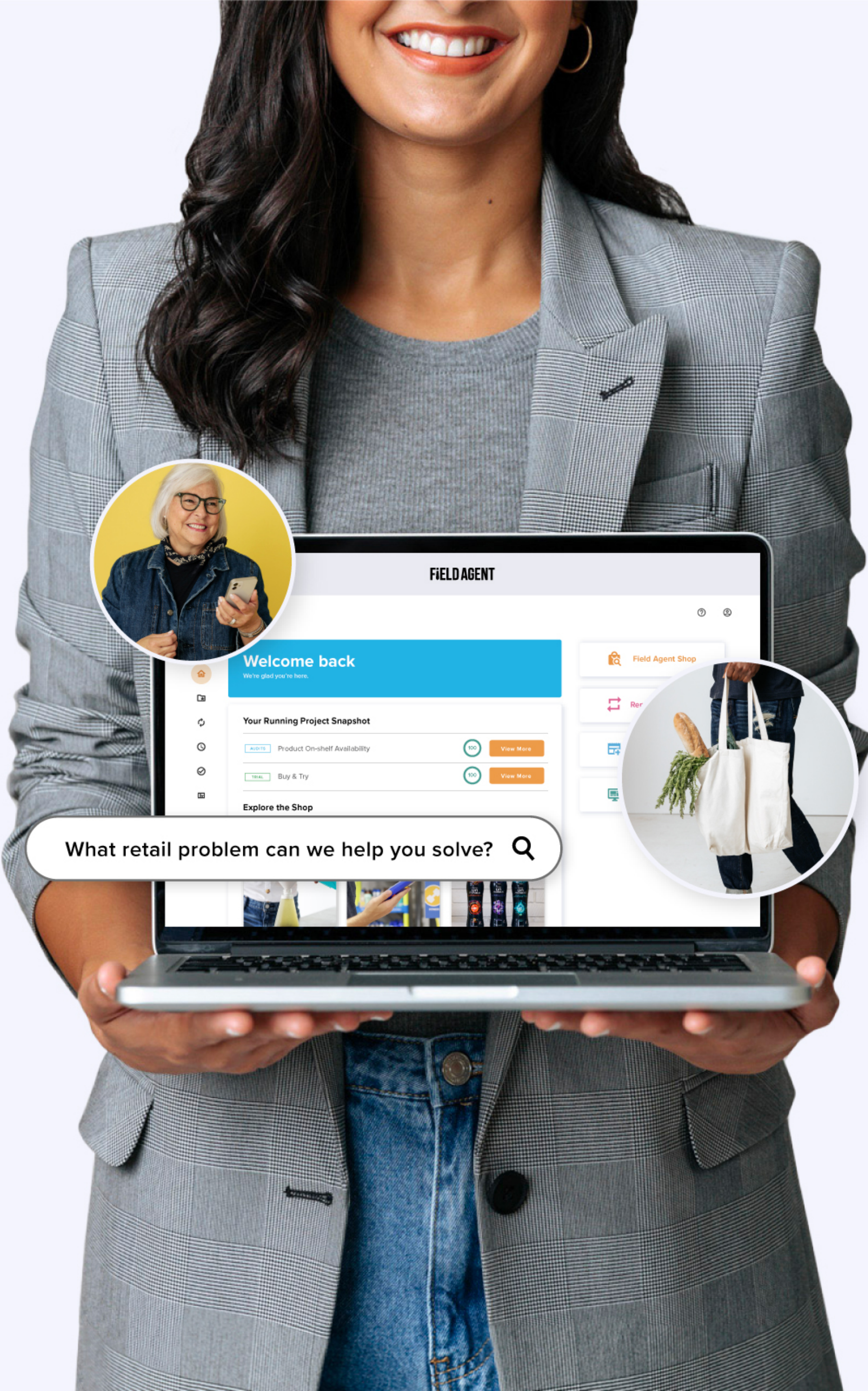




7 DATA-DRIVEN TIPS FOR

# Back to School Success





# The School Buses are Warming Up





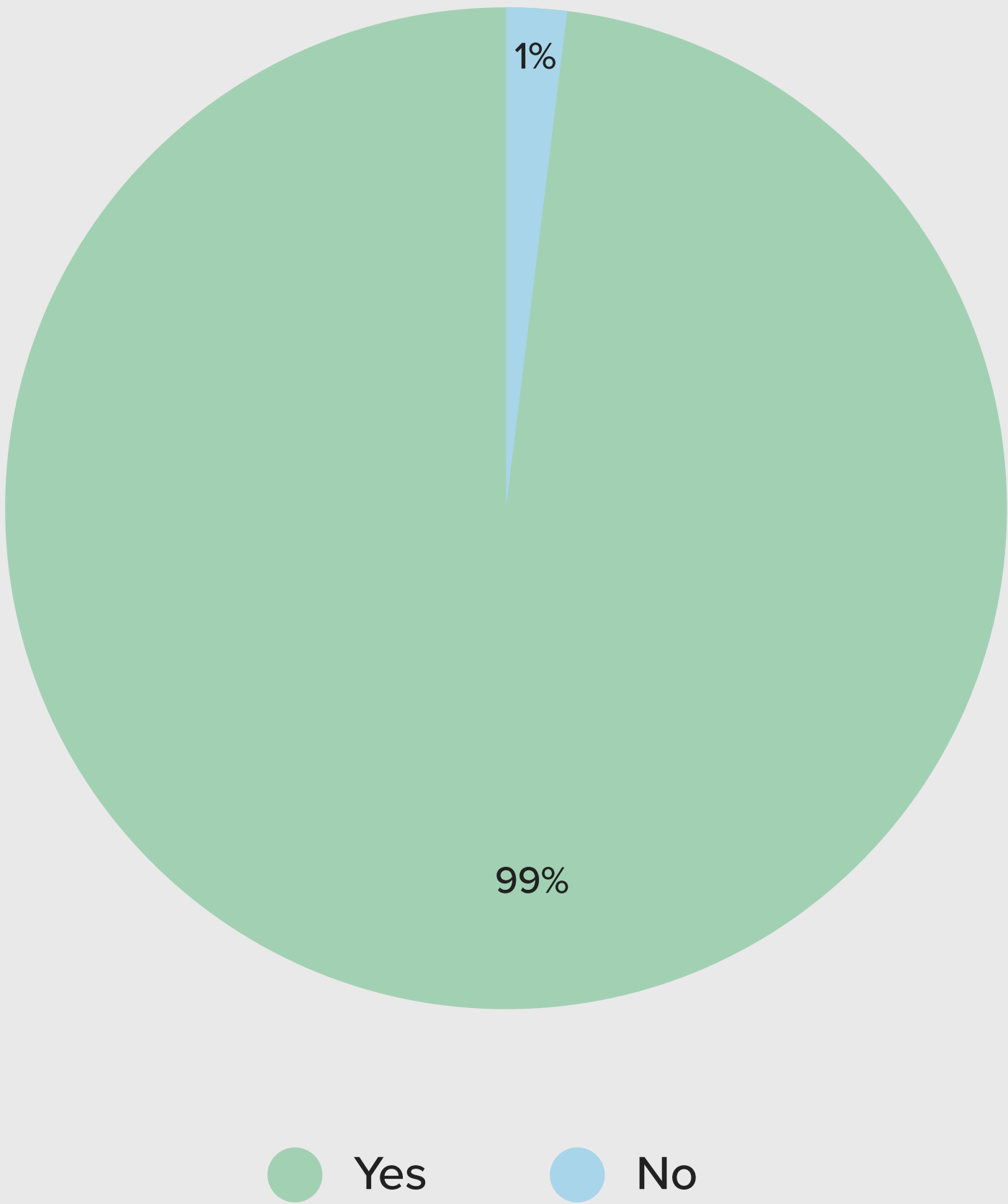
# About the Study

## STATISTICS

- The survey was conducted through the Field Agent platform, May 10 - 11, 2022.
- 1,434 Moms of children entering K - 12 for Fall 2022 were surveyed. Of them:
  - 100% Female
    - 66% Caucasian
    - 15% Hispanic
    - 13% African American
    - 6% Other

