



2023 Back-to-School Preview

CONSUMER SURVEY REPORT





We asked 1,200 people about their upcoming Back-to-School shopping plans.

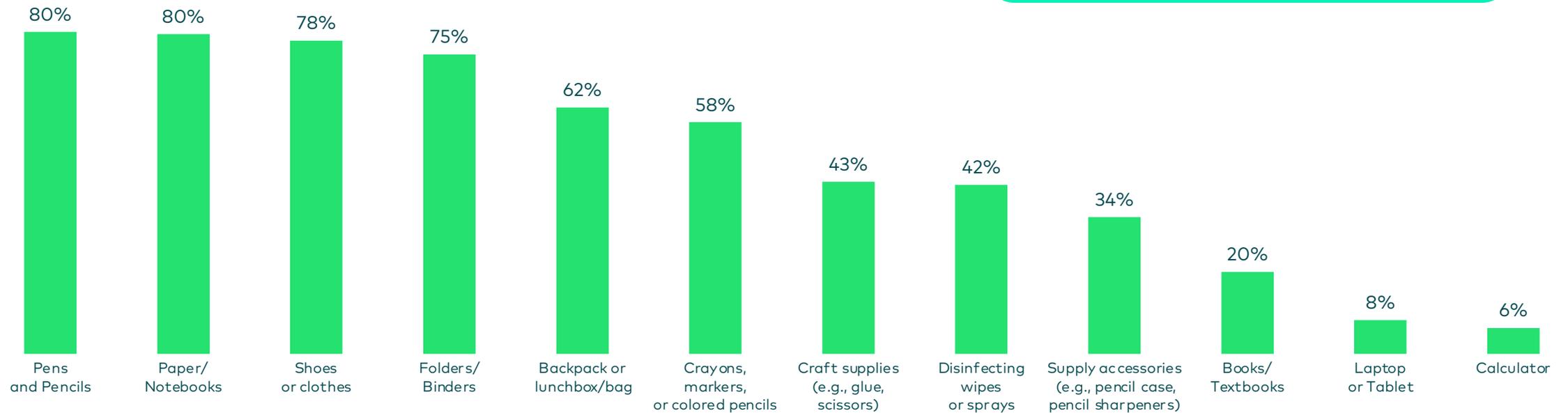
Numerator's 2023 Back-to-School Survey was fielded between 7/12 and 7/14 to 1,200 individuals. The report showcases overall consumer plans as well as comparisons between shoppers for various grade levels. Of the 1,200 respondents, half **(50%)** are shopping for more than one child. Over half **(51%)** are shopping for K-5th grade, a third **(35%)** are shopping for 6-8th grade, and nearly half **(46%)** are shopping for 9-12th grade.

Traditional supplies top back-to-school shopping lists this year.

To prepare for the school year, four fifths of consumers plan on purchasing pens and pencils, paper/notebooks, and clothes or shoes for their child(ren). Over a third will use a school-provided list when shopping for supplies.

