

2021 Back-to-School Purchasing Insights

Key Insights

01

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.

02

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.

03

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.

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

04

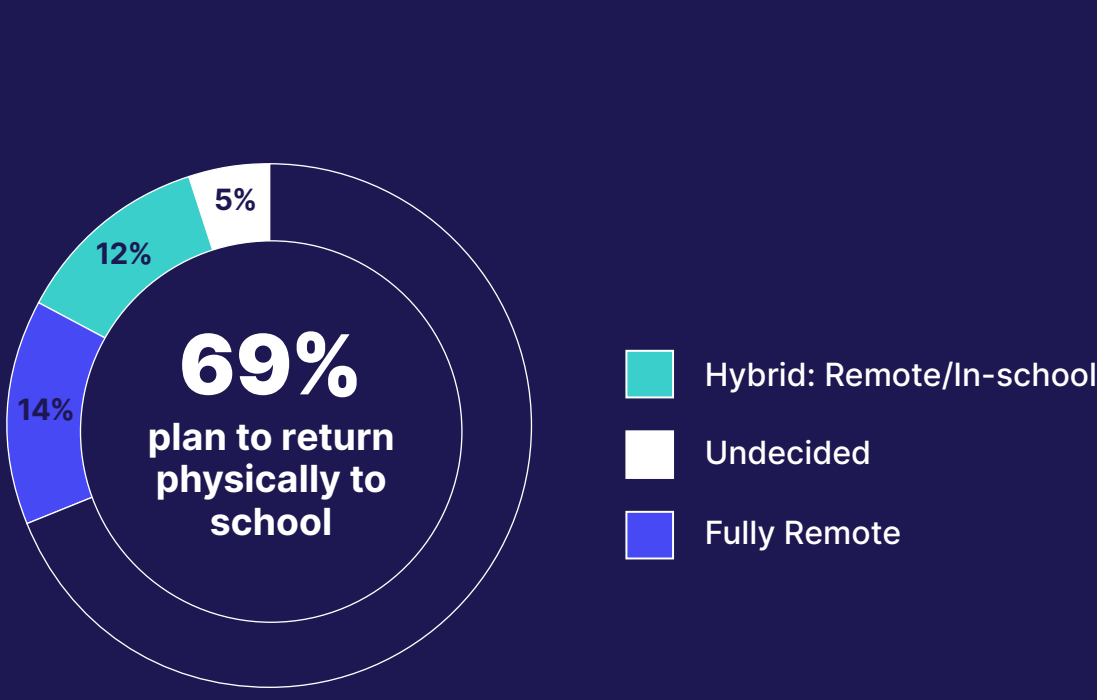
When it comes to lunch and snack food options, parents are most influenced by child preference and price to decide on which items or brands to buy.

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

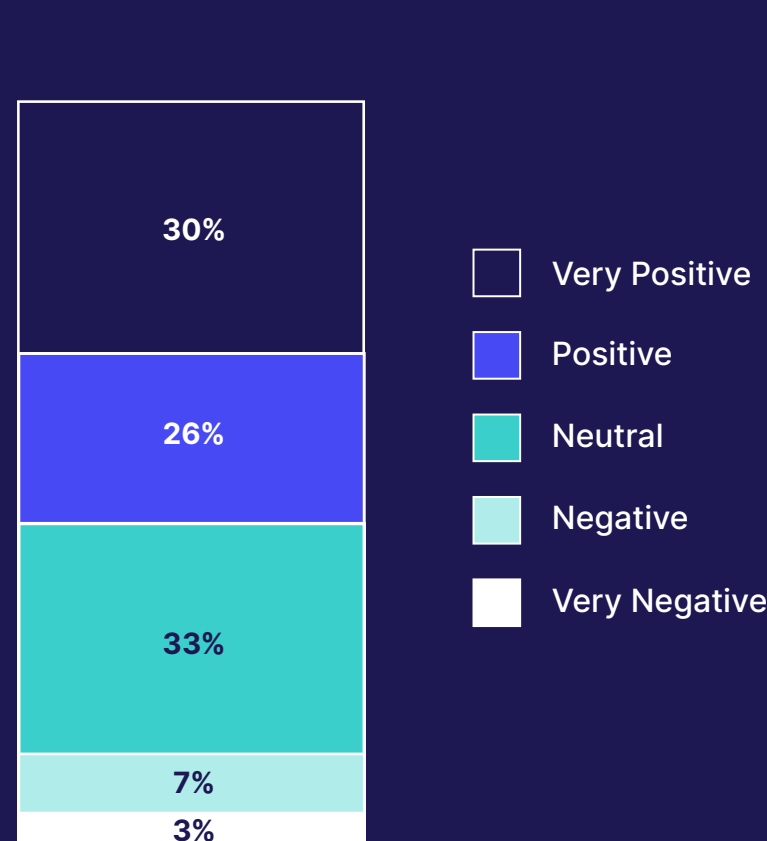
Most parents are planning for a physical return to school and feel positive about their decision, though some remain on the fence

