

The Urban Community

# 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: online vs. offline



Buy school uniforms in store vs. **7%** who do so online. It's a similar story for school shoes.



35%

Buy school tech online vs. 18% who do so in store. Whilst 46% say they don't buy this.



**63**%

Buy school bags in store vs. 34% who do so online. The same applies to school lunchboxes.



76%

Buy school stationery in store vs. 21% who do so online. Just 3% say they don't buy this for this kids.

#### Back to school shopping habits

prefer to shop for back to school items at a supermarket, 59% prefer their high street and 46% prefer to shop in a mall. 32% shop at an independent retailer.

say their child likes to choose their own stationery & school bag and 17% make back to school shopping is an event they 'make a day of'.

65%

quality and 71% like their children to try on uniforms before buying supporting the popularity of in store shopping.

#### Back to school shopping expenditure



said they will spend £100+ per child on back to school shopping items such as uniforms, school bags and stationery.



## Packed lunch opinions



of children take a pack lunch. 25% school dinners and 42% a mix of both

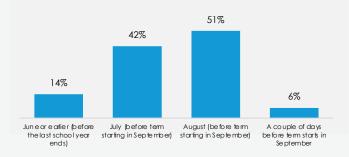


say their child has a say what they take for their school packed lunch



Prioritise healthy food for their child's pack lunch but 17% get stressed about what to

### Back to school shopping timing



## BACK TO SCHOOL

love summer holidays and spending time with their kids, whilst **27%** cant wait for term to start!

## SCHOOL SHOPPING

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

## ON THE LOOKOUT FOR LUNCH INSPO

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

For more insights and opinions visit: