



Father's Day 2023 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

Almost 2 in 3 Canadians celebrate Father's Day



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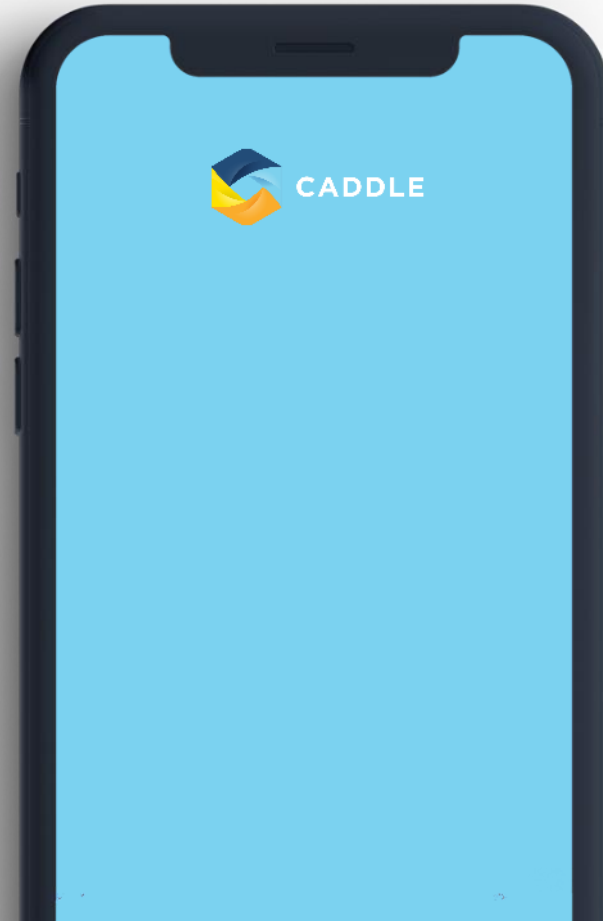
Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around the Father's Day holiday.

Surveys were conducted in May 2023 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,861 and n=9,767 Canadian adults.

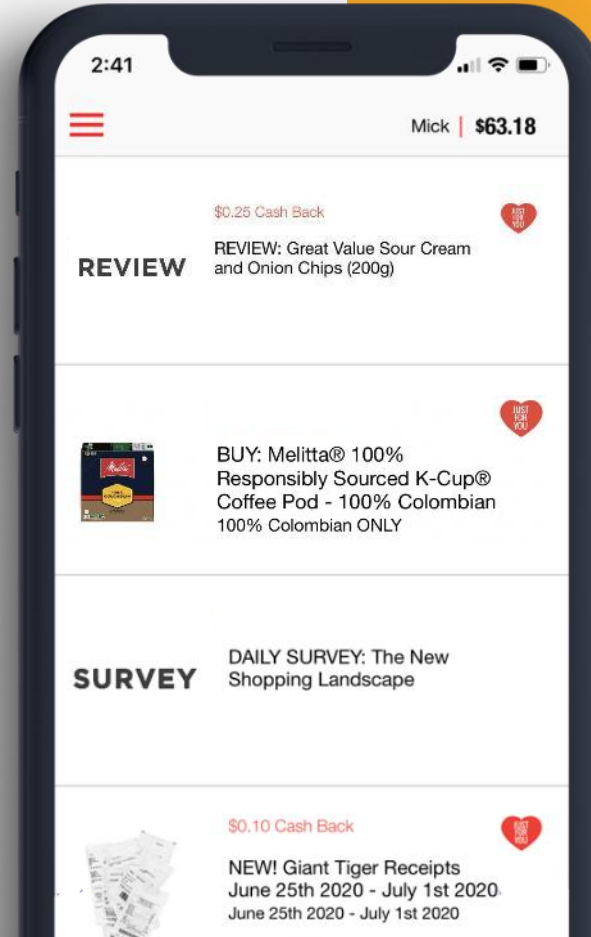
All data presented is owned by Caddle and has a Margin of Error of 1% or lower. The survey was self-commissioned and paid for by Caddle, Inc.

Cover Image credit: Freepik Image



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.



