



# Halloween 2022 Shopping in Canada Survey | National Consumer Research – Caddle & RCC

This year, 86% of Canadians who celebrate Halloween plan to make either the same or more purchases compared to last year.

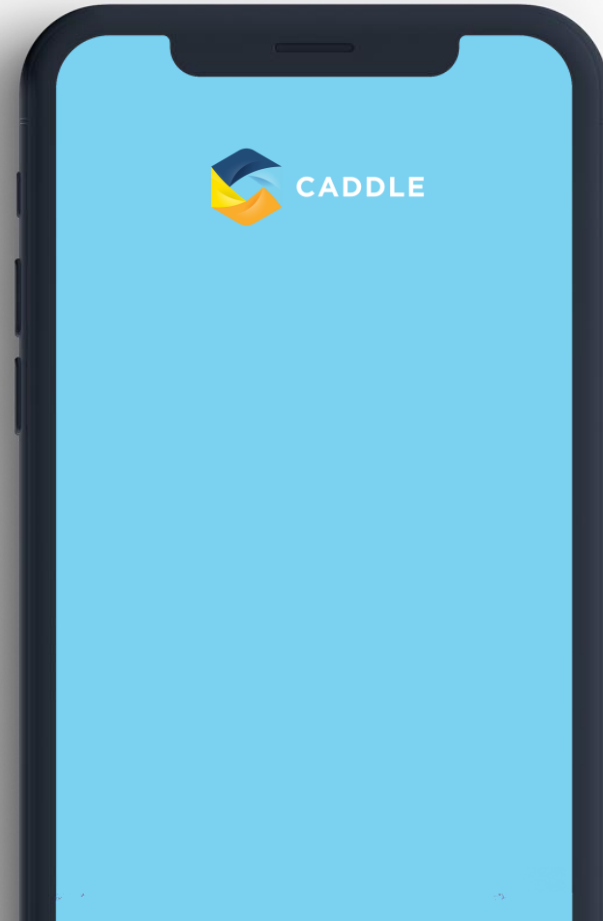


Make better decisions, faster, with access to rapid insights at every stage of the consumer journey



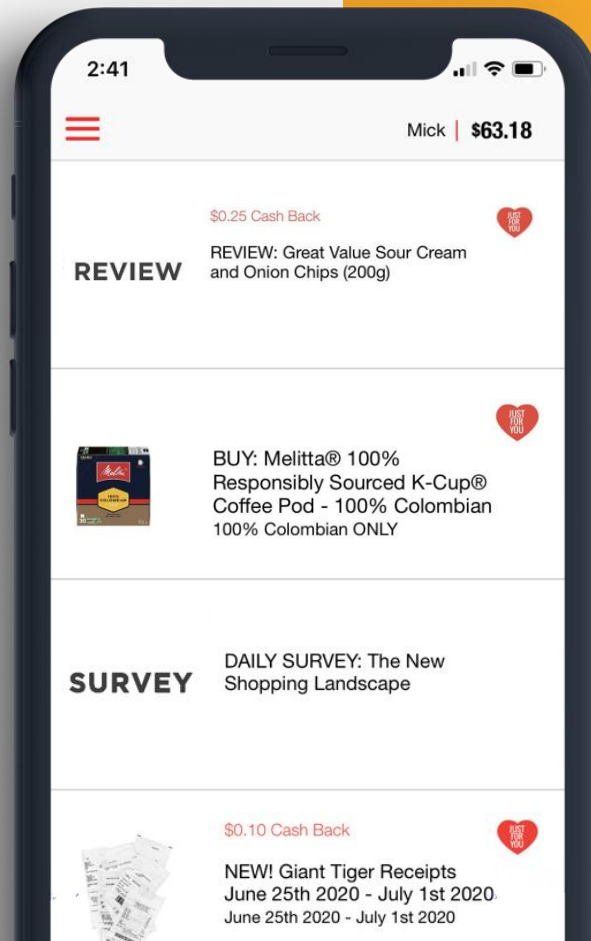
# Methodology

Caddle, in partnership with Retail Council of Canada (RCC) surveyed Canadians from coast to coast to better understand consumers' shopping intentions around the Halloween. Surveys were conducted in August, 2022 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,284 and n=9,434 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.



