

071621 - HOD FLASH (24 Hour)

QS1Q1: Are the following statements regarding back-to-school shopping true for you?

I shopped during back-to-school sales events last year.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1012	N=113	N=287	N=255	N=305	N=51 *
Total (Unweighted)	N=1012	N=102	N=264	N=271	N=334	N=41 *
Yes	40% EF	62% ADEF	63% ADEF	37% EF	17%	11%
No	60% BC	38%	37%	63% BC	83% ABCD	89% ABCD
Not at all sure	0%	0%	0%	0%	0%	0%

* Table Base: US RESPONDENTS

I plan to shop during back-to-school sales events this year.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1012	N=113	N=287	N=255	N=305	N=51 *
Total (Unweighted)	N=1012	N=102	N=264	N=271	N=334	N=41 *
Yes	42% EF	56% aDEF	67% ADEF	39% EF	21%	10%
No	51% BC	32%	29%	53% BC	72% ABCD	90% ABCDE
Not at all sure	7%	11% c	4%	9%	7%	1%

* Table Base: US RESPONDENTS

QS1Q2: Compared to during back-to-school sales events last year, do you plan to spend more, less, or about the same amount of money during back-to-school sales events this year?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=324	N=46 *	N=157	N=75 *	N=43 *	N=4 **
Total (Unweighted)	N=308	N=41 *	N=141	N=79 *	N=44 *	N=3 **
More	35% e	26%	49% AbDE	24%	15%	0%
About the same	55% c	62%	43%	61% c	73% C	100%
Less	8%	7%	8%	9%	8%	0%
Not at all sure	2%	5% C	0%	6% C	4% c	0%

* Table Base: SHOPPED B2S SALES LAST YEAR AND PLAN TO SHOP THIS YEAR

QS1Q3: Which of the following are reasons why you plan to shop during back-to-school sales events this year? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=425	N=64 *	N=192	N=99 *	N=65 *	N=5 **
Total (Unweighted)	N=402	N=59 *	N=172	N=99 *	N=68 *	N=4 **
To take advantage of discounts on back-to-school products	64%	51%	62%	70% b	74% B	75%
To stock up on household supplies (e.g., cleaning products)	49% B	27%	56% Bd	43%	59% B	55%
To get back-to-school supplies for my child	39% BE	18%	50% ABE	48% BE	13%	20%
To get back-to-school supplies for myself	35% D	62% ACDE	40% D	14%	26%	55% d
As part of my winter holiday shopping	22%	14%	27% D	14%	27%	0%
Other	3%	0%	1%	3%	10% AbC	25% ABCd
Count	2.12	1.72	2.37	1.91	2.09	2.30

* Table Base: PLAN TO SHOP DURING B2S SALES THIS YEAR

QS1Q4: Which of the following types of products do you plan to purchase during back-to-school sales events this year? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=425	N=64 *	N=192	N=99 *	N=65 *	N=5 **
Total (Unweighted)	N=402	N=59 *	N=172	N=99 *	N=68 *	N=4 **
Office supplies (e.g., notebook, calculator, binders)	72%	62%	72%	77%	72%	80%
Clothing and footwear	69% Bf	46%	70% Bf	80% BF	75% BF	20%
Desk accessories (e.g., pen/pencil holders, calendars, calculators)	59% e	45%	67% BE	61% e	41%	75%
Grocery items (e.g., portable snacks, hand sanitizer, cleaning products)	55% B	34%	61% B	57% B	57% b	43%
Arts and crafts supplies (e.g., paint, yarn, colored paper, markers)	48% b	30%	58% aBd	44%	44%	20%
Reusable bags or storage (e.g., backpack, lunch box, pencil case)	46%	42%	53%	43%	38%	20%
Personal electronics	31%	24%	36%	28%	25%	32%
Room or dorm décor (e.g., posters, picture frames)	30% d	35% de	41% aDE	18%	17%	0%
Games and toys	20% DE	9%	36% ABDE	8%	5%	0%
Other	1%	0%	1%	0%	3%	0%
Not at all sure	0%	0%	0%	0%	1%	0%
Count	4.31	3.28	4.95	4.16	3.79	2.89

* Table Base: PLAN TO SHOP DURING B2S SALES THIS YEAR

QS1Q5: Have you seen or heard any advertisements for back-to-school sales events this year (2021)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1012	N=113	N=287	N=255	N=305	N=51 *
Total (Unweighted)	N=1012	N=102	N=264	N=271	N=334	N=41 *

Yes	43%	EF	62%	ADEF	56%	ADEF	38%	F	34%	f	16%
No	49%	bC	36%		35%		56%	BC	56%	aBC	68%
Not at all sure	8%		2%		9%		6%		10%	b	16%

* Table Base: US RESPONDENTS

QS1Q6: Which of the following best describes how your school-aged child/children was enrolled in classes during this past school year (Fall 2020)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=252	N=18 **	N=137	N=86 *	N=10 **	N=1 **
Total (Unweighted)	N=225	N=13 **	N=116	N=84 *	N=11 **	N=1 **
Hybrid (i.e., attending both in-person and online class)	35%	59% d	37%	26%	41%	0%
In-person 100% of the time	33%	25%	33%	35%	40%	0%
Remote 100% of the time	25%	16%	23%	30%	16%	100%
Homeschool (i.e., not enrolled in a public or private school)	5%	0%	4%	8%	0%	0%
N/A - my child(ren) did not take classes during the past school year	1%	0%	2%	1%	3%	0%

* Table Base: PARENTS OF A SCHOOL-AGED CHILD (6-17)

QS1Q7: Which of the following best describes how your child will take classes this upcoming school year (Fall 2021)?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=252	N=18 **	N=137	N=86 *	N=10 **	N=1 **
Total (Unweighted)	N=225	N=13 **	N=116	N=84 *	N=11 **	N=1 **
In-person 100% of the time	55%	46%	46%	69% C	71%	100%
Hybrid (i.e., attending both in-person and online class)	25% D	12%	38% aD	8%	22%	0%
Remote 100% of the time	13%	29%	14%	10%	7%	0%
Not at all sure	3%	0%	1%	8% C	0%	0%
Homeschool (i.e., not enrolled in a public or private school)	3%	12% c	1%	5%	0%	0%

* Table Base: PARENTS OF A SCHOOL-AGED CHILD (6-17)