



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

More than half (56%) of Canadians celebrate Canada Day



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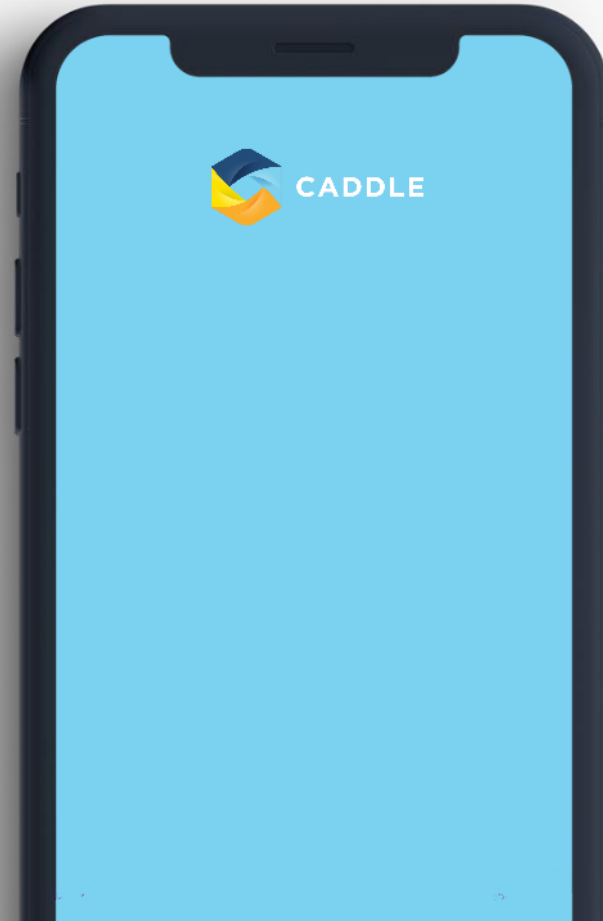


Methodology

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

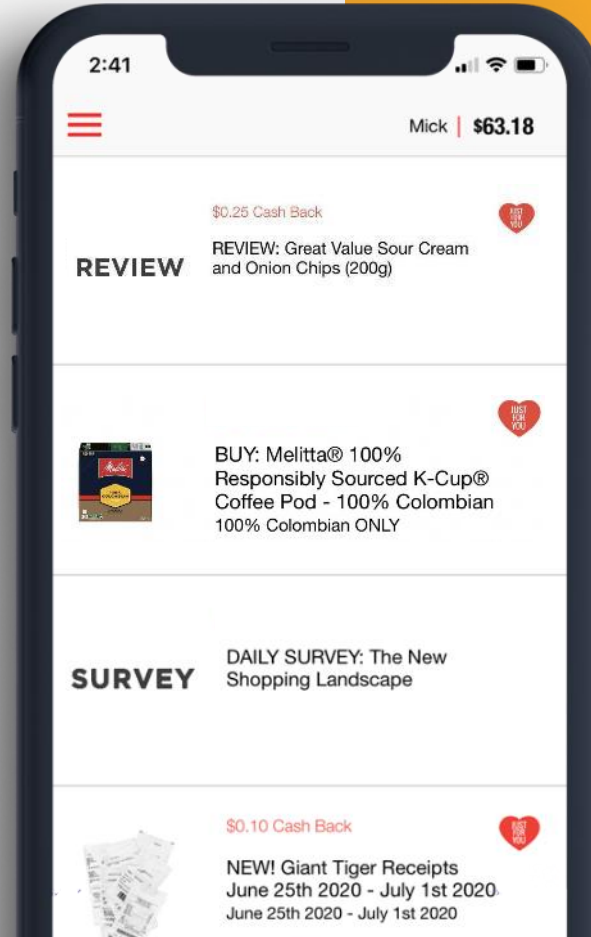
Surveys were conducted in May 2023 using Caddle's mobile platform and online panel amongst a representative randomized sample of $n= 9,617$ and $n= 9,064$ Canadian adults.

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.



