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The Digital Back to School Shopper

Google/OTX
U.S., May 2010

1 in 2 US Consumers Will Shop for Back to School

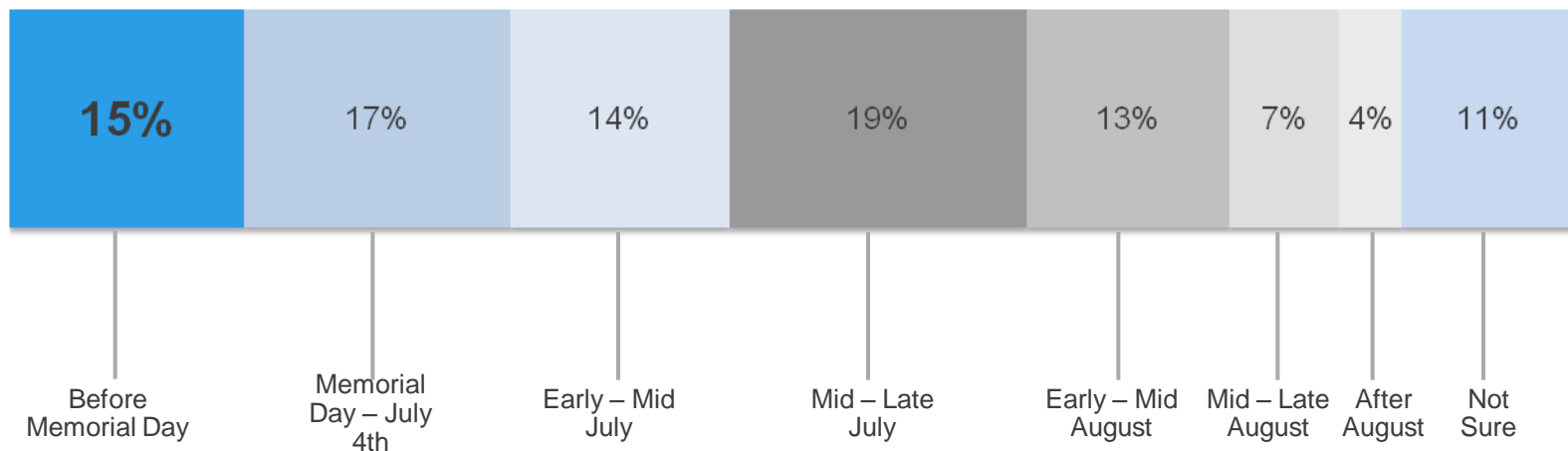
55% of US consumers plan on shopping for back-to-school items this year. Of those shopping:



Back to School Research Spans 4 Months Prior to Fall

Back to school research spans evenly across May through August, with **15%** of shoppers beginning to shop now (prior to Memorial Day.)

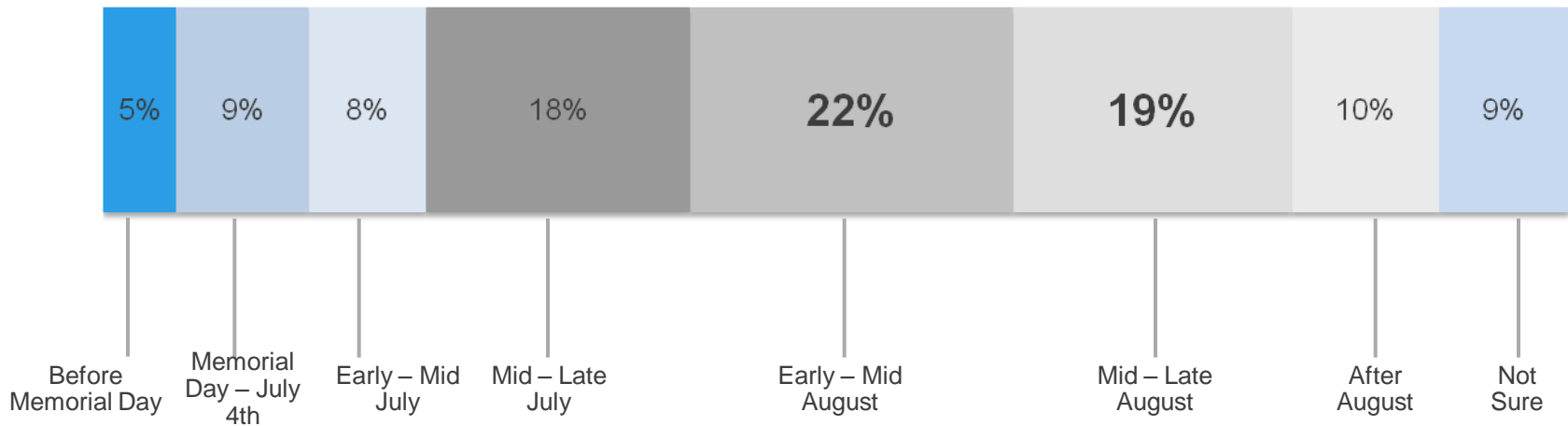
% of Back-to-School Shoppers Who Will Research



