

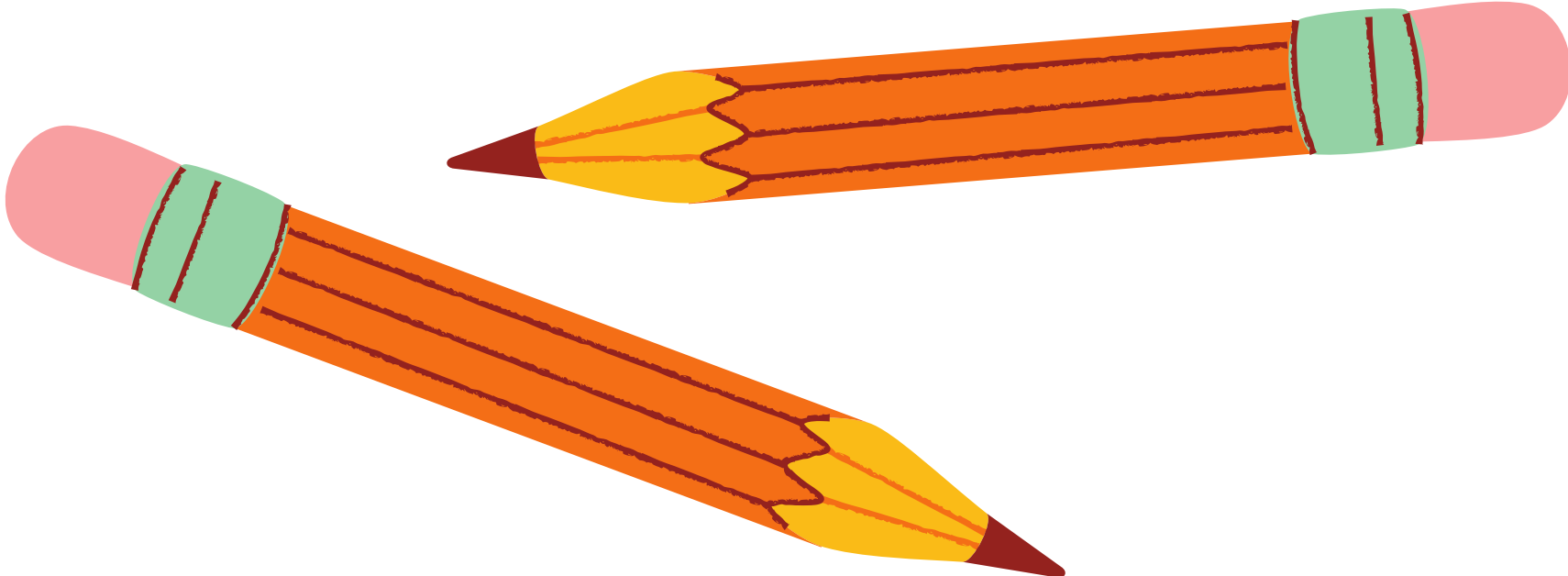


BACK TO SCHOOL 2025

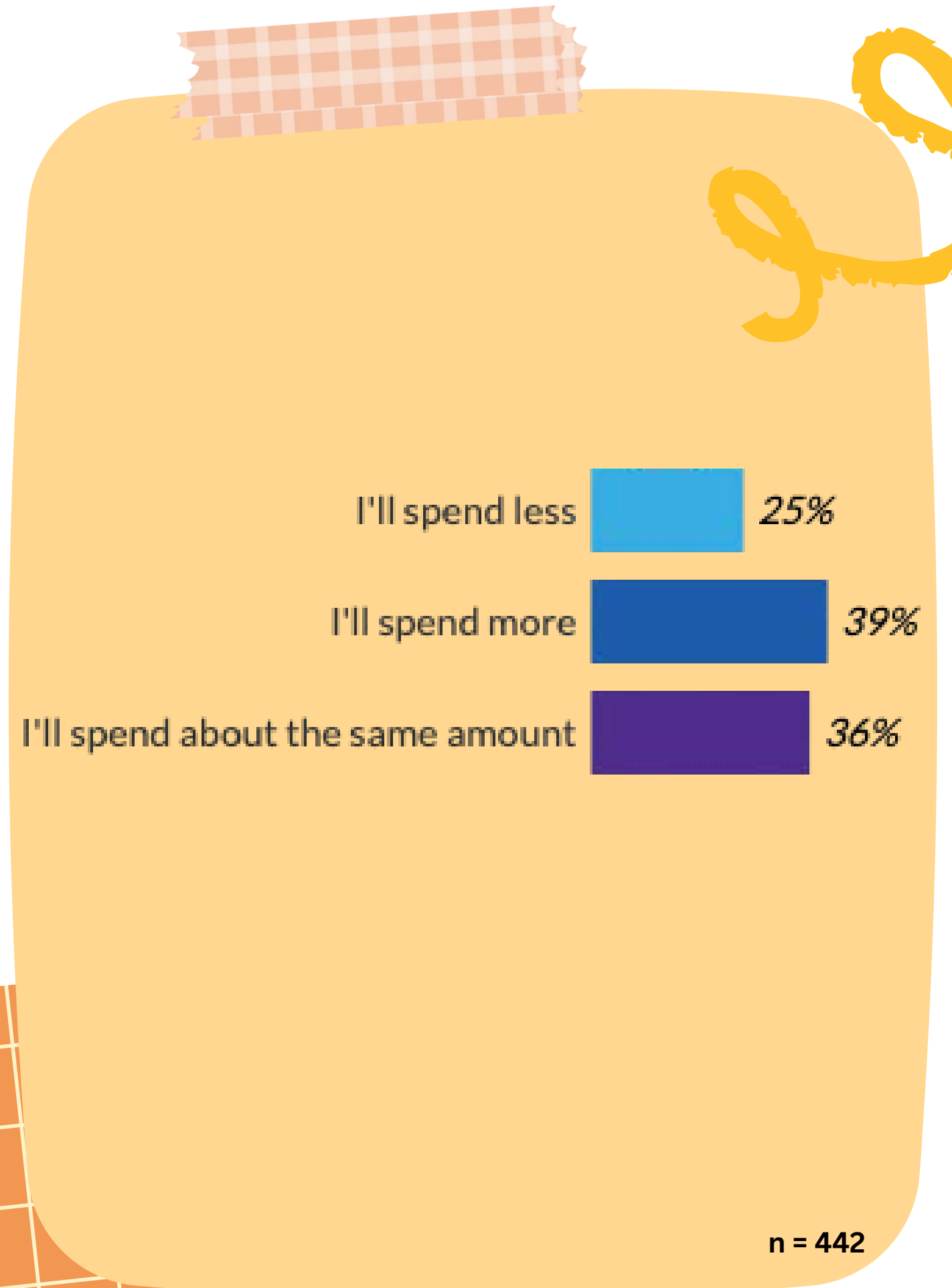
Canadian Shopper Insights

FIELD[®]
AGENT

ASER



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?



It'll impact me less



6%

It'll impact me more



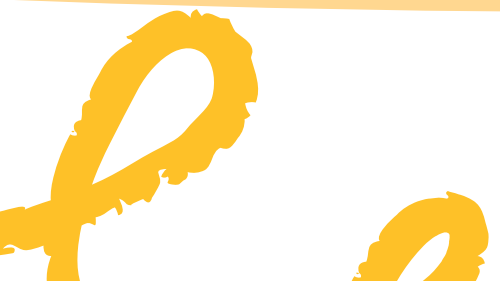
67%

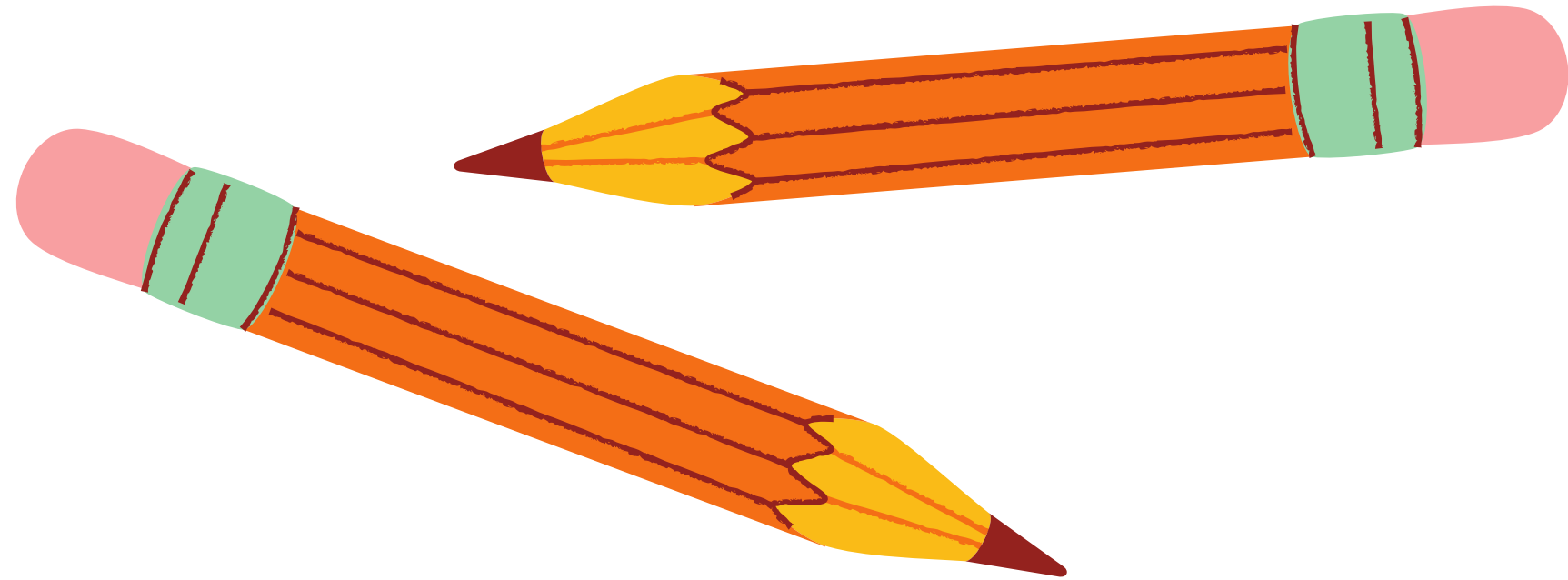
It'll impact me about the same



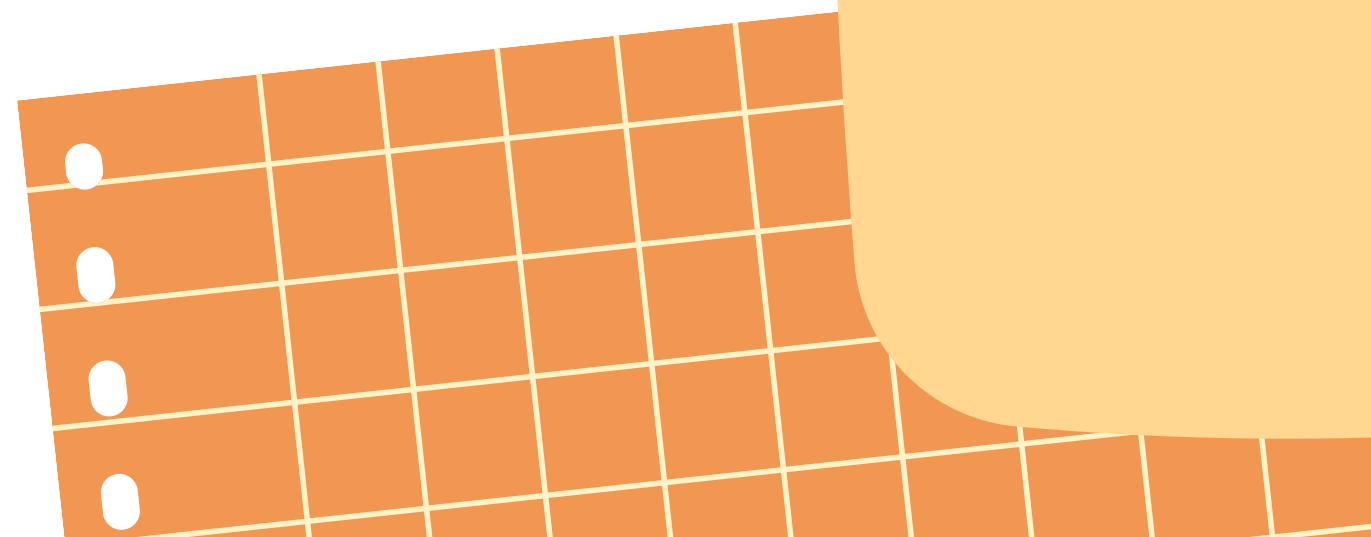
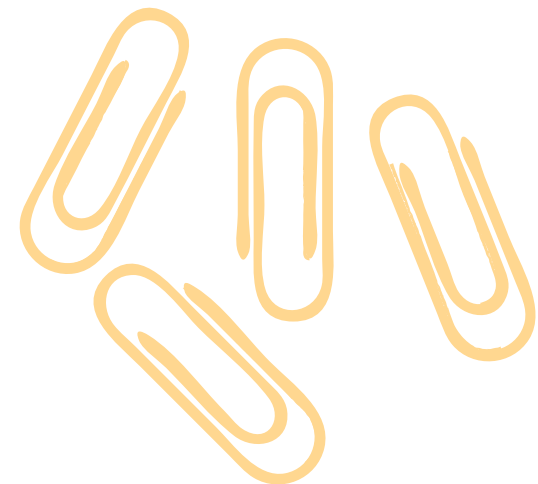
27%

