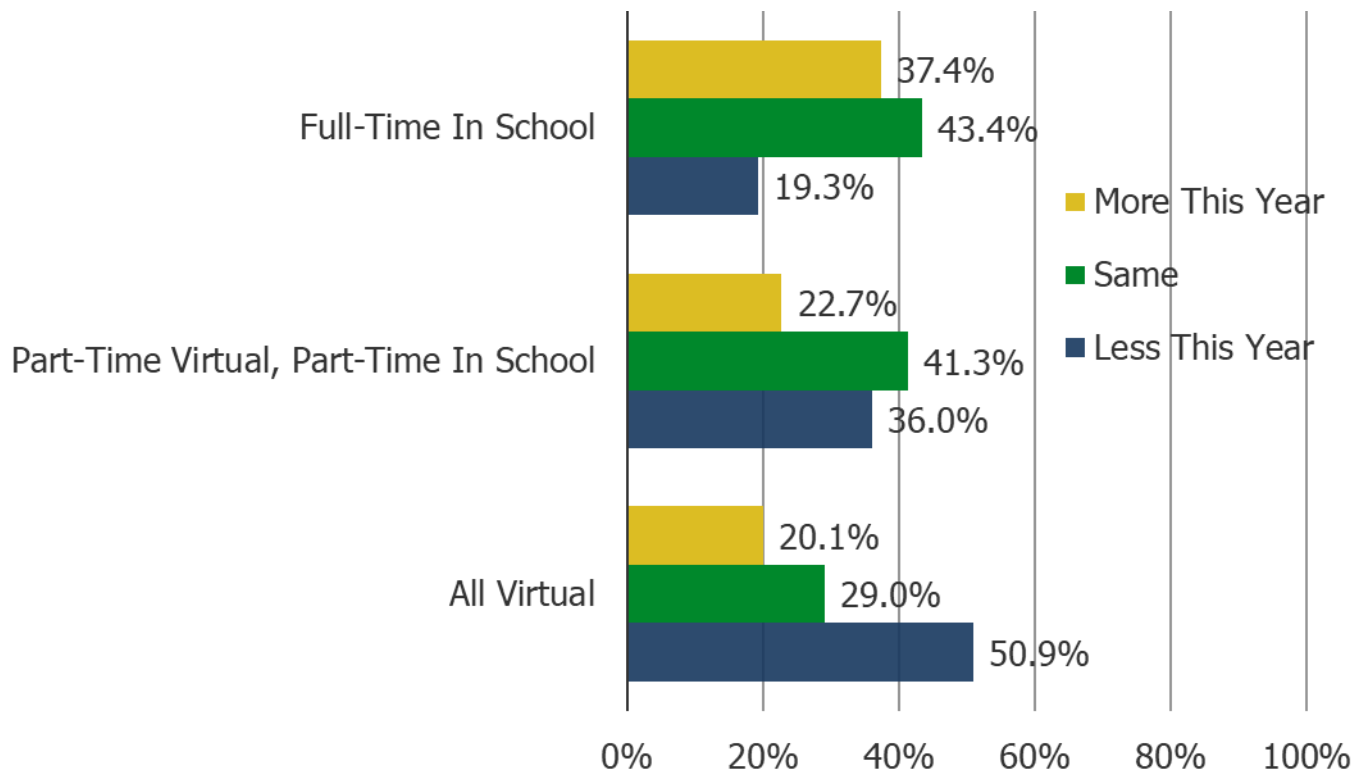
N = 339



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

Posed to parents with children under 21.

Cross-Tab: By How Their Kids Are Doing School

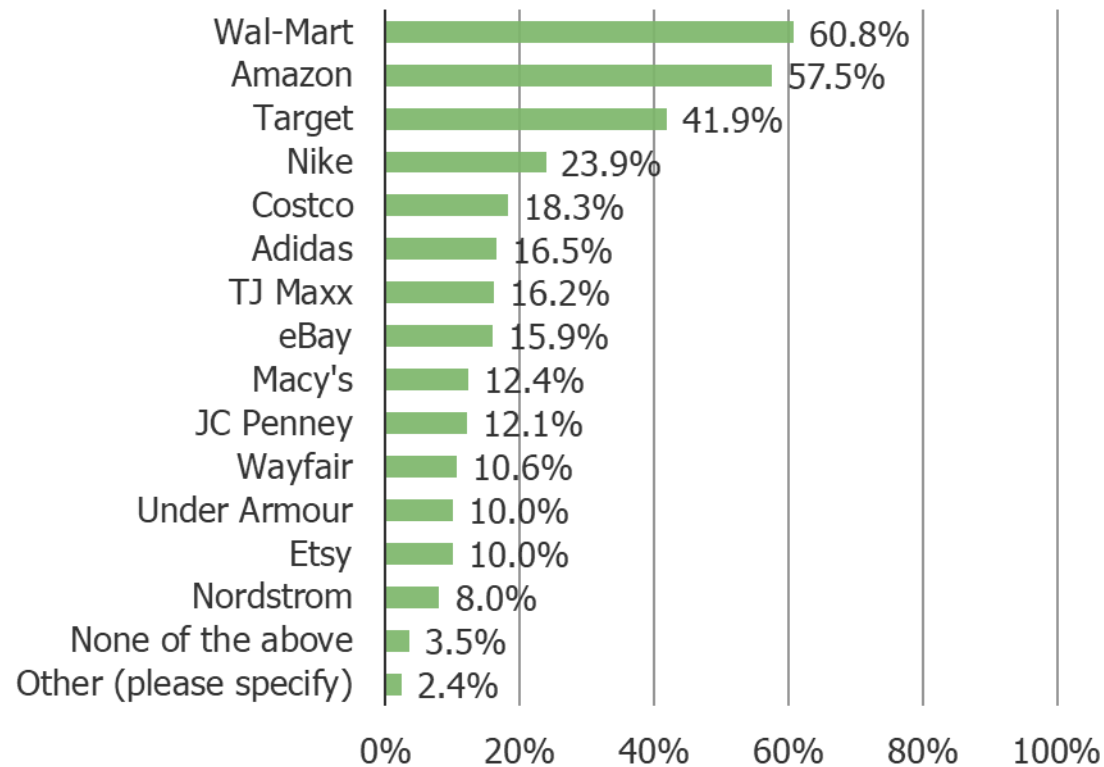


N = 339



**Did you shop any of the following retailers for back-to-school related items this year?
(Select ALL that apply)**

Posed to parents with children under 21.

