67% of Back to School shoppers plan to spend more than in 2020:

- 23% are planning to spend at least 51% more
- 36% intend to spend 26%–50% more
- 21% intend to spend 11%–25% more

46% of back to school shoppers will spend $501 or more

Who will be the primary BTS purchase decision maker?
- 49% Parents
- 32% Parents and Students Jointly
- 19% Students

When will BTS shopping occur?
- 30% in August
- 18% in July
- 17% Monthly until school starts

Where will majority of BTS shopping occur?
- 54% Large retail chain stores
- 32% Online shopping
- 25% Dollar stores

Most popular BTS purchases?
- 47% Miscellaneous school supplies
- 38% Shoes
- 38% Clothing