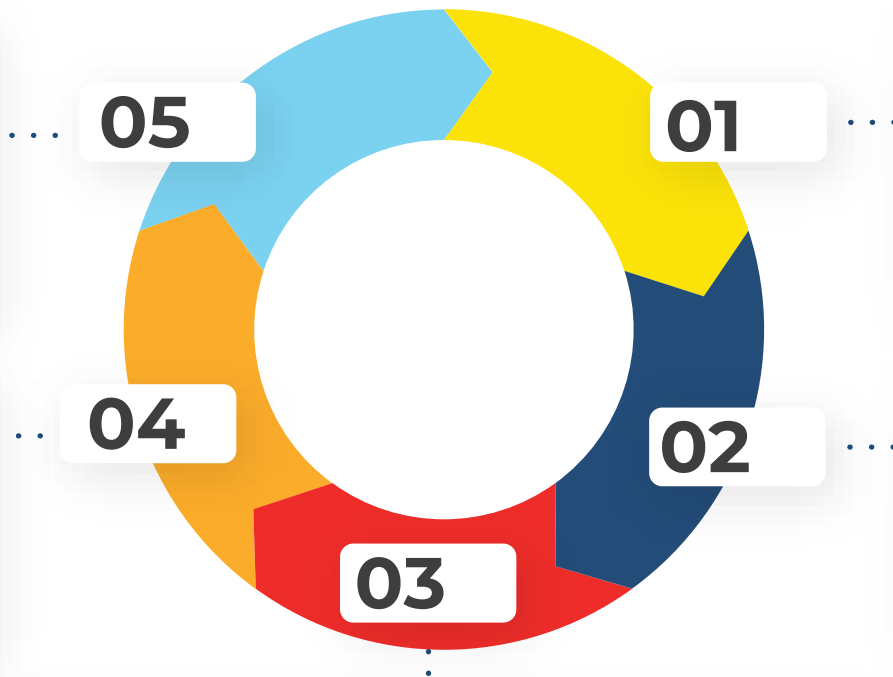
Key Findings on Father's Day

Where Are Canadians Shopping for Father's Day?

Big-box, Food and Beverage retailers take the biggest share (64.7%) of Canadians' wallets on Father's Day

What Are Canadians Buying for Father's Day?

Food, Alcohol, Candies, and Eating Out (Full-Service restaurants and QSR) are the top spending category (47.9%) for Father's Day



Who Celebrates Father's Day?

About 2 in 3 Canadians celebrate Father's Day

How Many Make Purchases for Father's Day?

Almost 64% of Canadians make Father's Day purchases

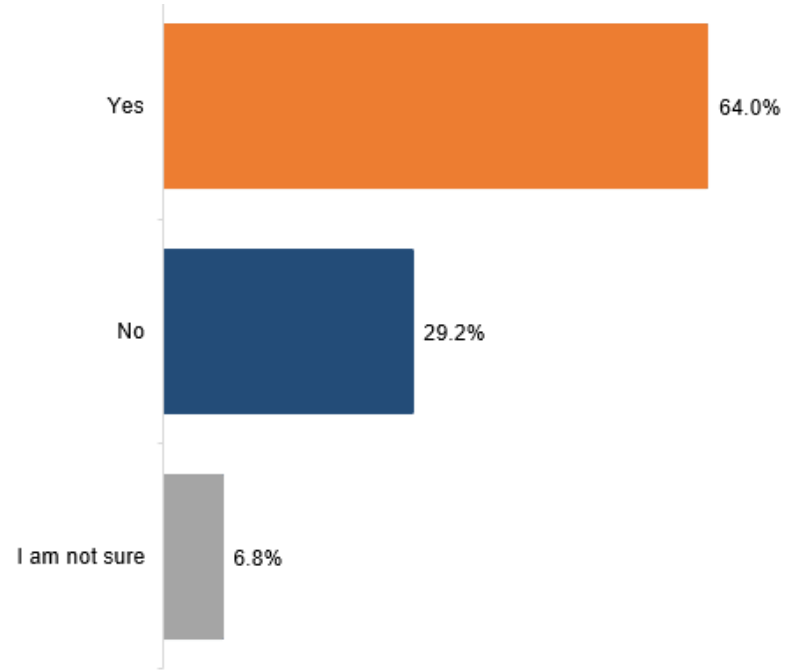
How Much are Canadians Spending on Father's Day?