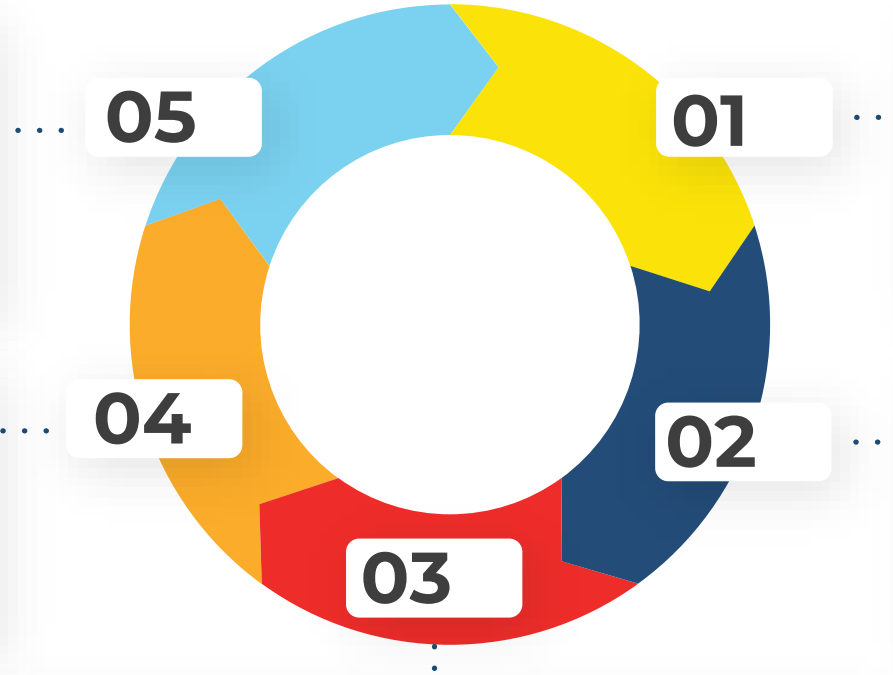
Key Findings on Canada Day

Where Are Canadians Shopping for Canada Day?

Food and Beverage and Big-box retailers take the biggest share of Canadian's wallets on Canada Day

What Are Canadians Buying for Canada Day?

Food, Alcohol, Candies, Full-service, and Quick service restaurants are the top spending category for Canada Day



Who Celebrates Canada Day?

More than half (56%) of Canadians celebrate Canada Day

What are the spending patterns for Canada Day?

85% of Canadians expect to spend more or the same for Canada Day this year compared to last year.

How Much Are Canadians Spending on Canada Day?

About 40% of Canadians who celebrate Canada Day plan to spend more than \$50

Key Takeaway 1 for Canada Day

Shopping Trips and Tendencies

38%

With urgency around COVID taking a back seat and memories of the truckers' protests fading, Canada Day is looking like it will be more celebrated in 2023, with almost double the number (38%) saying they will make a dedicated shopping trip to buy things for Canada Day this year vs 20% in 2022.

Key Takeaway 2 for Canada Day

Support for local retailers

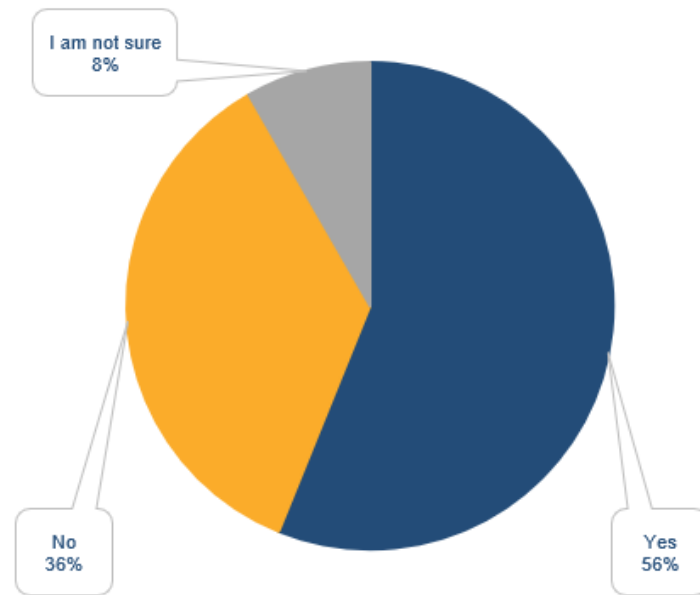
87%

Canadians are eager to support their local retailers (vs online) this Canada Day with 87% vs 45.6% in 2022 saying they will prefer to shop at a local store for items to help them this celebrate holiday.