n = 442

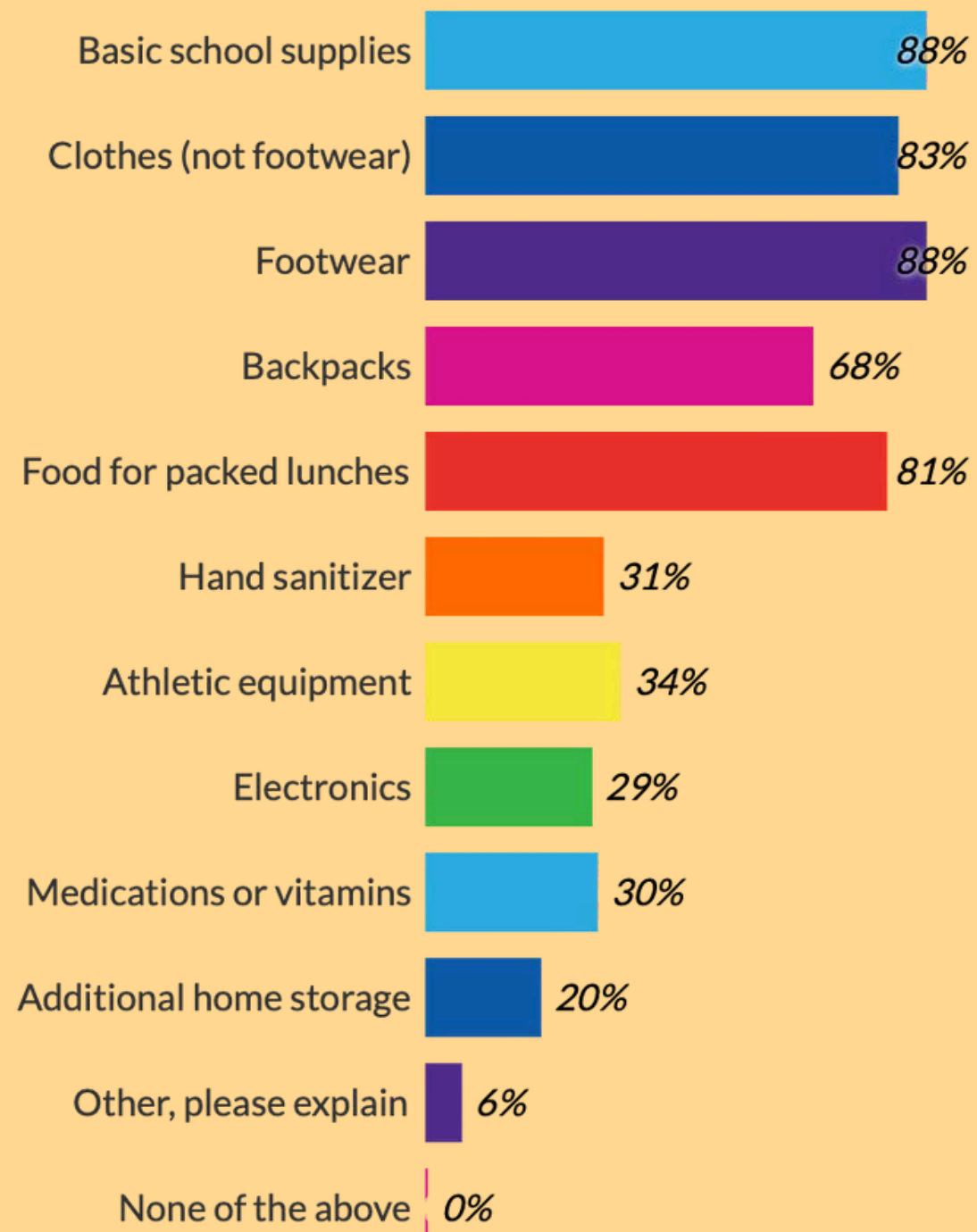




**Compared to last year,
when do you expect to
shop for the 2025/2026
back-to-school season?**



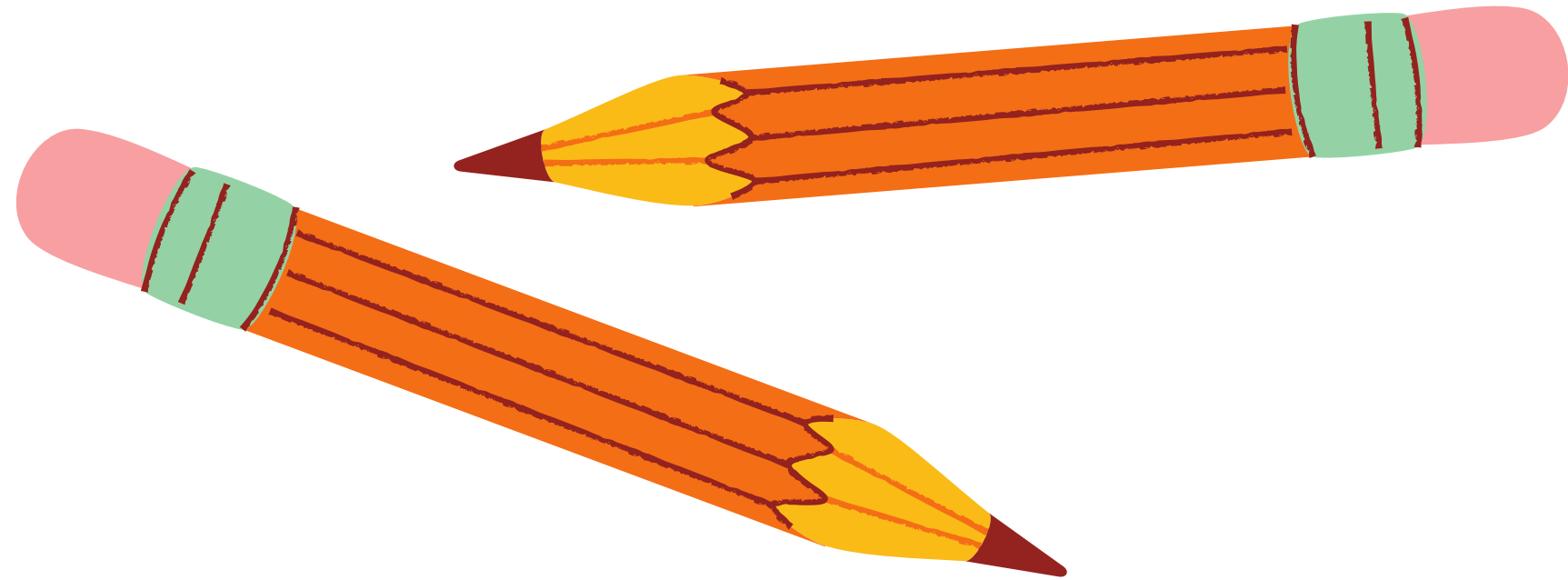
n = 441



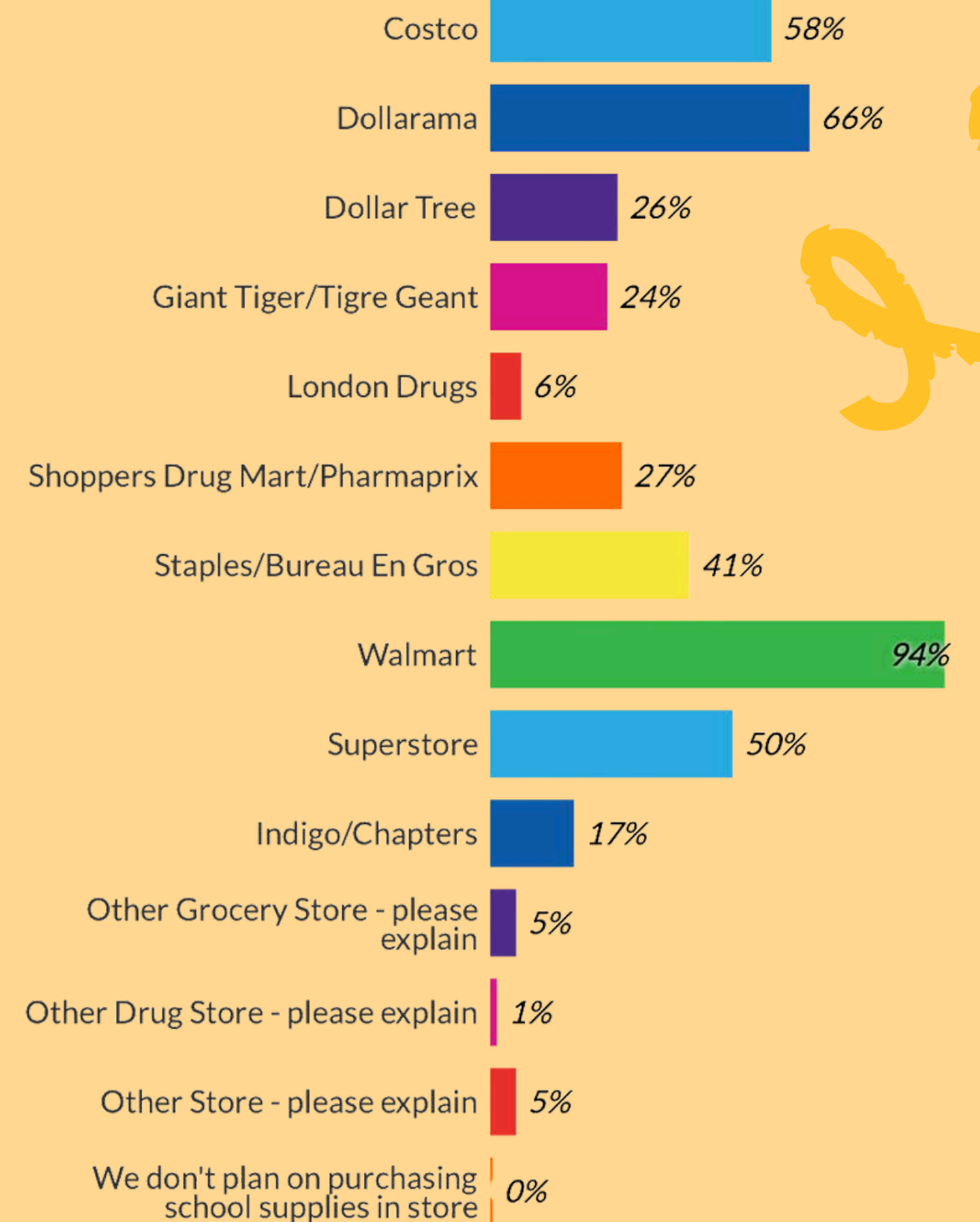
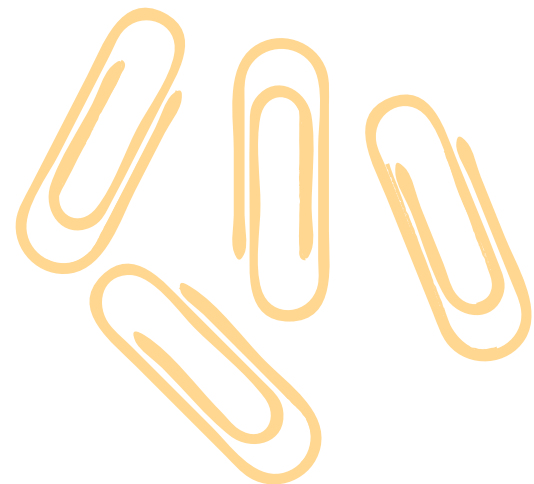
n = 442

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

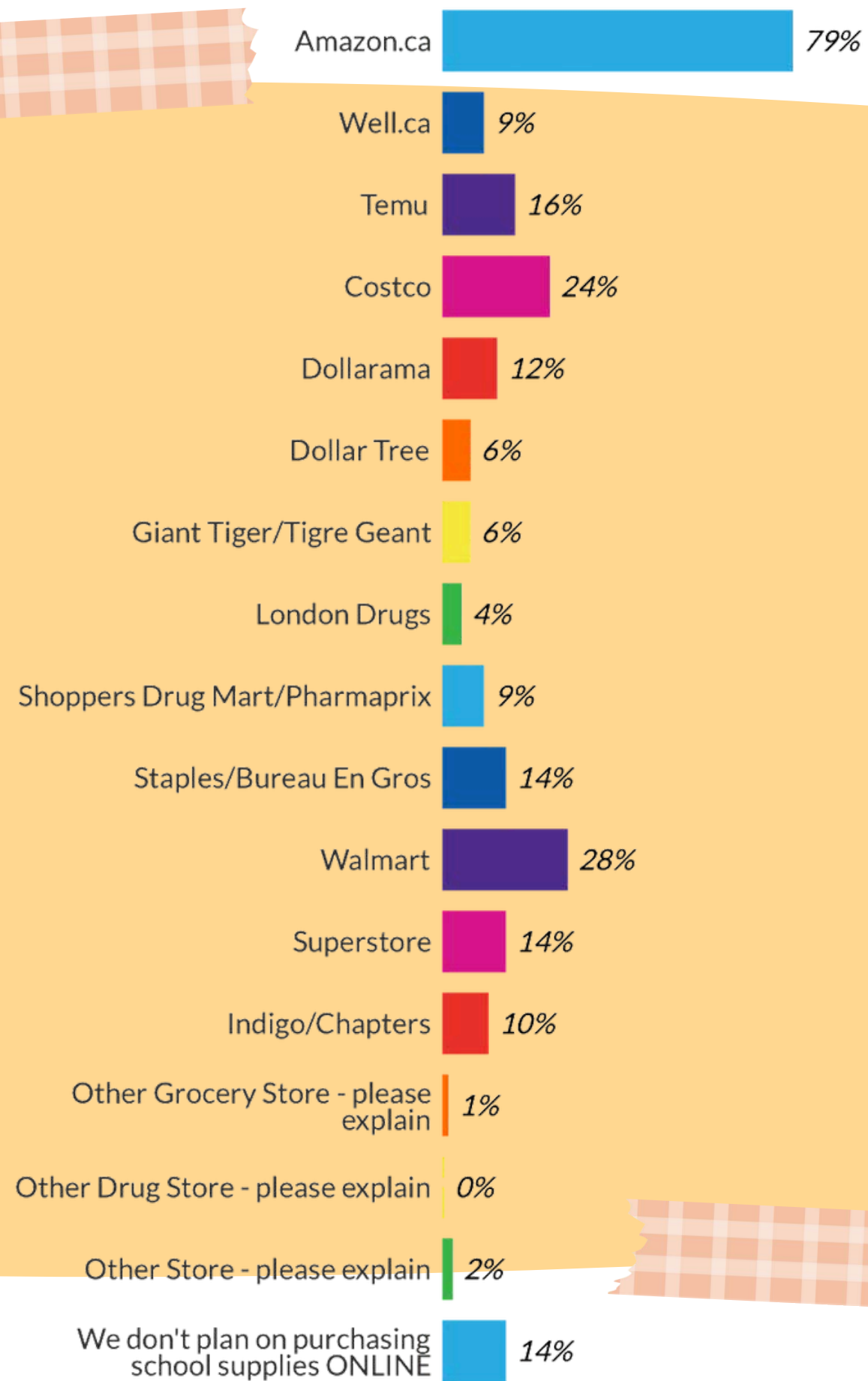




Which store(s) will you likely visit **IN PERSON** to purchase school supplies from?



n = 442



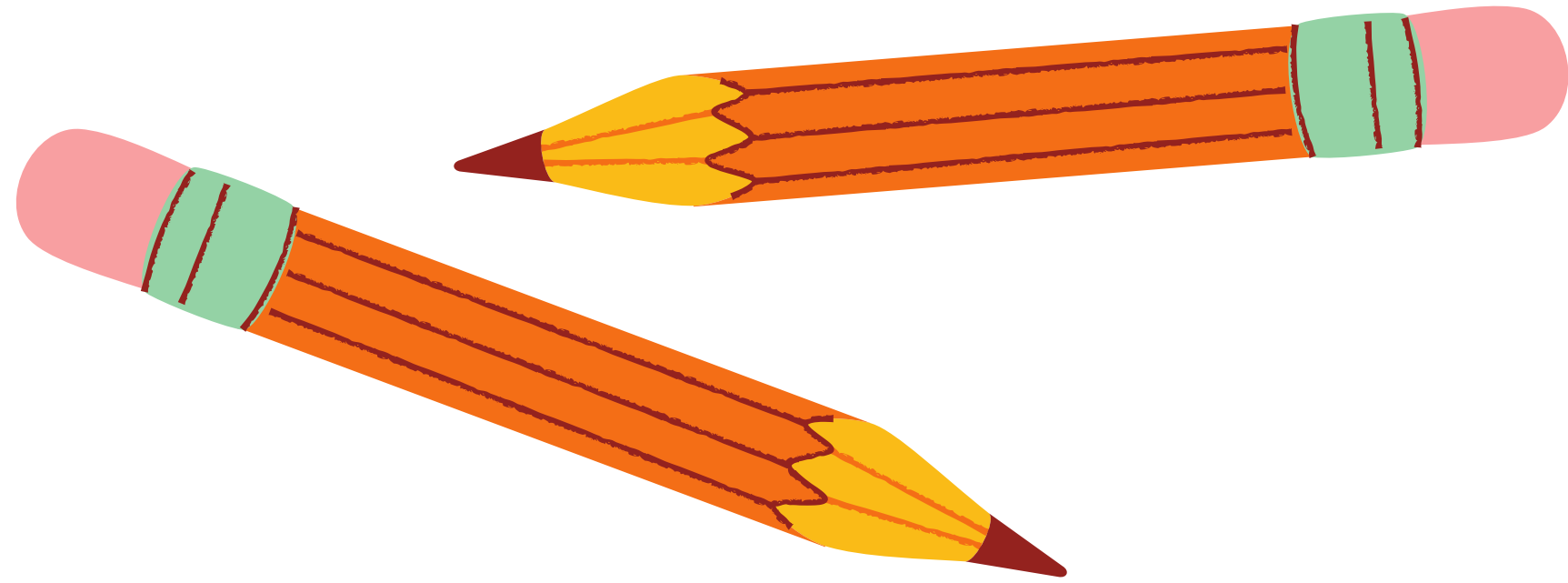
Which ONLINE store(s) (including their app) will you likely visit to purchase school supplies from?



