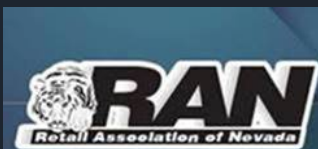


RETAIL ASSOCIATION OF NEVADA



Back-to-School Spending to Reach \$385 Million in Nevada This Year

Families heading to stores to stock up on electronics, clothes, school supplies and more

With the school session just around the corner, it's time to hit the stores to stock up the new academic year. The Retail Association of Nevada (RAN) estimates that back-to-school shoppers will spend \$385.4 million on new clothes, backpacks and school supplies to gear up for the new academic year. Back-to-school shopping is one of the biggest retail events of the year, second only to the winter holidays. Campuses across Nevada will begin filling up throughout August, with Washoe County schools starting on August 12, Clark County schools beginning August 13, and most colleges, including the University of Nevada campuses in Reno and Las Vegas and the College of Southern Nevada, starting on August 26.

RAN projects \$270.6 million in Nevada will be spent shopping for K-12 students, up 3.9 percent from last year. Clothing and accessories are expected to be the largest spending category at \$93.1 million. Spending on electronics is projected to be second at \$79.0 million, followed by shoes (\$52.8 million) and school supplies (\$45.6 million).

"Parents will be flocking to department and office supply stores to get their children new clothes and supplies in the first weeks of August," said Bryan Wachter, Senior Vice President of RAN. "Be sure to also check out your local discount stores for some big money saving opportunities."

Nationally, families with students in grades K-12 will spend \$26.2 billion, according to a recent survey by the National Retail Federation (NRF), with average spending per household expected to be \$697, up from \$685 last year.

With nearly 117,580 students enrolled in public and private colleges throughout Nevada, RAN estimates spending for students heading back to college will reach an estimated \$114.8 million. Electronics is expected to be the largest spending

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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

At RAN we make it our business

category at \$27.6 million, followed by clothing and accessories (\$17.5 million), dorm and apartment furnishings (\$14.1 million), and food (\$11.6 million).

Nationwide, the NRF reports spending for college students is projected to reach \$54.5 billion, with the average household spending \$977. College spending estimates rose from last year's estimate of \$942.

Back-to-school shoppers have continued to shift their tastes in shopping destinations, as K-12 shoppers reported department stores as their most popular destination at 53.0 percent. College shoppers primarily will utilize the internet for their shopping, as 45.0 percent of college shoppers will be shopping on popular online retail sites such as Amazon and Walmart. Department stores have become the second most popular destination for college students going back to school, with 39.0 percent of shoppers planning to shop there. K-12 shoppers reported discount stores as their second favorite destination (50.0 percent). Back-to-school shoppers can expect busy aisles over the next few weeks as 71 percent of K-12 shoppers and 61 percent of college shoppers plan to get their shopping done at least 3 weeks before school begins.

to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a real impact to your business.

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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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