

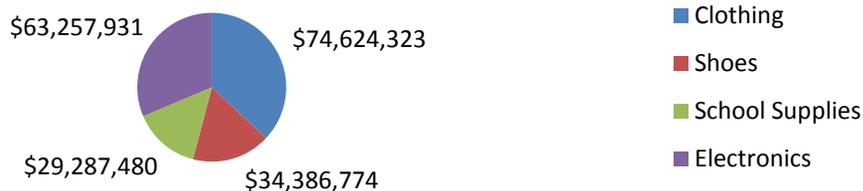


This month, more than 500,000 San Diego children will return to school. Many will be wearing new clothes and backpacks filled with a myriad of school supplies. In fact, back-to-school has become the second busiest time of year for retailers, following the winter holidays.

Using survey results from the National Retail Foundation (NRF), data from the American Community Survey, and local consumer confidence data, the National University System Institute for Policy Research estimates that more than \$201 million will be spent by San Diego families this year for back-to-school supplies. This direct spending is more than twice the estimated spending associated with Comic-Con and supports an estimated 875 direct and another 334 indirect jobs. The total economic impact of the spending is \$283 million.

The majority of the spending, an estimated \$109 million, will be for new clothing and shoes. \$29 million will be spent on school supplies. San Diego families are expected to spend \$63 million on electronics, from laptops to cell phones to tablets. More than half of all families with school age children indicate that they expect to make significant back-to-school purchases of electronic equipment. Of the four categories the NRF examines, this is the only category which has seen significant increases in spending over the past four years.

## Back to School Spending San Diego County 2011



Survey data indicates that 31% of families expected to purchase some of their supplies on-line, potentially costing state and local governments tens of millions in uncollected sales taxes. Almost 80% of families surveyed indicated that they expected to do their shopping during the month before the start of the school year.

Students are not the only ones shopping. Forecasts call for the 24,470 public school teachers in San Diego County to spend, on average, \$356 in classroom supplies for a total of \$8,711,320.