

Big Box Wins Back-To-School

Ninety-five percent of parents plan to shop in-store, only 5.5 percent at online retailers

REDWOOD CITY, Calif. -- July 19, 2018 -- As the school year inches closer, back-to-school shopping is creeping to the top of parents' minds. Two-thirds of parents say they will begin shopping a month prior to the first day of school, and will frequent brick and mortar locations.

[Shopkick](#), the leading shopping rewards app, surveyed parents across the country to uncover where and when they'll shop, how much they plan to spend and on what.

Despite the ease and efficiency of e-commerce, 88 percent of parents plan to hit big box stores like Target and Walmart. A mere 5.5 percent responded they'll be using top online retailers to fulfill their back-to-school needs. However, online shoppers plan to spend more, with 60 percent reporting they plan to spend over \$100 per child, compared to 44 percent of in-store shoppers.

Shopkick also found:

- **Pocketbooks Over Pouts:** 87 percent of parents cited finding deals as their top priority rather than satisfying their kids.
- **Moms Over Dads:** Only 4 percent of dads plan to handle back-to-school shopping. A boon for kids as mom will spend more with 45 percent planning to spend \$100 or more per child, versus only 38 percent of dads.
- **Fashion Over Function:** The majority of spend will go to apparel (62 percent), followed by school supplies (32 percent) and groceries (5 percent).
- **Fortnite Over Family Time:** Nearly a third of kids (29 percent) would rather stay home and play Fortnite, than go back-to-school shopping.

Lunch Break

- **Homemade Wins:** Although more than 50 million people consume pre-packaged combination lunches annually, when it comes to school lunch children prefer a homemade meal (54 percent) or a school-provided lunch (30 percent) over the readymade winner (17 percent), parents report.
- **Sweet Snack:** Oreos are the crowd favorite lunch box treat (52 percent), followed by Sour Patch Kids (19 percent), Haribo Gummy Bears (17 percent), and Twix (11 percent).
- **Say Cheese:** Every lunch needs a bit of crunch, and cheesy snacks lead the way. Kids prefer Doritos (43 percent), followed by Cheetos (23 percent), Lays Potato Chips (23 percent) and Takis (11 percent).
- **Thirst Quenchers:** To wash it down, kids mostly sip on juice and water (40 percent and 33 percent respectively), with milk (15 percent) and soda (7 percent) trailing behind.

"Back-to-school is the second largest shopping season of the year, and both parents and brands put a lot of thought and preparation into it," said Adam Sand, CEO of Shopkick. "Whether in-store or online, there are deals, new products to discover and fun to be had -- and with Shopkick, back-to-school shopping becomes a rewarding experience."

Shopkick conducted a survey of 2,500 users who self-identified as parents to gain insight into back-to-school shopping habits. This survey was conducted between June 26 and July 9, 2018.

About Shopkick, Inc.

Shopkick is the leading shopping rewards app, bringing moments of joy to everyday shopping - both on- and off-line. For brands and retailers, we provide high consumer engagement along the entire path to purchase. Our unique pay for performance model has been proven to deliver high ROI, driving incremental traffic, product engagement, and sales. Some of our leading brand and

retail partners include Best Buy, Clorox, Coty, eBay, General Mills, Groupon, GSK, Hotels.com, Hulu, Marshalls, Nestle Purina, TJ Maxx and Unilever, among others. Shopkick is available for free on the iPhone from the App Store and for Android from Google Play.

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