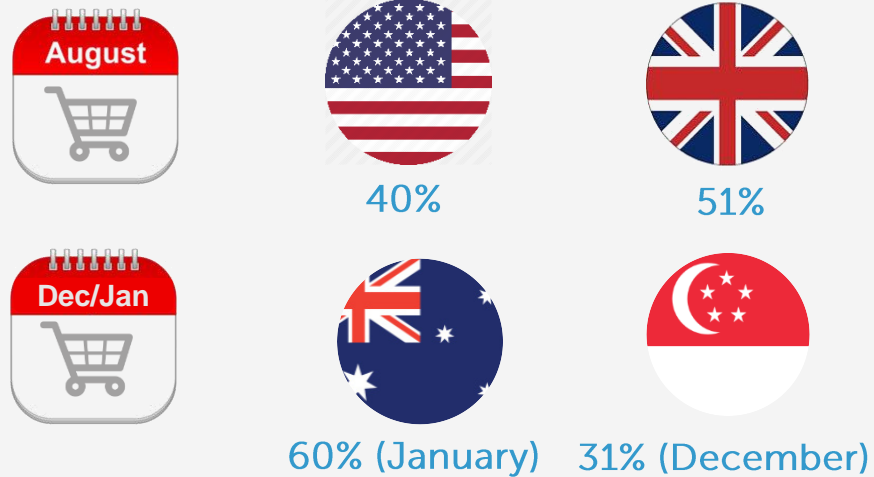


2016 BACK TO SCHOOL STUDY

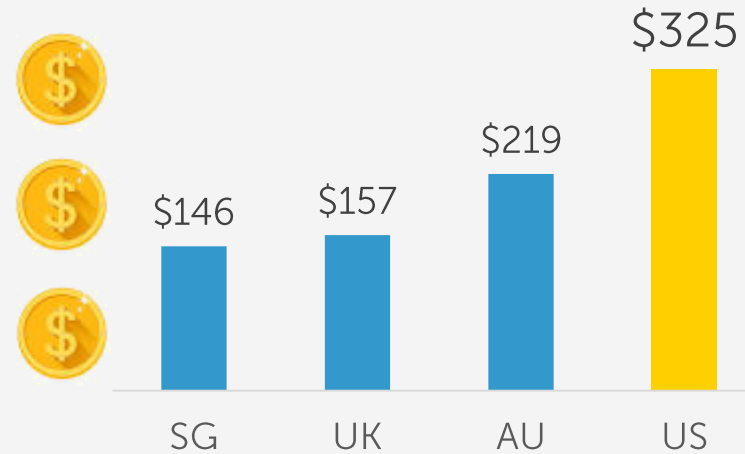
We surveyed 1,600 respondents in the United States, United Kingdom, Australia and Singapore (400 for each country) via Toluna QuickSurveys. Here's what we found:



When do most people start Back to School shopping?



How much do they spend?(US\$)

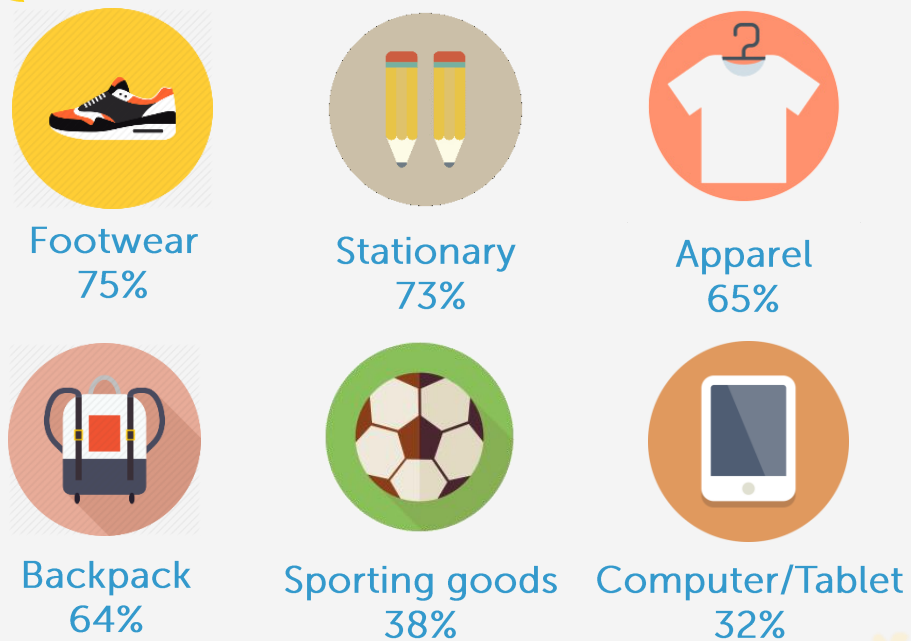


Spending 2016 V.S. 2015?



Over **50%** people said they spent more in 2016, globally

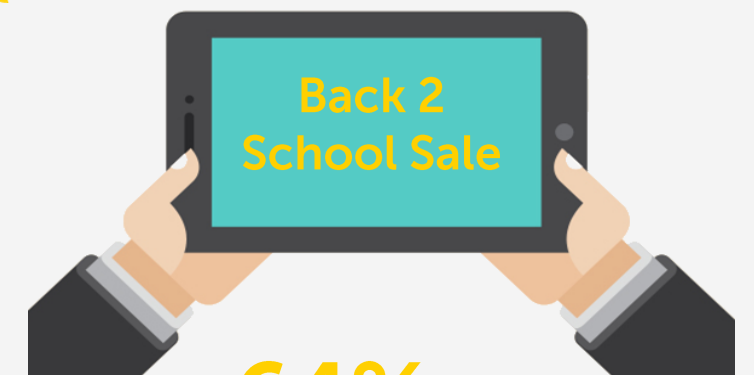
What do they buy? (Top 6 items)



Where do they buy (Top choice)?



How do they use social media?



Around **64%** people use social media to check sales promotion, globally