School Purchases are Concentrated in July & August

The majority of shoppers will purchase back-to-school items beginning in July, with **41%** of them purchasing in August.

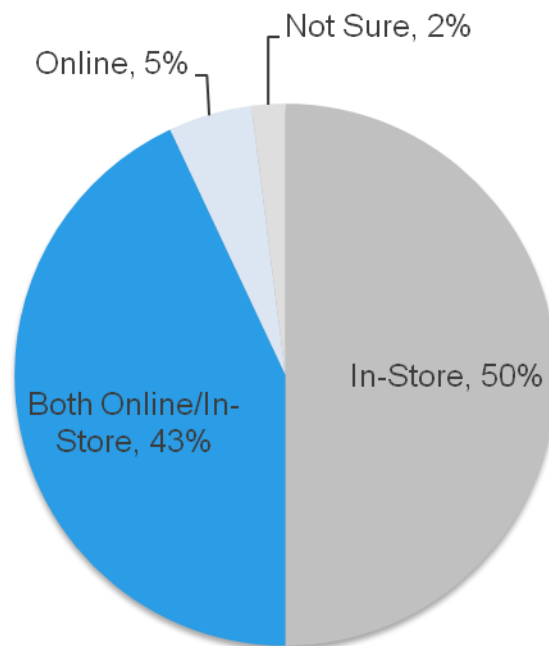
% of Back-to-School Shoppers Who Will Purchase



Apparel Tops Shopping List for Back to School

78% of back-to-school shoppers will look for apparel clothing and accessories, making this the top shopping category.* **43%** of apparel shoppers will look both online and in-store.

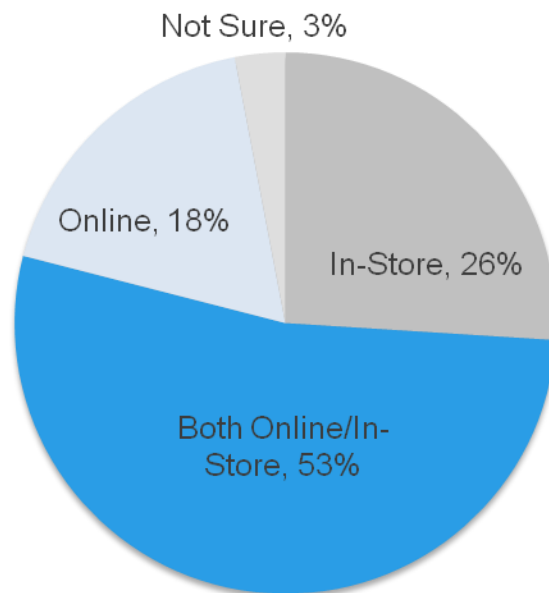
Channel for Back-to-School Apparel Shopping



Electronics will be Popular Back to School Purchases

44% of back-to-school shoppers will look for consumer electronics, including computers, cameras, and cell phones.* **53%** of electronics shoppers will look both online and in-store.