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?

2021 - 2022 SCHOOL YEAR PLAN



FEELINGS ABOUT SCHOOL YEAR PLAN

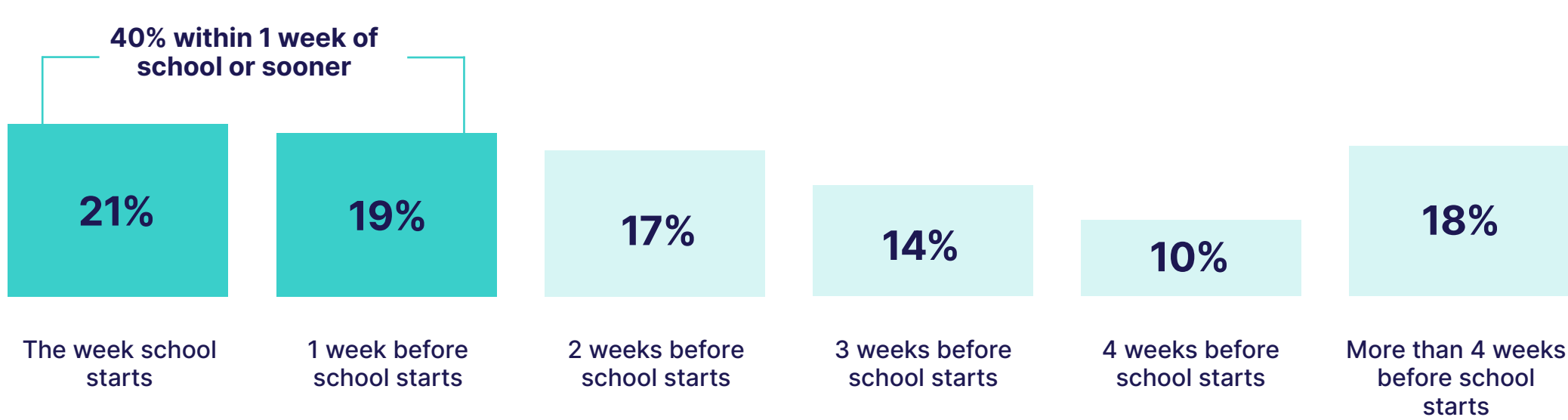


Base: Parents of school-aged children (Kindergarten - 12th grade); N=201

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?