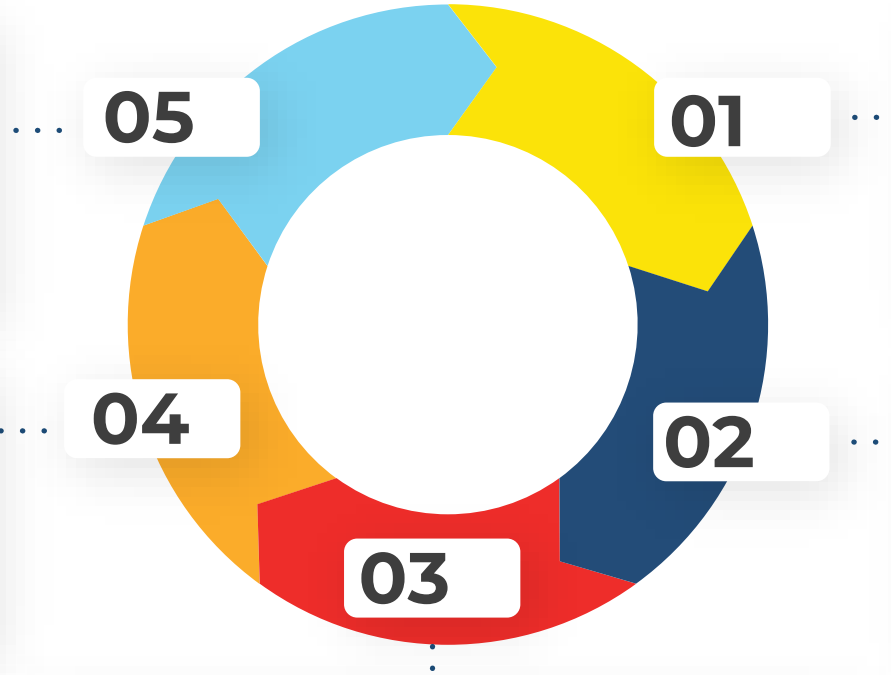
# Key Findings on Halloween

## Where Are Canadians Shopping for Halloween?

Big box retailers take the biggest share of Canadian's wallets on Halloween.

## Would you expect to spend more or less on Halloween this year compared to last year?

This year, **86%** of Canadians who celebrate Halloween, plan to spend the same or more as compared to last year.



## Who Celebrates Halloween?

**45%** of Canadians celebrate Halloween.

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

16% of Canadians being making purchases up to 4 weeks ahead of Halloween.

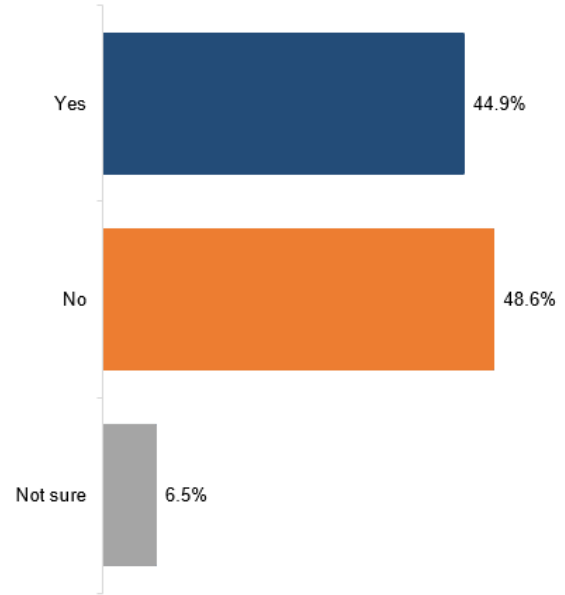
## How Much are Canadians Spending on Halloween?

**54%** of Canadians who celebrate Halloween spend more than \$50.

# Nearly 1 out of 2 of Canadians prepare for Halloween

- 44.9% of Canadians prepare for Halloween

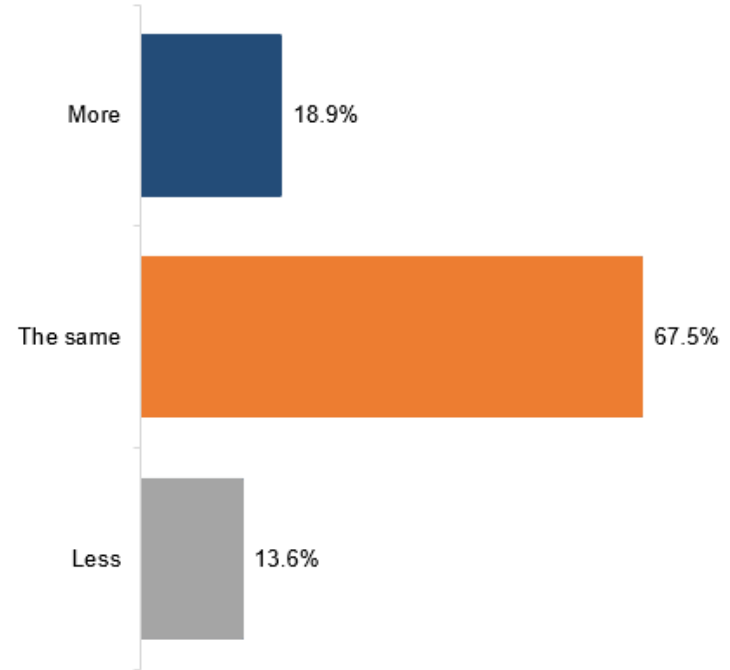
Do you normally prepare for Halloween?



