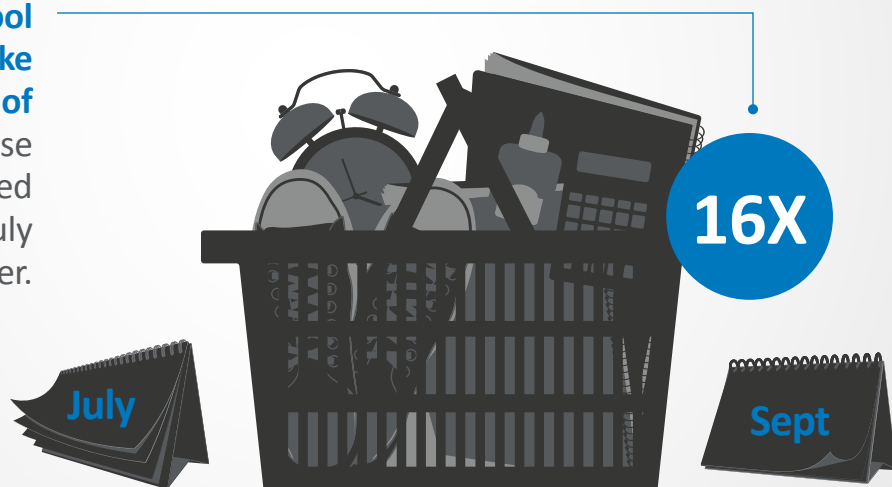


# Back-To-School Shopping — Not a One-Stop Occasion

The U.S. back-to-school shopping season isn't the one-stop-shopping occasion it once was. With more options for the consumer than ever before, the season has evolved. **Here's a look at our latest insights:**

Back-to-school shoppers make an average of **16 trips** to purchase back-to-school related products between July and September.



During the 16 shopping visits made, **shoppers spent an average of \$492** on things like apparel, footwear, office supplies, technology, sports equipment, appliances, housewares, and home textiles.



Repeat visits to the same retailer are common. During the 2016 season, back-to-school shopping trips were spread out over an average of **7 different retailers**.

Get the deepest back-to-school insights with Checkout Tracking<sup>SM</sup>. It offers transaction-level detail across all retailers, across all channels and all time, at the individual buyer level — presenting to you a hidden world of consumers' back-to-school shopping behavior.

*Source: The NPD Group/Checkout Tracking<sup>SM</sup>, July – September 2016*

**Learn more.** Contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