Channel for Back-to-School Electronics Shopping

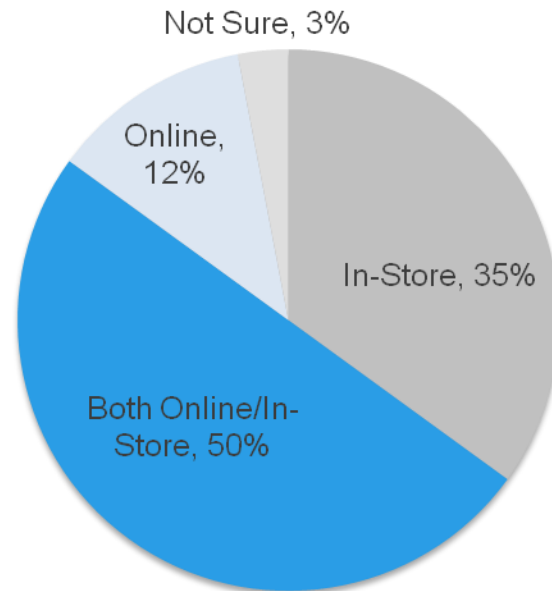


Home Furnishings will be Popular Back to School Purchases

47% of back-to-school shoppers will look for home furnishings.*

50% of home furnishing shoppers will look both online and in-store.

Channel for Back-to-School Home Furnishings Shopping

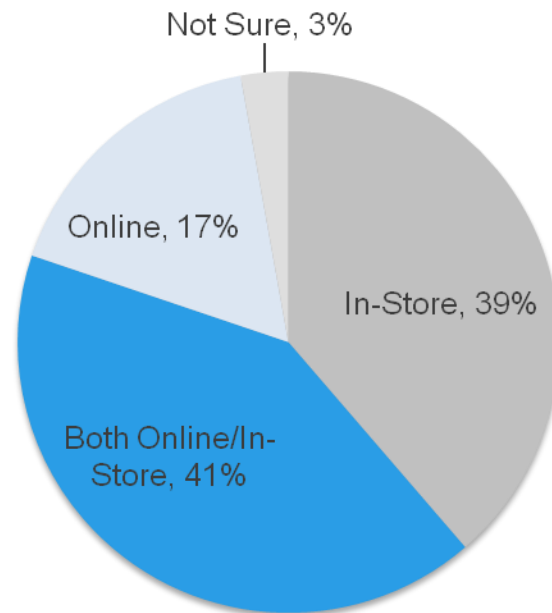


Jewelry will be Popular Back to School Purchases

56% of back-to-school shoppers will look for jewelry.*

41% of jewelry shoppers will look both online and in-store.

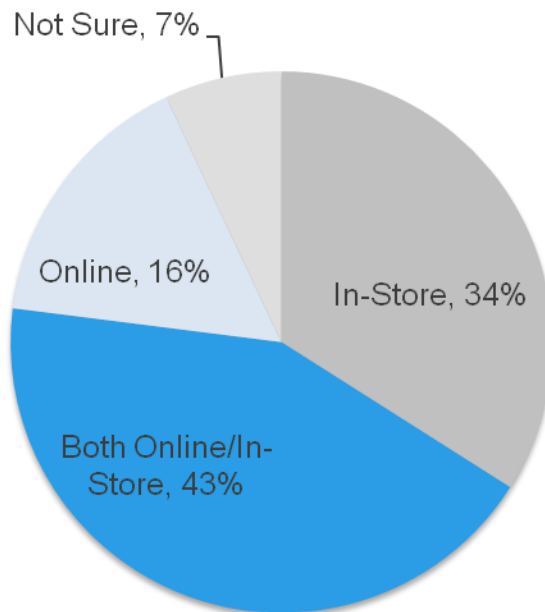
Channel for Back-to-School Jewelry Shopping



Books and Magazines will be Popular Back to School Purchases

50% of back-to-school shoppers will look for books and magazines.*
43% of book and magazine shoppers will look both online and in-store.

