



Canada Day 2022 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

Almost 54.5% of Canadians make purchases specifically related to Canada Day

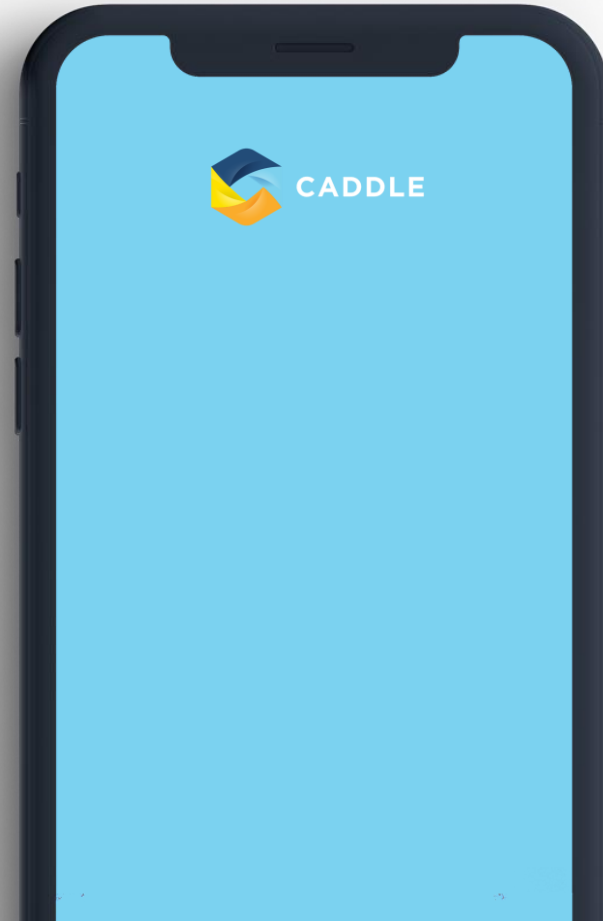


Make better decisions, faster, with access to rapid insights at every stage of the consumer journey



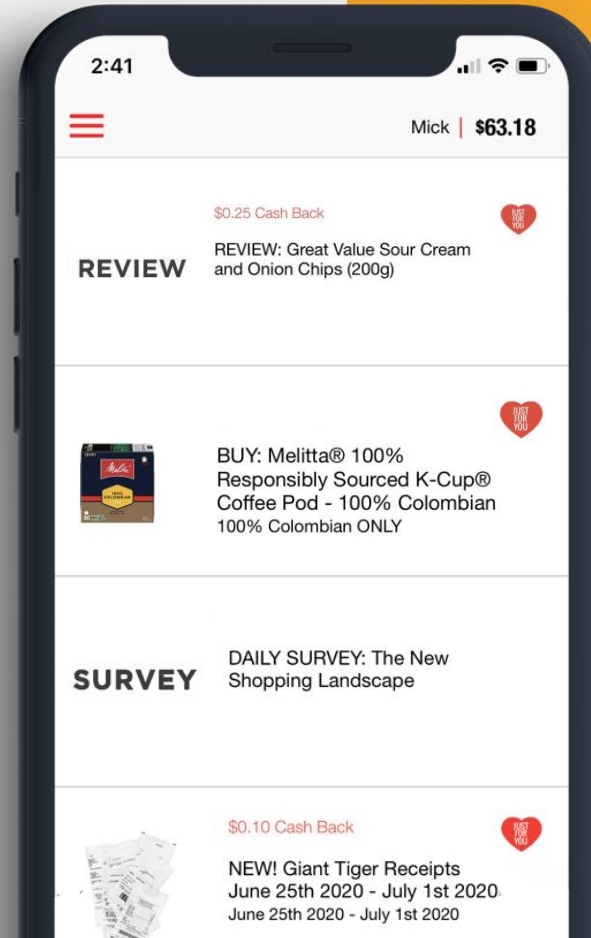
Methodology

Caddle, in partnership with Retail Council of Canada (RCC) surveyed Canadians from coast to coast to better understand consumers' shopping intentions around the Canada Day holiday. Surveys were conducted in May, 2022 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,709 and n=9,407 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.