PLANNED SUPPLY PURCHASES

% of back-to-school shoppers



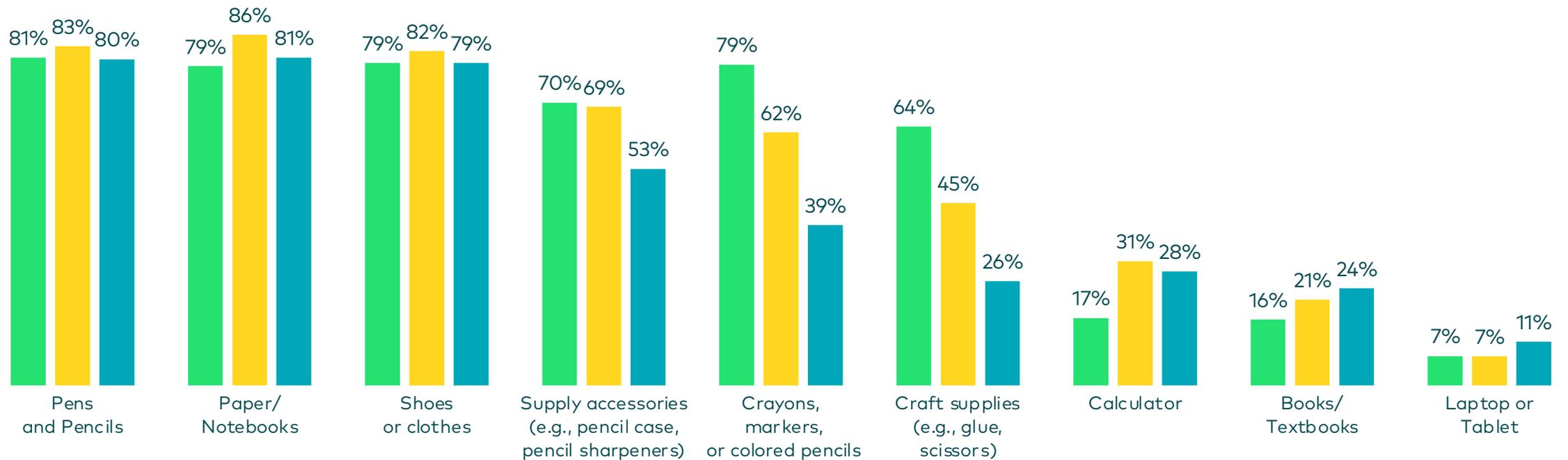
School supply needs vary by grade level of student.

While traditional supplies are a staple for every grade group, other supply needs vary by grade. Coloring and craft supplies are a popular choice among shoppers with younger children, while electronics are more popular with older grades.

PLANNED SUPPLY PURCHASES

% of back-to-school shoppers

■ K-5th Grade ■ 6-8th Grade ■ 9-12th Grade

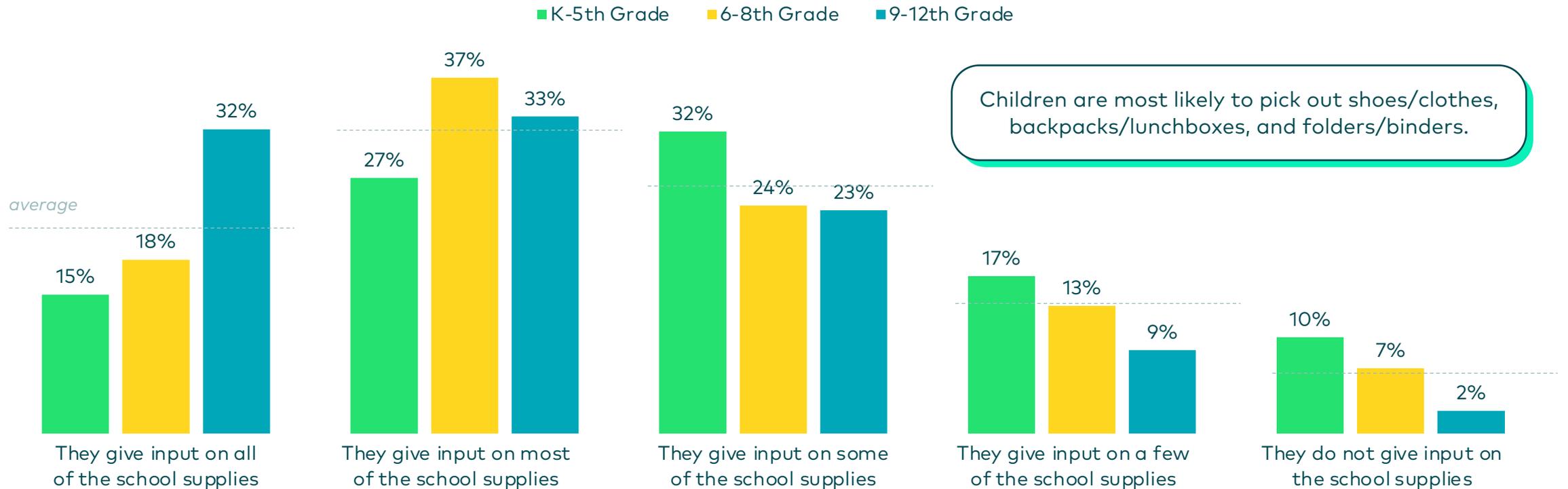


Older children have the greatest influence on supply purchases.

