Shopper Study

Back to School 2021/ 2020 Findings

SHOPPER MEDIA GROUP

Shopper Media Group's Shopper Study

Research Objective

To understand what back to school items parents are planning to buy and more importantly, the places they are intending to purchase them from.

About this Study

Findings are based on an online survey of 955 parents aged 25+ with school aged children.

Refer to the Appendix for our New Normal Back to School & Work Shopper Study, n=2,031, conducted in May 2020.

The Shopper Study Tool

Our proprietary survey tool connects with an average of 156,000 shoppers per month, prompting them with a question as they join the complimentary Wi-Fi network in centre.

Through this tool, Shopper Media can quickly and effortlessly tap into the hearts and minds of shoppers on any topic on any given day offering our partners a chance to better understand their audiences in real time.

Contact us for more information about this study or any previous studies.

https://www.shoppermedia.com.au/shopper-study

Key Summary

We surveyed circa 1,000 parents with school aged children regarding their back-to-school shopping plans.

Key items on the shopping list include essentials such as **stationary, lunch box, food & drinks, clothing, footwear and school bags**. But where do parents plan to buy these from?

- Choice of shopping destination is largely influenced by **price**, **convenience** and **availability of products**.

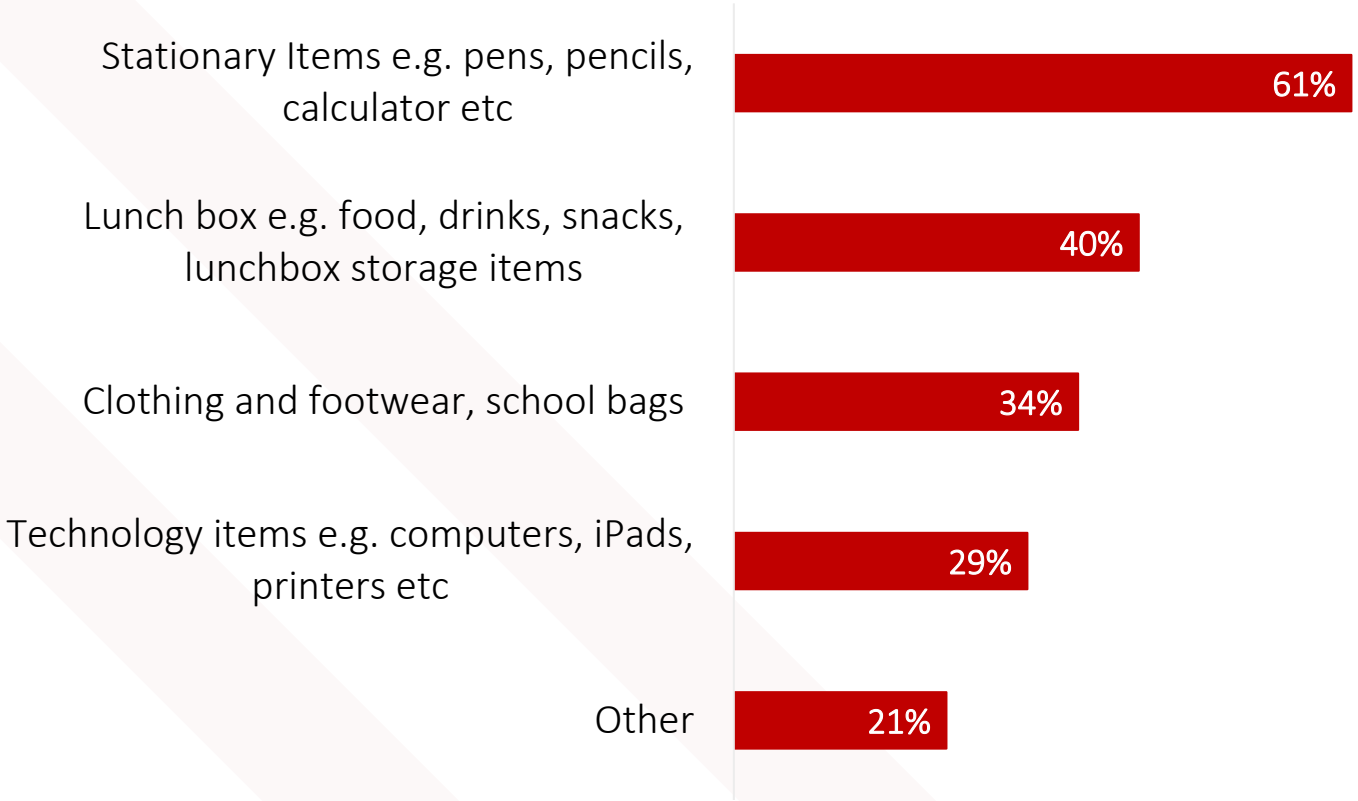
- Discount stores are a popular for the necessities. More than a third (36%) of parents are more likely to visit **K-Mart** followed closely by **Big W** (34%), and **Target** (24%). Interestingly, **half of parents** will **purchase these items from a supermarket** (skewed towards Coles).

