



2022 CONSUMER SURVEY REPORT

Back-to-School





We asked 2,400 people about their upcoming Back-to-School shopping plans.

Numerator's 2022 Back-to-School Survey was fielded between Monday 6/27 and Thursday 6/30 to 2,396 individuals. The report showcases overall consumer plans as well as comparison to their back-to-school purchases last year.

Back-to-School will continue to evolve from prior years...



Parents and guardians are prepping to send their children back to in-person schooling.

Many parents prefer in-person education and most children will return to exclusively in-person classes this year— curbing popular purchases from past years of online / hybrid school.

84%

prefer their children's schooling to be in-person

78%

of children will attend school exclusively in-person this year



Inflation continues to be a cloud hanging over a myriad of categories and shopping events.

As parents and guardians prep for their Back-to-School shopping, almost all are expecting rising prices to impact their purchases, cost-saving measures, and spend levels.

89%

expect inflation impact on their Back-to-School shopping

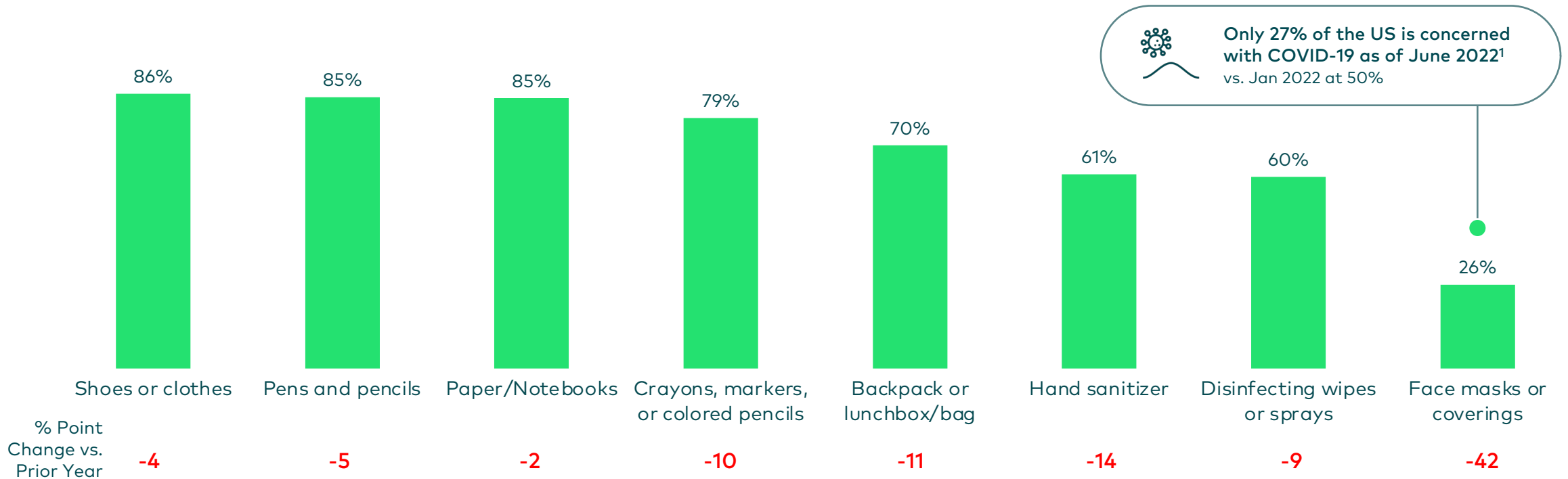
28%

Expect the inflation impact to be significant

Shoppers will cut back on hygiene products amidst shifting COVID concerns.

Staple categories such as clothes, shoes, and pens will be shopped by most. With the worst of the pandemic seemingly behind them, parents aren't expecting to shop face masks, hand sanitizer, or disinfectants as heavily this year.

BACK-TO-SCHOOL PLANNED PURCHASES



Numerator 2022 Back-to-School Survey (n= 2,396) 06/27/2022 – 06/30/2022

What do you plan to purchase this year / did you purchase last year for your back-to-school shopping?