Channel for Back-to-School Books and Magazine Shopping

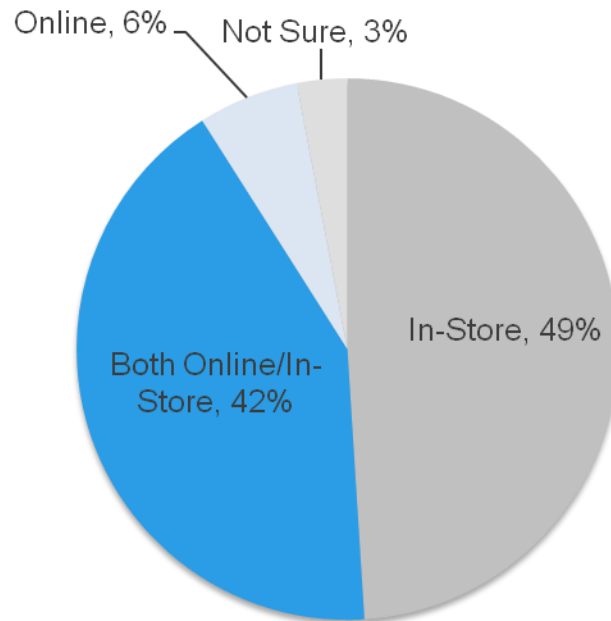


Fashion Accessories will be Popular Back to School Purchases

55% of back-to-school shoppers will look for fashion accessories.*

49% of fashion accessory shoppers will look both online and in-store.

Channel for Back-to-School Fashion Accessory Shopping

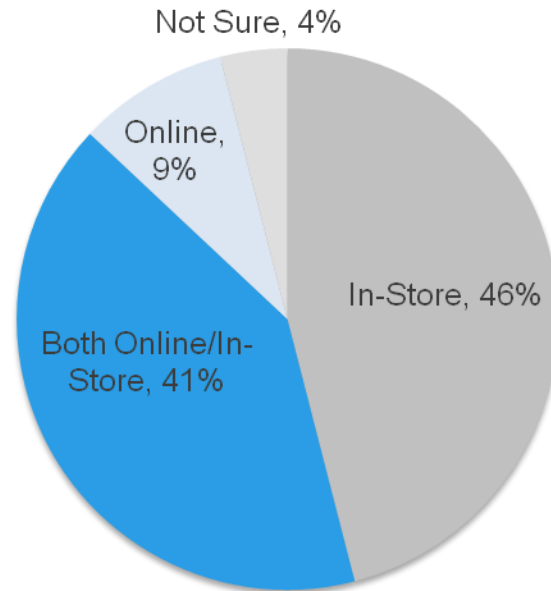


Sporting Goods will be Popular Back to School Purchases

55% of back-to-school shoppers will look for sporting goods.*

41% of sporting goods shoppers will look both online and in-store.

Channel for Back-to-School Sport Goods Shopping

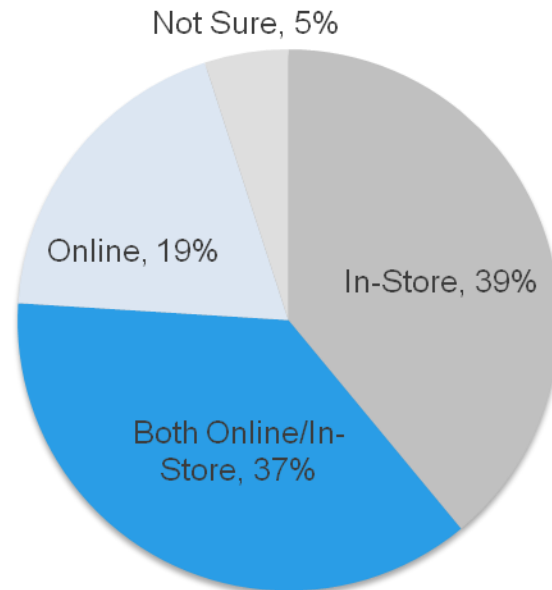


Gift Cards will be Popular Back to School Purchases

58% of back-to-school shoppers will look for gift cards.*

37% of gift card shoppers will look both online and in-store.