- Shopper Media's sophisticated digital network can help clients **target parents of school aged children** and help **build brand consideration** during their visit the local shopping centre.
- To encourage shoppers to visit key retailers, we recommend tailoring creative that influences where they will shop.

  For e.g., callout price promotions, convenience of a one-stop shop, proximity to home and availability of product and alternatives in stock.

Parents back to school shopping list

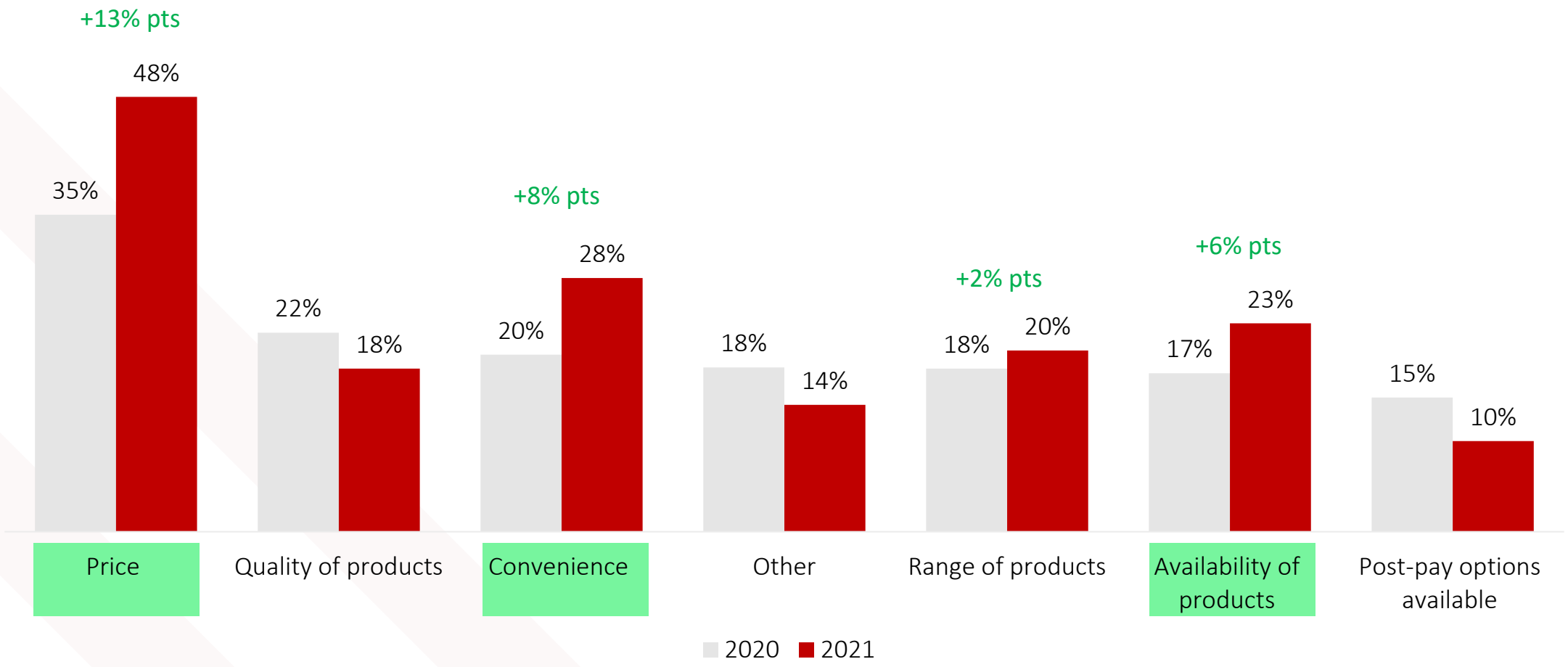
Q. Which of the following items do you anticipate you'll be purchasing when it comes time to getting the kids ready for back to school in January next year?



SOURCE Shopper Study Back to School, n=955 parents aged 25+ with school aged children

Factors that influence where parents shop for back to school items

Price, *convenience* and *availability of products* – all which have increased significantly this year!



