



FDRA+FFANY

Back to School Footwear Shopper Survey Report

July 2022

Shoe Sales Forecast and
Consumer Behavior Insights
From Families with School-
Aged Children Nationwide

POWERED BY  **FIRSTINSIGHT**



ABOUT FIRST INSIGHT

We help businesses create more profitable products and experiences with zero-party consumer data.

Our next-gen retail decision platform collects feedback from consumers via digital engagements and turns the data into actionable insights.

These digital testing solutions enable you to drive growth by unlocking value from your target customers. Our solution combines voice of customer data with AI to make your financial goals a reality.

What We Do



Digital product testing



Price optimization



Full-service account management



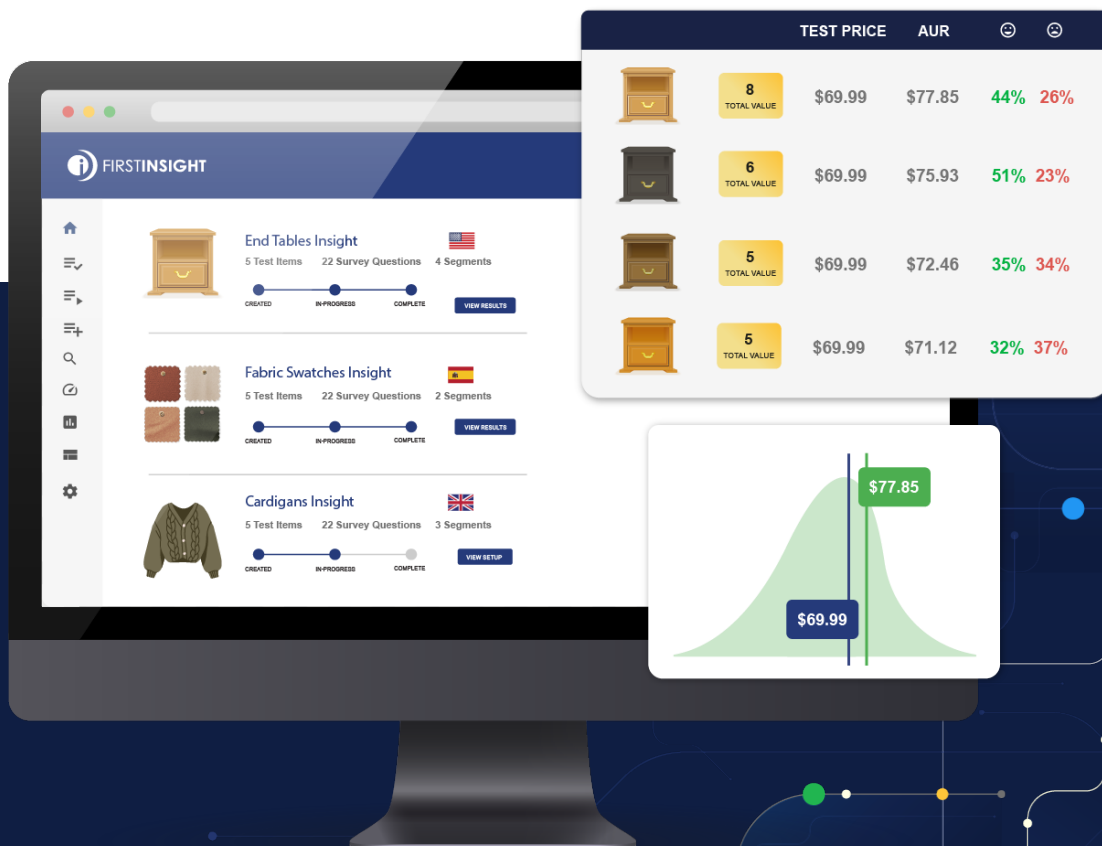
Increase speed to market



Inform inventory buy-depth decisions



Quantify and prove value delivery



Methodology

First Insight's findings are based on the results of a U.S. consumer survey of a targeted sample, with 691 confirmed shoe shopping families with children between elementary to college age making up the results. Balanced by gender, geography, and generation, fielded from July 6–9, 2022. The survey was completed through proprietary sample sources amongst panels who participate in online surveys.

This survey was conducted by



The footwear industry's business and trade association

At over 95% of the entire industry, the Footwear Distributors and Retailers of America (FDRA) is the largest and most respected footwear trade association in the U.S. It represents and serves the entire footwear industry from small family owned footwear businesses to global footwear companies, as well as domestic manufactures, importers, and retailers. In all, it supports more than 250 companies and over 500 brands designing, producing, and selling great footwear to consumers all over the globe.

This survey was powered by



First Insight is the global leader in Voice of the Customer retail solutions, transforming business decision-making through actionable consumer insights and AI. First Insight's platform enables retailers and brands worldwide to boost revenues and profitability by informing strategic decisions with consumer data and removing guesses and personal opinions. Trusted by leading retailers, vertically integrated brands, mass merchant retailers, and wholesalers, First Insight leads in optimizing strategy, product, pricing, planning, and marketing decisions. For further information, visit www.FirstInsight.com.

Contents

Methodology.....	1
Survey Questions and Results	2
Demographics	12

Looking for more information on the footwear industry?