More than half (56%) of Canadians celebrate Canada Day

- 59% of men celebrate Canada Day as compared to females (54%).
- 56% of Canadians will celebrate Canada Day while in 2022 this number was 55.8%.

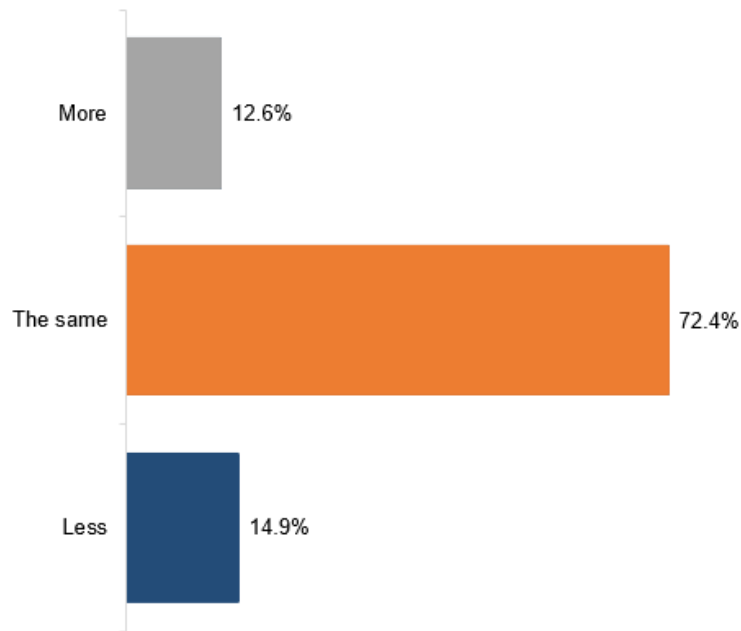
Do you normally celebrate Canada Day ?



72.4% of Canadians' spending habits on Canada Day remain unchanged

- 85% of Canadians expect to spend the same or more amount of money on celebrating Canada Day as they did last year.
- The corresponding number in 2022 was 82%.

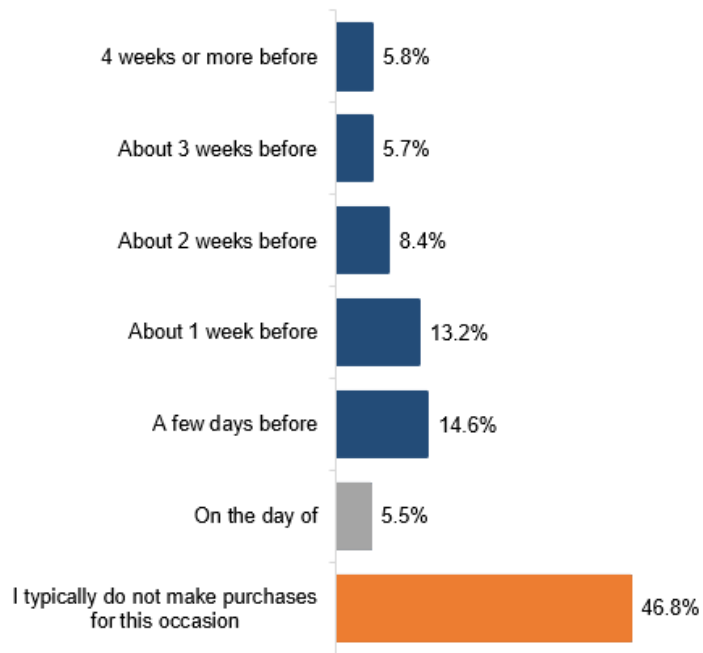
Would you expect to spend more or less for Canada Day this year compared to last year?