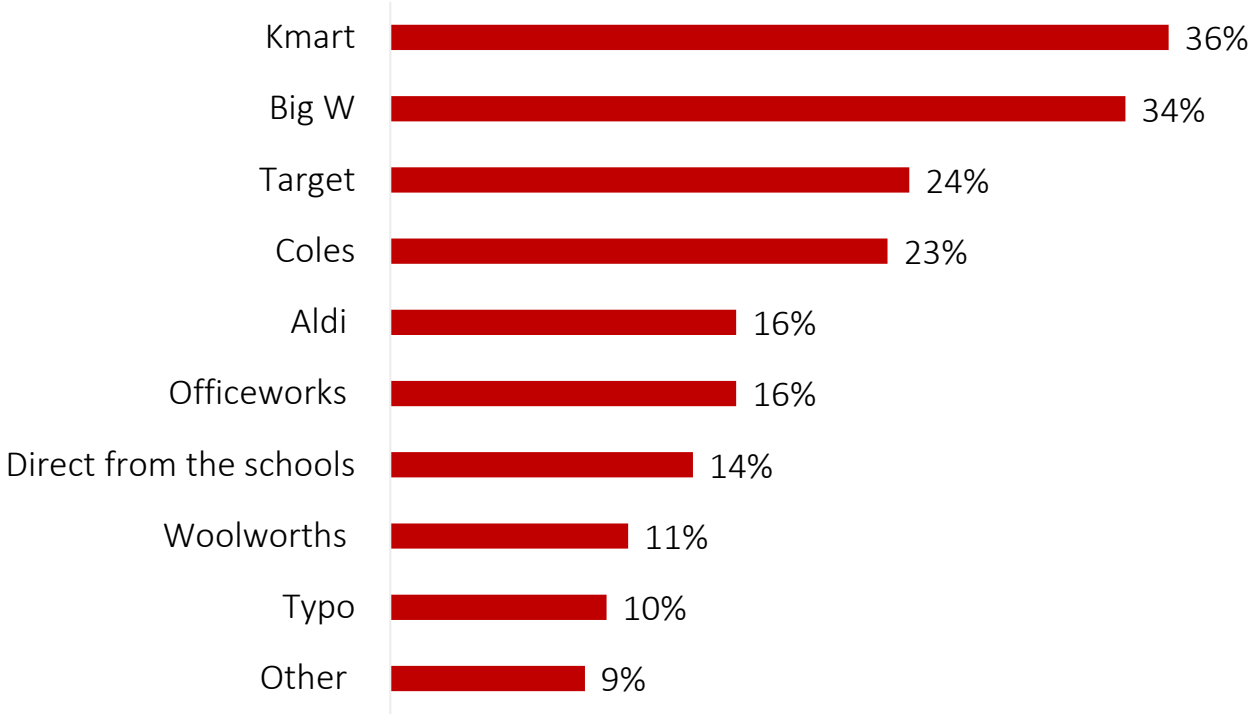
SOURCE: Shopper Study Back to School, n=955 parents aged 25+ with school aged children Vs Shopper Study, The New Normal Back to School & Work Part Two, n=783 May 2020
Q. Which of the following factors are the most likely to influence your place of purchase of back to school/ work products?

Price, *convenience* and *availability of products* will drive consumers to visit more local shops, including their supermarket!

More than a third (36%) of parents are more likely to visit ***K-Mart*** to pick up back to school items followed closely by ***Big W*** (34%), and ***Target*** (24%).

Interestingly, ***half of parents have stated they'll be*** **purchasing their items from a supermarket** (skewed towards Coles).

Q. Which of the following retailers do you intend to purchase your back to school items from?



Appendix
Lunchbox meal & snacks

Over a third of parents seek lunchbox inspiration

We anticipate that parents will continue to seek inspiration when it comes to preparing their child's lunchbox

- Over a third (35%) of parents will **seek inspiration**
- 1 in 3 (33%) have a **weekly lunch box meal plan**
- 1 in 5 (22%) have a **repertoire of lunch ideas that they alternate between**

Previously we asked shoppers about the brands they purchase for their children's lunchbox

- 2 in 5 (41%) are heavily influenced by brands
- Over a third (37%) state they have a few brands that they alternate between including generic and home brands and;
- 1 in 5 (23%) don't have any brand preference.

SOURCE: Shopper Study, The New Normal Back to School & Work, n=2,031, surveyed date range 18th May – 21st May 2020.
Q. Which statement below best represents you in relation to packing school lunches?

What's in their lunchbox?

Previously, we asked shoppers what food options they will put in lunchboxes (either children's or adult lunchboxes).

Popular categories shopper's consider - healthy muesli bars, muffins, or baked goods (47%), home-made meals – soups, pasta, and rice dishes (29%), Sandwiches or wraps (24%), Fresh produce – fruit, salad veg, eggs or other protein (23%), Dairy snacks such as cheese or yoghurt (22%).

Other items considered - dips and crackers (17%), other packaged goods (16%), chips, popcorn, or pretzels (14%), and sweet treats (14%).

SOURCE: Shopper Study, The New Normal Back to School & Work Part Two, n=783, surveyed date range 19th May – 21st May 2020

Australians are set to pack more home-made meals in lunchboxes

Previous research conducted via Shopper Study indicated that Australians have had an increased desire to cook meals at home in comparison to same time last year, with almost half creating more meals from scratch.

It's no surprise then that this new cooking behaviour is also reflected in the way we plan on packing our lunchboxes.

- ***69% of shoppers plan on making more home-made meals versus 31% who intend to buy pre-made meals from stores.***

SOURCE: Shopper Study, The New Normal Back to School & Work Part Two, n=783, surveyed date range 19th May – 21st May 2020

Thank you.

For further information please contact your Shopper Media representative
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