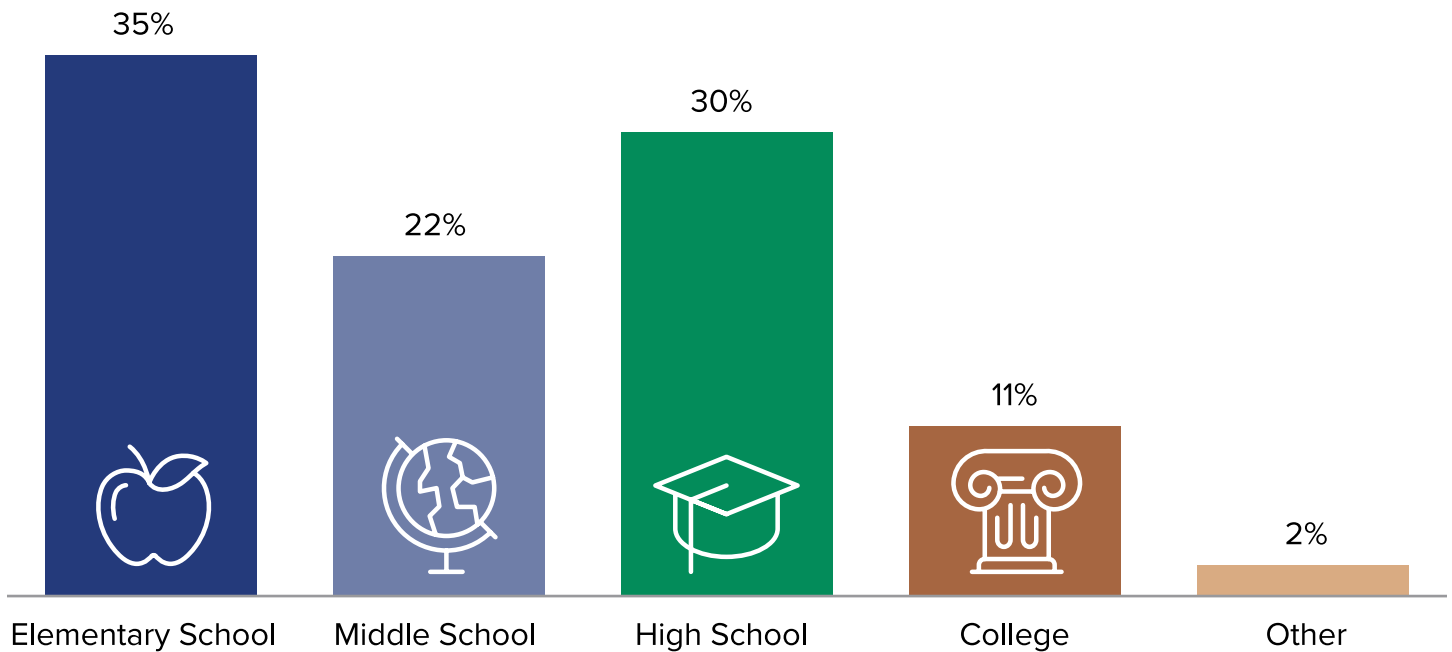
Visit **FDRA.org** to find a range of stats, data and analysis and subscribe to Shoe-in Show to hear industry leaders discuss business insights and trends!



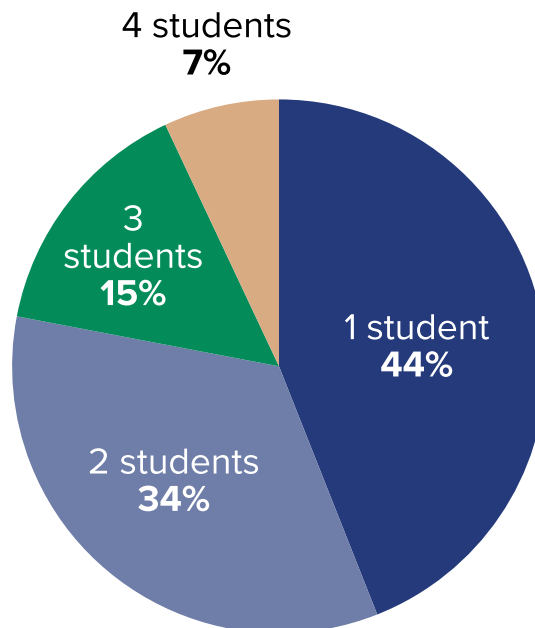
Stay up to date on footwear industry insights and trends—no matter where you are working these days!

shoeinshow.com
the footwear industry's podcast

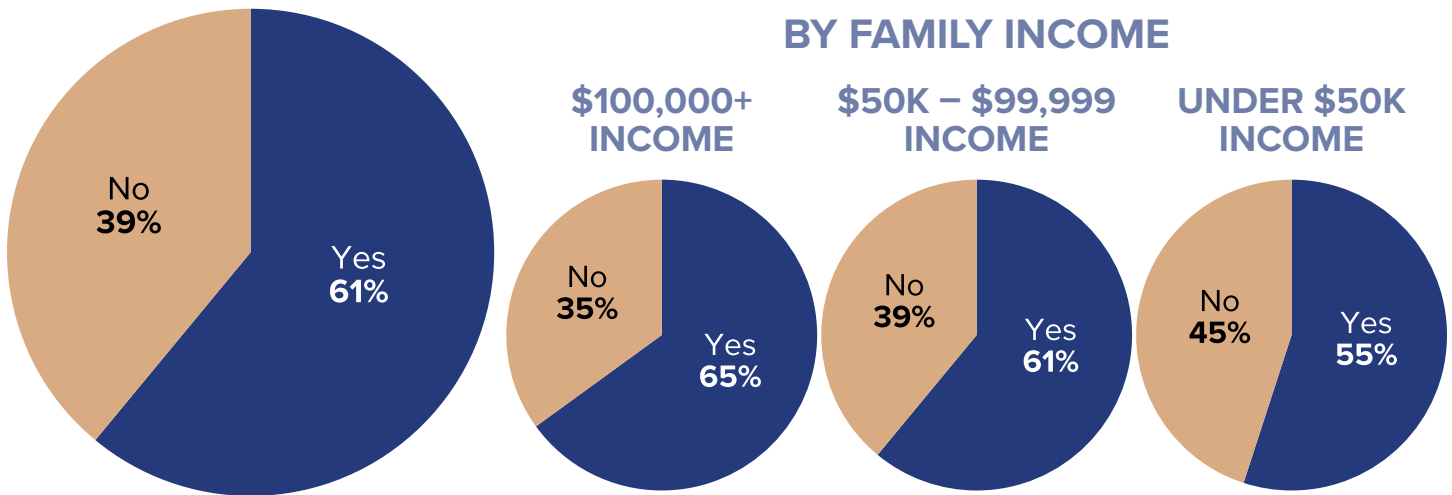
In what level of school is your oldest child?



How many students are you shopping for in your household this year?