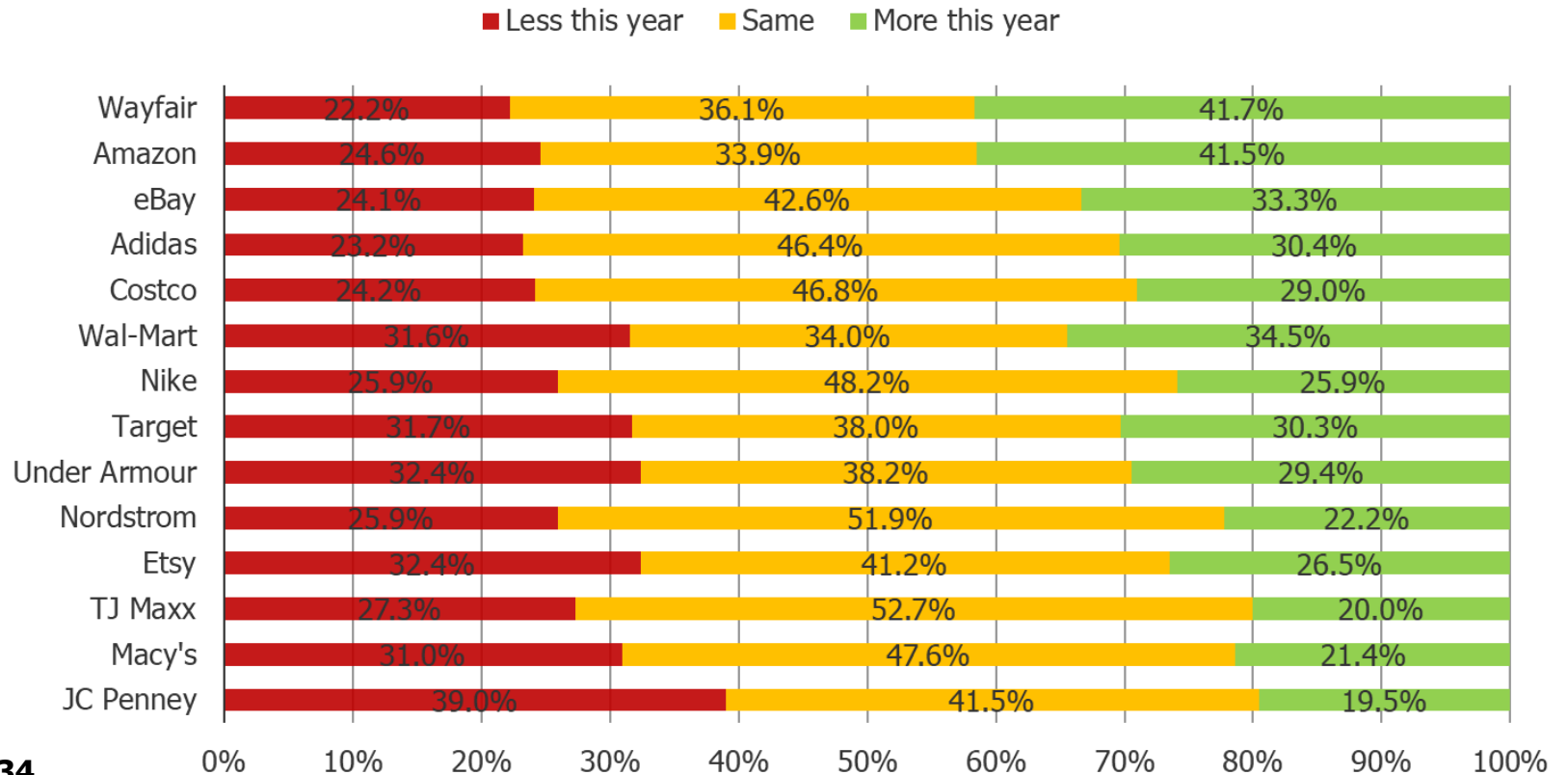


N = 339



Did you spend more or less with this retailer for back to school items compared to last year?

Posed to parents with children under 21 who shopped each of the following for back to school.