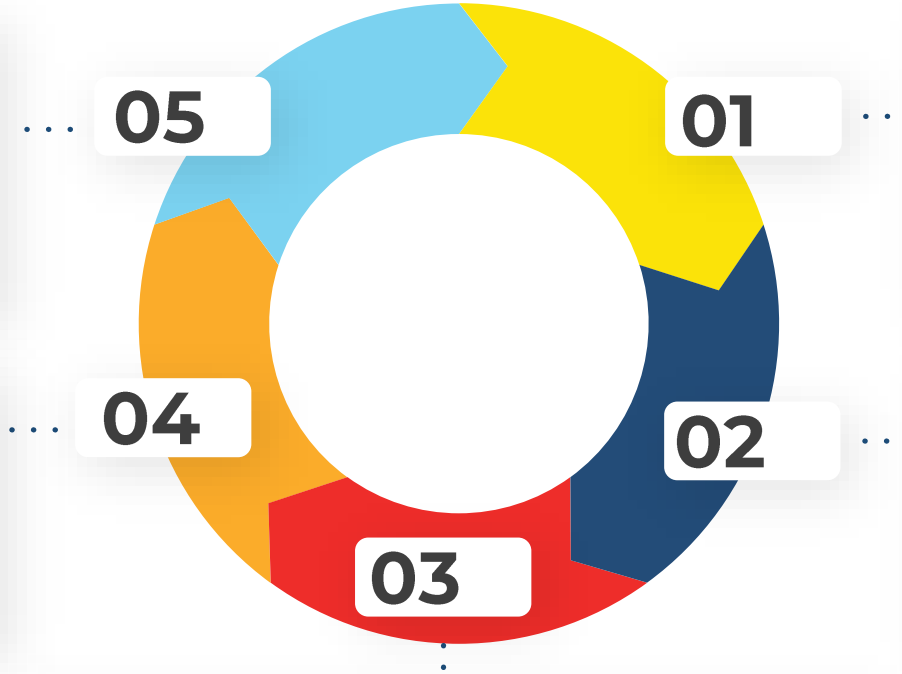
Key Findings on Canada Day

Where Are Canadians Shopping for Canada Day?

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

What Are Canadians Buying for Canada Day?

Food, Drinks, and Eating Out is the No.1 spending category for Canada Day



Who Celebrates Canada Day?

More than half of Canadians celebrate Canada Day

How Many Make Purchases for Canada Day?

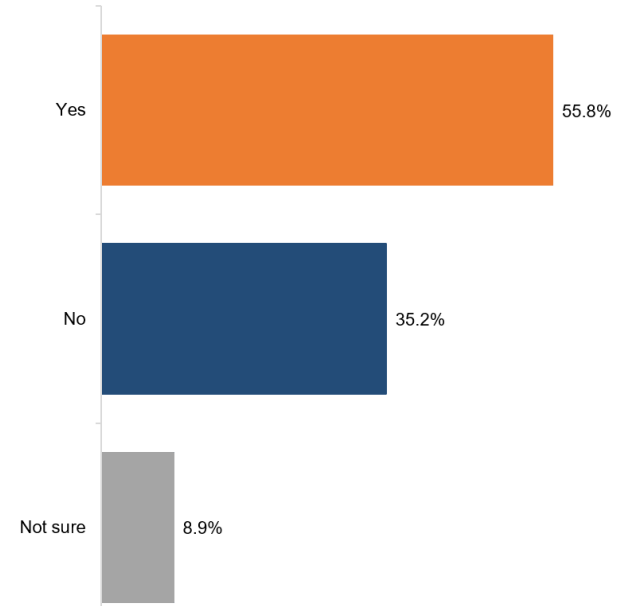
82% of Canadians expect to spend more or the same for Canada Day this year compared to last year.

How Much are Canadians Spending on Canada Day? Over 2 in 3 Canadians who celebrate Canada Day spend \$50 or less

More than half of Canadians celebrate Canada Day

- 55.8% of Canadians celebrate Canada Day
- 60% of men celebrate Canada day as compared to female (53%)