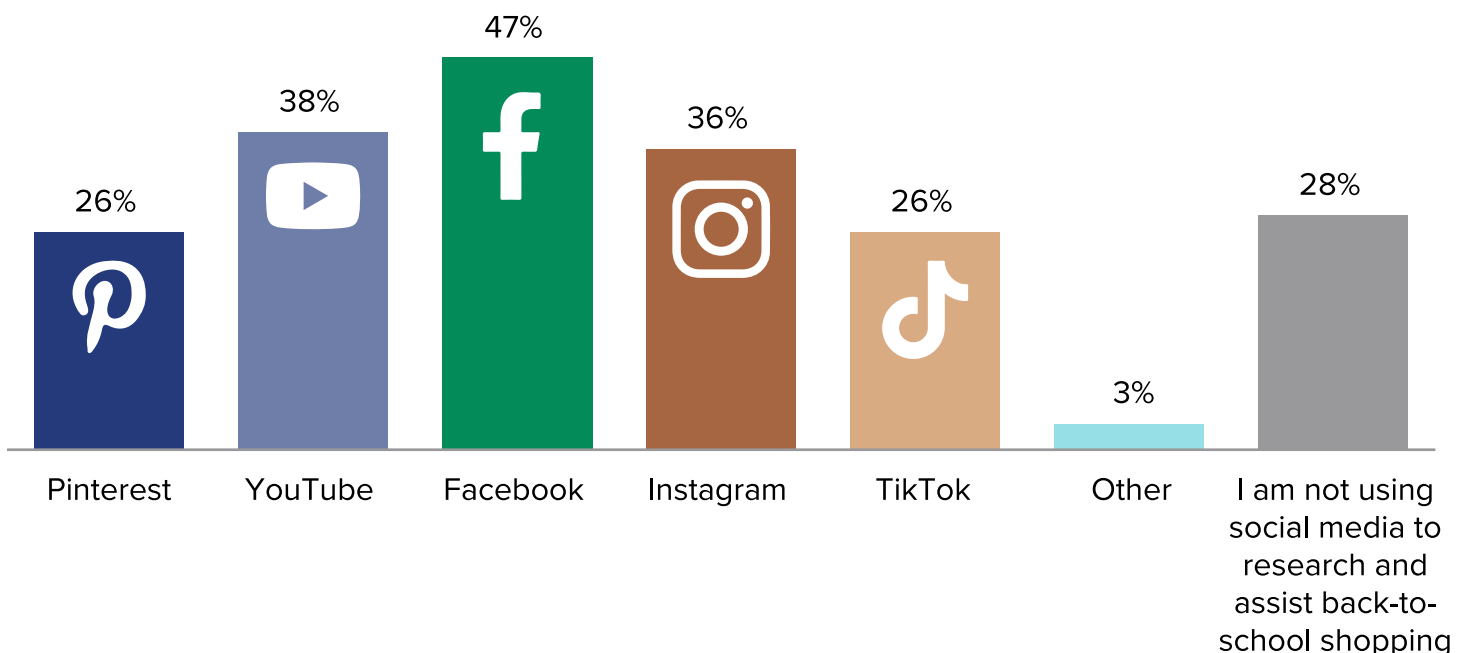


Do you plan to use social media (Instagram, Facebook, etc.) to help research and assist in your back-to-school shopping?



What social media platforms do you plan on using to research and assist in your back-to-school shopping? (select all that apply)

- Over 30% of families earning less than \$50,000 annually will not use any social media for research or shopping.
- Half of all families that earn more than \$50,000 annually and plan to use social media to look at shoes say they will use Facebook. 41% of families with less than \$50,000 annual income will use Facebook.
- 45% of upper income families will also use Instagram to research and shop.
- Families in the Northeast and Western states look to use social media more often than those in the Midwest or south.



Where do you expect to purchase shoes for your child?

- More families in the South expect to purchase in stores at 52%. The highest total of online purchases, at 22%, expect to be made by families in the Northeast.
- 57% of families making under \$50,000 annually plan to shop in store.
- Only 39% of families making more than \$100,000 annually plan on buying in-store exclusively.
- In 2021, 69% of families were purchasing shoes in-store, while 19% were purchasing online. ** We expanded our 2022 question to include 'both' this year to reflect the decline in covid restrictions.*
- Buying for growing children online is the biggest risk to families, and brands, for returns due to size issues. Yet, attitudes and habits are becoming firmer regarding buying shoes for children online, and we read this as even continuing to grow slightly.



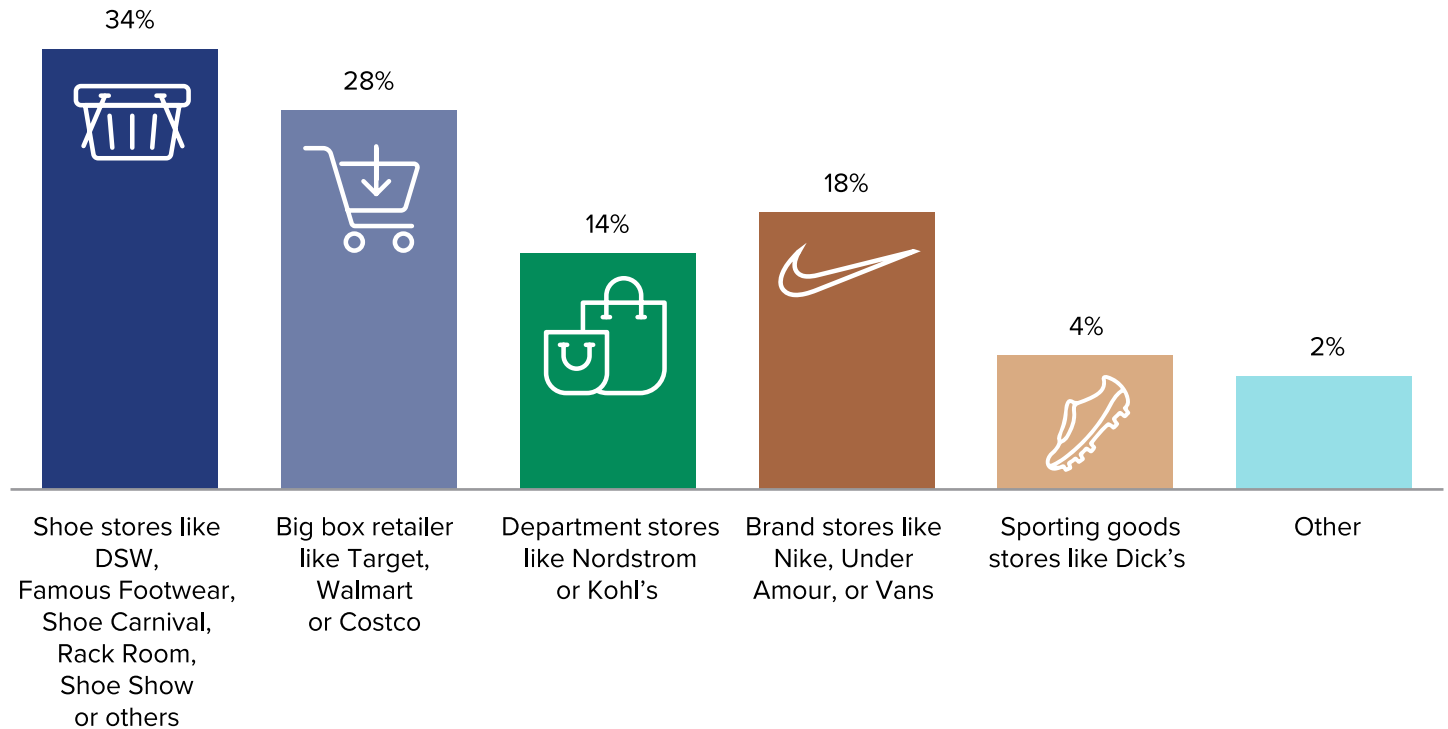
What most influences where you shop in-store?

