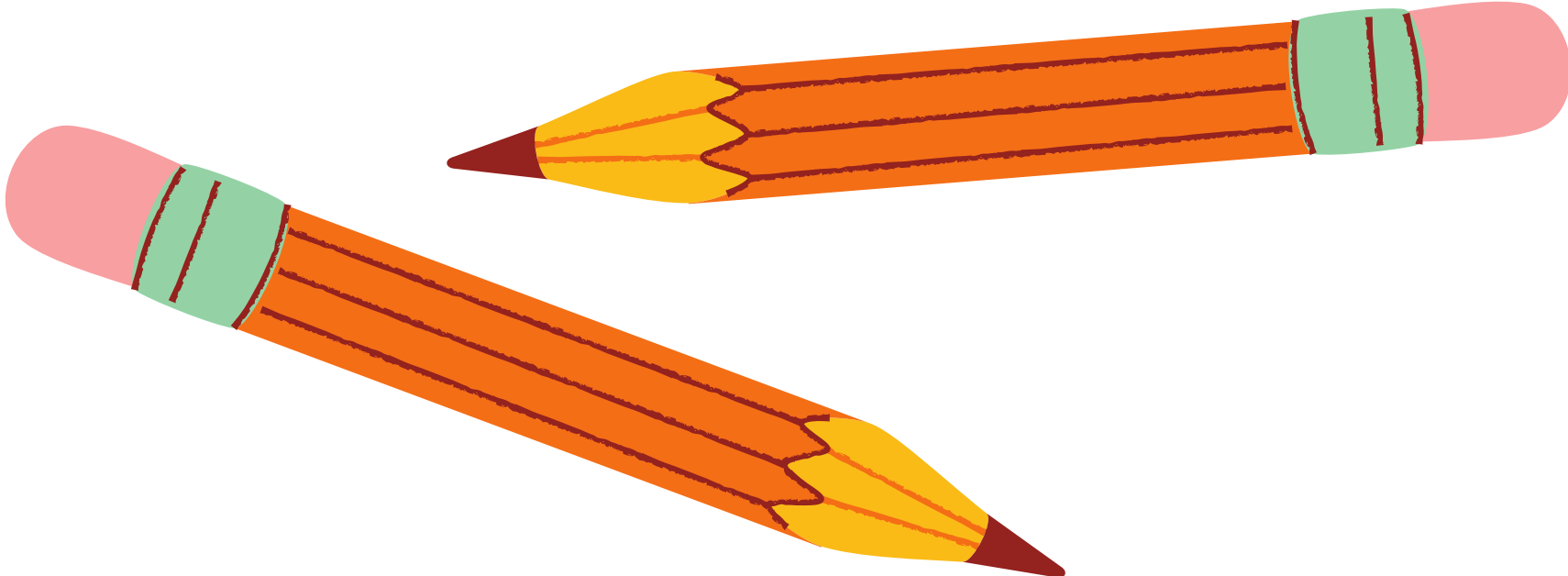




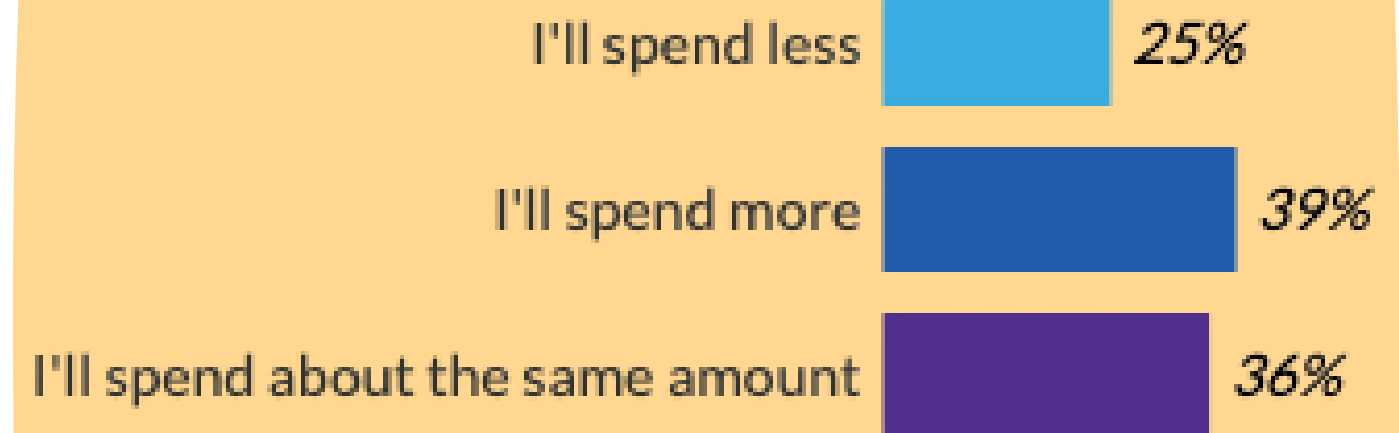
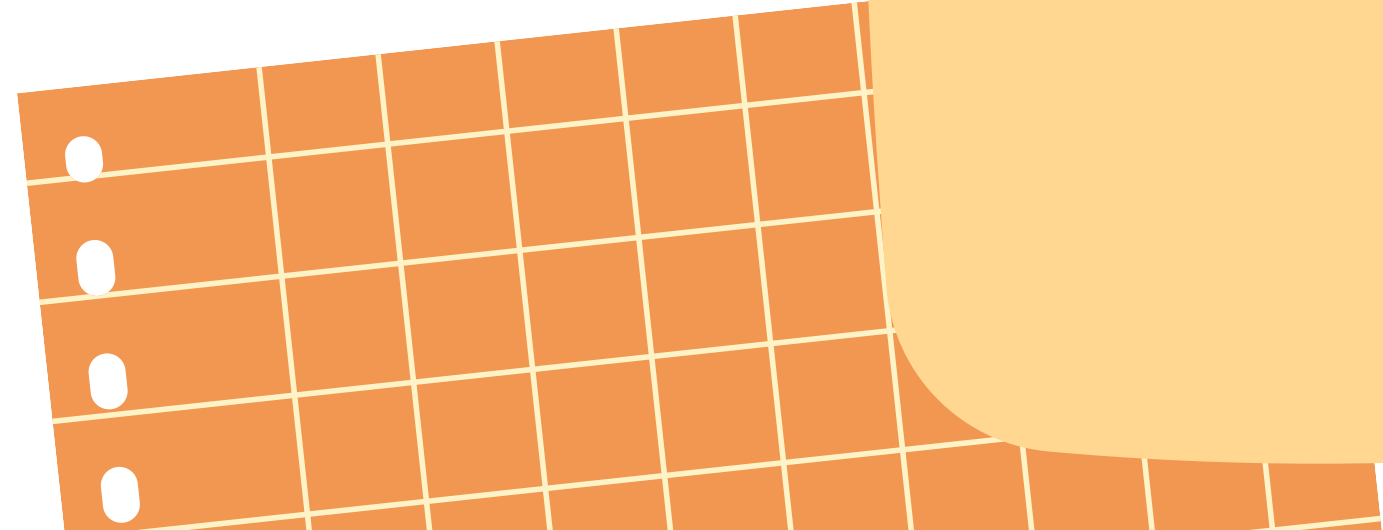
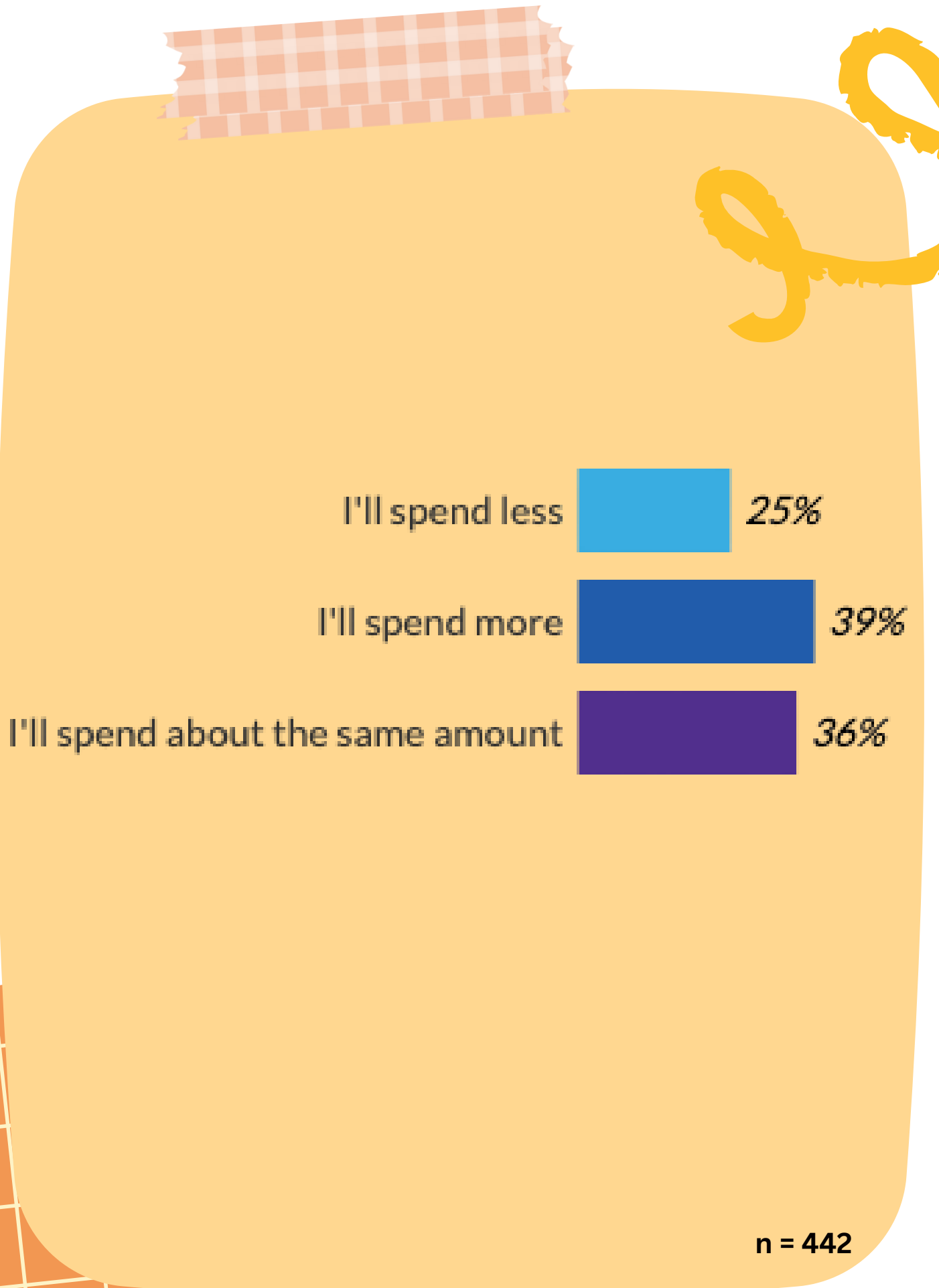
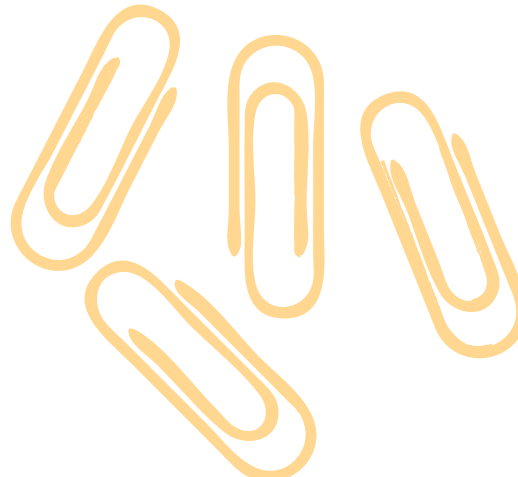
BACK TO SCHOOL 2025

Canadian Shopper Insights

FIELD
AGENT

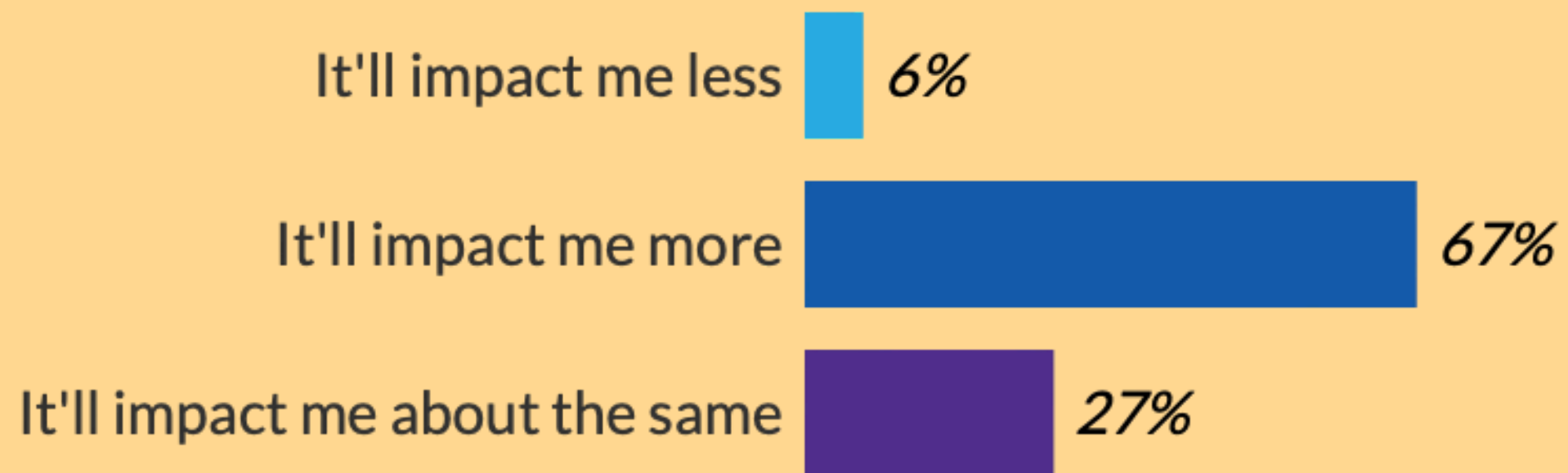


**Compared to last year, will
your household likely
spend more or less on
back-to-school shopping?**



n = 442

Compared with last year, how much impact do you think inflation will have on your back-to-school shopping?