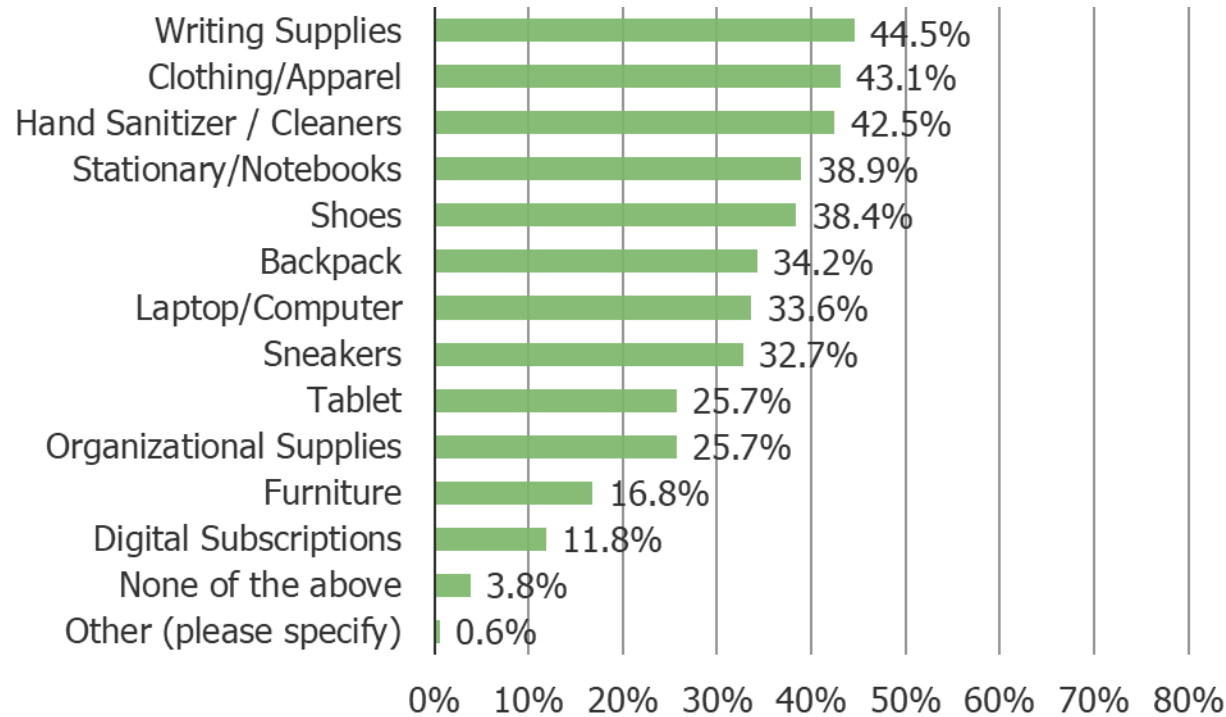


- N =**
Amazon: 195
Etsy: 34
Wayfair: 36
Nike: 81
Adidas: 56
Under Armour: 34
eBay: 54
Wal-Mart: 206
Target: 142
Costco: 62
Macy's: 42
JC Penney: 41
TJ Maxx: 55
Nordstrom: 27



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

Posed to parents with children under 21.

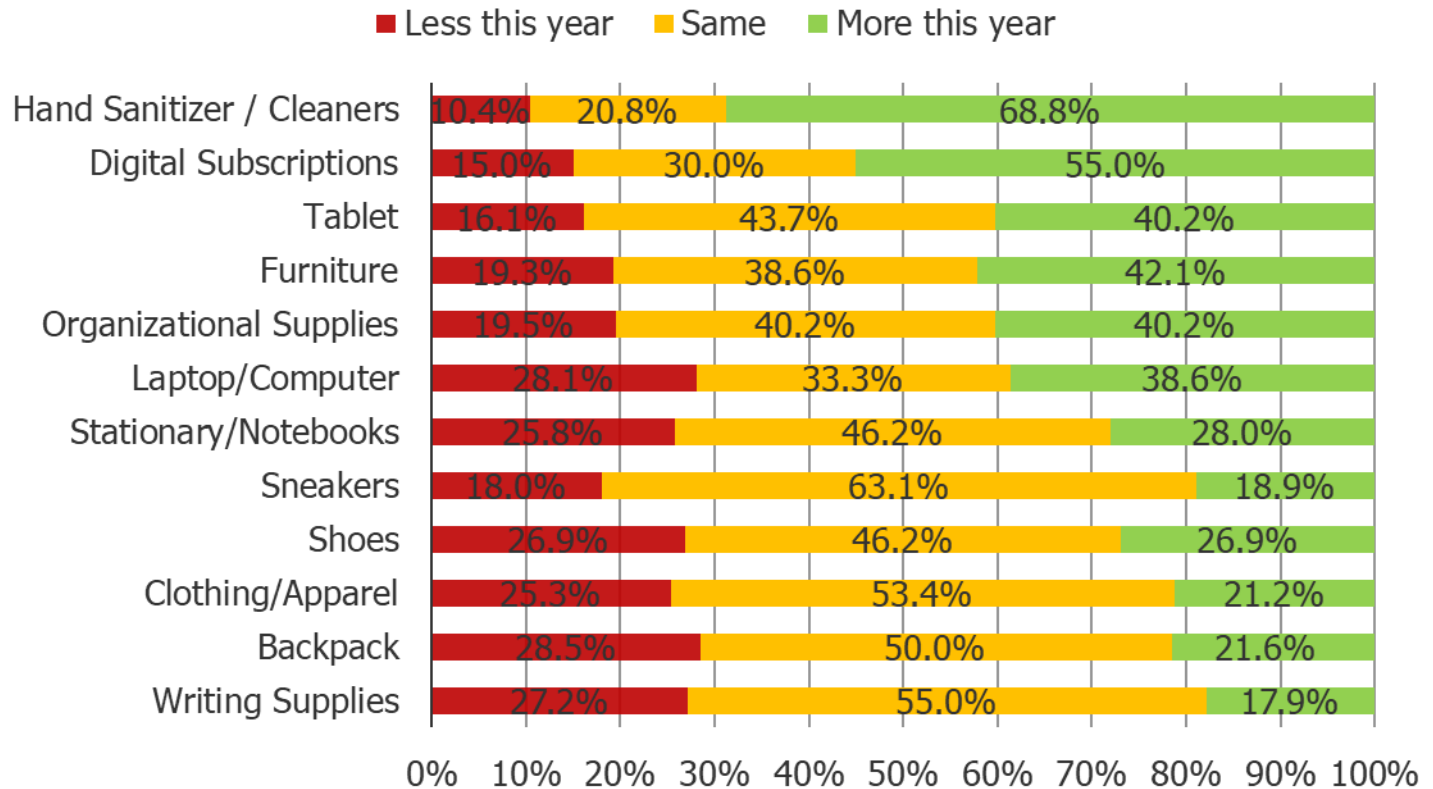


N = 339



Did you spend more or less on these types of items this year compared to last year?