- Ease of shopping remained flat compared to 2021 results at 10%.
- Price remains paramount at 33%, yet it is much lower than 2021 results. However, 41% of families making less than \$50,000 per year said this was their most important issue.
- 20% of families making more than \$50,000 per year said they were “peer pressured” by their children into shoe selection.
- Selection/Brand/Child’s preference combined make up half the responses here. We read this as brands continuing to win over private label and stores who have more brands, or better positioned brands, will attract more foot traffic.



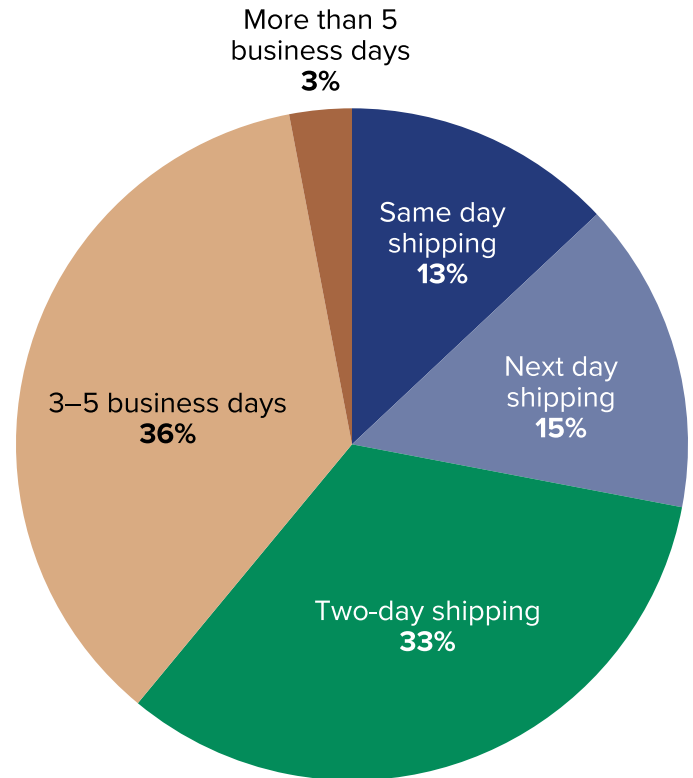
Which type of in-store location do you plan to shop for your children's shoes – including ordered online for pick up or in-store?

- 67% of families under \$50,000 annually are shopping at local chains or big box retailers.
- 22% of families in the West are buying from brand's own stores or outlets.
- At 18%, department stores do best in the Midwest and Northeast.
- Department stores did better in 2022 than in 2021 when only 6% planned to shop in department stores.
- Big box stores were at 31% for 2021 and remain close to the same in 2022.
- We added brand stores in 2022 to get more segmented insights. The results show us brands' stores look to compete with shoe chains more than big box or department stores. This may be especially true as inflation may influence more shopping at outlets where brands have more of their stores.

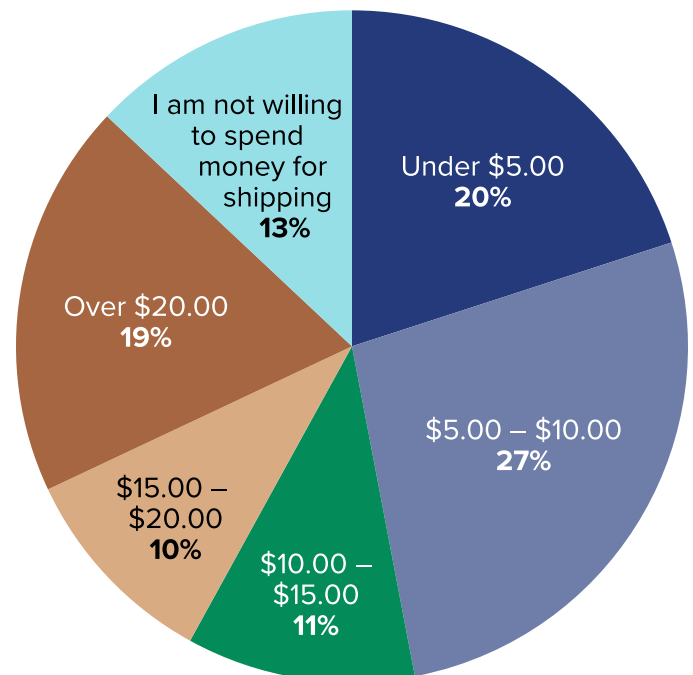


If you're shopping online for back-to-school, how long do you expect shipping to take?

- 36% of consumers are ok with delivery taking more than 2 days. This is important to strategy when shipping costs are at record highs.
- Our 2021 consumer sustainability survey showed that if a company offered an incentive like a 10% off coupon for the next purchase or reward points, 61% of shoppers would be fine with shipping taking 3 days or longer.
- Same day shipping, door dash, or uber delivery type services is a new area for footwear retailers. At 13%, this could be a growing area to move product if retailers can charge enough to cover the cost of getting it from a store to the consumer door. **The West and Midwest were the highest same-day shipping areas, with consumers earning less than \$50,000 per year interestingly choosing that option more than higher income shoppers.*
- 64% of families earning more than \$50,000 annually were more willing to get shoes in 3–5 days.