n = 442

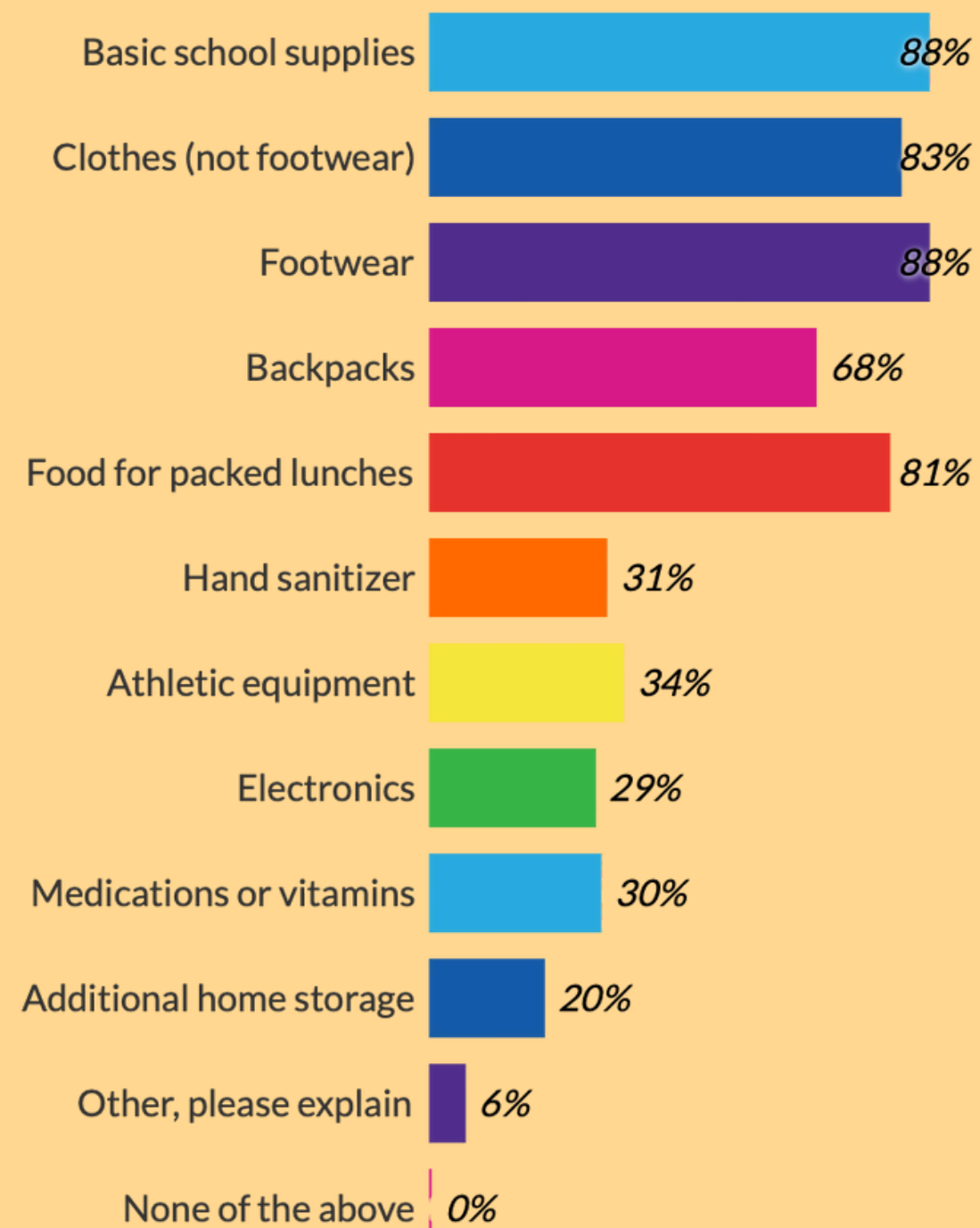




Compared to last year,
when do you expect to
shop for the 2025/2026
back-to-school season?



n = 441



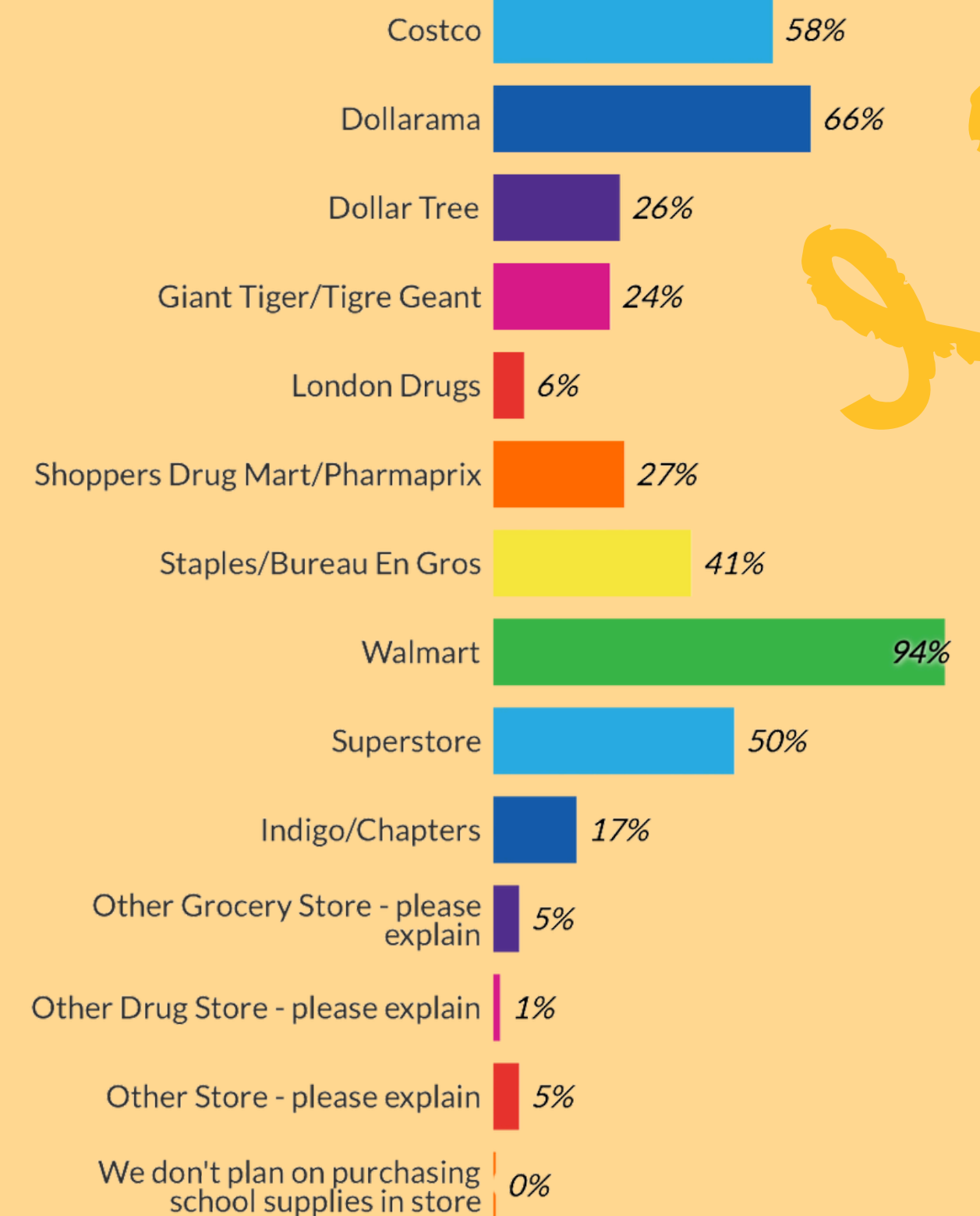
n = 442

Which of the following items do you plan to purchase for the upcoming school year?

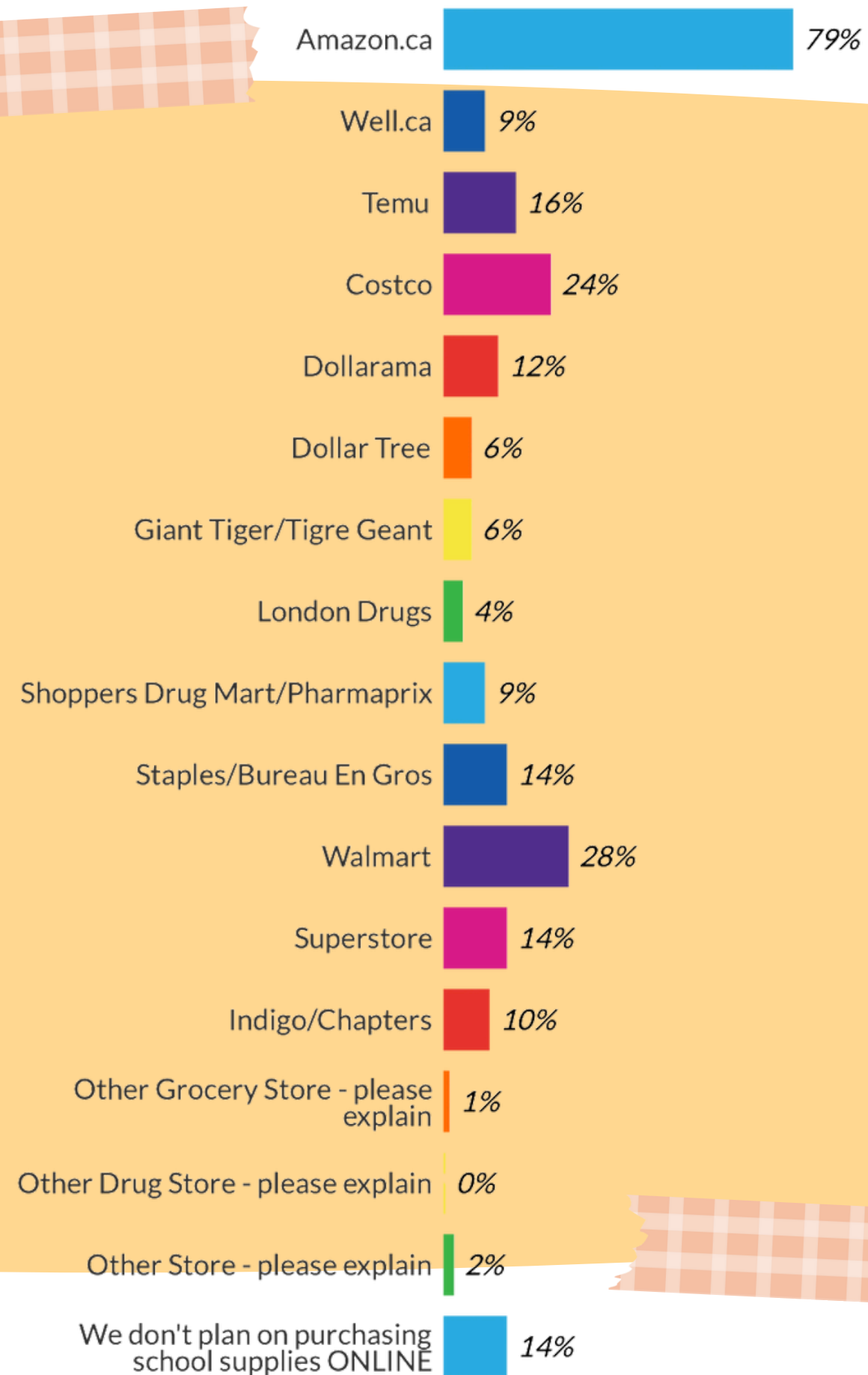




Which store(s) will you likely visit **IN PERSON** to purchase school supplies from?



n = 442



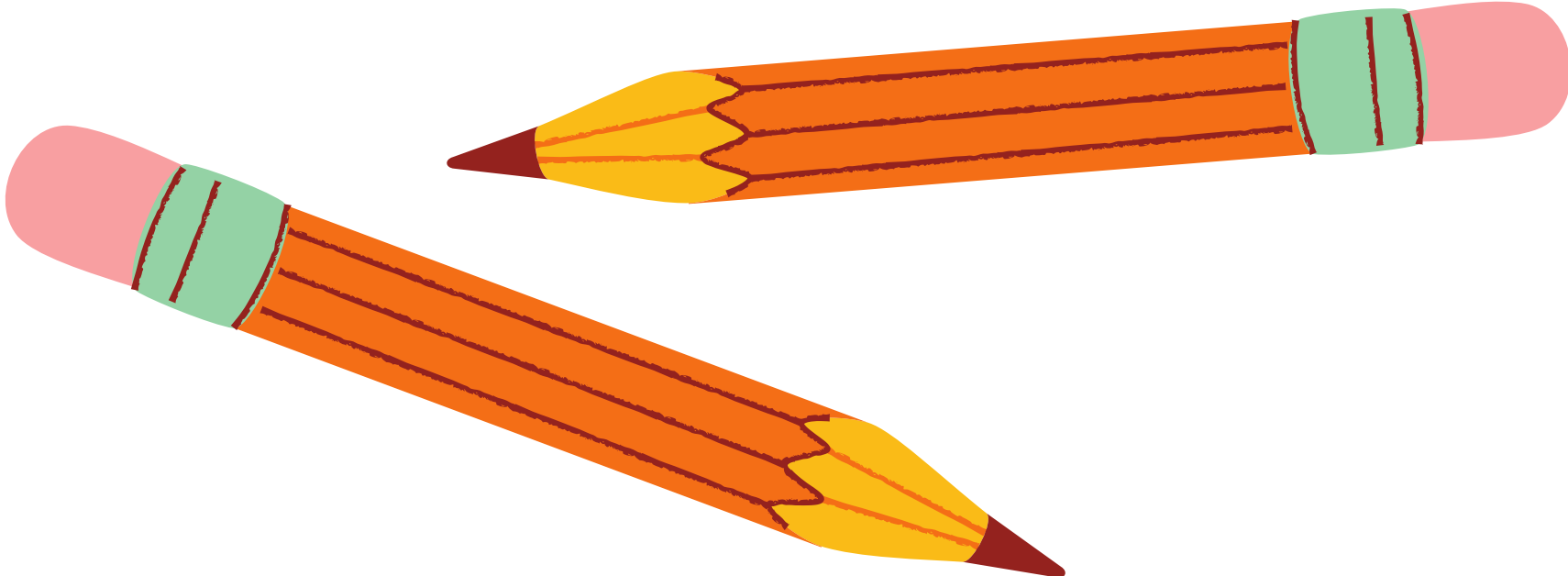
n = 442

Which ONLINE store(s) (including their app) will you likely visit to purchase school supplies from?

