

Back to School

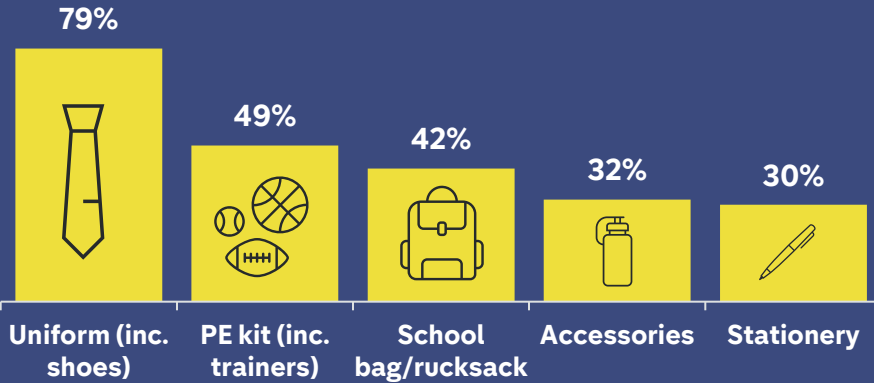
We've pulled together some key insights highlighting spending plans amongst parents of school-aged children, in preparation for the return to school in September 2023, following the summer holidays.

30% of parents plan to spend between £50-£100 per child on 'Back to School' this year

36% of parents said that cost is the biggest factor when deciding where to shop for 'Back to School' essentials this year

Parents who are Channel 4 fans are +47% more likely* to agree 'I would buy from any website if it's the cheapest'

Parents tend to spend the most amount of money on school uniform, followed by PE kit and school bags:



Over a third of parents plan to re-use school supplies from last year, with others choosing to switch to cheaper brands/retailers in order to save money on 'Back to School' 2023



63% of parents said they plan to shop for 'Back to School' essentials both online and in-store, highlighting the need for brands to provide a consistent customer experience across all channels



Parents who are Channel 4 fans are +50% more likely* to notice adverts on the Internet and +42% more likely* to agree 'Online adverts play a part in influencing the brands I buy'

Brands spontaneously associated with 'Back to School'



"George Asda; they have a great quality of clothes and very affordable."

"M&S for school uniform; well advertised and clothing is good quality"

"Tesco as each year they do a whole ad campaign and special offers"

Parents who are Channel 4 fans are +38% more likely* to agree that 'Advertising helps me choose what to buy' and +64% more likely* to be tempted to buy products they see advertised

1 in 3 parents said they are open to buying 'Back to School' essentials from different brands/retailers if they offer better and cheaper deals