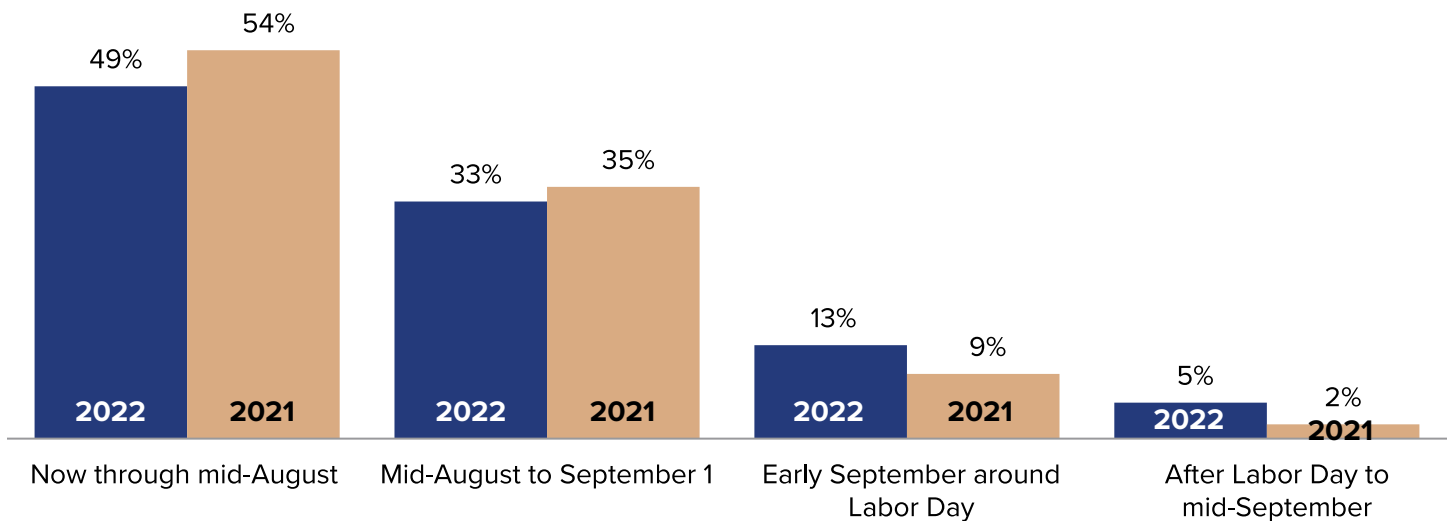


When shopping online, how much are you willing to spend on shipping?



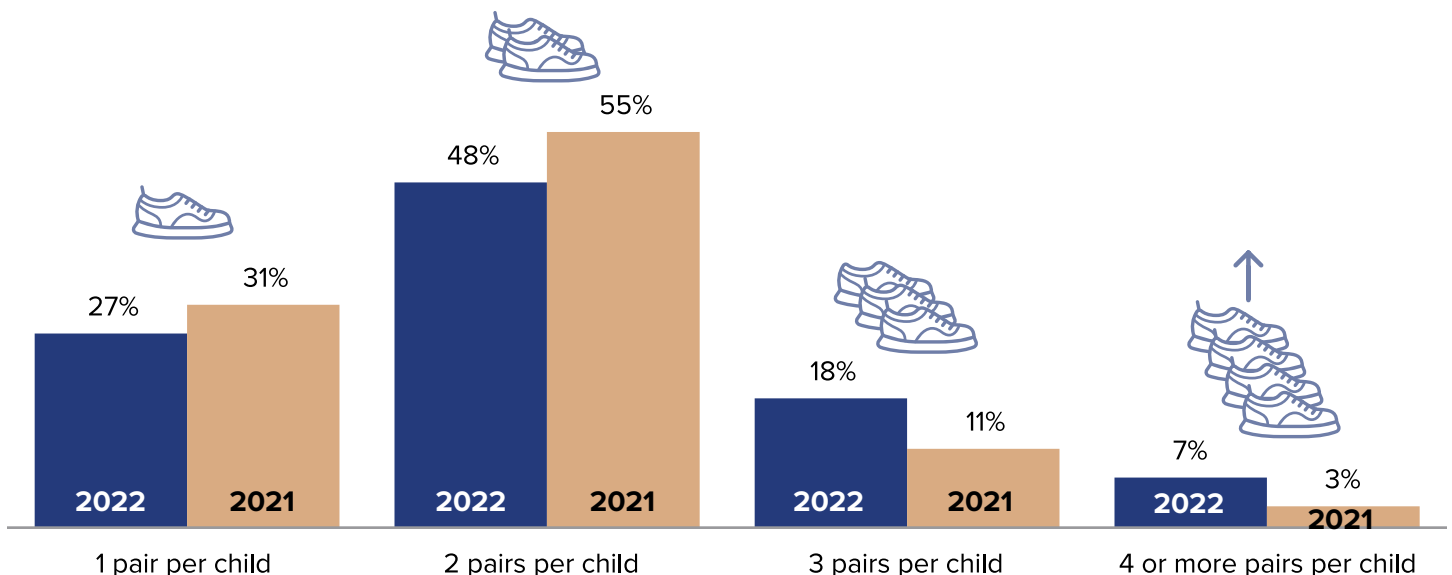
When do you think the best deals will be / when do you plan to buy shoes for back-to-school?

- 82% of all families will buy their back-to-school shoes from Mid-July to September 1. The exception is the Northeast where 58% plan to shop mid-August through Labor Day.
- Buying expectations are consistent with 2021.