Posed to parents with children under 21 who purchased each of the following this year for back to school.

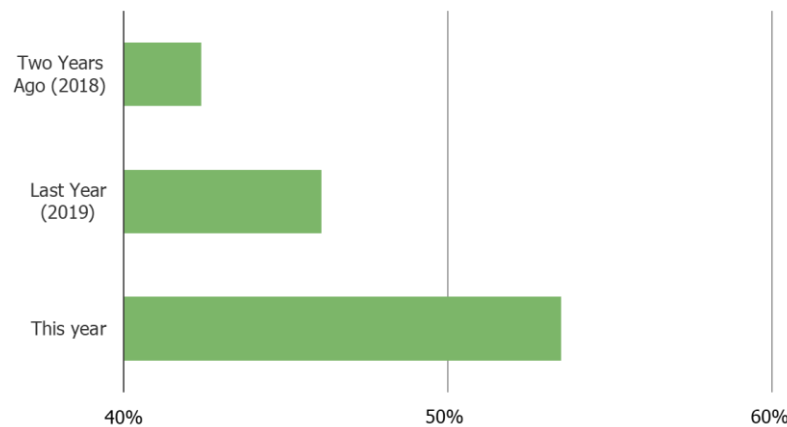
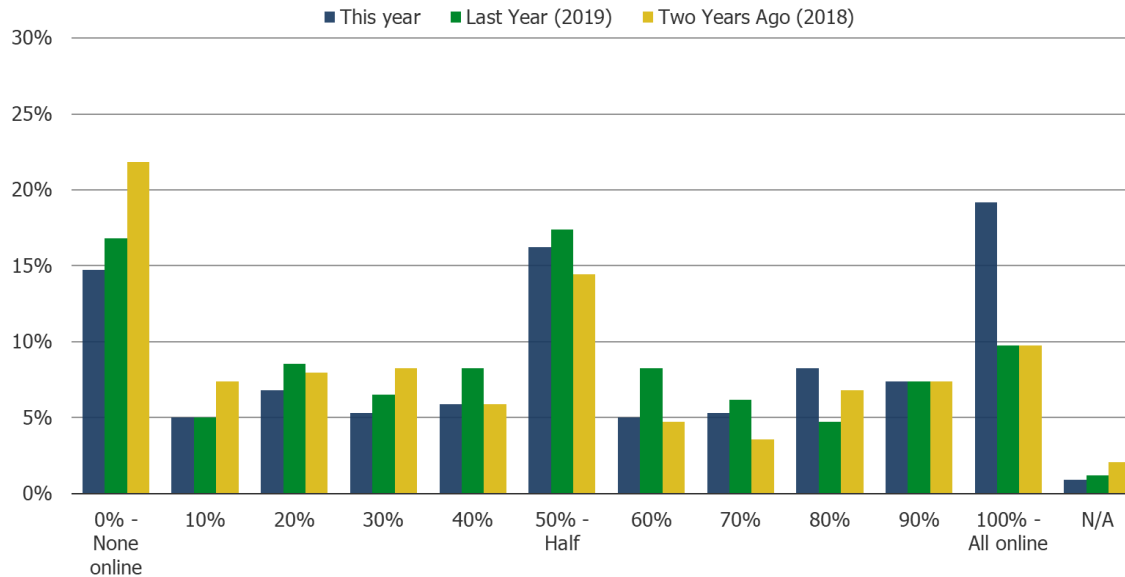


N =
Backpack: 116
Sneakers: 111
Shoes: 130
Clothing/Apparel: 146
Furniture: 57
Organizational: 87
Writing Supplies: 151
Stationary: 132
Laptop/Computer: 114
Tablet: 87
Hand Sanitizer/Cleaners: 144
Digital Subscriptions: 40



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

Posed to parents with children under 21.



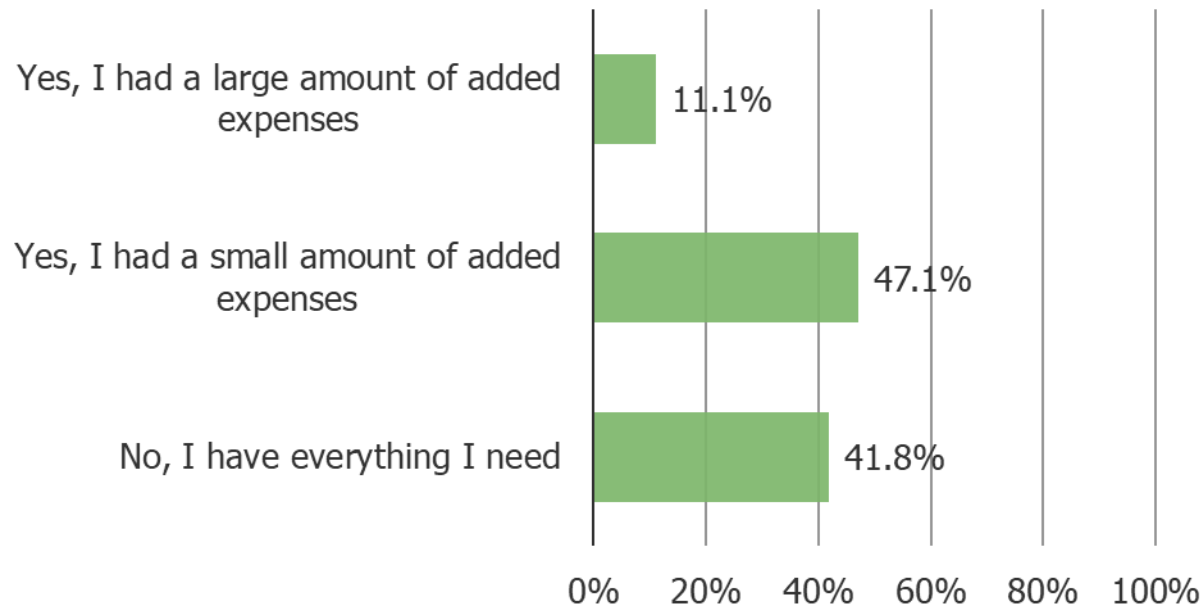
N = 339

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Did you have any added expenses to create an at-home learning environment for your child(ren)?