Children will be influencing back-to-school shopping this year, especially those in higher grade levels. Nearly a third of consumers with 9-12th graders will allow them to have input on all school supplies, compared to 15% for those with K-5th grade children.

CHILD(REN)'S INPUT ON PURCHASES

% of back-to-school shoppers

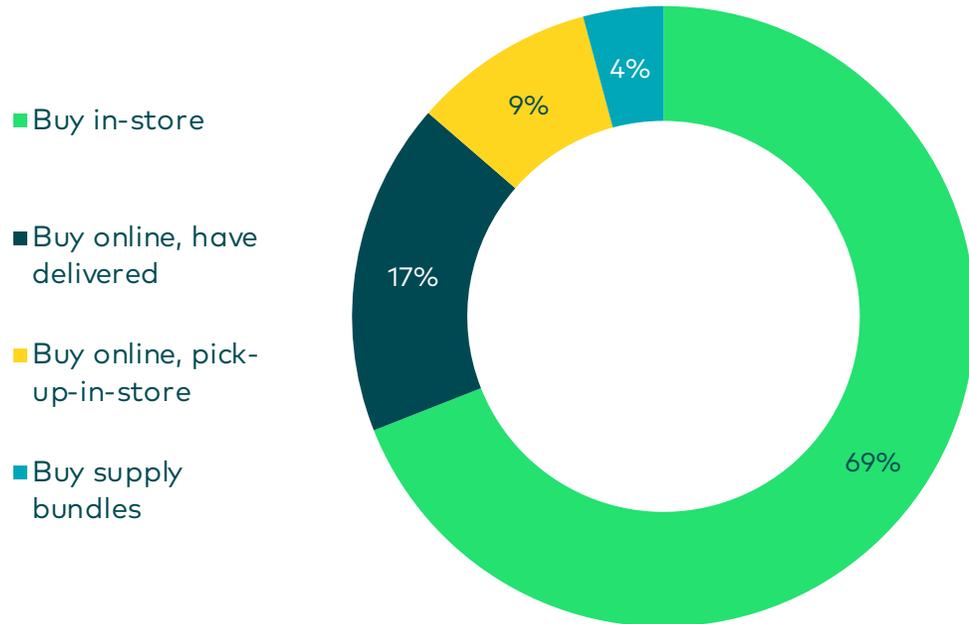


Shoppers opt for buying school supplies in-store at mass retailers.

Over three fifths of consumers plan on doing most of their back-to-school shopping in-store, while 17% plan on shopping online for delivery. Mass retailers will be the top in-store choice for 80% of shoppers followed by dollar stores and club/wholesalers.

