

# 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:

81%

Parents

87%

College Students

### Safety Equipment

Hand sanitizer, masks, etc.

67%

Parents

82%

College Students

### 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 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.

