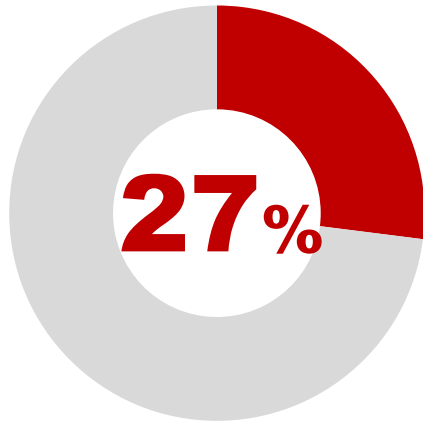
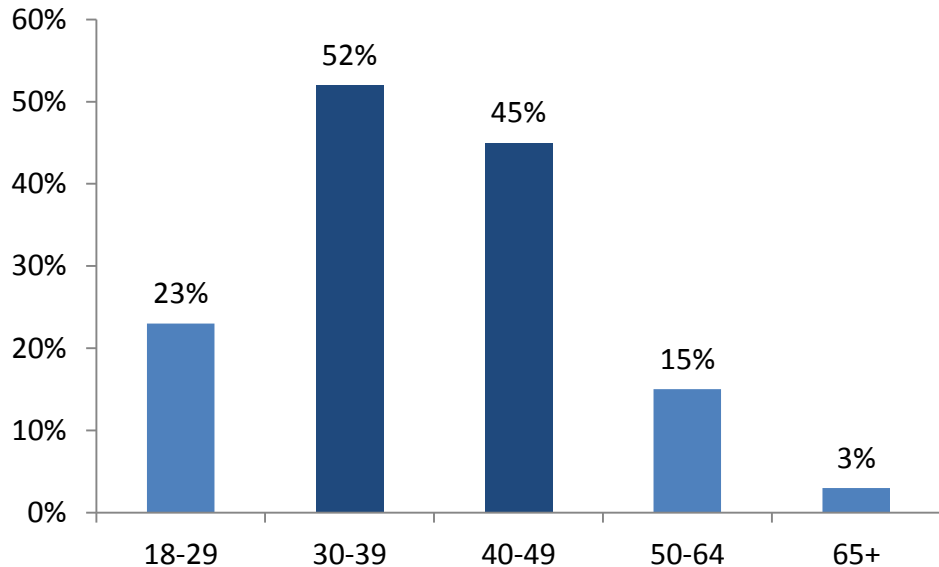


One quarter of our respondent population have children in grades K-12. As might be expected, the age group with the most school-age children is 30-49.



3 in 10 respondents have school-aged children





The majority of children start school before Labor Day; however, those in the Northeast have a significantly higher chance of starting after Labor Day than those in any other region.





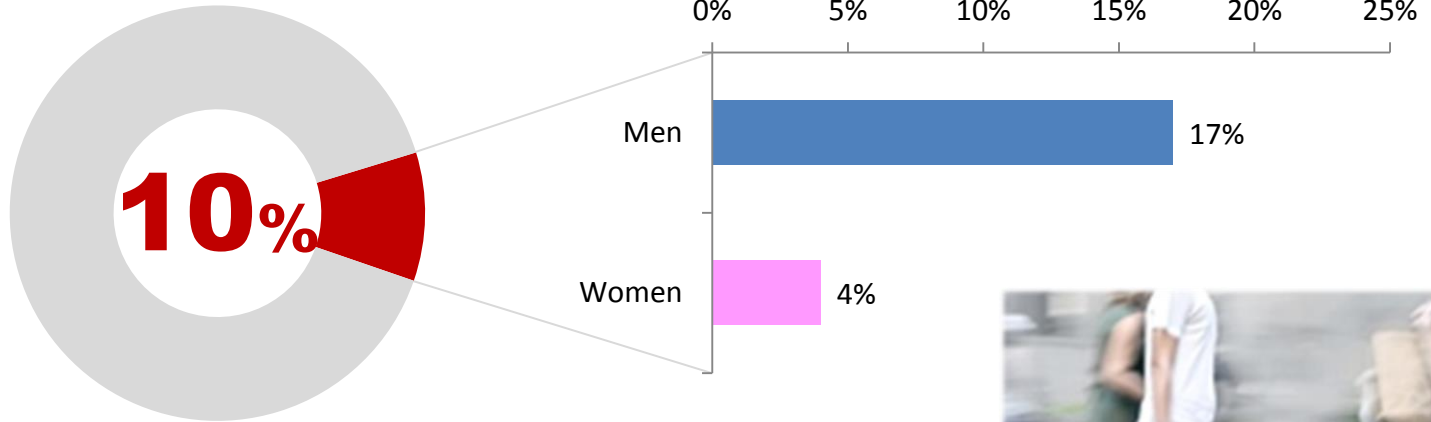
Regardless of region, back-to-school shopping generally occurs before Labor Day.