# This year, 86% of Canadians who celebrate Halloween, plan to spend the same or more as compared to last year.

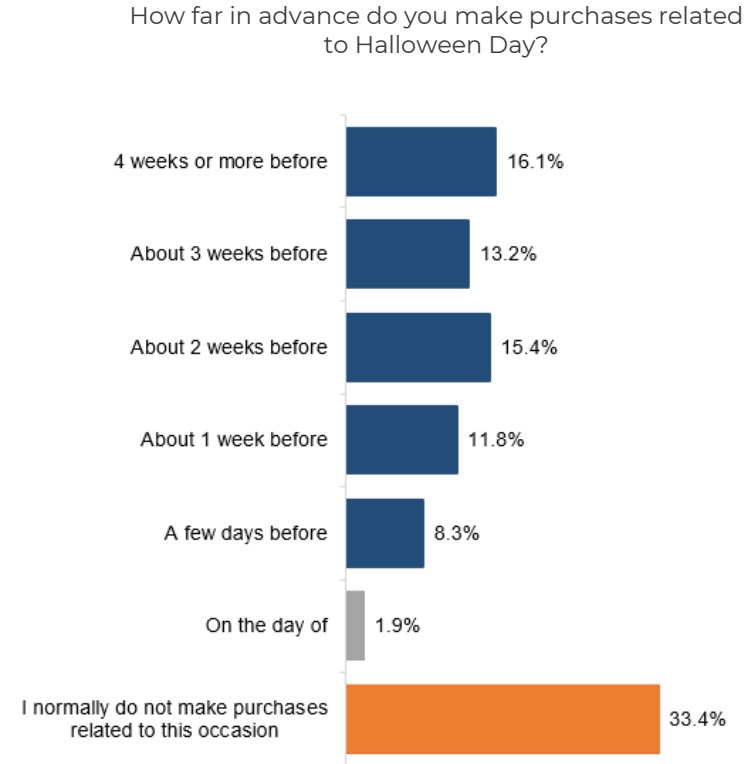
- 67.5% of Canadians expect to spend the same amount of money on celebrating Halloween as they did last year

Would you expect to spend more or less on Halloween this year compared to last year?



# 16% of Canadians being making purchases up to 4 weeks ahead of Halloween.

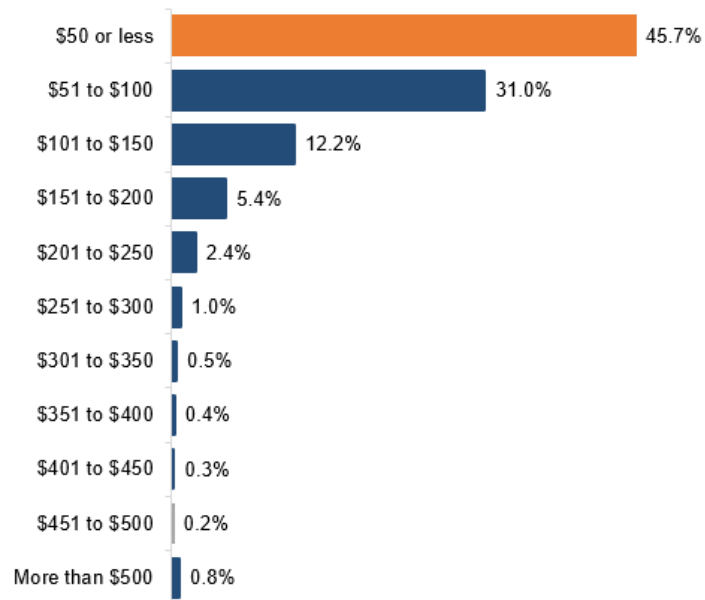
- The largest group (16.1%) make purchases about 4 weeks prior to the holiday
- The 2nd largest group (15.4%) make purchases 2 weeks prior to the holiday
- More than 60% of Canadians will plan ahead at least a week before Halloween to make purchases