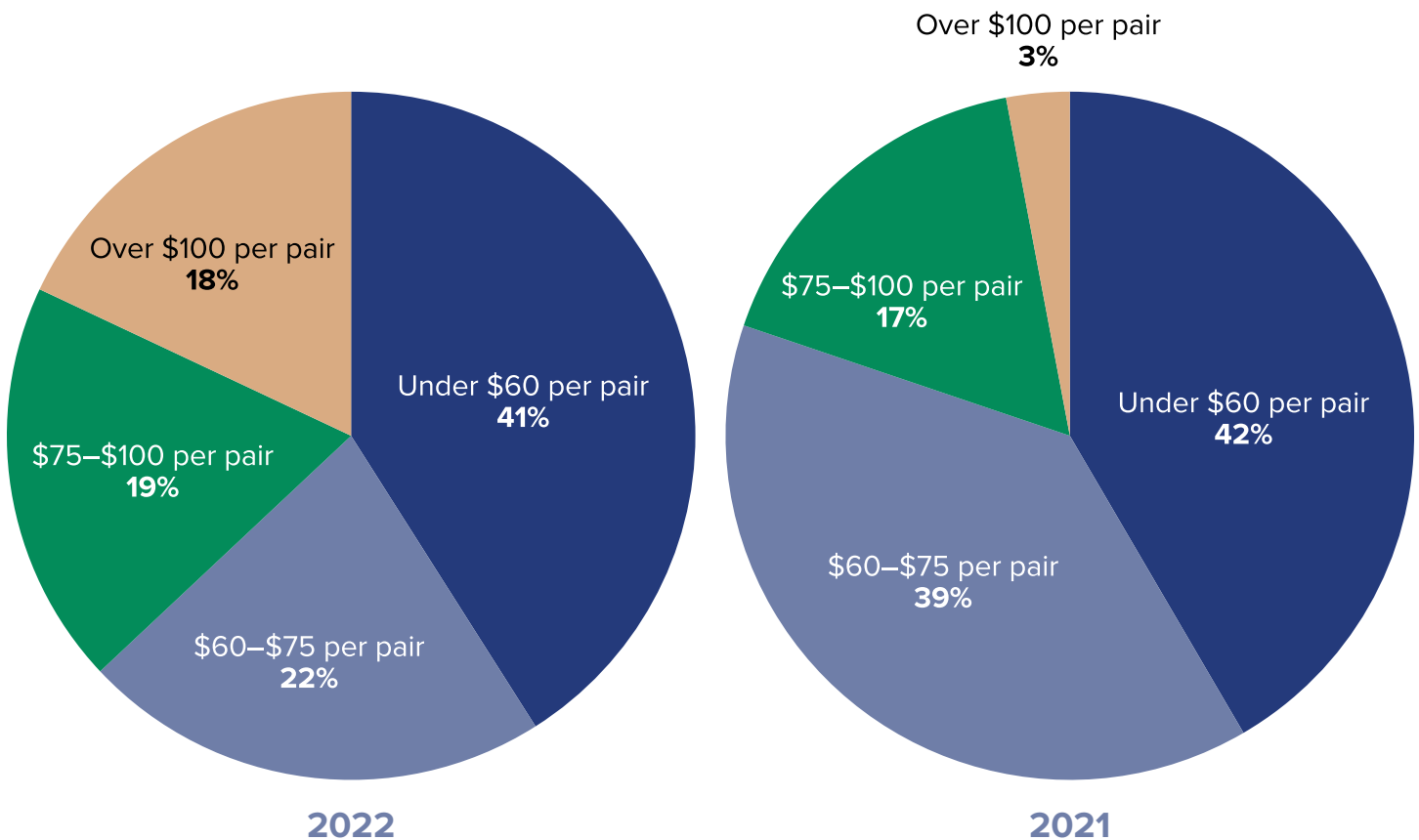
Kids have a range of sports and other activities in addition to the classroom. How many pairs of shoes PER CHILD (total household) do you expect to buy for back-to-school?

- Schools are opening more extracurricular activities versus 2021, which may result in 3 pairs per child slightly increasing this year.
- 51% of Upper income families (above \$100,000 incomes annually) plan to get 2 pairs of shoes per child. 20% of families earning \$50,000–\$100,000 annually plan to get 3 pairs, and 37% those under \$50,000 plan to get just 1 pair per child.
- Families in the Northeast are expected to purchase more shoes per child, with 26% saying 3 pairs and 10% saying 4.

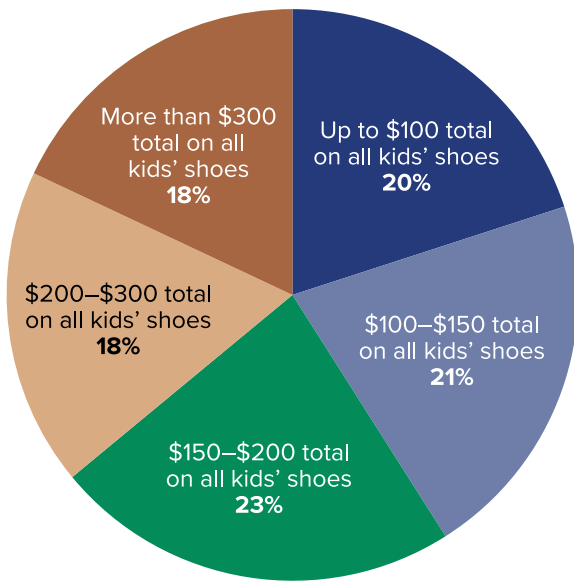


What is the price range, per pair of shoes, you expect to shop for?

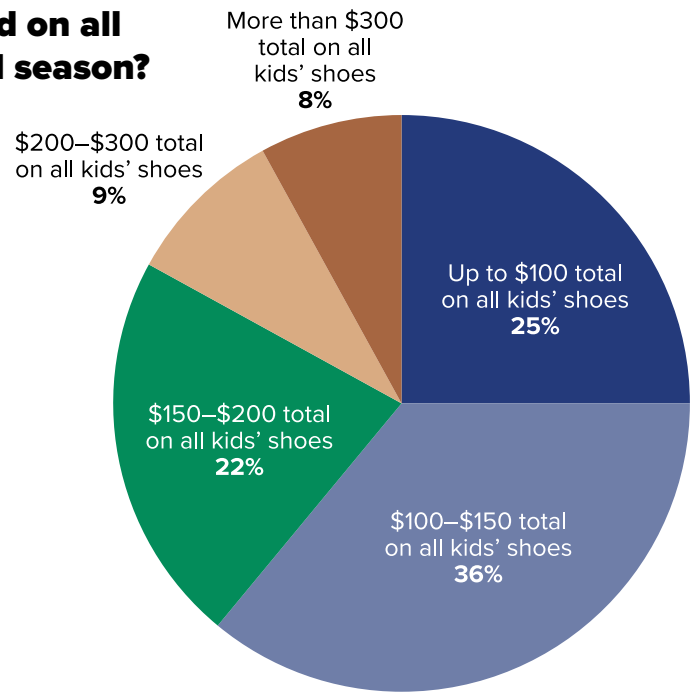
- 13% of families are looking for shoes under \$40, a special breakout for this year for a deeper dive into the data.
- Compared to 2021, families expecting to pay under \$60 per pair is the same in 2022.
- We see the biggest jump in over \$100 per pair. 6% are willing to pay over \$150 for a pair of shoes in 2022. Those willing to pay over \$100 skyrocketed 15% over 2021. This could be a reflection of inflation's impact on price psychology or a willingness to buy more higher-priced brands than in the past.
- If 20% of kids in higher income families are pressuring parents on purchases, this can explain higher cost footwear demand.
- For families earning more than \$50,000 per year, there is little difference in demand for \$60–\$75 per pair and \$75–\$100 per pair, meaning there is less friction to try to encourage them to choose higher-priced shoes.



