

Report

Leger

PRE-FATHER'S DAY PURCHASE BEHAVIOUR DURING COVID-19

Retail Council of Canada

DATE 2020-06-11 PROJECT NUMBER 81501-111



Happy
Father's Day

METHODOLOGY

QUANTITATIVE RESEARCH



Web survey using computer-assisted Web interviewing (CAWI) technology.



1512 Canadians were interviewed between June 5th to June 7th, 2020, using Leger's online LEO panel.



Using data from the 2016 Census, results were weighted according to gender, age, mother tongue, region, education level and presence of children in the household in order to ensure a representative sample of the population.

ABOUT LEGER'S ONLINE PANEL

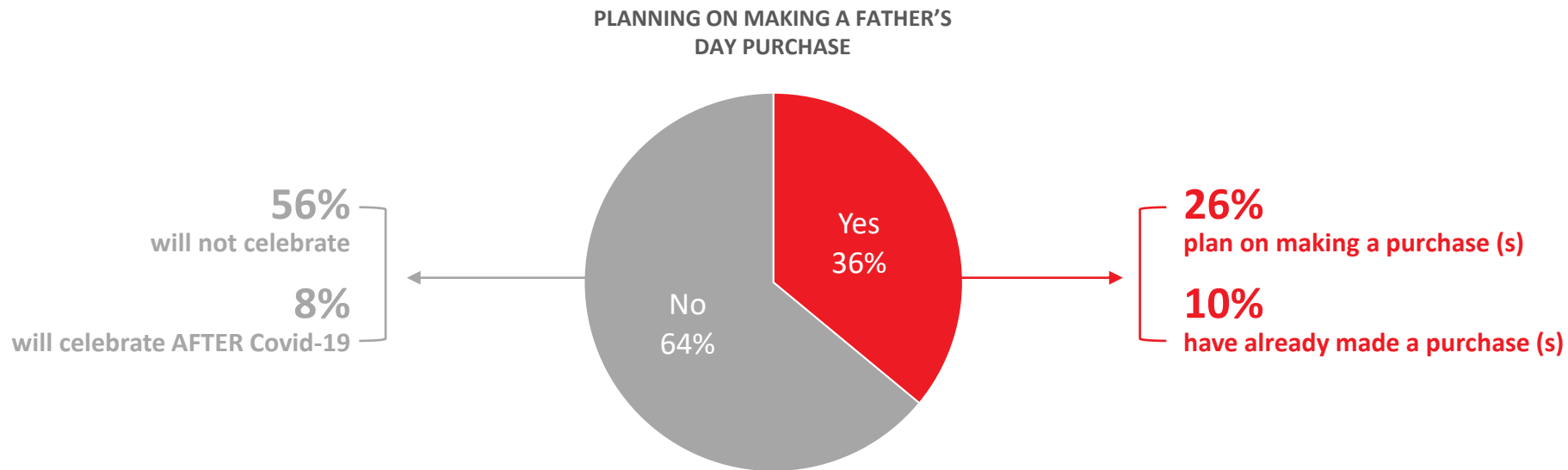
Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

