Gut Check

2021 Back-to-School Purchasing Insights

Key Insights

03

- Most parents are planning for a physical return to school and generally feel positive about their decision considering COVID-19.
 - Though some remain on the fence: 1 in 3 say they are somewhat positive & somewhat negative about their decision.
- **O2** A large portion (40%) don't start shopping until the week before school starts or sooner, indicating there is a finite window to influence shoppers and that decisions are likely being made in the moment.
 - In-store is the top source of back-to-school promotion awareness, followed by TV advertising and Facebook; email and direct mail are only moderately influencing.
 - It is critical to be on-shelf and in-stock at the top shopped retailers Walmart, Target, and Amazon – to meet parents in the moment.
 - On average, parents plan to purchase ~2 electronic devices as part of back to school; those with children who will be hybrid or remote are more likely to purchase a greater number of devices than their in-school counterparts.

However, nearly 1 in 3 parents do not intend to purchase any electronic devices.

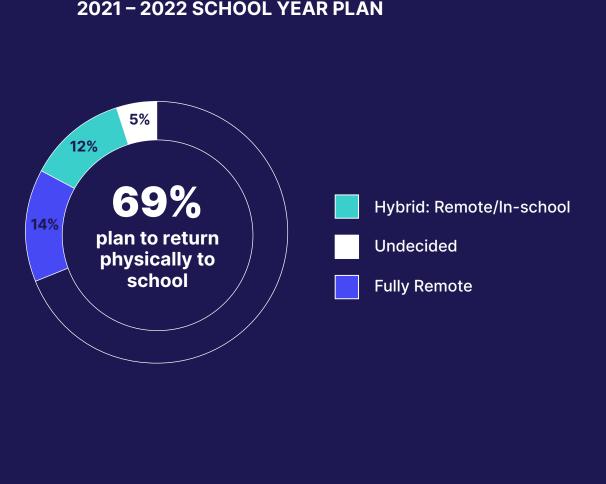


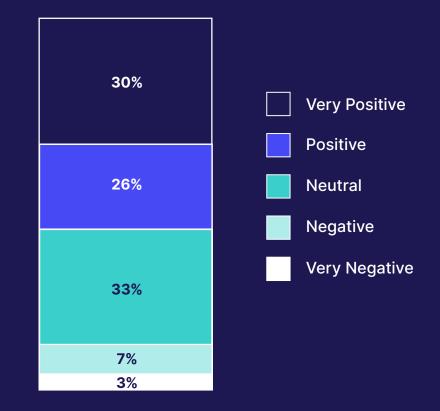
When it comes to lunch and snack food options, parents are most influenced by child preference and price to decide on which items or brands to buy.

All natural and better-for-you ingredients are moderately important, while brand loyalty and appealing packaging have little to no influence.

Most parents are planning for a physical return to school and feel positive about their decision, though some remain on the fence

Questions: What are your plans for your child(ren) for the 2021-2022 school year? How do you feel about your education plans for the start of this school year in relation to the health of your child(ren) and COVID-19?



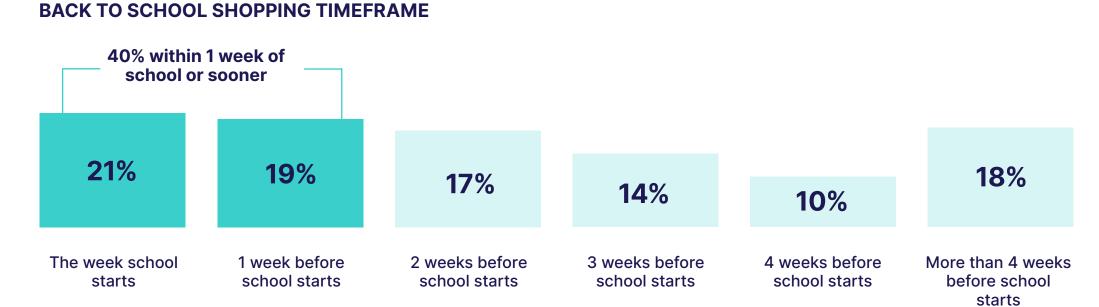


FEELINGS ABOUT SCHOOL YEAR PLAN

Base: Parents of school-aged children (Kindergarten – 12th grade); N=201

There is a finite window to influence shoppers, indicating that many decisions are likely to be made in the moment.