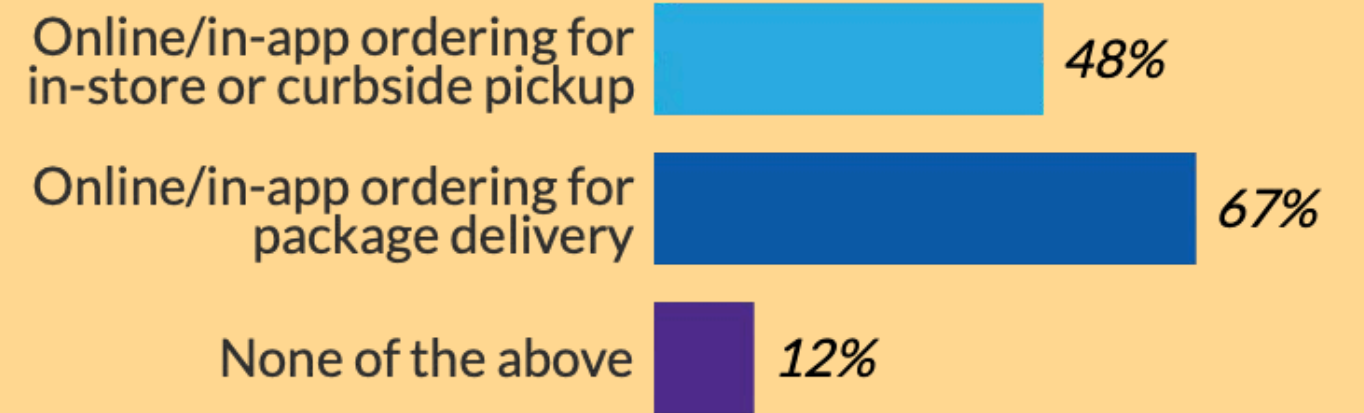
n = 442

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

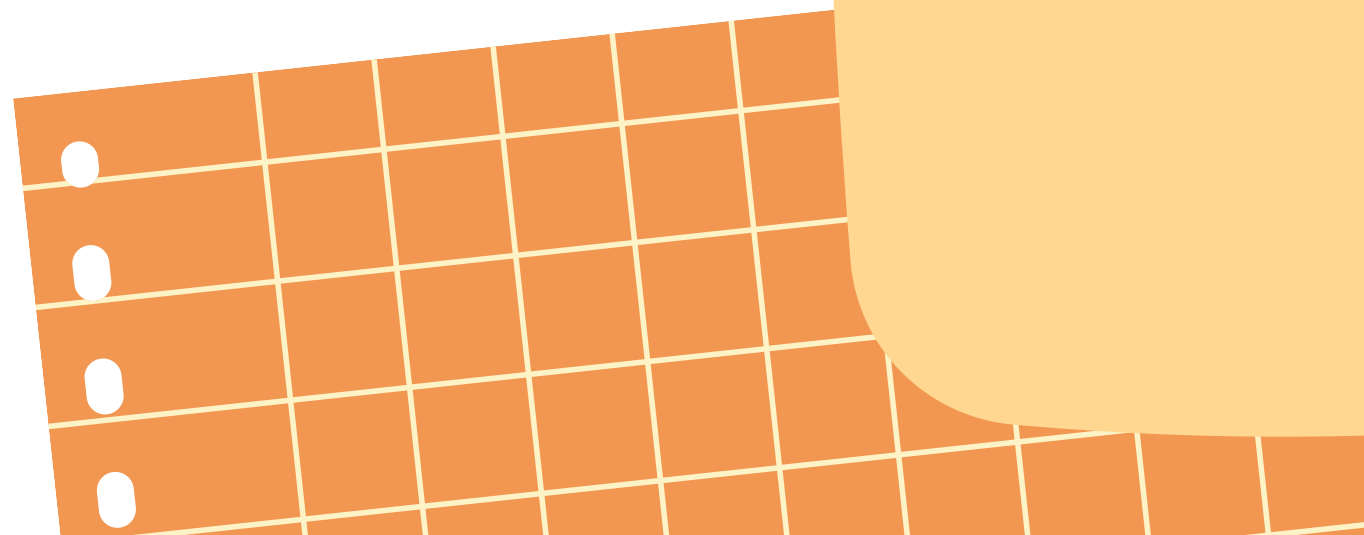
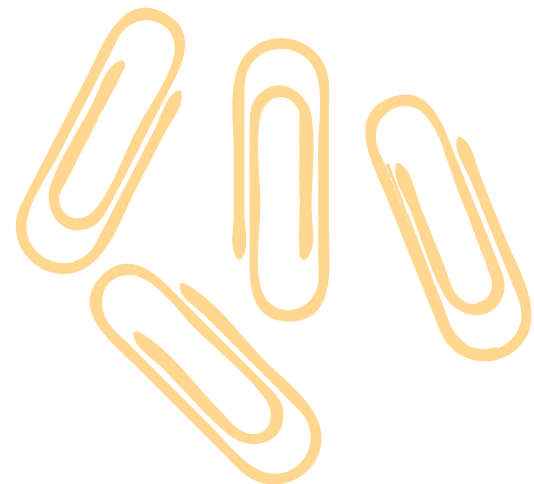
- 1. Convenience & Time-Saving:** Ability to shop anytime, from anywhere. One-stop shopping instead of visiting multiple stores
- 2. Better Deals & Discounts:** Promo codes, Cashback, and bundle offers with easier price comparisons across retailers. Cheaper or more competitive pricing, especially on 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

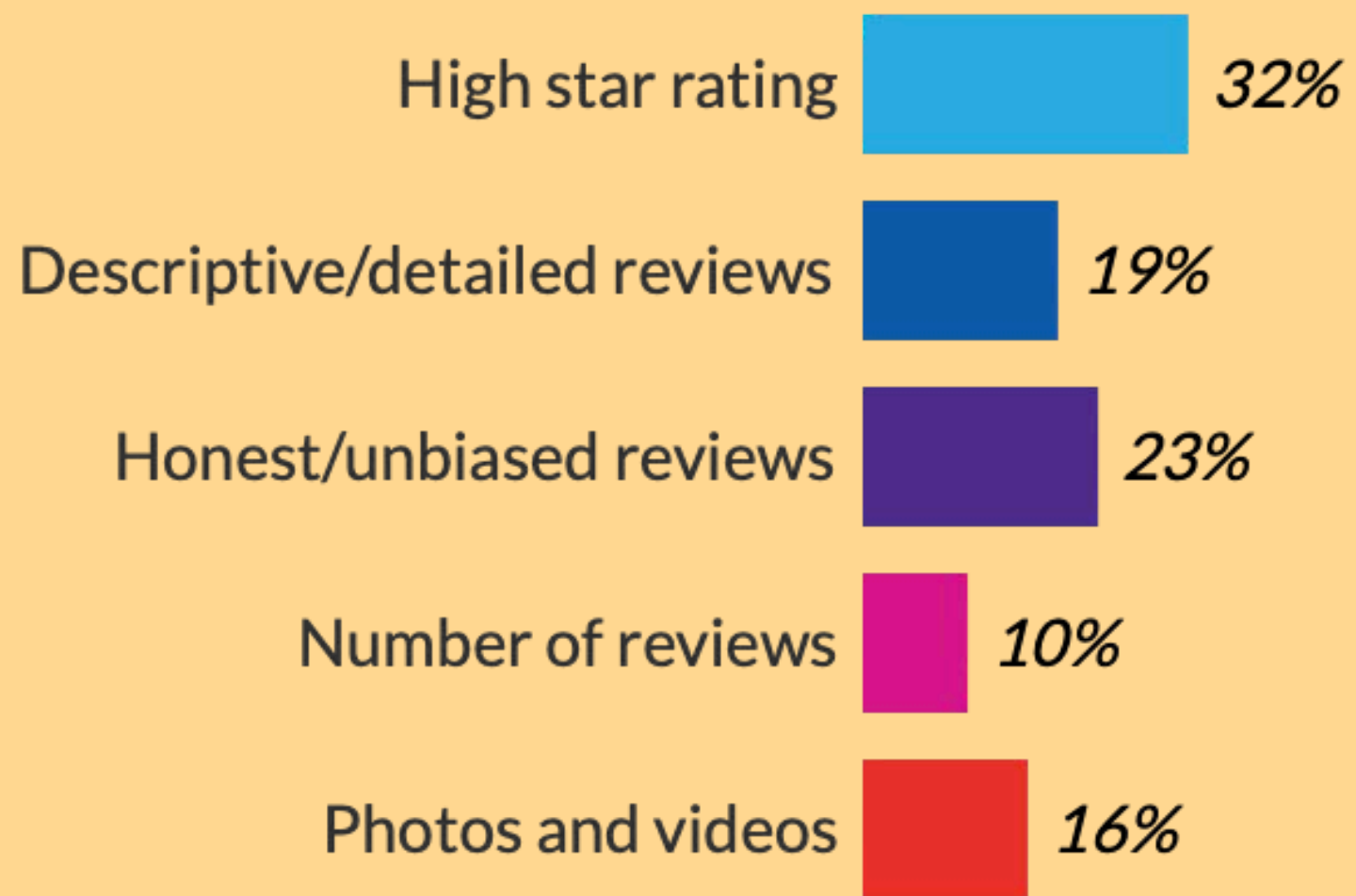


Which of the following methods are you likely to use to obtain school supplies?



n = 378

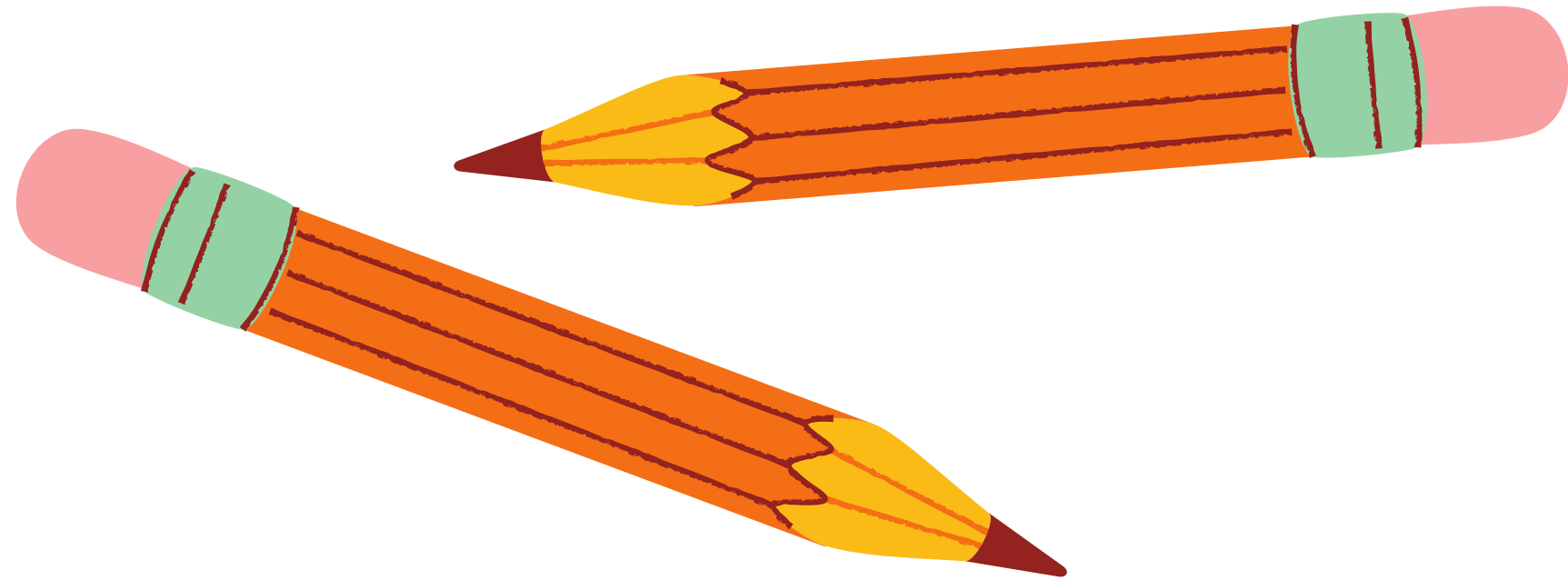




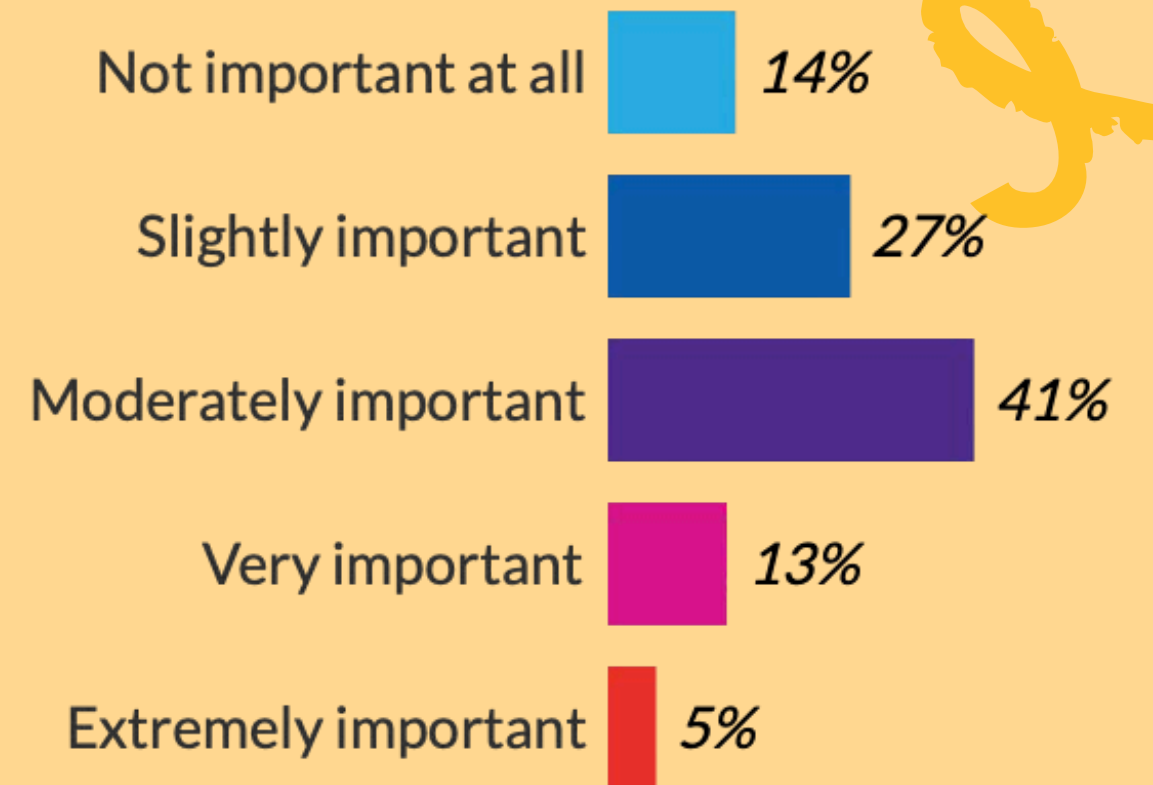
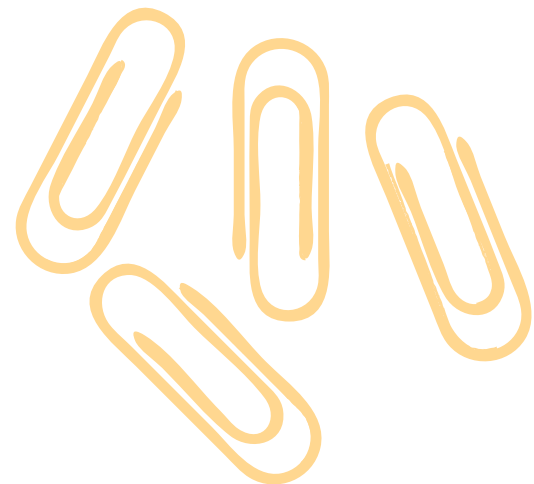
Rank the following product ratings and reviews elements by their importance to your purchasing decisions.