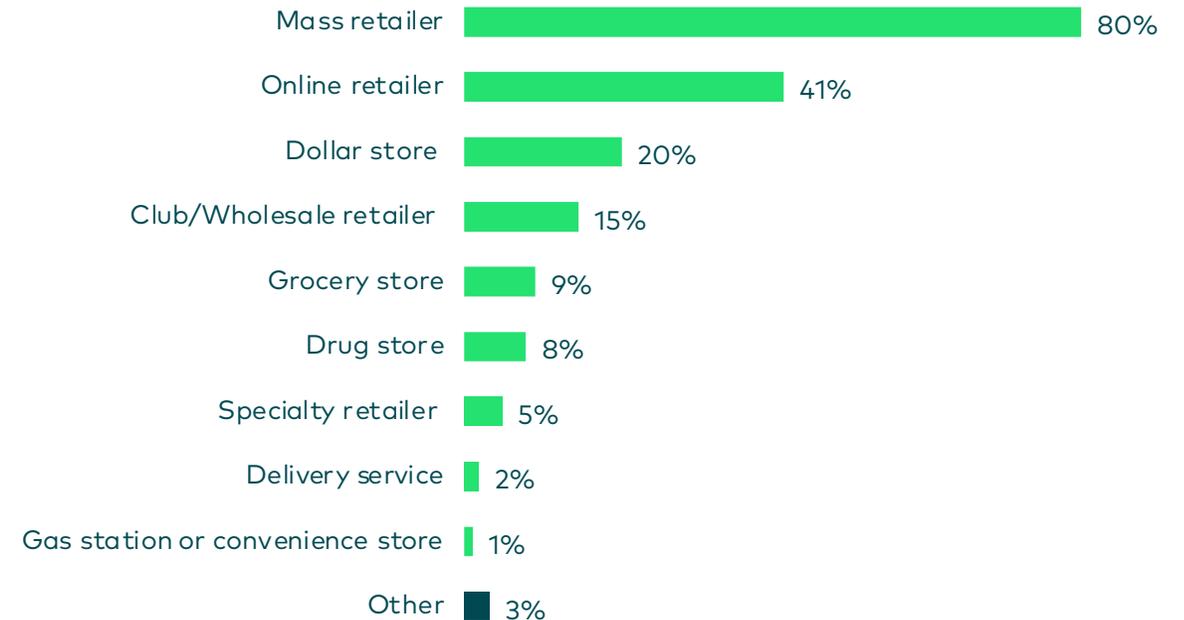
MAIN SHOPPING METHOD

% of back-to-school shoppers



PREFERRED RETAILER

% of back-to-school who will shop at...

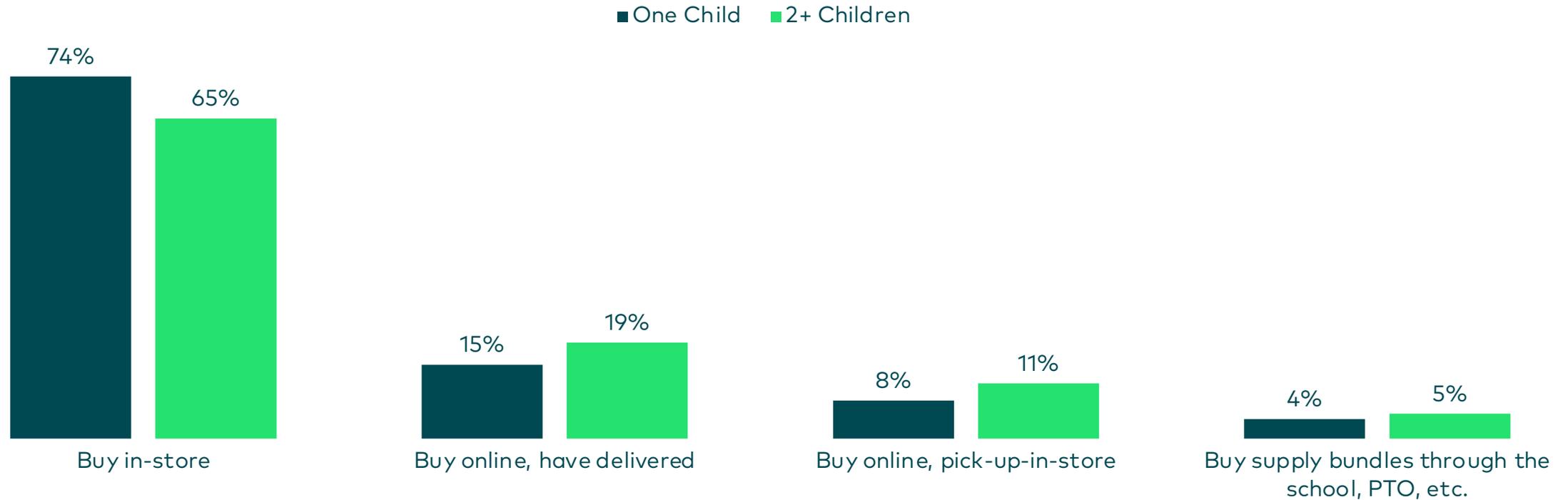


Consumers with multiple children are more likely to shop online for supplies.

In-store purchasing will be the preferred shopping method for both consumers with one child and multiple children. However, a third of shoppers with multiple children will choose a variation of online shopping, versus a fourth of shoppers with one child.