BACK TO SCHOOL SHOPPING TIMEFRAME



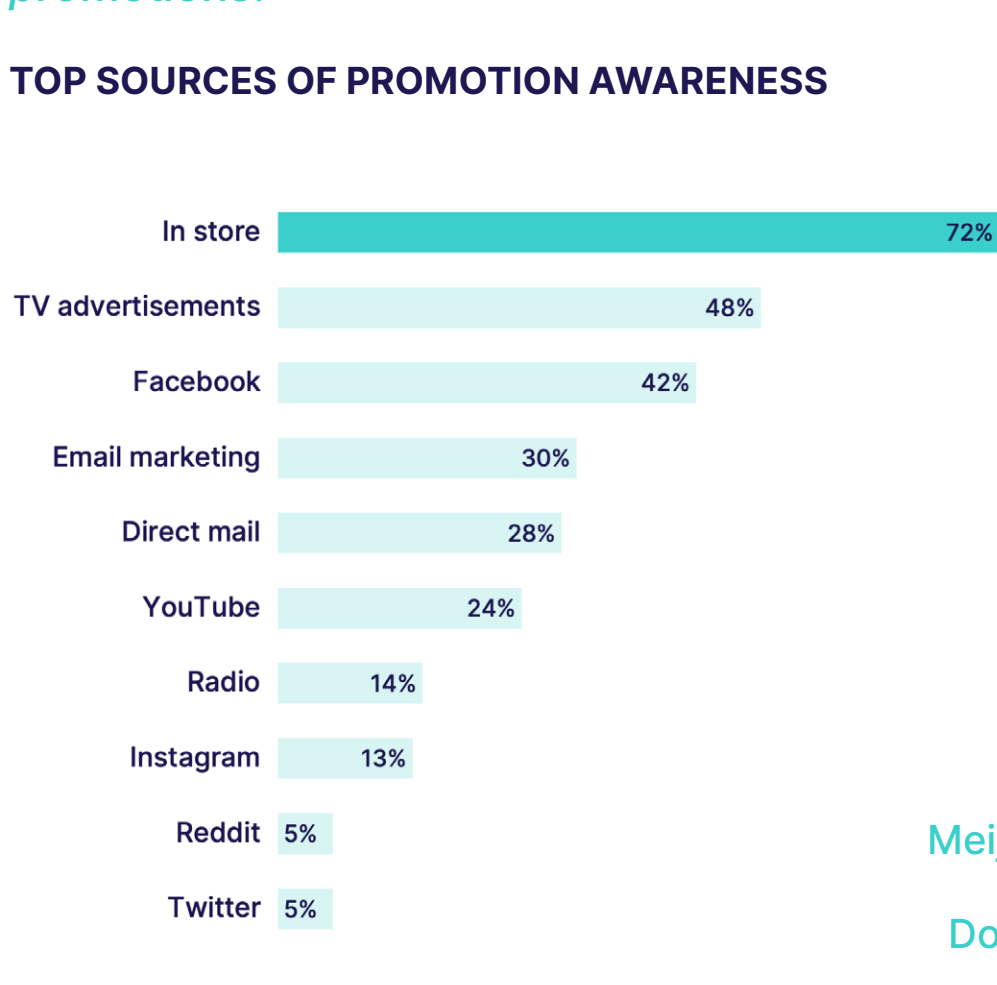
Base: Parents of school-aged children (Kindergarten - 12th grade); N=201

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.

TOP SOURCES OF PROMOTION AWARENESS



MOST SHOPPED RETAILERS



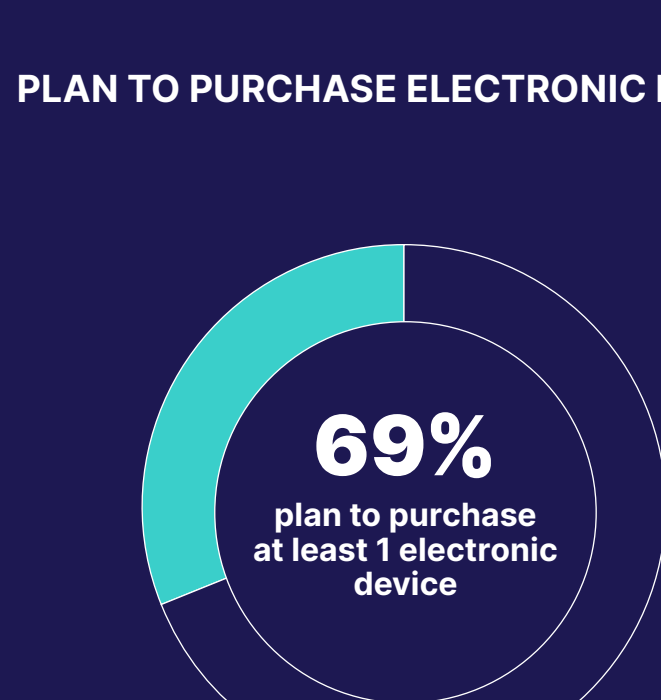
Base: Parents of school-aged children (Kindergarten - 12th grade); N=201