Posed to parents with children under 21 who have children learning at home part-time or full-time.

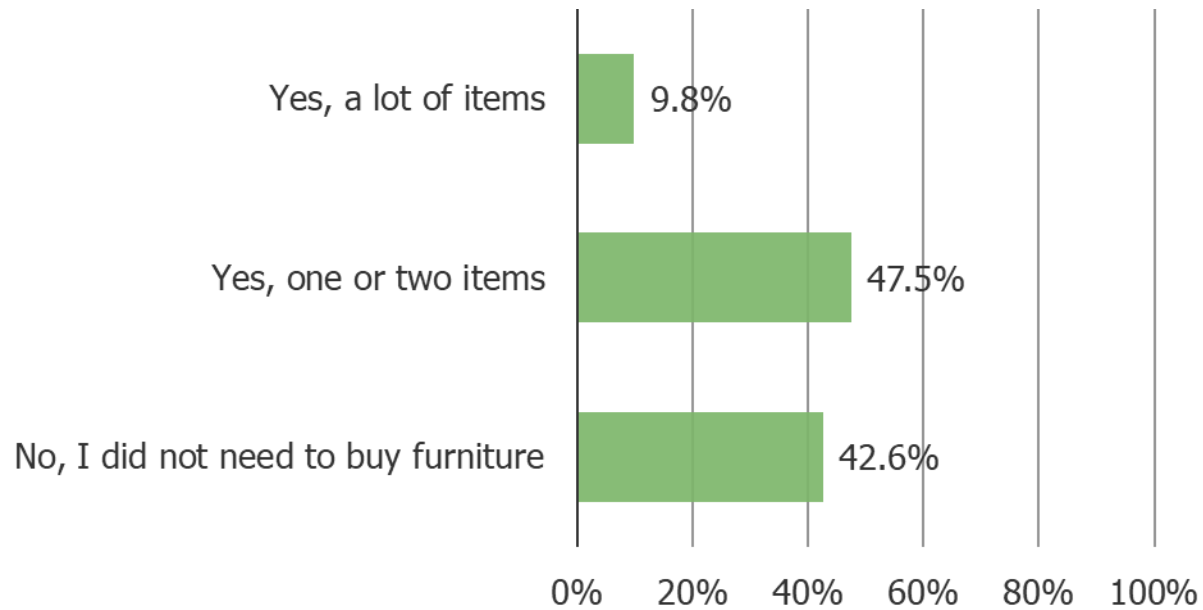


N = 244



Did you need to buy any furniture for your child's virtual learning set up?

Posed to parents with children under 21 who have children learning at home part-time or full-time.

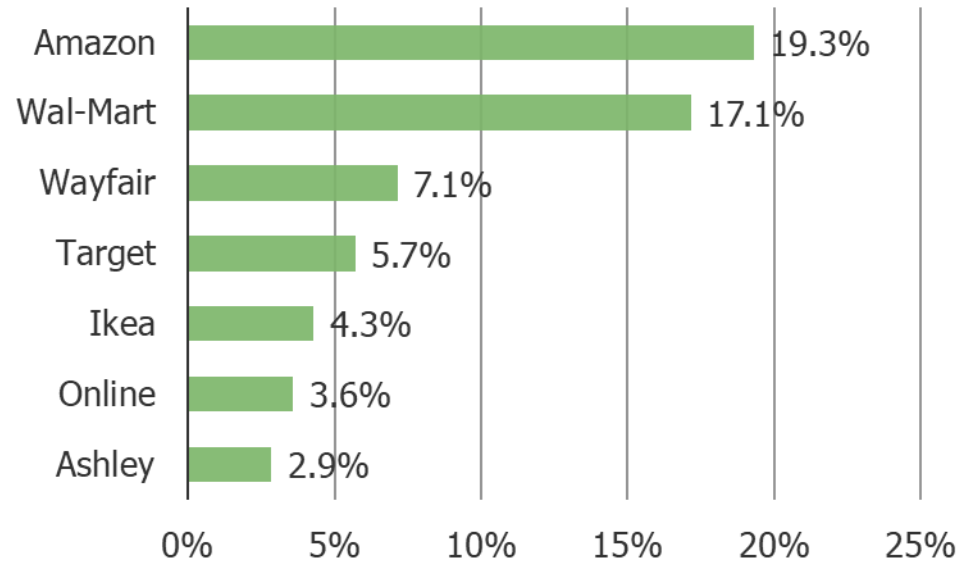


N = 244



Where did you buy the furniture? (Fill-in) Top Mentions

Posed to parents with children under 21 who have children learning at home part-time or full-time who purchased furniture for the at-home set up.

