

THE MAJORITY OF MOMS ARE STILL SHOPPING FOR BACK TO SCHOOL IN-STORE VERSUS ONLINE

Where do you shop for the following back to school items?

Online isn't even in the Top 3 for clothes and food/drinks.

School Supplies



- 1) Big box store (94%)
- 2) Office supplies store (50%)
- 3) Online (49%)

Clothes



- 1) Clothing store (75%)
- 2) Big box store (61%)
- 3) Department store (53%)

Food/Drinks



- 1) Grocery store (76%)
- 2) Big box store (70%)
- 3) Club store (36%)

Sample: n=818 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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