SHOPPING METHOD BY NUMBER OF CHILDREN

% of back-to-school shoppers

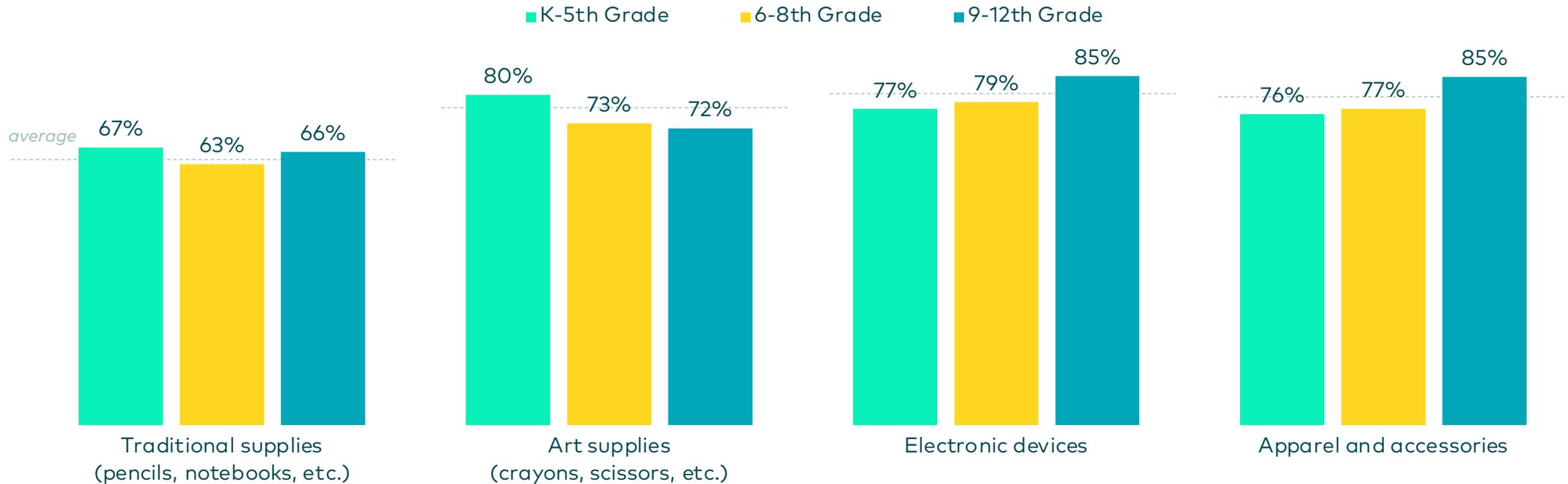


Name brand is a key consideration when shopping for supplies.

A third of all shoppers consider name brand traditional supplies important. However, those with children in K-5th grades are more likely to view name brand art supplies as important, while those with older children look for name brand electronics and apparel.

