



Back-to-School Spending Estimated to Generate \$158 Million in Sales for Nevada Retailers

Nevada's children and young adults are headed back to school at the end of August, setting the stage for the all-important back-to-school shopping season. Survey-based estimates released by the National Retail Federation suggest back-to-school spending will total \$17.4 billion nationwide, or roughly \$549 per family with school-age children.

Twenty-seven percent (27 percent) of Nevada's 1.04 million households are estimated to have one or more children in grades K-12, with the state reporting a total enrollment just over 437,000 students. Back-to-school spending for these households is estimated to reach \$158 million this year, down about \$13 million or 7.6 percent over the \$171 million reported last year.

Sales taxes are the single largest source of state general fund tax collections. Back-to-school spending is estimated to generate more than \$12 million in tax receipts, including \$4.1 million to support local schools, \$3.6 million for local government programs, and \$3.2 million directly to the state's general fund with additional dollars going to fund local road, water and flood control services.

Total tax collections are expected to be off roughly 3.1 percent from the \$12.4 million estimated for 2008. Lower sales activity is being partially offset by the 0.35 percentage point sales tax increase enacted by the Nevada State Legislature earlier this year.

Mary Lau, president of the Retail Association of Nevada, acknowledged that back-to-school spending levels will be impacted by the economic downturn, noting, "We are hopeful that improving consumer confidence and a number of very attractive sales will provide momentum we can carry into Labor Day." Half



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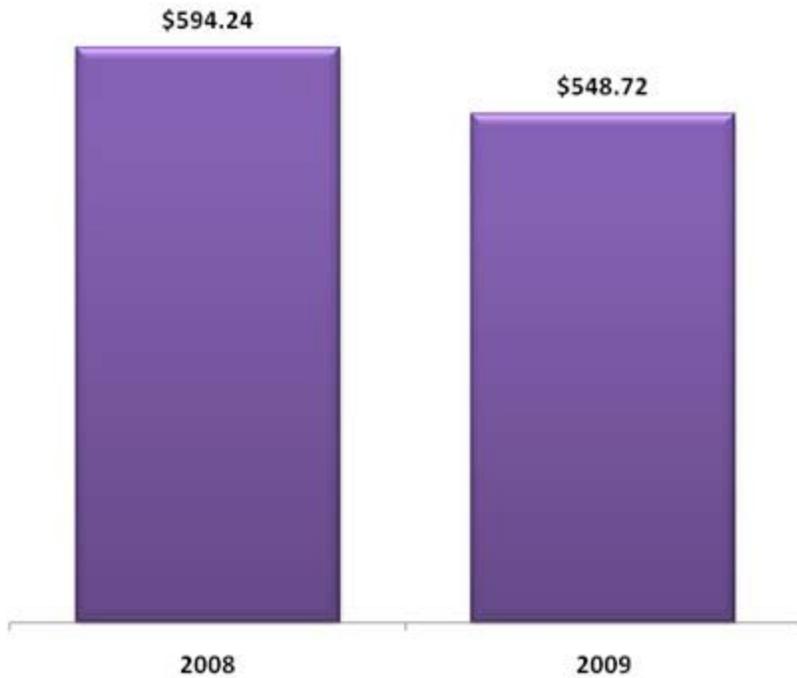
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of all households indicate they will spend less on back-to-school items this year, and a higher share of shoppers report they will be seeking out sales or shopping at discount stores.

Estimated Back-to-School Spending Per Family with School-Age Children



Source: National Research Foundation

About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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Phone: (775) 882-1700
Toll Free: (800) 690-5959
Fax: (775) 882-1713

410 South Minnesota Street, Carson City, Nevada 89703