## Will your household make Back to School purchases for the 2022-23 BTS shopping season?

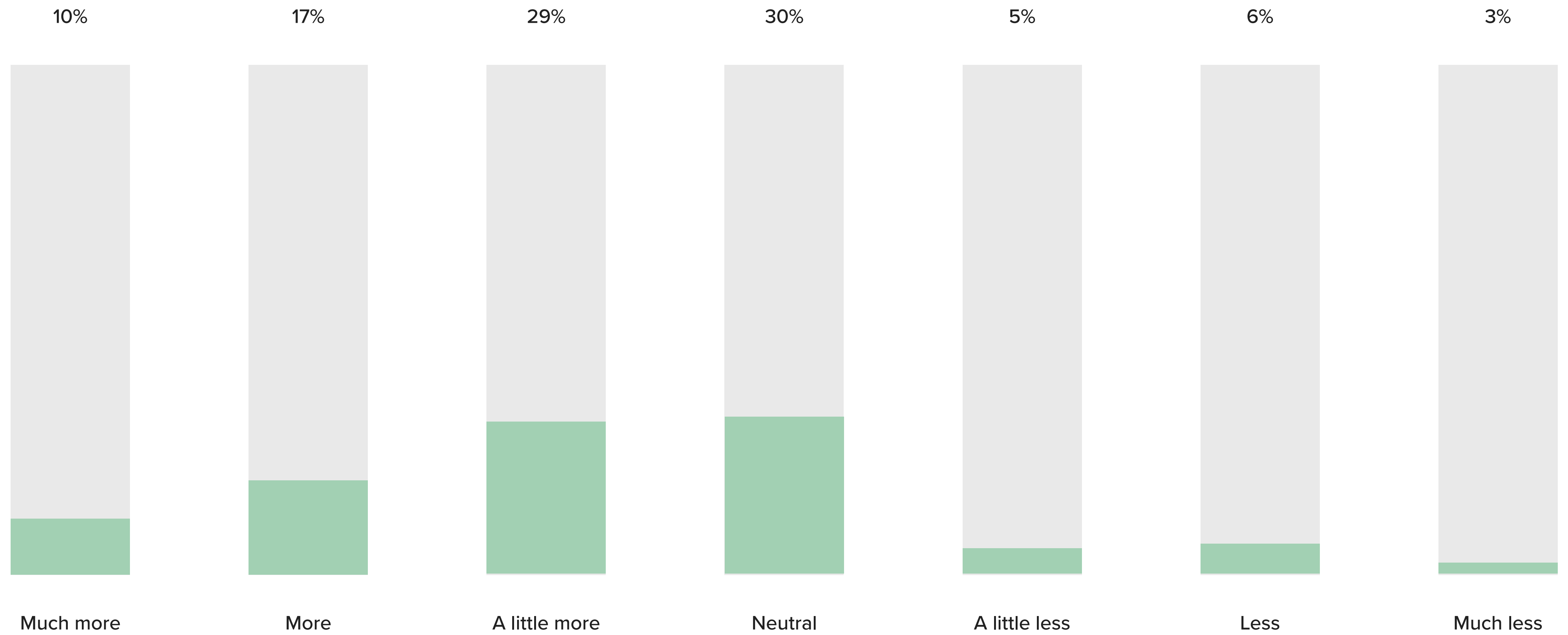
N = 1,434 U.S. Households with K-12 kids





# Compared to last year, will your household likely spend more or less on Back to School shopping for the 2022-23 school year?

N = 1,426 households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.





01

## Rethink What a BTS Purchase Is

“[BTS] supply shopping is unique. There really are no other shopping occasions throughout the year where so many households are required to buy so many of the same items at the same time!”

**Sales Executive**

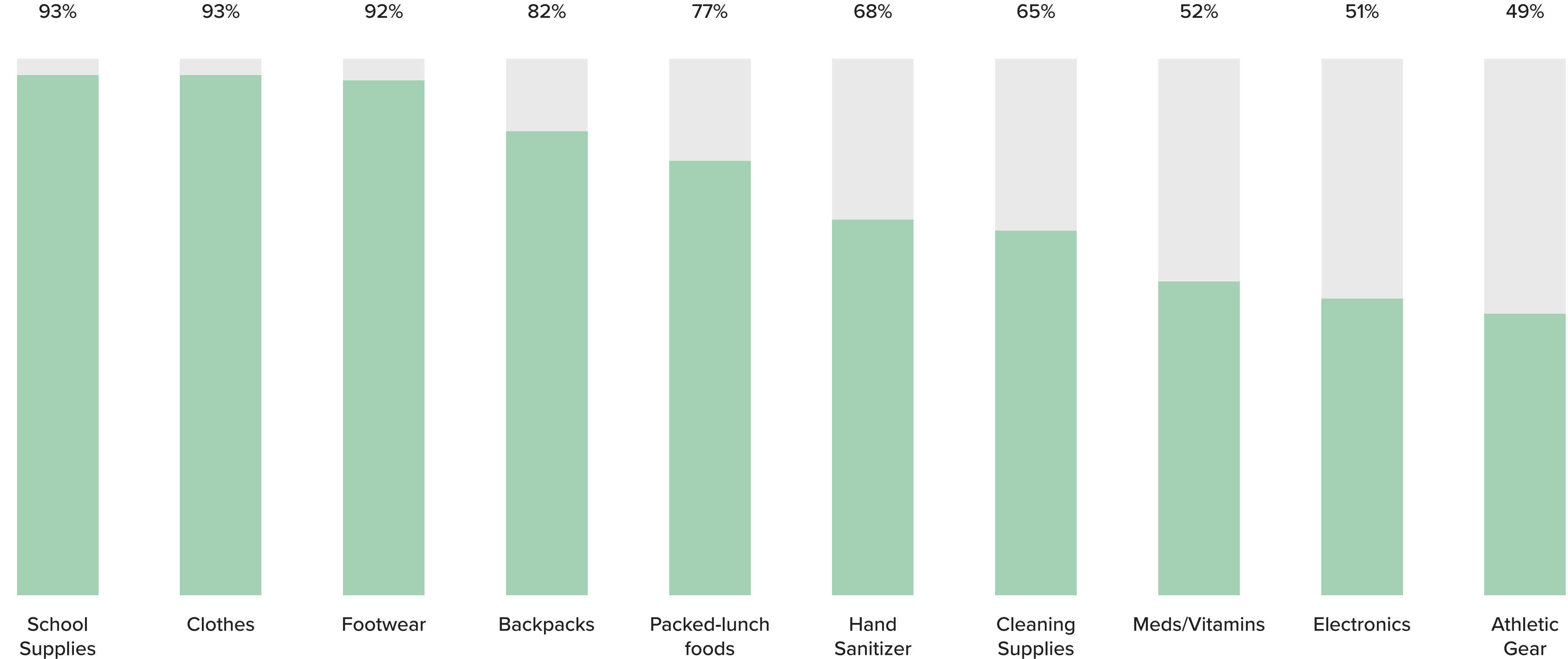
*Major School-Supply Brand*





Which of the following items do you expect to purchase for the upcoming school year?  
Choose all that apply.