Of those who spend on Father's Day, around 48.7% spend over \$50

About 2 in 3 Canadians celebrate Father's Day

This year 64% of Canadians plan to celebrate Father's Day, while in 2022, it was 62.7%.

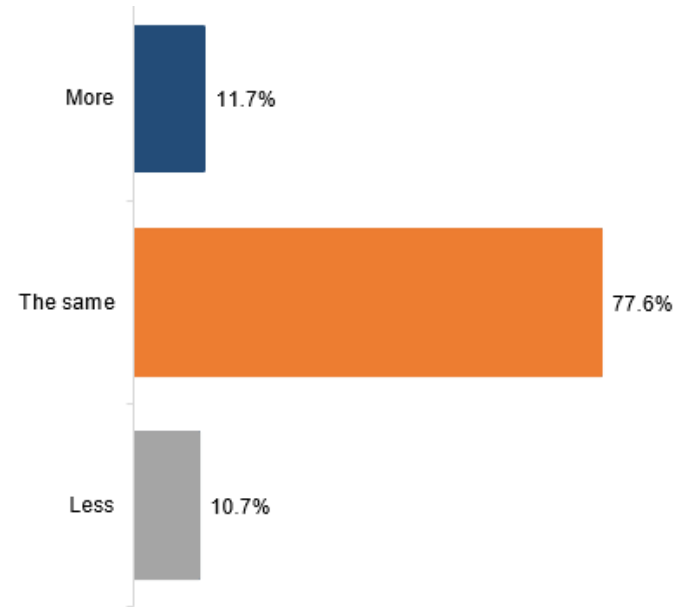
Do you normally celebrate Father's Day?



77.6% of Canadians expect to spend the same on Father's Day this year as compared to last year

- Last year 76.4% of Canadians were expected to spend a similar amount to celebrate Father's Day as compared to the year before.
- Overall, there's an increase in expected spend by 1% among Canadians compared to last year.

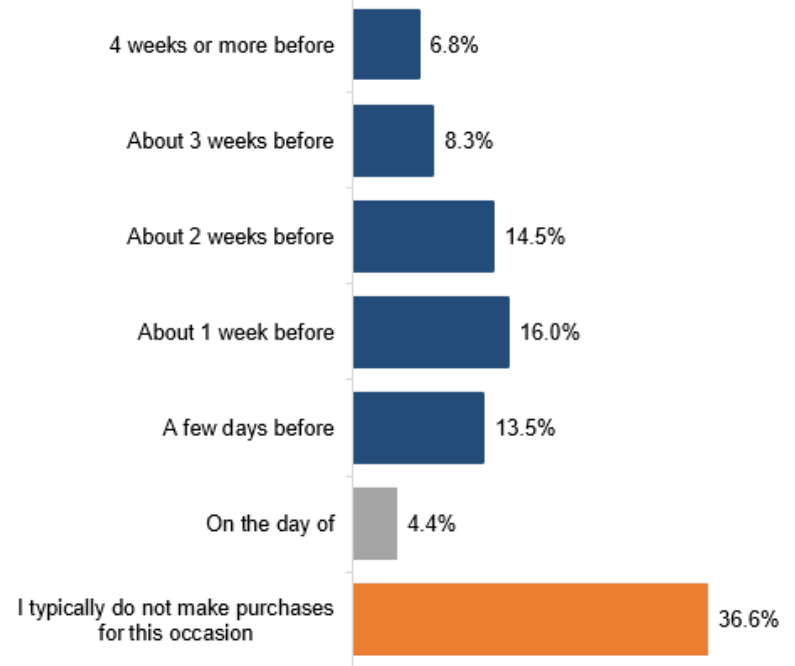
Would you expect to spend more or less on Father's Day this year compared to last year?



