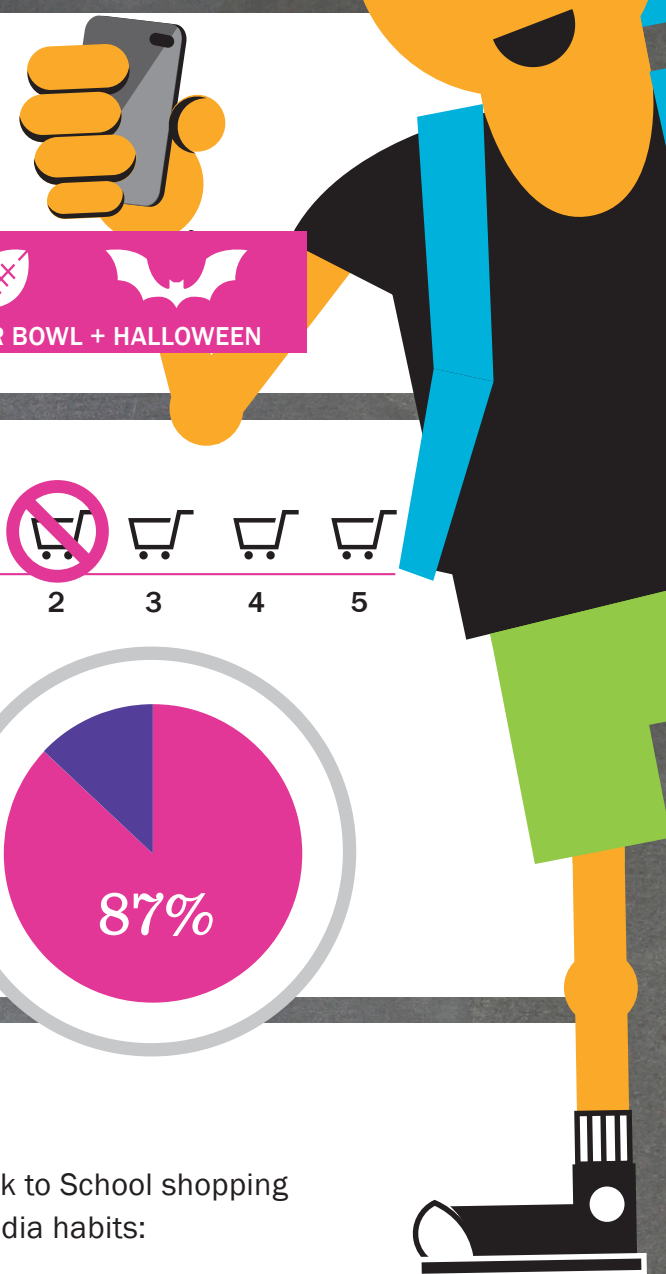


BACK TO SCHOOL

A+ in Spending

Back to School shopping is the second highest consumer spending event of the year, behind only winter holiday shopping.



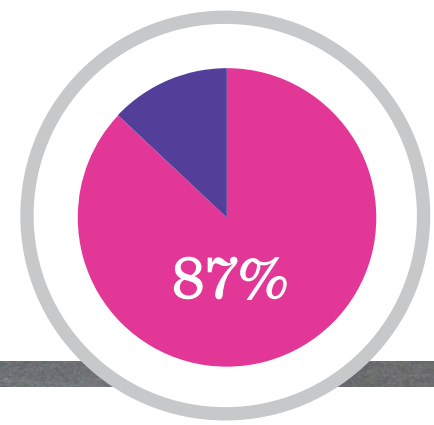
Summer Shoppers



Buying in August

1 in 5 consumers hadn't even begun their Back to School shopping.

87% of Back to School shoppers reported that they were not finished with their shopping.



Target Grades

We took a look at three distinct audiences for Back to School shopping and found that each target has its own unique media habits:

Campus Consumers



Full or part-time students enrolled or planning to enroll next semester

Parental Purchasers



Adults with children aged 6-17

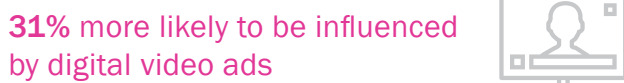
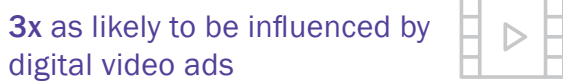
Shelter Shoppers



Household purchase decision makers of food and clothing

Average hours spent over the past seven days:

MOBILE PHONE	14:02	MOBILE PHONE	11:02	PC AT WORK	12:03
PC AT WORK	9:27	PC AT WORK	10:59	MOBILE PHONE	10:23
PC AT HOME	9:17	PC AT HOME	7:17	TABLET	9:21
TABLET	7:36	TABLET	7:17	PC AT HOME	7:56



Online activities in the last 30 days:

CHECK THE WEATHER	55%	CHECK THE WEATHER	58%	CHECK THE WEATHER	66%
BANKING/FINANCE	55%	LOOK UP DIRECTIONS	54%	LOOK UP DIRECTIONS	58%
LOOK UP DIRECTIONS	52%	BANKING/FINANCE	52%	BANKING/FINANCE	54%
STREAM VIDEO	48%	SHOPPING	39%	SHOPPING	44%
SHOPPING	40%	STREAM VIDEO	36%	STREAM VIDEO	41%

SOURCES: SimmonsConnect Summer 2016; NRF Jul-Aug 2016

Dismissed

Back to School shopping is one of the highest consumer spending events of the year, with plenty of opportunity to reach targeted audiences on multiple platforms. Contact the experts at Gamut for a passing grade on all your campaign needs.

