

SCHOOL UNIFORMS

ARE ON THE RISE!

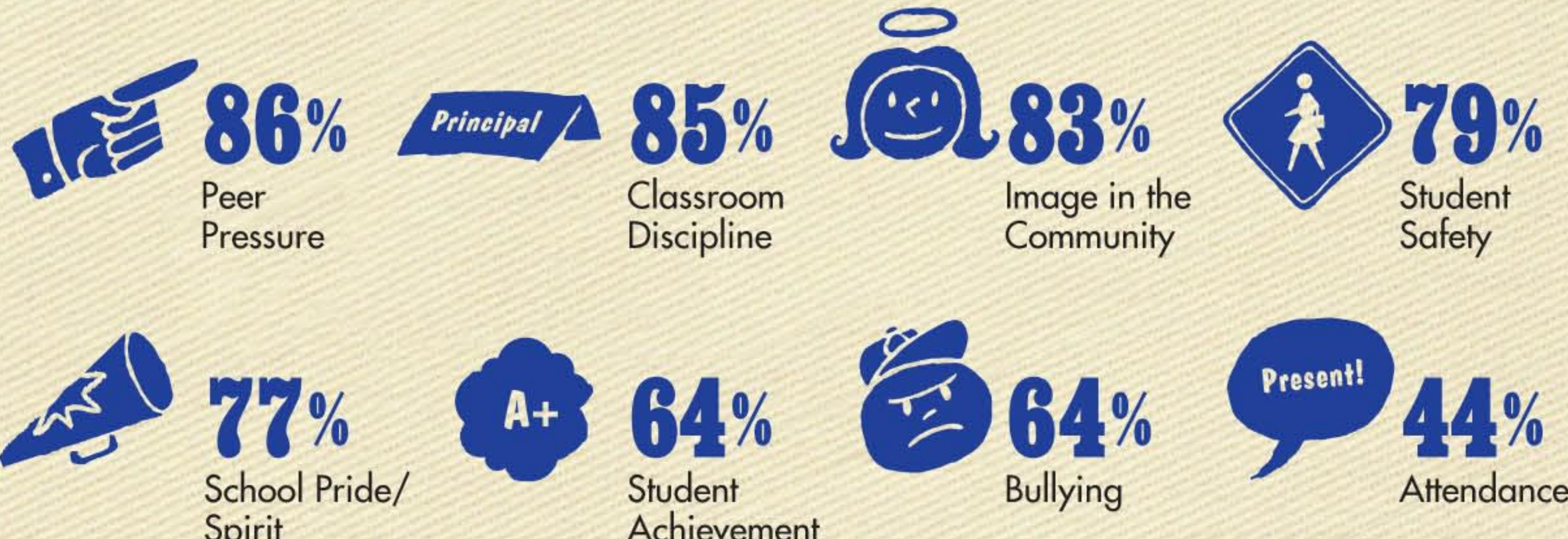


School uniforms are on the rise in public schools as nearly half (49 percent) have a policy in place or have plans to implement one – more than double from 2000 (21 percent).

The rise of school uniforms may be linked to their positive effects in the classroom and the ease on a parent's pocketbook!

Positivity Prevails

School officials with a uniform or formal dress code policy in place at their schools believe uniforms have made a positive impact in the following areas:



Parents Play a Part

Eight out of 10 survey respondents (86 percent) believe one of the main benefits to parents was school uniforms are more cost-effective than regular apparel.

Besides budget, school officials also believe parents benefit from the following as a result of having a school uniform or formal dress code policy in place:



Long Lasting

Many survey respondents stated their uniform or formal dress code policy has been in place for 20 years or more (12 percent). Overall, eight out of 10 (85 percent) plan to continue the uniform policy as is in the upcoming school year.



Keeping it Casual

Ninety percent of school officials prefer to keep it casual, with polos and chinos, rather than dress casual (oxford dress shirts, blazers, plaids, skirts and ties) when it comes to their school uniforms. Only 55 percent of school officials surveyed in 2000 held a casual uniform policy.



