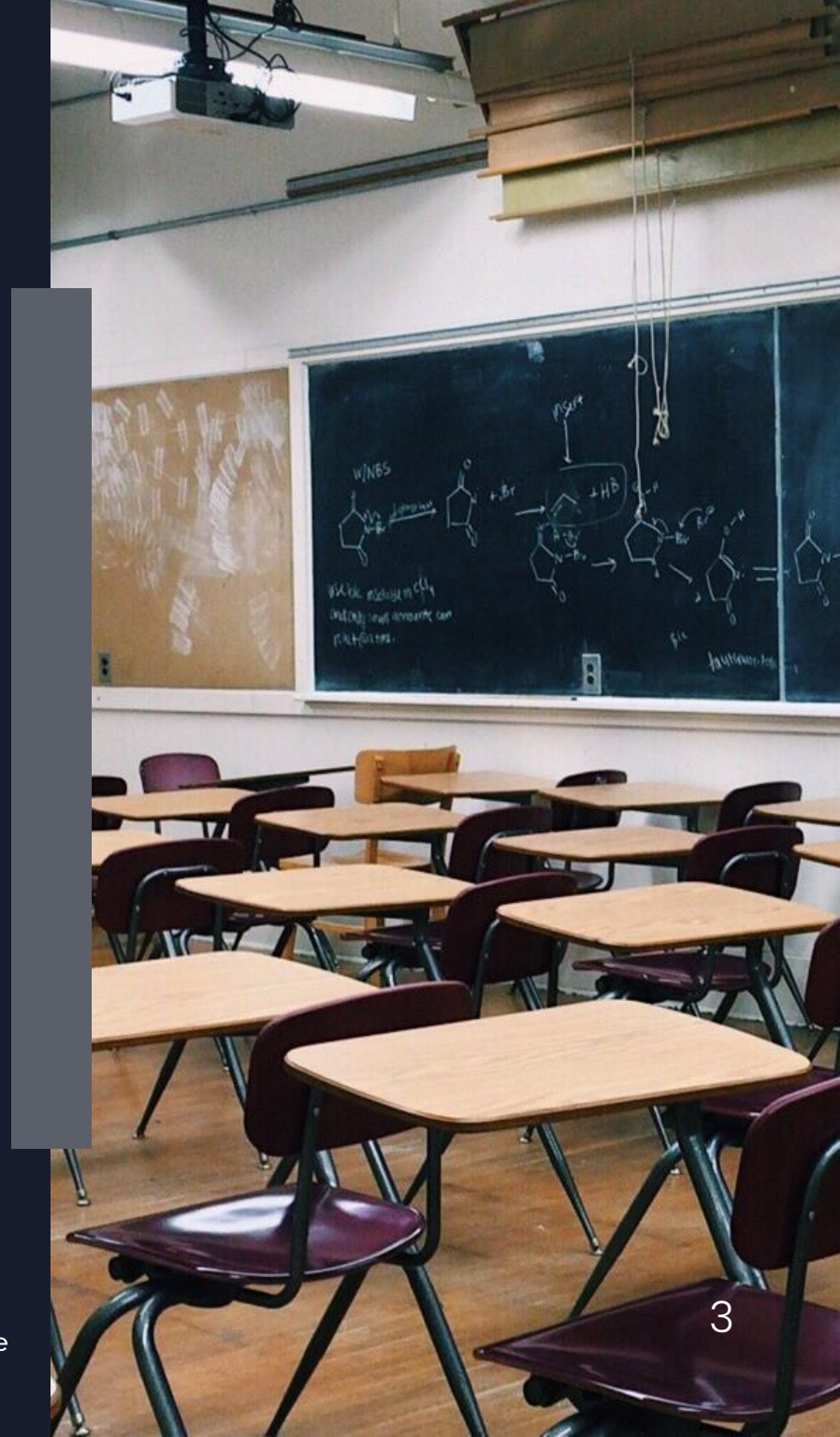


2023 BACK TO SCHOOL



IN 2022, AUSTRALIAN
PARENTS WERE EXPECTED
TO SPEND A MASSIVE
\$2 BILLION
ON BACK TO SCHOOL
SHOPPING FOR THEIR KIDS.

Source: Commonwealth Bank Back to School study
Fieldwork was conducted between 1st December – 8th December 2021, amongst a sample of n=1,005 nationally representative respondents with quotas set on age, gender and location





FAMILIES ARE PLANNING TO
SPEND (ON AVERAGE)

\$435

+9%

FROM WHAT THEY SAID
THEY SPENT IN 2021 (\$400).

Source: Commonwealth Bank Back to School study
Fieldwork was conducted between 1st December – 8th December 2021,
amongst a sample of n=1,005 nationally representative respondents
with quotas set on age, gender and location



**ALMOST 2 OUT OF 3 (65%)
OF PARENTS REPORTED FINDING IT
CHALLENGING TO PAY FOR ALL OF
THEIR CHILDREN'S REQUIRED
SCHOOL SUPPLIES.**

Source: Commonwealth Bank Back to School study
Fieldwork was conducted between 1st December – 8th December 2021, amongst
a sample of n=1,005 nationally representative respondents with quotas set on
age, gender and location

FAMILIES WITH THREE OR MORE CHILDREN
EXPECT TO SPEND AN
AVERAGE OF \$880
TO COVER ALL THE EXPENSES.