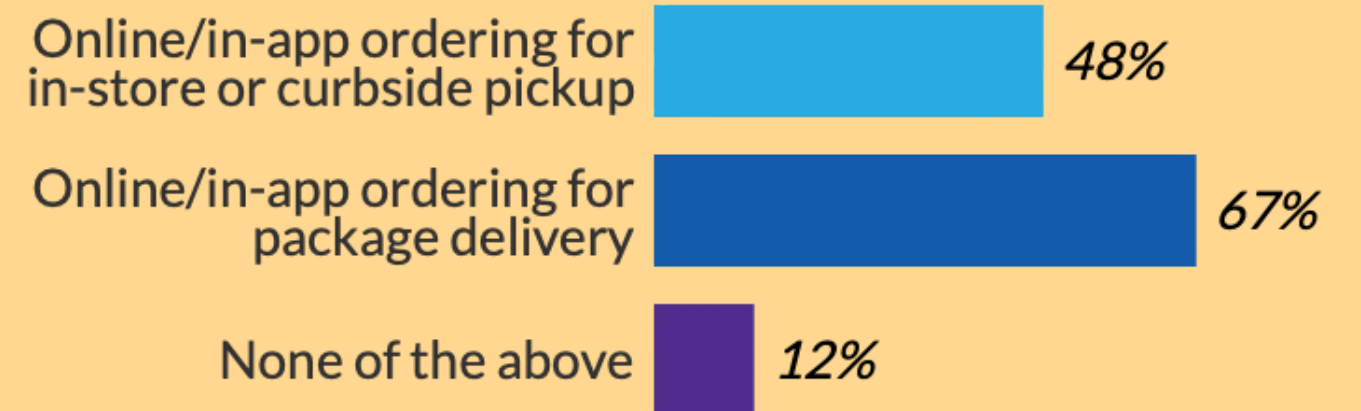
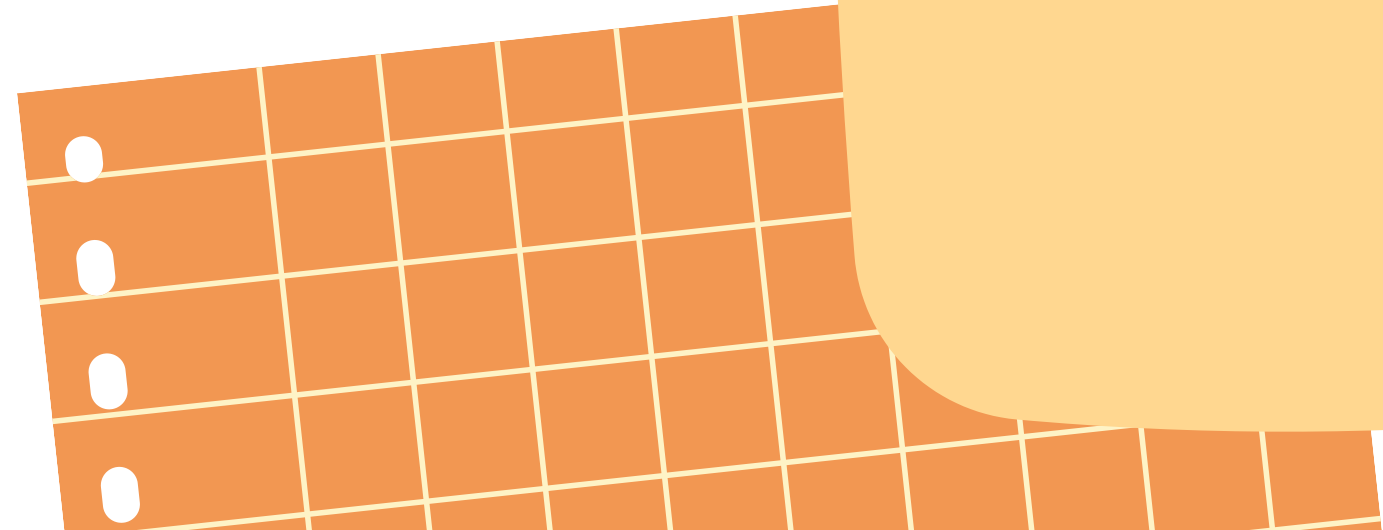

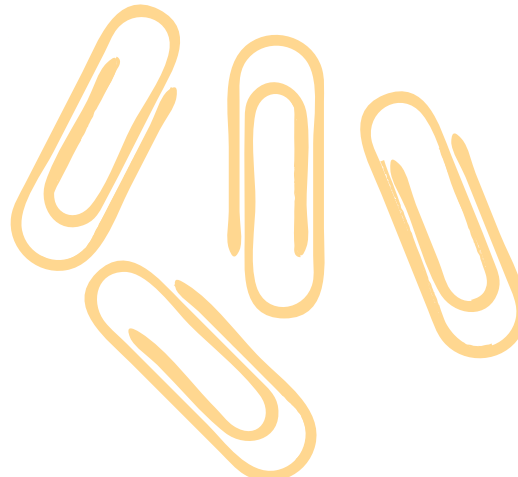


We asked agents to tell us why they'd choose to purchase school supplies online vs in store, and summarized the top reasons:

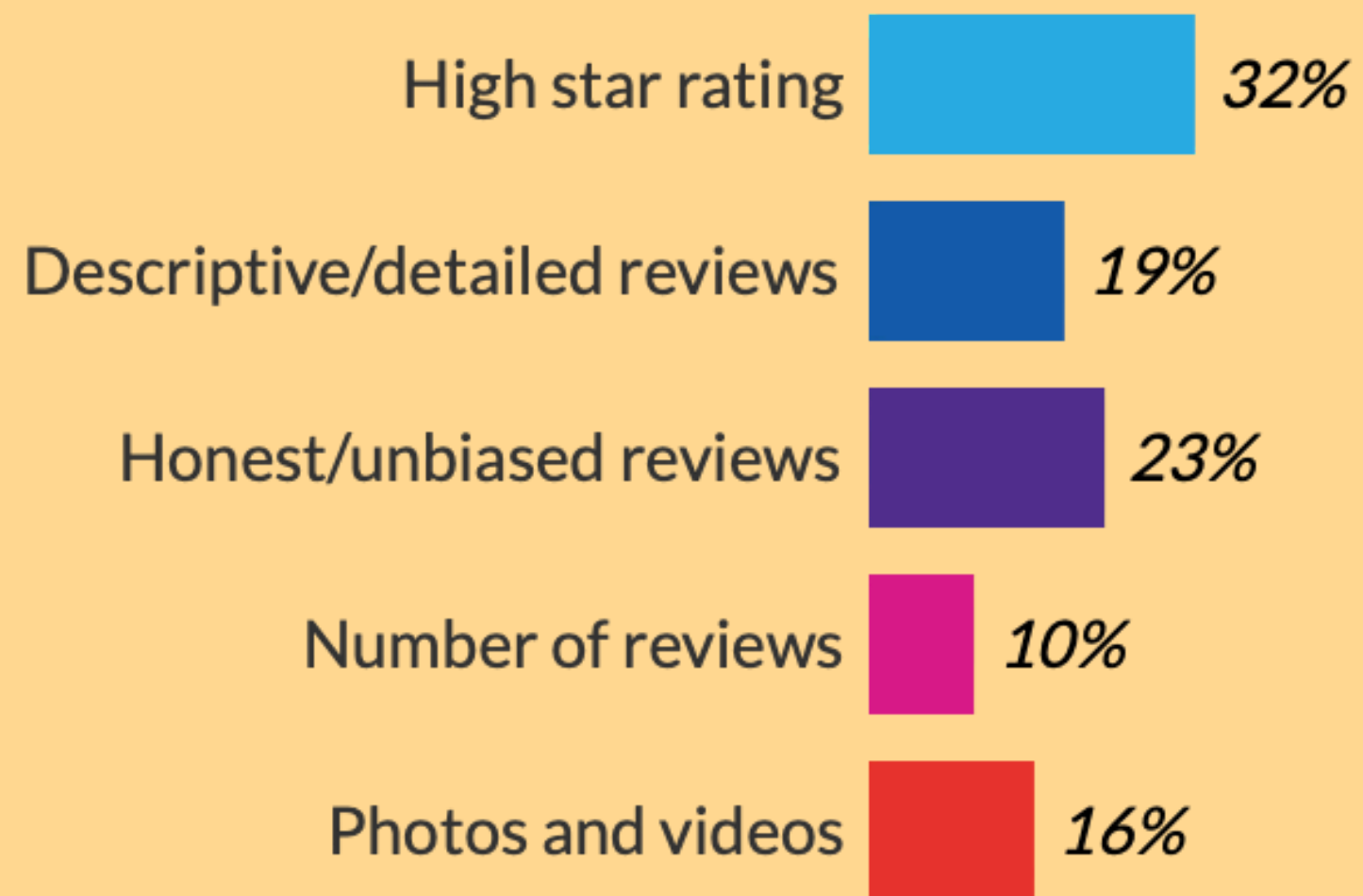
- 1. Convenience & Time-Saving:** Ability to shop anytime, from anywhere. One-stop shopping instead of visiting multiple stores
- 2. Better Deals & Discounts:** **Promo codes**, Cashback, and bundle offers with easier price comparisons across retailers. Cheaper or more competitive pricing, especially on Amazon or Temu.
- 3. Greater Product Selection: Wider variety and availability.** The ability to find unique items or specific brands
- 4. Delivery & Accessibility:** Home delivery is especially important for rural areas or limited mobility, with free or low-cost shipping being a motivator. Less driving = saved fuel and time
- 5. Reduced Stress:** Less chance of impulse buys or arguments with kids. Can shop without distractions or pressure
- 6. Research & Reviews:** Ability to read product reviews before buying. Helps with confidence in product quality



Which of the following methods are you likely to use to obtain school supplies?