NAME BRAND IMPORTANCE BY CATEGORY

% of back-to-school shoppers who view name brand as important

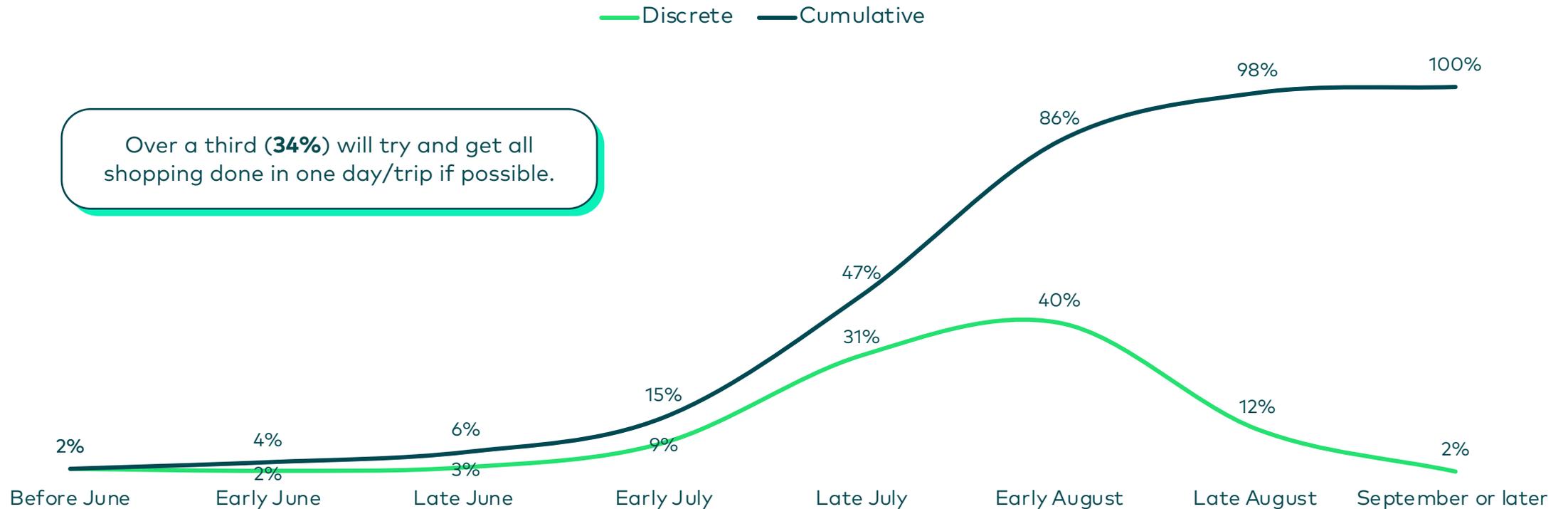


Late summer is the preferred time for back-to-school shopping.

The majority of consumers will aim to have their supply shopping complete between late July and early August. 34% will try to purchase all supplies in one day, rather than spreading their shopping out.

PLANNED SHOPPING TIME

% of back-to-school shoppers

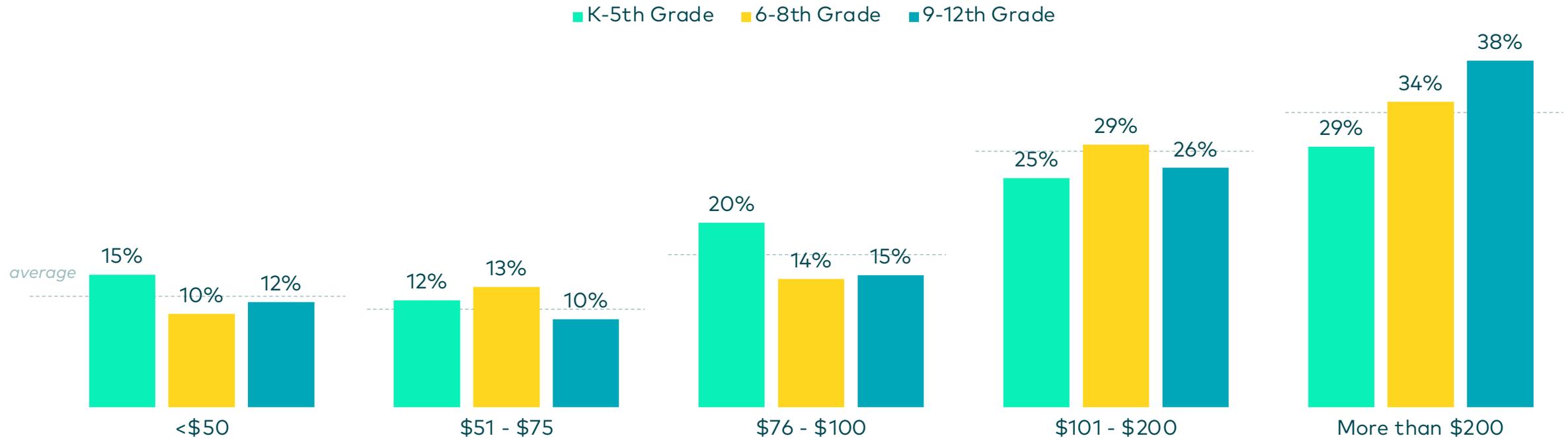


Over half will spend more than \$100 on back-to-school supplies.