Only 20% of purchases for Canada Day are made 2-4 weeks before the holiday

- The largest group (14.6%) makes purchases about a few days before the holiday.
- The 2nd largest group (13.2%) makes purchases about 1 week before.

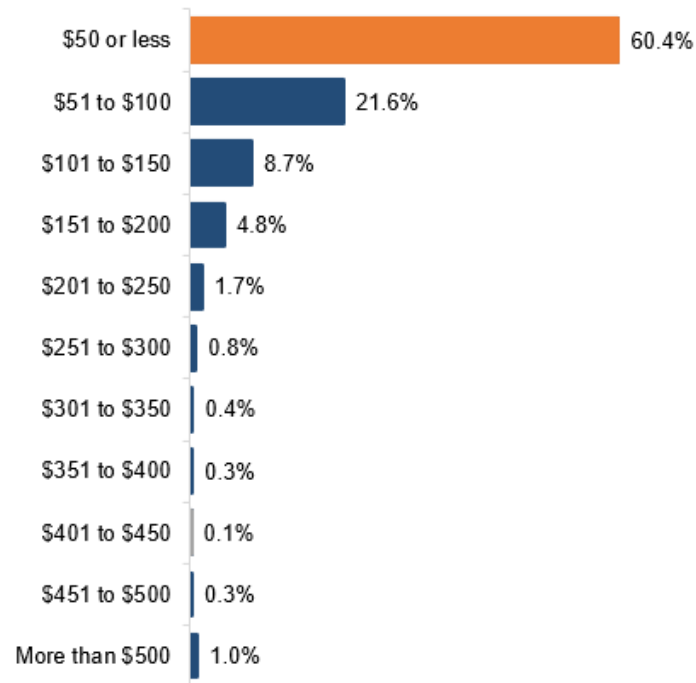
How far in advance do you make purchases related to Canada Day?



About 40% of Canadians who celebrate Canada Day plan to spend more than \$50

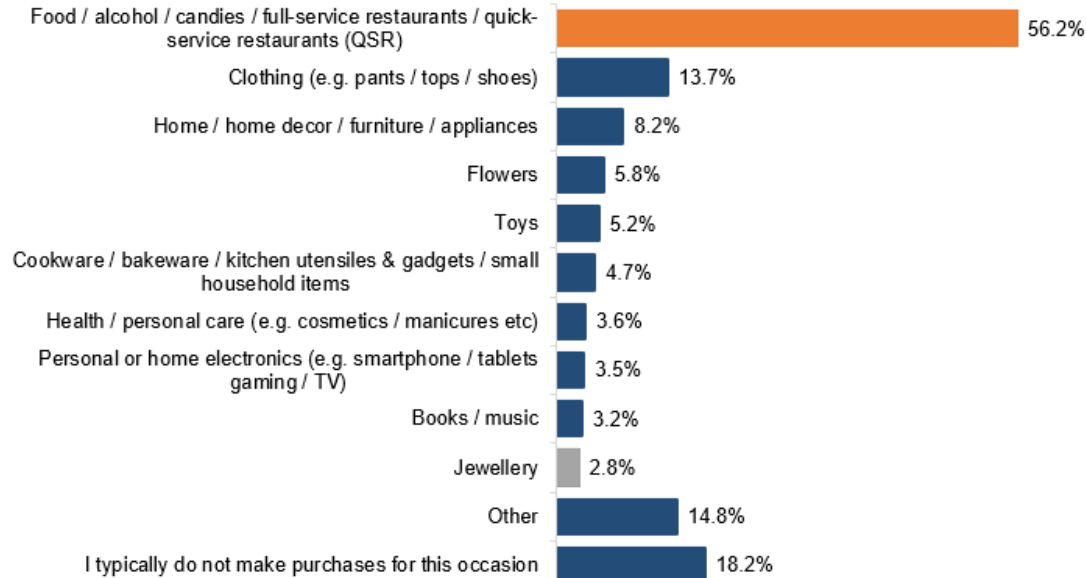
- 60.4% of Canadians spend \$50 or less on Canada Day.
- This is followed by 21.6% of Canadians spending between \$51-\$100, and 8.7% spending between \$101-\$150.

