

Half of parents plan to buy second-hand 'back to school' items as cost-of-living crisis bites – new research from quantilope

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Over half (57 per cent) of parents in the UK have already purchased or plan to purchase second-hand items, including clothes, accessories and supplies, ahead of their children going back to school for the start of the new term. This is according to new research

(<https://app.us.quantilope.com/share/teSLBGotmWWdwSzda?type=dashboard>) announced today by quantilope (<https://www.quantilope.com/>), the research platform that automates advanced research methodologies.

quantilope surveyed 400 parents in the UK with at least one child under the age of 18 to see how they are preparing for the return to school in the context of the cost-of-living crisis.

Around three-quarters (77 per cent) of parents are planning to reduce spending in other areas to save money as they get their children ready to go back to school. These include going out/out for meals, holidays, clothes, food, takeaways and days out/trips.

“The return to school this year for many parents and children will be very different as people struggle to meet the cost of what is often an expensive time of year,” comments Alex Hall, Associate Director of Research Consulting at quantilope. “The new term means new uniform, shoes, PE kit, and other equipment, often at inflated prices. While supermarkets do offer cheaper plain versions of school uniforms, it’s clear from our research that more parents will be using charity shops, free sharing platforms and even so-called ‘uniform banks’ to buy what they need.”

On average, parents with children in state schools spent GBP337 per year on school uniform for each secondary school child, and GBP315 per year for each primary school child, according to research by The Children’s Society

(<https://www.childrensociety.org.uk/information/professionals/resources/the-wrong-blazer>) in 2020.

Last year, the UK government passed legislation that requires schools to make school uniforms more affordable. The new guidance states that while schools can still provide their own higher-priced uniforms, often branded, an alternative must be made available. Schools will also have to make sure second-hand uniforms are available to buy, while high street versions are also acceptable alternatives.

More information is available from quantilope’s blog: Inflation’s Impact on UK Parents’ Back-to-School Shopping in 2022

(<https://www.quantilope.com/blog/inflations-impact-on-uk-parents-back-to-school-shopping>)

Access quantilope’s Back-to-School Insights Dashboard here

(<https://app.us.quantilope.com/share/teSLBGotmWWdwSzda?type=dashboard>)

Notes to editors:

Methodology:

quantilope surveyed 400 parents in the UK with a child under the age of 18 attending school this Autumn.

About quantilope

quantilope automates consumer research to unlock high-quality insights with speed & ease. Our Insights Automation Platform offers AI-driven advanced quantitative and qualitative solutions to support data-driven decision making. Founded in 2014, quantilope was named one of the top 50 most innovative suppliers for consumer research worldwide (Greenbook GRIT Top 50 Most Innovative Suppliers 2021), and is one of the fastest growing technology companies in Germany (Deloitte Tech Fast 50, 2021). quantilope powers consumer insights in brand awareness, market segmentation, advertising testing, product concepts, and pricing analysis for over 300 brands including Nestle, Pepsi, Danone, Deutsche Telekom, PBS, OMD, and more

For further information or to speak to quantilope, please contact:

Amanda Hassall, Associate

Eureka Communications

Tel: +44 (0)7855 359889 or (0)1628 822741

Email: amanda@eurekacomms.co.uk