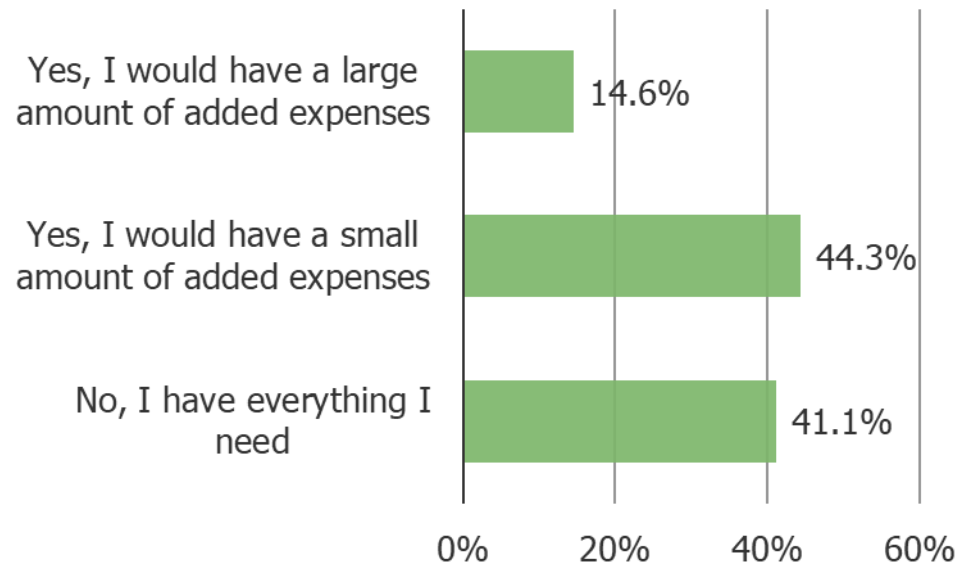


N = 140



If schools shift to going fully virtual this Fall, will you have any added expenses to create an at-home learning environment for your child(ren)?

Posed to parents with children under 21 who have children learning in school part-time or full-time.

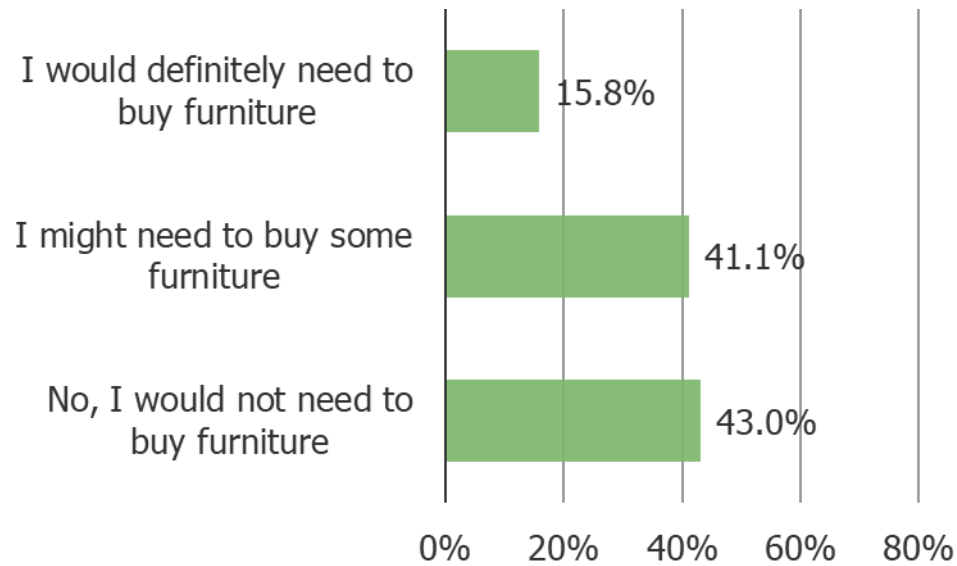


N = 158



Would you need to buy any furniture if your child's school went fully virtual at any point this Fall?

Posed to parents with children under 21 who have children learning in school part-time or full-time.

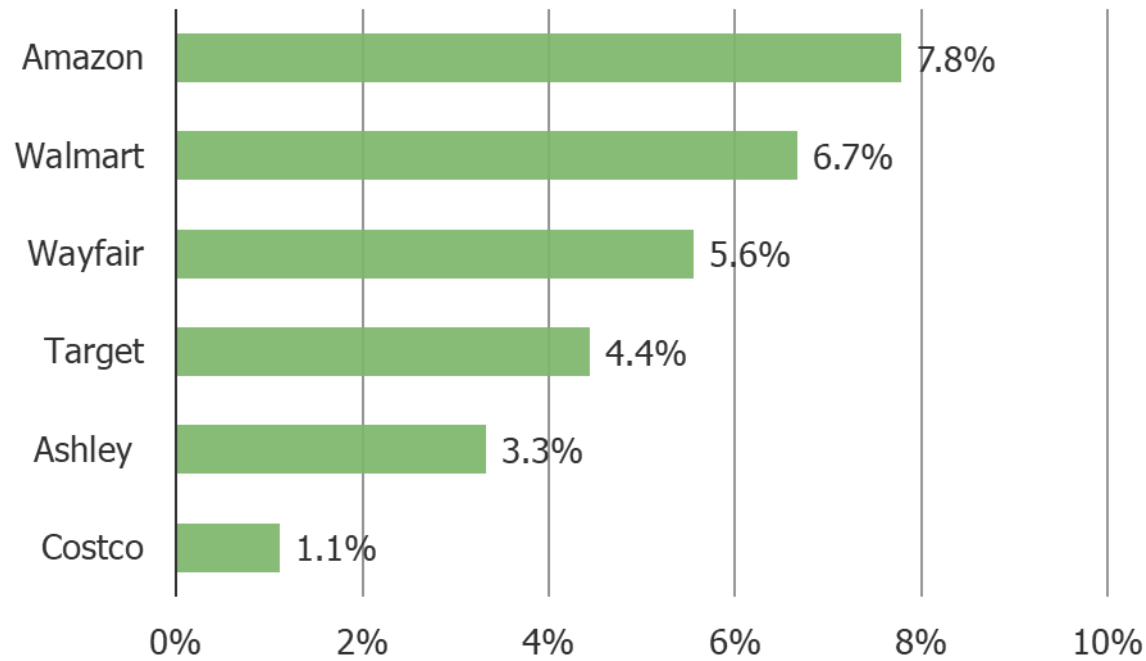


N = 158



Where would you be most likely to buy the furniture? (Fill-in), Top Mentions

Posed to parents with children under 21 who have children learning in school part-time or full-time who would need to buy furniture if schools switched to full virtual.

