

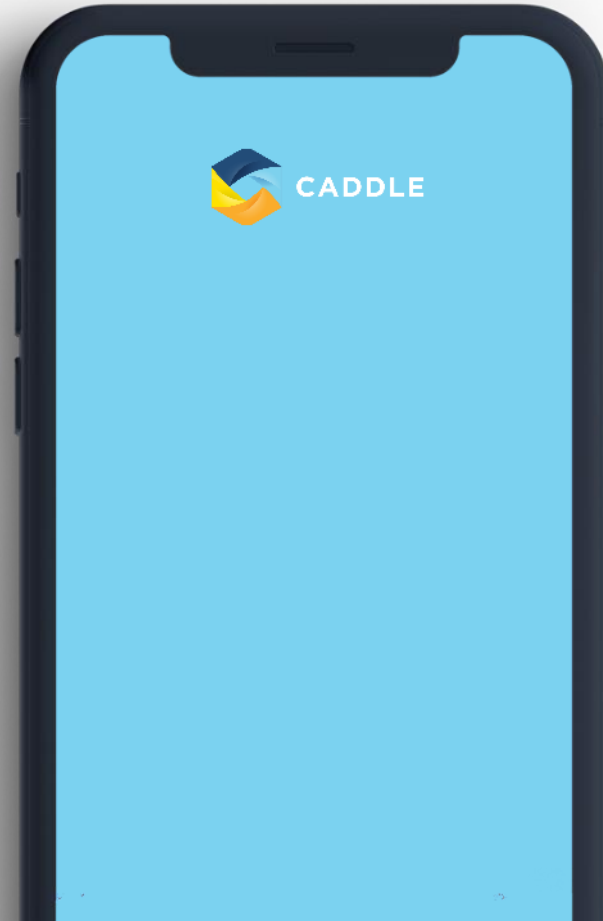


# Methodology

Caddle, in partnership with Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around the Back-To-School purchases.

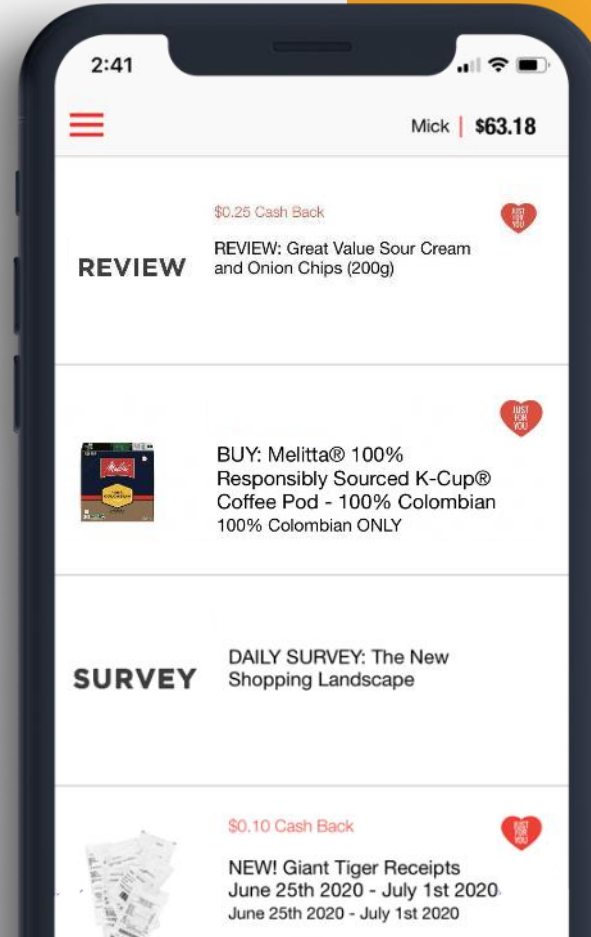
Surveys were conducted in July 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of  $n= 8,977$  and  $n= 8,737$  Canadian adults.

All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.



# AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



# Report Highlights

## **Participation:**

- 34% of shoppers in Canada plan to shop for Back-To-School products this year.