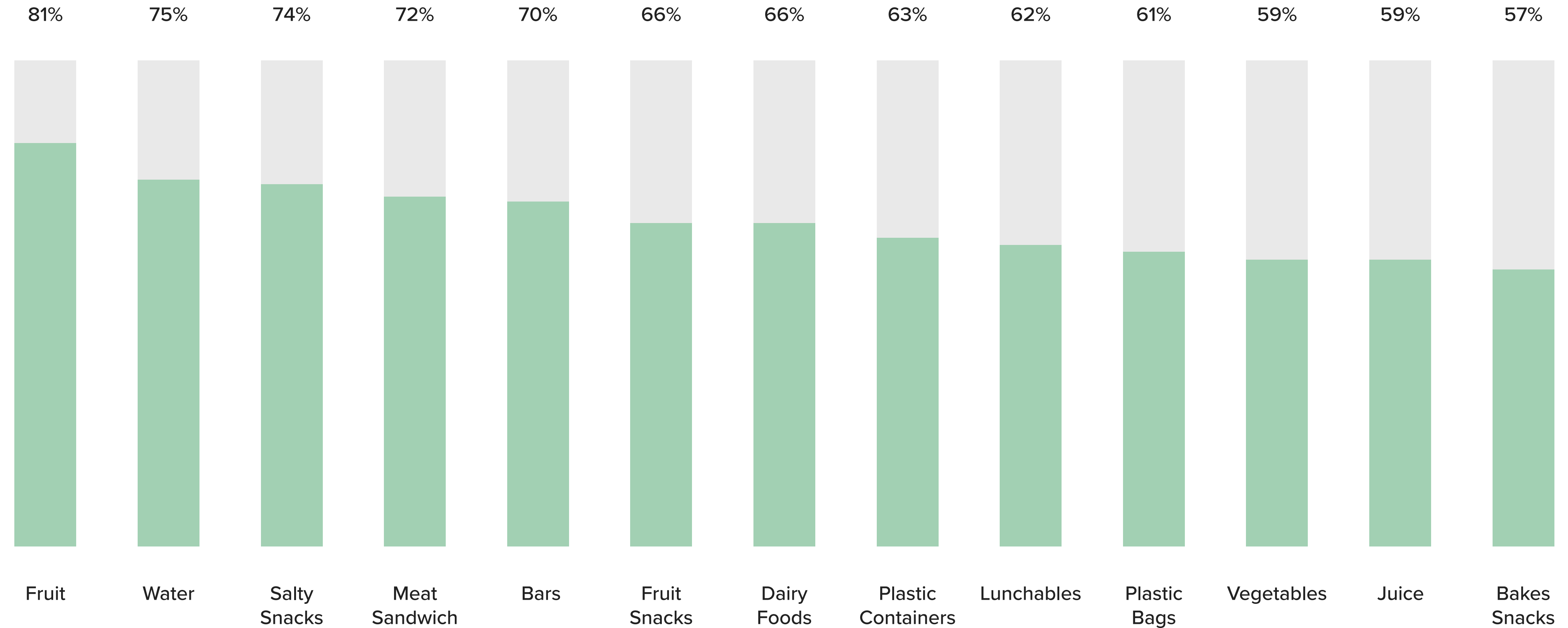
N = 1,426 U.S. Households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.





What will your children’s “packed lunches” most likely contain?  
Choose all that apply.

N = 1,025 U.S. Households with K-12 kids that will pack a lunch for their kids to attend school.  
72% of respondents said they’d “pack a lunch” at least occasionally for one or more of their K-12 children.





02

## Win July to August

“The first two weeks of August are big weeks. Over 50% of the U.S. student population K-12 goes back to school during these weeks.”

### Sales Executive

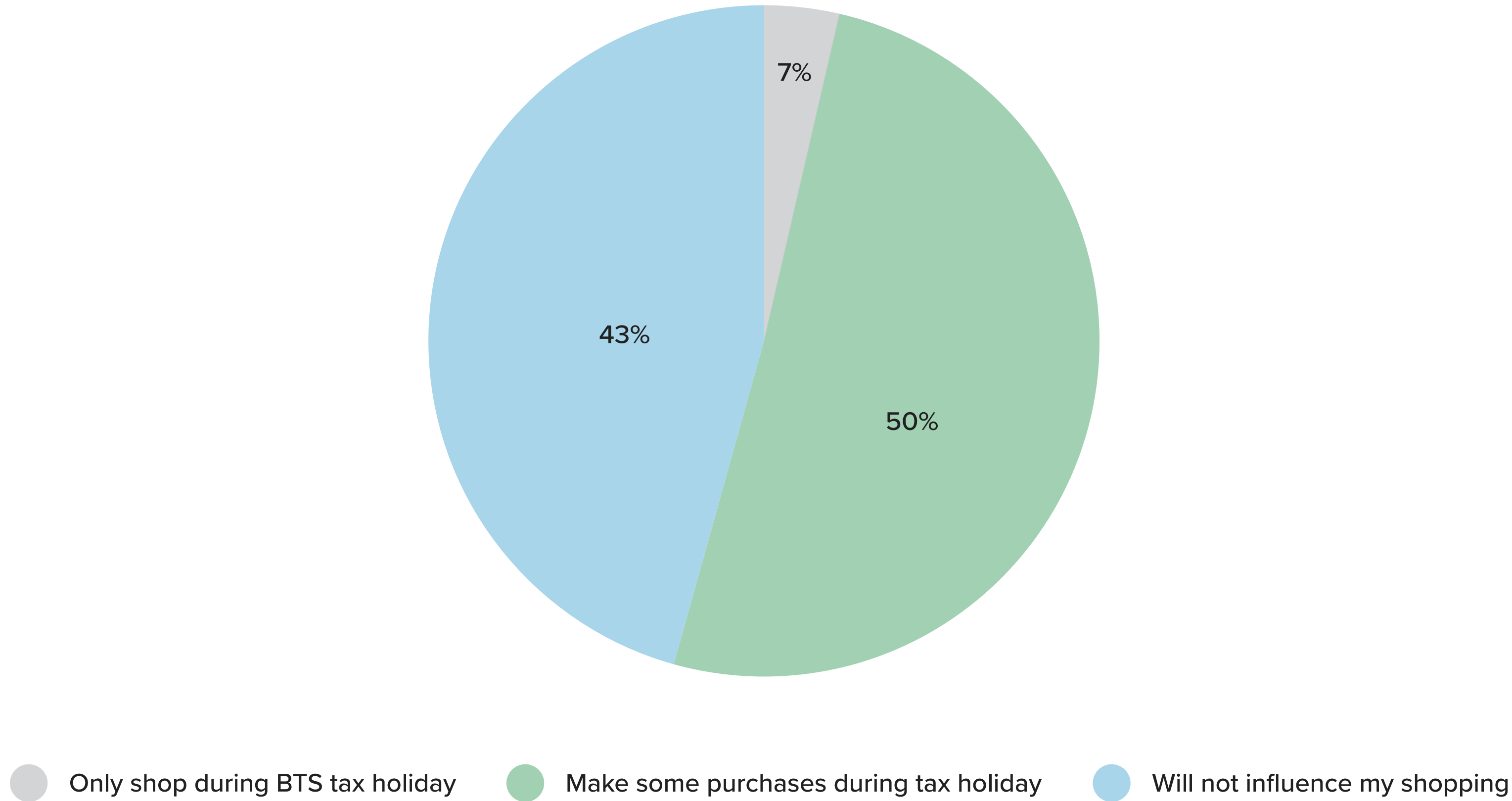
*Major School-Supply Brand*





How much of your 2022-23 Back to School shopping do you currently expect will be done during the sales tax holiday offered by your state (if applicable) or another state?