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DETAILED RESULTS

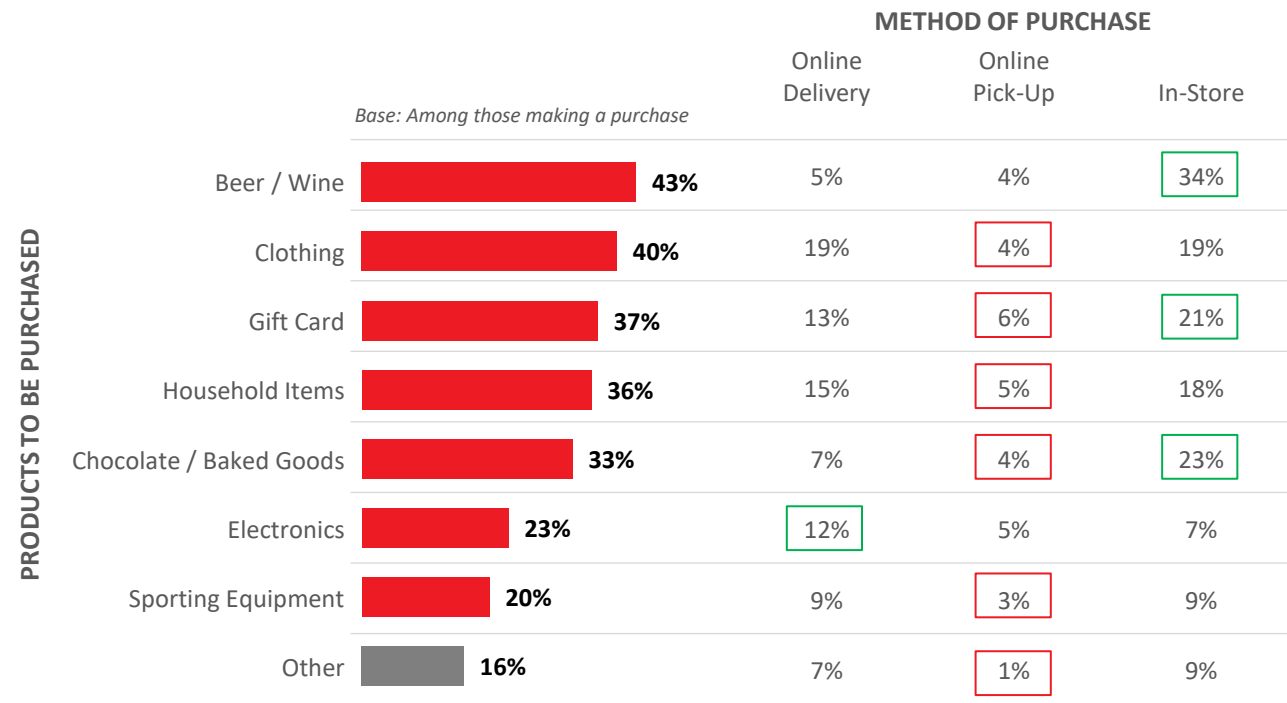
A THIRD SAY THEY WILL MAKE A PURCHASE FOR FATHER'S DAY THIS YEAR

36% say they are planning on or have already made a purchase for Father's Day this year. Younger Canadians (51% <35 vs 31% 35+) and females (42% vs 30% males) are more likely to make a purchase this year.



ANTICIPATED FATHER’S DAY PURCHASES DURING COVID

Among those who are making a purchase for Father’s Day, beer or wine, clothing, gift cards, household items, and chocolate / baked goods are the top items. Beer or wine, gift cards, and chocolate / baked goods are more likely to be purchased in-store; while electronics are more likely to be purchased using online deliveries.



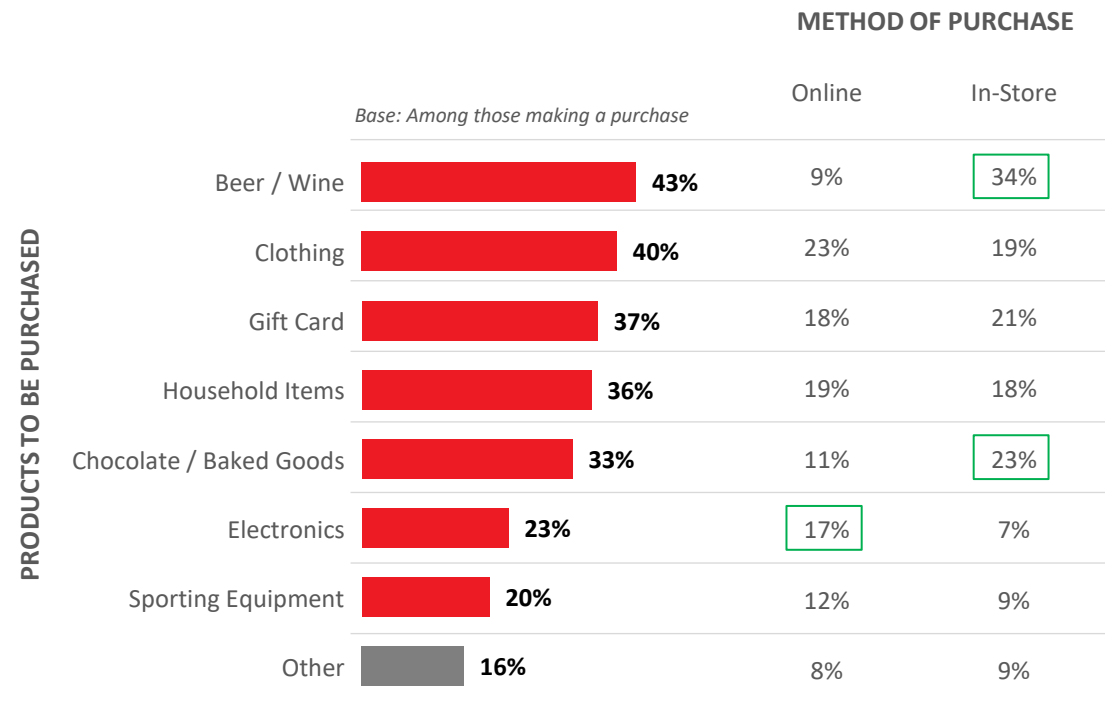
In-store and online deliveries are the most popular methods of purchase across the categories this Father’s Day.