Source: Commonwealth Bank Back to School study

Fieldwork was conducted between 1st December – 8th December 2021, amongst a sample of n=1,005 nationally representative respondents with quotas set on age, gender and location



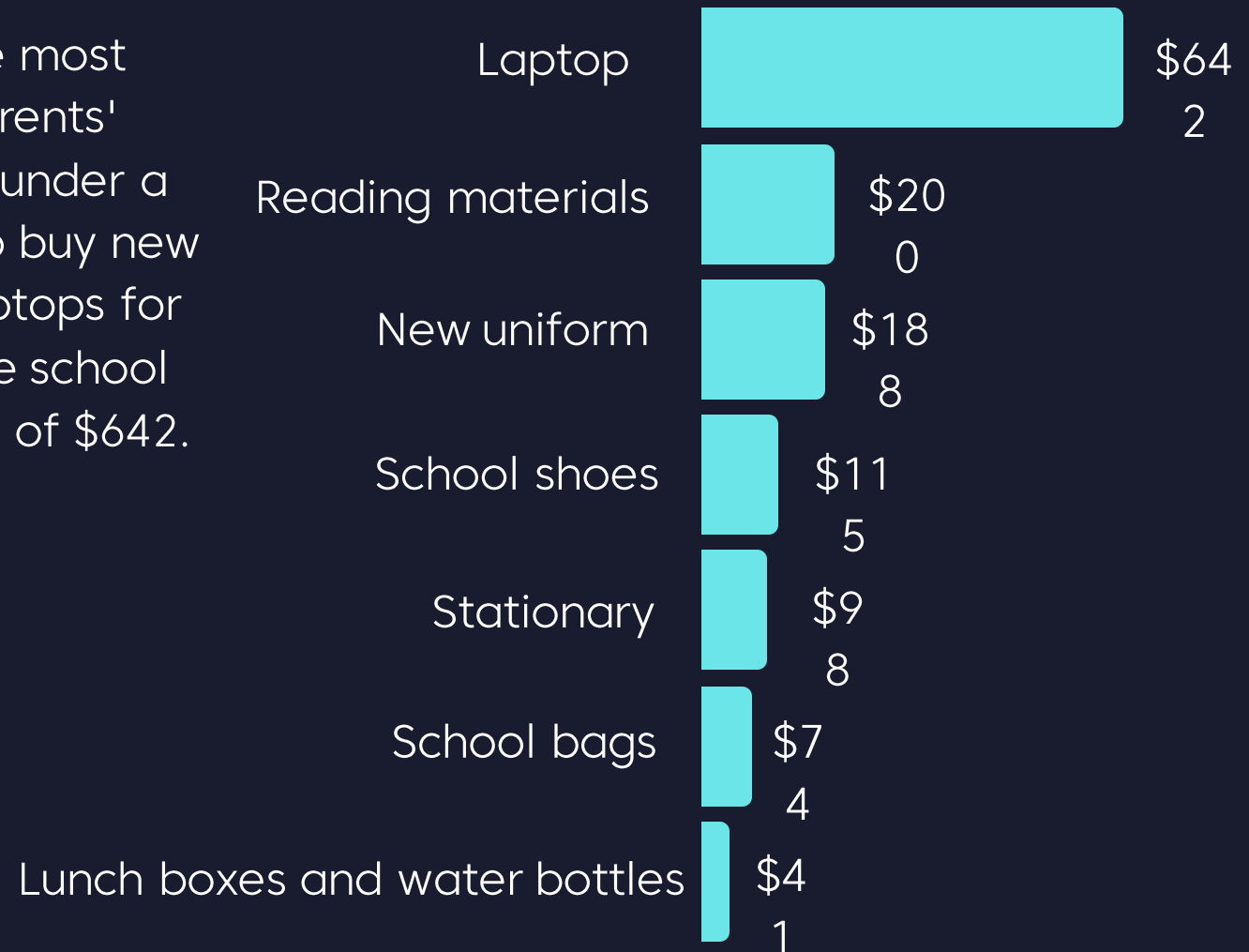
While 65% of consumers struggle to afford all they need, the majority of customers (63%) have so many goods to buy that it is difficult for them to determine which are truly important.

Source: Commonwealth Bank Back to School study

Fieldwork was conducted between 1st December – 8th December 2021, amongst a sample of n=1,005 nationally representative respondents with quotas set on age, gender and location

Average spend on back to school items

New technology is the most expensive item on parents' shopping lists, with just under a quarter (22%) wanting to buy new equipment, including laptops for their children before the school year, costing an average of \$642.



Source: Commonwealth Bank Back to School study

Fieldwork was conducted between 1st December– 8th December 2021, amongst a sample of n=1,005 nationally representative respondents with quotas set on age, gender and location

Tonic reaches this audience

- There are 3.323 million mums with kids aged 5-17 yrs in Australia



Almost 1 in 3

(31% or 1.0 million) mums with kids aged 5-17 yrs go to the doctor at least monthly



More than 1 in 2

(57% or 1.9 million) mums with kids aged 5-17 yrs have been to the chemist in the last 4 weeks.



Tonic reaches this audience

- Mums with kids aged 5-17 yrs old and go to the doctor are 40% more likely to have shopped at Target in the last month

Mums with kids aged 5-17 yrs old

Shop at the following in the last 4 weeks (INDEX)