n = 378



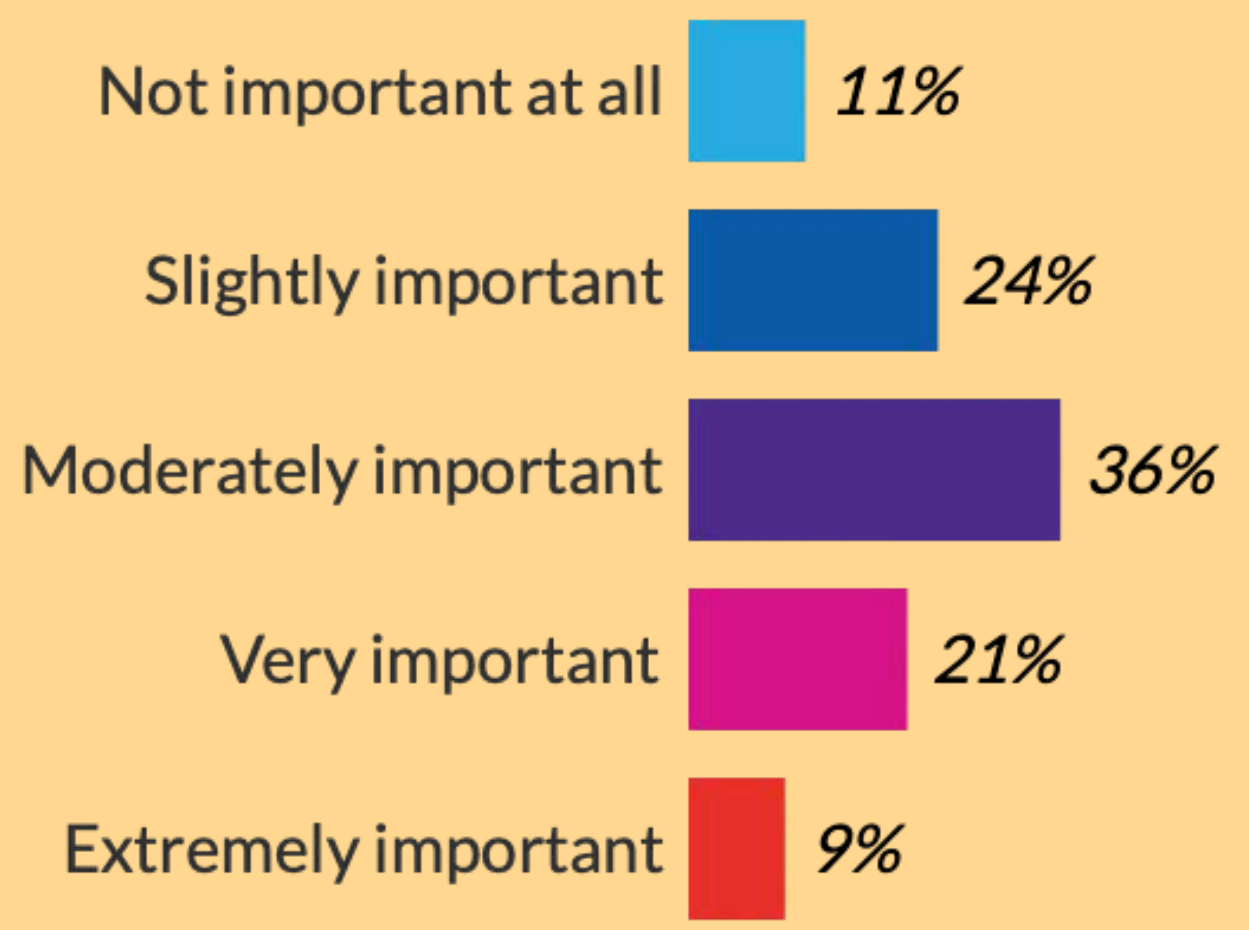
How important is it that the products you purchase for back-to-school are environmentally sustainable?



n = 442

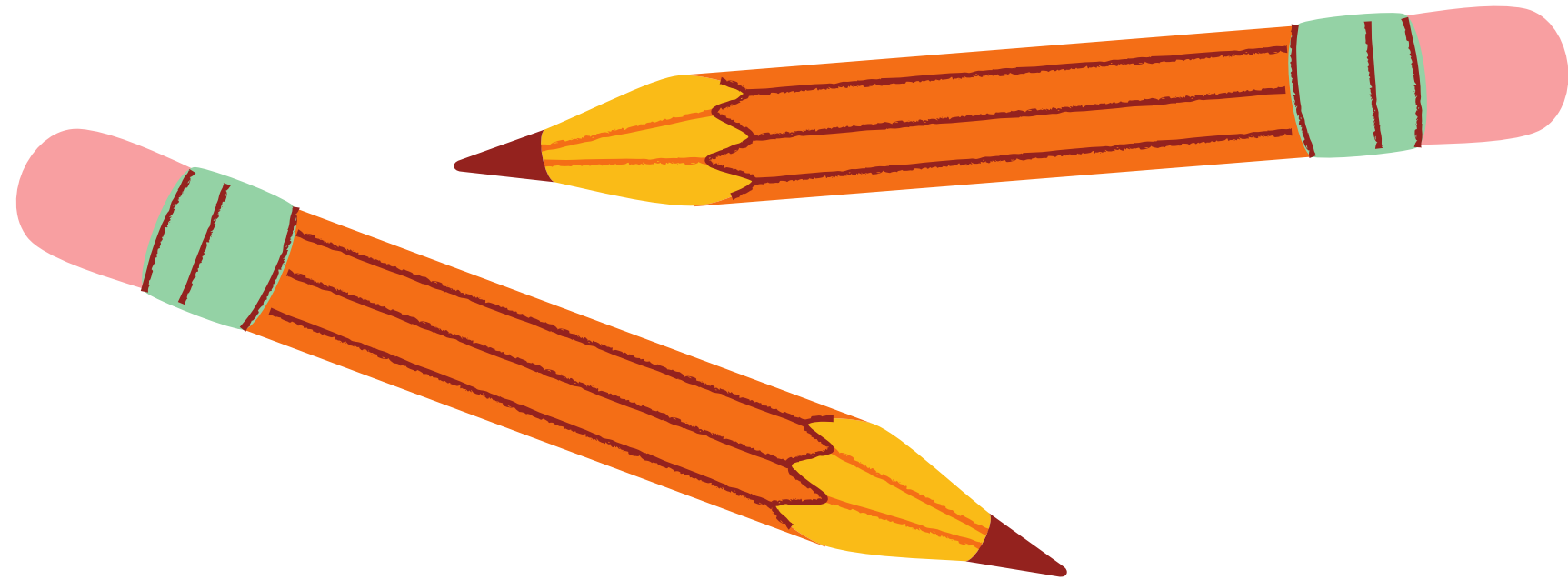


How important is it that the products you purchase for back-to-school are Canadian Made?

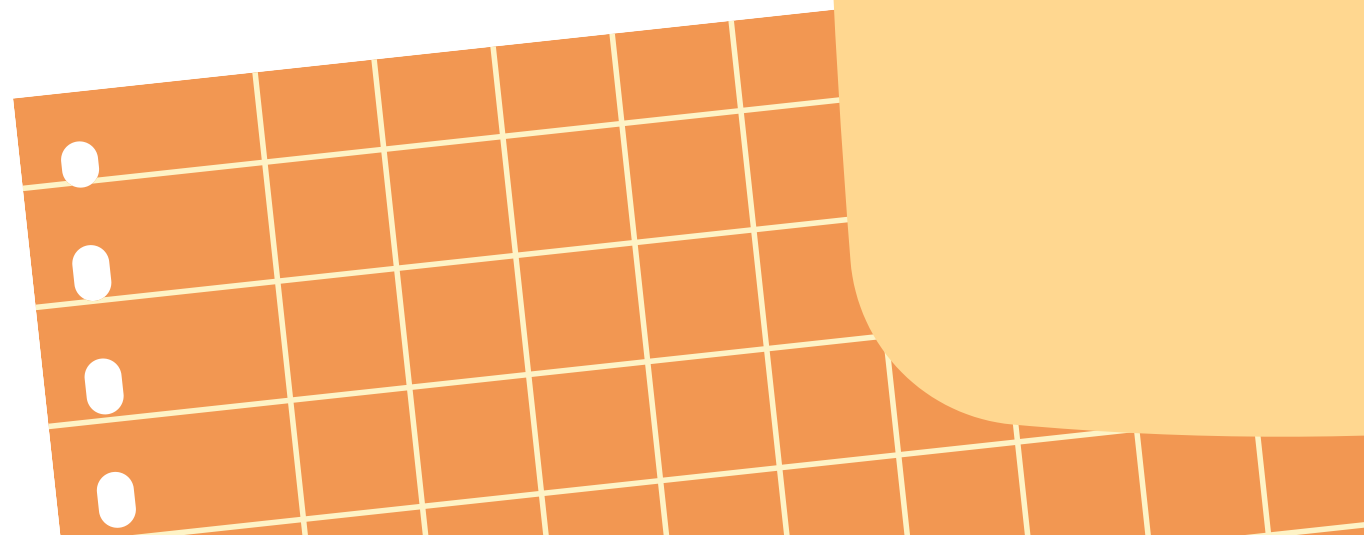
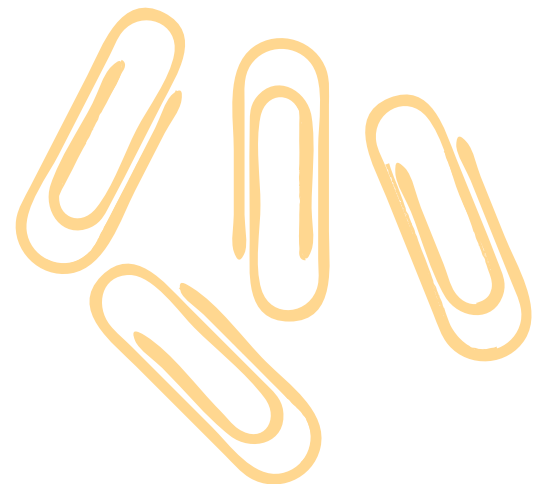
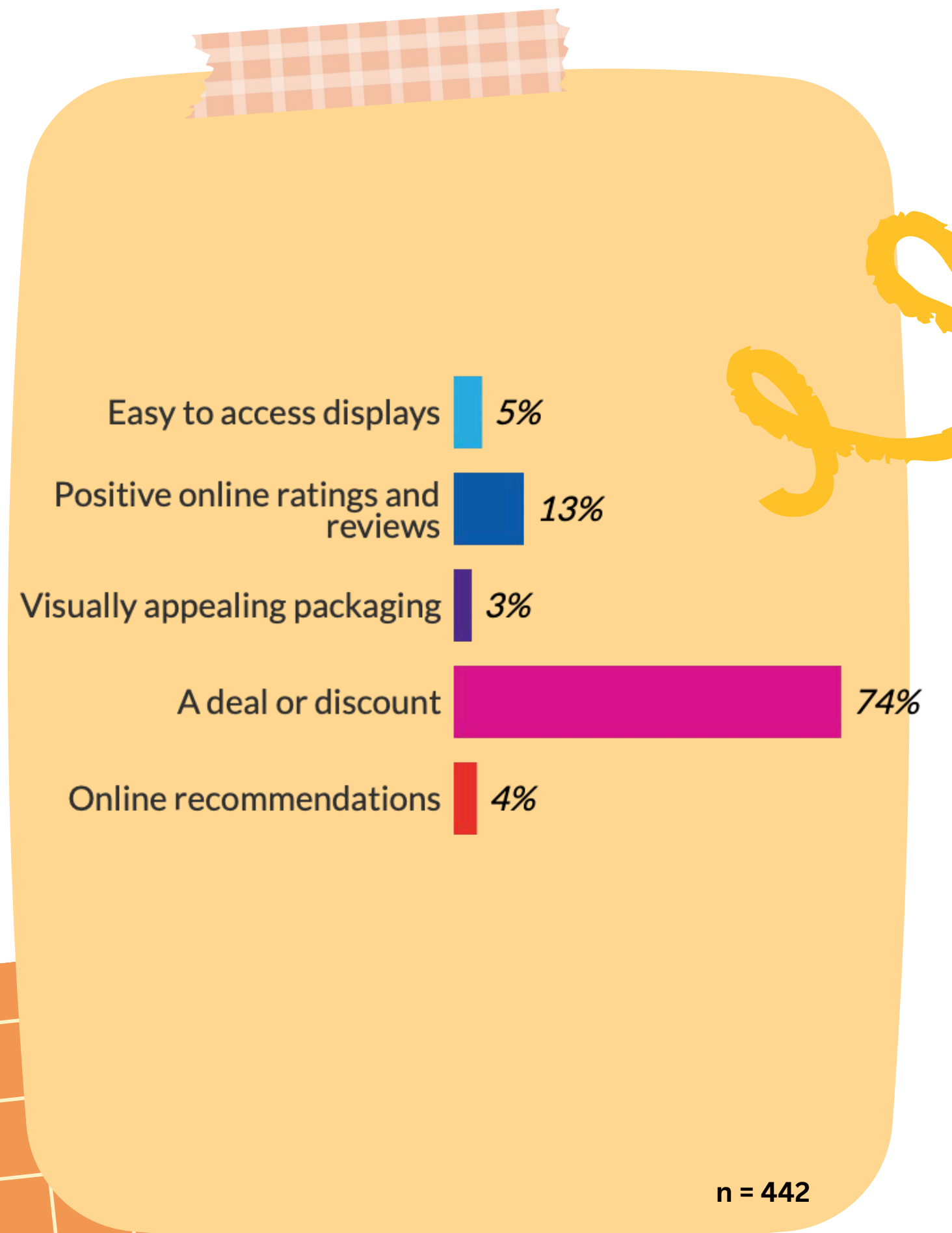


n = 442

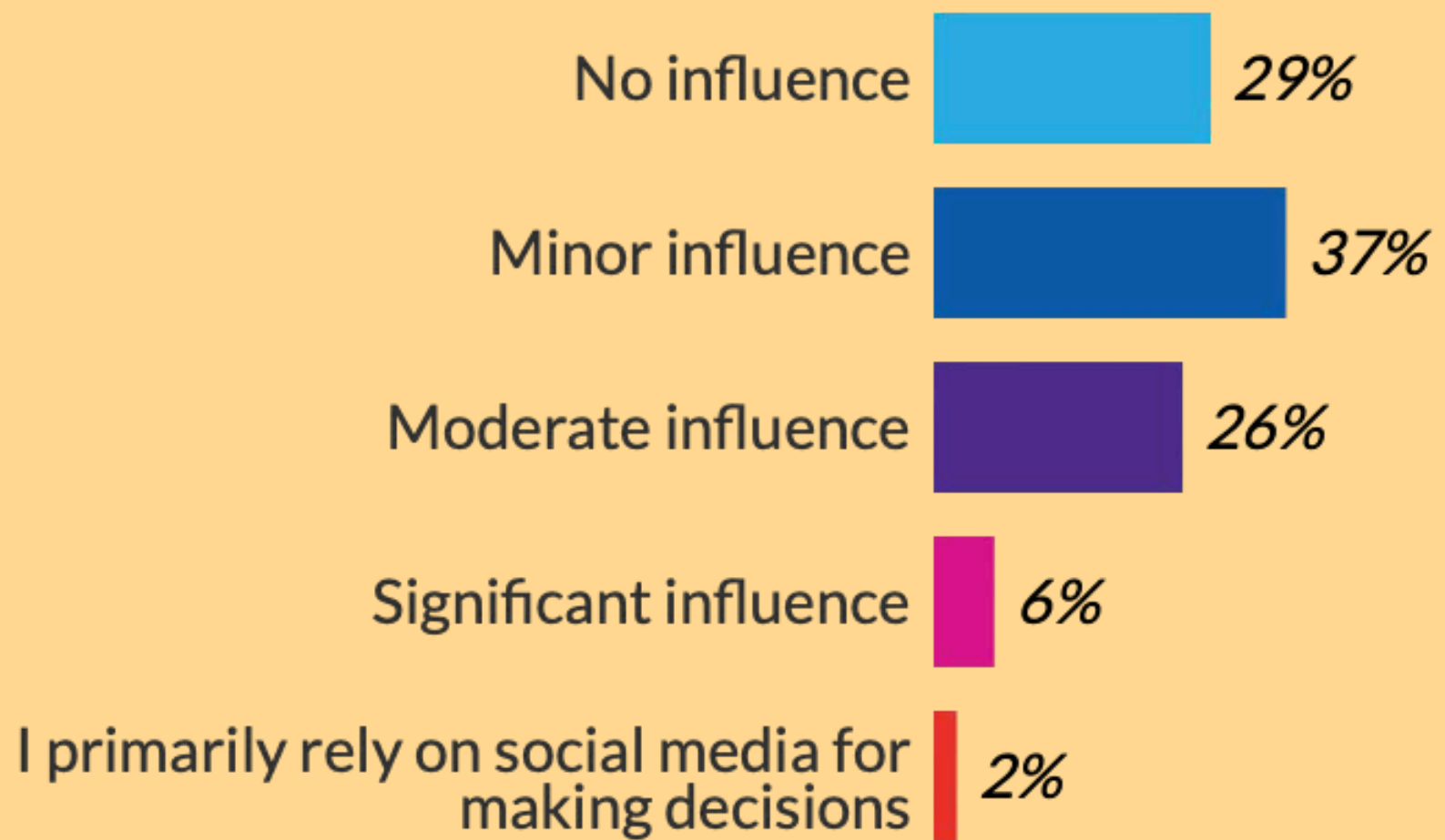




What would make you consider switching to purchase a new brand for an item for back-to-school? Rank the following from most influential to least.