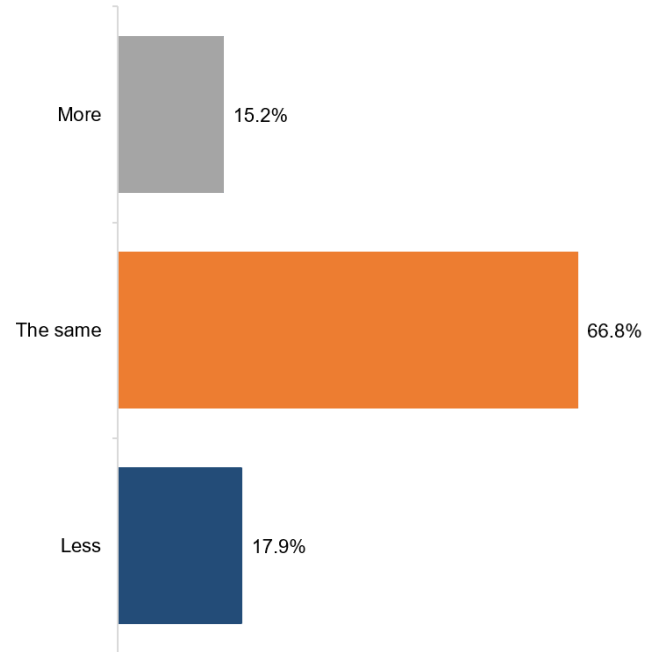
Do you normally celebrate Canada Day ?



For those who celebrate, 2 in 3 of Canadians' spending habits on Canada Day remain unchanged

- 66.8% of Canadians expect to spend the same amount of money on celebrating Canada Day as they did last year

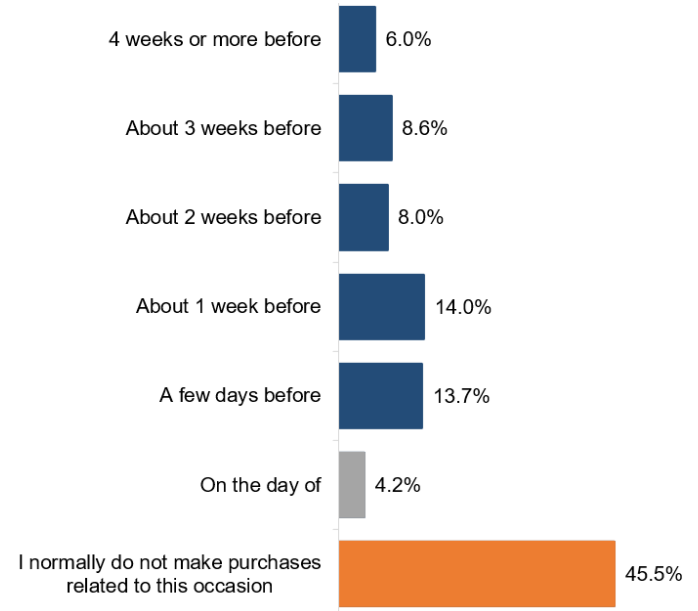
Would you expect to spend more or less for Canada Day this year compared to last year?



Almost 54.5% of Canadians make purchases specifically related to Canada Day

- The largest group (14%) make purchases about 1 week prior to the holiday
- The 2nd largest group (13.7%) make purchases about a few days before
- More than half of Canadians will plan ahead at least a few days before the holiday to make purchases

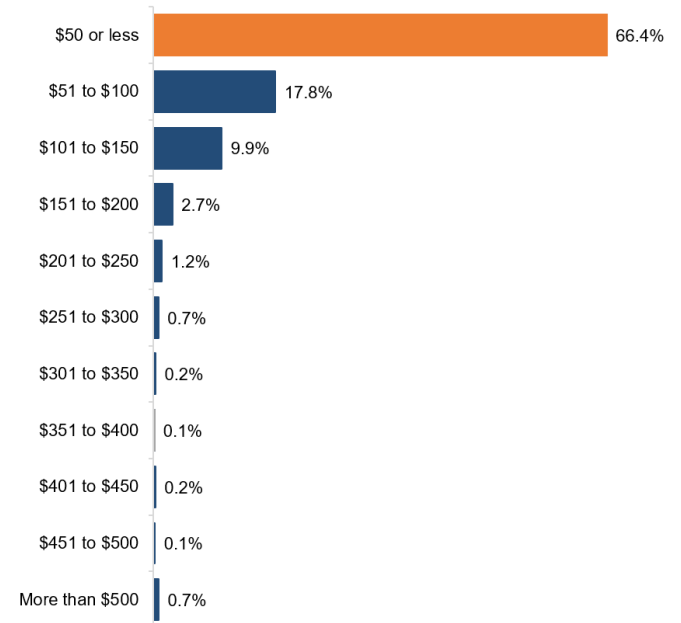
How far in advance do you make purchases related to Canada Day?