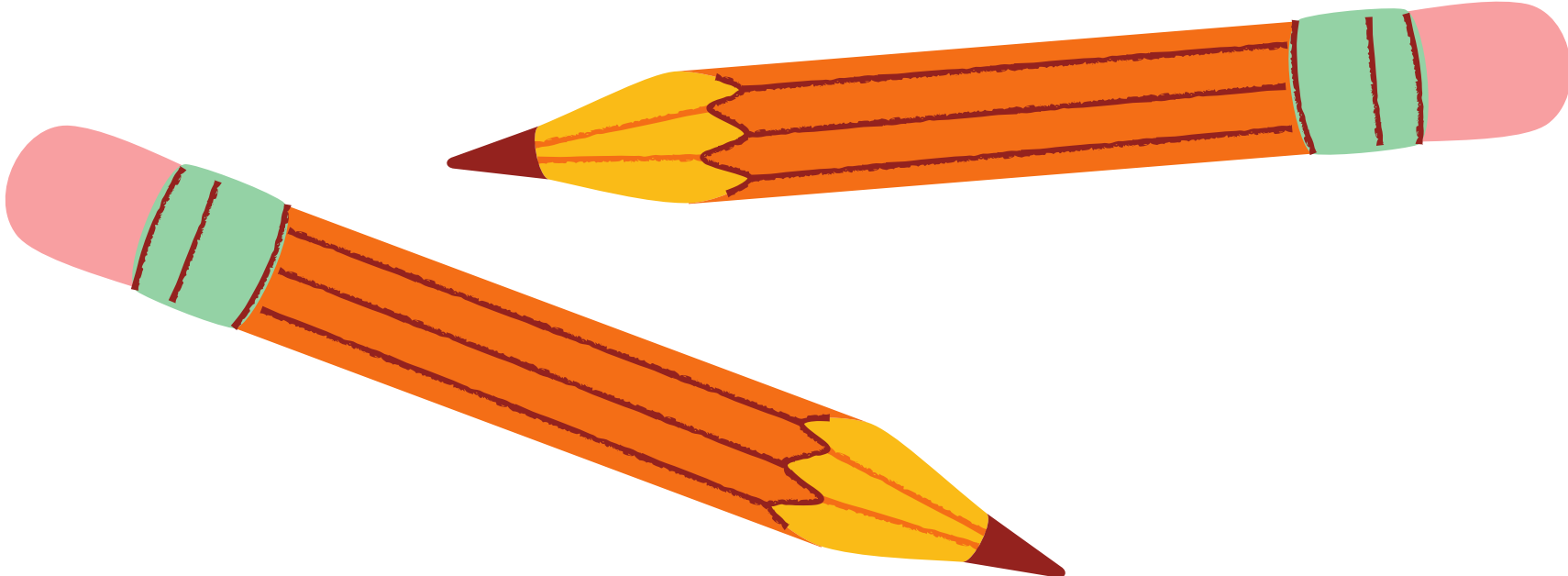


n = 378

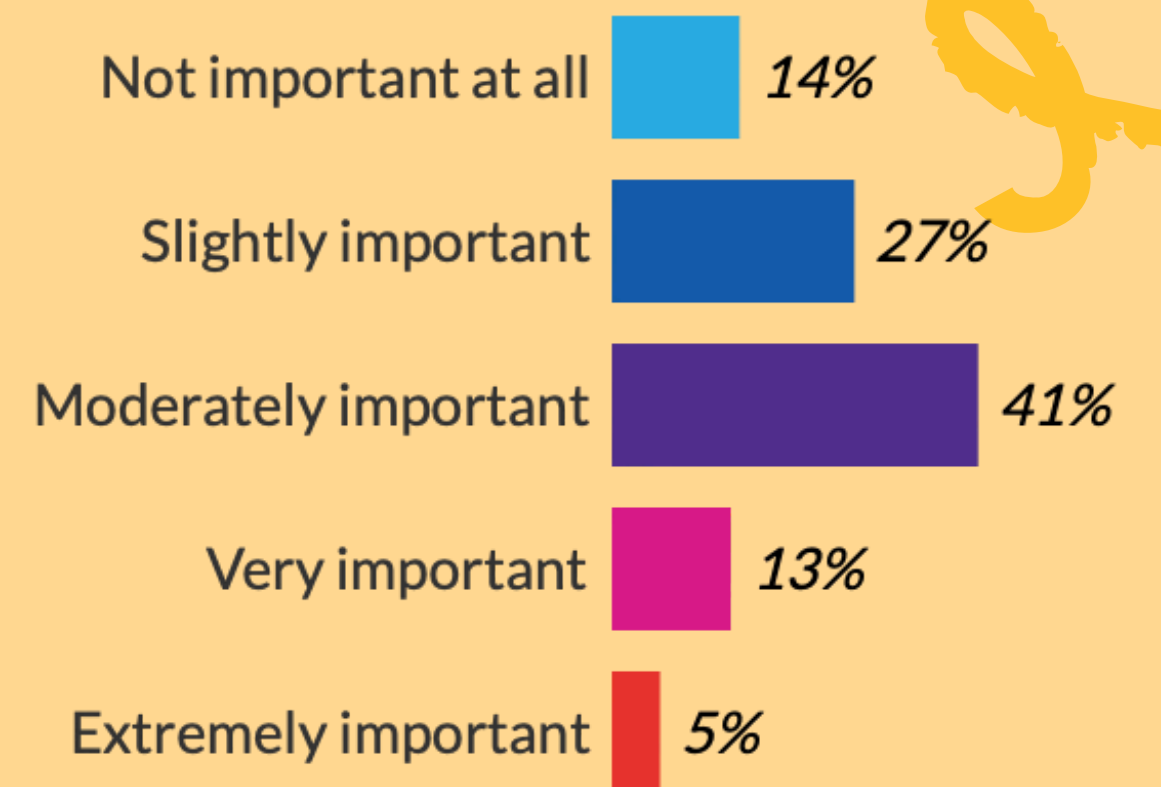
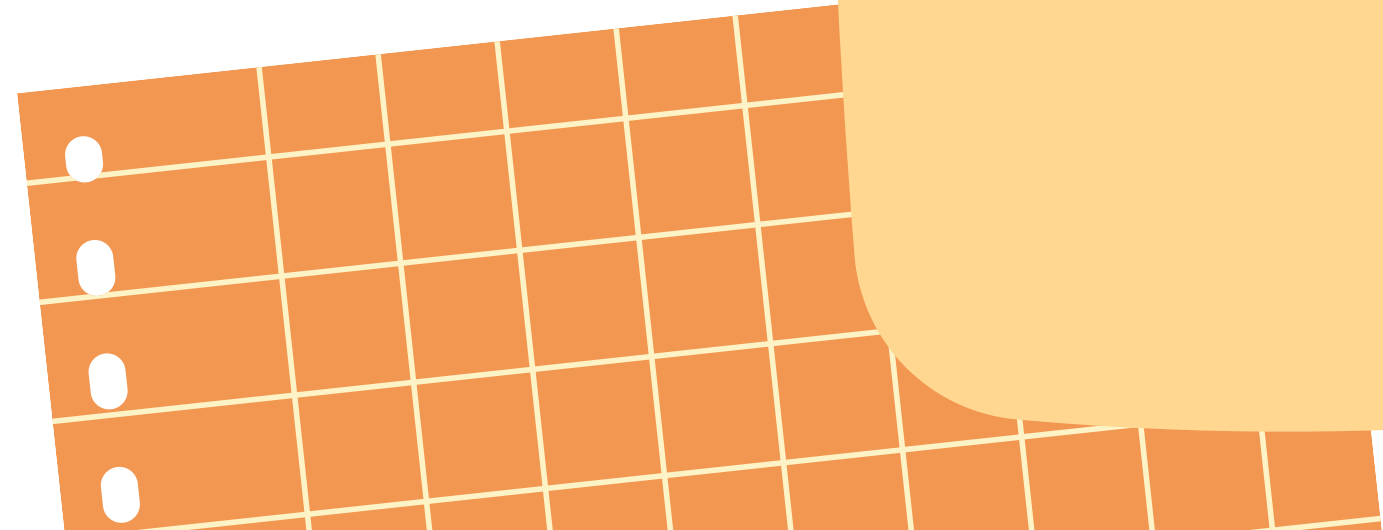
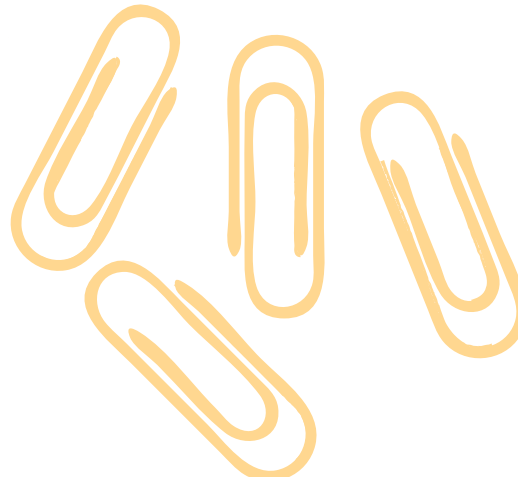


Rank the following product ratings and reviews elements by their importance to your purchasing decisions.





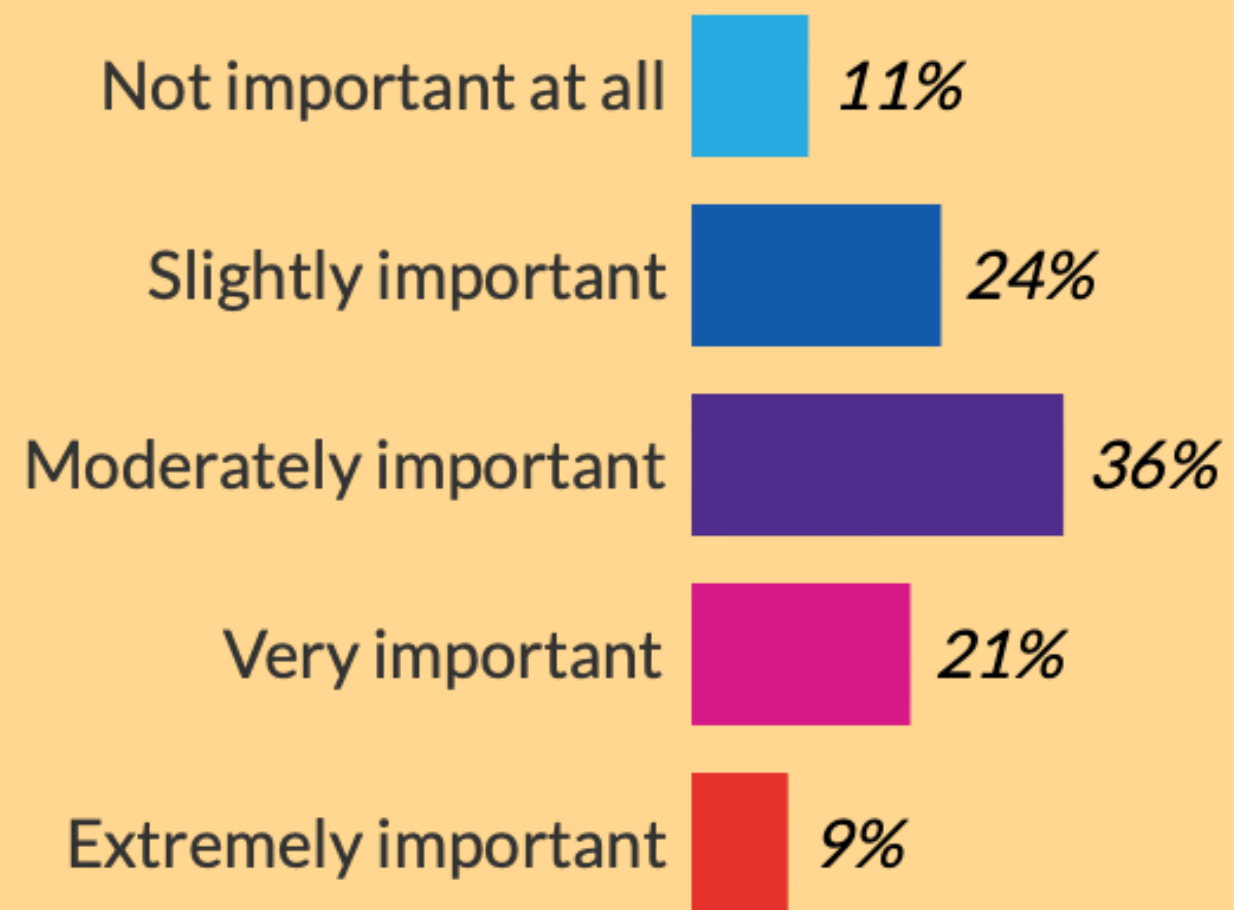
How important is it that
the products you purchase
for back-to-school are
environmentally
sustainable?



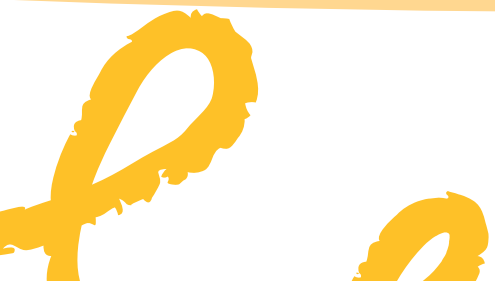
n = 442

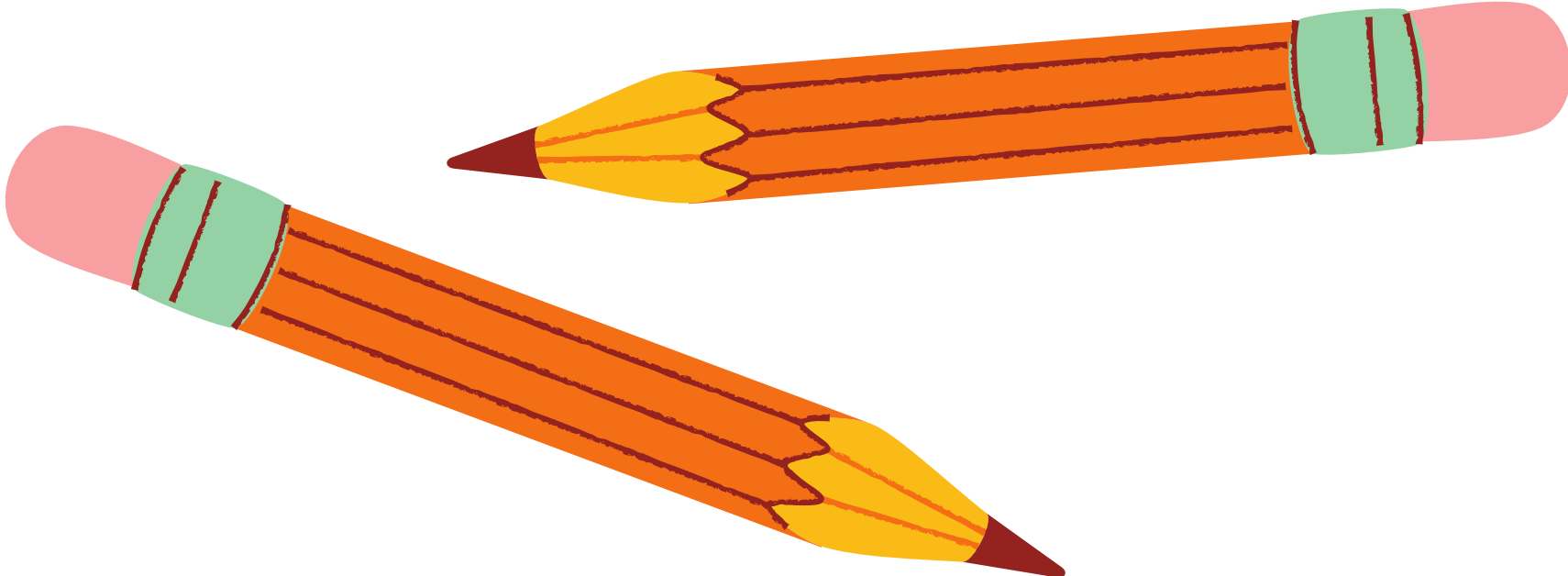


How important is it that the products you purchase for back-to-school are Canadian Made?