# Over 54% of Canadians who celebrate Halloween, spend more than \$50

- Of Canadians that celebrate Halloween, 54% spend more than \$50 (an increase of 5.6% vs. 2021).
- This is followed by 31% of Canadians spending between \$51-\$100, and 12.2% spending between \$101-\$150

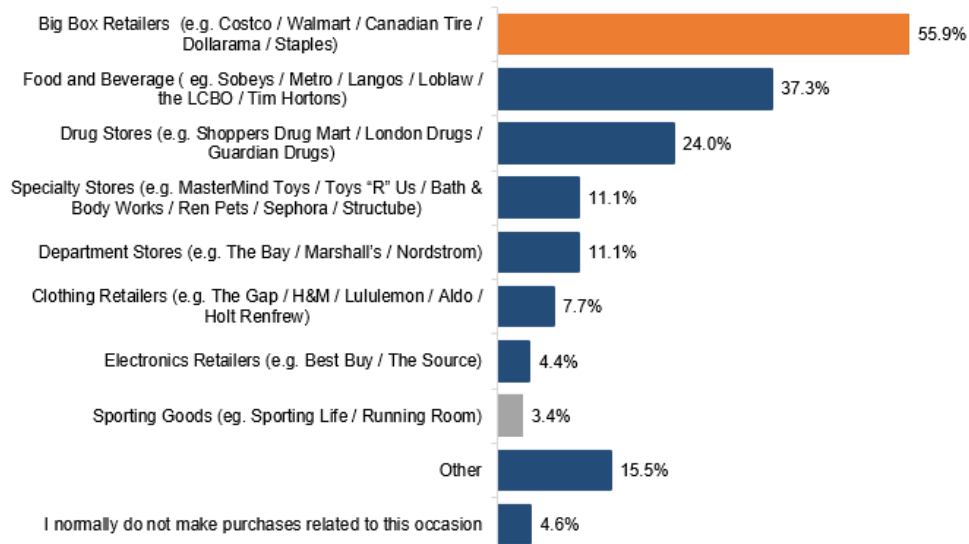
How much do you normally spend in total for Halloween?





# Big box retailers take the biggest share of Canadian's wallets on Halloween

Which of the following stores do you normally make purchase related to Halloween?

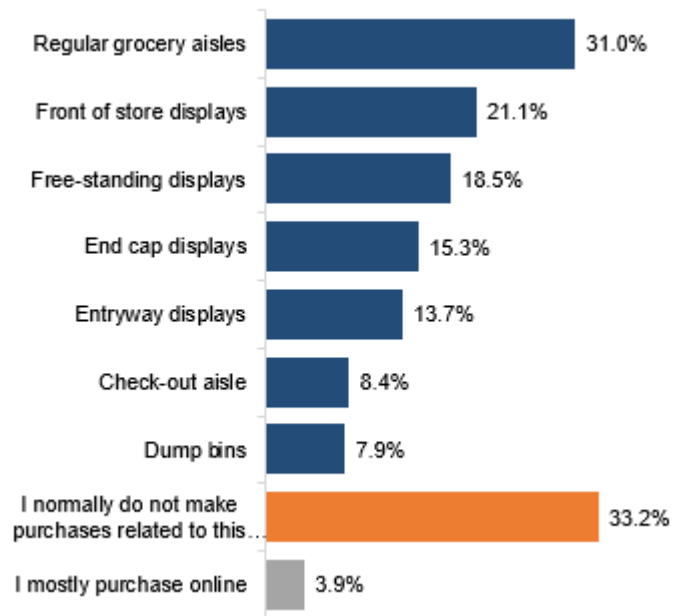


For those celebrating Halloween, the top three retail categories shopped are Big box retailers (55.9%) , Food and beverage (37.2%), and Drug stores (24%)

# The majority of Canadians search for Halloween products in the grocery aisles

- 31.0% of Canadians purchase Halloween products in the regular grocery aisles
- This is followed by Front of store displays (21.1%), and Free Standing displays (18.5%)
- 3.9% of Canadians purchase something for Halloween online

