WHICH BACK-TO-SCHOOL SHOPPERS ARE PLANNING TO SPEND MORE

Pragmatic shoppers plan to shop for both virtual and in-classroom scenarios this year.

HOW MUCH?

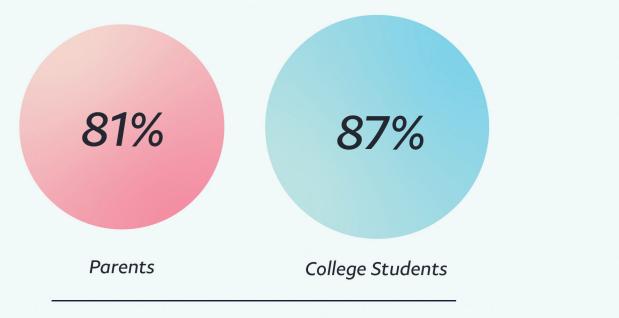
Back-To-School shoppers plan to spend more this season. They plan to spend on average \$512.

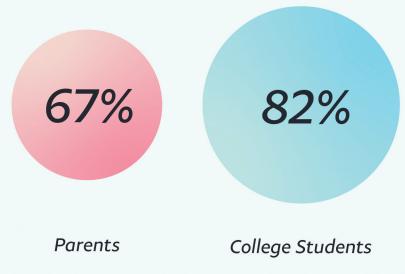




SET UP FOR SAFETY

What back-to-school shoppers are spending more on:





Safety Equipment

Hand sanitizer, masks, etc.

Remote Learning Equipment

Laptops, WiFi routers, etc.



BACK-TO-SCHOOL SHOPPERS PREPARED FOR ALL POSSIBILITIES

49% will spend on in-person items.

Backpacks, new clothes, and lunch bags.

41% will spend on

will spend on remote learning tools.

 $Computers,\,monitors,\,better\,WiFi.$

SWEET TREATS, EVERYWHERE

31% of parents plan to take their kids out for the 'first day of school ice cream cone,' slightly more than last year.