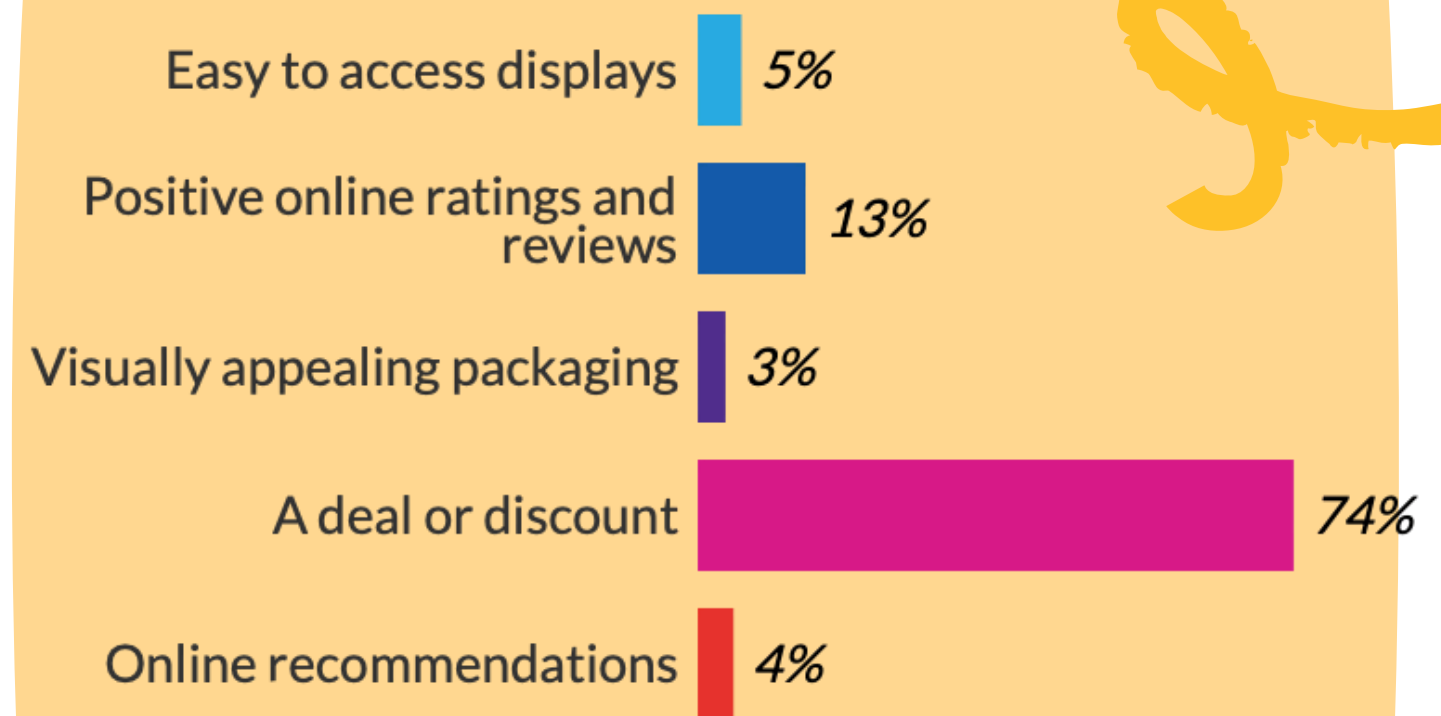
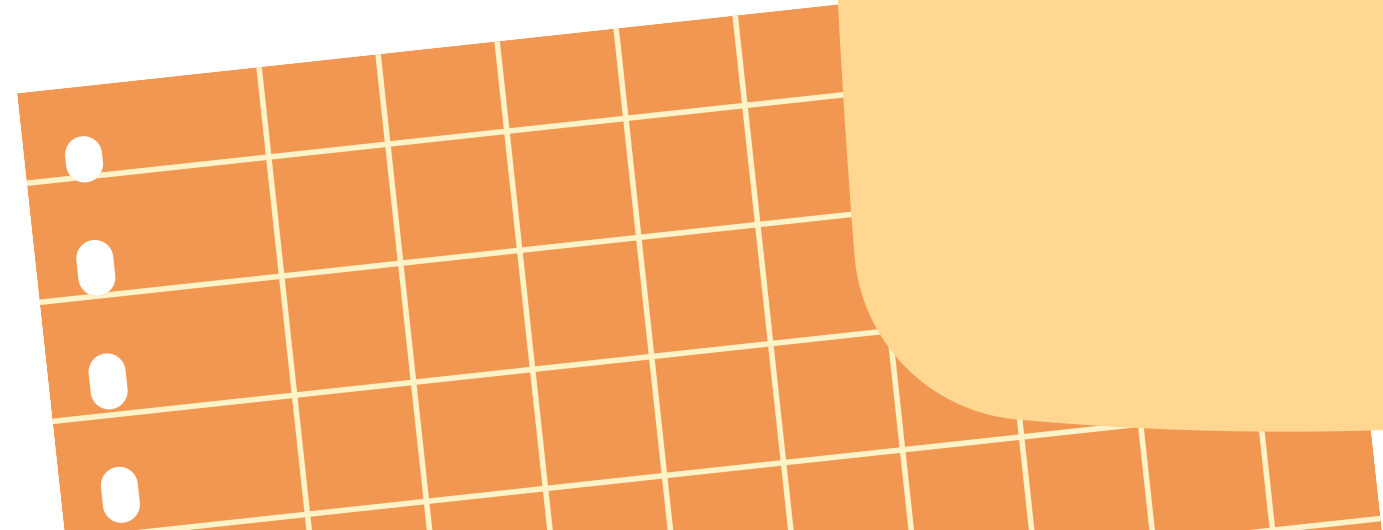
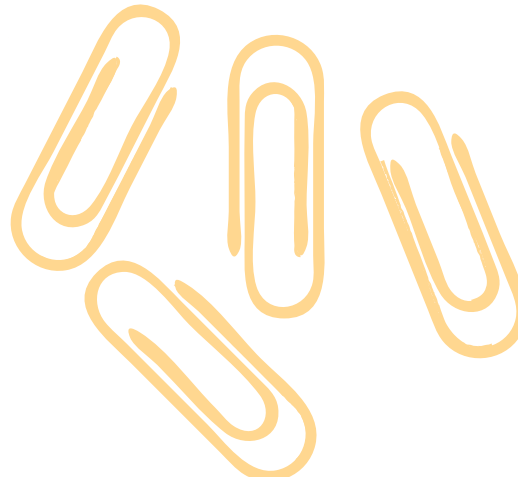


n = 442

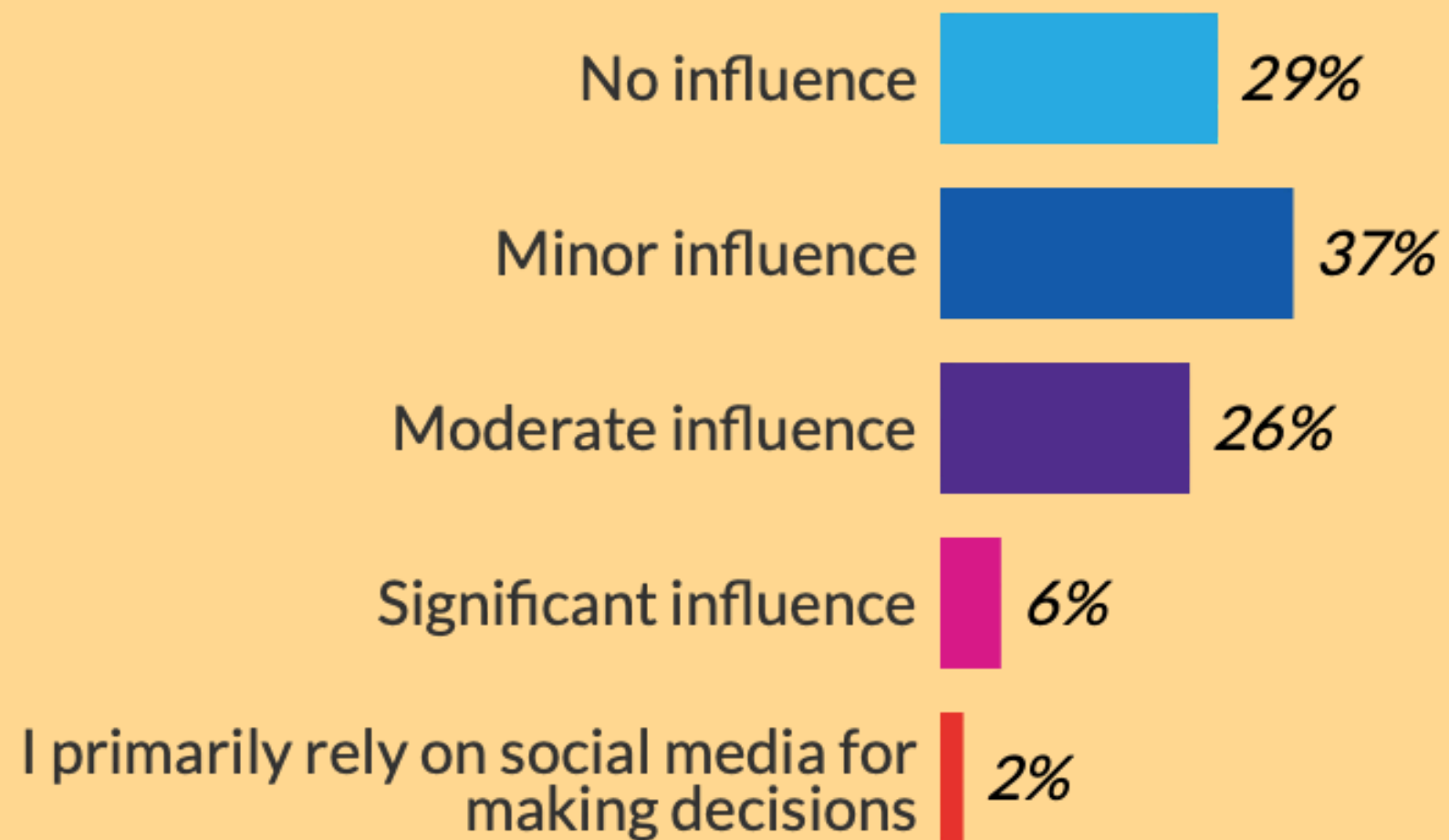




What would make you consider switching to purchase a new brand for an item for back-to-school? Rank the following from most influential to least.

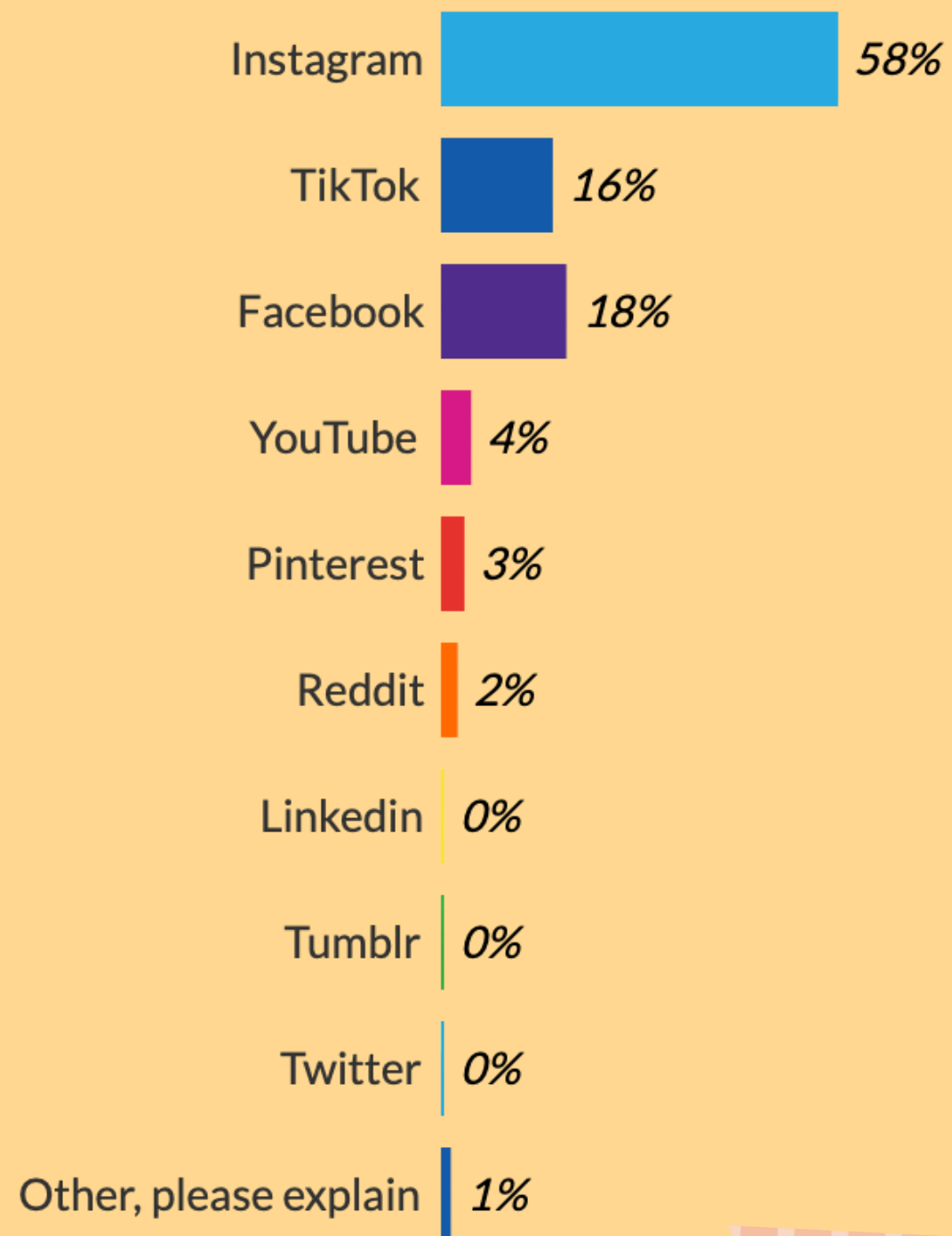


n = 442



How does social media influence your back-to-school shopping decisions?