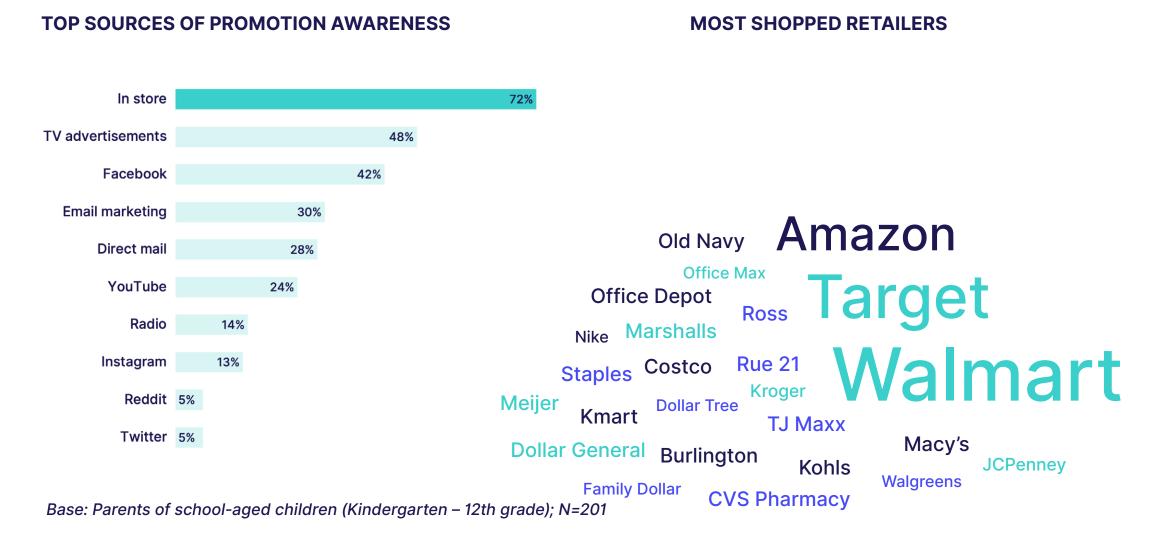
Question: When do you plan to begin back to school shopping?



In-store drives back-to-school promotion awareness – being on-shelf and in-stock at Walmart, Target, and Amazon is key.

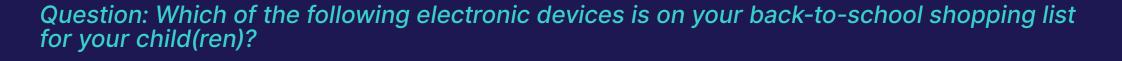
TV advertising and Facebook are key secondary supports, while email and direct mail are only moderately influencing.

Question: Please select the three channels where you most commonly discover back-to-school promotions.



Parents plan to purchase ~2 electronic devices; hybrid or remote are more likely to purchase a greater number of devices.

However, nearly 1 in 3 parents do not intend to purchase any electronic devices.



AVERAGE NUMBER OF DEVICE PURCHASES PLANNED



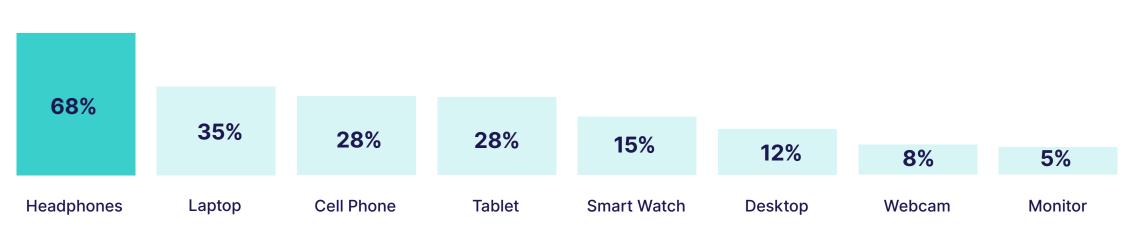
Base: Parents of school-aged children (Kindergarten – 12th grade); N=201 (In-school n=139; Hybrid/Remote n=52)

Headphones are by far the most planned purchase followed by laptops, cellphones and tablets.

Question: Which of the following electronic devices is on your back-to-school shopping list for your child(ren)?

DEVICES PLANNED TO PURCHASE

PLAN TO PURCHASE ELECTRONIC DEVICES



Base: Those planning to purchase at least 1 electronic device; N=139

When it comes to food options, parents are most influenced by child preference and price to decide on which items or brands to buy.

Natural and better-for-you ingredients are moderately important, while brand loyalty and pack designs have little to no influence.

Question: Thinking about the different features and criteria around packaged food products, please rank the following features and criteria in terms of how important they are in your decision to purchase packaged food products for your child(ren) to have during the school day.



TOP PACKAGE FOOD DECISION INFLUENCERS

Base: Parents of school-aged children (Kindergarten – 12th grade); N=201

GutCheck

About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and research experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckit.com

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