Over 2 in 3 Canadians who celebrate Canada Day spend \$50 or less on Canada Day

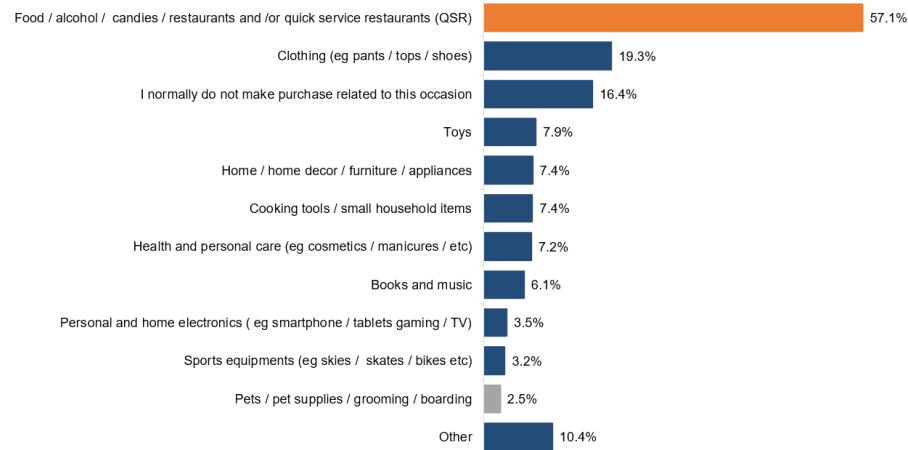
- 66.4% of Canadians spend \$50 or less on Canada Day
- This is followed by 17.8% of Canadians spending between \$51-\$100, and 9.9% spending between \$101-\$150

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



Food, Drinks, and Eating Out is the No.1 spending category for Canada Day

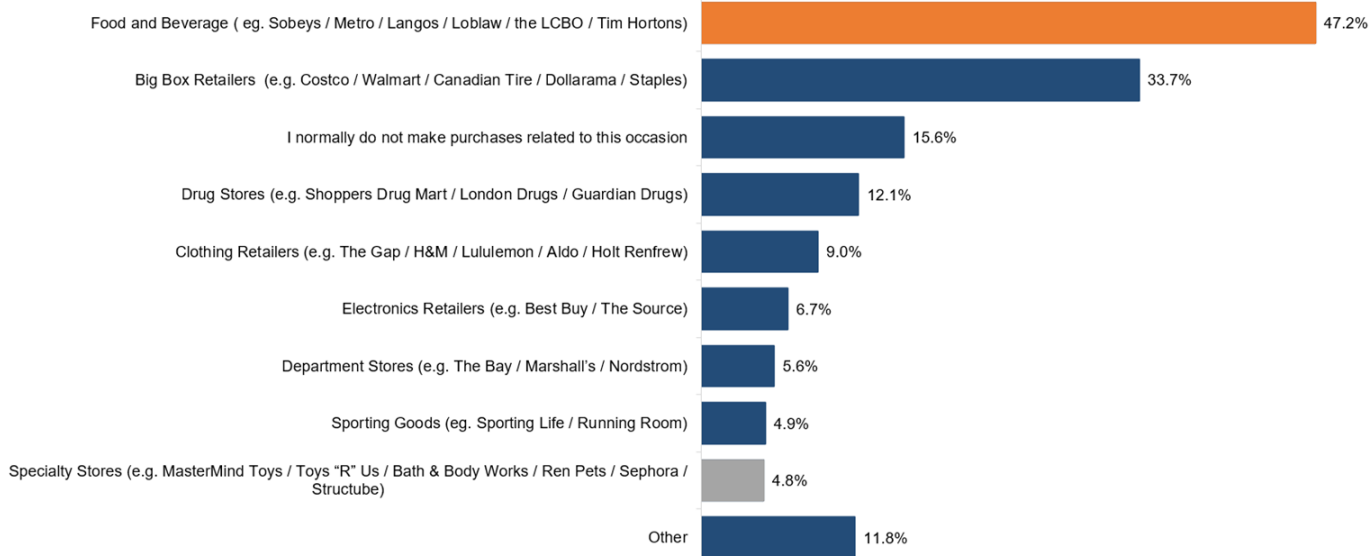
Which of the following do you spend money on as gifts or as items specifically associated with Canada Day? (Select all that apply)



