Back To School 2024 Canadian Shopper Survey
Final Report

Photo: Staples – Beloeil, Quebec

FiELD AGENT®

FiELD AGENT®

Win at Retail. On Demand.

Activating shoppers across the country through our app, the Field Agent platform provides a suite of products to help bridge the gap between you and your customers

AUDITS

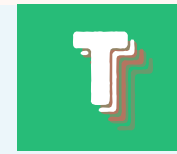Get the truth about in-store products, prices, and promotions

- Display Compliance
- Price Check
- On-Shelf Availability
- Item Checkup
- Planogram Visibility

INSIGHTS

Explore customers' attitudes, behaviors, and experiences

- Net Promoter Score (NPS)
- Concept Testing
- Shopalong

TRIAL

Drive sales of products and generate reviews, content, or insights

- Buy & Try
- Ratings & Reviews

MYSTERY SHOPPING

Understand the Customer Experience through the shopper's eyes

- Online
- In App
- On Location

SHELFGRAM

A nationwide virtual store tour that helps you keep your finger on the pulse of your category

- Subscription Service
- Visibility of 100 stores per week
- Continuous feed of retail insights
- Advanced analytics suite
- Free Flyer Tracking

Field Agent - Fast, Inexpensive, Extensive Coverage with Data Integrity

Contact Us to Learn More
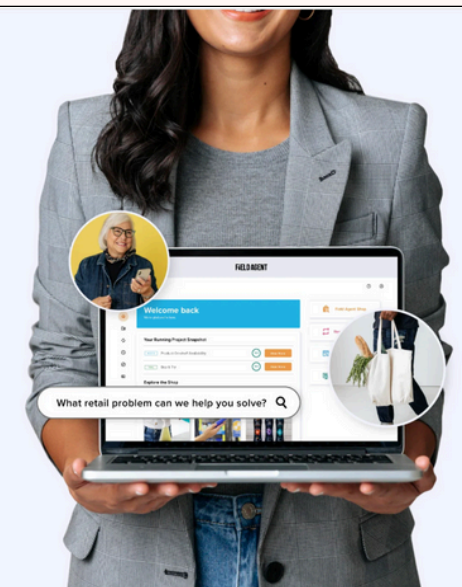
Q3: Compared to last year, will your household likely spend more or less on back-to-school shopping?

Column %	66627
I'll spend more	42%
I'll spend about the same amount	39%
I'll spend less	20%
NET	100%

FiELD AGENT®

Q4: Compared with last year, how much impact do you think inflation will have on your back-to-school shopping?

Column %	66627
It'll impact me more	73%
It'll impact me about the same	26%
It'll impact me less	2%
NET	100%

FiELD AGENT®

Q5: Compared to last year, when do you expect to shop for the 2024-2025 back-to-school season?

Column %	66627
I'll shop earlier	43%
I'll shop at the same time	45%
I'll shop later	12%
NET	100%

FIELD AGENT®

Q6: Which of the following items do you plan to purchase for the upcoming school year? (Select all that apply)

Column %	66627
Footwear	90%
Basic school supplies	87%
Clothes (not footwear)	84%
Food for packed lunches	81%
Backpacks	71%
Hand sanitizer	28%
Electronics	28%
Athletic equipment	27%
Medications or vitamins	27%
Additional home storage	15%
Other, please explain	6%
None of the above	0%
NET	100%

FiELD AGENT®

Q7: Which store(s) will you likely visit IN PERSON to purchase school supplies from? (Select all that apply)

Column %	66627
Walmart	91%
Dollarama	66%
Costco	59%
Superstore	46%
Staples/Bureau En Gros	41%
Dollar Tree	31%
Giant Tiger/Tigre Geant	25%
Shoppers Drug Mart/Pharmaprix	23%
Indigo/Chapters	17%
London Drugs	7%
Other Store - please explain	5%
Other Grocery Store - please explain	3%
Other Drug Store - please explain	1%
We don't plan on purchasing school supplies in store	1%
NET	100%