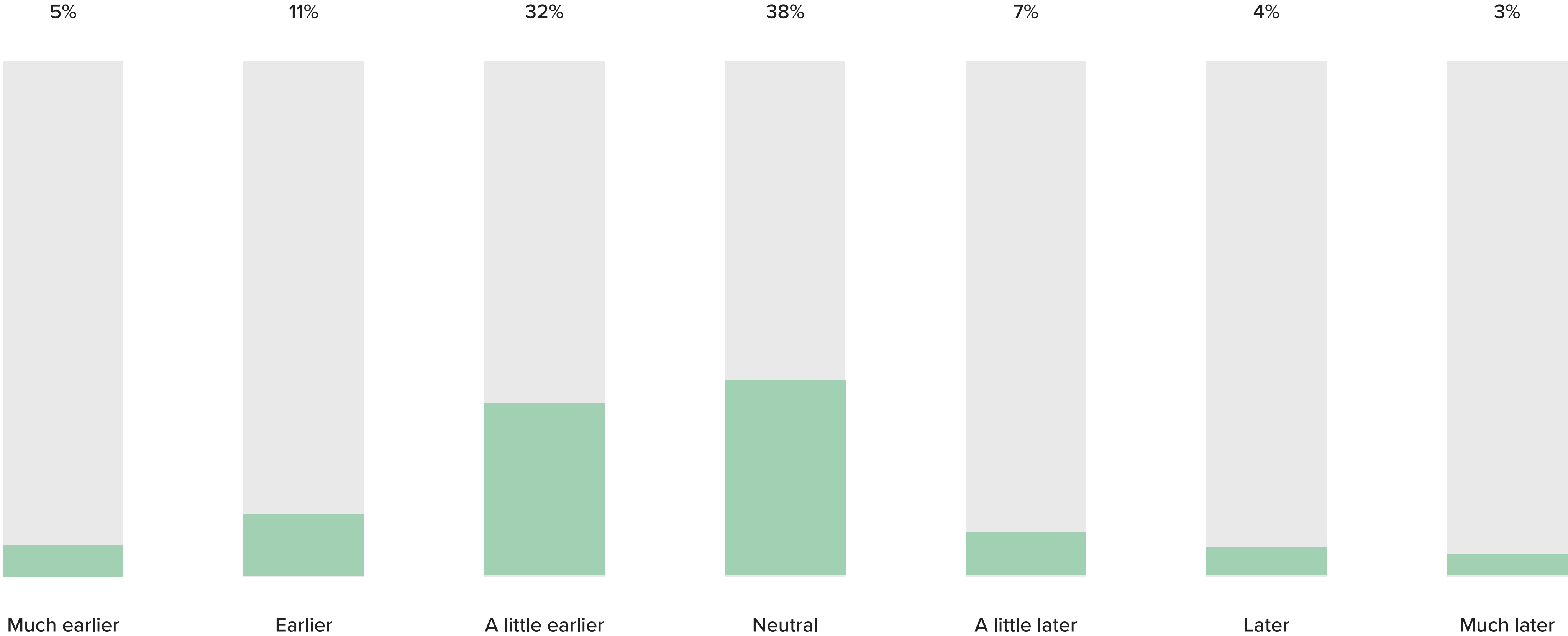
N = 766 households with K-12 kids that will make BTS purchases for the 2022-23 BTS season and live in or near a state with a tax free holiday.





Compared to last year, when do you expect to shop (or when did you start shopping) for school supplies and/or attire for the 2022-23 Back-to-School season?

N = 1,426 households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.





# In Mom's World

- "I am looking at shopping as early as possible to avoid crowds and lack of supplies."
- "I hope I do it earlier than other years since everything seems to sell out quickly and I have two kids to buy for."





03

## Focus on Strategically-Imperative Retailers

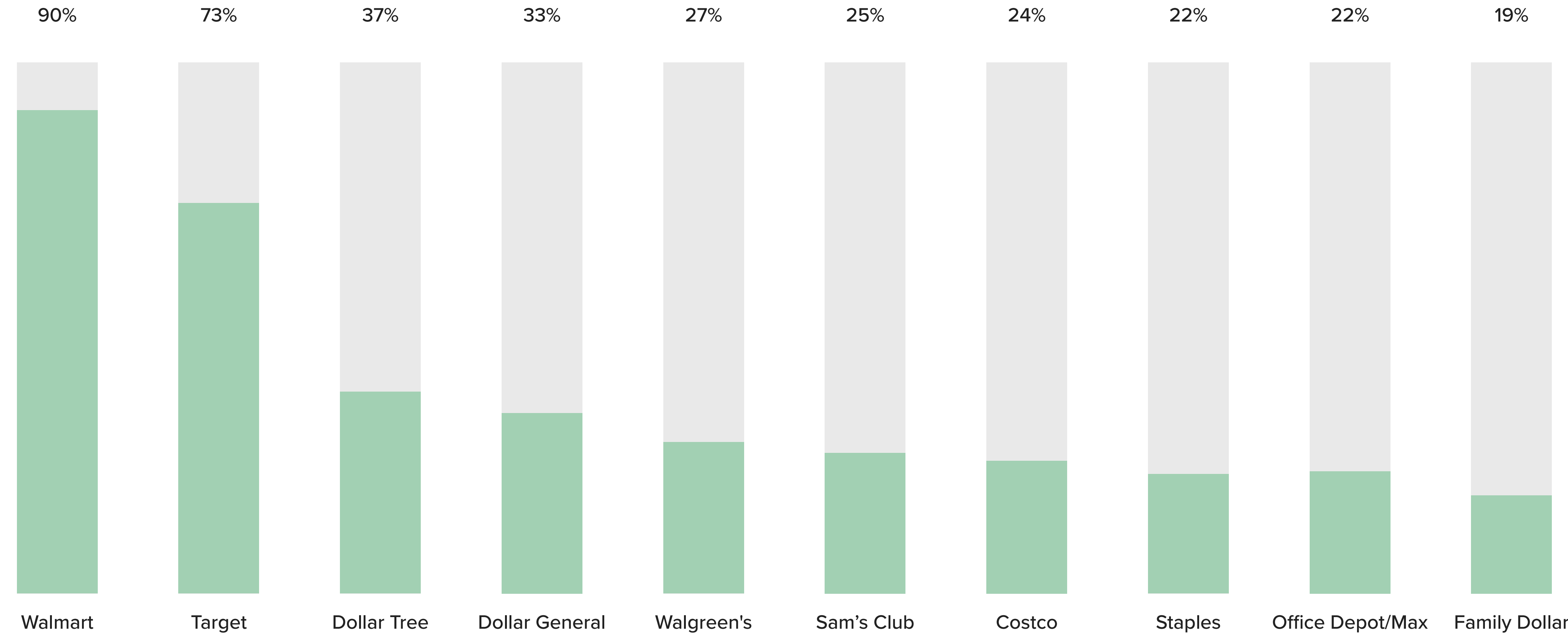
You can't win BTS by spreading yourself thin. Invest where it matters *most*.





Identify all the STORES (NOT online retailers) from which you'll likely purchase school supplies for Back-to-School 2022-23. Choose all that apply.