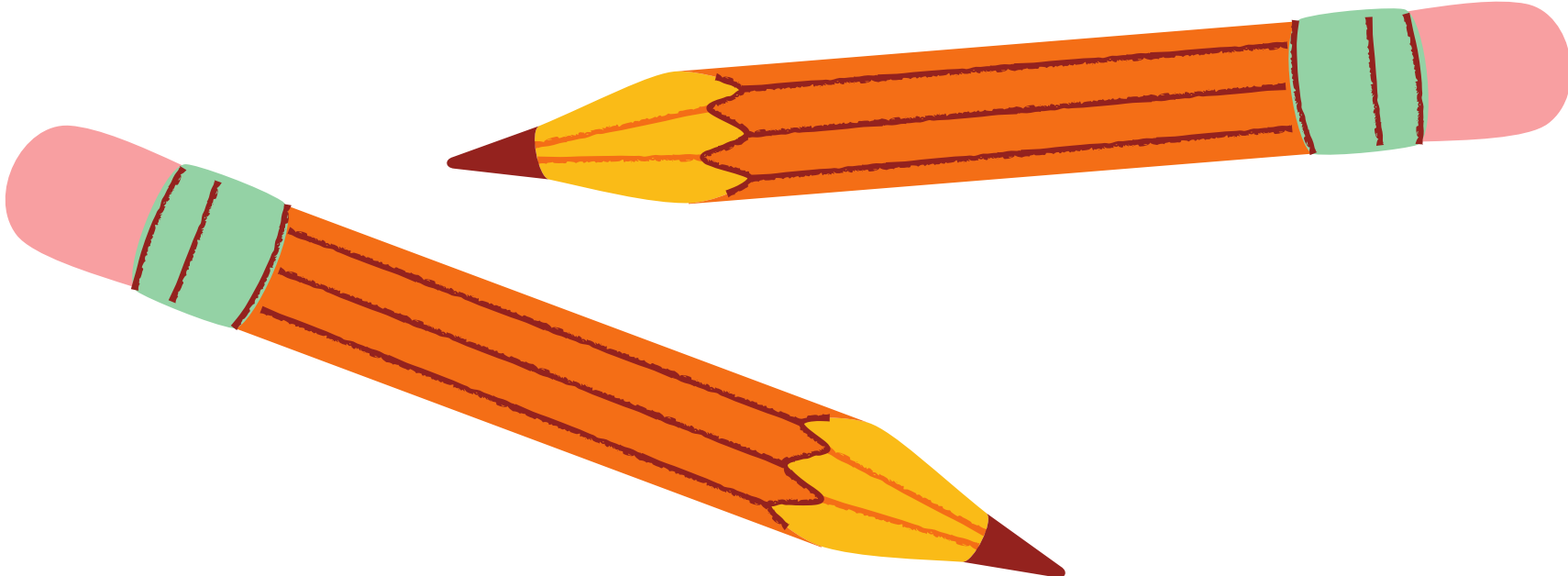




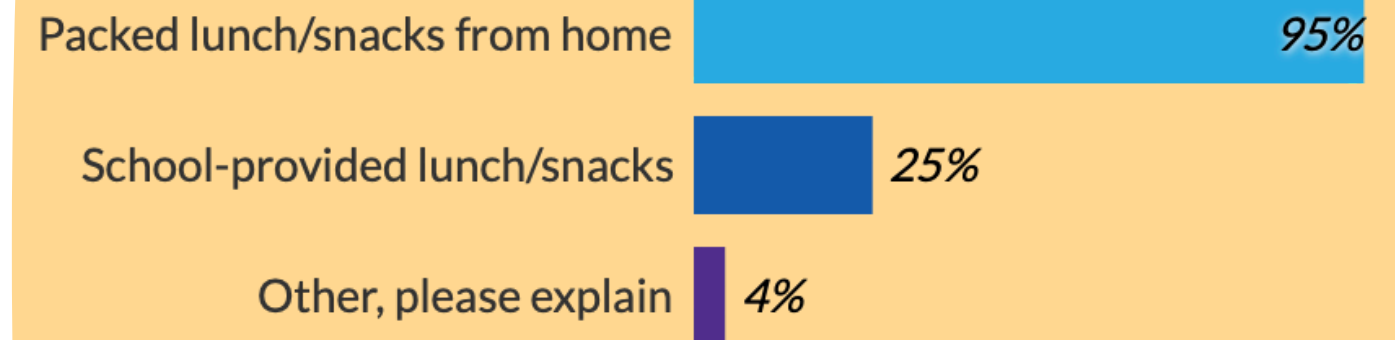
n = 314

Which of the following social media platforms influences you the **MOST** for back-to-school shopping decisions?

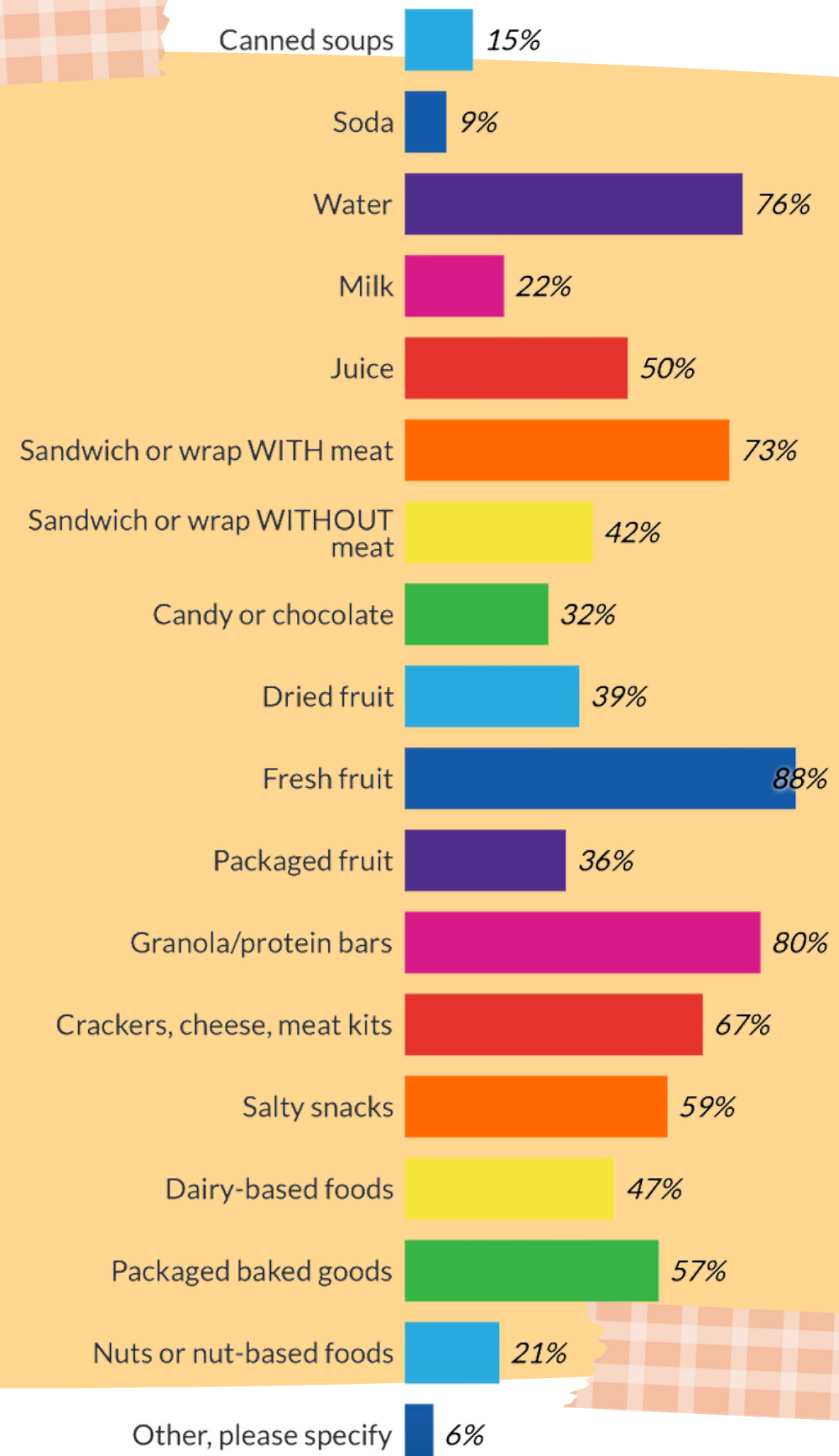




How are you planning for
your children to eat lunches
for the 2025/2026 school
year?



n = 442



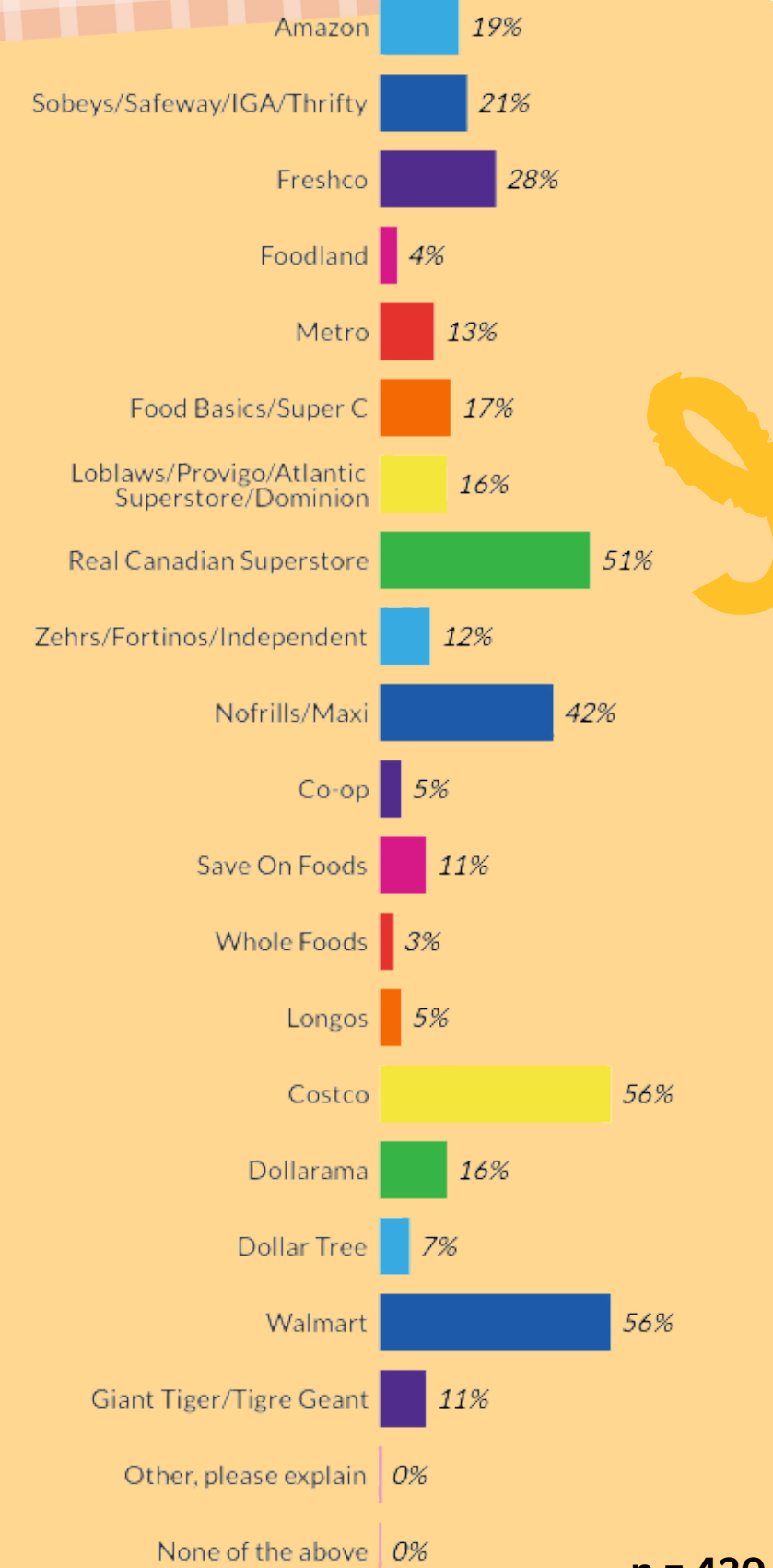
n = 420

What will your child's packed lunches likely contain?



