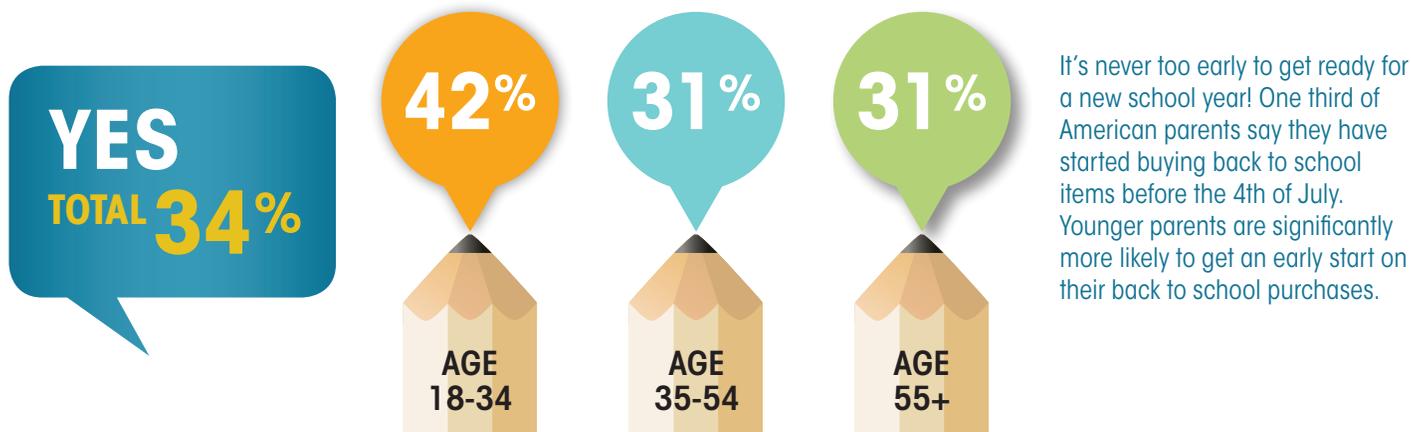


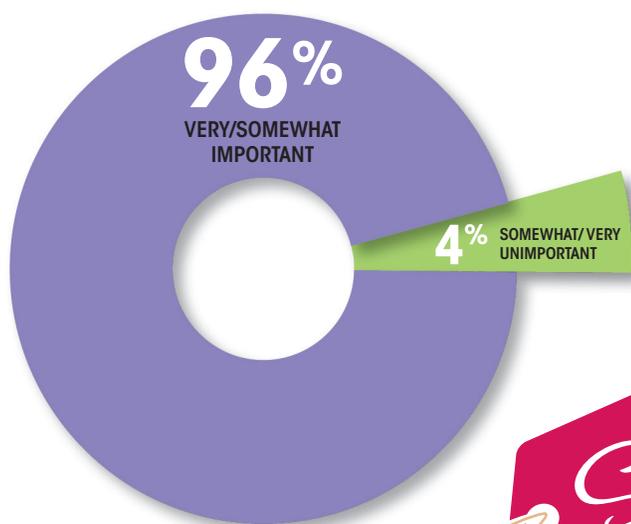


# DO YOUR HOMEWORK: START EARLY AND SHOP SALES

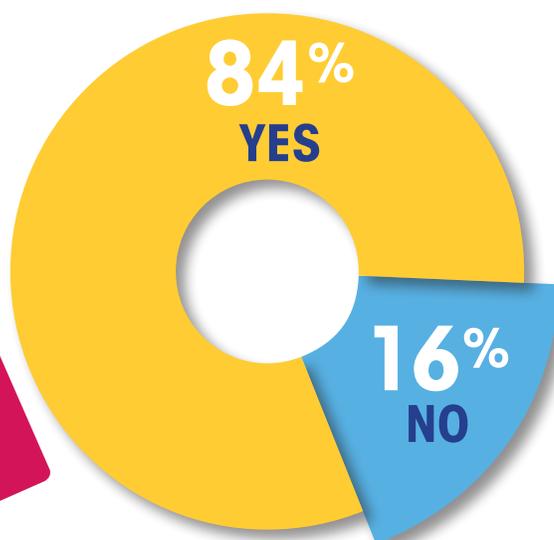
\* Have you ever started buying items for back to school before the 4th of July holiday?



\* When shopping for back to school items, how important is it to you that the items purchased are on sale?



\* Do you usually look at store flyers, circulars and/or advertisements to decide where and what back to school items to shop for?



It's all about the sale! 96% of parents say it's important to purchase back to school items on sale and 84% make sure they look for store promotions to decide where and when to buy items.

\* Would you say you spend more per child getting them ready for back to school or more per child for Winter Holiday gifts, such as for Christmas, Hanukkah, Kwanzaa?



Although it's expensive getting a child ready for school, it doesn't quite measure up to winter holiday gift giving, which has the biggest per-child expenditure. While 13% of parents with school aged children say they spend more per child getting them ready for back to school, 52% say winter holidays gifts hurt their wallets more than back to school spending.



Data for this infographic were generated by an Ipsos eNation online omnibus survey of 1,214 American men and women, aged 18 and older who have at least one child in school (kindergarten - college). The survey was conducted online from July 22-28, 2014.

Want more information about back to school shopping behavior, such as online versus in-store shopping, or shopping by student grade level? Contact us at [NAOmni@ipsos-NA.com](mailto:NAOmni@ipsos-NA.com) for more detailed data, or visit our website at <http://www.ipsos-na.com/products-tools/omnibus/> for information about how you can use our omnibus surveys to reach your targeted demographic.