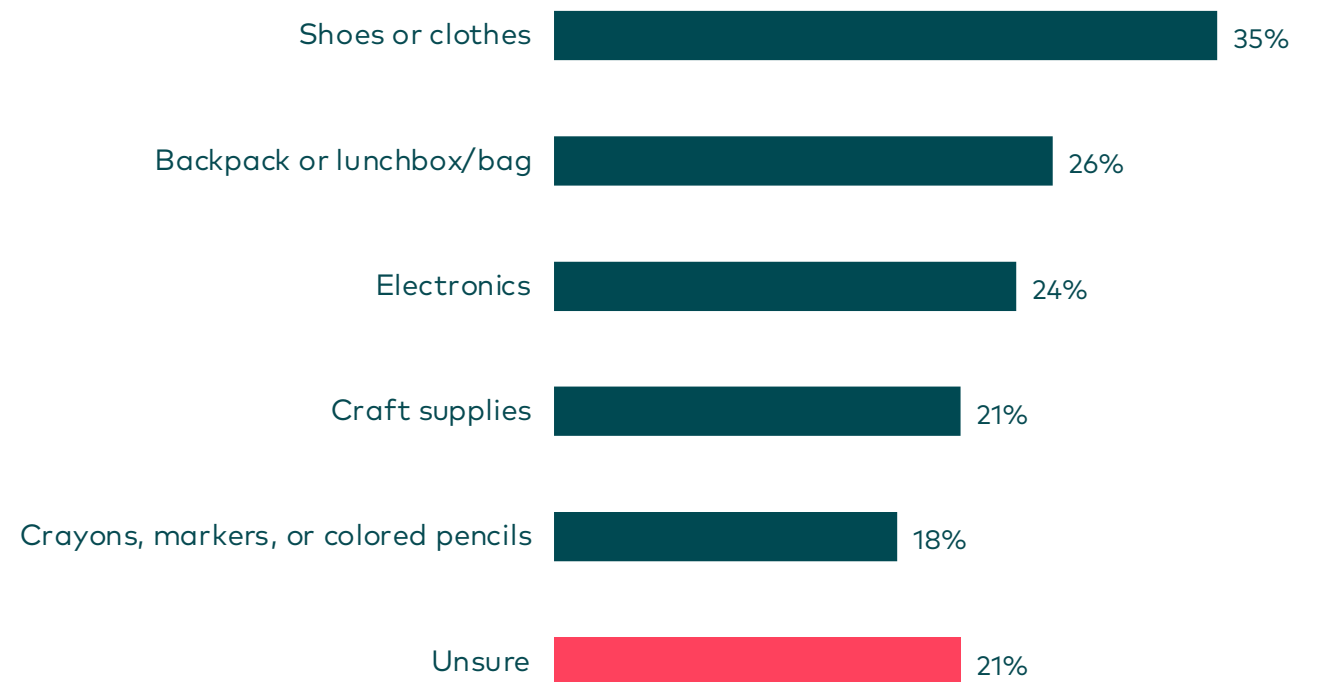
¹Numerator Monthly Consumer Sentiment Study: www.numerator.com/coronavirus/consumer-sentiment

Consumers will be open to cutting their spend across some top products.

Although still being purchased, categories with usual lift such as clothes, backpacks, and crayons / markers could see pullback due to inflation effects.

Electronics were purchased by over a third of parents / guardians last year (35%). As online schooling takes a back seat, it's no surprise tech is a popular category to cut from.

