

## NEWS & NOTES

### San Diegans to Spend \$181 Million in Back-to-School Shopping This Month

#### *Spending supports more than 1,200 Jobs*

Back-to-school season is one of the busiest times for the retail industry, and this year is expected to be no different. This month, more than 288,000 San Diego families will be stocking up on clothing & classroom supplies. As back-to-school sales generate tax revenue and economic activity in the region, the National University System Institute for Policy Research (NUSIPR) sought to examine this topic further. Using U.S. Census data & new survey results from the National Retail Federation, NUSIPR analyzed the economic impact of back-to-school spending in San Diego County. The following are the highlights from our research:

- **San Diego's back-to-school market is sizeable.** In San Diego County, there are 478,088 school age children ages 6 to 17 years. Additionally, more than 63,929 undergraduate students who attend local universities.
- **This year, San Diegans will spend approximately \$181 million on back-to-school shopping.** The largest share of this market is clothing (\$64.9 million), followed by electronics (\$59.6 million), shoes (\$31.7 million), and lastly school supplies (\$24.7 million). Overall, the average San Diego family will spend a total of \$626.83 on all back-to-school items.
- **Back-to-school shopping has a \$72.4 million economic impact in San Diego.** Additionally, spending directly supports 880 retail jobs throughout the region, and 330 indirect & induced jobs, for a total of 1,210 jobs.
- **The Internet is a growing resource for back-to-school shoppers nationwide.** Compared to four years ago, the number of U.S. families shopping online for school supplies has increased significantly (22.2% vs. 37.3%). Interest in comparative online shopping has also risen (26.4% in 2009 vs. 36.6% in 2013). Still, most families purchase back-to-school items at discount stores and department stores (60.4% and 60.4%), followed by office supply stores (42.5%).
- **The economy is having less of an impact on back-to-school shopping behavior than in prior years.** Survey respondents that reported spending less overall is down from nearly half of all

shoppers (49.6%) in 2009 to less than a third (30.7%) in 2013. Fewer shoppers are also buying store brand or generic brand products for their children.

- **Back-to-school spending will generate up to \$1.3 million in sales tax revenue for San Diego County.** In addition, the City of San Diego's General Fund will receive up to \$1.8 million in sales tax revenue, paying for essential city services such as parks, libraries, police and fire protection.

### **About the National University System Institute for Policy Research**

Based in San Diego, the National University System Institute for Policy Research, (NUSIPR) is a non-partisan organization that formulates and promotes high quality economic, policy, and public opinion research so as to improve the quality of life enjoyed by the region's citizens.