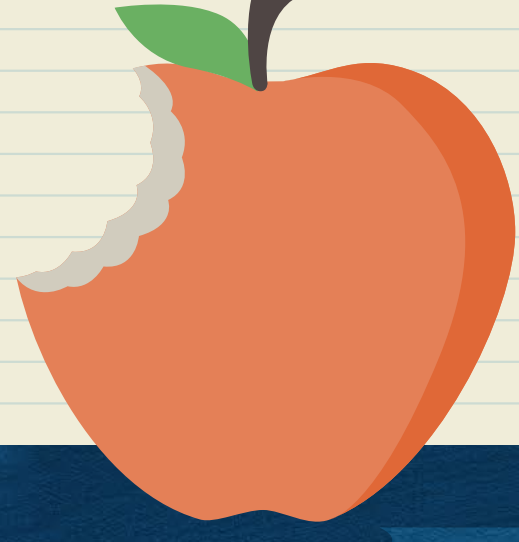


The ABCs of

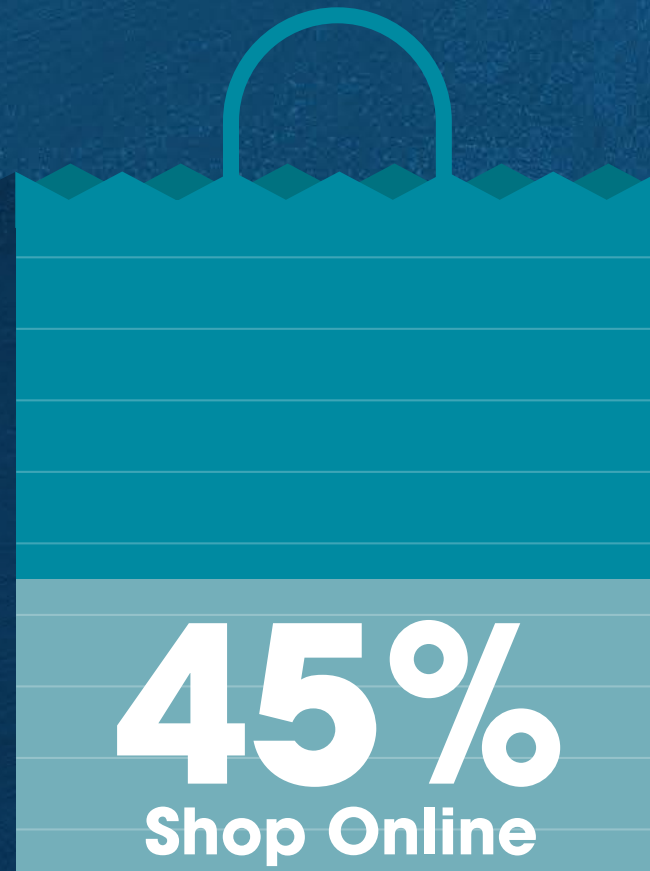
Back-to-School Shopping Behaviors

Back-to-School (#B2S) shoppers no longer drive from store-to-store for pencils and notebooks. Parents are shopping increasingly from the comfort of their tablet, laptop, or mobile phone, as evidenced by the growing usage numbers compared to last year's survey.



78% of consumers will go back-to-school shopping this year.