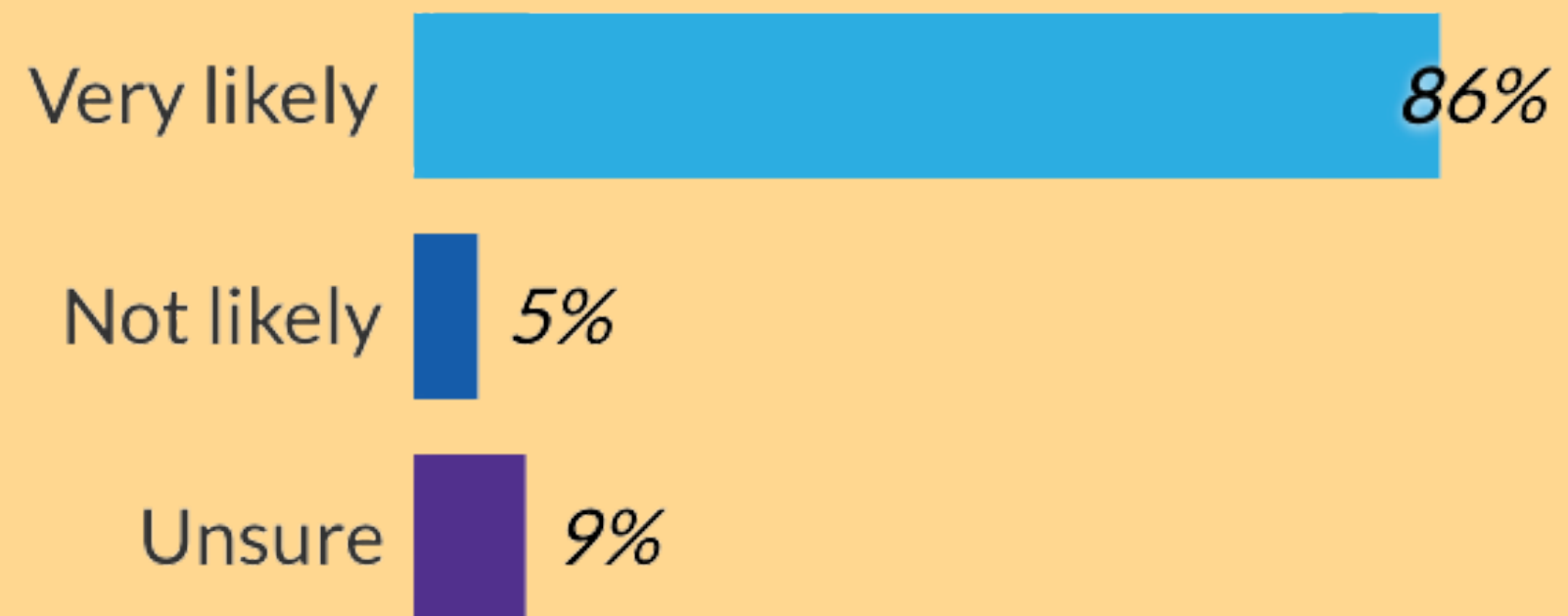


What retailers will you shop at the most this year when packing your child's school lunch?



n = 420

What is the likelihood that you will purchase clothing or footwear for back-to-school 2025/2026?

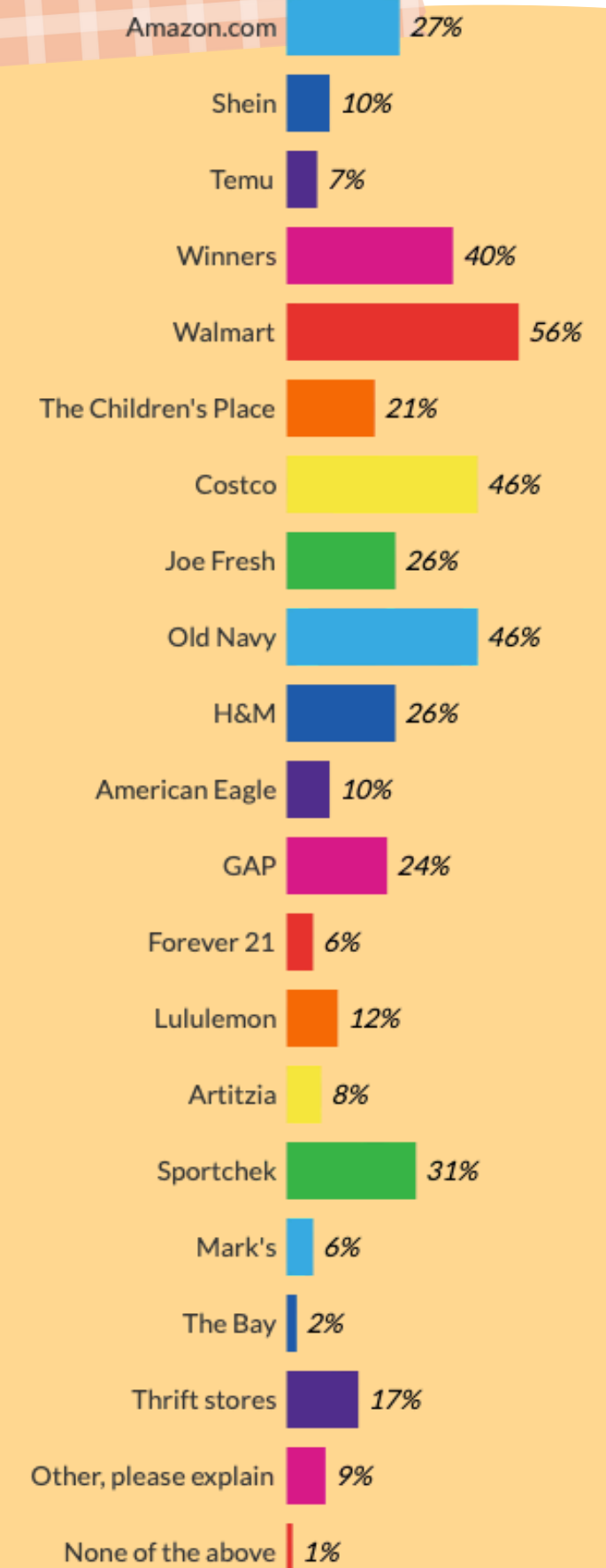


n = 442



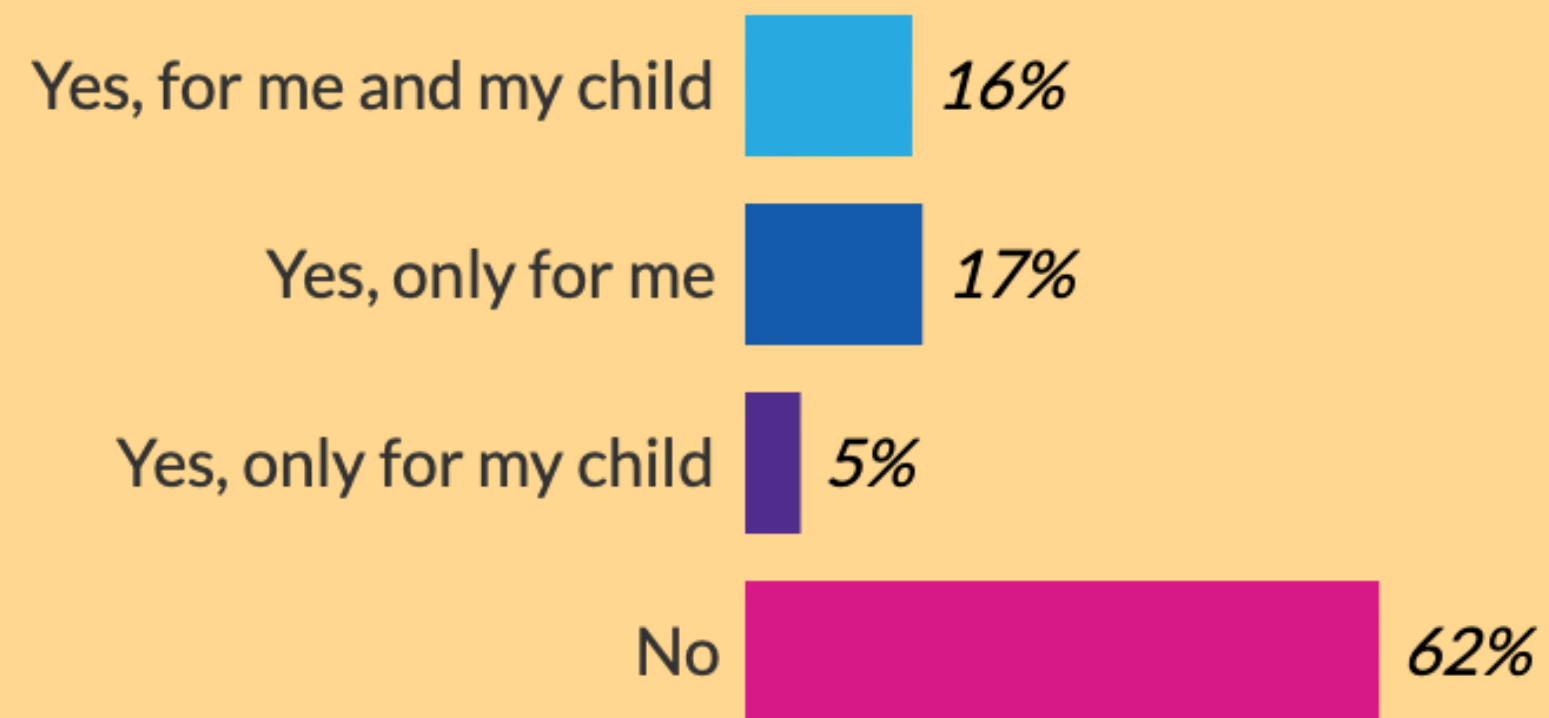


What retailers will you visit to purchase clothes for your children for back-to-school?



