

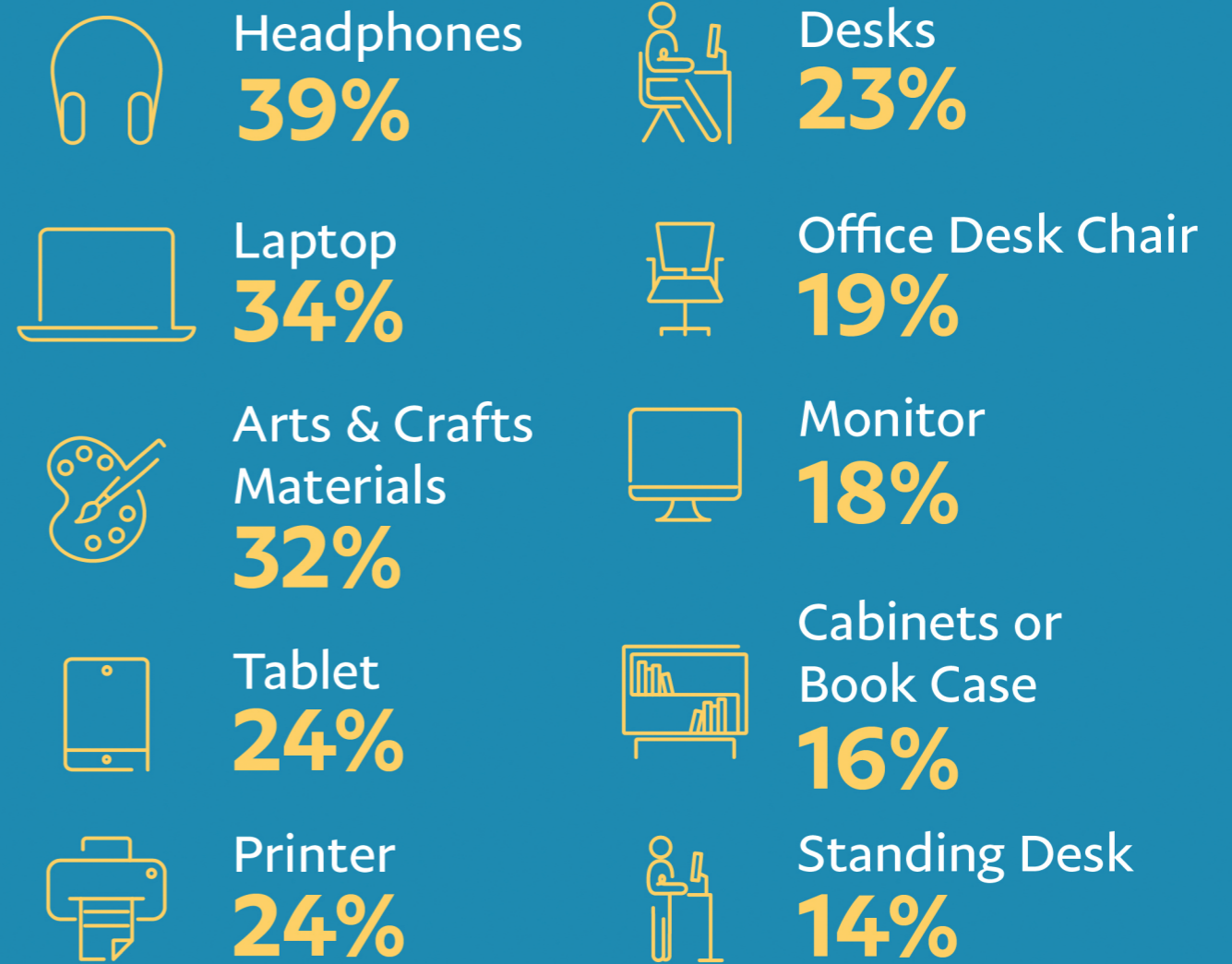
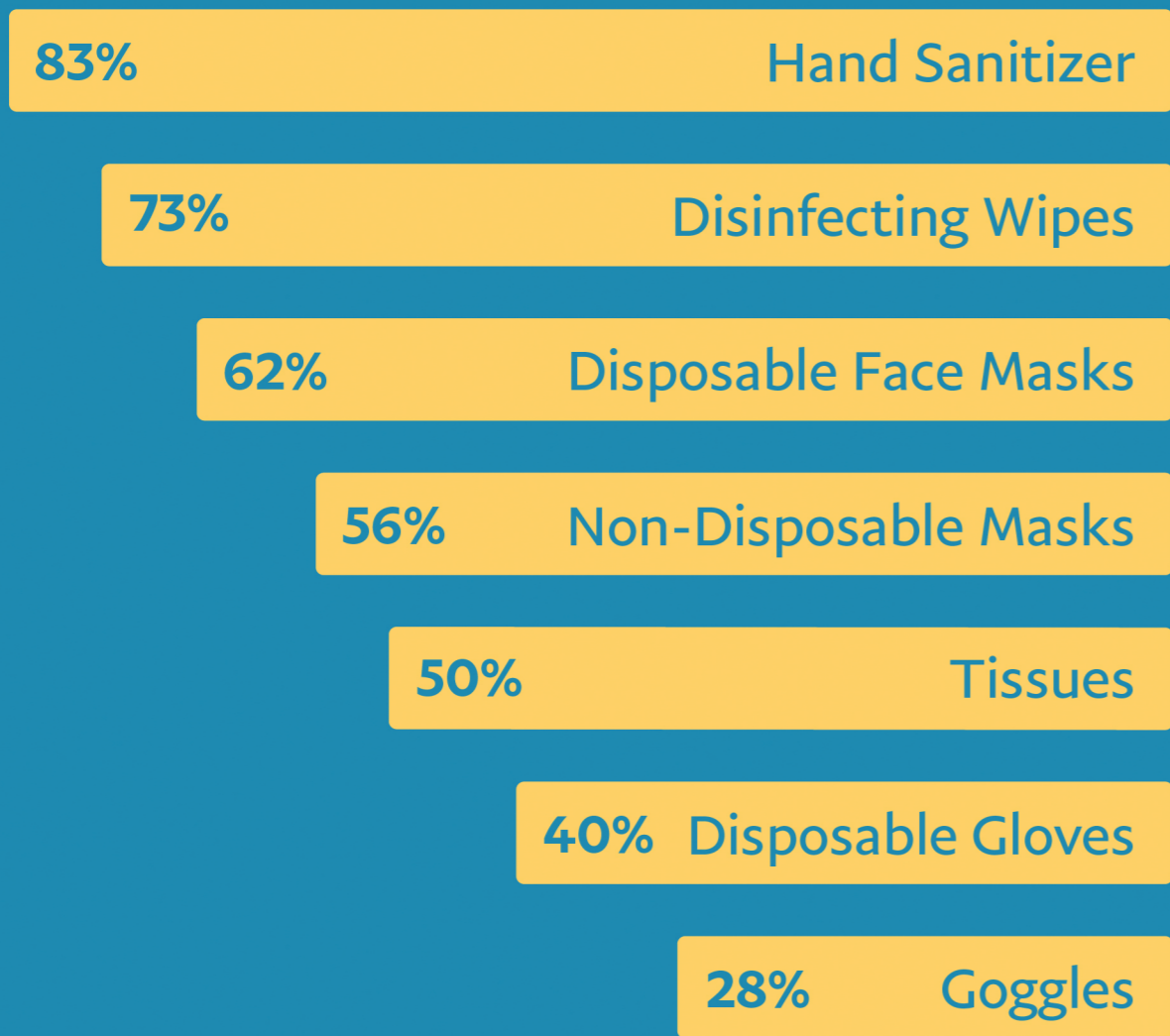


# HOW BACK-TO-SCHOOL PURCHASE HABITS ARE CHANGING

## WHAT BACK-TO-SCHOOL SHOPPERS ARE BUYING

**81%** plan to spend more on safety supplies than last year.

**59%** plan to spend more on remote learning and tech tools than last year.



## MORE SPENDING REQUIRES MORE "SHOPTIONS"

Which shoppers want digital credit lines?

**40%**  
Parents

**30%**  
College Students

What they'd spend it on:  
shoes, clothes, electronics, backpacks.

Nearly

**70%**

of parents and college students say they're shopping online more often as a result of COVID-19.