## **Spending:**

- 85.7% will maintain or increase their spending compared to last year. 35% of these shoppers prioritize branded products.

## **Budget:**

- 72.7% will spend over \$50 and 27% will spend between \$51 and \$100.

## **Inspiration and Timing:**

- Flyers and in-store displays are the main sources of inspiration.
- 37.1% of purchases are made 2-4 weeks before school starts.

## **Shopping Channels:**

- 71.6% prefer in-store shopping.
- 26% shop online via websites, social media, and marketplaces.

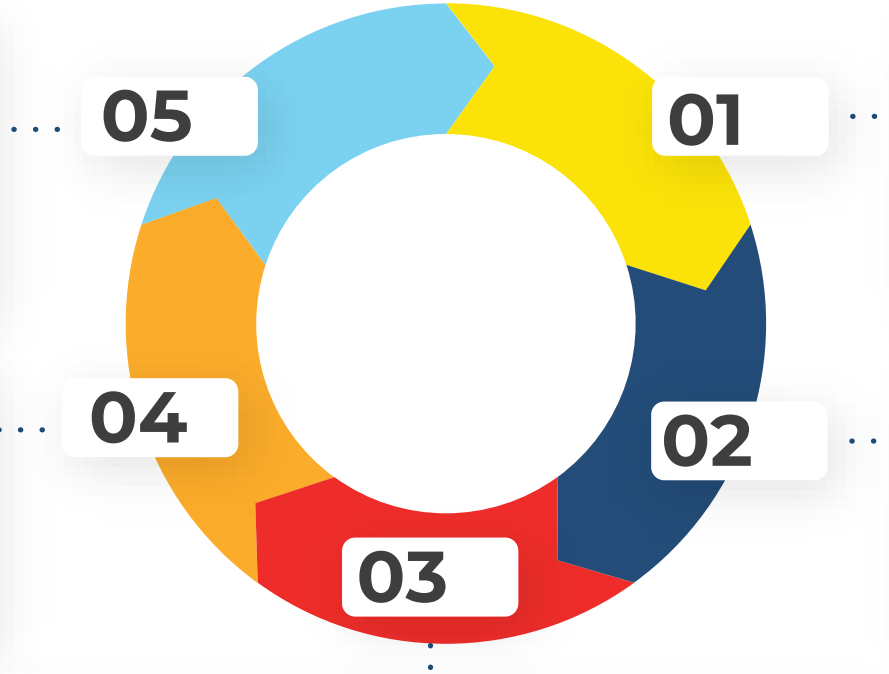
# Key Findings on Back-To-School

## Where are shoppers looking for inspiration for shopping for Back-To-School?

Flyers (46.2%) and Products seen in stores (35.4%) are the top inspiration for Back-To-School shopping lists.

## What are shoppers buying for Back to School?

Stationery (63.6%) and clothing (56.4%) are the top spending categories for Back-To-School.



## Dedicated trip for Back-To-School shopping?

71% of shoppers in Canada specifically plan dedicated trips to purchase Back-To-School items.

## What are the spending intentions this year?

85.7% of shoppers plan to spend the same or more on Back-To-School items this year, up from 84.6% in 2023.

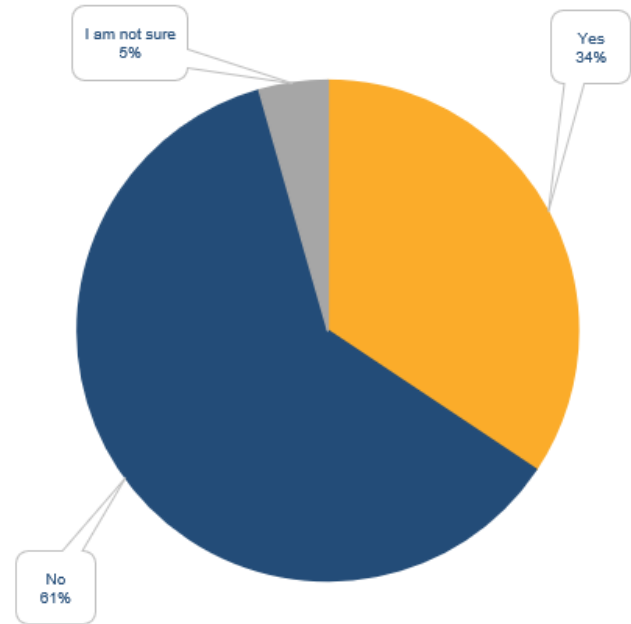
## How much are shoppers in Canada spending for Back-To-School?

