

# Consumers Look For Savings While Back-to-School Shopping

## ARTICLE |

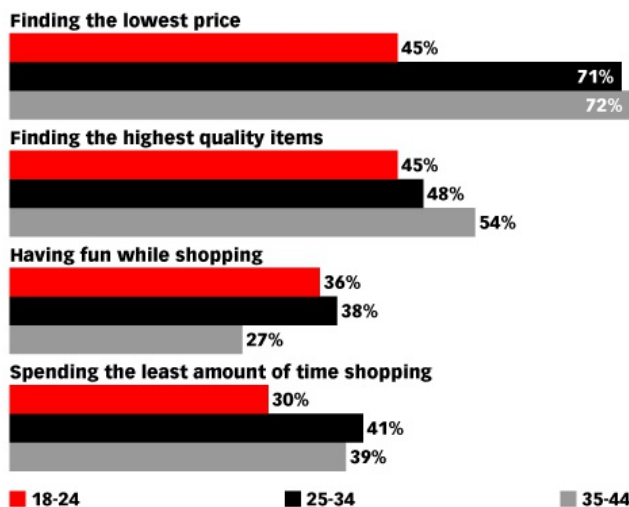
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For many back-to-school shoppers, finding quality items is important, as is spending as little time as possible in the store. But nothing beats a good deal.

A survey of 1,254 US back-to-school shoppers by [The Integer Group](#) found that a plurality of respondents said as much. More than 70% of older millennials—those ages 25 to 34—as well as those ages 35 to 44 felt this way. Young adults in the 18- to 24-year-old age bracket were less likely to agree.

## What Are Important Priorities to US Back-to-School Shoppers? July 2018

% of respondents, by age



Note: n=1,060

Source: The Integer Group, "The Checkout: Back to School and Back to College 2018," Aug 13, 2018

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Surprising? Not really. Many **US households with children feel financially strained**. Back-to-school shopping can be expensive. We forecast US retail back-to-school season sales will total \$885.16 billion this year. Meanwhile, retail ecommerce sales during July and August will reach \$85.55 billion.

A separate survey conducted in July by **Citi Retail Services (CRS)** found that parents will spend roughly \$322 per child this year. And if they take their child shopping with them, they'll **spend even more**.

Similarly, another study from **Deloitte** found that US parent internet users who **started their school shopping early** in June and July ended up shelling out a higher amount. Fully 62% of those who shopped around that timeframe spent an average of \$544 on back-to-school purchases. In contrast, Deloitte found that those who planned to start in early August will spend roughly \$473.