How much do you normally spend in total for Canada Day?



Food, Drinks, Candies, Full-service and Quick service restaurants are top spending category for Canada Day

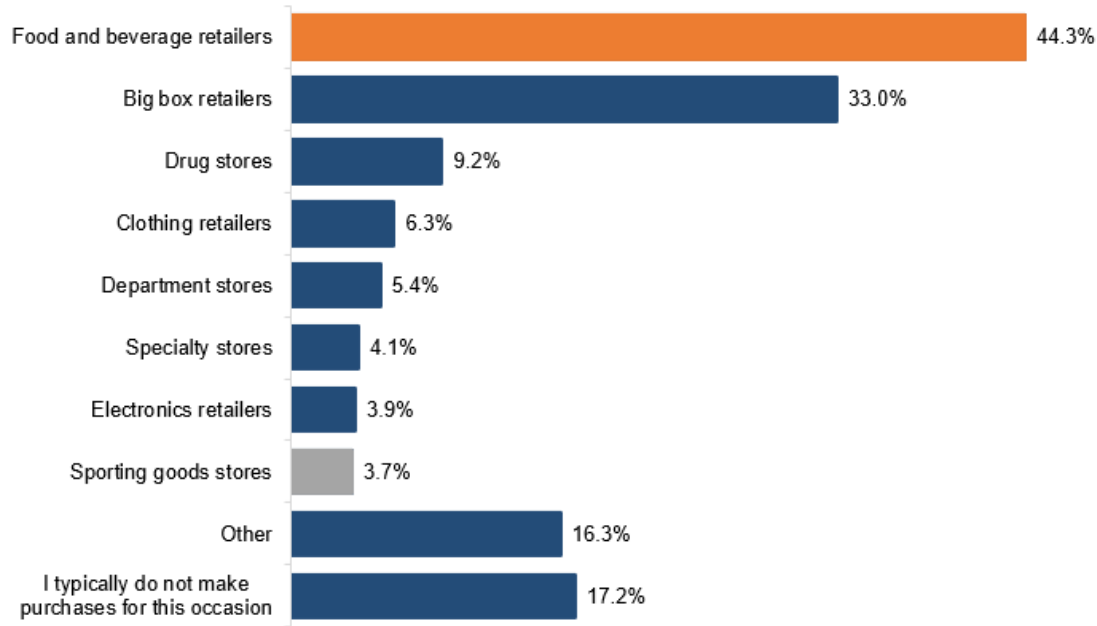
Which of the following do you spend money on as gifts or as items specifically associated with Canada Day?



For those celebrating Canada Day, top spending categories include Food/alcohol/candies/restaurants (56.2%), Clothing (13.7%), and Other (14.8%)

Food and Bev retailers and Big Box retailers take biggest share of Canadian's wallets on Canada Day