FIELD AGENT®

Q8: Which ONLINE store(s) (including their app) will you likely visit to purchase school supplies from? (Select all that apply)

Column %	66627
Amazon.ca	78%
Walmart	31%
Temu.com	16%
Costco	15%
Staples/Bureau En Gros	12%
Superstore	11%
Indigo/Chapters	11%
Shoppers Drug Mart/Pharmaprix	8%
Well.ca	7%
Dollarama	7%
Giant Tiger/Tigre Geant	5%
Dollar Tree	4%
London Drugs	4%
Other Store - please explain	3%
Other Grocery Store - please explain	0%
Other Drug Store - please explain	0%
We don't plan on purchasing school supplies ONLINE	15%
NET	100%

FiELD AGENT®

Q9: Which of the following methods are you likely to use to obtain school supplies? (Select all that apply)

Column %	66627
Online/in-app ordering for in-store or curbside pickup	45%
Online/in-app ordering for package delivery	68%
None of the above	14%
NET	100%

FiELD AGENT®

Q10: Rank the following product ratings and reviews elements by their importance to your purchasing decisions.

Row %	T2B	1	2	3	4	5	NET
High star rating	54% ▲	32% ▲	22%	18%	15% ▼	13% ▼	100%
Honest/unbiased reviews	43%	21%	21%	21%	20%	16%	100%
Descriptive/detailed reviews	42%	19%	22%	21%	20%	17%	100%
Photos and videos	35%	19%	16%	20%	21%	25% ▲	100%
Number of reviews	27% ▼	9% ▼	18%	20%	24%	29% ▲	100%

FiELD AGENT®

Q11: 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.

Row %	T2B	1	2	3	4	5	NET
A deal or discount	87% ▲	74% ▲	13% ▼	8% ▼	3% ▼	2% ▼	100%
Positive online ratings and reviews	57% ▲	13% ▼	44% ▲	21%	14% ▼	8% ▼	100%
Online recommendations	25% ▼	6% ▼	18%	37% ▲	16% ▼	22%	100%
Visually appealing packaging	16% ▼	3% ▼	13% ▼	17%	30% ▲	37% ▲	100%
Easy to access displays	16% ▼	4% ▼	12% ▼	16%	38% ▲	30% ▲	100%

FIELD AGENT®

Q12: How important is it that the products you purchase for back-to-school are environmentally sustainable?

Column %	66627
Extremely important	3%
Very important	13%
Moderately important	43%
Slightly important	29%
Not important at all	12%
NET	100%

FIELD AGENT®

Q14: How does social media influence your back-to-school shopping decisions?

Column %	66627
I primarily rely on social media for making decisions	1%
Significant influence	7%
Moderate influence	23%
Minor influence	42%
No influence	28%
NET	100%

FiELD AGENT®

Q15: Which of the following social media platforms influences you the MOST for back-to-school shopping decisions?

Column %	66627
Instagram	41%
Facebook	28%
TikTok	17%
YouTube	7%
Pinterest	3%
Reddit	2%
Other, please explain	1%
Twitter	1%
NET	100%

FIELD AGENT®

Q16: How are you planning for your children to eat lunches for the 2024-2025 school year?

Column %	66627
Packed lunch/snacks from home	96%
School-provided lunch/snacks	23%
Other, please explain	3%
NET	100%

FIELD AGENT®

Q17: What will your child's packed lunches likely contain?