Approximately 73% planning Back-To-School purchases intend to spend over \$50, consistent with spending levels in 2023.

## Slightly more than one-third of shoppers in Canada (34%) will make purchases related to Back-To-School.

- 61% do not make purchases related to Back-To-School.
- 5% of shoppers are not sure whether or not they will make Back-To-School purchases.

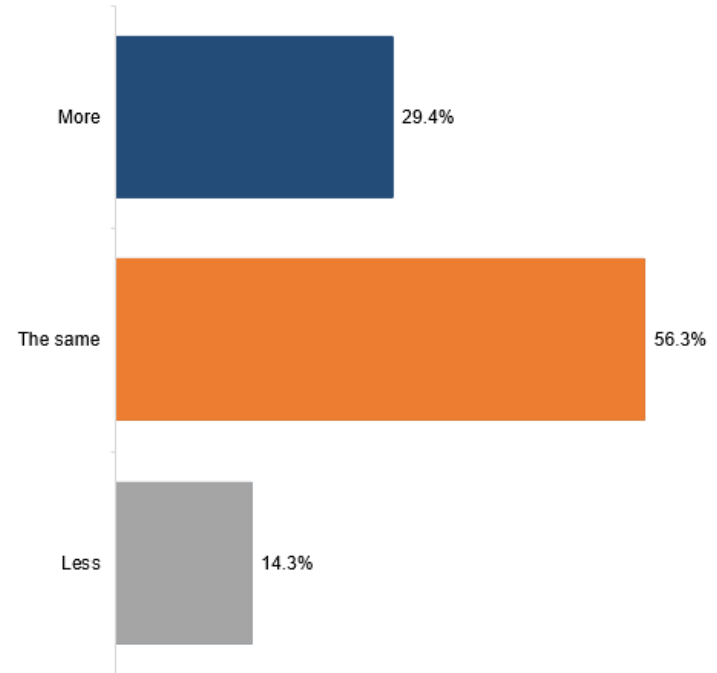
Do you typically make purchases related to Back-To-School?



## Back-To-School spending holds steady for 2024.

- 85.7% of shoppers in Canada plan to spend the same or more on Back-To-School purchases as they did in 2023.
- 56.3% expect to match last year's spending, while 29.4% are prepared to increase their budget. However, this is a 2.4 percentage point drop from 2023, when 31.8% were willing to spend more.
- These insights highlight a cautious yet consistent approach to Back-To-School shopping amidst evolving economic conditions.

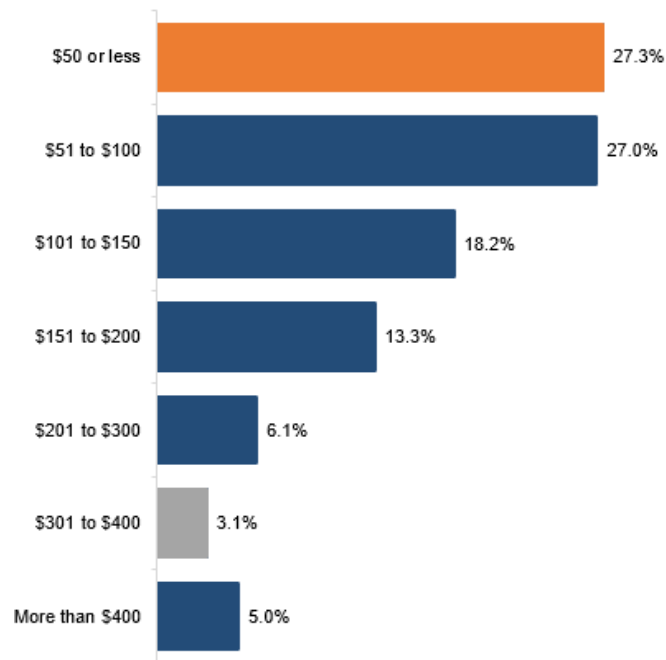
### Would you expect to spend more or less for Back-To-School this year compared to last year?