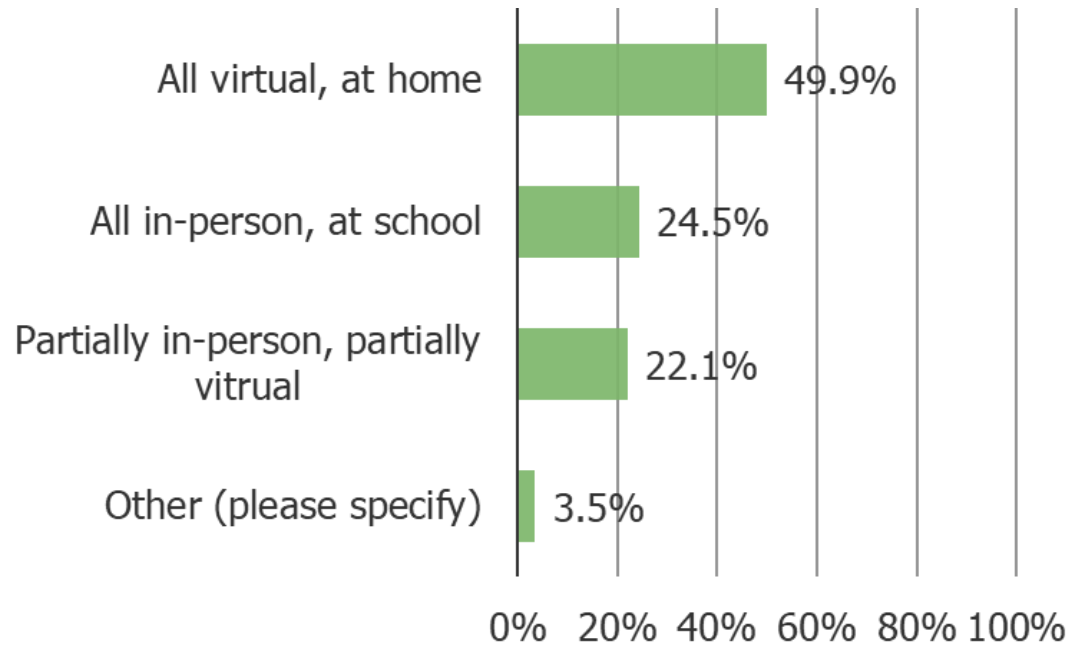


N = 90



As of now, how are your children being schooled?

Posed to all respondents with children.

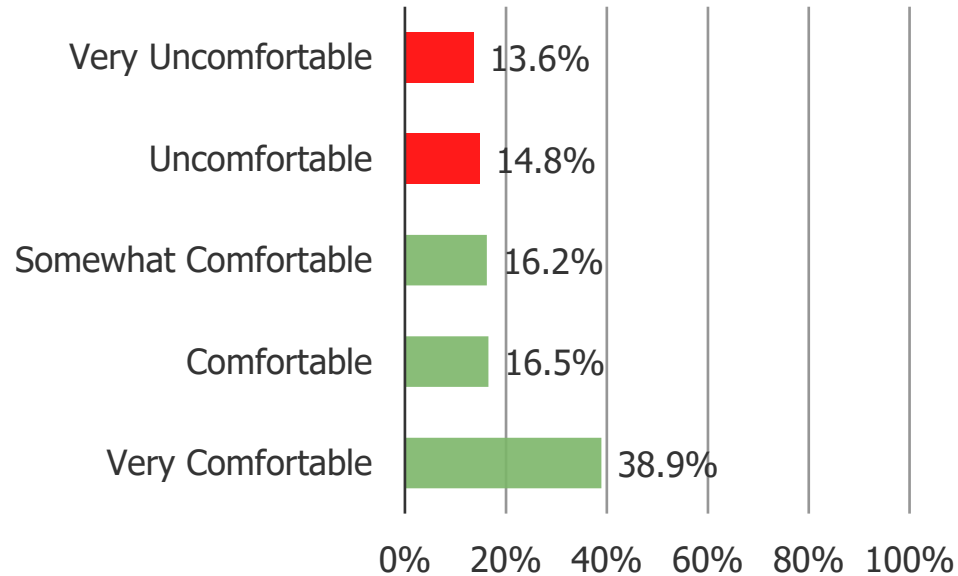


N = 339



How comfortable would you feel with your child's safety returning to school in person?

Posed to all respondents.



N = 339

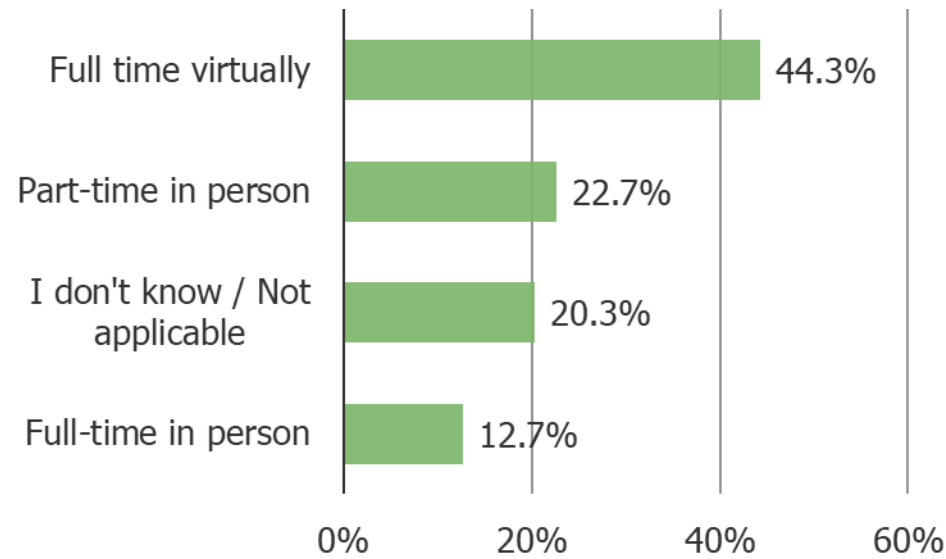


Teens Feedback (13-18 Years Old)



Are you going to school in person at the start of the year, or virtually?