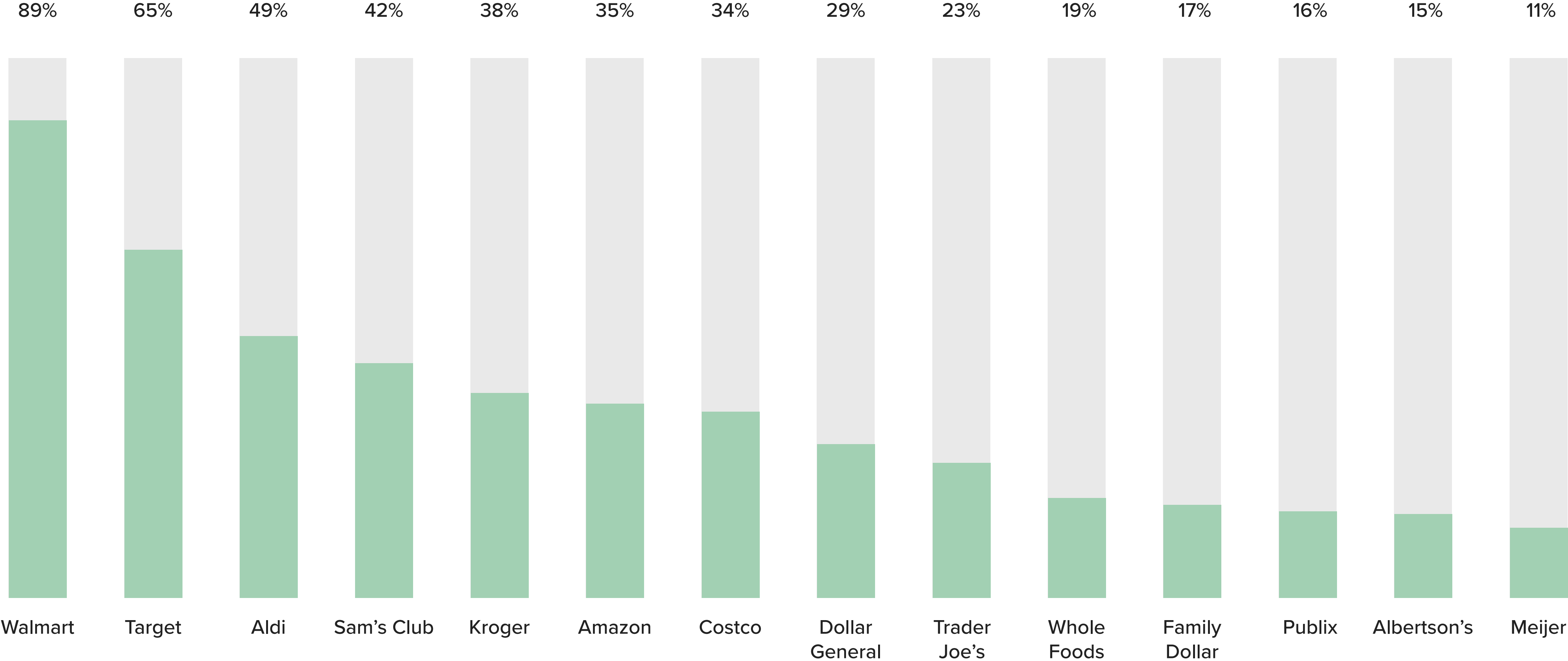
N = 1,424 U.S. Households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.





Identify all the retailers from which you'll likely purchase **GROCERIES** for your kids' packed lunches during the **2022-23 school year**. Choose all that apply.

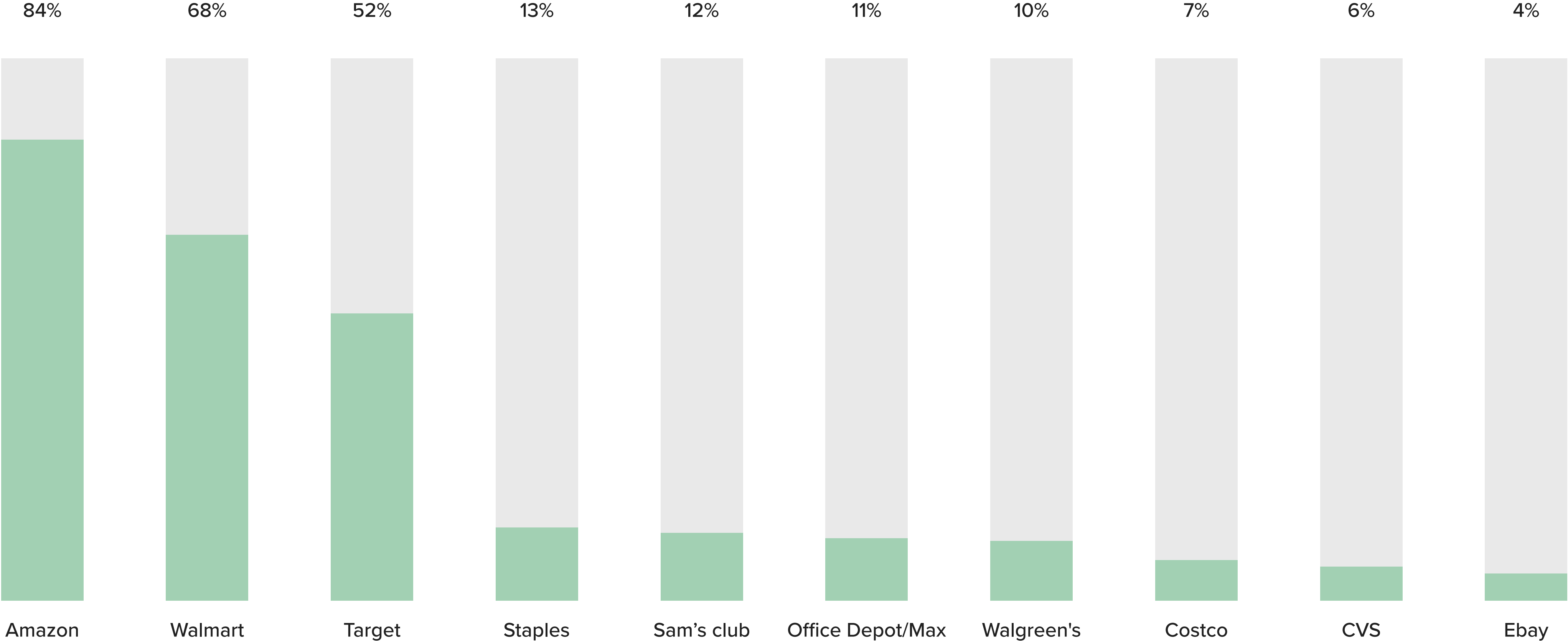
N = 1,025 households with K-12 kids that will pack a lunch for their kids to attend school.





# Which of the following online retailers do you expect to purchase from this Back to School season?

N = 1,225 households with K-12 kids that will make online BTS purchases for the 2022-23 BTS season.





