

Back-to-School Early Birds Tend to Spend More

Parents who start in June and July tend to shell out a higher amount

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Parents who start their back-to-school shopping earlier in the summer tend to spend more money overall, according to a recent survey by [Deloitte](#).

Overall, the survey found that 62% of respondents plan to start shopping before August. Those shoppers spend an average of \$544 on back-to-school purchases. By comparison, respondents who begin later, in August or September, spend an average of \$455.

Average Amount that US Parent Internet Users Spend on Back-to-School Shopping, by Timeframe, June 2018

	% of respondents	Average amount spent
Earlier than July	10%	\$532
Early in July	19%	\$553
Later in July	33%	\$543
Early in August	31%	\$473
Later in August	6%	\$384
September	1%	\$284

Note: n=1,200

Source: Deloitte, "2018 Back-to-School Survey," July 11, 2018

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Many early shoppers (66%) said they plan to shop at different points throughout the summer to take advantage of deals, and 40% expect to

find the best back-to-school deals early on in the season.

It's worth noting that Deloitte didn't delve into why late shoppers held off on back-to-school shopping. Since 37% said they belong to a household with income below \$50,000, it may simply be a matter of economics for many, or a determination that lower prices are likely to be had later in the season.

There's no true consensus on [when the back-to-school season begins](#). [Amazon's](#) July shopping holiday [Amazon Prime Day](#) has become something of a marker for retailers and consumers alike.

In a 2017 [AYTM Market Research](#) survey, 42.6% of US internet users said they planned to start back-to-school shopping by the end of July. And a May 2018 survey by [RetailMeNot](#) found that 84% of US retailers think the season begins before or on Amazon Prime Day.

A [Cardlytics](#) study found that even though nearly three-quarters of back-to-school shoppers bought school items only in-store in 2017, Prime Day had the effect of shifting shoppers' spend ahead by nearly one month.