PLANNED SPENDING CUTBACKS Due to inflation

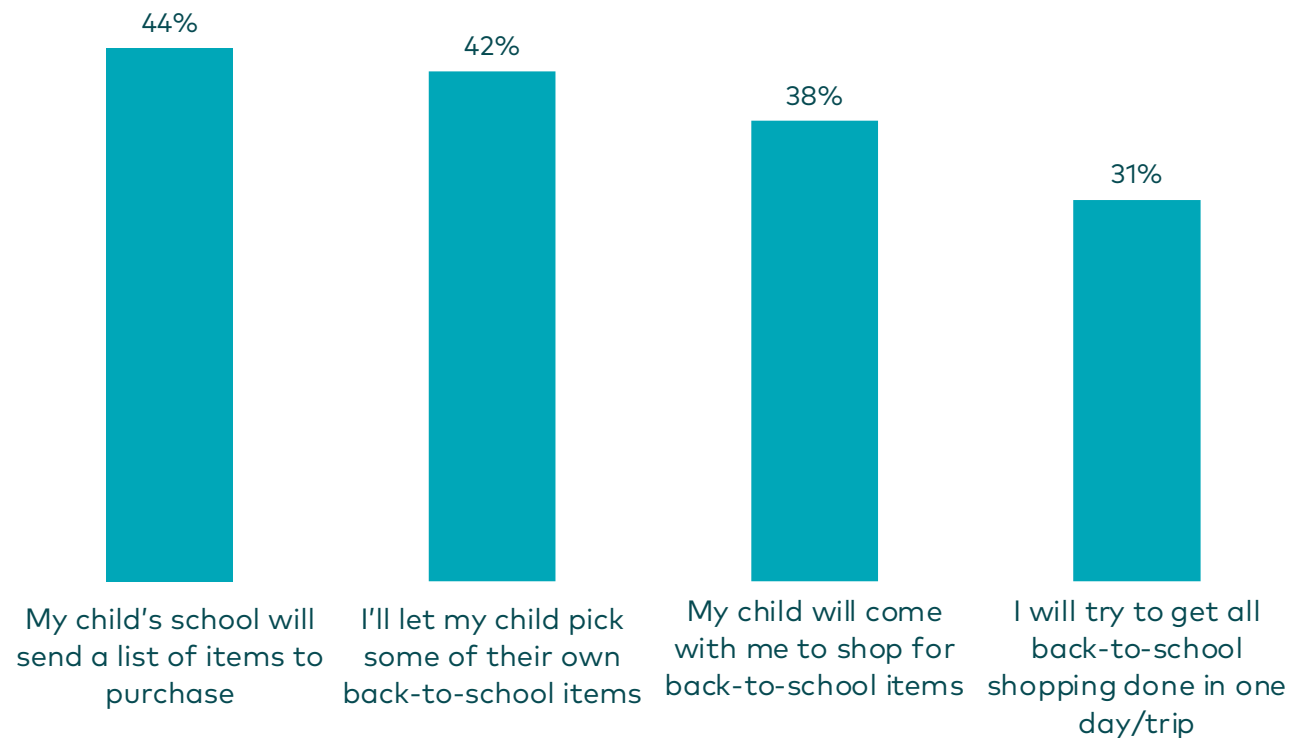


Expect children to be a decision maker during back-to-school shopping.

Over 1 in 3 shoppers will have their children tag along as they stock up their respective closets and backpacks. 2 in 5 will be waiting for a list to be sent out by the school to help guide their purchases.

An additional 2 in 5 will not only bring their children along but will also allow them to pick out some of their own items.