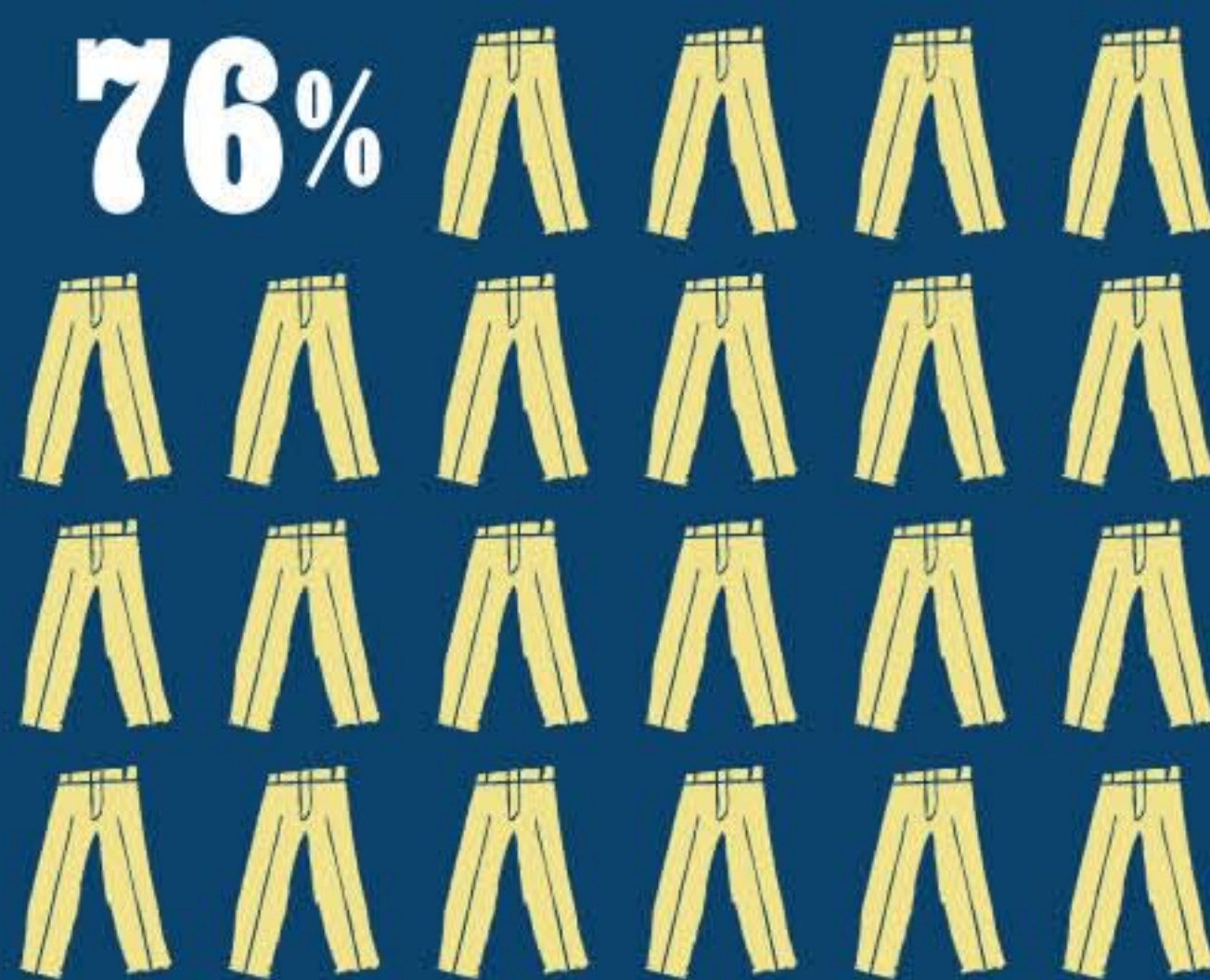
Public Schools Rule

Of the school officials surveyed, with a current school uniform or formal dress code policy in place, an overwhelming 88 percent represented public schools from a cross-section of rural, suburban and urban communities – with a student enrollment ranging from 401-700.



CHANNELING CHINOS

Seventy-six percent of school officials said chinos best describe the pant choice their students wear as part of the school uniform or formal dress code policy.



LOGO LOVE

Sixty-four percent of school officials said their uniforms do not currently feature a school logo; however, over half (53 percent) would like to see a logo on uniforms in the future for reasons ranging from school brand awareness to elevating school spirit.



TRIED AND TRUE

The classic navy polo is the go-to-color of choice for 38 percent of school officials when requiring students to wear polos as part of their school uniform or formal dress code policy. White is the runner up at 23 percent and red rolls in at third place (15 percent).



Lands' End School Uniforms in partnership with the National Association of Elementary School Principals (NAESP) surveyed 517 school officials from coast to coast regarding school uniform behavior.

The survey was fielded via Survey Monkey from May 31, 2013 to June 17, 2013.

naesp National Association of Elementary School Principals

LANDS' END
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