June 2015 unemployment decreased 0.8% YOY to 5.3%, with 223,000 jobs added.

Shoppers will buy more and spend more, according to NRF.

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What is to be expected, overall? Shoppers will buy more and spend more, according to NRF.

- 3% of households with school-age kids (6-17) plan to spend more than last year for back-to-school, compared to nearly 24% who said the same thing one year ago.
- 4x more likely to spend more if consumers who access social media during the shopping process are shown their friends are likely to spend more.
- 20% higher rate of conversion for consumers who use digital while they shop convert at a 20% higher rate, compared to those who do not use such devices.
- 49% of households with school-age kids (6-17) plan to spend more than last year for back-to-school, compared with nearly 24% who said the same thing one year ago.
- 36% of households with school-age kids (6-17) plan to spend more than last year for back-to-school, compared with nearly 24% who said the same thing one year ago.

Shopper Trends by ShopperTrak: 2015 Back-to-School
Positive economic, retail and consumer trends set the stage.

ConsumeSENTIMENT

The Index of Consumer Sentiment rose to 96.1 in June 2015, up from 82.5 a year earlier.

ConsumeR SPENDING

May 2015 spending rebounded the biggest gain since August 2009.

RetaIl SALES

NRF retail sales increased 3.1% unadjusted year over year.

Unemployment

June 2015 unemployment decreased 0.8% YOY to 5.3%, with 223,000 jobs added.

2014 TO-SCHOOL RECAP

(ShopperTrak 2013-2014 YOY Analysis, NRF Calendar Weeks 23-32)

What is to be expected, overall?

2014 Trends are indicative of a strong 2015 back-to-school shopping season for retailers:

- Millennials will have increased spending power, according to a recent study by Accenture.
- Students are having a greater influence on their parents’ purchasing decisions, according to NRF.
- 9.7% of parents admit their child influences 100% of what they buy for back to school, up from 7.6% one year ago.
- Transactions size $5

PrepYour for 2015 and increase sales by Impacting:

While visits have decreased overall, those coming out are shopping earlier. Plan campaigns for 2015, and train additional staff to anticipate heavier visits earlier in the season, as part of a continued shift.

Reflecting positive economic and consumer sentiment trends, year over year, shoppers are buying more with each transaction.

3 WAYS RETAILERS CAN CAPITALIZE ON THE 2015 BACK-TO-SCHOOL SEASON:

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