57% of shoppers will spend over \$100 dollars on supplies this year, with almost a third spending over \$200. Those with older students are more likely to spend more on back-to-school shopping compared to consumers with younger students.

EXPECTED SPENDING

% of back-to-school shoppers

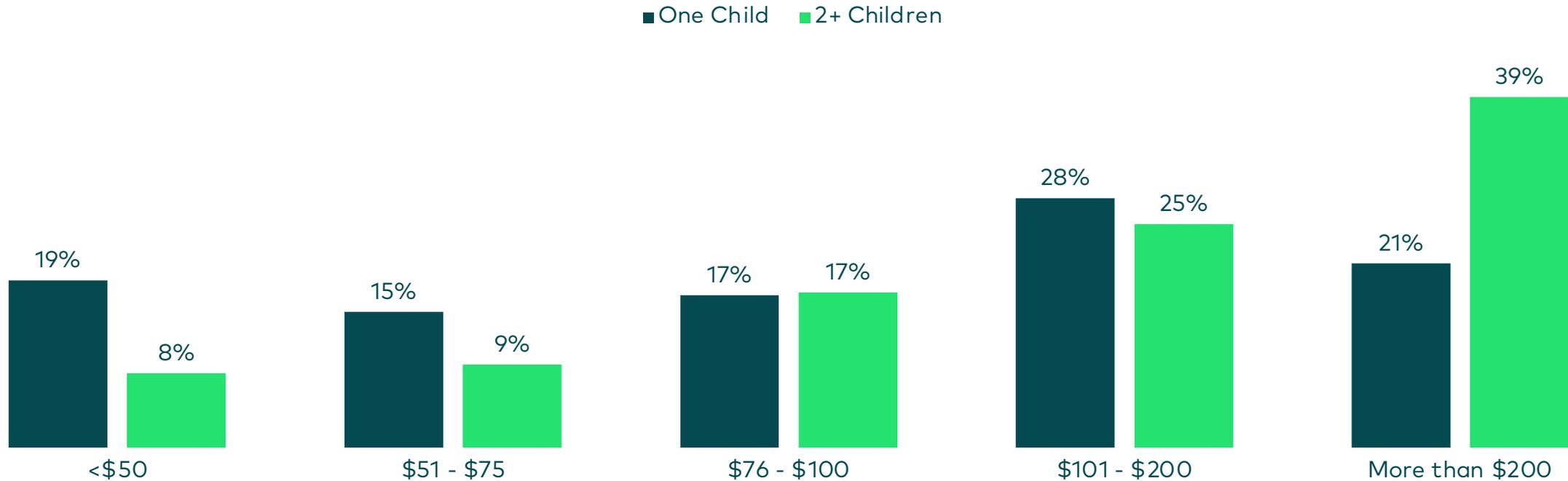


Consumers with multiple children will spend the most on supplies.

While those shopping for one student are more likely to spend less than those with multiple children, about half will still spend above \$100. Nearly two fifths of consumers with multiple children will spend over \$200.