Most will shop in stores, but **about half will also shop online.**

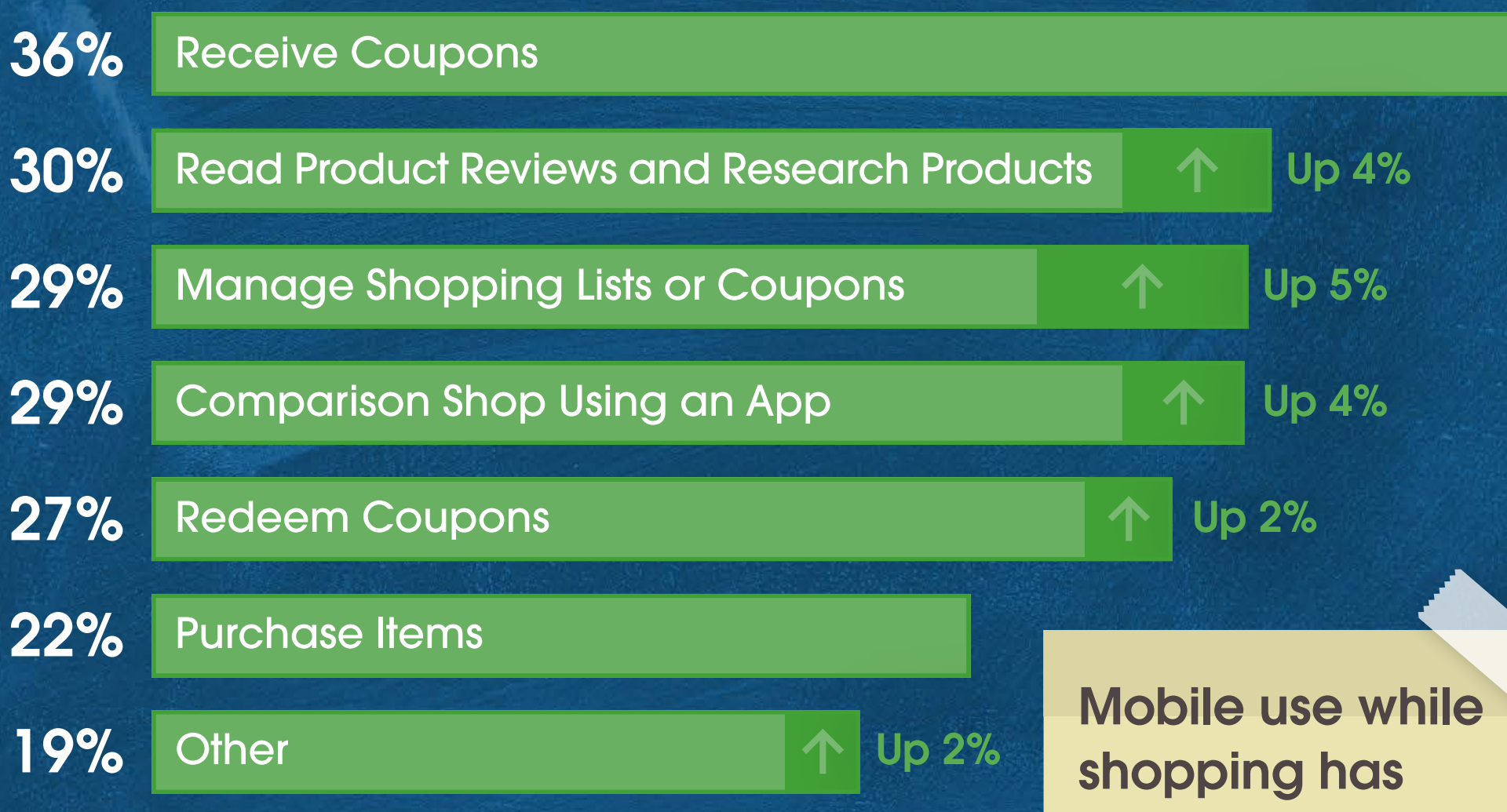


Up 8%
from
2014

Even when consumers buy in stores,
1 in 3 uses a mobile device while they shop.

Up 5% from 2014!

Here's how people use mobile devices while shopping:

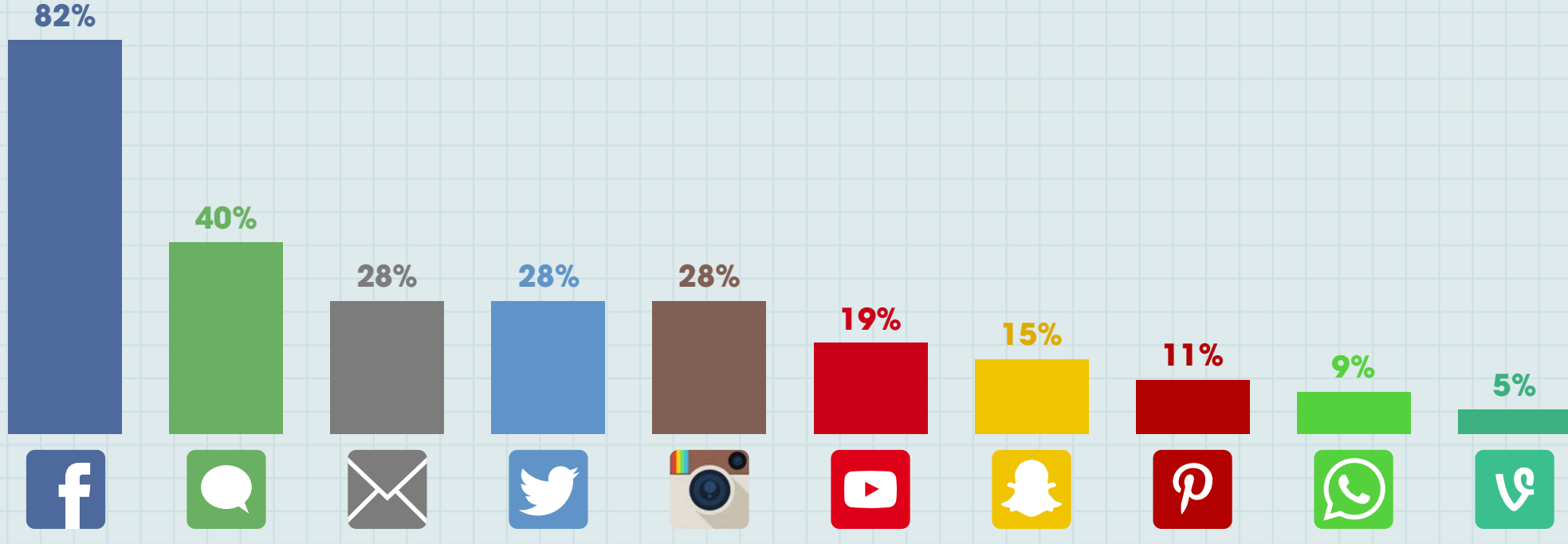


Mobile use while shopping has risen in almost every category from 2014

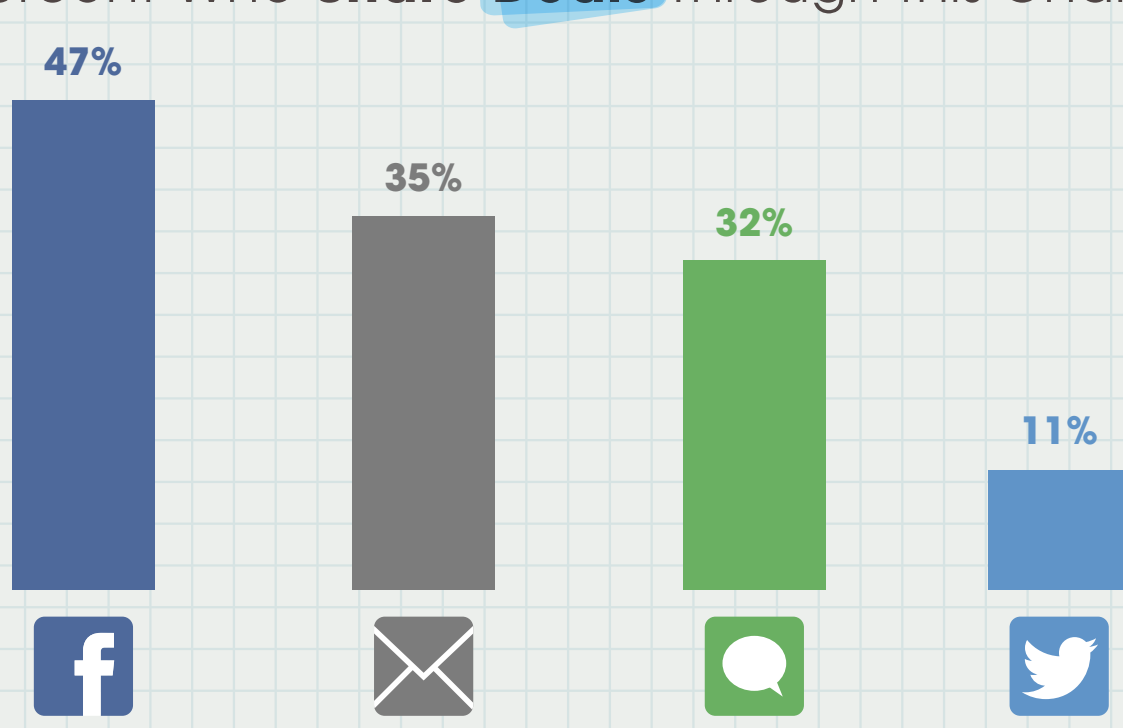
And the digital connection doesn't stop there.