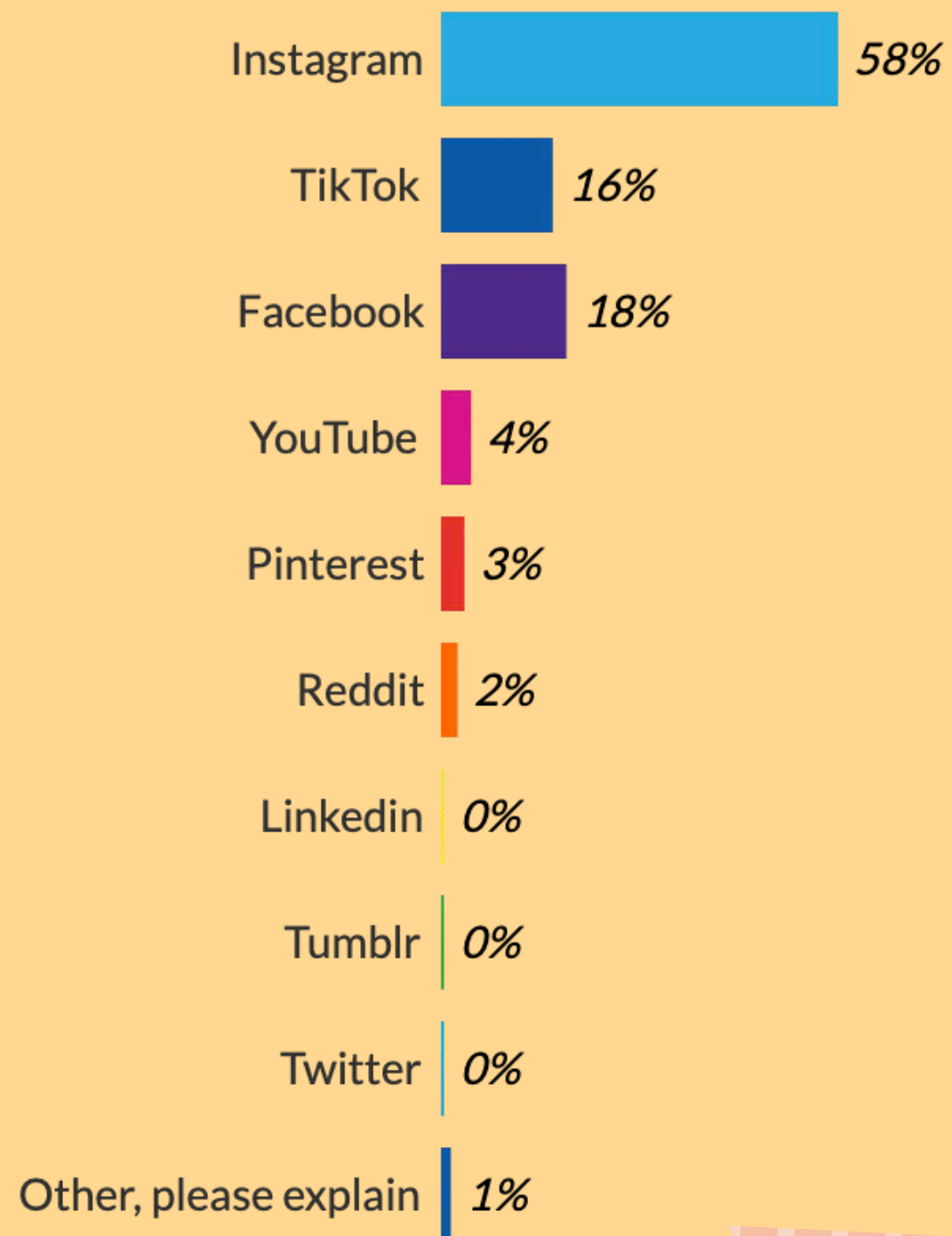
n = 442



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

n = 442

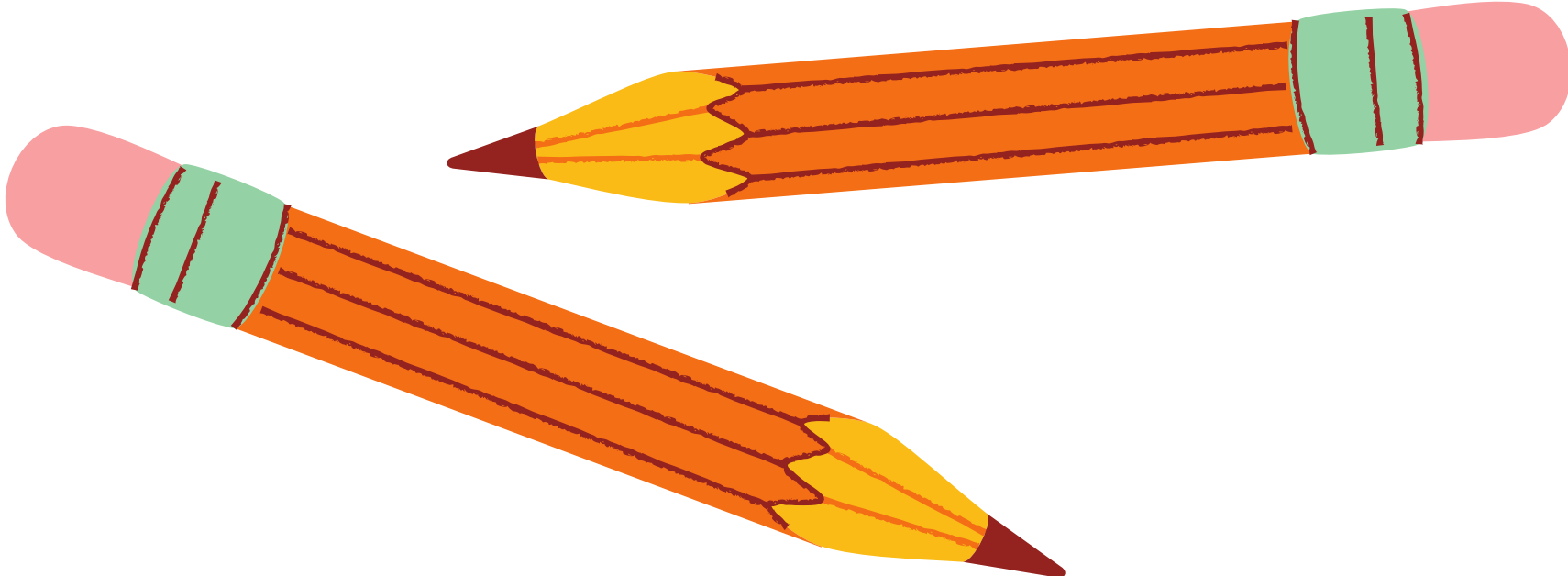




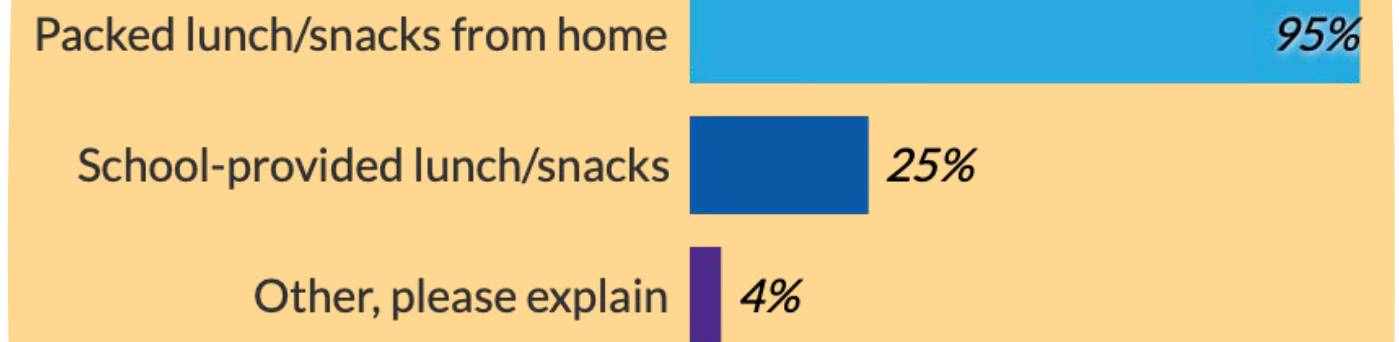
Which of the following social media platforms influences you the **MOST** for back-to-school shopping decisions?