What is total amount you expect to spend on all of your kids for shoes this back-to-school season?



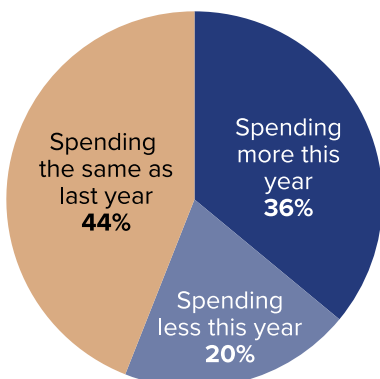
2022



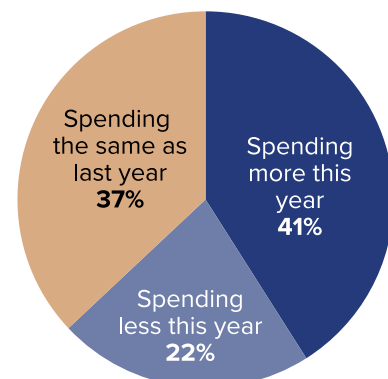
2021

Are you planning to spend more on back-to-school shoes this year than last year?

- Families are expecting to spend a lot more for their kids shoes than last year. This could be inflation expectation. This could also be behavioral economics at play, where instead of making large purchases like cars or appliances, they are spending more of their money on smaller items that provide similar shopping endorphins without a large price tag.
- The sweet price spots are:
 - \$150 – \$200 for the Midwest at 27% of families.
 - \$100 – \$150 for the Northeast at 25% of families. 60% also plan to spend over \$150.
 - Up to \$100 for the South at 26% of families. Another 21% expect to pay between \$150 – \$200.
 - Over \$300 for the West at 23% of families, the most of any region.
- Overall, families in the Midwest are trimming back their shoe spending while those in the West are increasing their spend.



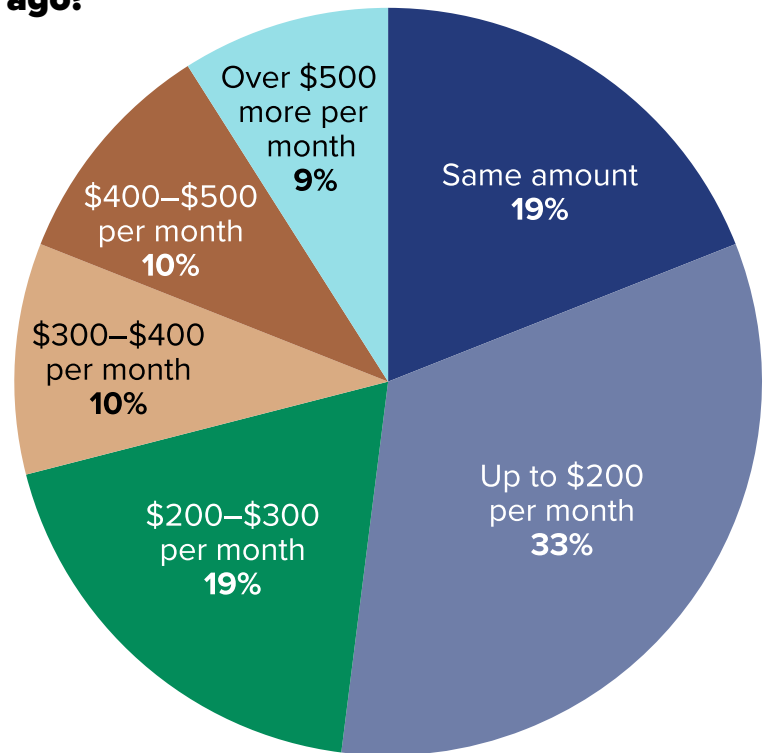
2022



2021

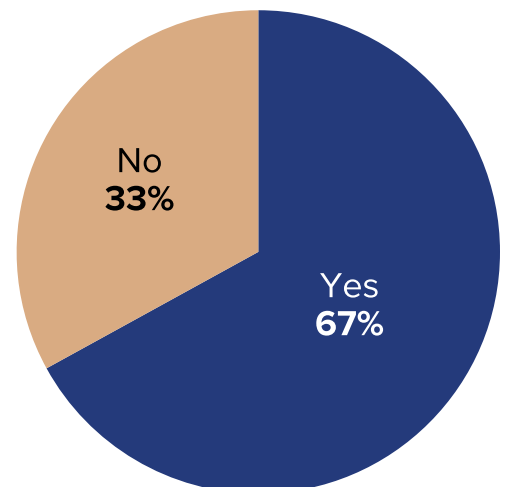
Due to inflation for all goods, about how much MORE are you spending each month on ALL purchases, versus a year ago?

- Absent the child tax credit stimulus we saw last year, this is a large decrease in disposable incomes families have as we hit the back-to-school season; much larger impacts than these numbers inform.
- 34% of families earning less than \$50,000 annually say they are spending the same amount as last year. With little budget wiggle room, they may just be cutting back on purchases overall.
- Up to \$300 per month was the clear line across all income categories.
- Those in the West seem to have more inflation impact on their budgets, tracking with higher energy costs there.



