

BACK TO SCHOOL SHOPPING

During the COVID-19 Pandemic



This week's insights were collected Friday, August 7 – Monday, August 10 among a general population of n=300 U.S. consumers age 21+ who have children entering K-12th in 2020.

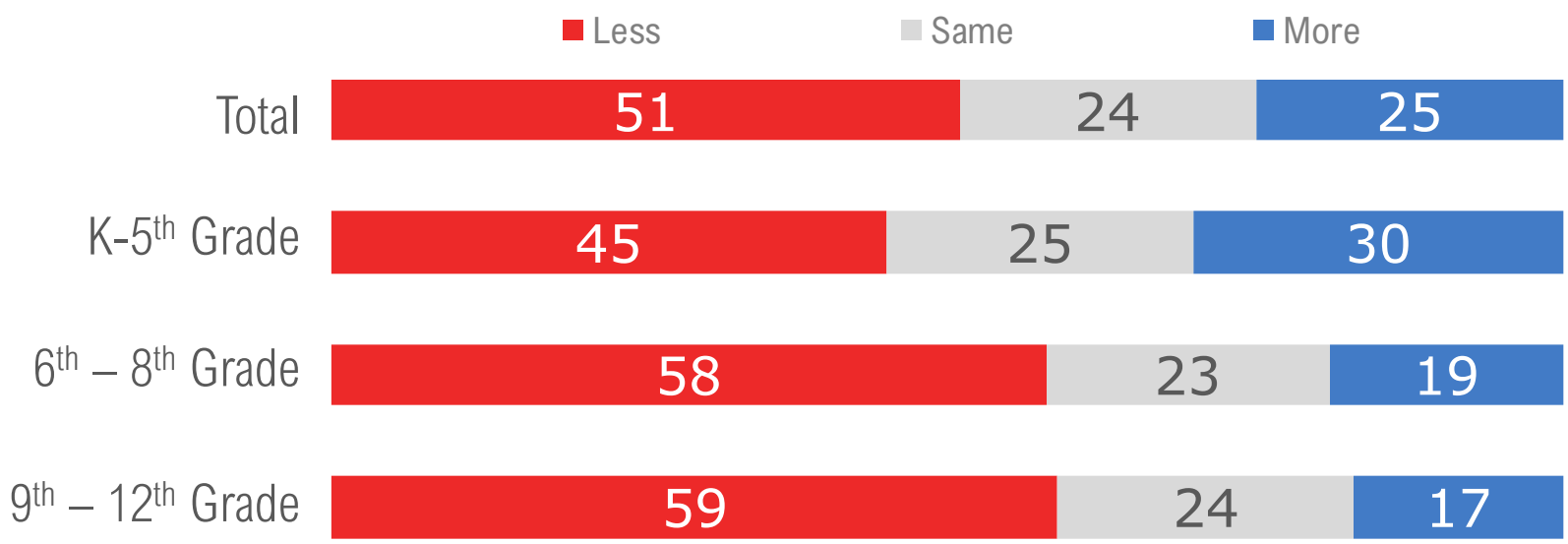
COVID-19 is disrupting back to school shopping trends.

Categories likely to see the biggest hits include commuter items such as lunch boxes and backpacks, as well as clothes. Conversely, given virtual programs, parents anticipate spending more on items critical to home learning – furniture, computer equipment & electronics, and teaching aids.

