17% of annual retail sales can be attributed to the back-to-school spending period.\(^1\)

In 2016, out-of-pocket spending by teachers averaged nearly $500.\(^5\)

$8.27B
K–12 consumers plan to spend $8.27 billion on electronics, such as computers or calculators.\(^6\)

44% of back-to-school searches are completed on a mobile device.\(^4\)

33% of Bing Network searchers have children in the household between ages 6 and 17.\(^3\)

In 2016, total back-to-school spending predictions reached $75.8B.\(^9\)

68% of Bing search queries in Q3 retail searches are for back-to-school spending.\(^9\)

Back-to-school spending contributes to 68% of all Q3 retail sales.\(^6\)

Just behind the winter holidays, back-to-school is the 2nd largest retail spending holiday for retailers.\(^2\)

$75.8B
Reached $75.8B in 2016, total back-to-school spending predictions reached $75.8B.\(^9\)

33% of Bing searches in Q3 retail searches are for back-to-school spending.\(^9\)
Get ready to WOW ‘em
Drop some numbers and some knowledge with your own Bing Ads fortune-teller.

3 comScore Plan Metrix, U.S., January 2017; custom measure created using comScore indices and duplication.
5 Education Market Association, 2016.
8 National Retail Federation, Back-to-School and College Spending to Reach $75.8 Billion, July 2016.