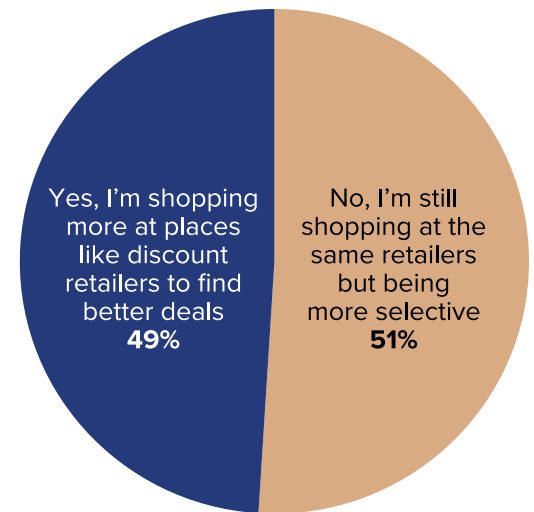
Because of high gas prices, are you going to do more online shopping?

- This is a slightly leading question but one that looks at spending psychology of consumer. Do much higher prices on a necessary item, like gas, impact how people shop for other necessary items, like shoes? The answer is yes across every category.
- There is an underlying assumption by consumers that may be incorrect, which is shoes purchased online are cheaper than in-store. But when multiple variables and constraints are calculated against limited resources, especially when you see the price at the pump, habits will shift rapidly.
- This could be where stores could market driving shoes to homes within 10 miles of a store, which 13% say they would take advantage of, to counter shipping costs + possible return losses. There is some serious retail math to compute in this environment.



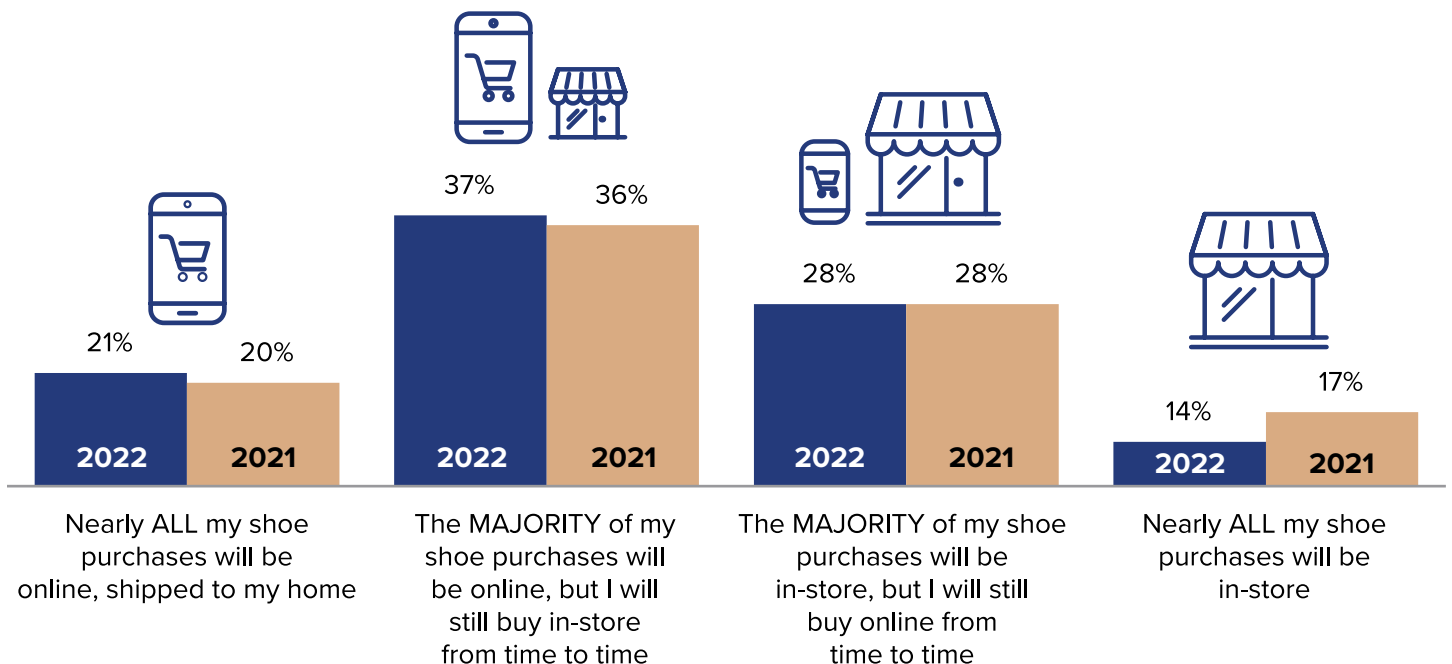
Are higher prices changing where you are shopping?

- In our Spring consumer survey, 75% of consumers said they were shifting to purchases at discount retailers. Perhaps the majority of respondents are already shopping at discount retailers and chose “no”, or perhaps consumers have found there is nowhere to hide from inflation and have adjusted their shopping temperature to the higher rates.
- Regardless, in this survey, even having nearly half of families say they are shopping at discount retailers like TJ Maxx or Marshalls is a large shift.
- There is going to be a larger competition between chain retailers and discount retailers because consumers will find more goods in off-discount retailers than last year. Chain retailers will have to perhaps do more to showcase fresh product at the right price to retain shoppers.



Beyond this back-to-school season – what best describes how you see yourself shopping for your family’s shoes going forward starting with the holiday season?

- This is a vital look at how families with children, plan on shopping going forward.
- The results have changed little to none from the 2021 survey. It shows a firming of shopping and buying behaviors by channel.
- The shift remains that 58% of all families with children will make the majority of all shoe purchases online. That is a huge number considering the growth rates and shoe size shifts of children. While foot traffic at B&M family retailers remains strong, there is a new preference for online purchasing. **Part of the online purchasing responses could be in-store pick up as well.*
- Long term, brands and retailers must invest in better technology to ensure fit to reduce returns. This is vital for the health of the industry.



Gender	
Male	45%
Female	51%
Other/Non-binary	4%
Prefer not to answer	1%
Which of the following ranges includes your annual household's income?	
Less than \$15,000	5%
\$15,000 to \$34,999	11%
\$35,000 to \$49,999	9%
\$50,000 to \$74,999	23%
\$75,000 to \$99,999	16%
\$100,000 to \$149,999	18%
\$150,000 to \$199,999	9%
\$200,000 to \$249,999	3%
\$250,000 or more	5%
Decline to answer	1%
In what region of the country do you reside?	
Midwest (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin)	25%
Northeast (Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont)	24%
South (Alabama, Arkansas, Delaware, D.C., Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia)	27%
West (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming)	24%