

MEDIA RELEASE

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Kiwi kids excited to head back to school

New research from Paper Plus reveals the majority of kids are looking forward to the first day of school, with 74 per cent stating they are excited or happy about going back to school.

Paper Plus conducted an online survey of six to 10 year olds from across New Zealandⁱ, which found girls are more excited about going to back to school, with 59 per cent of female respondents reporting this, compared with only 35 per cent of boys.

The survey shows children rank lunch, a hat and their favourite pens, pencils and exercise books as the most important thing to pack for their first day of school.

The majority of children (77%) also said getting new stationery makes them feel more excited, happier or confident about going back to school.

The top stationery item on kids' wishlists for going back to school is a pencil case, followed by coloured pencils and highlighter pens.

Paper Plus CEO Sam Shosanya says involving children with sorting out their new stationery for the first day of school can help get kids prepared and excited.

"78% of the children that responded to the survey said they really enjoyed going with their parents to buy their new stationery for school.

"We find kids want to be involved with the experience of picking out their new stationery for school. There's so much choice now with fun stationery ranges and this can really help with the build up for the first day back," Mr Shosanya says.

The research also found friends play a huge role in school. With the new school year fast approaching, children are most excited about seeing their friends (69%), meeting new friends (14%) and learning new things (12%).

Children also shared how they would help if they see others are feeling nervous. Top strategies included playing with them in the playground, walking them to their classroom or sharing books, pens and pencils with them.

Kids also gave their advice for five-year-olds starting school for the very first time, with top tips including:

- "Don't be scared about going to school it's really really fun and you'll make new friends."

- “School’s fun. The library has good books.”
- “You will have a wonderful day at your first day of school.”

ENDS

About Paper Plus:

The Paper Plus Group began 33 years ago and is one of New Zealand’s largest stationery and book sellers. The Group incorporates two separate retail brands: Paper Plus, which has more than 100 stores and Take Note with 20 stores; all offering a great range of stationery, books, magazines, cards and gifts to New Zealand consumers. There is a Paper Plus store in most towns from Kaikohe to Invercargill. It is the only New Zealand book and stationery retailer with Fly Buys.

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ⁱ Paper Plus commissioned Colmar Brunton to conduct an online survey of 200 six-ten year olds from New Zealand.