When does school start for your child/majority of your children?



Families tend to shop together, with only 10% of respondents indicating they would not be involved in shopping for school supplies

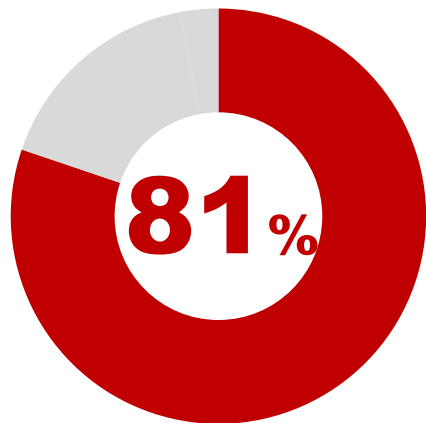


Only 1 in 10 respondents say that they will not be personally involved in shopping for school supplies





Most schools or teachers provide a list of recommended or required supplies for the upcoming year



4 in 5 respondents say that the school or teacher provides a list of recommended supplies





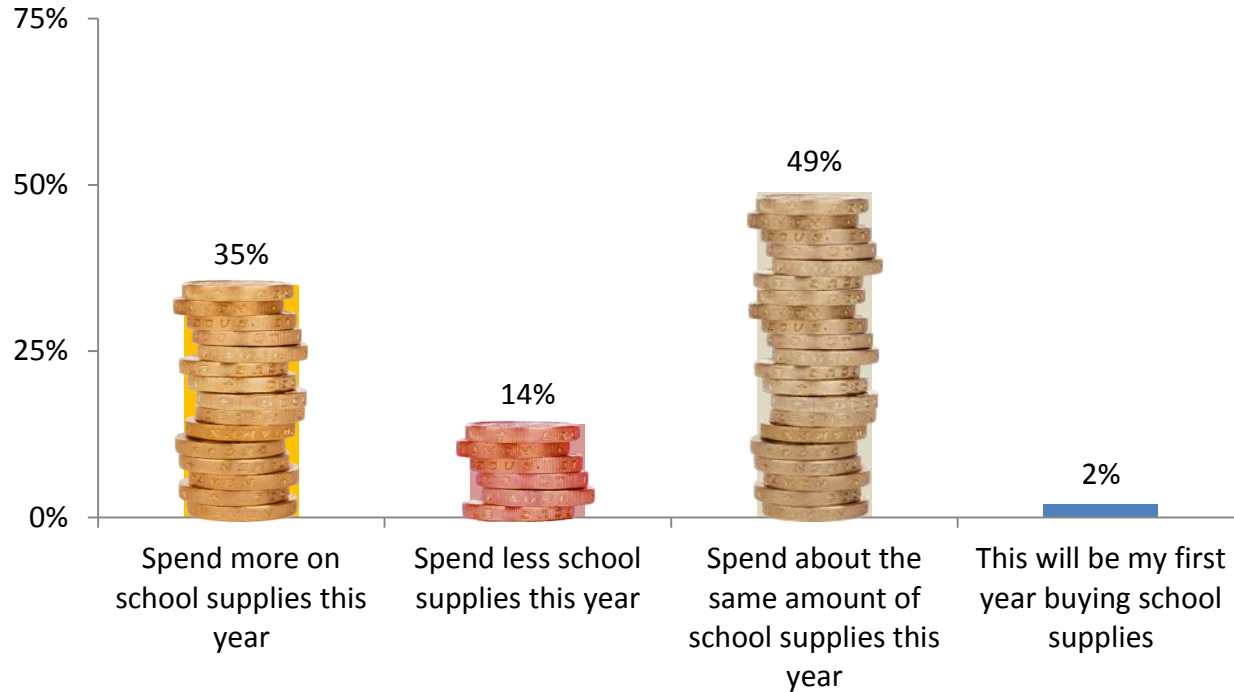
Shopping patterns are ambiguous, with approximately half waiting to receive the list before shopping, and 2 in 10 shopping prior to receiving the list.



Are you most likely to do the majority of your shopping for school supplies before or after you receive the recommended supply list?