For those celebrating Canada Day, top spending categories include Food/alcohol/candies/restaurants (57.1%), Clothing (19.3%), and Other (10.4%)

Food and Bev retailers and big box retailers take biggest share of Canadian's wallets on Canada Day

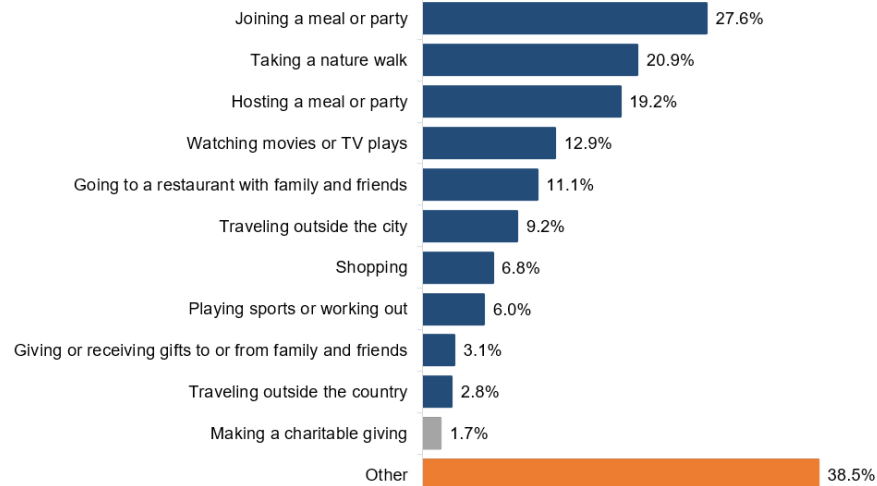
Which of the following stores do you normally make purchase related to Canada Day? (Select all that apply)



For those celebrating Canada Day, top three retail categories shopped are Food and beverage (47.2%), Big box retailers (33.7%), and Drug stores (12.1%)

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? (Select all that apply)

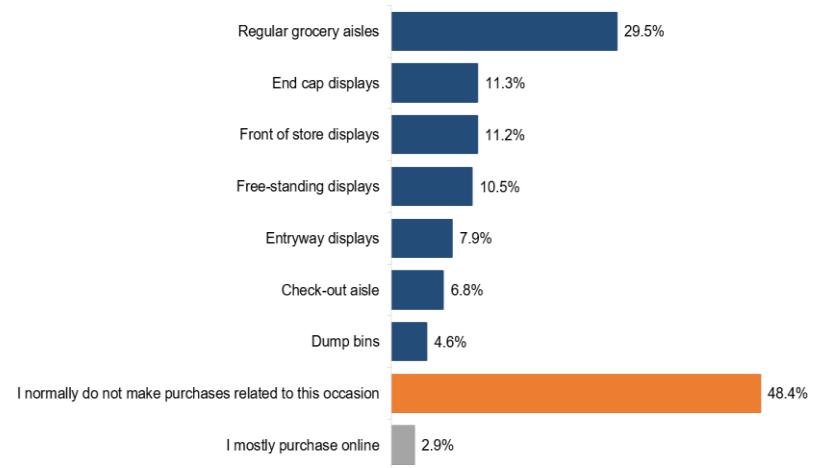


The top three activities Canadians normally do during the Canada Day holiday include joining and/or hosting a meal or party, and taking a nature walk.

Majority of Canadians search for Canada Day products in the grocery aisles

- 29.5% of Canadians purchase Canada Day products in the regular grocery aisles
- This is followed by end cap displays (11.3%), and front of store displays (11.2%)
- 2.9% of Canadians purchase something for Canada Day online