04

## **“It’s the ~~Economy~~ Product Availability, Stupid”**

### **IN MOM’S WORDS ...**

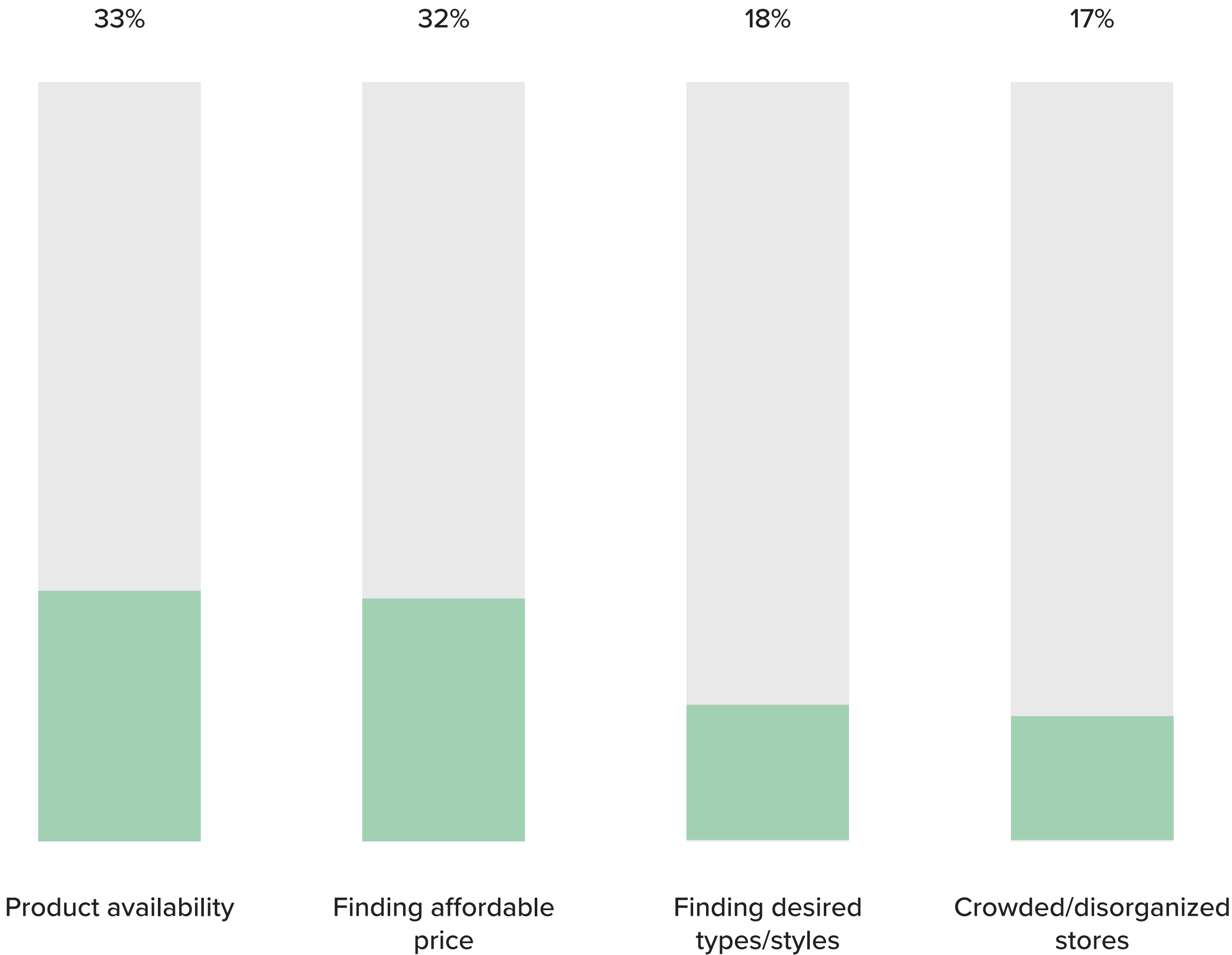
- “I believe it will be more stressful than ever because I do not think stores will have sufficient stock.”
- “I’m worried there will not be much of a selection as stores already struggle to keep items stocked.”





# What is the single biggest obstacle for your household when shopping inside stores for BTS?

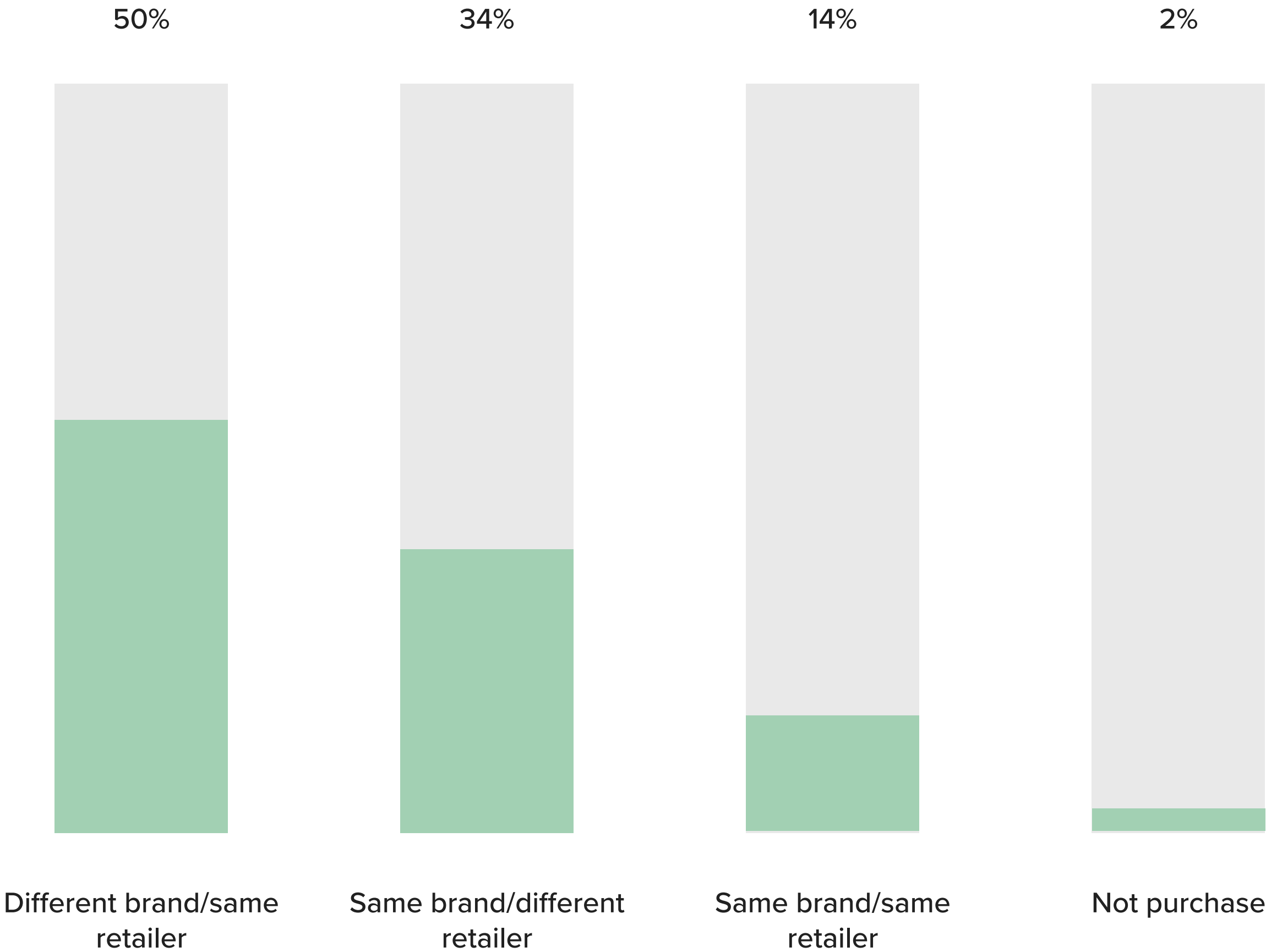
N = 1,424 households with K-12 kids that will make BTS purchases in-store for the 2022-23 BTS season.





**If you are not able to find your preferred brand while shopping for BTS,  
what are you most likely to do?**

N = 1,424 households with K-12 kids that will make BTS purchases in-store for the 2022-23 BTS season.





05

## Whip Those Ecommerce Pages into Shape

BTS is an omnichannel affair. 86% of households said they expect to purchase at least a little online.

