**QUESTION 1:** WHEN DO YOU TYPICALLY SHOP FOR BACK-TO-SCHOOL?

**INSIGHT:**
- 67% of parents choose late July.
- 27% choose early August.
- 10% choose early July.

**QUESTION 2:** WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY?

**INSIGHTS:**
- **Supplies for Classroom**
  - Low prices
  - Low prices
- **Supplies for Kids**
  - Fun designs
  - Colorful designs
- **Clothing**
  - Name brands
  - Famous brands
- **Backpacks/Organizers**
  - Matching designs
  - Matching colors
- **Electronics**
  - New features
  - New technology
- **Dogs/Cats**
  - Pet supplies
  - Pet accessories
- **Electronics**
  - New features
  - New technology
- **Clothing**
  - Name brands
  - Famous brands
- **Supplies for Classroom**
  - Low prices
  - Low prices

**QUESTION 3:** HOW WELL DO YOU FOLLOW THE SCHOOL-SUPPLIED LIST?

**INSIGHT:**
- 67% exactly
- 27% almost
- 10% not at all

**QUESTION 4:** WHAT INFLUENCE DOES YOUR CHILD HAVE ON WHICH BRANDS TO BUY?

**INSIGHTS:**
- **Early Elementary**
  - 69% A lot of Influence
  - 98% A lot of Influence
- **Late Elementary**
  - 88% A lot of Influence
  - 91% A lot of Influence
- **Middle School**
  - 89% A lot of Influence
  - 94% A lot of Influence

**QUESTION 5:** WHERE DO YOU TYPICALLY SHOP FOR BTS SUPPLIES?

**INSIGHTS:**
- **Online Office Supply Store**
  - 24%
  - 10%
- **Online Mass Retailer**
  - 8%
  - 5%
- **Drug Store**
  - 5%
  - 4%
- **Grocery Store**
  - 3%
  - 2%
- **Dollar Store**
  - 2%
  - 1%
- **Office Supply Store**
  - 2%
  - 1%
- **Club Store**
  - 1%
  - 0%
- **Brick & Mortar**
  - 75%
  - 75%

**QUESTION 6:** WHERE DO YOU TYPICALLY SHOP FOR KIDS SUPPLIES?

**INSIGHT:**
- **Online Office Supply Store**
  - 24%
  - 10%
- **Online Mass Retailer**
  - 8%
  - 5%
- **Drug Store**
  - 5%
  - 4%
- **Grocery Store**
  - 3%
  - 2%
- **Dollar Store**
  - 2%
  - 1%
- **Office Supply Store**
  - 2%
  - 1%
- **Club Store**
  - 1%
  - 0%
- **Brick & Mortar**
  - 75%
  - 75%

**EXACTLY WHAT’S IN YOUR KIDS SCHOOL SUPPLIES LIST?

**INSIGHT:**
- 77% of back-to-school lists are closely followed by parents.

**THE WHAT, WHERE, AND WHY OF BACK-TO-SCHOOL SHOPPING**

- **In 2019, it’s expected that $26.2 billion will be spent on back-to-school shopping.**
- **Parents seem to closely follow the what, where, and why of back-to-school shopping so be sure your brand is visible.**
- **One-Stop Shopping and Price matching isn’t critical, just be competitively priced.**

**EVALUATING THE INFLUENCE OF BACK-TO-SCHOOL SUPPLIES**

- **In 2019, it’s expected that $26.2 billion will be spent on back-to-school shopping.**
  - **Parents’ purchase decisions - likely due to peer choice and advertising.**
  - **Marketers should be engaging and communicating to parents’ purchase decisions - likely due to peer choice and advertising.**
  - **The older the child gets, the greater degree they influence and c lead in store choice.**
  - **Parents do back-to-school shopping.**

** kend all parents do back-to-school shopping. We wanted to learn more about back-to-school shopping so we can help you optimize your marketing efforts.**

**INSIGHTS:**
- **Parents tend to buy school supplies vs. P by the age of the child.**
  - **Parents don’t start purchasing electronics until their kids are in middle school.**
  - **Brands to buy:**
    - Low prices
    - Fun designs
    - Matching colors
  - **Price matching isn’t critical, just be competitively priced.**
  - **Close to home:**
    - 50%
  - **At the office:**
    - 43%
  - **At the school:**
    - 33%
  - **Online supply stores:**
    - 15%
  - **Drug stores:**
    - 5%
  - **Online mass retailers:**
    - 5%
  - **Shop in-store mass retailers:**
    - 5%

**WHEN DO YOU TYPICALLY SHOP FOR BACK-TO-SCHOOL SHOPPING?**

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