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?
- August: 40%
- Dec/Jan: 60% (January) 31% (December)

How much do they spend?(US$)
- SG: $146
- UK: $157
- AU: $219
- US: $325

Spending 2016 V.S. 2015?
- Over 50% people said they spent more in 2016, globally

What do they buy? (Top 6 items)
- Footwear: 75%
- Stationary: 73%
- Apparel: 65%
- Backpack: 64%
- Sporting goods: 38%
- Computer/Tablet: 32%

Where do they buy (Top choice)?
- Department Store: 57%
- Supermarket: 69%
- Stationery Store: 54%
- Computer/Tablet: 32%

How do they use social media?
- Back 2 School Sale
- Around 64% people use social media to check sales promotion, globally