Almost 30% of purchases for Fathers Day are made 2-4 weeks before the holiday

- The largest group (29.6%) makes purchases between 2 to 4 weeks before the holiday. In 2022 this group was the largest and was made up of 34% Canadians.
- The 2nd largest group (16%) makes purchases at least a week before the holiday
- 13.5% of Canadians will plan a few days before the holiday to make purchases

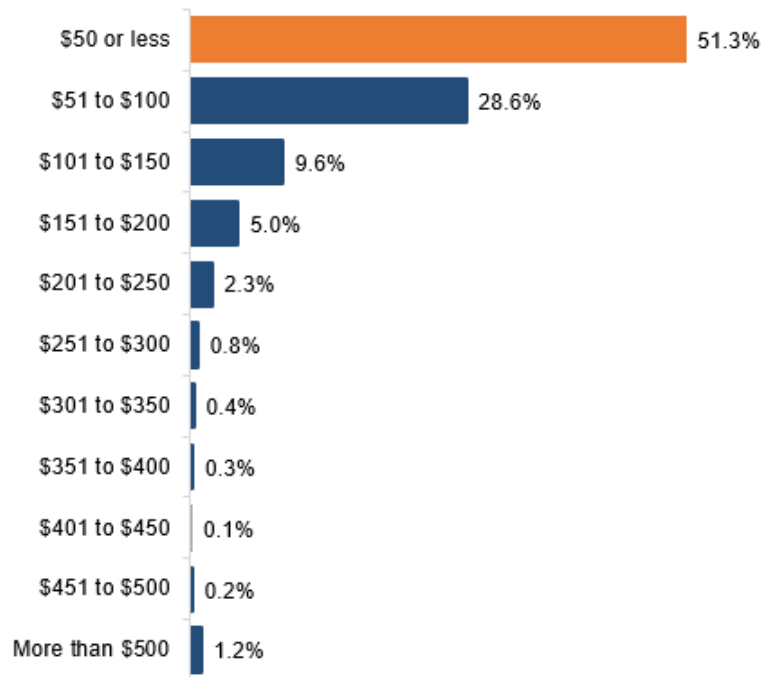
How far in advance do you make purchases related to Father's Day?



48.7% of Canadians who celebrate Father's Day spend more than \$50 on Father's Day

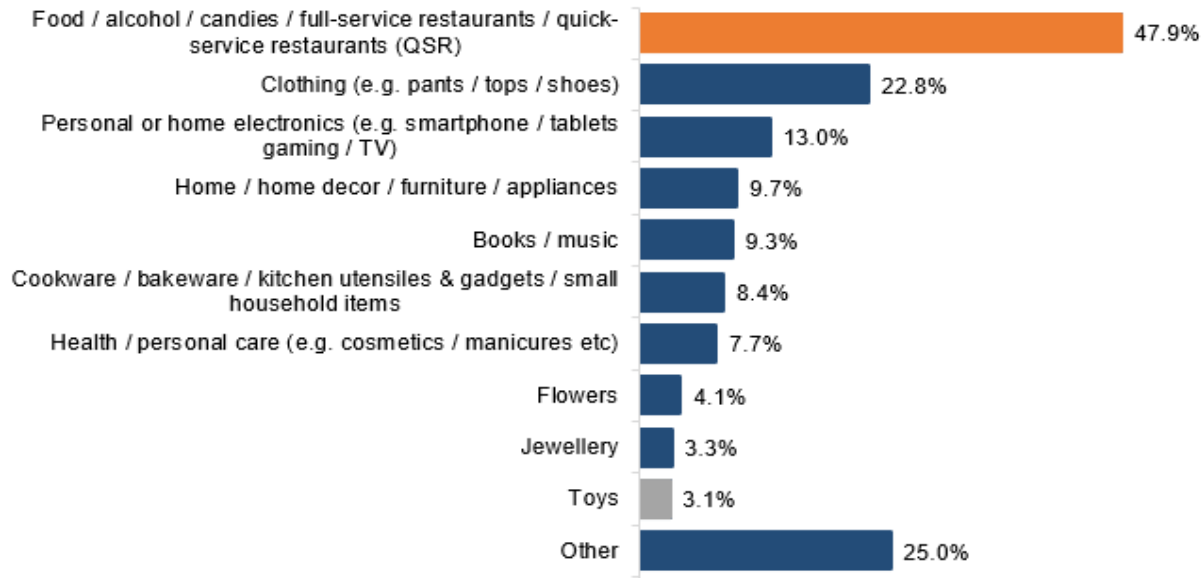
- 51.3% of Canadians spend \$50 or less on Father's Day
- This is followed by 28.6% of Canadians spending between \$51-\$100, and around 14.6% spending between \$101-\$200

How much do you normally spend in total for Father's Day?