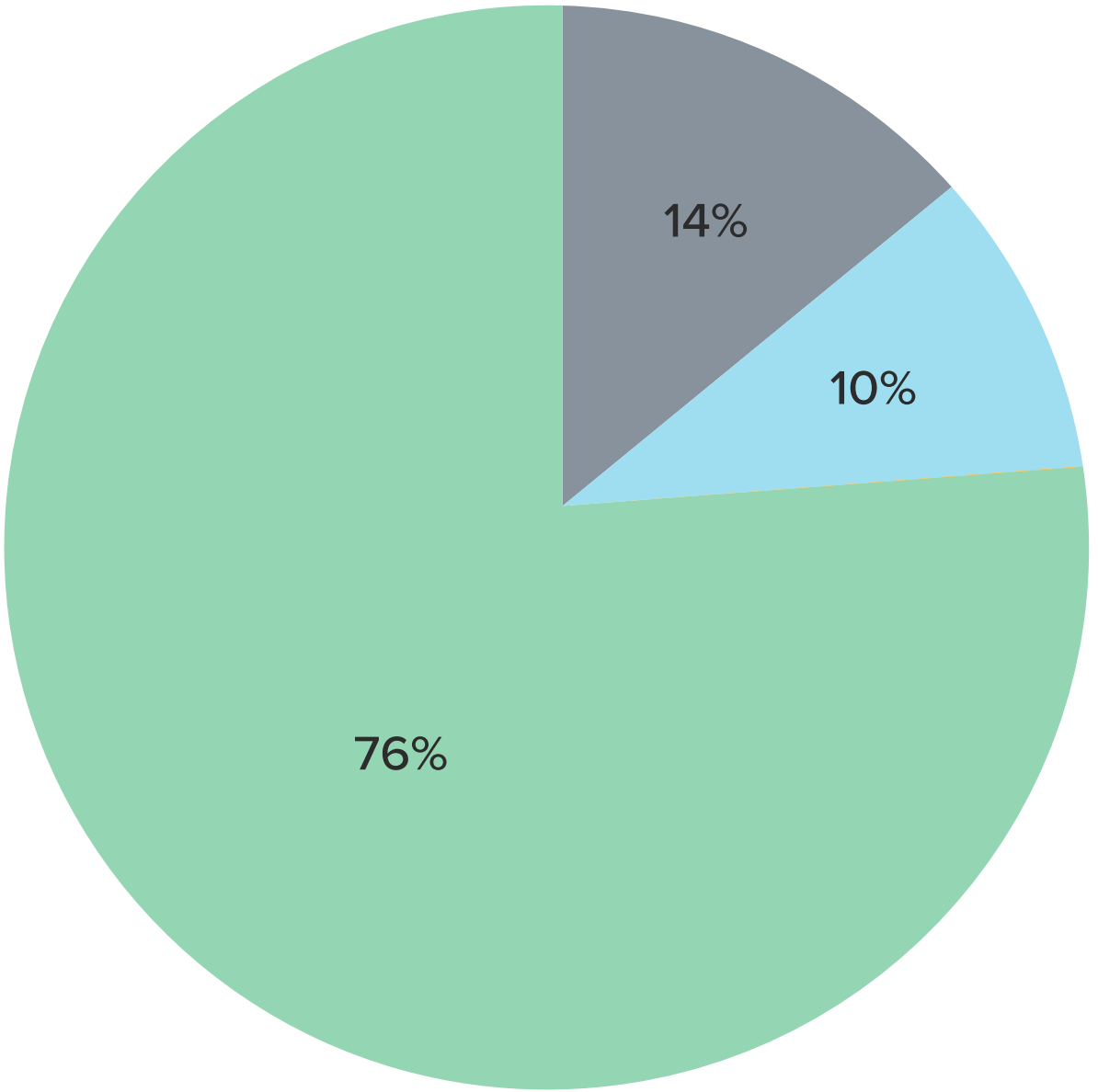
Don't neglect your ecommerce presence.





# Approximately what percentage of school supplies do you estimate your household will purchase **ONLINE** for Back-to-School 2022-23?

N = 1,426 households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.



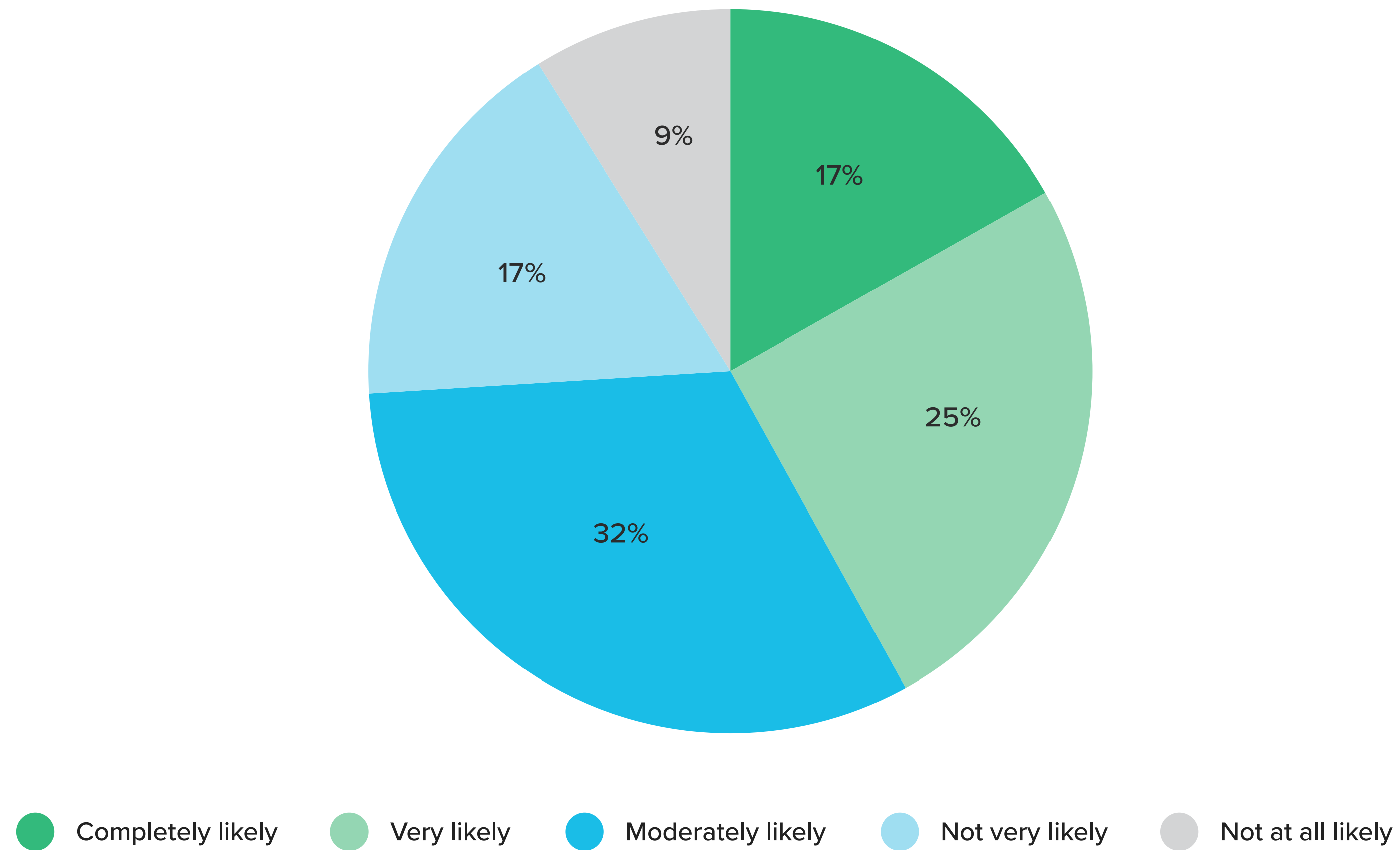
29% said they expect to buy between 1-10% of their school supplies online.  
Only 1% said they'll purchase between 96-100% online.