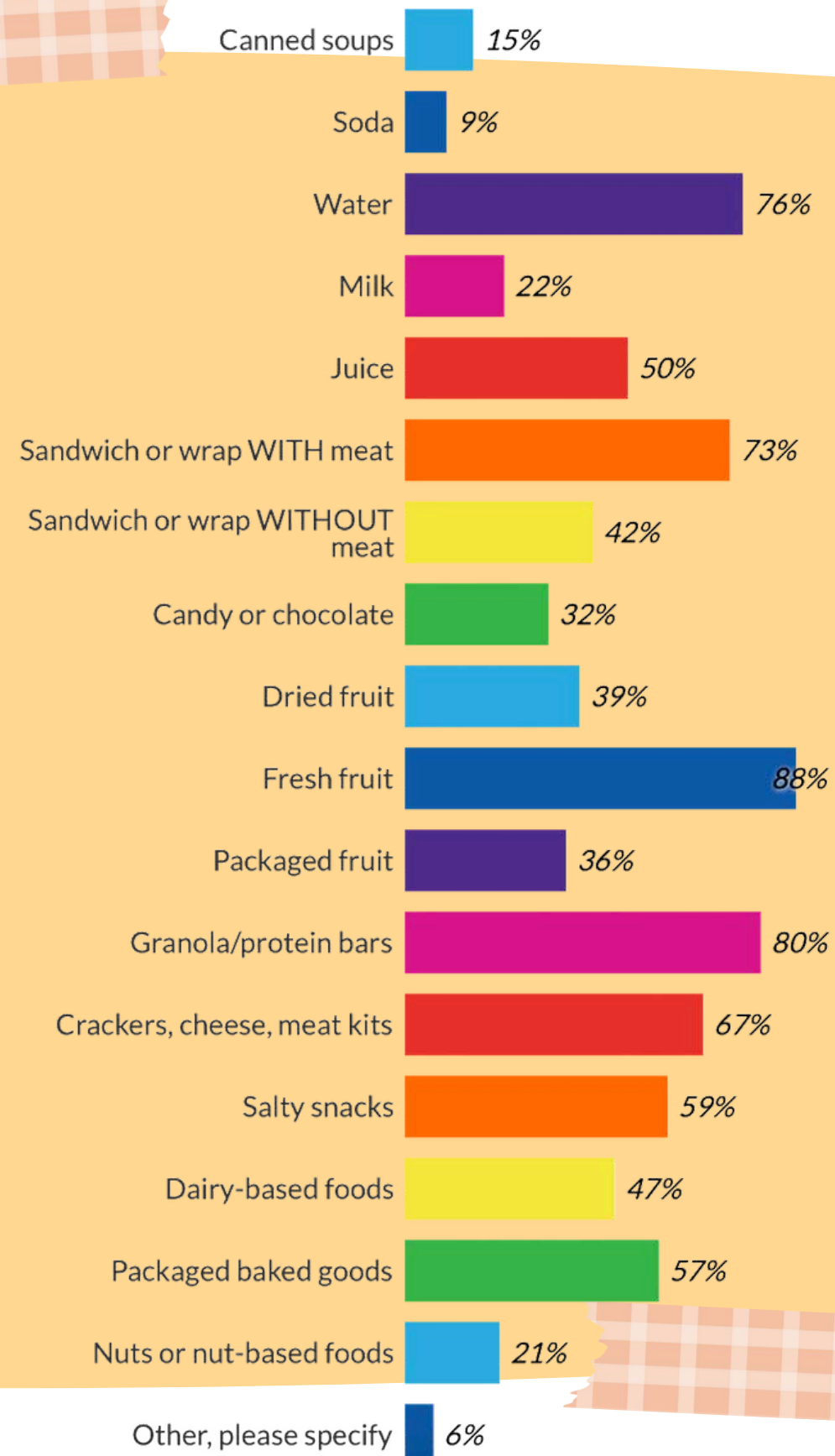
n = 314



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



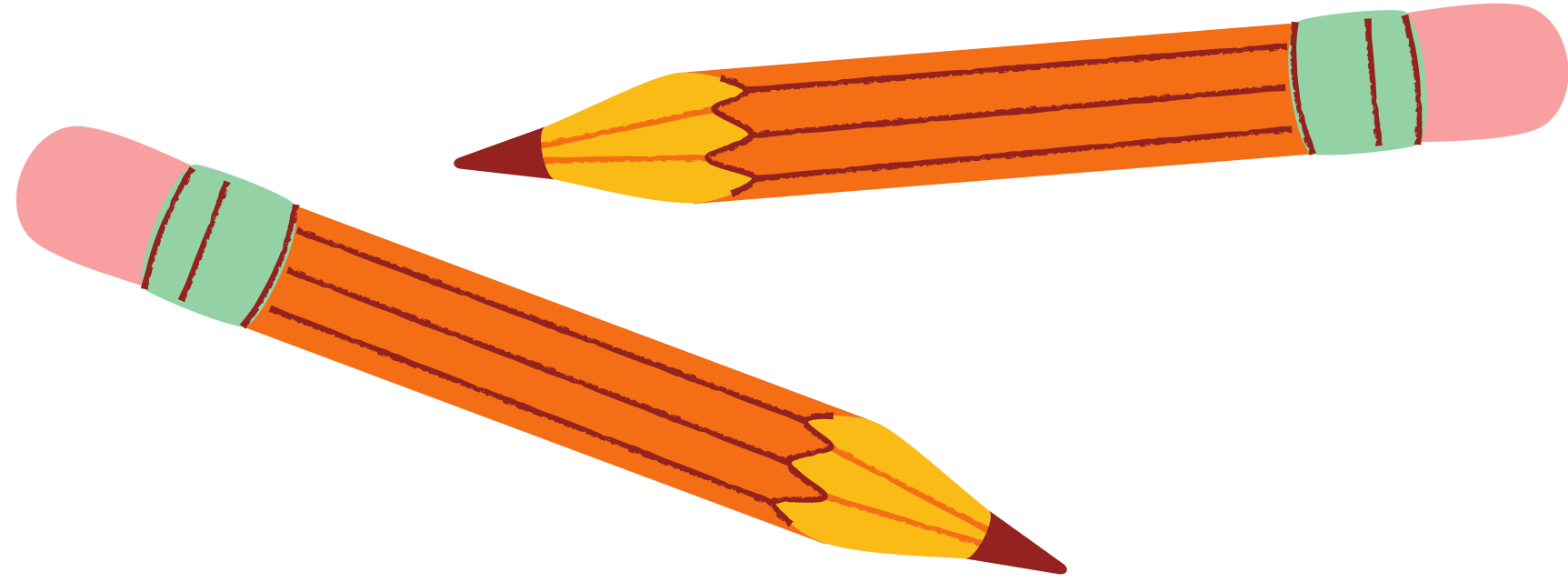
n = 442



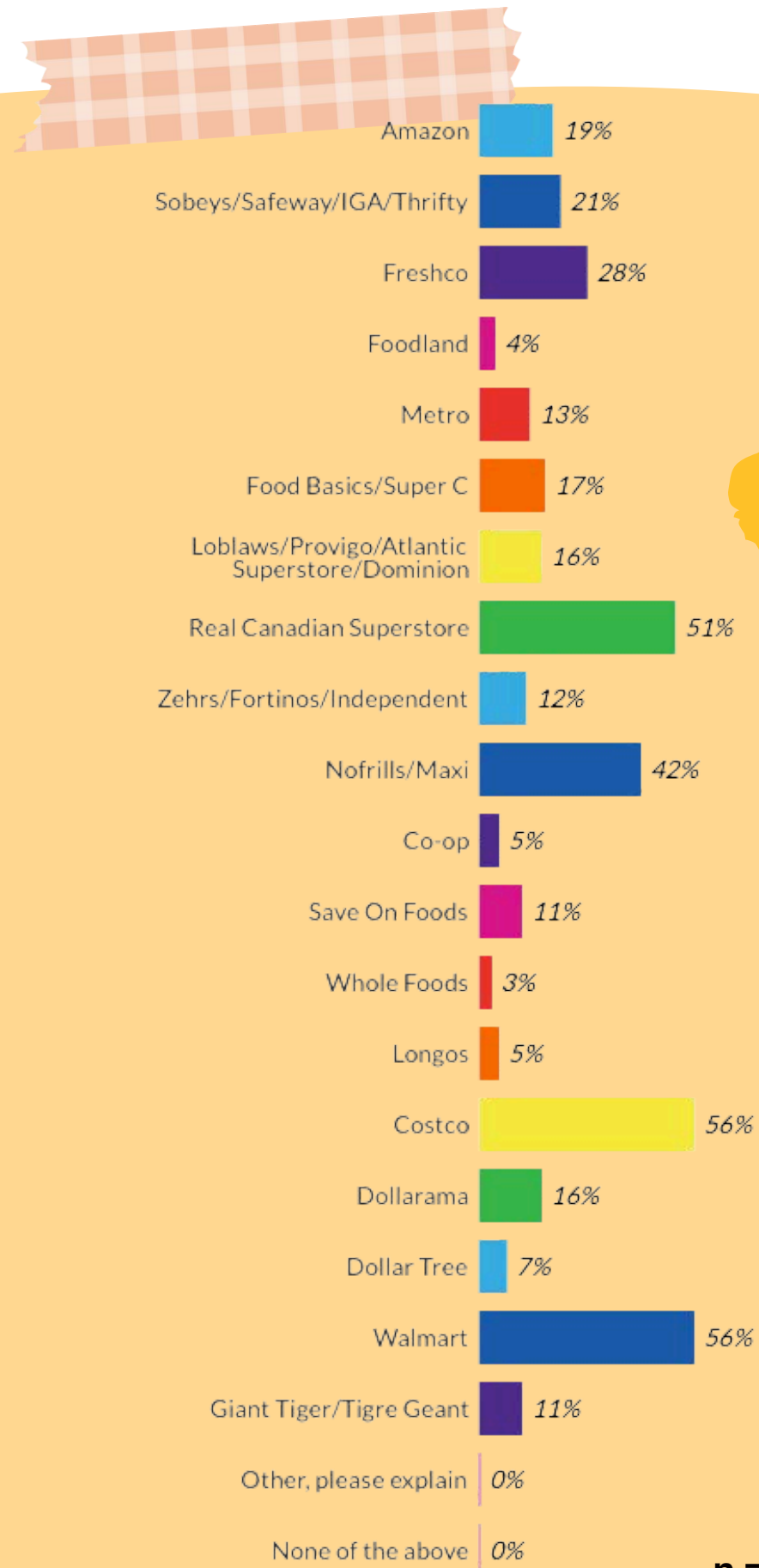
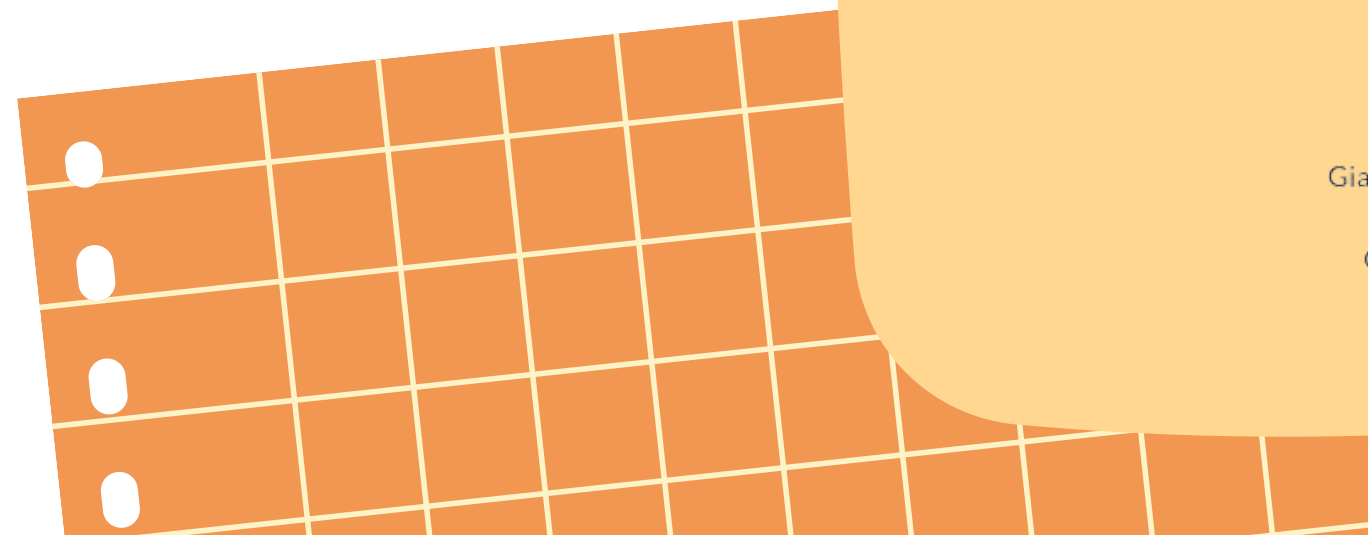
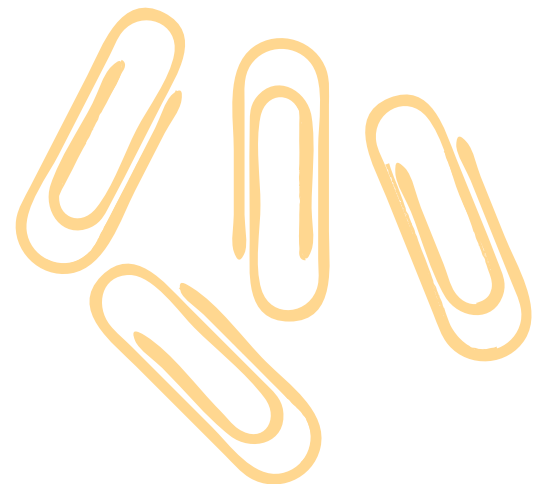
What will your child's packed lunches likely contain?



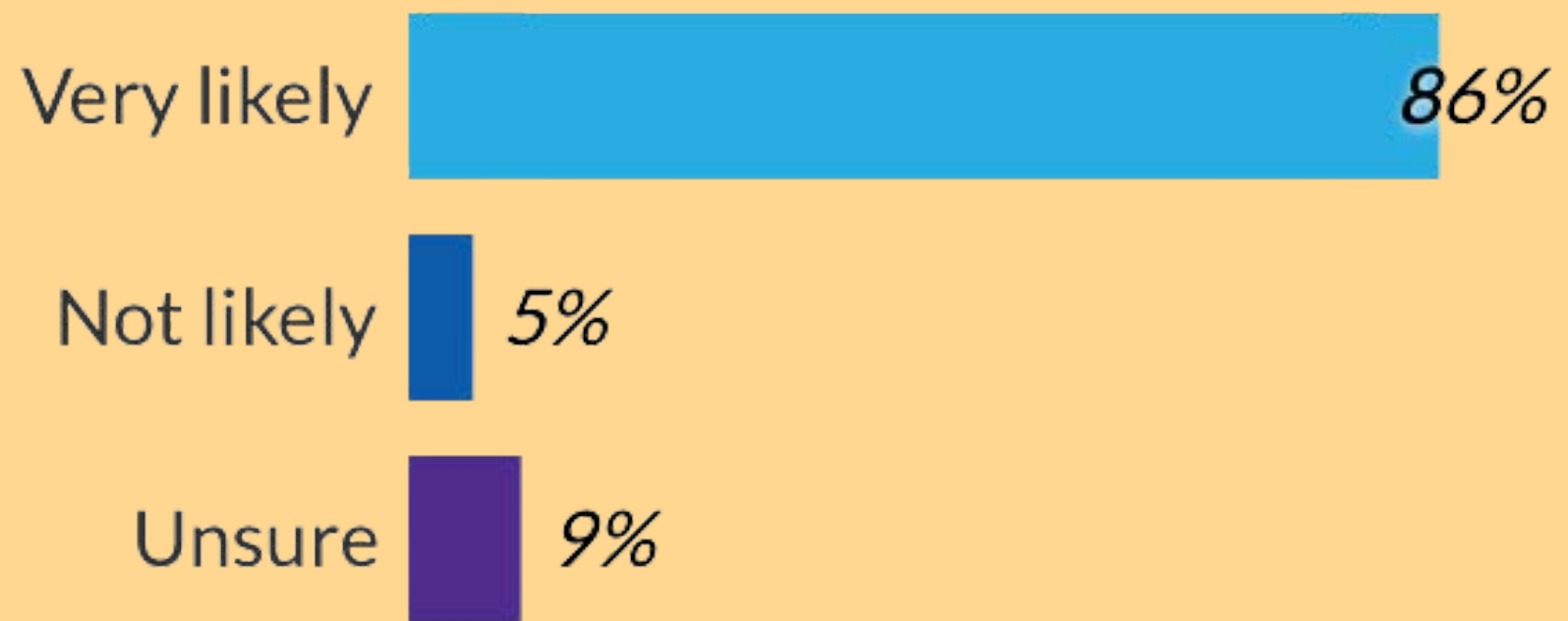
n = 420



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



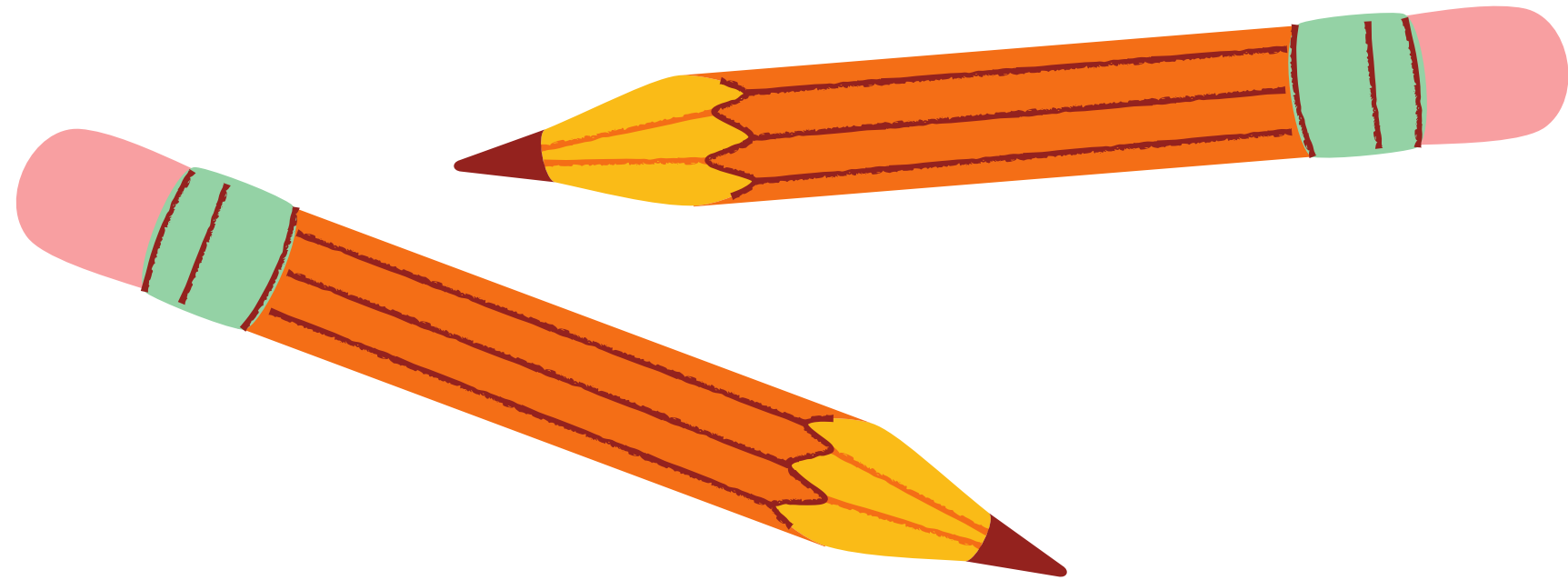
n = 420



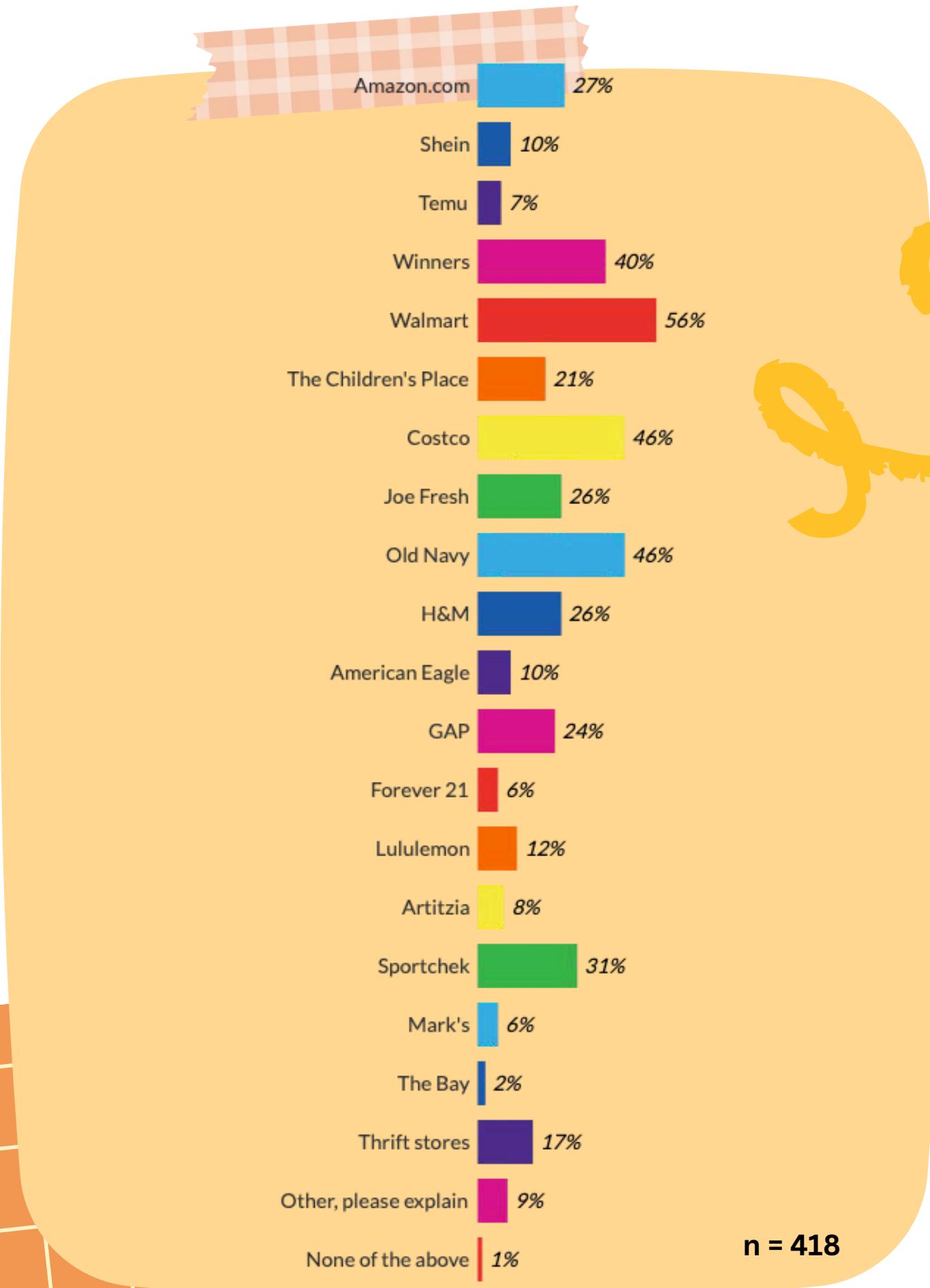
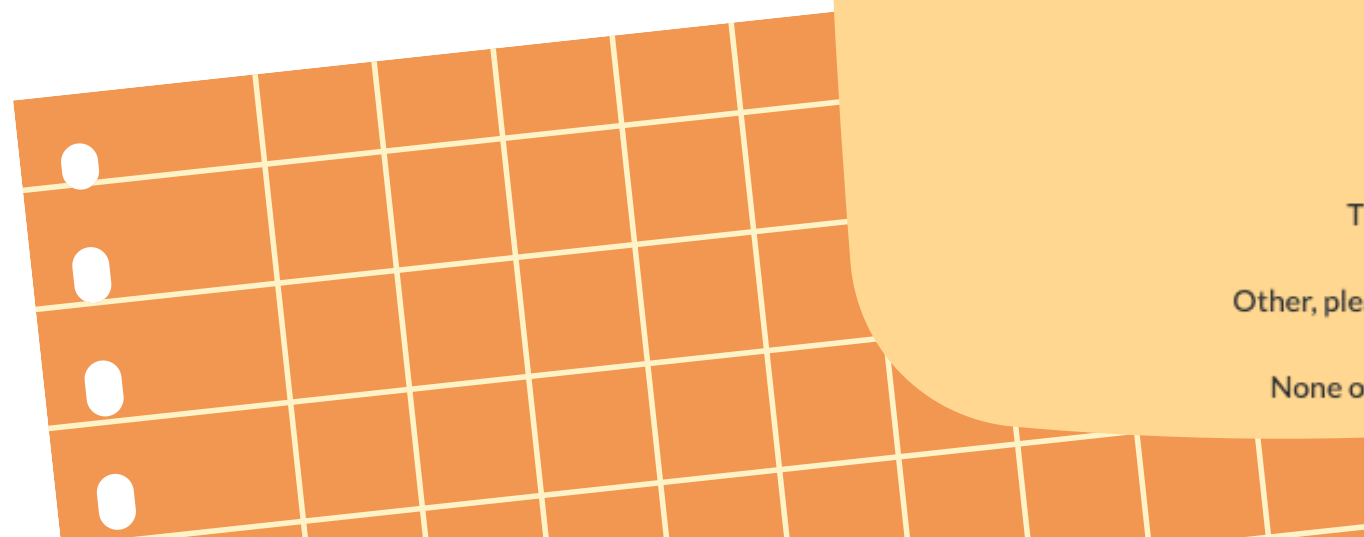
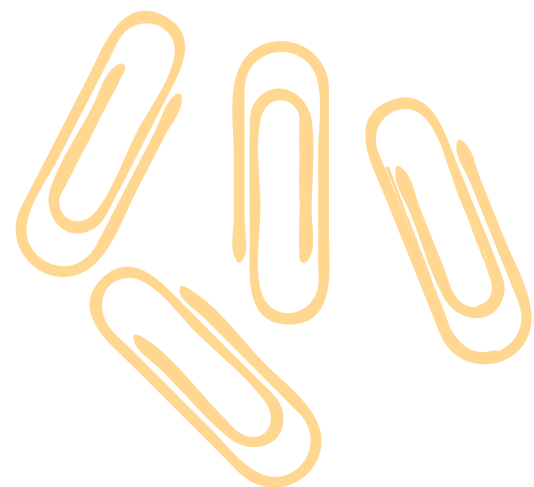
What is the likelihood that you will purchase clothing or footwear for back-to-school 2025/2026?