Food, Drinks, and Eating Out is the top spending category for Father's Day

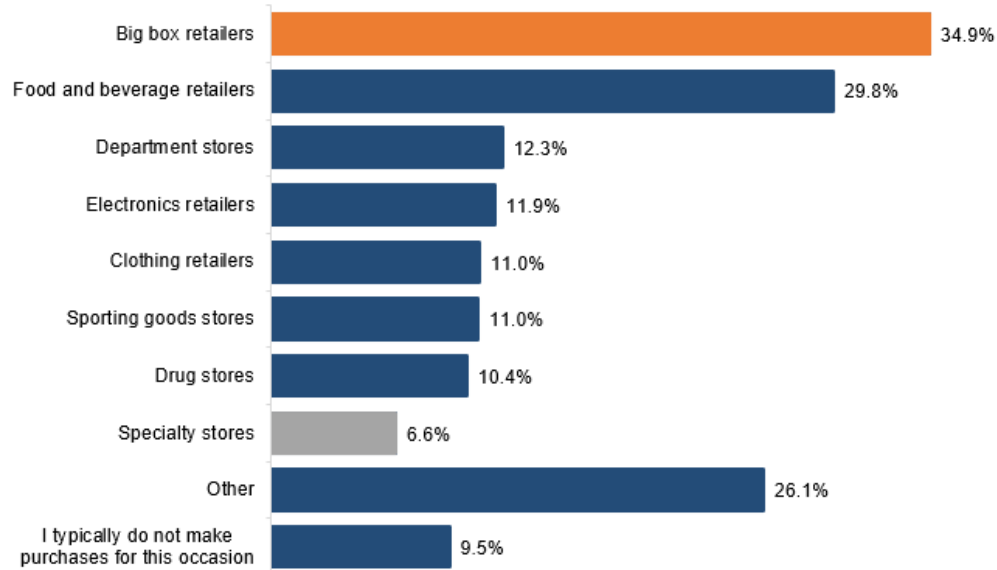
Which of the following do you spend money on as gifts or as items specifically associated with Father's Day?



For those celebrating Father's Day, top spending categories include Food/alcohol/candies/restaurants (47.9%), Clothing (22.8%), and Other (25%)

Big-Box, Food and Beverage retailers take the biggest share of Canadian's wallets on Father's Day

Which of the following stores do you normally make purchases related to Father's Day?