● No online purchases    ● Less than half    ● More than half



## What is the likelihood you will purchase clothing/footwear ONLINE for Back-to-School 2022-23?

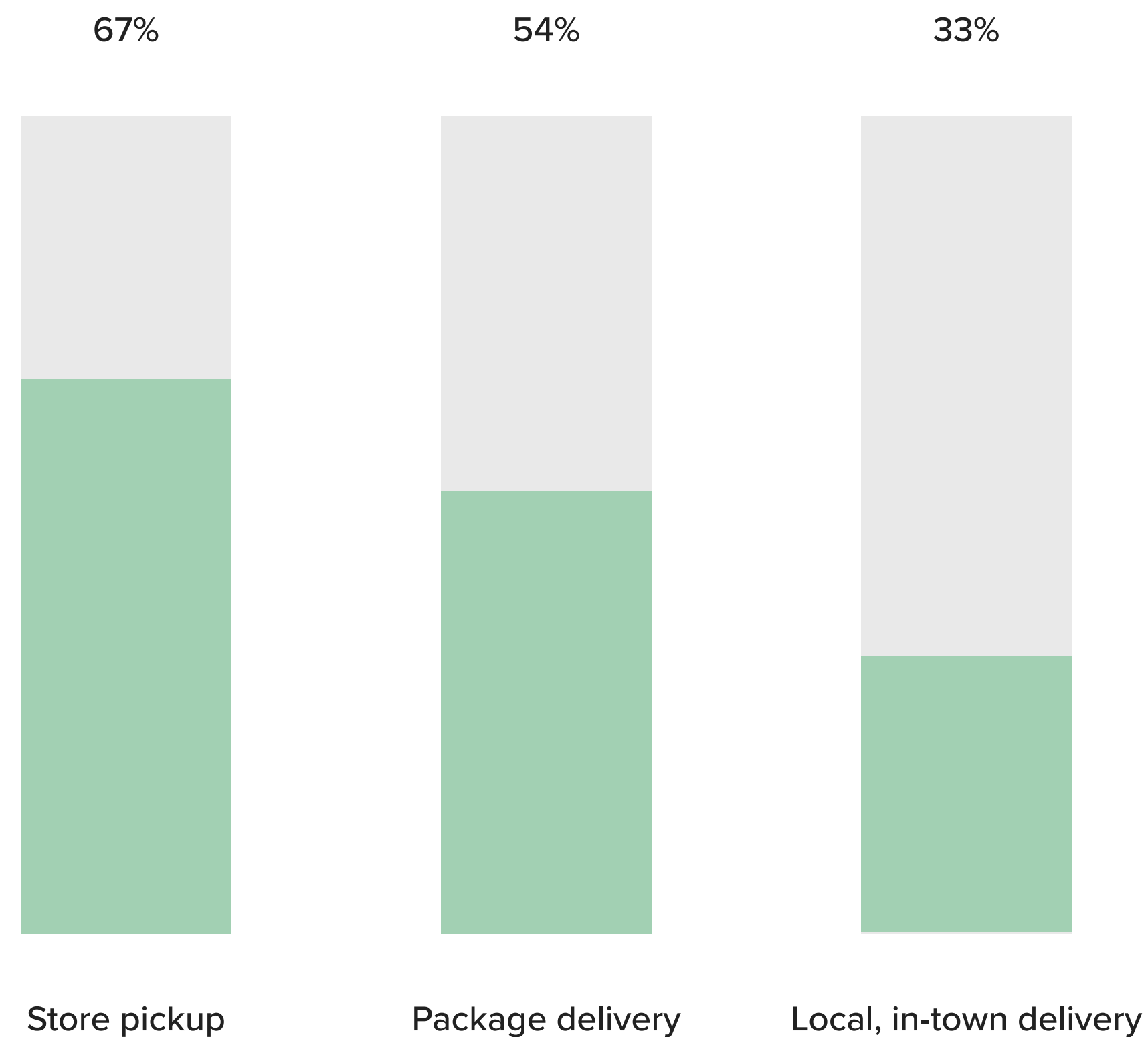
N = 1,420 households with K-12 kids with at least some chance of buying BTS clothes.





**Which of the following methods are you MODERATELY LIKELY to use to obtain SCHOOL SUPPLIES for the 2022-23 BTS season?**  
**Choose all that apply.**

N = 1,225 households with K-12 kids that will make online BTS purchases for the 2022-23 BTS season.





06

## But, By All Means, Stay Focused on Brick-and-Mortar

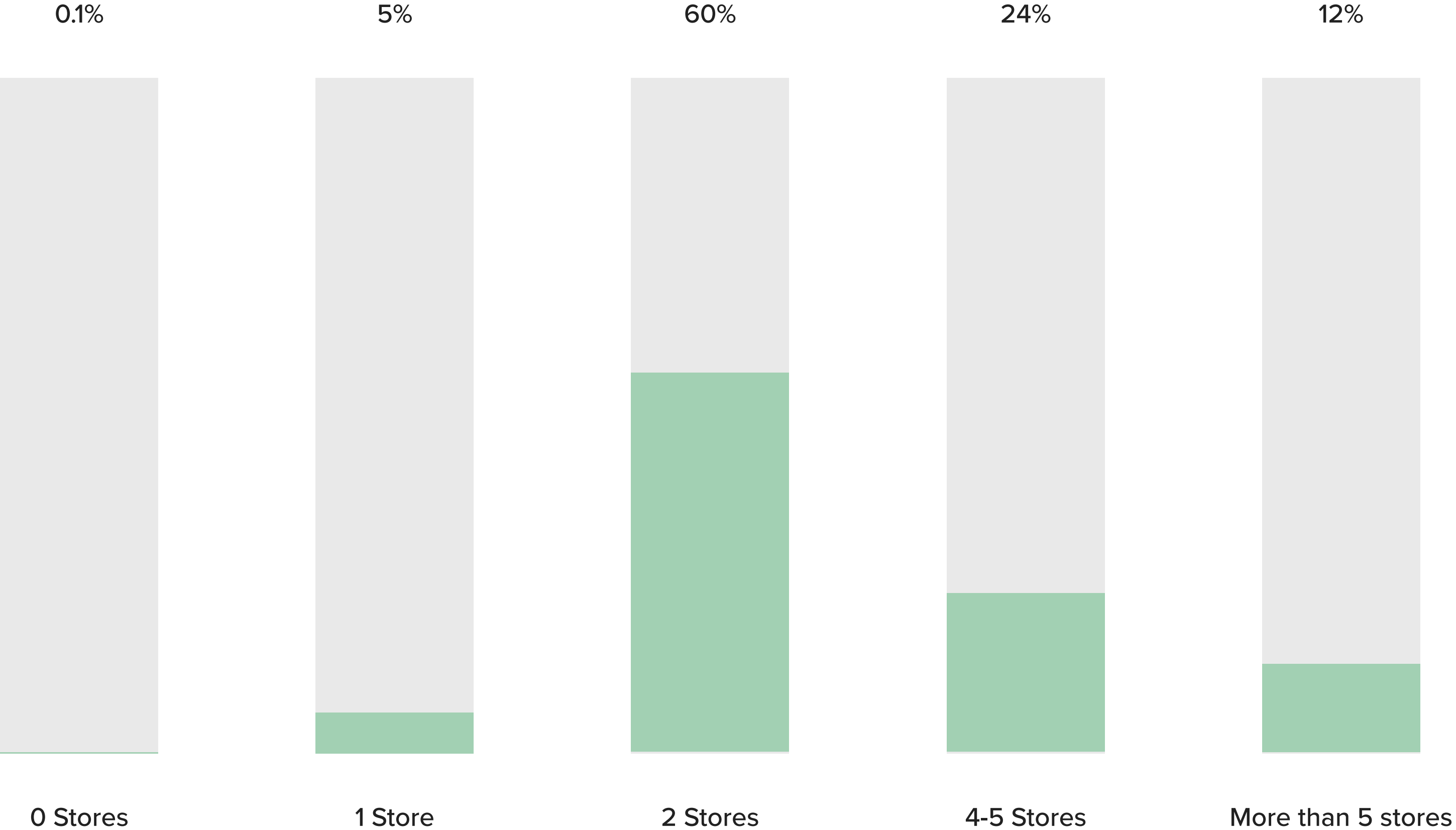
In-store is *still* where BTS happens.





# How many STORES will your household probably visit to purchase school supplies for Back-to-School 2022-23?

N = 1,426 U.S. Households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.





07

## Grease the Way for New Products

Do everything to get shoppers to *try* your products.

*Because brand familiarity matters!*





Of the following, which is most likely to drive your purchase of a specific brand during BTS?

N = 1,426 U.S. Households with K-12 kids that will make BTS purchases for the 2022-23 BTS season.

