



Back-To-School Spending for K-12 Estimated to Generate \$200 Million in Sales for Nevada Retailers

College Spending to Generate an Additional \$120 Million

As summer quickly draws to a close, it is time for families nationwide to start shopping for back-to-school items before classes start at the end of August. According to the latest survey results from the National Retail Federation (NRF), an average of \$604 will be spent this year by families nationwide with children in grades K-12. The current year estimate represents essentially no change from the \$606 average reported last year.

According to the official 2010 demographics released by the U.S. Census Bureau, there are approximately 1 million households in Nevada, 33 percent (or 335,000 households) of which have one or more children in grades K-12. Assuming the national trends released by the NRF hold true locally, the average Nevada family will spend about \$604 on clothing, electronics and supplies for the upcoming school year, with total back-to-school spending in Nevada estimated at just over \$200 million. While the \$200 million total translates into a 14.9-percent increase over last year's \$174 million, year-over-year comparisons are affected by a higher estimated population sourced to the decennial Census, not actual in-migration of new residents.

Nationwide, families with college-bound children are expected to spend an average of \$809 on electronics, clothing, furnishings and other supplies, representing a 3.2-percent decrease from the average reported last year.

The U.S. Census Bureau's American Community Survey (ACS) estimates that 148,000 Nevada residents will be enrolled in undergraduate and graduate degree programs within and outside of Nevada in the coming school year. Again, assuming national trends hold true locally, Nevada



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families will spend an estimated \$120 million on back-to-college supplies.

Clothing will remain the largest spending category for families with children in grades K-12, with each household spending an average of \$221. Electronics will be a close second, accounting for an estimated \$190 per household. The opposite applies for families with college-bound students, with average electronic and clothing spending expected to total \$210 and \$127, respectively. However, fewer families in both groups plan to purchase electronics this school year, partially due to increased purchases of these items year-round.

Another notable back-to-school trend this year is an increase in online shopping. According to the NRF survey, 31.7 percent and 33.4 percent of families with K-12 children and college-aged students, respectively, say they will be doing most of their back-to-school shopping online, up last year from 30.8 percent and 28.6 percent, respectively. The NRF reports that consumers remain extremely value-oriented, and many are turning to online comparison shopping as a way to reduce back-to-school costs during difficult times.

Mary Lau, President of the Retail Association of Nevada, noted, "People continue to closely monitor their budgets as uncertainties about the future of the economy are again front and center in boardrooms and around dinner tables. Families are approaching back-to-school spending this year with discipline, as average spending levels reported per family show no change after increasing 10.5 percent between 2009 and 2010. In addition, bricks and mortar retailers in Nevada will likely see less of a seasonal uptick as Internet sales continue to gain market share."

Back-to-School Spending Categories | 2011 NRF Survey
College Shoppers and K-12 Families

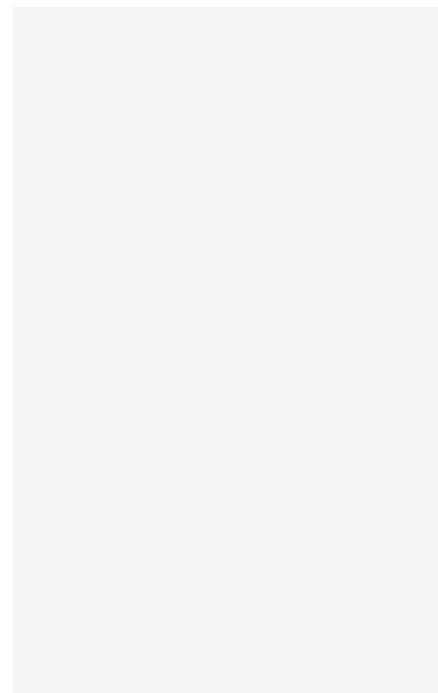
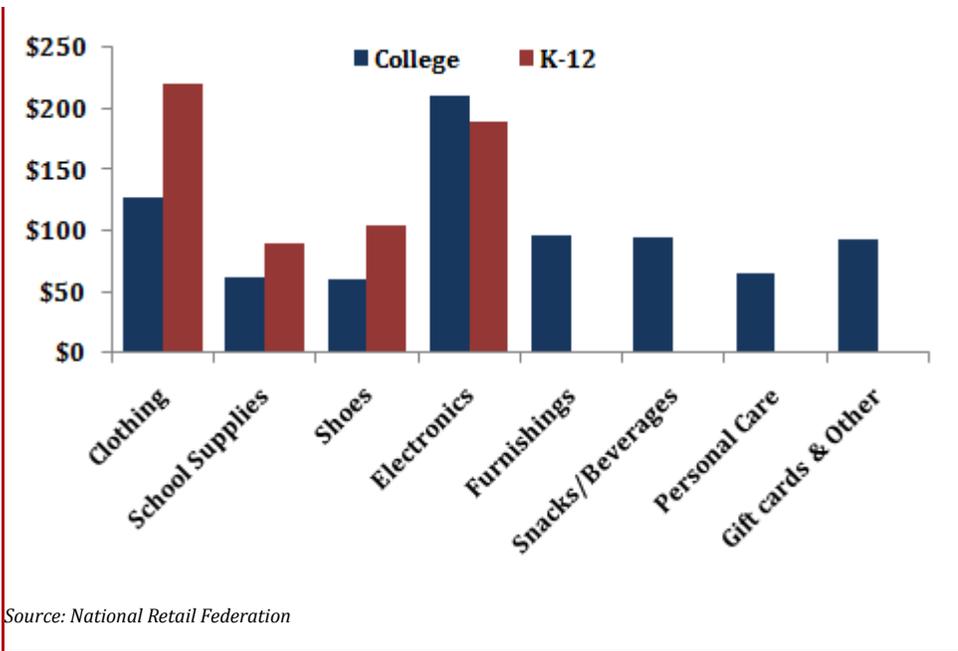
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About The Author

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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