

**Back To School Shopping Trends For 2018**  
**Data Collected By: Gift Card Granny**  
**Collection Period: 18JUL2018 – 24JUL2018**

| <b>Q1: Are you going back to school shopping this summer (June – September)?</b> |                 |             |
|--|-----------------|-------------|
| Answer Choices   | Responses       |             |
| Yes  | 53.70%          | 1416        |
| No   | 46.30%          | 1221        |
|  | <b>Answered</b> | <b>2637</b> |
|  | <b>Skipped</b>  | <b>0</b>    |

| <b>Q2: Who are you back to school shopping for?</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices                                      | Responses       |             |
| My child(ren)                                       | 53.09%          | 748         |
| Myself  | 21.72%          | 306         |
| My family member                                    | 16.54%          | 233         |
| Other (please specify)                              | 8.66%           | 122         |
|   | <b>Answered</b> | <b>1409</b> |
|   | <b>Skipped</b>  | <b>1228</b> |

| <b>Q3: How many children are you back to school shopping for?</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices  | Responses       |             |
| 1   | 42.45%          | 413         |
| 2   | 35.87%          | 349         |
| 3   | 13.98%          | 136         |
| 4   | 4.52%           | 44          |
| 5+  | 3.19%           | 31          |
|   | <b>Answered</b> | <b>973</b>  |
|   | <b>Skipped</b>  | <b>1664</b> |

| <b>Q4: How old are the children? Select all that apply.</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices  | Responses       |             |
| 3-5 years old   | 26.52%          | 258         |
| 6-9 years old   | 36.69%          | 357         |
| 10-14 years old   | 43.06%          | 419         |
| 15-17 years old   | 28.88%          | 281         |
| 18+ years old   | 15.42%          | 150         |
|   | <b>Answered</b> | <b>973</b>  |
|   | <b>Skipped</b>  | <b>1664</b> |

| <b>Q5: How old are you?</b> |                |              |                 |             |
|-----------------------------|----------------|--------------|-----------------|-------------|
| Answer Choices              | Average Number | Total Number | Responses       |             |
| (no label)                  | 34.15686275    | 10452        | 100.00%         | 306         |
|                             |                |              | <b>Answered</b> | <b>306</b>  |
|                             |                |              | <b>Skipped</b>  | <b>2331</b> |

| <b>Q6: What's the total amount you plan to spend on back to school shopping?</b> |                 |             |
|--|-----------------|-------------|
| Answer Choices   | Responses       |             |
| \$0-\$50   | 9.42%           | 128         |
| \$51-\$100   | 18.76%          | 255         |
| \$101-\$150  | 15.97%          | 217         |
| \$151-\$200  | 18.03%          | 245         |
| \$201-\$300  | 16.19%          | 220         |
| \$301-\$400  | 9.57%           | 130         |
| \$401+   | 12.07%          | 164         |
|  | <b>Answered</b> | <b>1359</b> |
|  | <b>Skipped</b>  | <b>1278</b> |

| <b>Q7: Where do you typically shop for back to school clothes and shoes? Select all that apply.</b> |                  |             |
|---|------------------|-------------|
| <b>Answer Choices</b>   | <b>Responses</b> |             |
| Abercrombie   | 7.21%            | 98          |
| Aerie   | 3.31%            | 45          |
| Aeropostale   | 7.73%            | 105         |
| Amazon  | 37.31%           | 507         |
| American Eagle  | 13.47%           | 183         |
| Carter's  | 7.06%            | 96          |
| Charlotte Russe   | 4.12%            | 56          |
| Dick's Sporting Goods   | 8.46%            | 115         |
| Express   | 4.49%            | 61          |
| Forever 21  | 12.95%           | 176         |
| Gabe's  | 1.77%            | 24          |
| Gap   | 13.54%           | 184         |
| Guess   | 2.94%            | 40          |
| Gymboree  | 4.78%            | 65          |
| H&M   | 13.02%           | 177         |
| Hollister Co.   | 7.87%            | 107         |
| Hot Topic   | 4.42%            | 60          |
| JCPenney  | 27.30%           | 371         |
| Journeys  | 4.56%            | 62          |
| Justice   | 5.89%            | 80          |
| Kohl's  | 36.87%           | 501         |
| Macy's  | 21.78%           | 296         |
| Marshalls   | 18.32%           | 249         |
| Old Navy  | 31.13%           | 423         |
| Pac Sun   | 3.97%            | 54          |
| Ross Dress for Less   | 13.02%           | 177         |
| Rue 21  | 5.81%            | 79          |
| Target  | 46.50%           | 632         |
| The Children's Place  | 11.77%           | 160         |
| TJ Maxx   | 23.25%           | 316         |
| Torrid  | 1.62%            | 22          |
| Vans  | 6.84%            | 93          |
| Victoria's Secret/Pink  | 8.24%            | 112         |
| Walmart   | 51.07%           | 694         |
| Zumiez  | 3.09%            | 42          |
| Other (please specify)  | 13.32%           | 181         |
|   | <b>Answered</b>  | <b>1359</b> |
|   | <b>Skipped</b>   | <b>1278</b> |