## Majority of shoppers in Canada plan to spend over \$50 on Back-To-School.

- 72.7% plan to spend over \$50 on Back-To-School shopping this year, slightly down from 73.6% in 2023.
- Meanwhile, 27.3% intend to spend \$50 or less, an increase of 0.9 percentage points compared to last year's 26.4%.
- These figures highlight a shift in spending patterns, reflecting both economic caution and changing priorities.

### How much do you normally spend in total for Back-To-School?

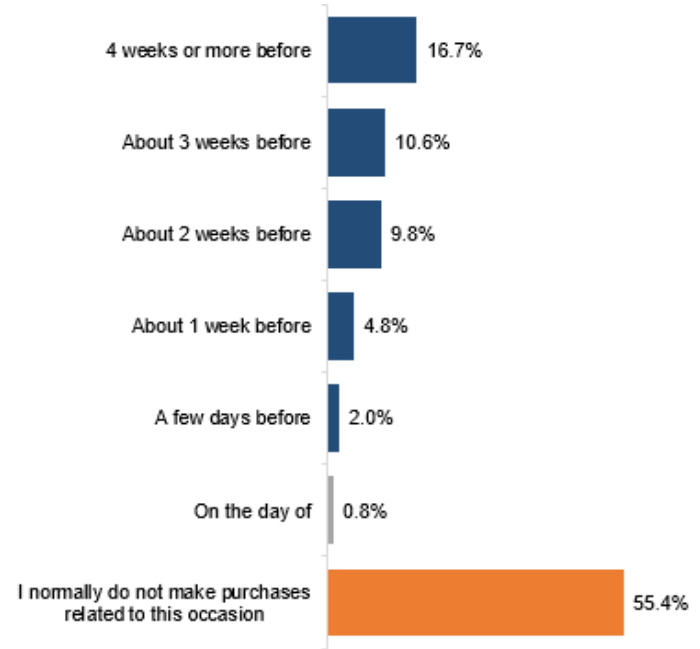




## Back-To-School purchases are planned in advance.

- 37.1%, plans to make their purchases 2-4 weeks before schools begin, up from 29.5% in 2023, indicating a trend towards earlier preparation.
- Only 2.8% will start shopping just a few days before school starts.

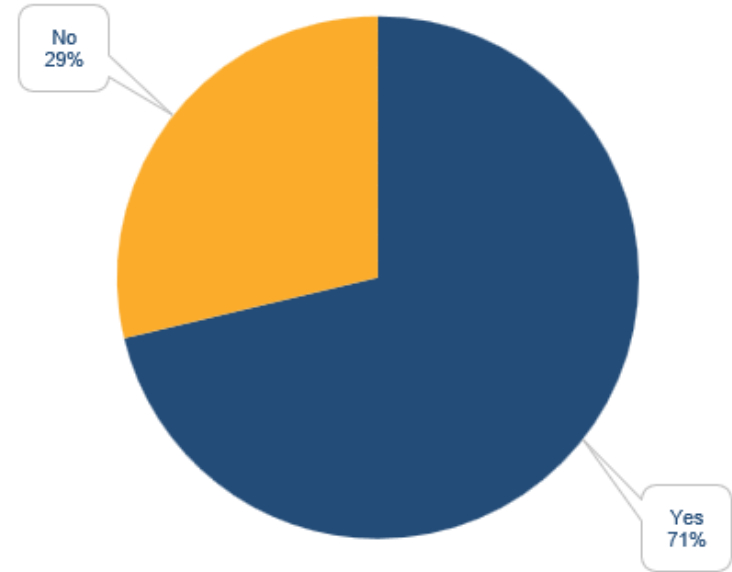
### How far in advance do you make purchases related to Back-To-School?