0002 What are you planning on purchasing or what have you purchased for Father’s Day this year? Among those who are planning / did purchase (n=559).

 Significantly higher/lower

ANTICIPATED FATHER'S DAY PURCHASES DURING COVID

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ANTICIPATED FATHER'S DAY PURCHASES DURING COVID

Among those making a Father's Day purchase, males are more likely to turn to beer or wine, gift cards, household items, electronics and sporting equipment (vs. women). Few noteworthy age or regional differences.

PRODUCTS TO BE PURCHASED

		REGION		AGE		GENDER	
		QC	ROC	<35	35+	Male	Female
	<i>Base: Among those making a purchase</i>	140	419	227	332	226	333
Beer / Wine	43%	44%	42%	41%	44%	54%	35%
Clothing	40%	39%	40%	42%	38%	41%	39%
Gift Card	37%	38%	37%	39%	37%	50%	29%
Household Items	36%	36%	36%	35%	37%	43%	31%
Chocolate / Baked Goods	33%	36%	33%	29%	36%	37%	31%
Electronics	23%	27%	22%	26%	22%	34%	16%
Sporting Equipment	20%	26%	18%	26%	16%	25%	16%
Other	16%	16%	17%	15%	17%	13%	18%

OTHER PRODUCTS FOR PURCHASE FOR FATHER'S DAY

Gadgets, tools & equipment, and flowers & plants are the top mentions outside of the main purchase categories.

16%

of those who plan to make a Father's Day purchase say they will purchase products (or have) outside of the main categories

<i>Base: among those purchasing "other"</i>	
	90
Gadgets, tools or equipment	21%
Flowers / plants	12%
Food / groceries	9%
Card	6%
Books	6%
Dinner / supper / special meal	5%
Personal grooming (e.g. perfume, soap)	5%
Coffee / tea	2%

Top mentions shown

SPONTANEOUS MENTIONS

"Video game"
"Garden container"
"Trees"
"Collector coin"
"Electronic trailer hitch"
"Puzzle and dinner out"
"BBQ food"
"Instrument"
"Vehicle parts"
"Cologne"
"Jewelry"
"Tool chest"
"Seafood"

Only select verbatims shown

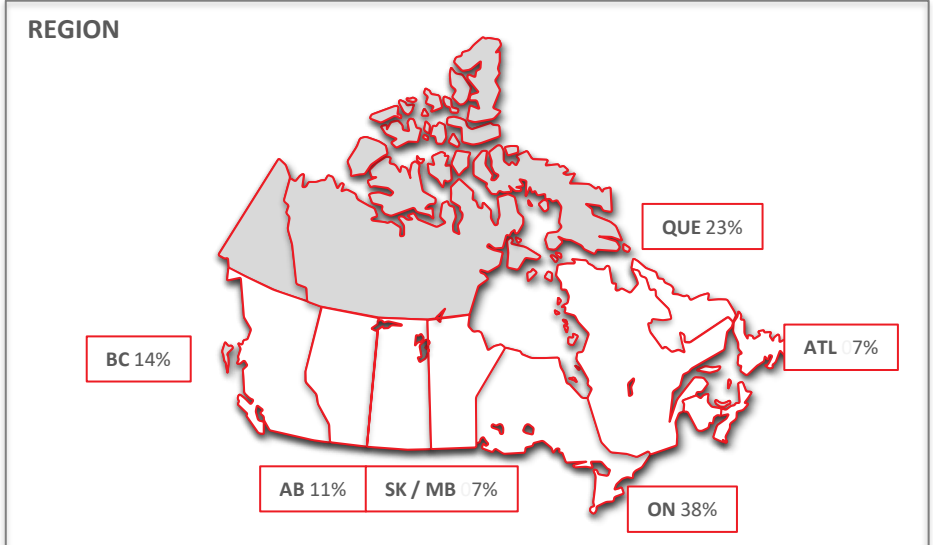
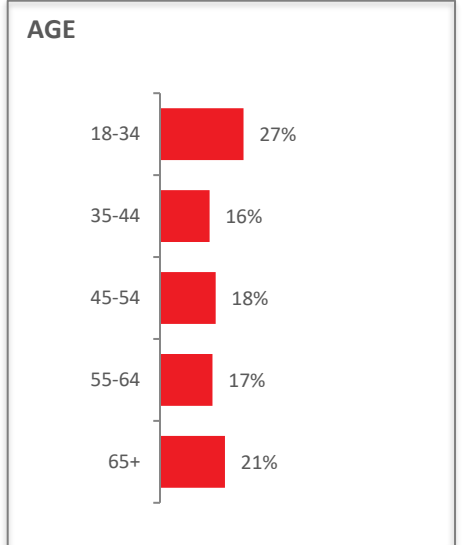
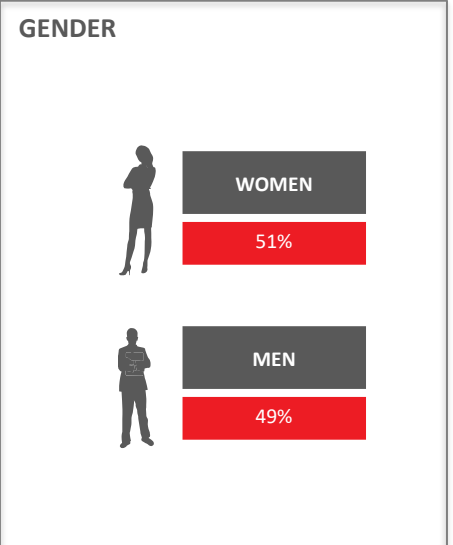
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DETAILED RESULTS