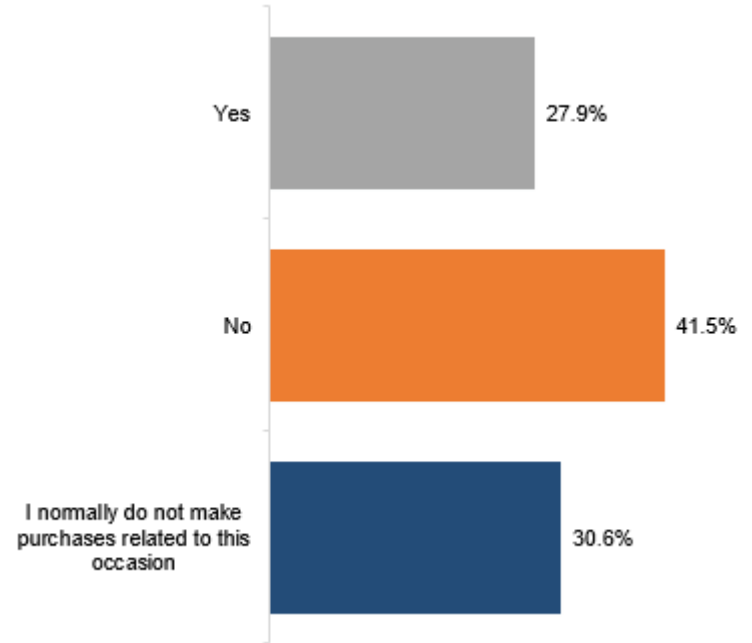
Where in the store do you normally purchase the items for Halloween?



# Almost 42% of Canadians tack on Halloween items to an existing shopping trip

- 41.5% of Canadians do not make a dedicated trip for Halloween shopping
- About 28% of Canadians make a dedicated trip specific for purchasing Halloween items

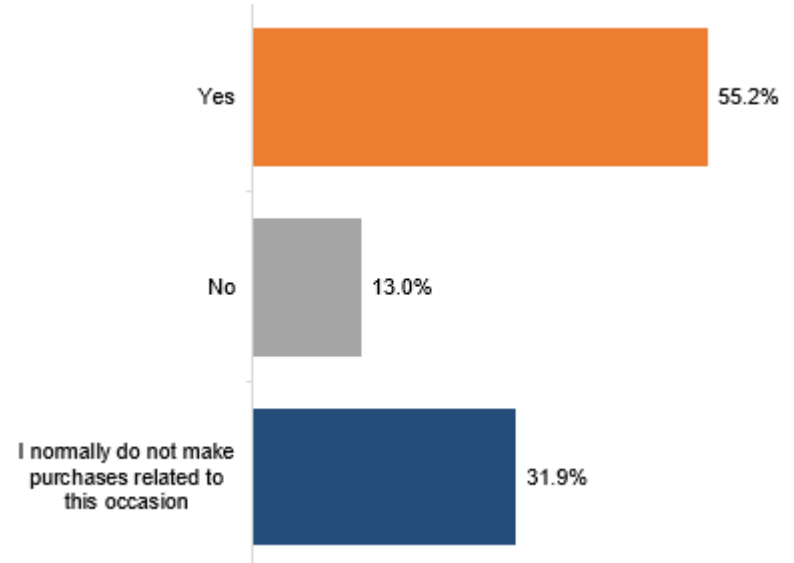
Do you normally make a dedicated trip to buy things for Halloween?



# Around 55 % of Canadians will support local / brick and mortar this Halloween

- 45.6% of Canadians prefer shopping at local / brick and mortar businesses instead of online for their Halloween purchases this year

Would you prefer to shop locally in-person instead of online this year for Halloween to support local businesses impacted by the COVID-19 pandemic?





**Let's talk insights.**

**Anuj Punni**

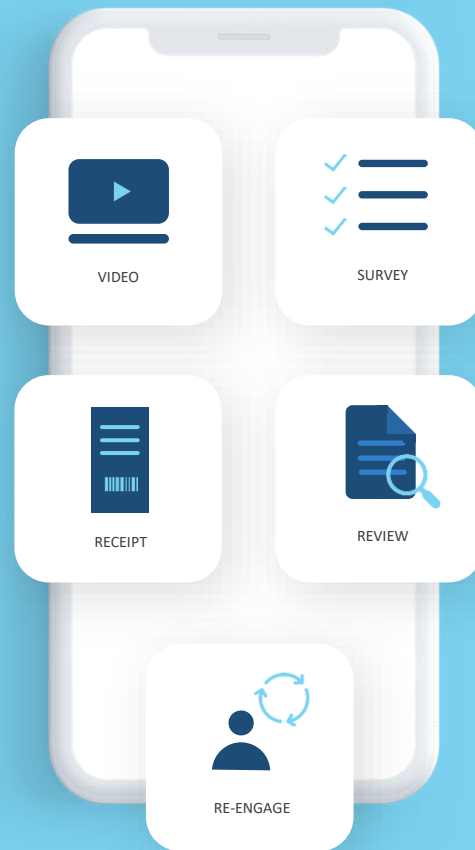
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# How It Works

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**



**Micro-Niche Audience Access**



**Purchase & Declared Panel Data**