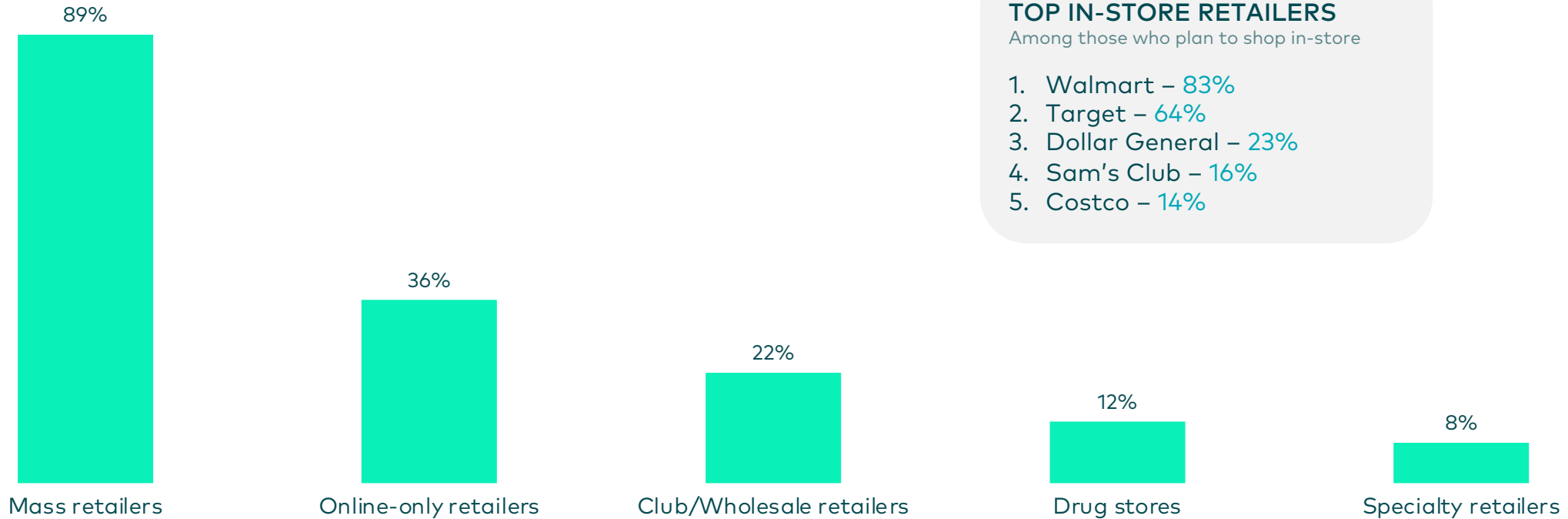
EXPECTED SHOPPING TRENDS



Back-to-School shopping will skew heavily to in-store, mass retailers.

Over 7 in 10 plan to shop in-store compared to the 1 in 5 that plan to shop online. With the popularity of in-store, mass retailers and those bringing kids on the in-store trip, brands need to appeal to both the parent and the child when in the aisle.

PLANNED BACK-TO-SCHOOL SHOPPING LOCATIONS



TOP IN-STORE RETAILERS

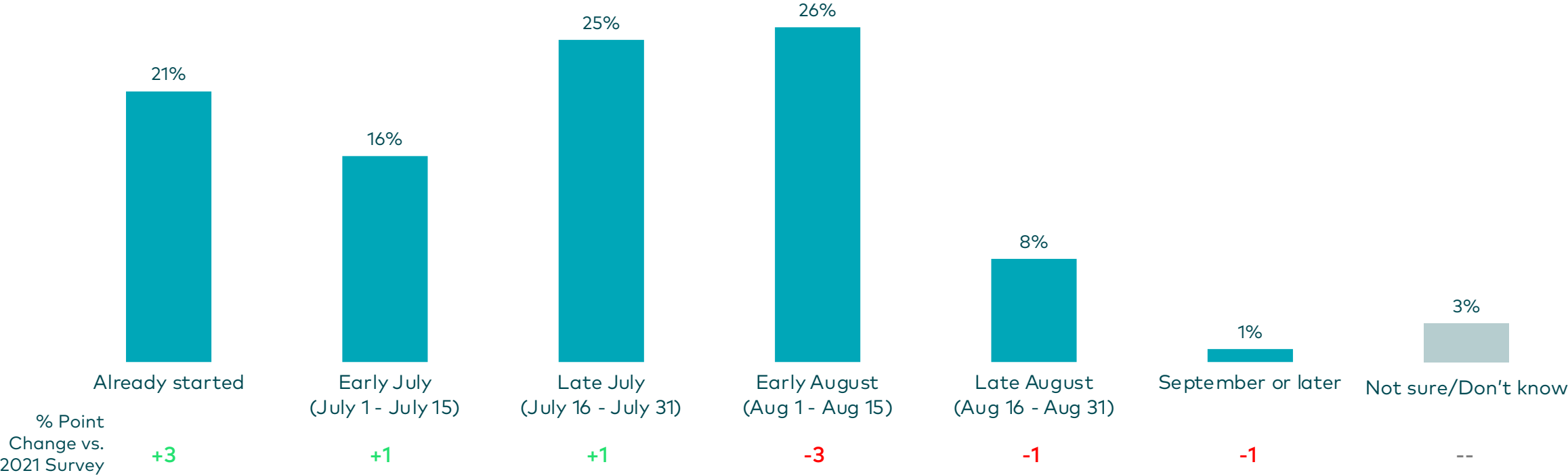
Among those who plan to shop in-store

1. Walmart – 83%
2. Target – 64%
3. Dollar General – 23%
4. Sam's Club – 16%
5. Costco – 14%

Shopping for Back-to-School is starting earlier than last year.