Column %	66627
Fresh fruit	87%
Water	79%
Granola/protein bars	77%
Sandwich or wrap WITH meat	72%
Crackers, cheese, meat kits	70%
Packaged baked goods	62%
Salty snacks	55%
Juice	54%
Dairy-based foods	45%
Sandwich or wrap WITHOUT meat	38%
Packaged fruit	35%
Dried fruit	34%
Candy or chocolate	30%
Milk	23%
Nuts or nut-based foods	21%
Canned soups	13%
Soda	8%
Other, please specify	7%
NET	100%

FIELD AGENT®

Q18: What retailers will you shop at the most this year when packing your child's school lunch? (Select all that apply)

Column %	66627
Walmart	63%
Costco	55%
Real Canadian Superstore	52%
Nofrills/Maxi	32%
Sobeys/Safeway/IGA/Thrifty	23%
Freshco	23%
Loblaw Market Division	23%
Amazon	21%
Food Basics/Super C	19%
Dollarama	18%
Giant Tiger/Tigre Geant	15%
Save On Foods	13%
Metro	11%
Dollar Tree	6%
Co-op	6%
Foodland	3%
Longos	2%
Whole Foods	2%
Other, please explain	2%
None of the above	0%
NET	100%

FiELD AGENT®

Q19: What is the likelihood that you will purchase clothing or footwear for back-to-school 2024-25?

Column %	66627
Very likely	89%
Not likely	4%
Unsure	7%
NET	100%

FiELD AGENT®

Q20: What retailers will you visit to purchase clothes for your children for back-to-school? (Select all that apply)

Column %	66627
Walmart	61%
Old Navy	49%
Costco	47%
Winners	42%
Sportchek	30%
Amazon.com	28%
The Children's Place	26%
Joe Fresh	26%
H&M	25%
GAP	23%
Thrift stores	21%
Shein	11%
Temu	9%
Lululemon	9%
American Eagle	8%
The Bay	7%
Mark's	5%
Forever 21	4%
Artitzia	4%
Other, please explain	14%
None of the above	1%
NET	100%

FIELD AGENT®

Q21: Will you purchase makeup for you or your children for the 2024-25 back-to-school season?

Column %	66627
Yes, for me and my child	12%
Yes, only for me	20%
Yes, only for my child	5%
No	62%
NET	100%

FIELD AGENT®

Q22: Where will you be purchasing makeup in-person and online? (Select all that apply)

Column %	66627
Shoppers Drug Mart / Pharmaprix	59%
Sephora	57%
Walmart	55%
Amazon.ca	38%
Superstore	27%
London Drugs	12%
Rexall	10%
Shein.ca	9%
Well.ca	7%
Jean Coutu	5%
Other - please specify	5%
Other Store - please explain	2%
Other Grocery Store - please explain	2%
Other Drug Store - please explain	0%
NET	100%

FIELD AGENT®

Q23: What brands will you be purchasing? (Select all that apply)

Column %	66627
L'Oreal Paris	44%
e.l.f	44%
Maybelline	42%
Covergirl	39%
NYX	35%
Neutrogena	30%
Revlon	30%
Urban Decay	22%
NARS Cosmetics	21%
Wet n Wild	20%
IT Cosmetics	20%
Other, please specify	18%
Rare Beauty	18%
Charlotte Tilbury	15%
Laura Mercier	14%
Anastasia Beverly Hills	13%
Colourpop	11%
Glossier	9%
Rhode Skin	6%
Benefit	3%
NET	100%

FIELD AGENT®

Q24: Are you open to shopping for new brands for makeup?

Column %	66627
Yes	96%
No	4%
NET	100%

FiELD AGENT®

Q25: What would influence you to purchase a new brand of makeup? (Select all that apply)

Column %	66627
Brand is on promotion	69%
Reviews or recommendations from friends/family	65%
Similar or better pricing to the brand I typically buy	61%
Online reviews and tutorials	56%
Brand with natural or clean ingredients	51%
Unique or interesting packaging	30%
Unique or interesting display	26%
Other, please explain	3%
NET	100%

FiELD AGENT®

Q26: Will you purchase hygiene products for your children for the back-to-school season?