SPENDING BY NUMBER OF CHILDREN

% of back-to-school shoppers

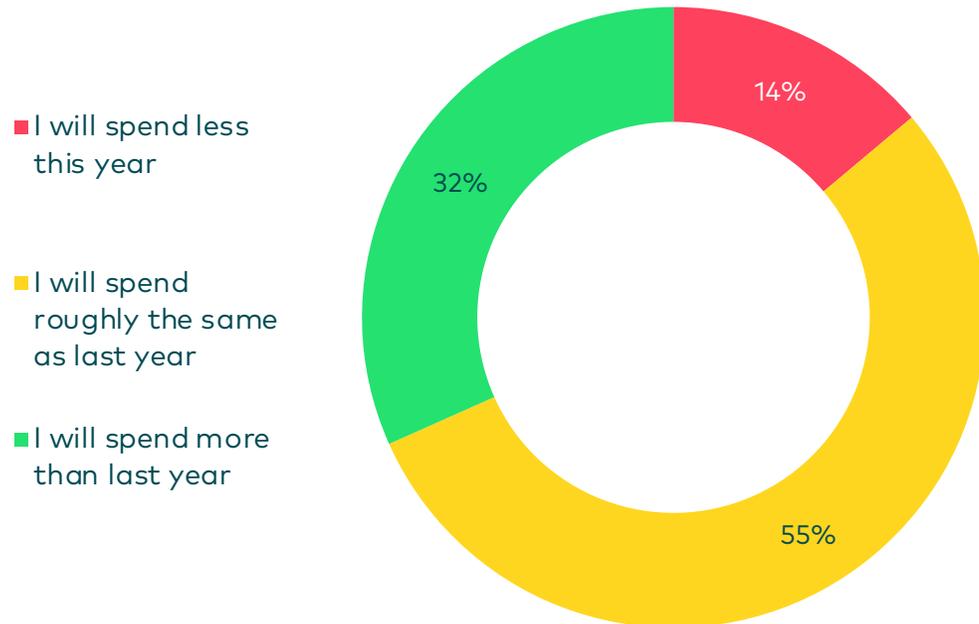


Expected back-to-school spending is on track with last year.

Over half of consumers expect to spend the same on school supplies this year compared to last year. To save money, shoppers are looking for back-to-school sales, coupons, and competitor prices.

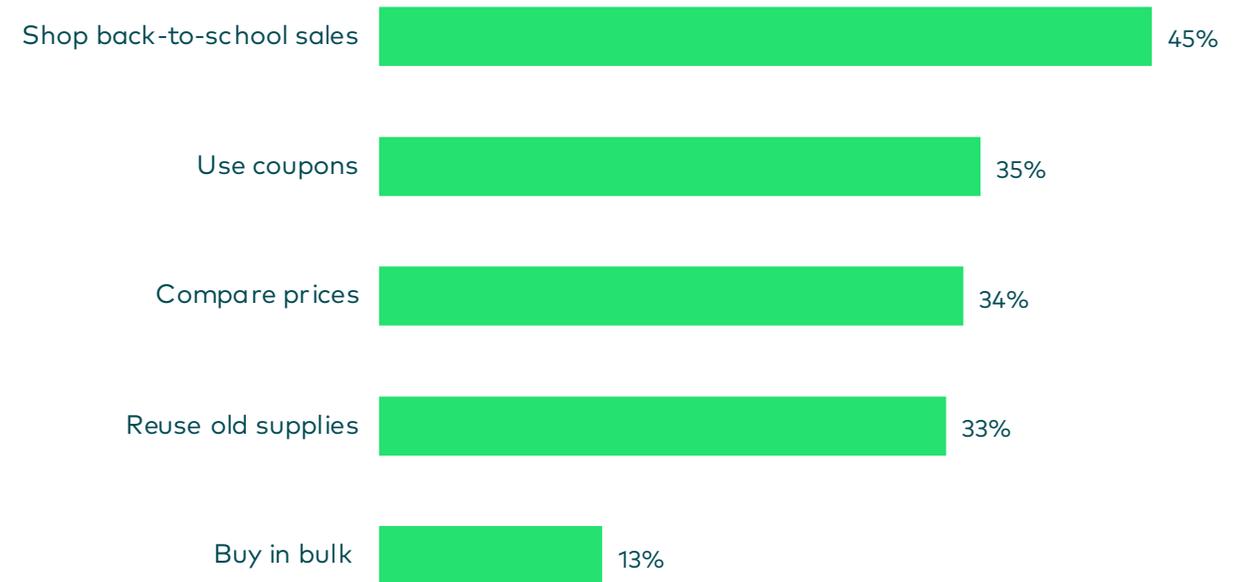
SPEND VS LAST YEAR

% of back-to-school shoppers



MONEY SAVING MEASURES

% of back-to-school shoppers who will...





 Numerator

Let Numerator help you with your back-to-school insights.

To dive deeper into the data outlined in this report, reach out to your Numerator representative or contact us at hello@numerator.com.