Almost 2 in 3 will have their back-to-school shopping done before August. Parents and guardians also have a high amount of certainty around their timing– only 3% aren't sure when they'll get their shopping done.

PLANNED BACK-TO-SCHOOL SHOPPING TIMING



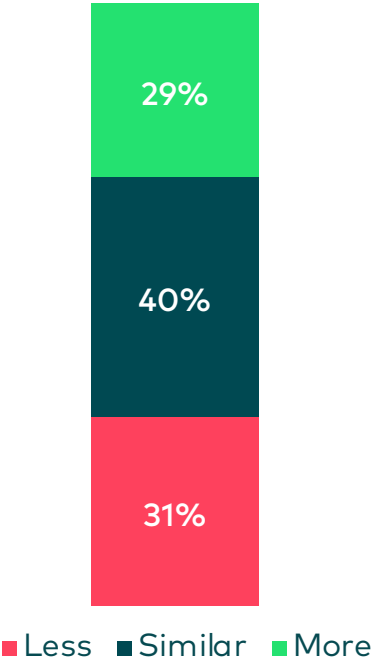
Numerator 2022 Back-to-School Survey (n= 2,396) 06/27/2022 – 06/30/2022
When do you plan to shop for your child(ren)'s back-to-school items for this upcoming school year?

Spending levels will change for most, with many expecting to spend over \$100.

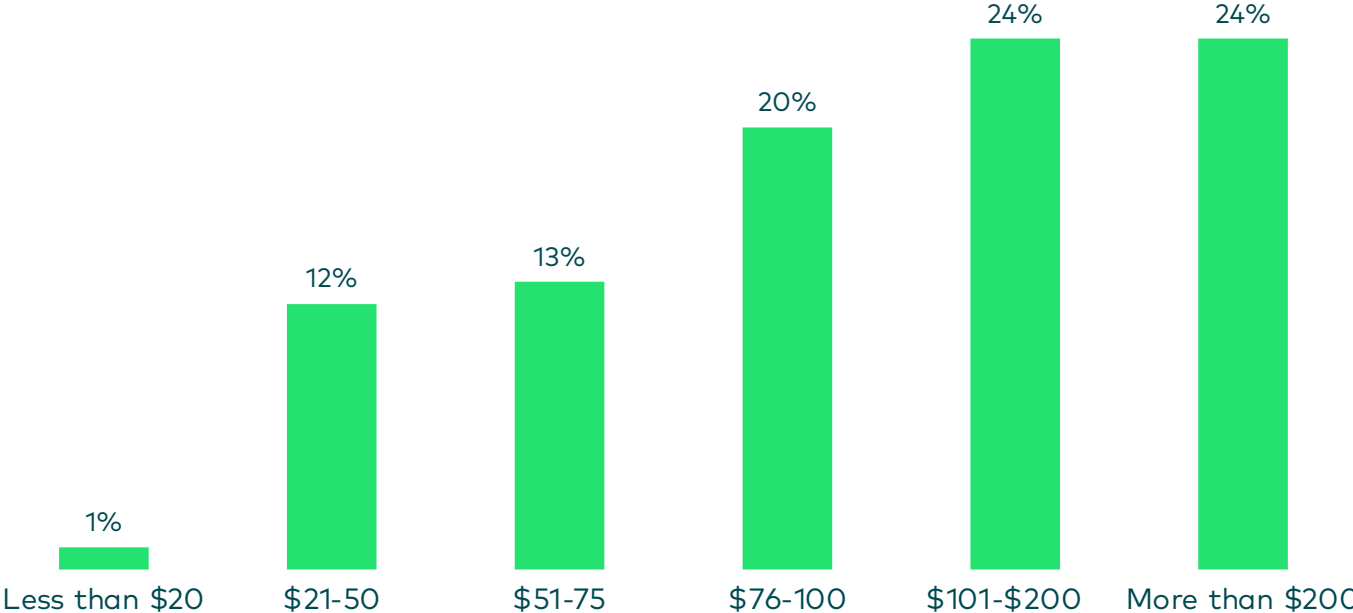
Roughly 2 in 5 plan to keep their back-to-school spending the same as last year. The remaining shoppers are split almost evenly between spending more or less. Regardless, almost half plan to spend north of \$100 on their products.