Column %	66627
Yes	66%
No	34%
NET	100%

FIELD AGENT®

Q27: What hygiene products will you be purchasing? (Select all that apply)

Column %	66627
Toothpaste	78%
Shampoo	76%
Deodorant/antiperspirant	68%
Conditioner	60%
Lotion	56%
Liquid soap	54%
Hand sanitizer	52%
Comb/brush	46%
Feminine hygiene products	43%
Bar soap	39%
Razor	30%
Shaving cream	22%
Other, please explain	1%
NET	100%
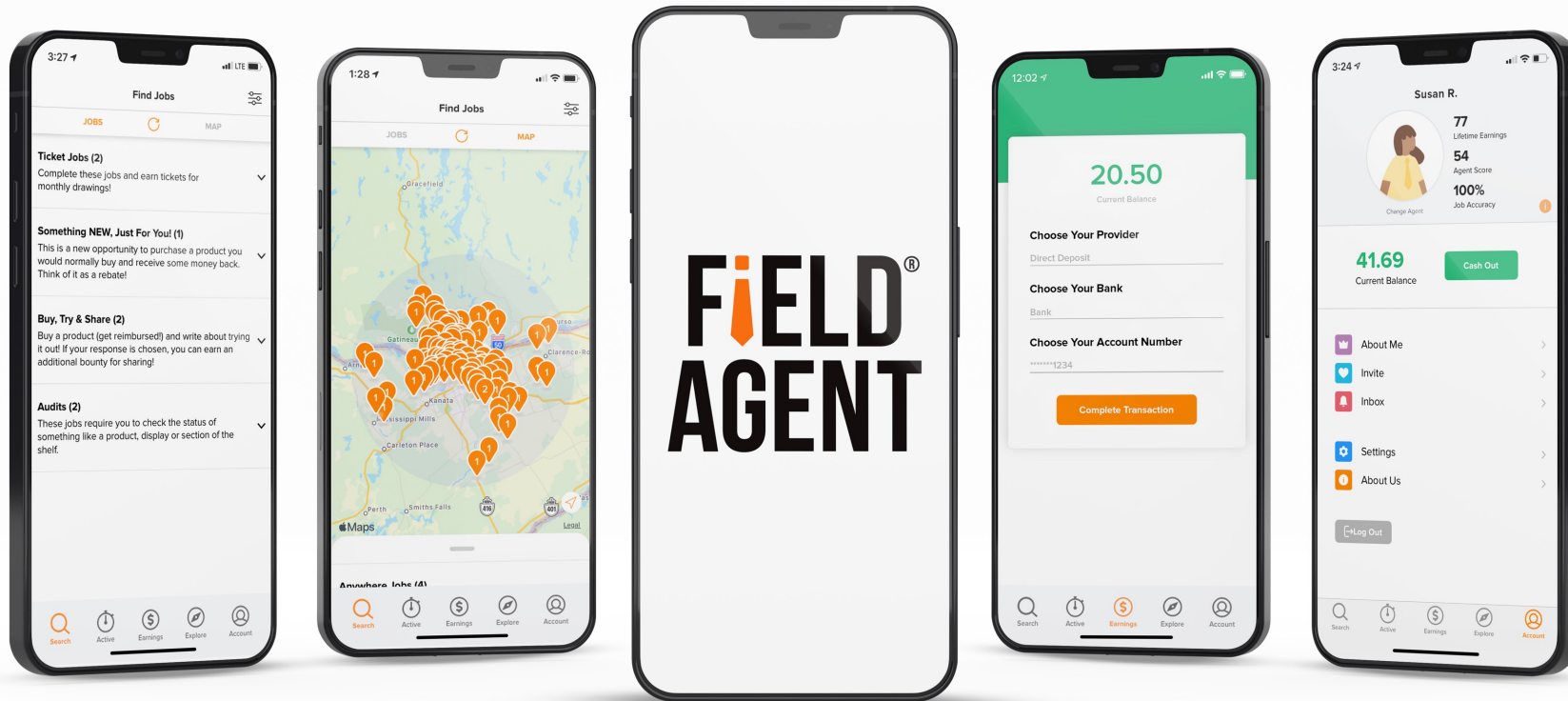
FIELD AGENT®

www.fieldagentcanada.com

FIELD AGENT®