Channel for Back-to-School Gift Card Shopping

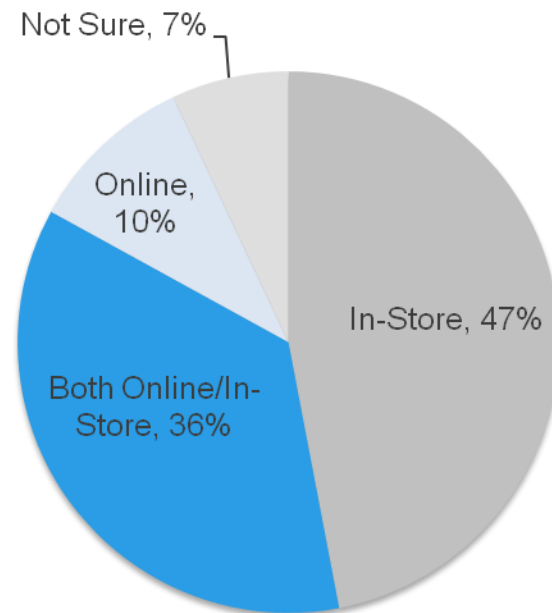


Appliances will be Popular Back to School Purchases

57% of back-to-school shoppers will look for appliances.*

36% of appliance shoppers will look both online and in-store.

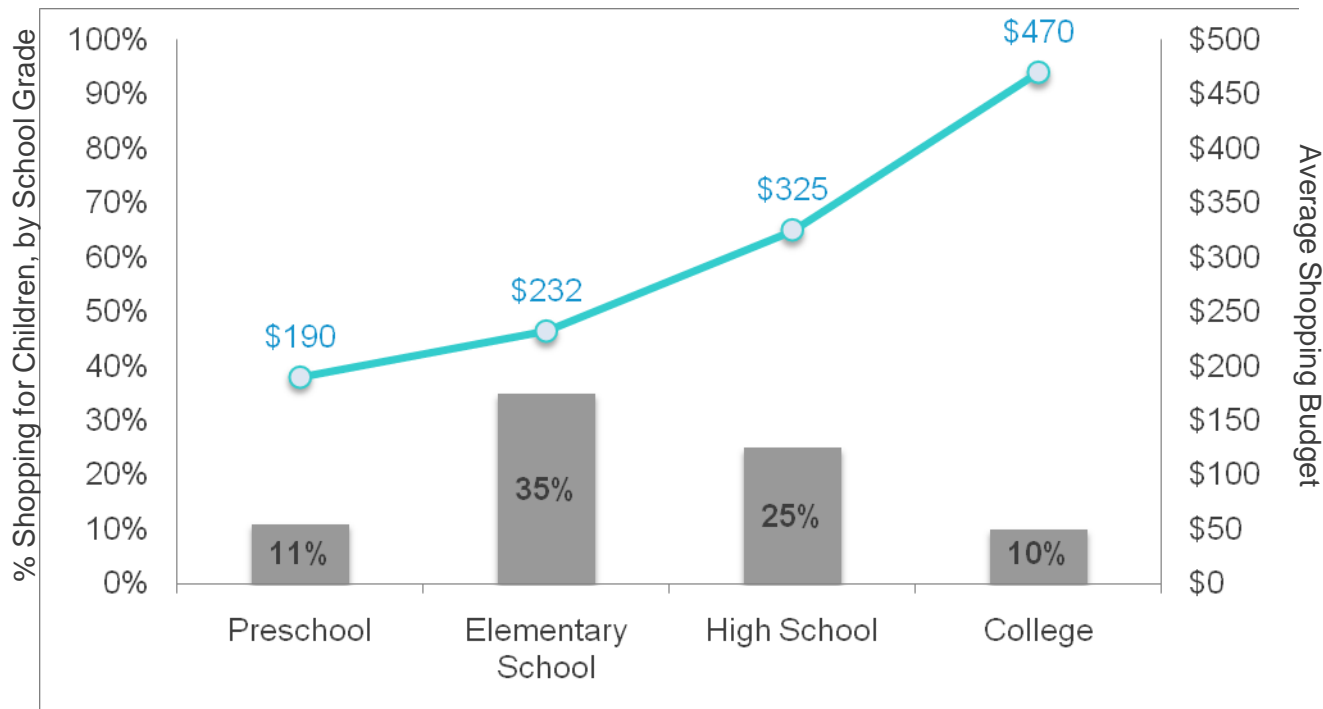
Channel for Back-to-School Appliances Shopping



