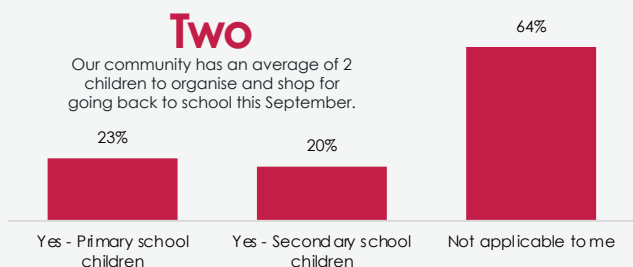


# Back to School

With summer passing by quickly we dedicated our August survey to all things Back to School. We asked our Northern Ireland Urbanites with kids if they felt school has just finished for summer? Or of they were already counting down the days until the start of the new term? Our survey also explored back to school preparations such as shopping for uniforms, schoolbags and lunchbox grocery items! Here's a snapshot of what our Northern Ireland Urbanites told us...

## Parent / guardian profiling



## Back to school shopping habits



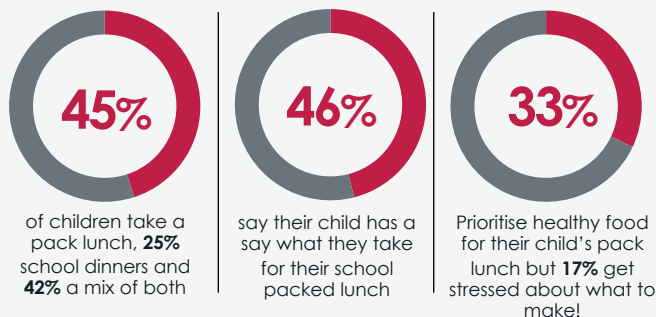
## Back to school shopping: online vs. offline



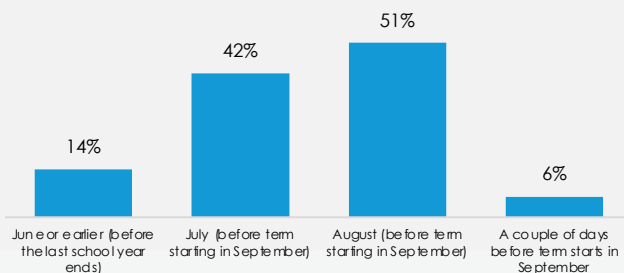
## Back to school shopping expenditure



## Packed lunch opinions



## Back to school shopping timing



## BACK TO SCHOOL BLUES?

**46%** love summer holidays and spending time with their kids, whilst **27%** can't wait for term to start!

## SCHOOL SHOPPING SAVINGS

**57%** say due to rising cost of living they will try make savings when back to school shopping

## ON THE LOOKOUT FOR LUNCH INSPO

**25%** actively look out for inspiration for their children's school packed lunches

For more insights and opinions visit:

[workshopplay.ie/opinions](http://workshopplay.ie/opinions)