



Find your people where they find back-to-school recommendations



Back to school happens on Reddit

Whether it's researching age-appropriate products, finding the latest apparel trends, or seeking a digital meal-prep guide, parents turn to Reddit for honest advice and trusted product recommendations ahead of back-to-school season.



of Redditor parents plan to spend the same or more on back-to-school shopping this upcoming season¹



of Redditor parents plan to spend \$300 or more on upcoming back-to-school purchases²

Reddit influences back-to-school purchases throughout the entire consumer journey³

Discovery



of parents researched or explored different back-to-school products or brands on Reddit.

Consideration



compared specific features and reviews of back-to-school-related products or brands on Reddit.

Decision



say Reddit helped confirm their back-to-school product decision was the right choice for them.

► More than these social platforms



of parents say Reddit helps them make their back-to-school purchase decisions faster³



parents made a back-to-school-related purchase, thanks to the information they found on Reddit³



[Explore back-to-school-related communities on Reddit](#)



Sources:

1. Reddit/Attest U.S., 2023, Shopping Behaviors Survey, n=1073, 18+
2. Reddit/Attest, U.S., 2023, Shopping Behaviors Survey, n=1073, 18+, Monthly Reddit Users vs. Non-Reddit Users. Statistically significant confidence level = 90%.
3. Reddit/Suzy, U.S., 2023 Back to School Survey, n=1022, 18+, Fielded Dec 2022; 2Reddit/Attest, U.S., 2023, Shopping Behaviors Survey, n=1073, 18+.

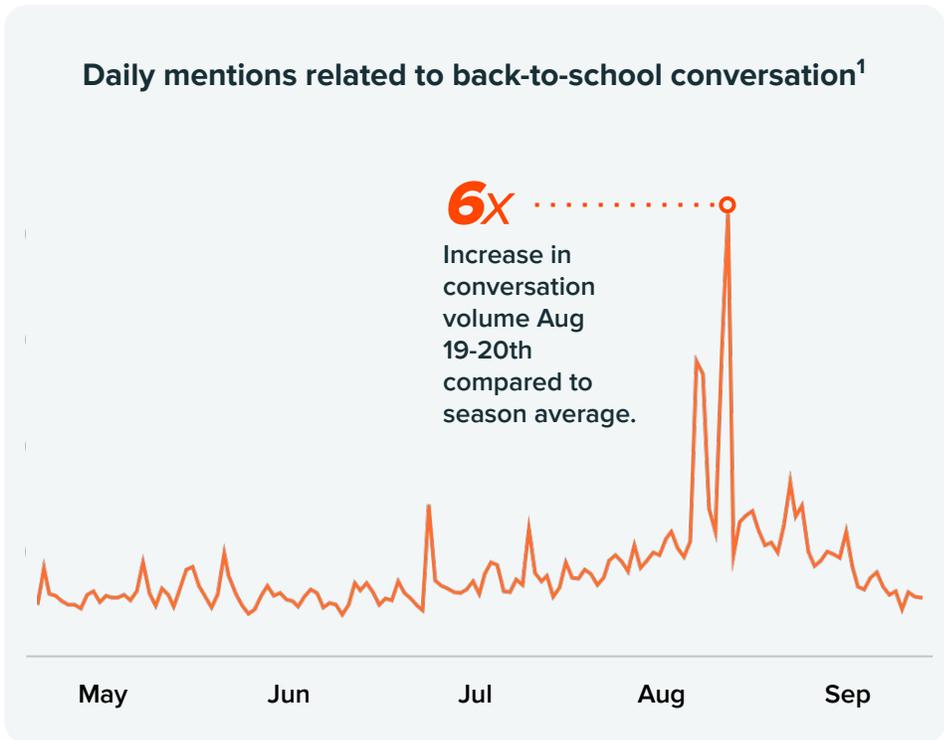
Activating **back to school** on Reddit

Target categories where **back-to-school** conversation and research is happening
 Interest groups with back to school related conversations:



Surround **back-to-school** conversations **from June through September**

- 01** Reach potential consumers before they start shopping in June.
- 02** Make an impact by owning the peak of conversation in late July to August.
- 03** Retarget the most engaged audiences through September.



→ Visit [Reddit for Business](#) for more resources