Posed to all respondents (teens 13-18)

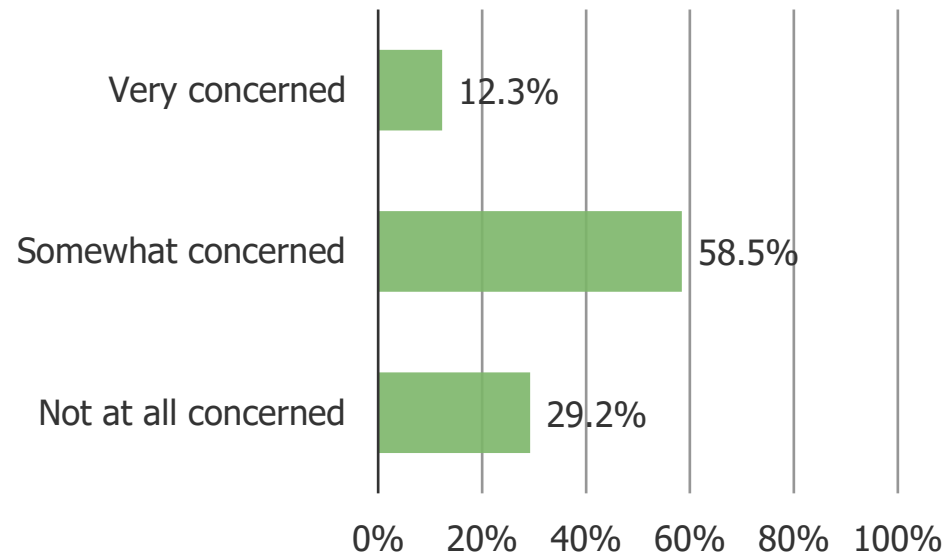


N = 550



How do you feel about the safety of returning to school in person?

Posed to all respondents (teens 13-18)

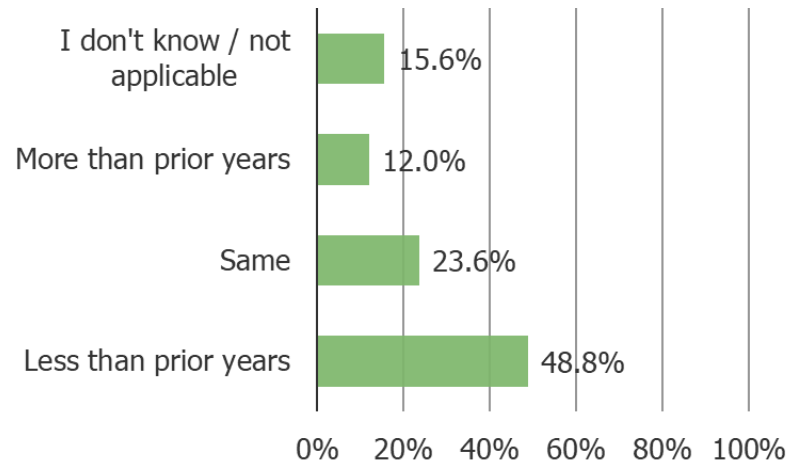


N = 550

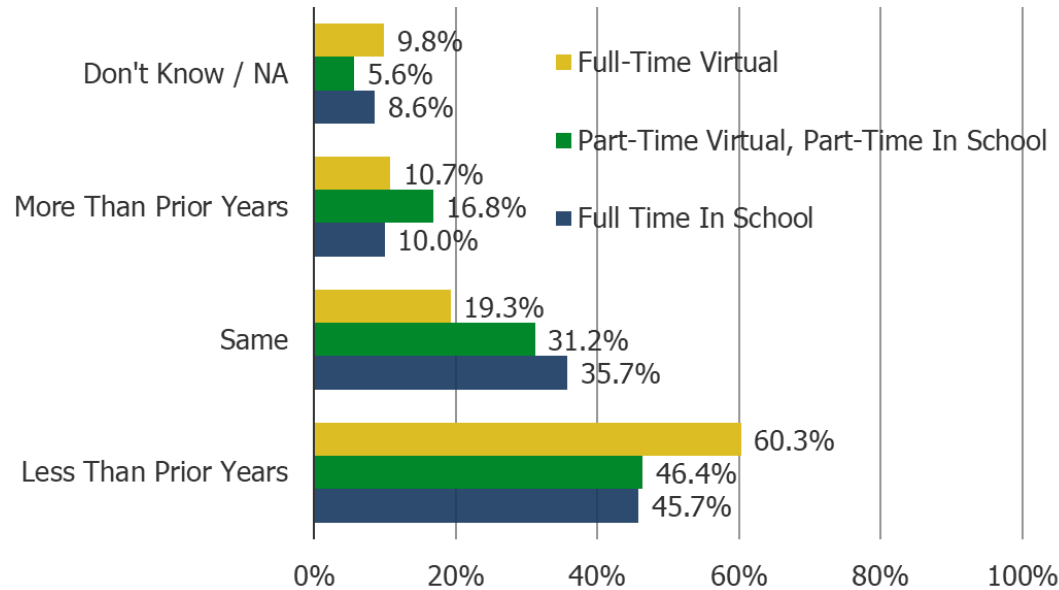


Did you and your parents spend more or less on back to school items compared to prior years?

Posed to all respondents (teens 13-18)



Cross-Tab: By How They Are Doing School



N = 550