Back to School Budget Increases with Child's Age

While parents are shopping for children of various ages, their back-to-school budgets increase proportionately with their child's age.

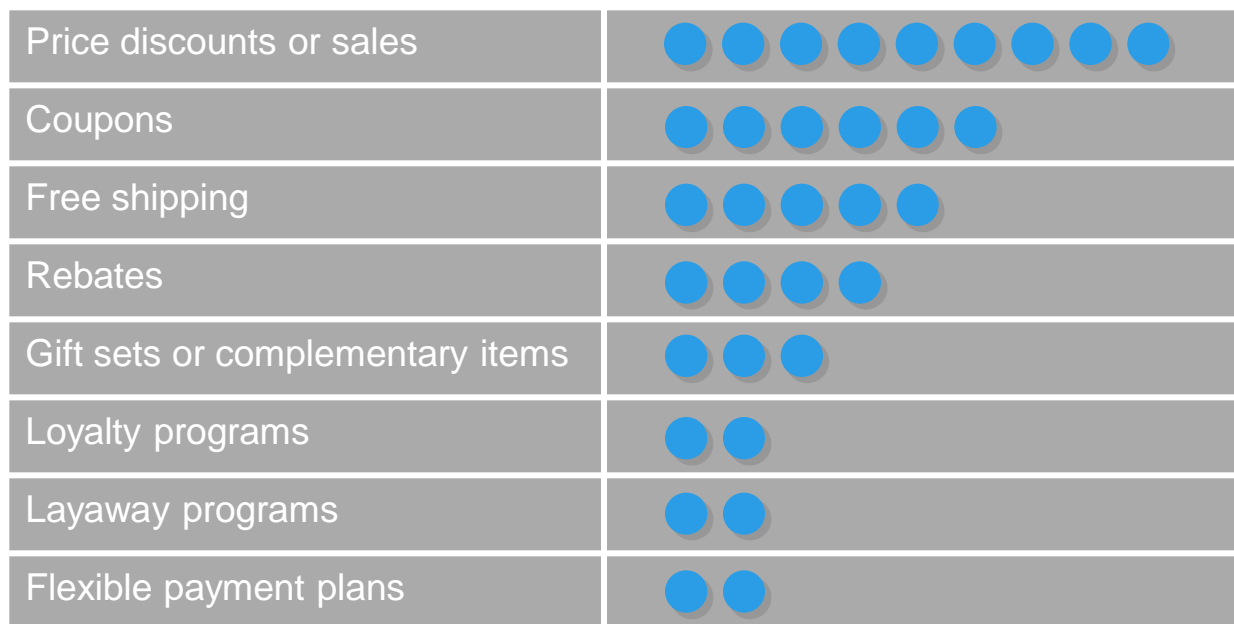
% Shopping for Children, by School Grade¹ and Average Budget²



Promotions Drive Shopping for Students, and Adults

46% of consumers plan to take advantage of back-to-school season to shop for themselves, utilizing coupons and price discounts.

Offers/Promotions that Influence Back-to-School Purchases (% of Shoppers)



 = 10%

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