| <b>Q8: What is back to school shopping like for you?</b> |                 |             |
|--|-----------------|-------------|
| Answer Choices   | Responses       |             |
| It's something that I look forward to                    | 64.83%          | 881         |
| It's something that I dread                              | 35.17%          | 478         |
|  | <b>Answered</b> | <b>1359</b> |
|  | <b>Skipped</b>  | <b>1278</b> |

| <b>Q9: What items will you be back to school shopping for this year? Select all that apply.</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices  | Responses       |             |
| Smart phone   | 11.63%          | 158         |
| Electronic tablet   | 14.13%          | 192         |
| Backpack  | 58.87%          | 800         |
| Lunch box   | 34.58%          | 470         |
| Pens and pencils  | 74.39%          | 1011        |
| Folders, binders or notebooks   | 77.19%          | 1049        |
| Highlighters or markers   | 61.52%          | 836         |
| Art supplies  | 45.84%          | 623         |
| Athletic equipment  | 25.75%          | 350         |
| Band or music-related equipment   | 10.82%          | 147         |
| Clothing or shoes   | 81.60%          | 1109        |
|   | <b>Answered</b> | <b>1359</b> |
|   | <b>Skipped</b>  | <b>1278</b> |

| <b>Q10: Do you usually stay within your budget for back to school shopping?</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices  | Responses       |             |
| Yes   | 50.92%          | 692         |
| No  | 24.43%          | 332         |
| I don't budget for back to school shopping                                      | 24.65%          | 335         |
|   | <b>Answered</b> | <b>1359</b> |
|   | <b>Skipped</b>  | <b>1278</b> |

| <b>Q10: Do you usually stay within your budget for back to school shopping?</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices  | Responses       |             |
| Yes   | 50.92%          | 692         |
| No  | 24.43%          | 332         |
| I don't budget for back to school shopping                                      | 24.65%          | 335         |
|   | <b>Answered</b> | <b>1359</b> |
|   | <b>Skipped</b>  | <b>1278</b> |

| <b>Q12: Do you use any money-saving techniques when shopping for back to school items? Select all that apply.</b> |                 |             |
|---|-----------------|-------------|
| Answer Choices  | Responses       |             |
| Coupons from the local newspaper  | 45.47%          | 618         |
| Coupons or promo codes found online   | 71.45%          | 971         |
| In-store sales  | 81.38%          | 1106        |
| Discount gift cards   | 54.82%          | 745         |
| Buying in bulk  | 14.42%          | 196         |
| Thrifting   | 22.08%          | 300         |
| Hand-me-downs   | 14.50%          | 197         |
| Cash back credit cards, apps or websites  | 48.05%          | 653         |
| Other (please specify)  | 2.50%           | 34          |
|   | <b>Answered</b> | <b>1359</b> |
|   | <b>Skipped</b>  | <b>1278</b> |

| <b>When do you start your back to school shopping?</b> |                 |             |
|--|-----------------|-------------|
| Answer Choices   | Responses       |             |
| June   | 11.18%          | 152         |
| July   | 39.15%          | 532         |
| August   | 47.31%          | 643         |
| September  | 2.35%           | 32          |
|  | <b>Answered</b> | <b>1359</b> |
|  | <b>Skipped</b>  | <b>1278</b> |