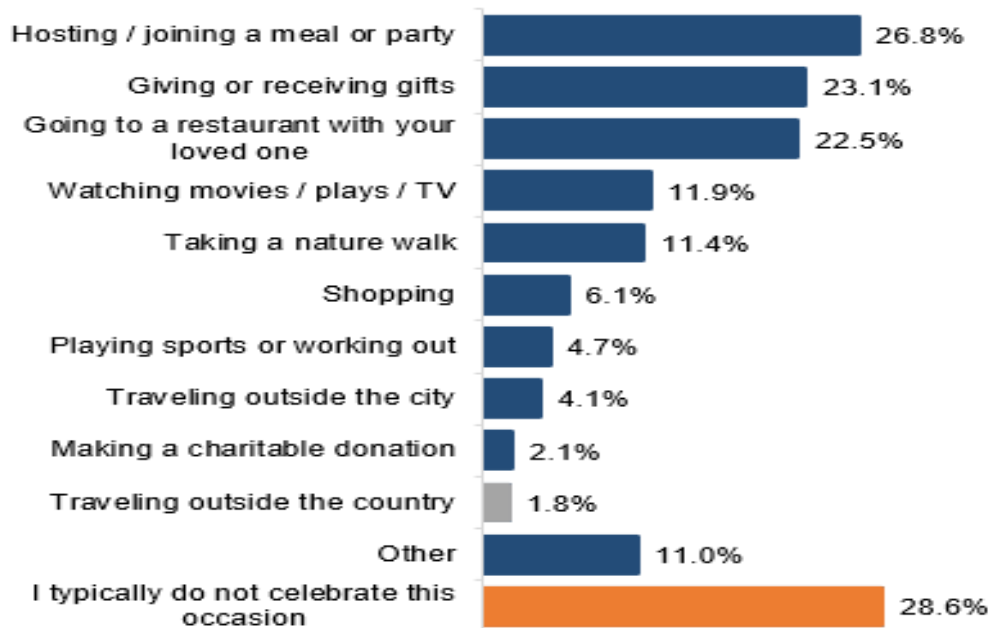


This year, for those celebrating Father's Day, the top three retail categories shopped are Big box retailers (34.9%), Food and Beverage (29.8%), and Departmental stores (12.3%)

In 2022, for those celebrating Father's Day, the top three retail categories shopped were the same as this year, Big box retailers (36.8%), Food and Beverage (31%), and Departmental

This year, more than 1 in 4 Canadians will be attending a meal gathering on Father's Day

Which of the following do you normally do during Father's Day?



The top three activities Canadians normally do during the Father's Day holiday include joining a meal or party (26.8%), Giving or receiving gifts (23%), and Going to a restaurant with loved ones (22.5%).

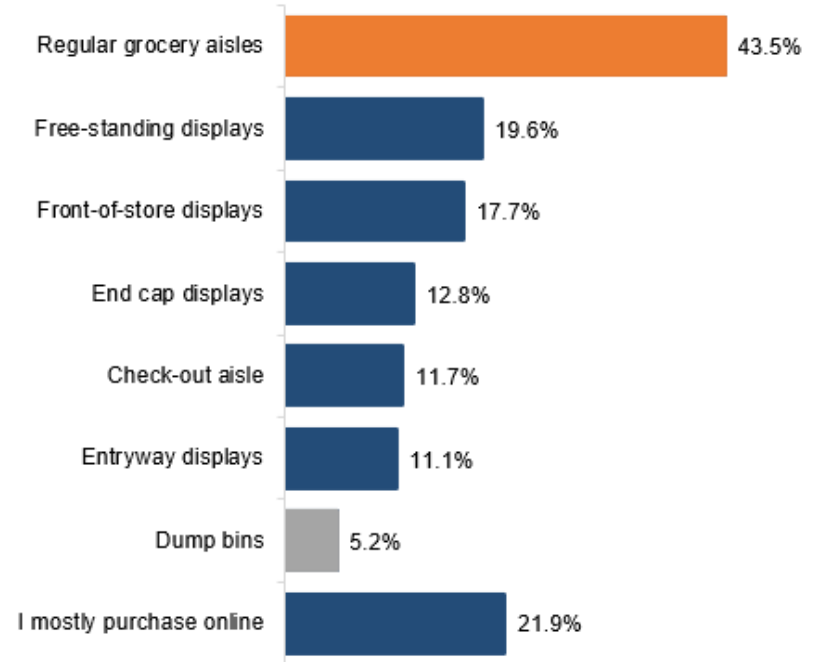
This year 43.5% of Canadians will search for Father's Day products in the grocery aisles

- This is followed by free standing displays (19.6%),
- 17.7% of Canadians purchase something for Father's Day from front of store displays
- 21.9% of Canadians purchase online

In 2022

- 40.5% of Canadians planned to purchase Father's Day products in the regular grocery aisles
- 15.4% of Canadians planned to purchase online

Where in the store do you normally purchase the items for Father's? (Select all that apply)



