

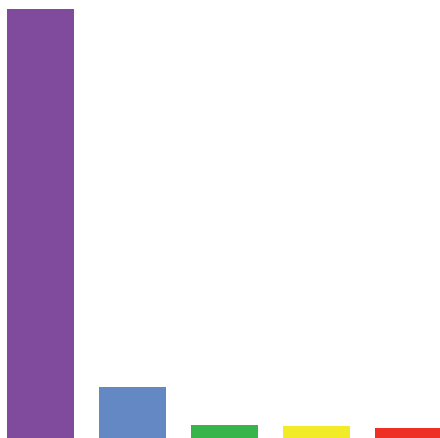
school days

Back-to-school shopping is the No. 2 consumer-spending season in the U.S.

This month and next, millions of students will head back to the classroom, and their parents will be buying supplies for the school year. Although this isn't a traditional floral occasion, there are opportunities for sales in your department, such as offering flowers for teachers. Here's a look at the how much consumers spend and when they shop.

in the top five

Back-to-school and college is the second-biggest consumer-spending season for retailers, following the winter holidays.



Total Spending (in billions)

- Winter holidays: \$626.1
- Back to school/college: \$75.8
- Mother's Day: \$21.4
- Valentine's Day: \$19.7
- Easter: \$17.3

Source: National Retail Federation (NRF)

\$75.8 billion

That's the total back-to-school spending in 2016, an increase of 11.5 percent increase from 2015's \$68 billion. The total encompasses spending on both kindergarten through high school students (\$27.3 billion) as well as on college students (\$48.5 billion).

Source: National Retail Federation (NRF)

merchandising tip

As college students head back to campus, many parents and grandparents will want to send them care packages. Make it easy for them by taking care of all the details. Advertise through in-store signage and social media that you can send custom gift baskets and care packages to their children, and create sample baskets to display in your department.

3.1 million

That's the number of teachers in public schools. An additional 400,000 teach in private schools.

Source: National Center for Education Statistics

per-household spending

The average household spent \$673.57 on school supplies in 2016. Here's a look at per-household spending since 2006.



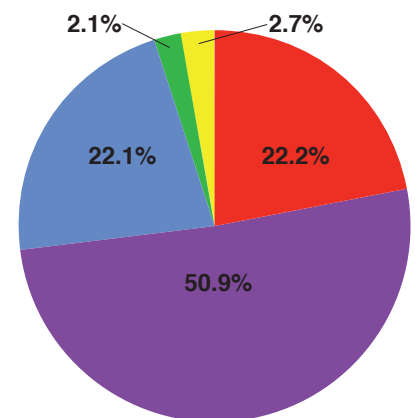
- 2006: \$527.08
- 2007: \$563.49
- 2008: \$594.24
- 2009: \$548.72
- 2010: \$606.40
- 2011: \$603.63
- 2012: \$688.62
- 2013: \$634.78
- 2014: \$669.28
- 2015: \$630.36
- 2016: \$673.57

Source: National Retail Federation (NRF)

when they shop

Most back-to-school consumers shop at least three weeks before school starts:

- At least two months before school starts
- Three weeks to one month before school starts
- One to two weeks before school starts
- The week school starts
- After school starts



Source: National Retail Federation (NRF)

when does school start?

It depends on where you live. Traditionally, school has started after Labor Day, but more and more districts are opening their doors in August, and some even start in July, CNN reports. To make sure your store is prepared for back-to-school shoppers as well as other events like homecoming and prom, ask your local district for a calendar of events.

a lot of kids

In fall 2016, about 50.4 million students attended public elementary and secondary schools, and 5.2 million attended private schools. Another 20.5 million students were enrolled in colleges and universities.

Source: National Center for Education Statistics