



## Nevada Retailers Expected to See \$245 Million Generated from K-12 Back-to-School Sales

### College Spending to Generate an Additional \$134 Million

It is that time of year again. Television, newspapers and catalogs are filled with back-to-school ads, reminding families it is time to start shopping for everything their kids will need when summer vacation officially comes to an end. This year, it is expected parents will allow themselves an increase in their back-to-school budgets to prepare for the new school year. According to the latest survey results from the National Retail Federation (NRF), families nationwide with children in grades K-12 are expected to spend an average of \$689 on clothing, backpacks and other supplies. The latest estimate is a 14.1-percent increase from the estimated \$604 spent last year.

According to demographics released by Nielsen Marketplace, there are approximately 1 million households in Nevada, and 34 percent (or 355,000 households) have one or more children in grades K-12. Assuming national trends as reported by the NRF generally hold true for Nevada families, total spending in the state will reach approximately \$245 million. Due to an increase in both the count of families with children entering elementary or middle school, and an increase in spending per family, back-to-school spending in the state is expected to increase 15.4 percent compared to last year when total spending was an estimated \$212 million.

As for college-bound students, the NRF estimates families will spend an average of \$907 on new clothes, dormitory or apartment furniture and other college supplies. Compared to last year's estimate of \$809, college spending is expected to increase 12.2 percent.



#### **Mission Statement:**

*Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.*

#### **Looking out for Business**

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Utilizing the latest estimate of Nevada residents that will be enrolled in undergraduate and graduate degree programs within and outside of Nevada in the coming school year released by the U.S. Census Bureau's American Community Survey, aggregate back-to-school spending on college supplies is expected to increase this year as well. Again, assuming Nevada residents follow national trends, college spending is estimated to reach \$134 million, compared to \$120 million in 2011.

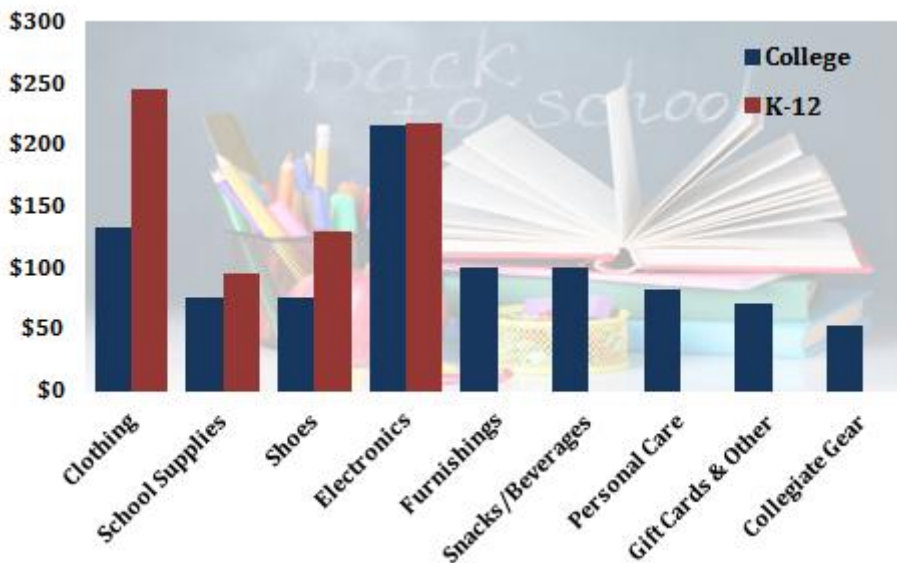
The Internet is continuing to grow as a preferred shopping "destination" for back-to-school items. Approximately 39.6 percent of consumers will be using the Internet to shop for needed supplies, nearly double the 2007 estimate. That said, discount stores are expected to be the most popular shopping destination, with 67.1 percent of consumers planning to shop there. Department stores followed with 59.9 percent.

Mary Lau, President of the Retail Association of Nevada, noted, "Parents want to make sure their kids have everything they need to start the new school year and are willing to spend more than ever on school-related necessities. However, the economy remains a concern in most households, which will have an impact on the way families shop. Bargain-hunting will remain important to budget-conscious consumers."

impact to your business.

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### Back-to-School Spending 2012 NRF Survey Results



Source: NRF

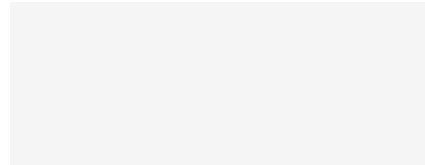
#### About The Author

**Applied Analysis**, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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