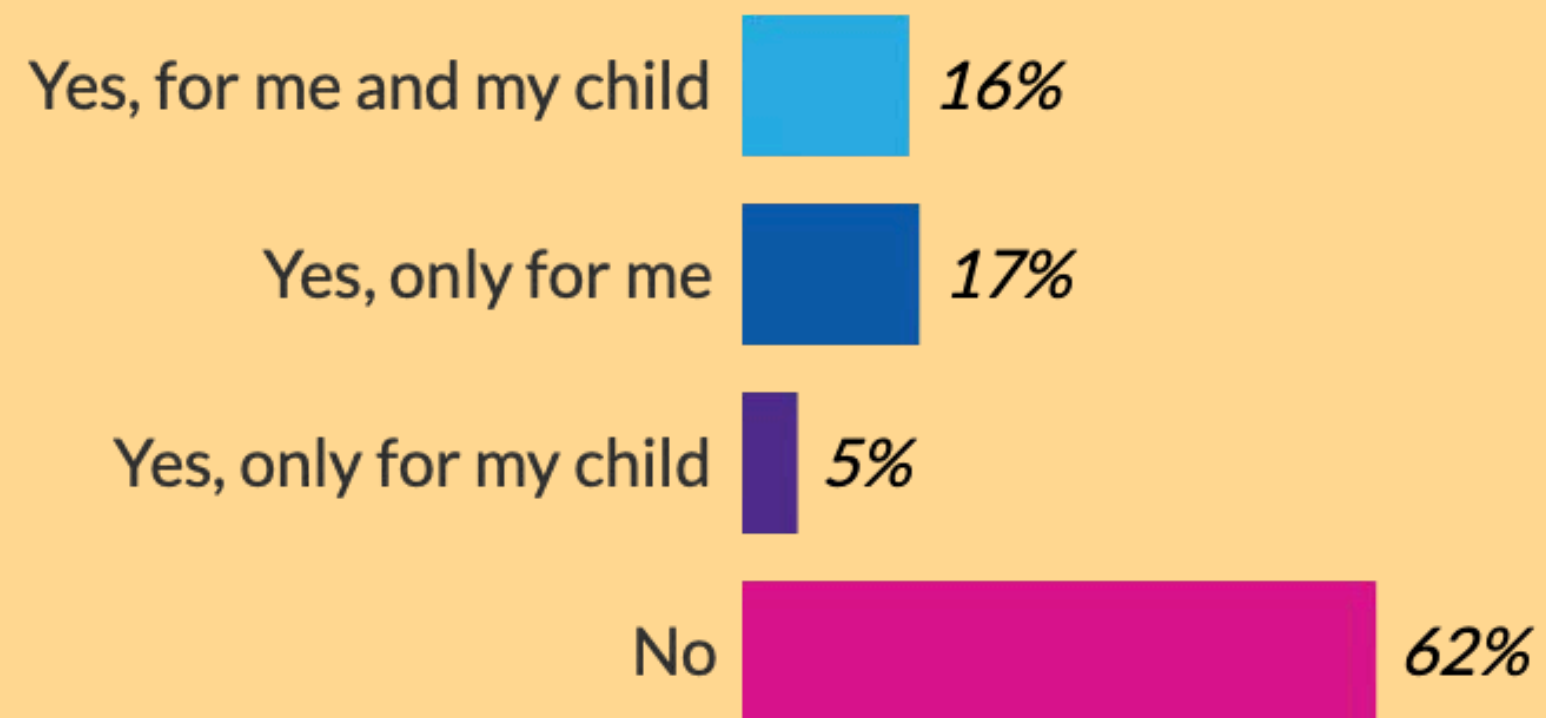
n = 442



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



n = 418

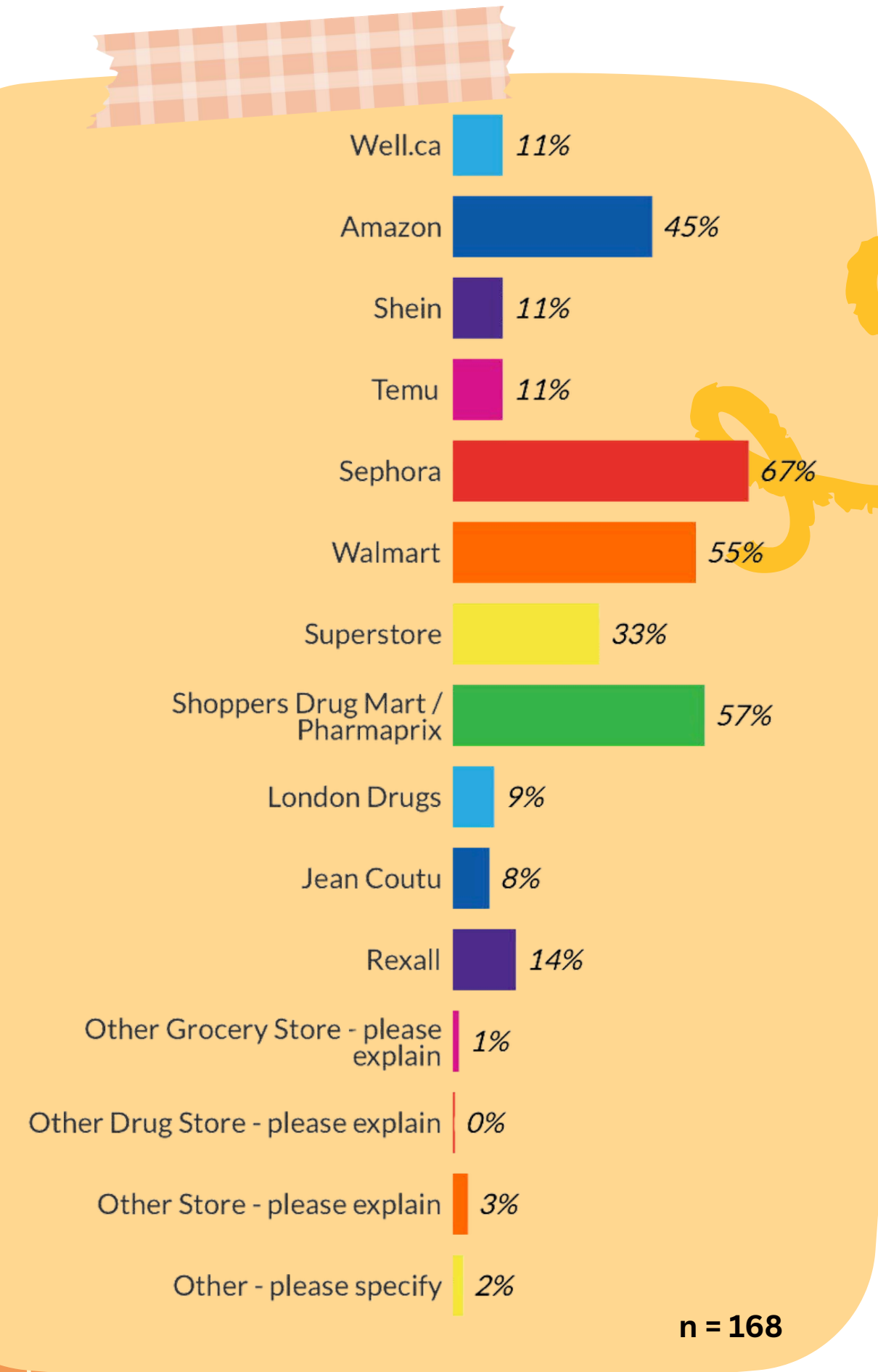


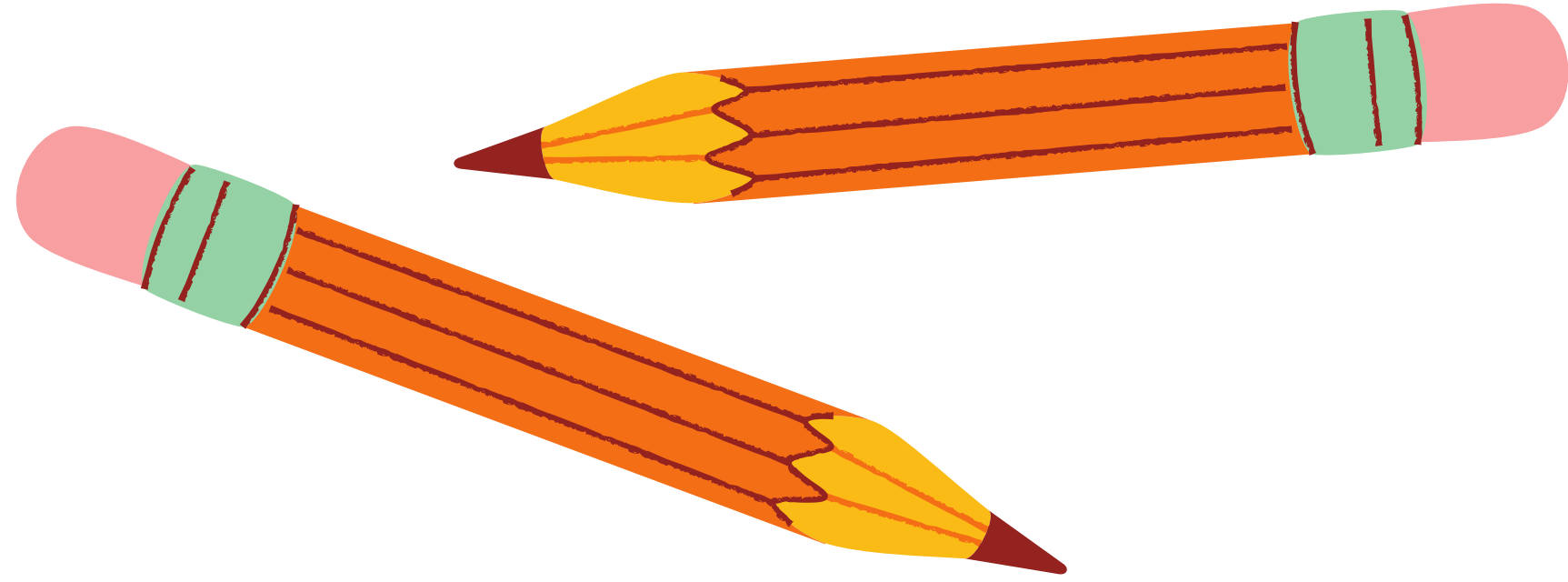
Will you purchase makeup for you or your children for the 2026/2026 back-to-school season?