# This year 71% of shoppers in Canada will make a dedicated trip to make purchases for Back-To-School.

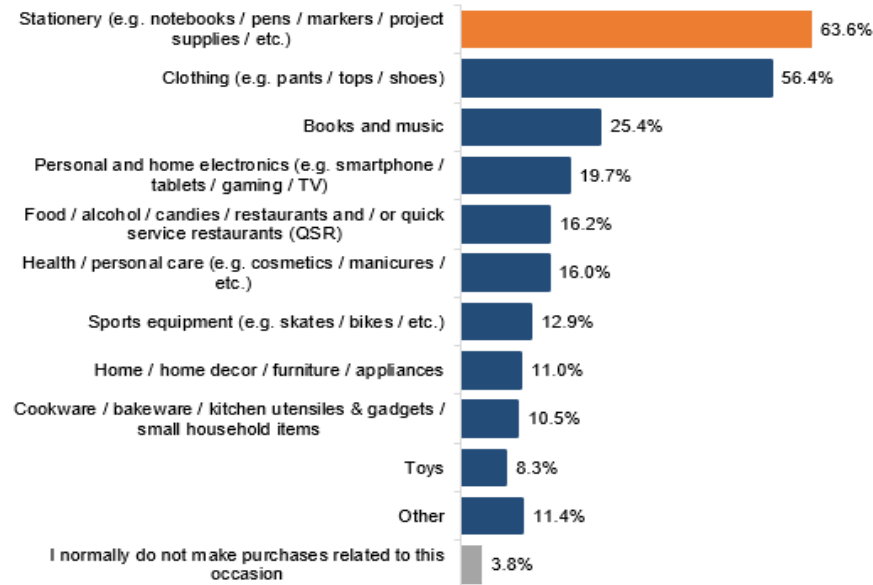
- 29% do not make a dedicated trip for Back-To-School shopping and tack on items to an existing trip.

Do you normally make a dedicated trip to buy things for Back-To-School?



# Stationery is the top spending category for Back-To-School

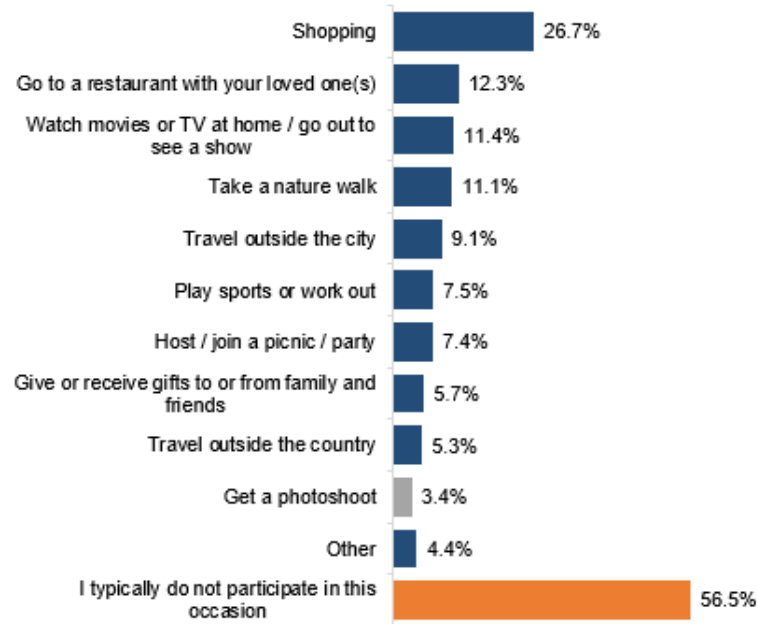
Which of the following do you spend money on as gifts or as items specifically associated with Back-to-School?