SPENDING DIFFERENCE

Compared to last year



EXPECTED BACK-TO-SCHOOL SPENDING

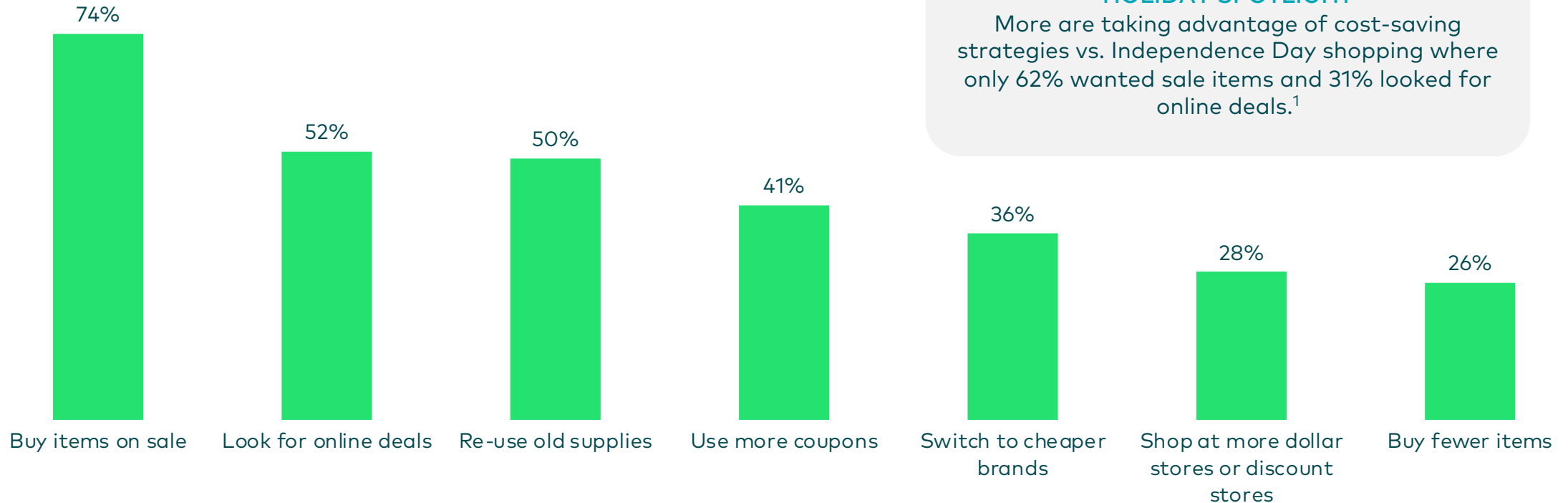


Almost all parents will look to save where they can.

Almost 3 in 4 will buy sale items for their children. Many will leverage online deals or look to re-use old school supplies to extend the value of the products they buy. Only 2% don't plan to take advantage of any cost-saving measure.

PLANNED SHOPPING CHANGES

Due to inflation



HOLIDAY SPOTLIGHT
More are taking advantage of cost-saving strategies vs. Independence Day shopping where only 62% wanted sale items and 31% looked for online deals.¹

Where Numerator can help next...



Track purchasing behaviors of your category during the peak shopping periods using Numerator Insights.



Field an instant survey to gather purchasing intent specific to your category regarding inflation.



Track key category promotions during the Back-to-School season using Numerator Promo Intel.



Study up on more consumer insights.

Reach out to us at hello@numerator.com or
visit numerator.com for the latest research.

Learn more about prior Back-to-School
reports from our [blog](#) and [webinar](#).