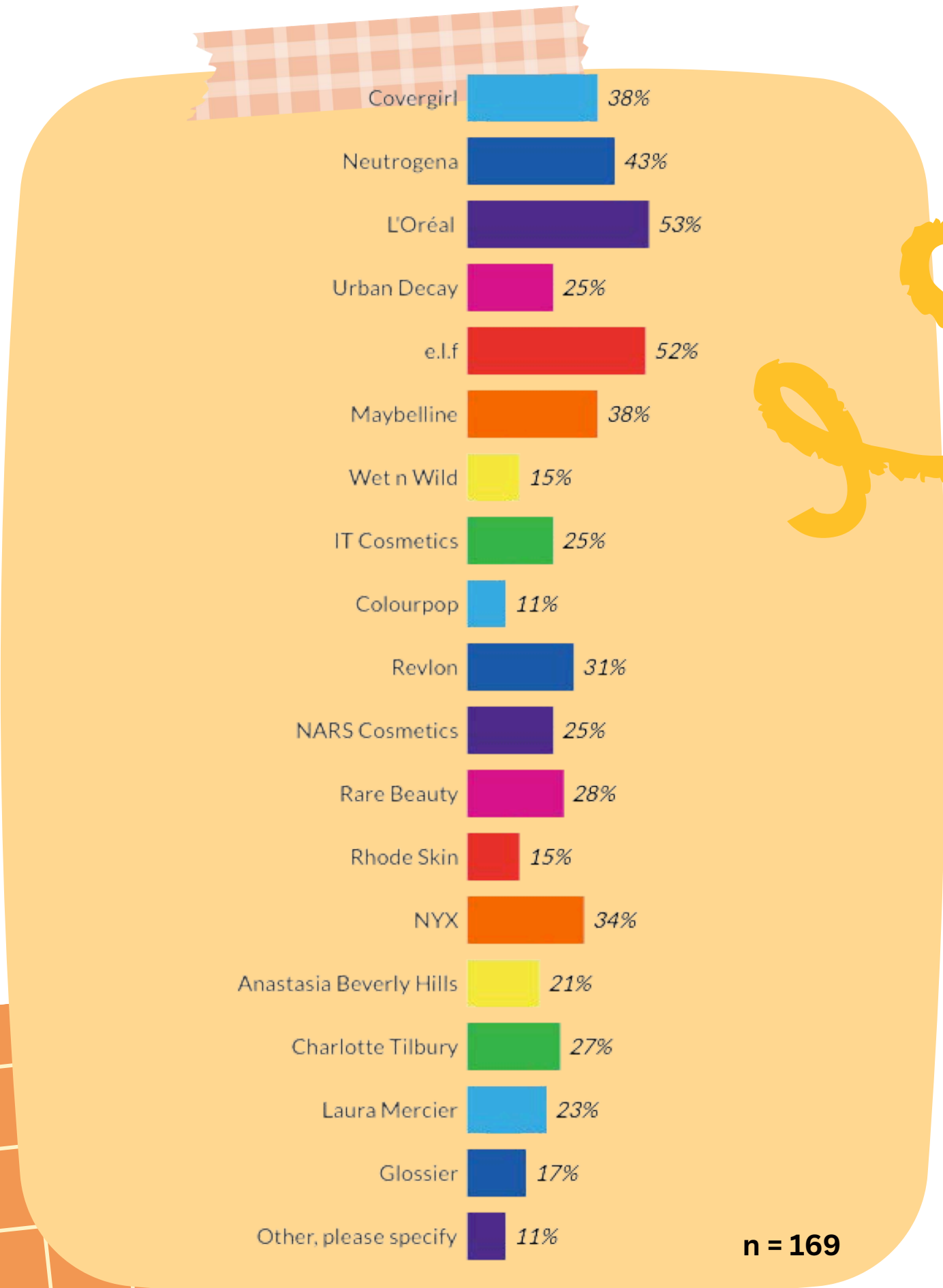
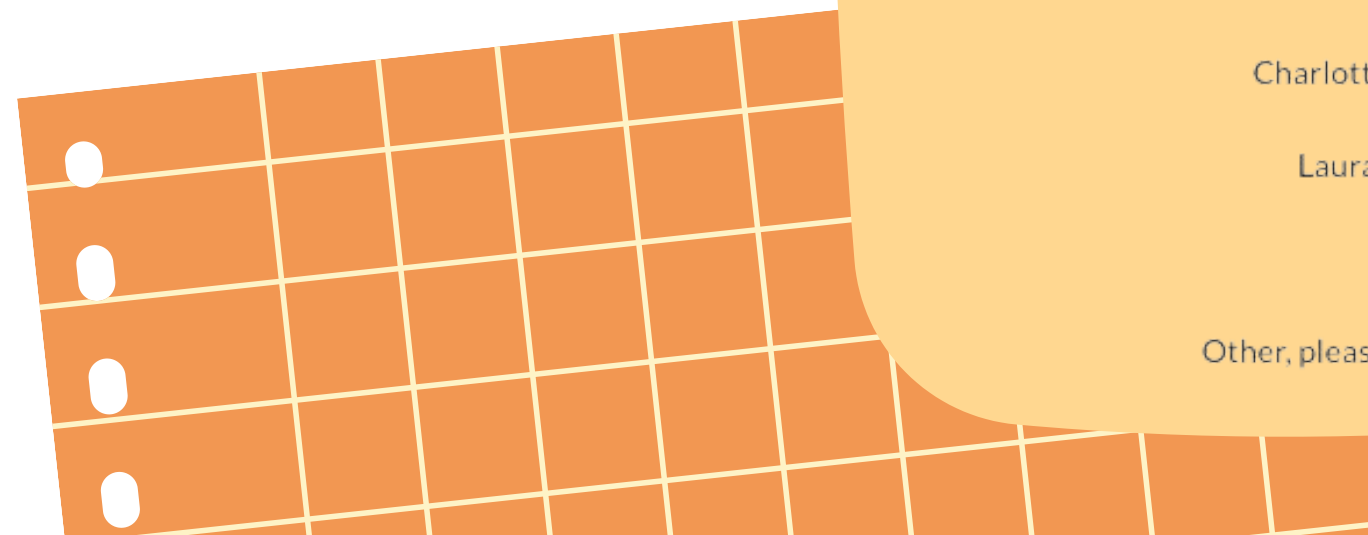
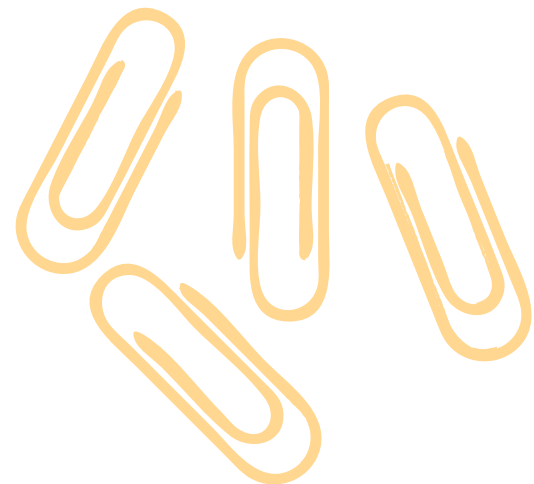
n = 442

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





What brands will you be purchasing?



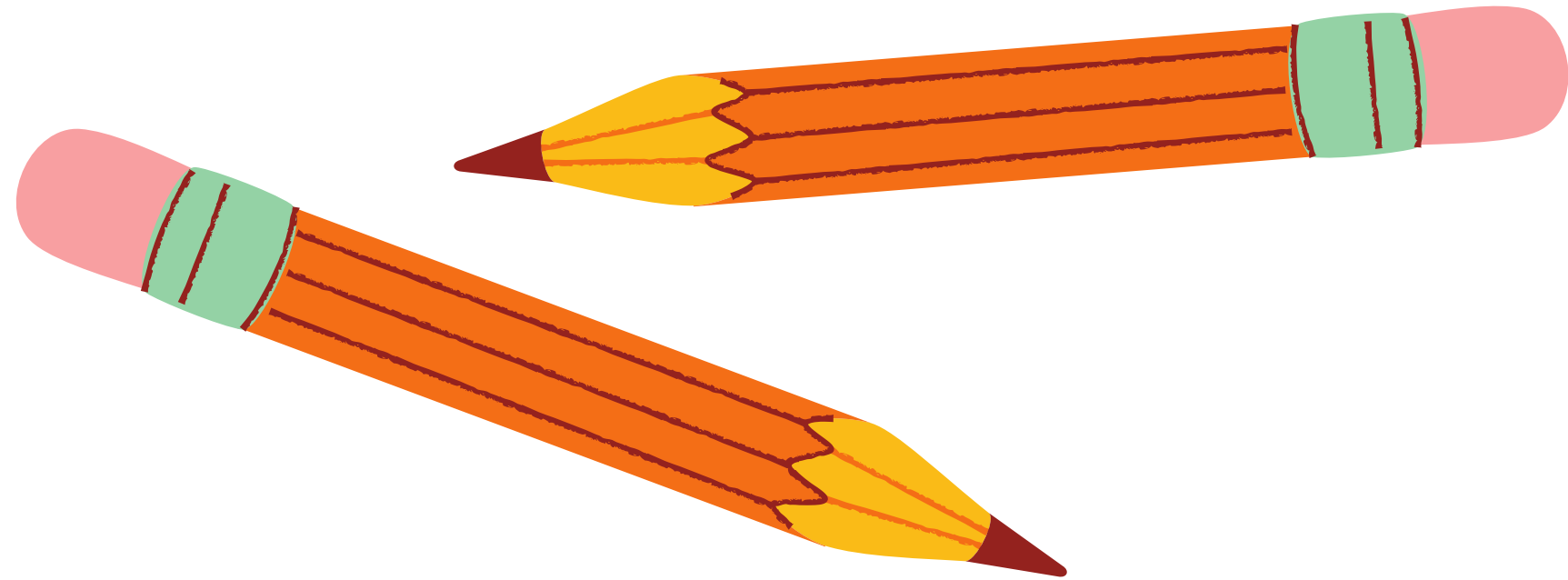
n = 169



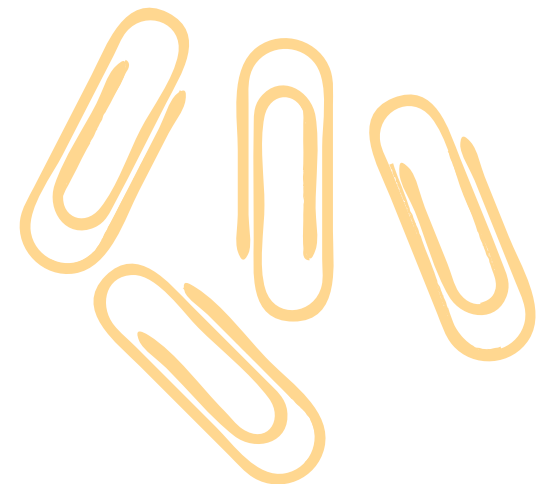
Are you open to shopping for new brands for makeup?



n = 169



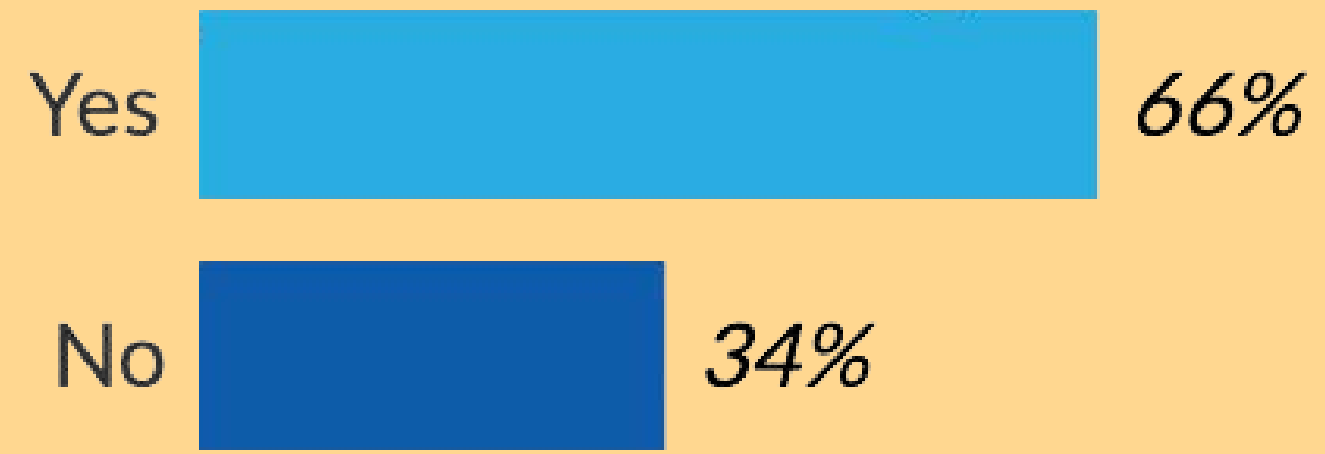
What would influence you to purchase a new brand of makeup?



n = 152

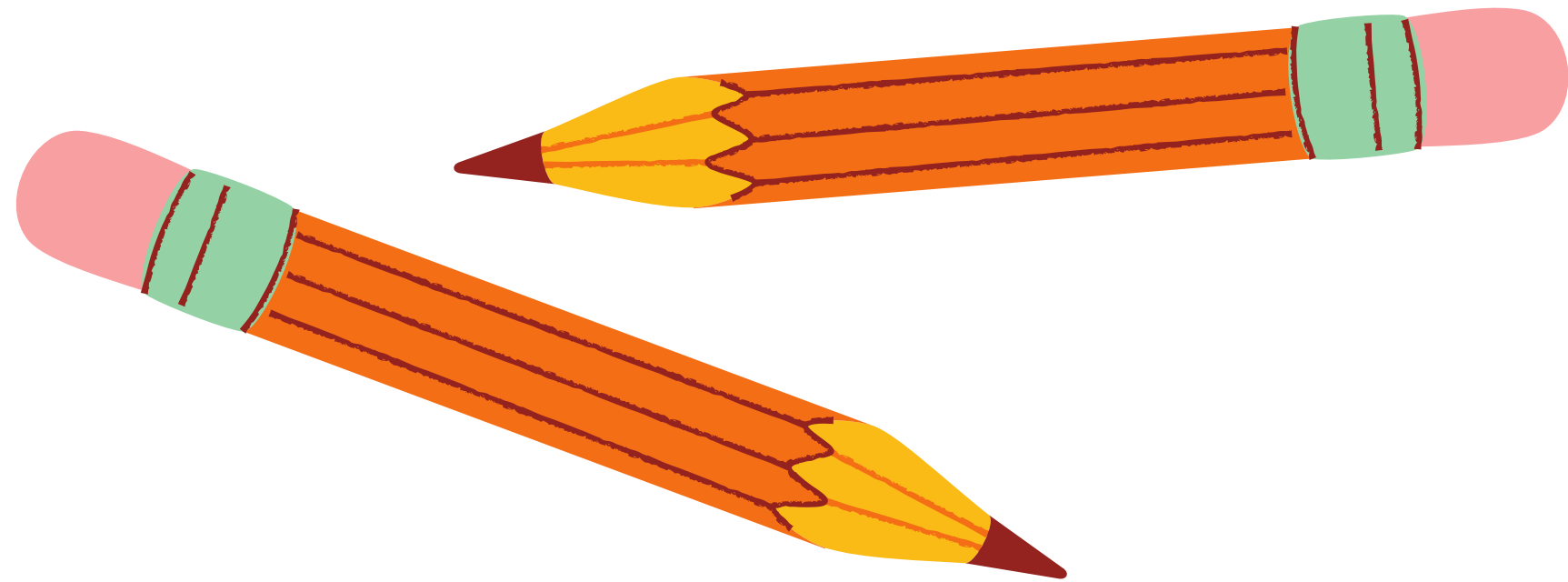


Will you purchase hygiene products for your children for the back-to-school season?

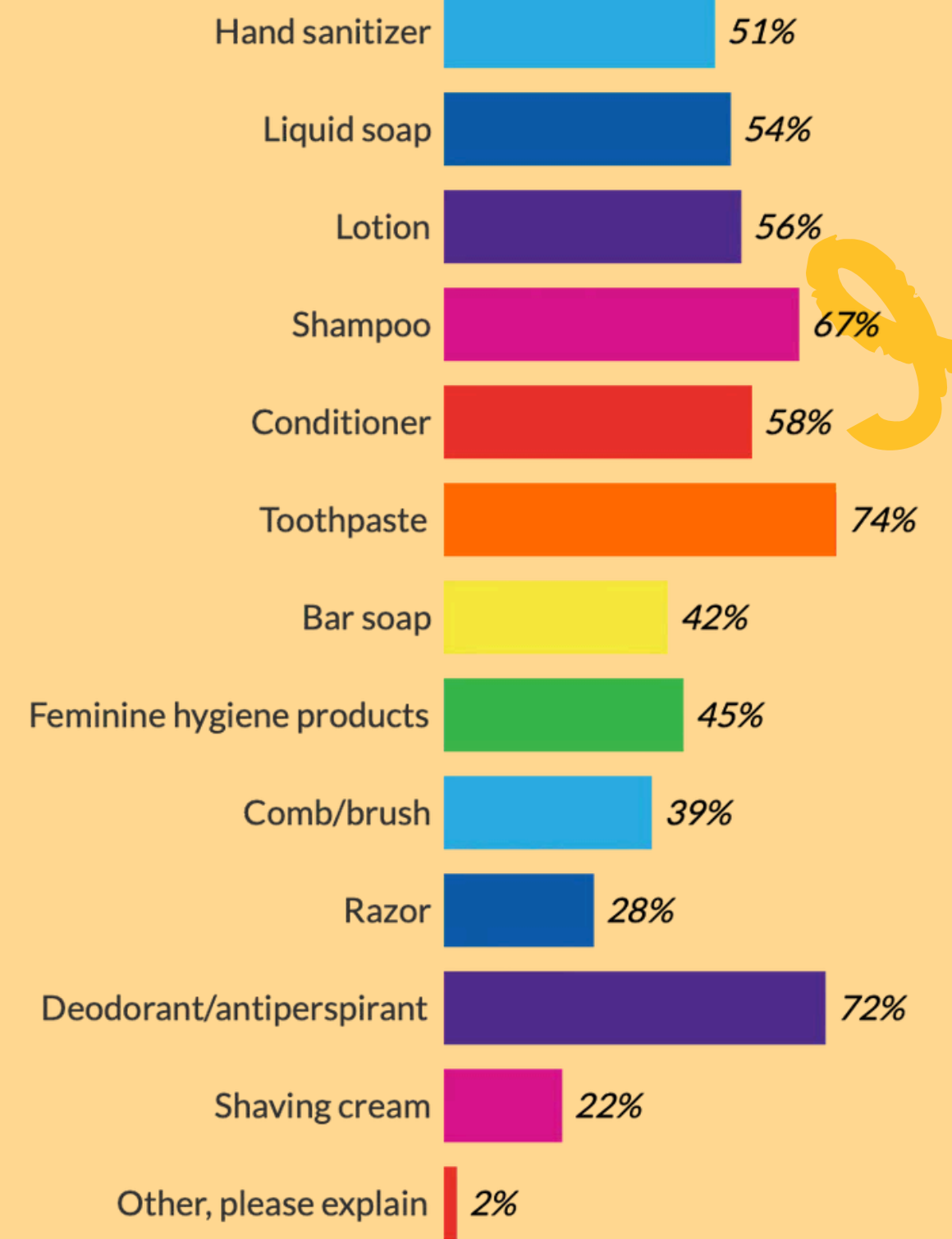


n = 442





What hygiene products will you be purchasing?



n = 292

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- Concept Testing
- Shopalong



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- Ratings & Reviews



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