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

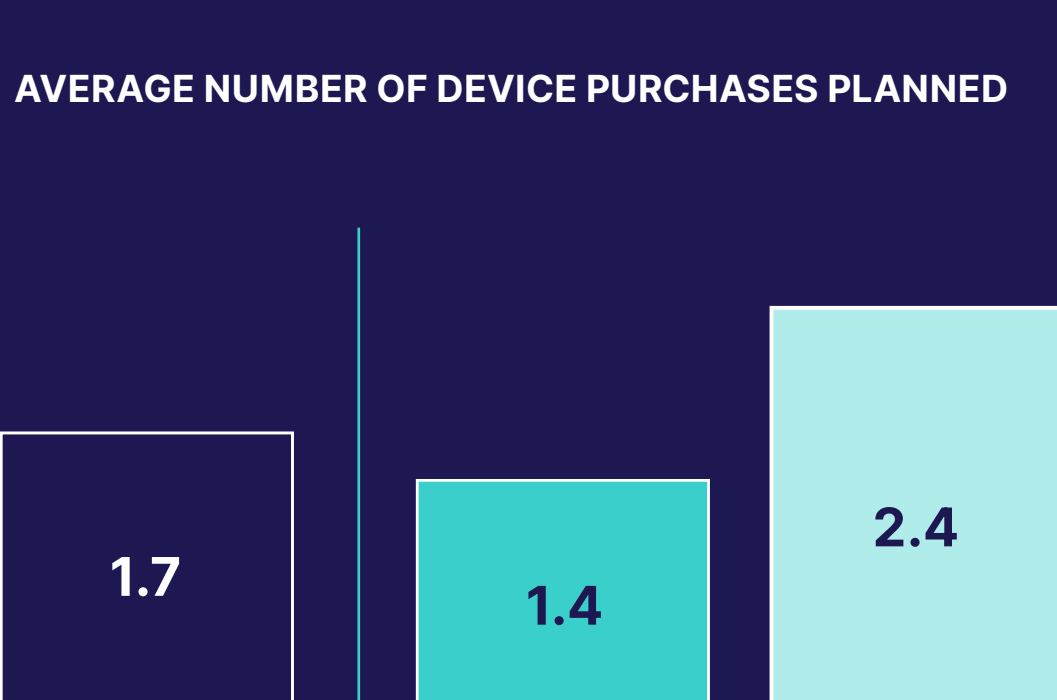
However, nearly 1 in 3 parents do not intend to purchase any electronic devices.