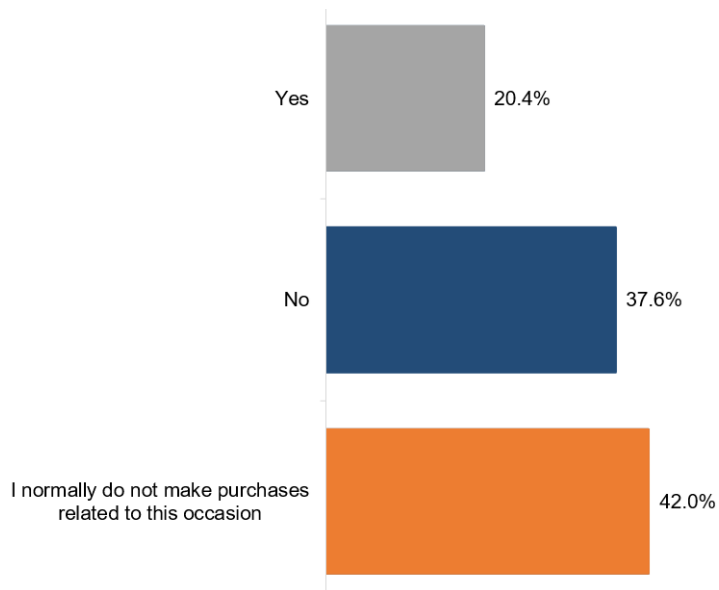
Where in the store do you normally purchase the items for Canada Day? (Select all that apply)



Almost 38% of Canadians tack on Canada Day items to an existing shopping trip

- 42% of Canadians do not make a dedicated trip for Canada Day holiday shopping
- About 1 in 5 Canadians make a dedicated trip specific for purchasing Canada Day items

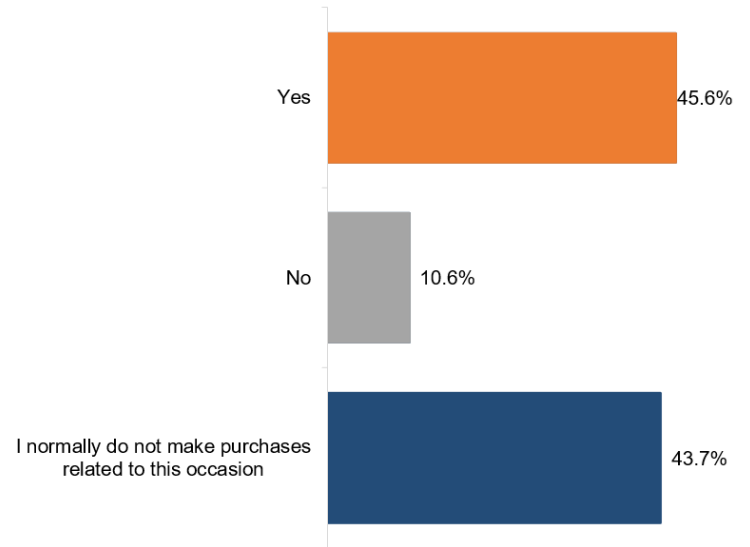
Do you normally make a dedicated trip to buy things for Canada Day?



Around 46% of Canadians will support local / brick and mortar this Canada Day

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

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





Let's talk insights.

Anuj Punni

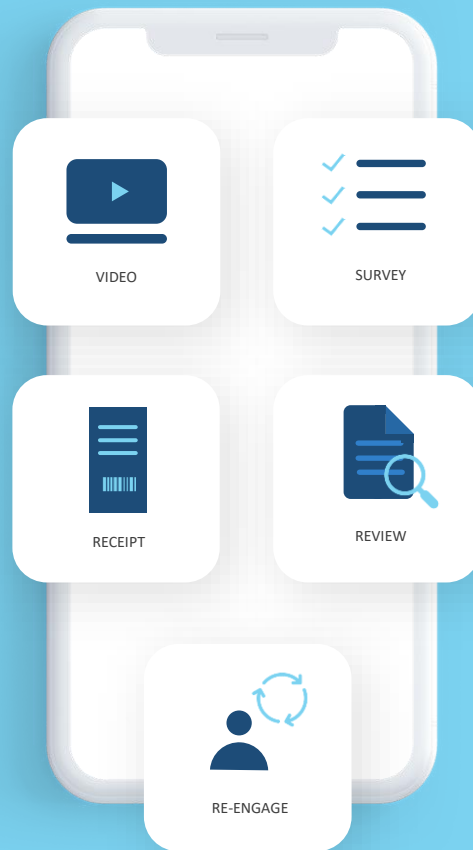
Manager Insights Solutions

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



Largest Daily Active Panel in Canada



Unmatched Panel Diversity



**Large Canadian Representative
Samples**



Micro-Niche Audience Access



Purchase & Declared Panel Data