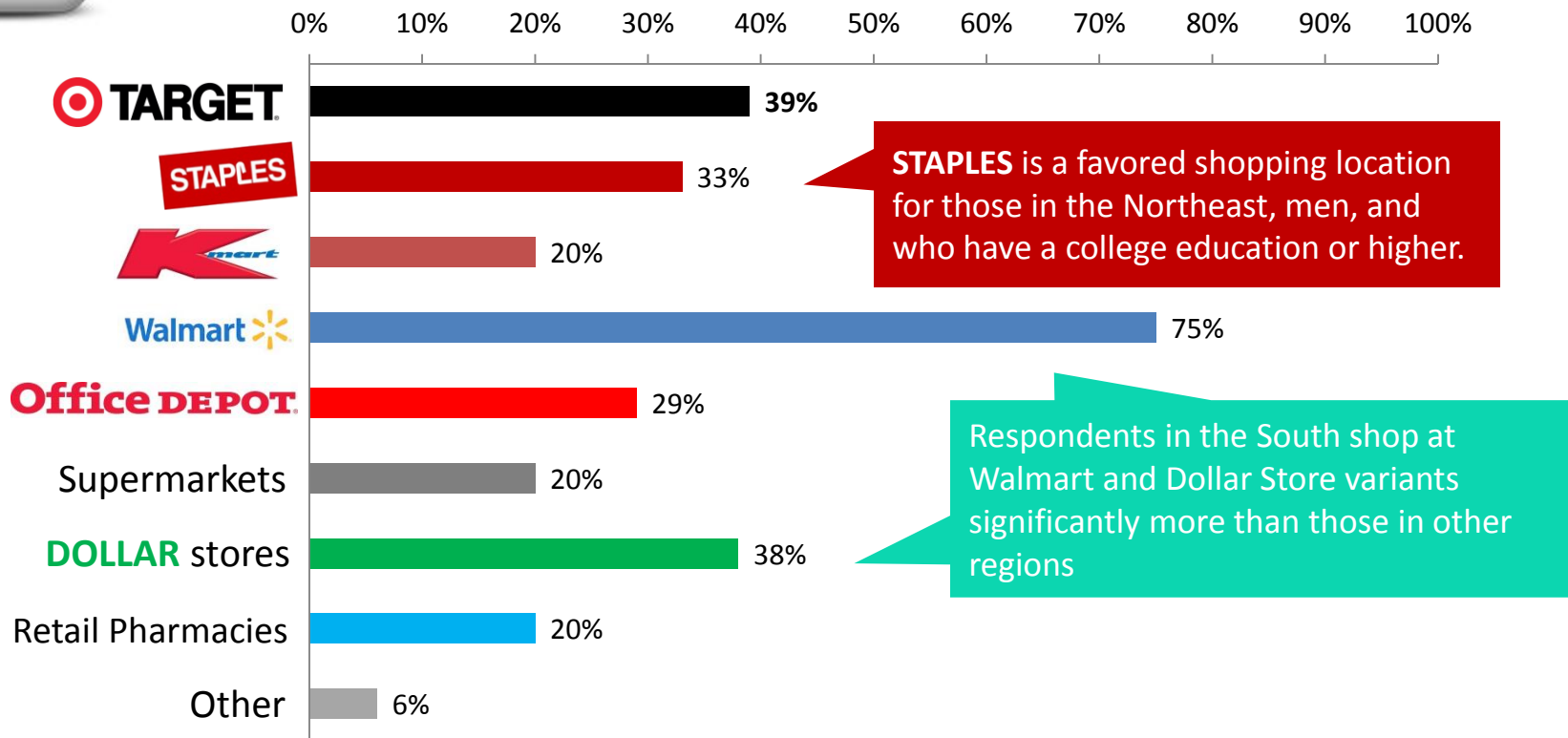
A third of the respondents felt they would spend more on school supplies this upcoming year



Compared to last year, are you likely to spend more/less/the same amount of money on school supplies this year?

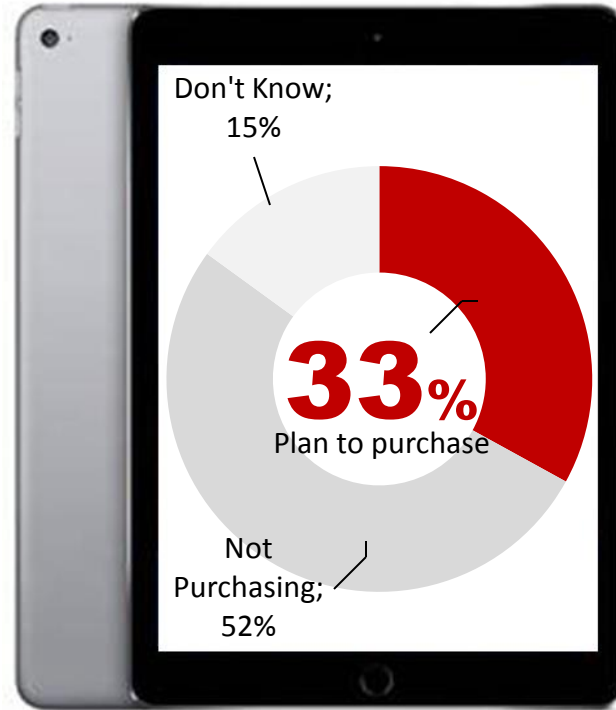


Walmart is the most popular location where parents purchase back-to-school supplies





Only one-third of parents plan to purchase a computer or tablet for school use



When you go shopping for school supplies, are you planning on purchasing any type of computer (laptop or desktop) or tablet for your child/children to use?