



## SURVEY SAYS

# BACK to SCHOOL = BACK to RETAIL

In-store shopping expected to rule back-to-school season across all categories—from apparel to school supplies.

### Percentage of Consumers Who Plan to Shop In-Store for Select Categories

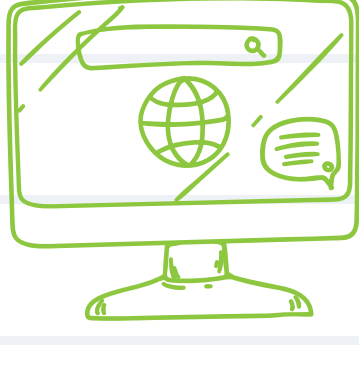
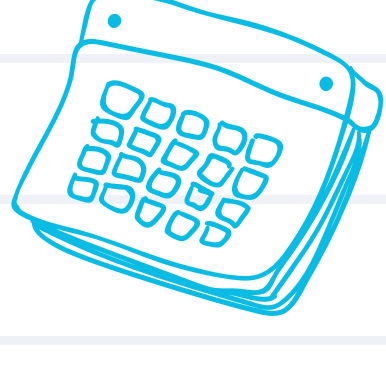
- 86% School Supplies
- 82% Clothing/Apparel
- 81% Shoes
- 76% Classroom Supplies
- 61% Backpacks
- 47% Electronics
- 41% Sporting Equipment
- 32% Dorm/Apartment Furniture



### BACK TO STORES

62%

plan to shop at 2-3 stores this year



OVER

92%

plan to begin back-to-school shopping in either July or August

LESS THAN

2%

plan to do all of their back-to-school shopping online

NEARLY

1/4

are undecided about shopping on Amazon Prime Day for back-to-school

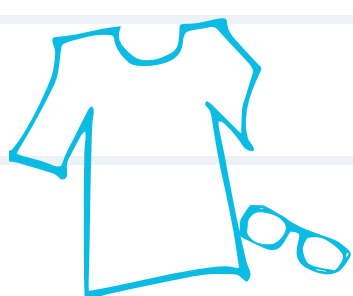
### BACK TO SPENDING

58%

have a flexible budget for back-to-school shopping



WHILE OVER 1/4 don't have a budget and plan to buy what's necessary



OVER

1/2

expect to spend the MOST money on clothing/apparel

OVER

51%

said that the U.S. economy and trade will not impact their back-to-school spending budget this year

NEARLY

63%

plan to shop at discount stores

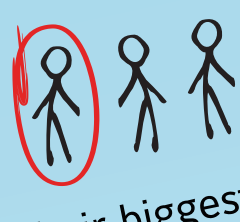
### BACK TO STRESS SHOPPING

31%

state their typical back-to-school shopping experience as extremely or very stressful



1/3 REPORT



out-of-stocks as their biggest complaint about back-to-school shopping. Unorganized store presentation with inventory in disarray as the second largest grievance (18%)

To learn more about how Sensormatic Solutions portfolio of loss prevention, inventory intelligence and traffic insights solutions can help retailers improve the back-to-school shopping experience, visit [www.sensormatic.com](http://www.sensormatic.com).

#### 2019 Sensormatic Solutions Back-to-School Shopping Trends

Findings are based on responses from 1,163 US-based consumers, 18-years and older, via a third-party provider. All of the respondents plan to shop for back-to-school in 2019 with 39.8 percent shopping for elementary school, 27.9 percent shopping for middle school, 34.8 percent shopping for high school, 33.7 percent shopping for college and 4.3 percent are teachers.

**Sensormatic**  
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