

August 14th, 2020 - The Friday Surge: Back-to-School Edition, Part 2



The Friday Surge

Hi there! I'm [Joy Levin](#). You are receiving this email because you opted in to receive information from me. The Friday Surge is a bi-weekly newsletter with tips, information, and tools for marketers, especially as they pertain to research, data, insights, and general marketing trends. Thanks for reading!

*Note: If this newsletter was forwarded to you by a friend or a colleague, you can [subscribe here](#) to get your own copy in the future.

In this issue:

More back-to-school news

Some market research COVID-19 resources

Smart marketing tips for any industry

New entertainment consumption habits may be here to stay

The survey says...

Back-to-school shopping is definitely being impacted by the pandemic, as many families are preparing for "distance learning." Consider the following from [research sponsored by the National Retail Federation](#):

- **Uncertainty is driving behavior.** Many districts and higher end institutions are still determining what instruction will look like - just 10% of shoppers surveyed in early July had received lists of required school supplies. As a result, more than eight in ten families surveyed (83%) said they had not finished their shopping, and more than half (54%) of those who said they planned to purchase additional items said it was because they don't know what they will need.
- **If you need a laptop, start looking around!** More than one-third of those surveyed (36%) plan to buy these devices. In addition, more than one in five plan to purchase speakers/headphones (22%) and electronics accessories (21%).
- **Spending is forecasted to increase.** Among K-12 families, spending is expected to grow by almost \$93 on average from what it was last year (\$789.49, up from \$696.70 in 2019). A somewhat smaller increase of \$82.42 is expected among families with college students (\$1,059.20, up from \$976.78 in 2019).

[Click here to view more results](#)

Market Research on Current Trends

A number of people have recently asked me for sources that are reporting recent trends among buyers and consumers. Here is a compilation of some great sources:

- [Acupoll](#) is in their 12th wave of research into consumer lives, hearts and minds.
- The US Census is providing [dashboards](#) illustrating updates to both household and small business pulse surveys, as well as impact planning reports that you can filter down to county level.
- MarketingCharts regularly updates a [hub of research](#) around coronavirus and marketing.
- Prodoqe, a market research supplier has collected [weekly reports](#) on attitudes among their consumer panel..
- eMarketer is providing [ongoing coverage](#) of how the coronavirus is affecting both businesses and consumers.
- GlobalWebIndex provides insights on the impact of coronavirus, [both in the US and abroad](#).

What's Good For Travel is Good for All

Travelmarket, an online business publication that reports on trends relevant to the travel industry, recently issued a series of tips for [marketing strategies in times of uncertainty](#). While travel has been an area particularly affected by the pandemic, there are five tips that I believe are applicable to marketers regardless of industry:

1. Increase investment in digital marketing platforms.
2. Assist in local community recovery efforts.
3. Prioritize safety.
4. Communicate with your target audience with the goal of strengthening your relationship with them.
5. Remain flexible by focusing on short timelines.

New Habits Die Hard

As the last few newsletters have focused on goings-on in movies, I thought we would stay in the spirit of entertainment in this issue. A study from Deloitte indicates that most people plan to continue practicing the new entertainment-based habits they have formed over the last few months. Check out the study [here!](#)

Quotable

"The secret of getting ahead is getting started." - Mark Twain

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