During Back to School this year too, Stationery (63.6%) is the top spending category similar to 2023. Other spending includes Clothing (56.4%) and Books (25.4%)

# Shopping takes top spot for Back-To-School activities.

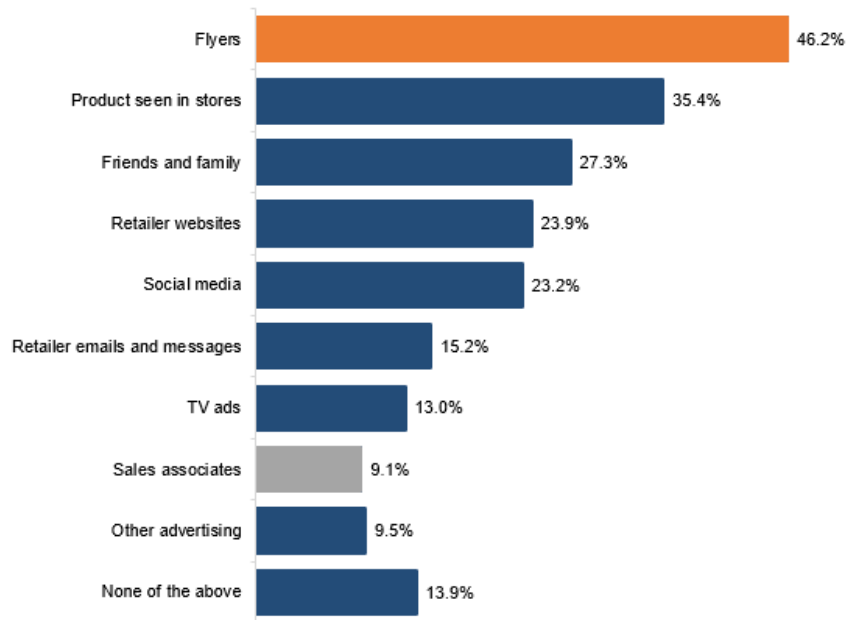
Which of the following Back-To-School activities do you participate in?



During Back-to-School this year, Shopping (26.7%) is the top spending category, other activities include going to a restaurant with your loved ones (12.3%), Watching movies or TV at home/going out to see a show (11.4%).

# Almost 1 in 2 shoppers in Canada consider Flyers as their top source of inspiration for Back-To-School purchases.

## Where do you look for inspiration for your Back-To-School Purchases?

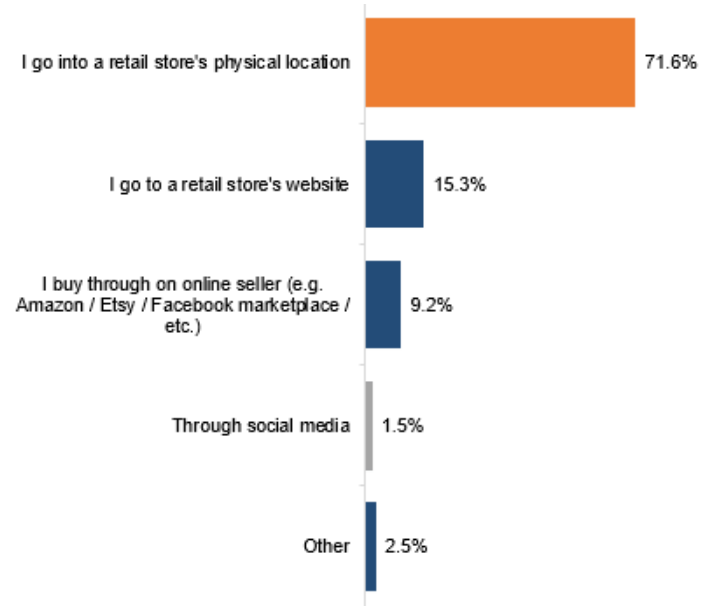


During Back-To-School, the top three influences for purchases are from Flyers (46.2%), followed by Products seen in stores (35.4%) and Friends and family (27.3%).