n = 418

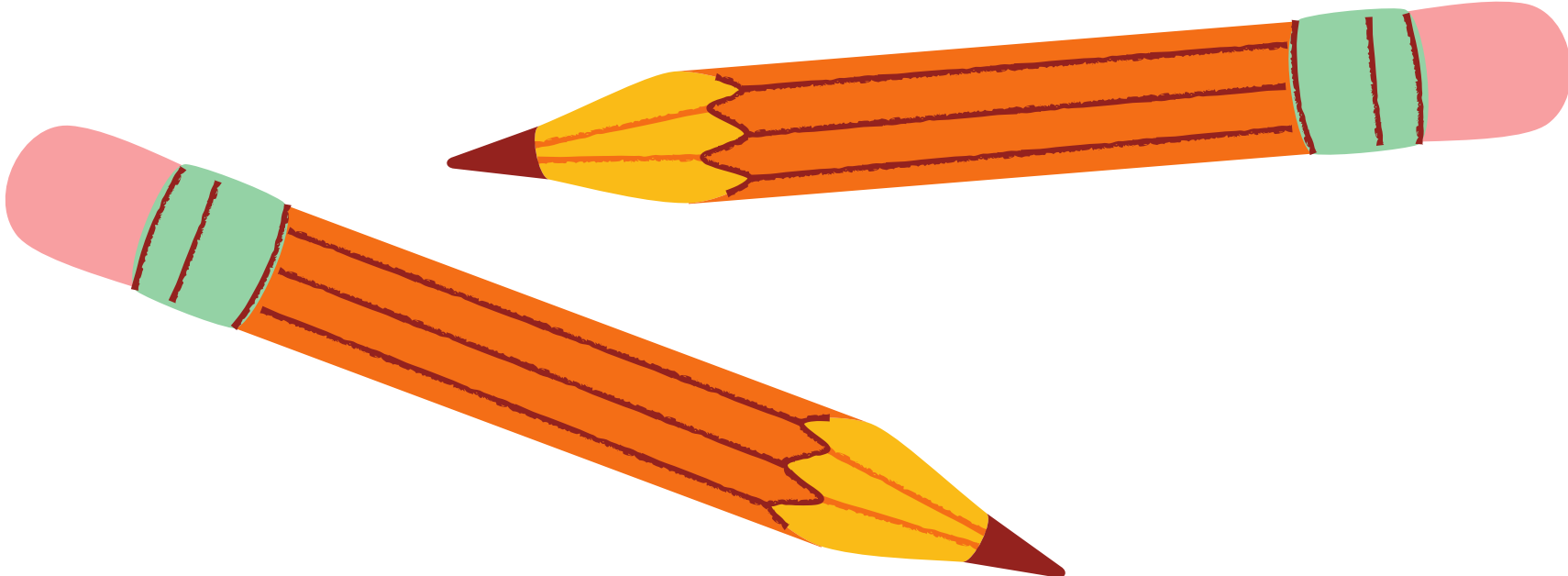




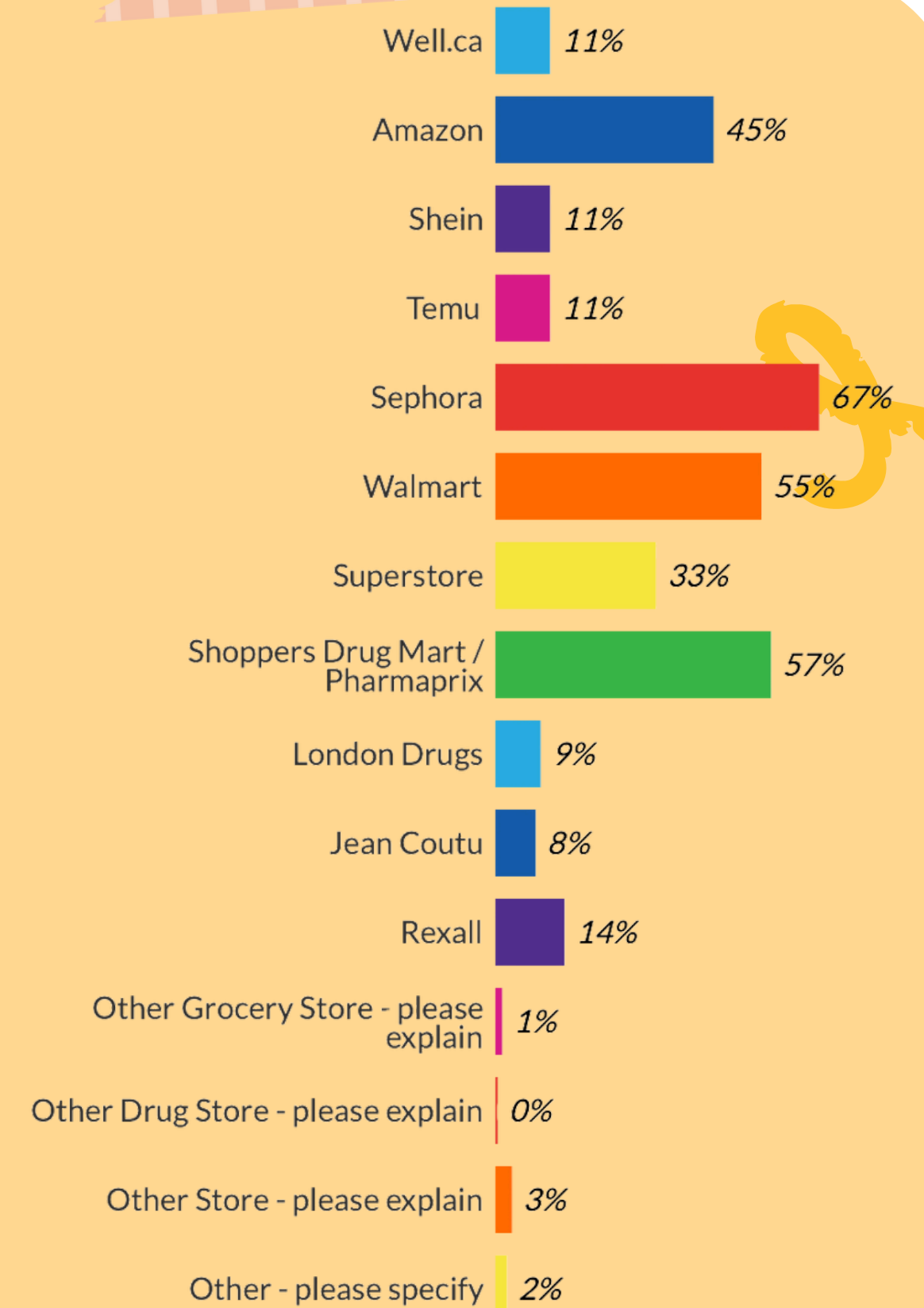
n = 442

Will you purchase makeup for you or your children for the 2026/2026 back-to-school season?





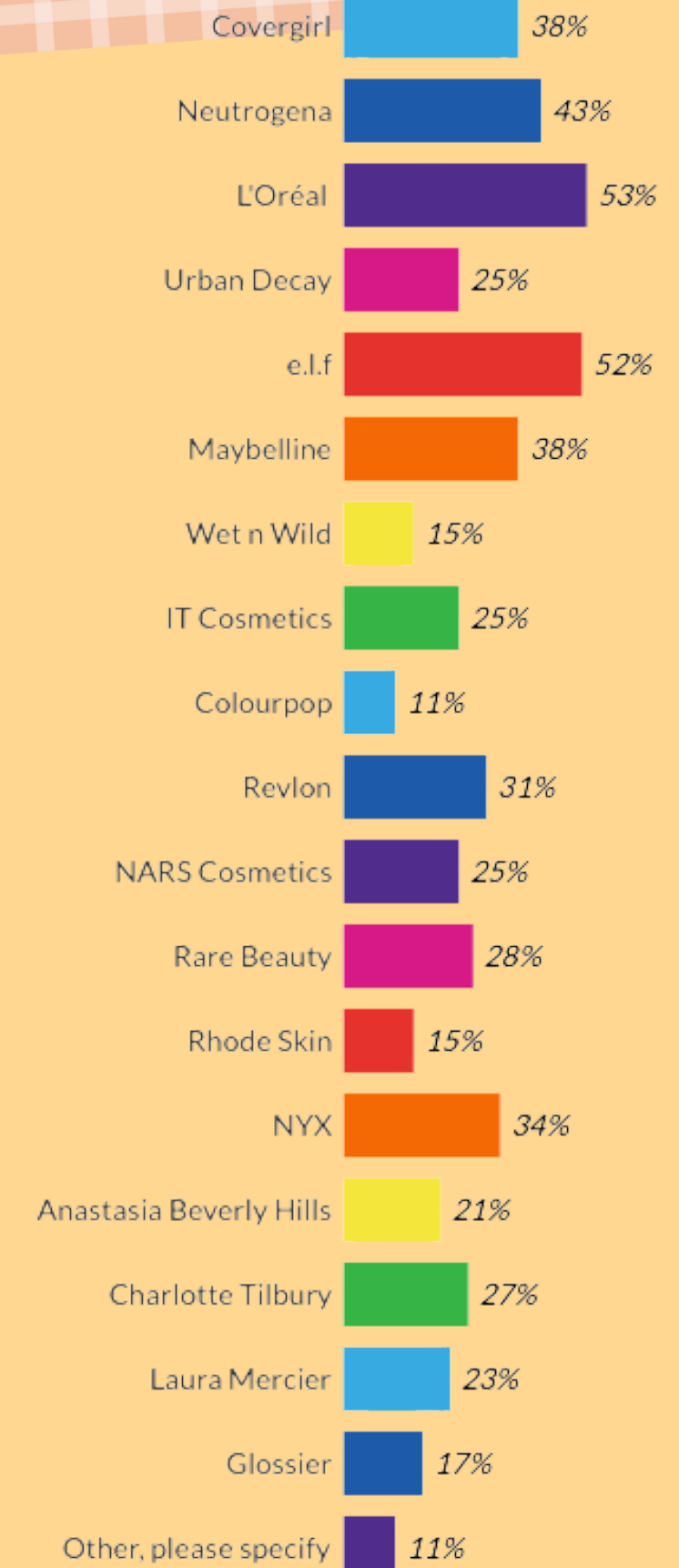
Where will you be purchasing makeup in-person and online?



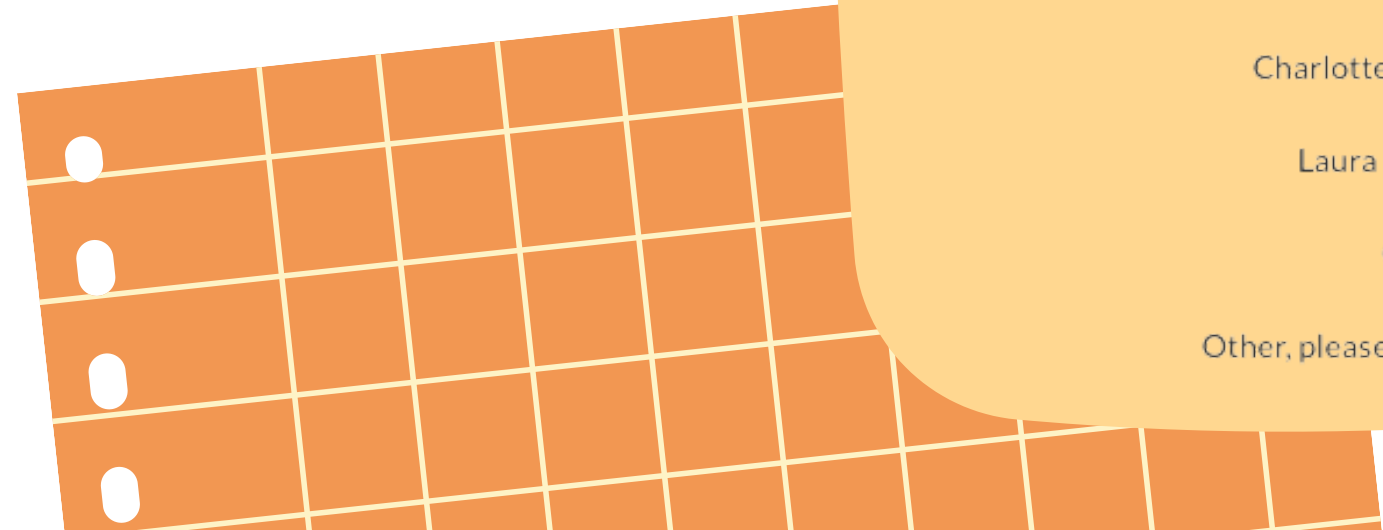
n = 168



What brands will you be purchasing?



n = 169



Are you open to shopping for new brands for makeup?



n = 169





What would influence you to purchase a new brand of makeup?



n = 152

Yes



66%

No



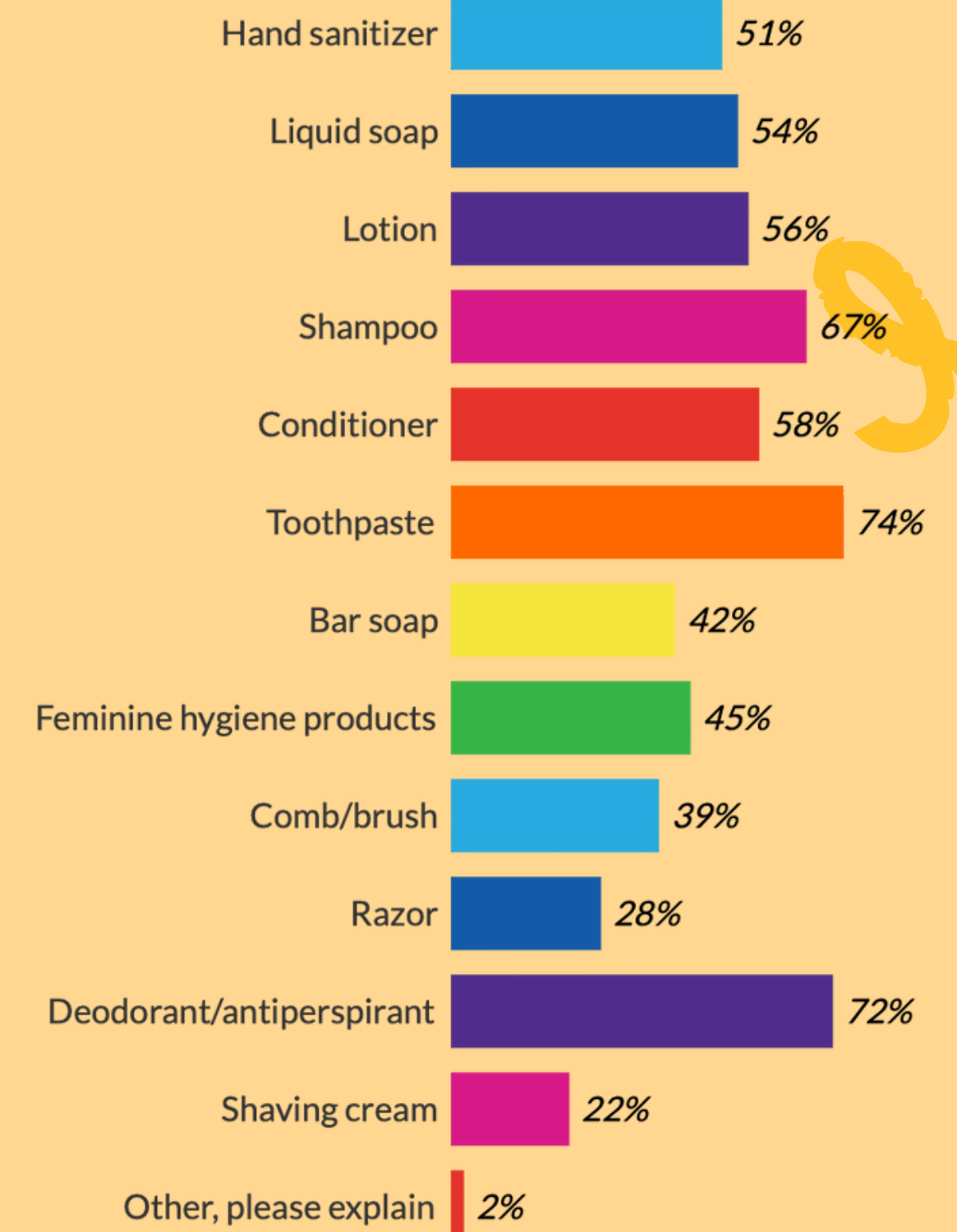
34%

n = 442

**Will you purchase
hygiene products for
your children for the
back-to-school season?**



What hygiene products will you be purchasing?



n = 292

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