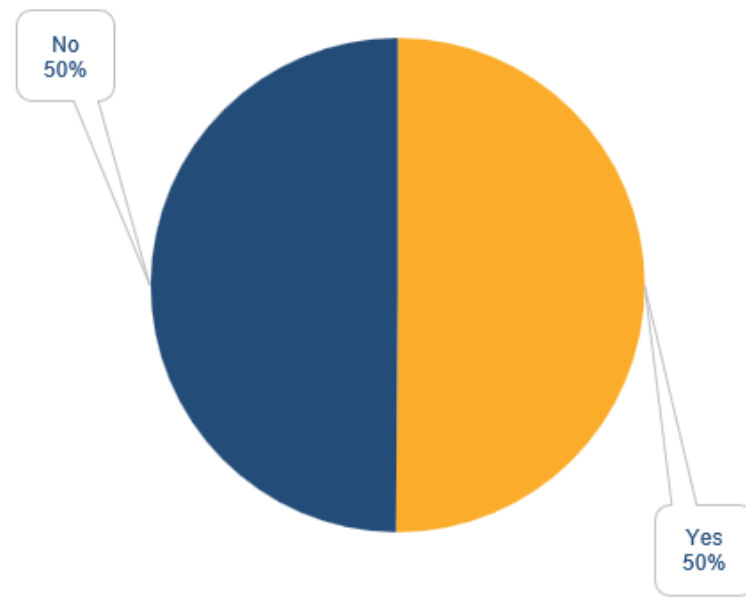
This year 50% of Canadians will tack on Father's Day items to an existing shopping trip

- 50% of Canadians make a dedicated trip for Father's Day holiday shopping

In 2022

- 51.5% of Canadians planned to make a dedicated trip for Father's Day holiday shopping
- 48.5% of Canadians tacked on Father's Day items to an existing shopping trip

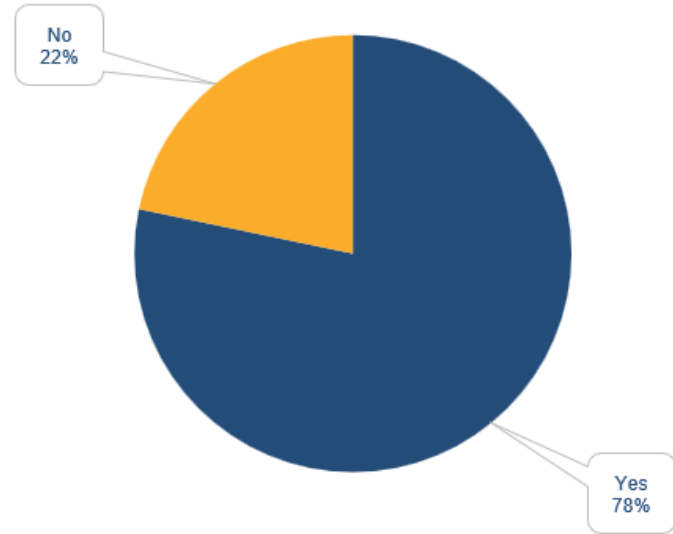
Do you normally make a dedicated trip to buy things for Father's Day?



More than 3 in 4 Canadians would prefer to shop at a local store instead of online this Father's Day

- In 2022, 76.5% of Canadians preferred shopping locally instead of online for their Father's Day purchases.

Would you prefer shopping locally in person instead of online this year for Father's Day?





Let's talk insights.



Anuj Punni

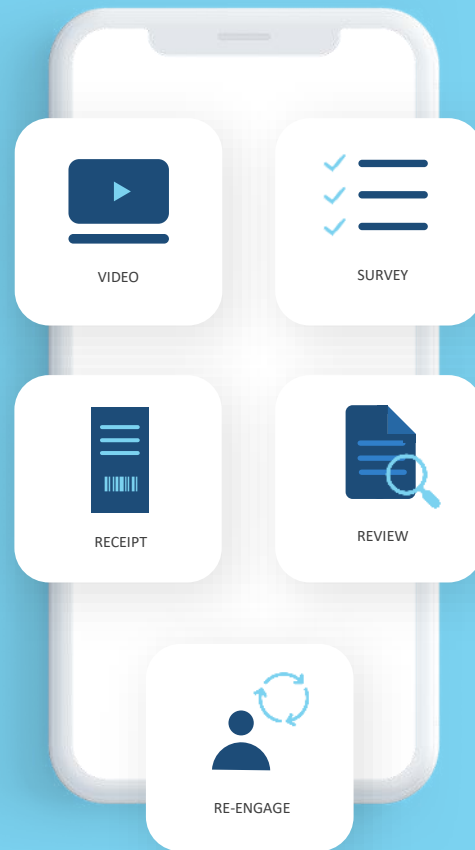
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How It Works

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**



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Purchase & Declared Panel Data