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

PLAN TO PURCHASE ELECTRONIC DEVICES



AVERAGE NUMBER OF DEVICE PURCHASES PLANNED

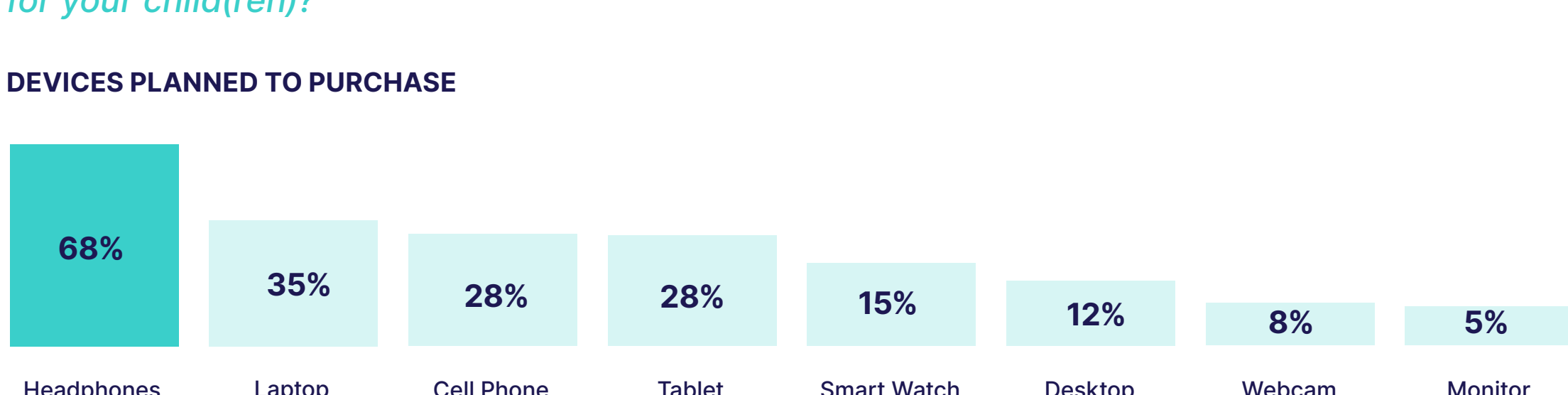


Base: Parents of school-aged children (Kindergarten - 12th grade); N=201 (In-school n=139; Hybrid/Remote n=52)

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



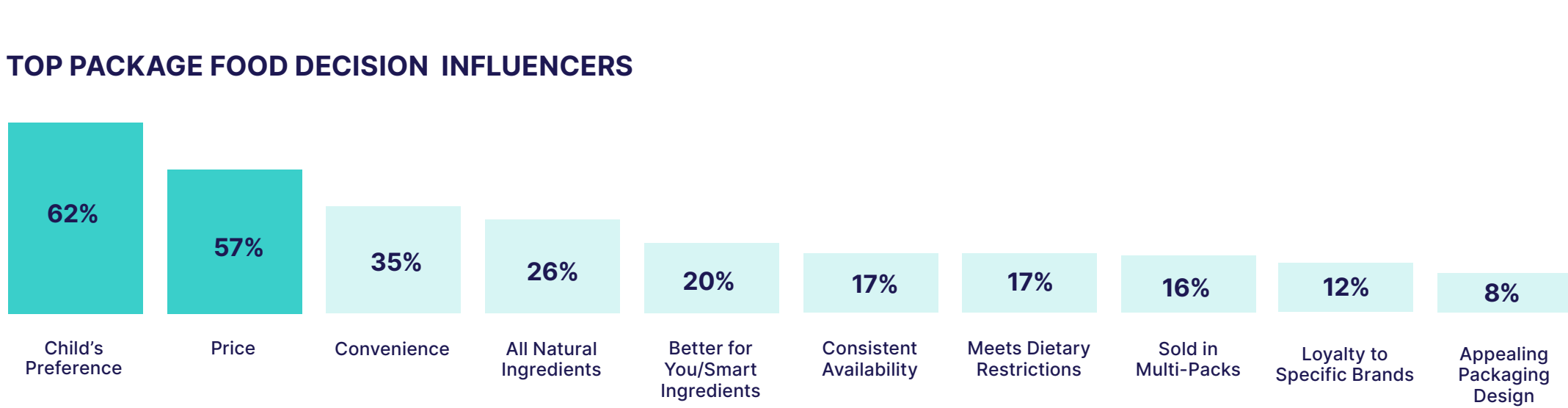
Base: Those planning to purchase at least 1 electronic device; N=139

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