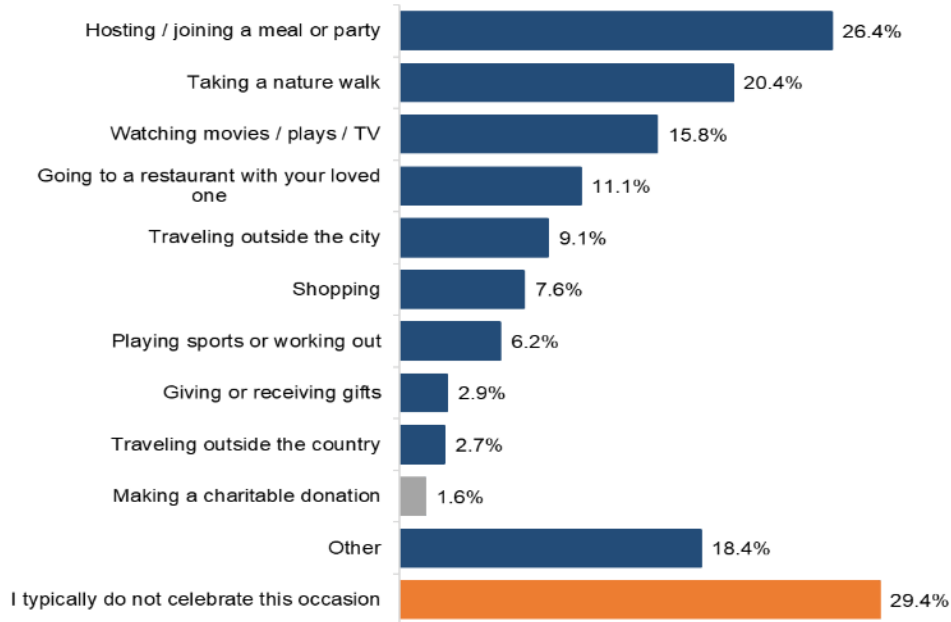
Which of the following stores do you normally make purchase related to Canada Day? (Select all that apply)



For those celebrating Canada Day, the top three retail categories shopped are Food and Beverage (44.3%), Big Box retailers (33.0%), and Drug stores (9.2%)

This year, more than 1 in 4 Canadians will be joining a meal or party

Which of the following do you normally do during Canada Day?

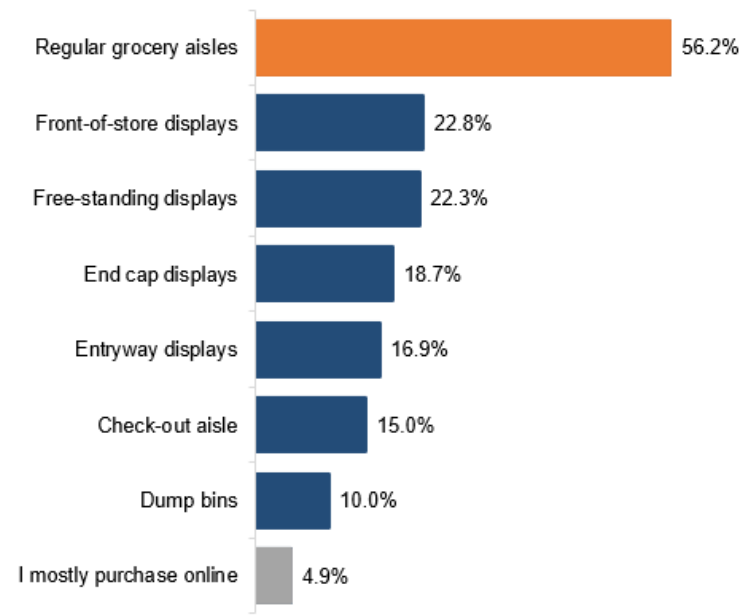


The top three activities Canadians normally do during the Canada Day holiday include joining and/or hosting a meal or party, taking a nature walk, and watching movies plays, and TV

A majority of Canadians (56.2%) search for products in the regular grocery aisles

- 22.8 % of Canadians make purchases from front-of-store displays, followed by free-standing displays (22.3%).
- 4.9% of Canadians purchase something for Canada Day online.
- In 2022 only 2.9% of Canadians purchased something for Canada Day online.

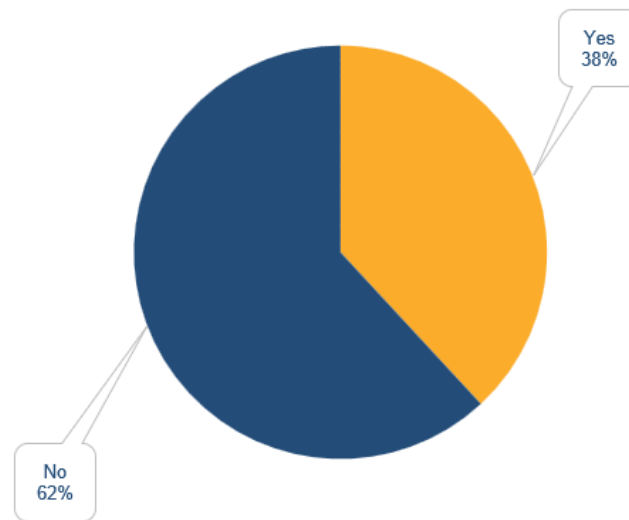
Where in the store do you normally purchase the items for Canada Day?