Expected Overall Spend this Year vs. Last

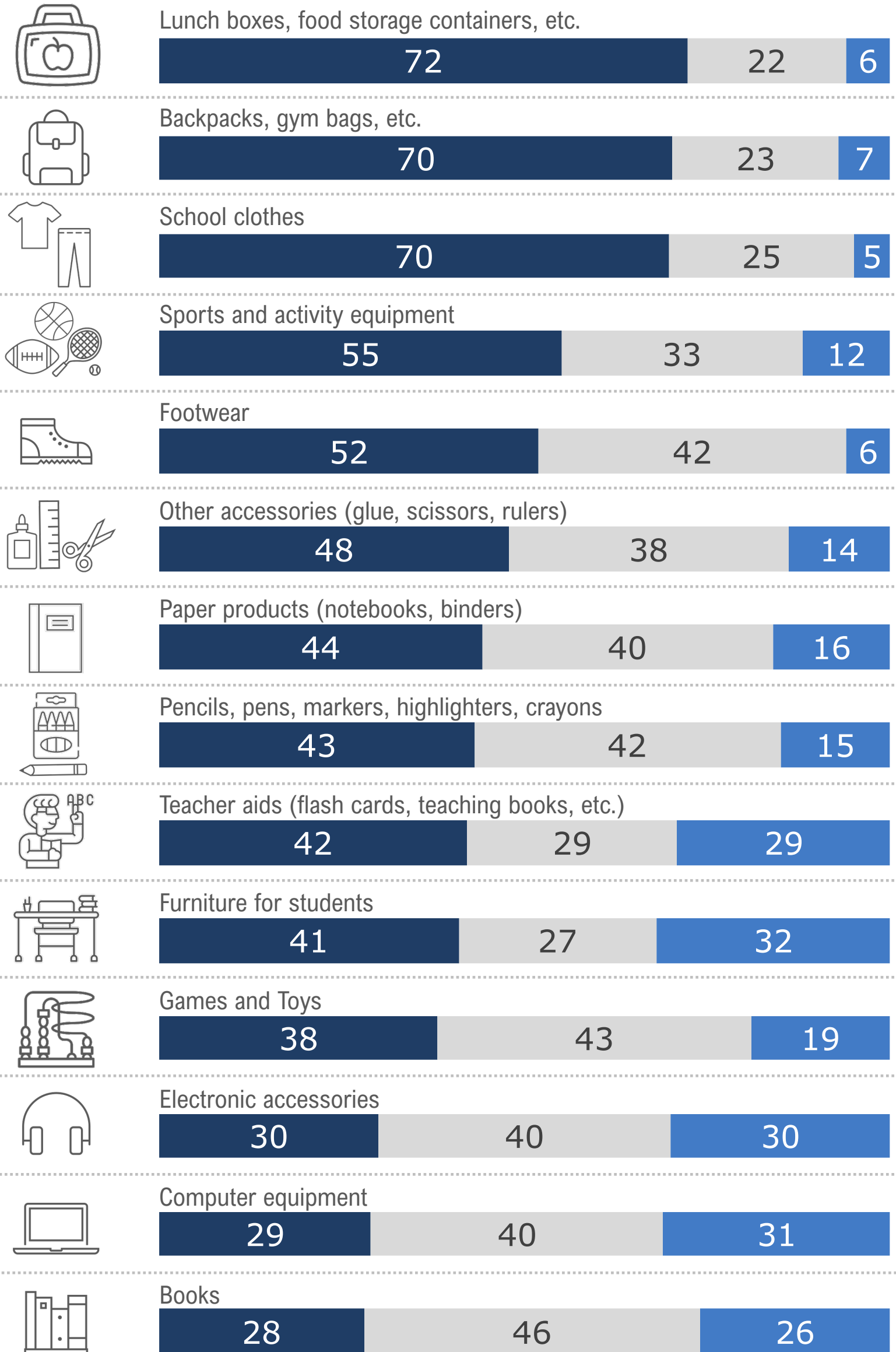
(Compared to Last Summer)

% of Total Respondents



Impact of Virtual Learning on Back to School Purchases

■ Will not buy/Will buy fewer with virtual/distant learning
 ■ No impact on spend
 ■ Will buy more/Will only purchase with virtual/distant learning



Base: Total (N=300)
 Q7: For this next question, let's assume your school is going to virtual classroom/distant learning in at least some capacity (part-time or full-time), how will this impact your back to school shopping compared to previous years for...?
 Q8: Overall, do you expect to spend more, less or the same as last year on supplies for your child(ren)'s education this year?