

MARKETING AND MUMS

Insights* Into Going Back to School

*Survey of parents carried out online in June 2017



THE MOST IMPORTANT BACK TO SCHOOL FACTORS THAT WE HAVE UNCOVERED

71%

The % parents whose child wears a branded uniform to school.

53%

The % of parents that have to spend more than €300 on back to school items.

82%

The % of parents that buy new schoolbooks for their child.

THE TOP 3 ITEMS THAT PARENTS RESEARCH ONLINE TO BUY FOR BACK TO SCHOOL ARE:

1. Lunch boxes
2. School bags
3. School stationery

The % parents who buy items over several months to afford Back to School

55%

The % parents who find Books the most expensive Back to School cost

35%

The % parents who find Uniforms the most expensive Back to School cost

28%

“It’s nearly as bad as Christmas :(”

“Would prefer generic uniform”

DETAILED SURVEY RESULTS

*Survey of 300 parents carried out online in July 2017

1. How many children do you have?

1 - 16%

2 - 36%

3 - 36%

4 - 8%

5+ - 4%

2. What stage are they at in education? (select all that apply)

Pre primary 21%

Primary 58%

Second Level 18%

Third Level 2%

3. Do your children wear

A branded uniform 71%

Non branded uniform 21%

No uniform 8%

4. Approximately how much do you spend on back to school expenses annually?

0-100 2%

100-200 15%

200-300 29%

300-400 16%
400+ 36%

5. When buying school books and supplies do you mostly

Rent from a Book Scheme	5%
Buy New	82%
Buy Secondhand	12%
Combination	1%
Other e.g. e-books	1%

6. What back to school items do you research/buy online. (Select all that are appropriate)

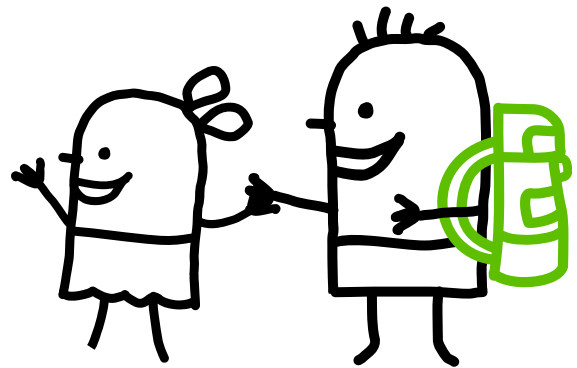
Books	13%
Lunchboxes	16%
School bags	16%
School stationery	15%
Shoes	15%
Sports gear/equipment	15%
Uniform	11%

7. How do you budget for Back to School? (select all that apply)

Buy items over several months	55%
Put a little away each month	28%
Use credit card and pay off over time	10%
Other	6%
Take out a loan	0%

8. What is the most expensive back to school cost for your family?

Books	35%
Uniform	28%
Shoes	19%
Other	9%
PE Gear	5%
Technology	2%
Bus	2%
Fees	1%



MyKidsTime Insights

Mykidstime is one of the most trusted online brands* for parents and kids. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

* Based on 2012-6 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!