

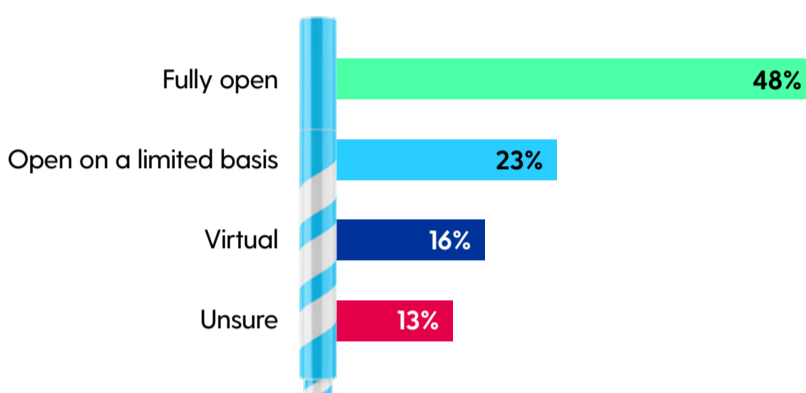


2020 Consumer: Getting ready to go back to school

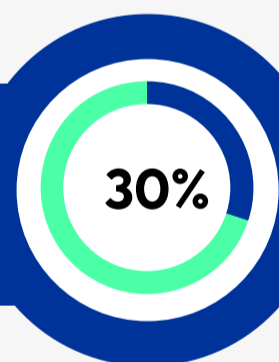
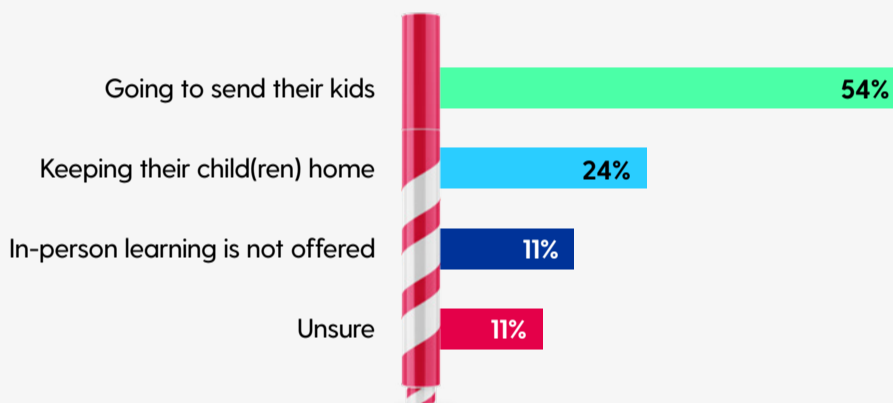
Toluna surveyed 500+ consumers with school aged children. We found over half plan to send their kids to school this fall.



The majority report their school is at least partially open for in-person learning



Just over half plan to send their children to school.



of consumers are planning to spend less on school supplies than last year.

Here are the top 5 things people are spending less money on

- Sports gear
- Backpacks
- Shoes
- Lunchbox
- Clothes

Here are the top 5 things people are buying for the first time or buying more of in 2020

- Masks
- Sanitizer
- Cleaning supplies
- New food items
- School supplies