# Majority prefer in-person shopping for Back-To-School needs.

- 71.6% of shoppers in Canada prefer to shop in person for their Back-To-School products. While in-store shopping remains the dominant choice, there are also significant portions of the population turning to other methods:
- Around 15.3% visit a retail store's website for their Back-to-School shopping.
- Approximately one-tenth opt for online sellers such as Amazon, Etsy, and Facebook Marketplace.
- A small fraction, 2.5%, use other means to purchase their Back-To-School essentials.
- These statistics highlight the varied shopping preferences of Canadian shoppers as they prepare for the new school year.

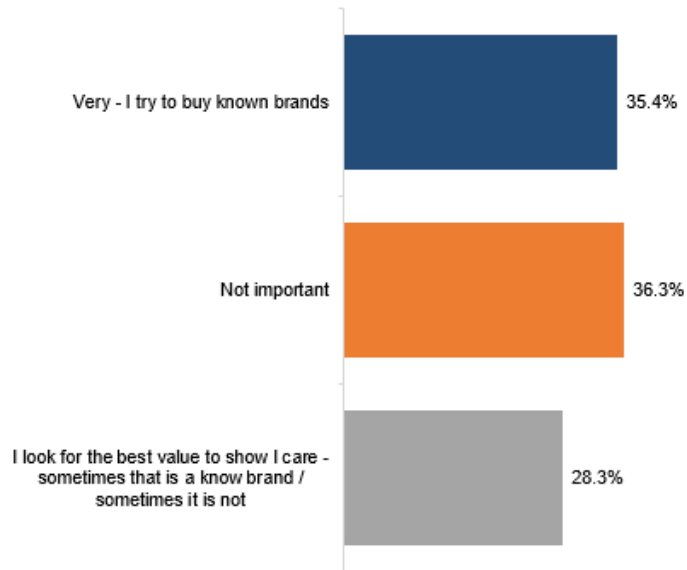
## How do you usually make most of your purchases for Back-To-School?



## Shoppers in Canada split on brand vs. value for Back-to-School shopping.

- 35.4% prefer to buy known brands, believing it adds significance to their Back-To-School shopping.
- On the other hand, 36.3% of shoppers in Canada don't consider it important to purchase known brands for Back-To-School items.
- Meanwhile, 28.3% prioritize finding the best value for their Back-to-School purchases.
- These insights reveal the diverse priorities among Canadian shoppers as they prepare for the upcoming school year.

### How important is it to buy a known brand to increase the significance of Back-To-School?





Let's talk insights.



Anuj Punni

Senior Manager, Brand Partnerships

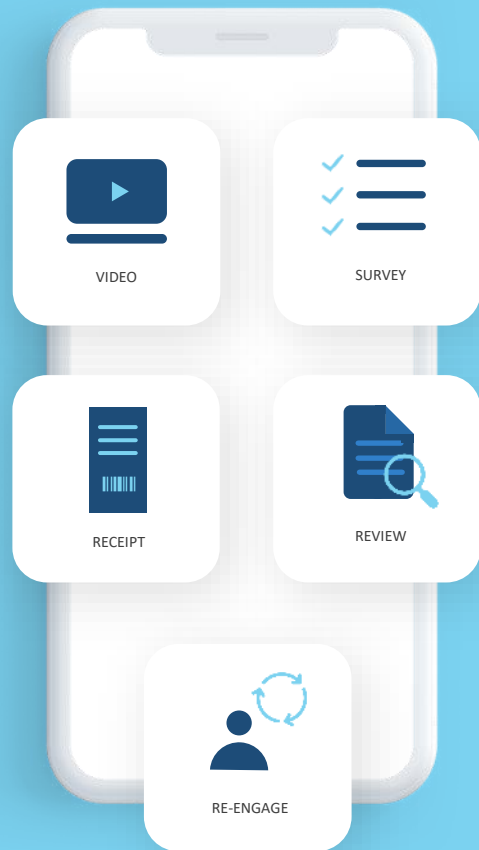
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# How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.





**100% Owned & Operated Panel**



**Largest Daily Active Panel in Canada**



**Unmatched Panel Diversity**



**Large Canadian Representative  
Samples**



**Micro-Niche Audience Access**



**Purchase & Declared Panel Data**