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Back-to-School Spending to Surpass \$481 Million Statewide Spending Levels at All-Time High in Nevada

With summer coming to a close, students and their families are headed to stores to prepare for the new school year. The Retail Association of Nevada (RAN) estimates that back-to-school shoppers will spend \$481.4 million on clothes, backpacks and school supplies for the upcoming year. Back-to-school shopping is one of the biggest retail periods of the year, second only to the winter holidays. Campuses across Nevada will begin filling up through August, with Clark County and Washoe County schools starting on August 9 and most colleges, including the University of Nevada campuses in Reno and Las Vegas and the College of Southern Nevada, starting on August 23.

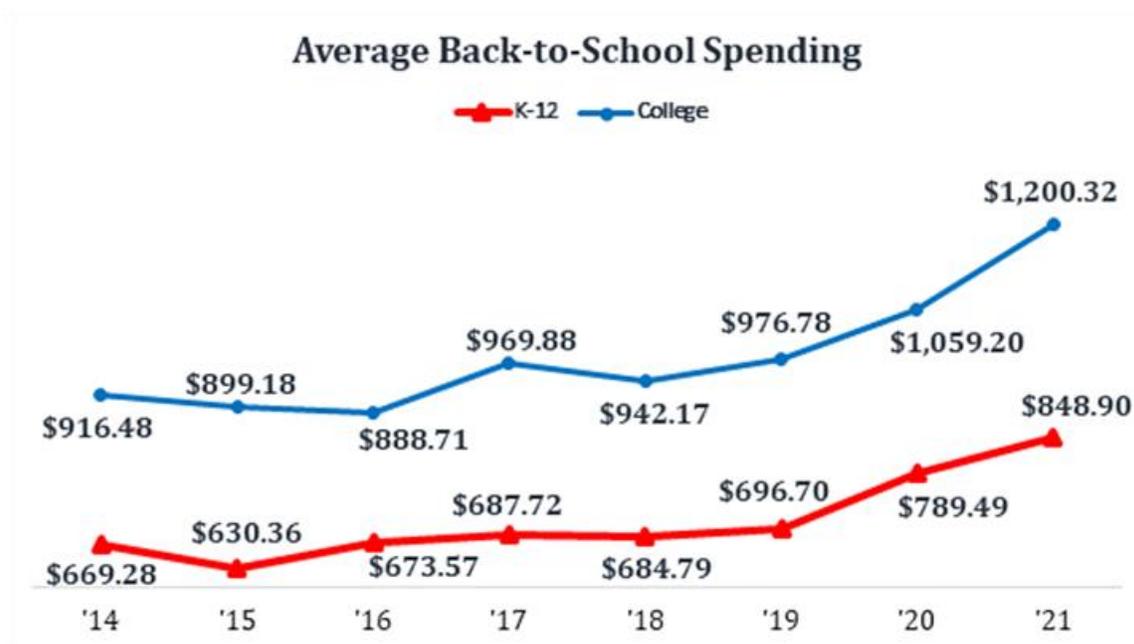
RAN projects \$337.8 million will be spent shopping for K-12 students, up 8.9 percent from last year. Electronics are expected to be the largest spending category at \$116.2 million. Spending on clothing and accessories is projected to be second at \$99.6 million, followed by shoes (\$63.3 million) and school supplies (\$54.5 million). Nationally, families with students in grades K-12 will spend \$37.1 billion, according to a recent survey by the National Retail Federation (NRF), with average spending per household expected to be \$848.90, up from \$789.49 last year.

“Both brick-and-mortar and online retailers are stocked up and ready for the influx of back-to-school shoppers,” said Bryan Wachter, Senior Vice President of RAN. “We expect to see elevated spending levels as much of the usual shopping activity was not necessary during last year’s virtual school setup. Students are also excited for the return of in-person sports and other extracurricular activities, which could lead to additional spending.”

With nearly 120,000 students enrolled in public and private colleges throughout Nevada, RAN estimates spending for students heading back to college will reach an estimated \$143.6 million. Electronics is expected to be the largest spending category at \$36.1 million, followed by dorm and apartment furnishings (\$19.3 million), clothing and accessories (\$18.7 million) and food (\$14.5 million). Nationwide, the NRF reports spending for college students is projected to reach

\$71.0 billion, with the average household spending \$1,200.32. College spending estimates rose 8.4 percent from last year's estimate of \$1,059.20.

The continued shift toward ecommerce was evident in back-to-school shopping preferences, as K-12 shoppers reported department stores and online shopping as their most popular destinations, both tied at 48.0 percent. College shoppers plan to do most of their shopping done online, as 43.0 percent of college shoppers will be visiting popular online retail sites such as Amazon. Department stores have become the second most-popular destination for college students going back to school, with 33.0 percent of shoppers planning to shop at them. K-12 shoppers reported discount stores as their second-favorite destination (44.0 percent). A trend that accompanies the continued shift towards online shopping is the growing number of shoppers who took advantage of online sale events such as Prime Day, Target Deal Day and Walmart's Deals for Days. In 2021, 39 percent of shoppers indicated that they would be kicking off their shopping during these popular events. Back-to-school shoppers can expect busy aisles over the next few weeks as 76 percent of K-12 shoppers indicated they were waiting for school supply lists to arrive in late July prior to starting their shopping.



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