1/3 of consumers share B2S deals and purchases online.

Percent Who **Share Purchases** Through this Channel

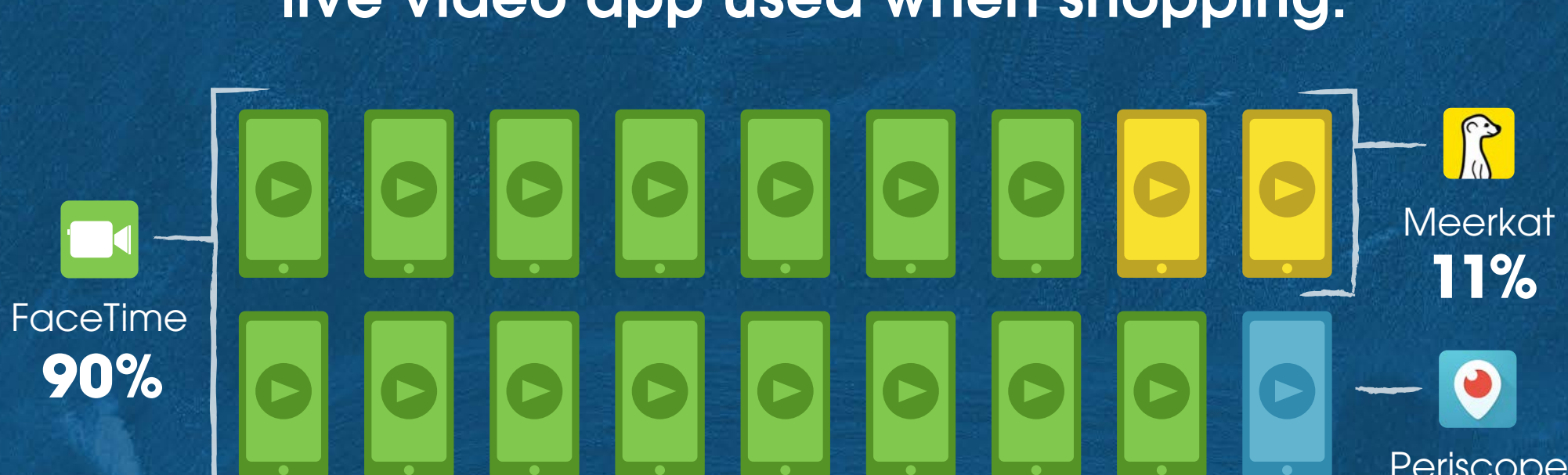


Percent Who **Share Deals** Through this Channel



Of those who use live video technology,

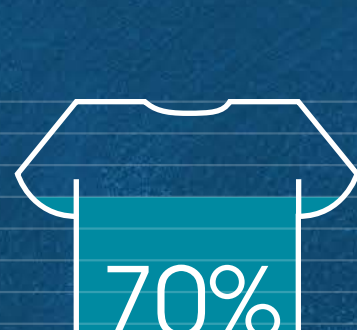
FaceTime was by far the most popular live video app used when shopping.



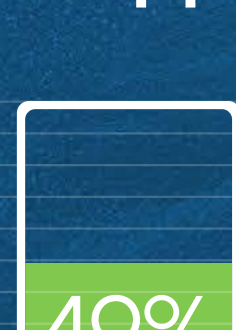
What else affects purchase decisions?



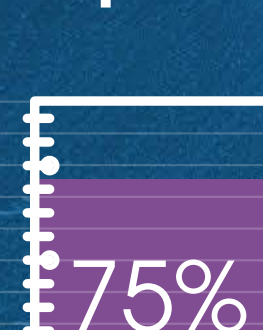
But at the end of the day,
how much are B2S shoppers willing to spend?



Will spend **up to \$250** on clothes



Do not plan to buy electronics



Will spend **less than \$100** on classroom supplies

Back-to-School shopping habits are increasingly being influenced by online & mobile.

Marketers should consider their cross-channel media investments to engage shoppers at home, on mobile devices, and in-store.