This year 38% of Canadians will make a dedicated shopping trip to buy things for Canada Day

- 62% of Canadians do not make a dedicated trip for Canada Day holiday shopping and tack on items to an existing trip.
- In 2022, the number of people making a dedicated trip for Canada Day purchases was only 20%.

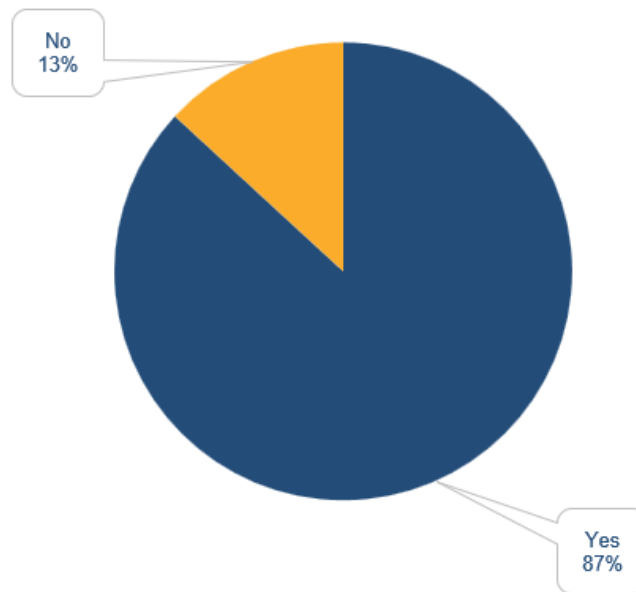
Do you normally make a dedicated trip to buy things for Canada Day?



An overwhelming majority (87%) would prefer to shop at a local store instead of online this Canada Day

- This year only 13% of Canadians will shop online for Canada Day.
- In 2022, 45.6% Canadian wanted to shop in person due to COVID-19 restrictions.

Would you prefer shopping locally in person instead of online this year for Canada Day?





Let's talk insights.



Anuj Punni

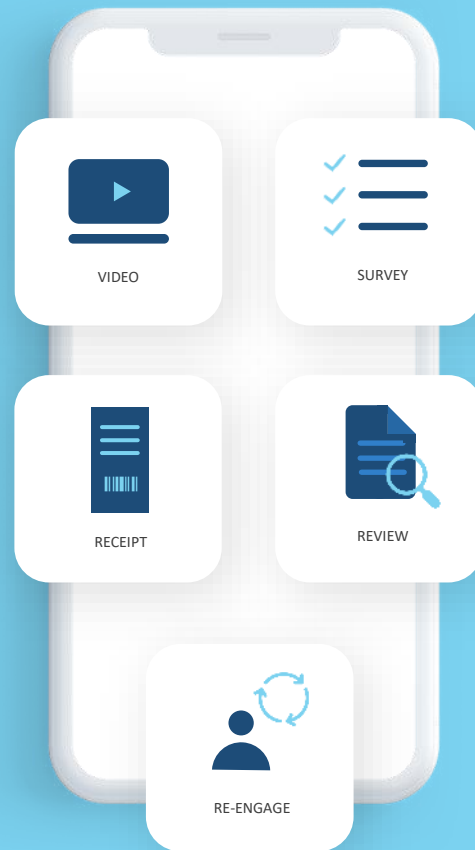
Senior Manager, Brand Partnerships

anuj.punni@caddle.ca

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



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Unmatched Panel Diversity



**Large Canadian Representative
Samples**



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Purchase & Declared Panel Data