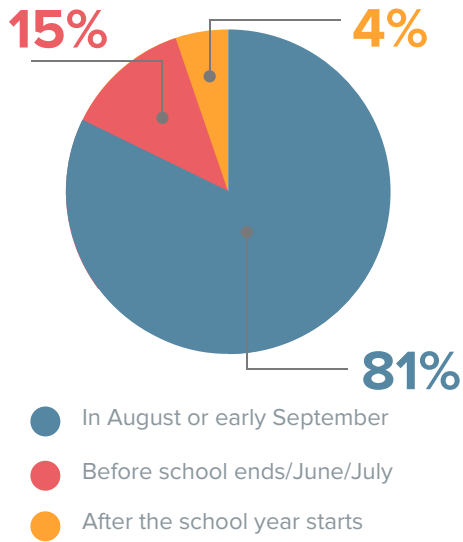


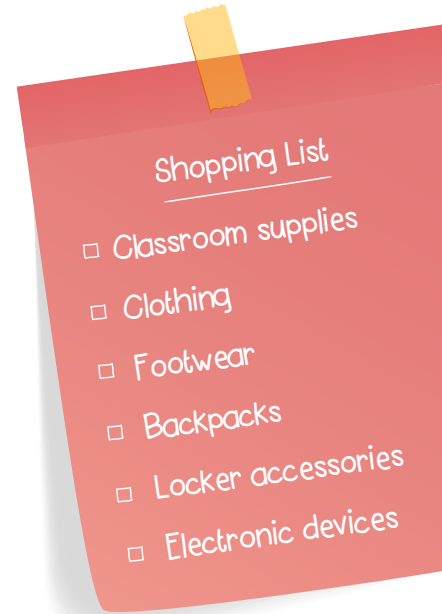
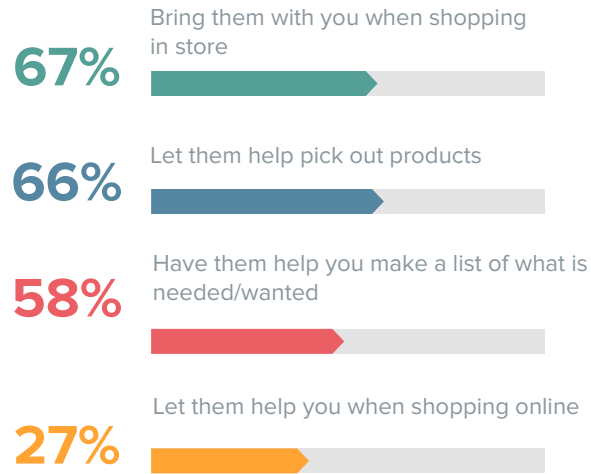
BACK TO SCHOOL

Shopping results brought to you by **EBATES**.ca

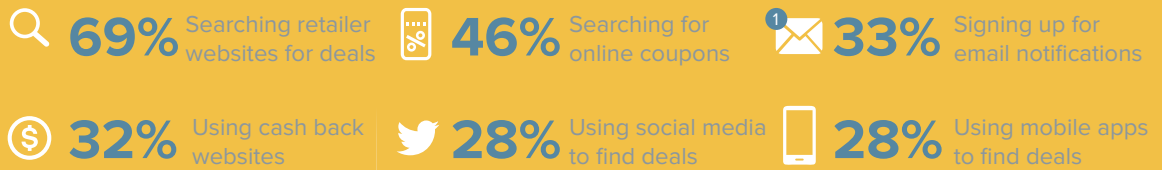
WHEN PARENTS PLAN TO SHOP:



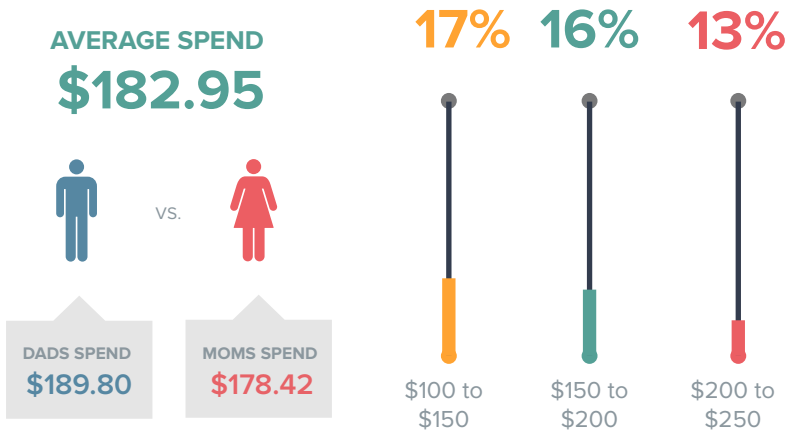
HOW TO INCLUDE YOUR CHILDREN IN THE BACK TO SCHOOL SHOPPING PROCESS:



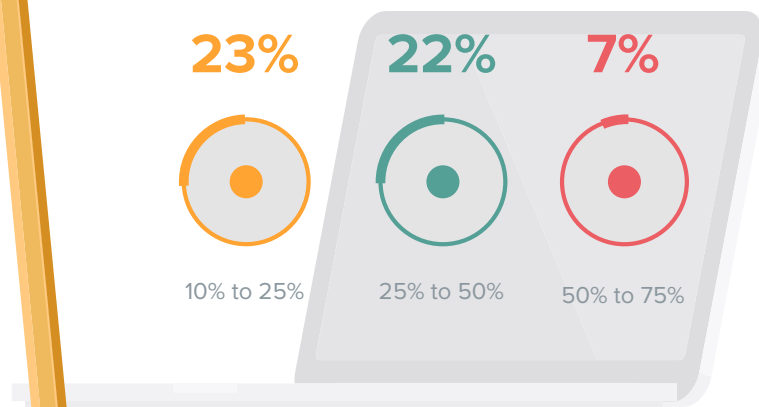
HOW PARENTS PLAN TO FIND THE BEST DEALS FOR BACK TO SCHOOL SHOPPING:



WHAT IS BEING SPENT (PER CHILD) ON BACK TO SCHOOL SUPPLIES?



HOW MUCH OF YOUR BACK TO SCHOOL SHOPPING DO YOU DO ONLINE?



ABOUT EBATES.CA

The Ebates brand supports a strong community of millions of savvy shoppers around the world. In 2012, Ebates launched Ebates Canada, specifically designed by Canadians for Canadians. Earn Cash Back by shopping with Ebates.ca. Membership is free!

ABOUT THE STUDY

The online survey was conducted in July 2017 and has a nationally representative sample of 1,004 Canadian parents. A sample of this size is accurate to within +/-3 percentage points, 19 times out of 20.