RESPONDENT PROFILE



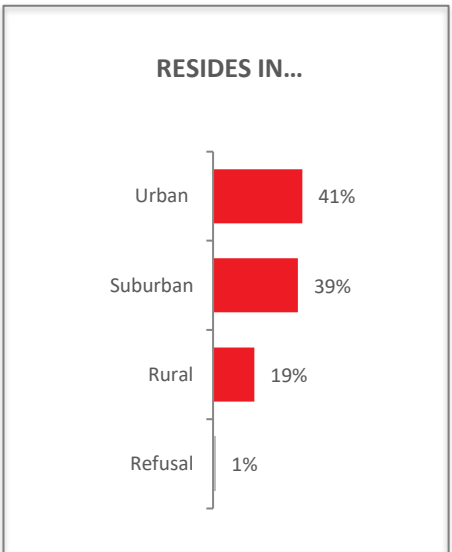
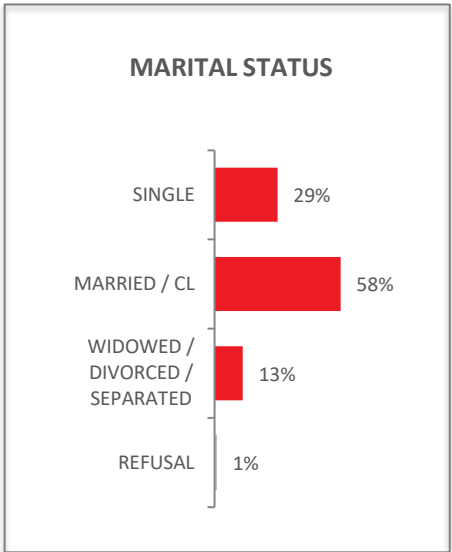
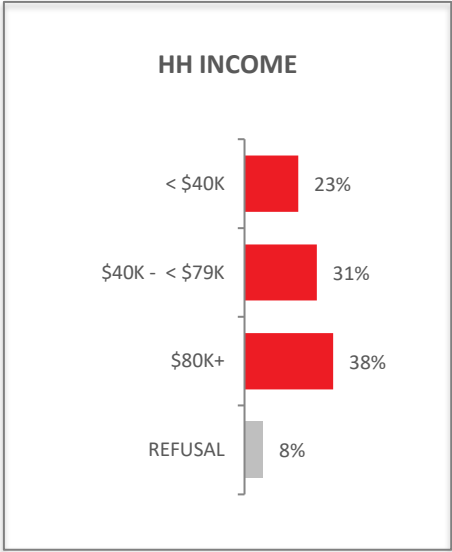
Base: 1512



RESPONDENT PROFILE



Base: 1512



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- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
OFFICES

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QUEBEC CITY | TORONTO | VANCOUVER | WINNIPEG

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