



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

Almost 2 in 3 Canadians celebrate Father's Day



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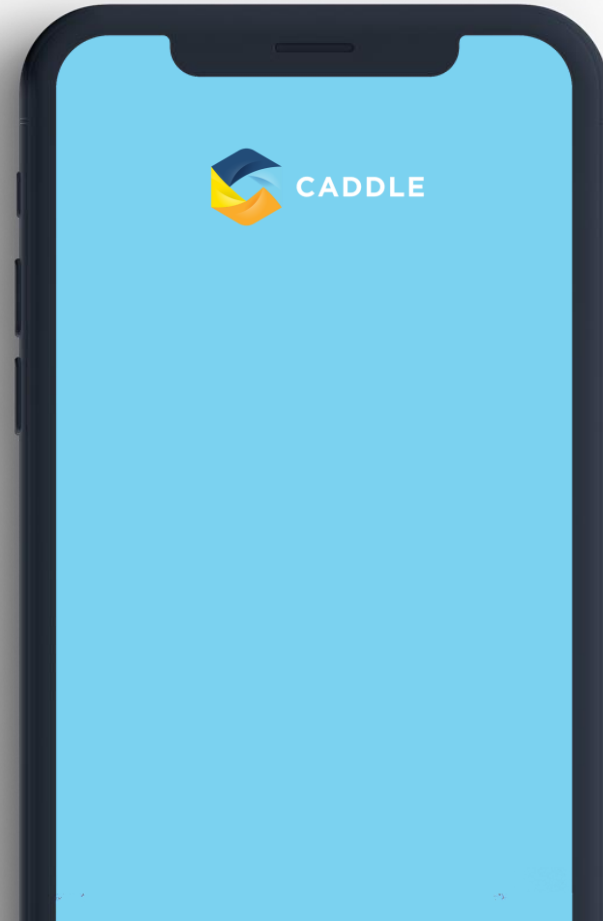
Make better decisions, faster, with access to rapid
insights at every stage of the consumer journey



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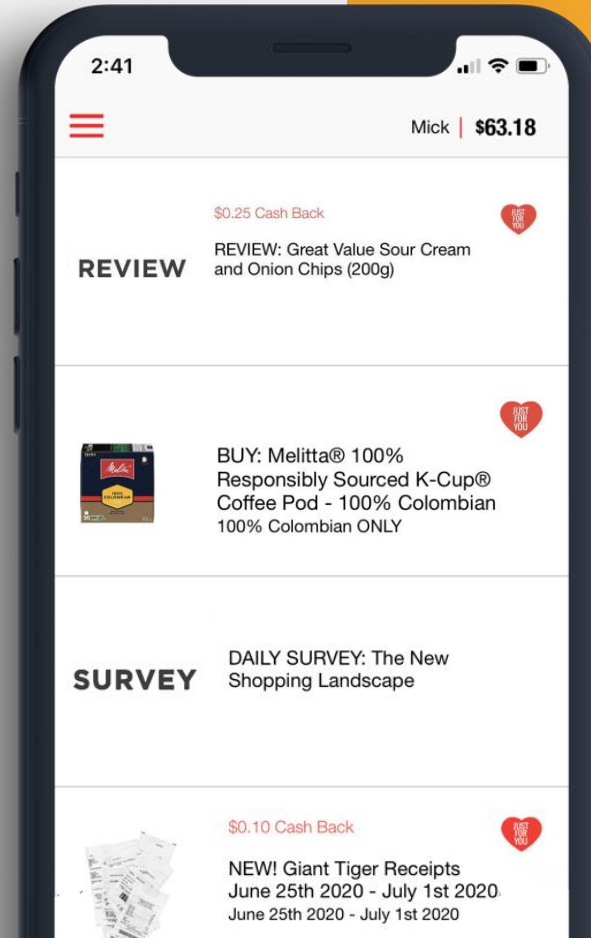
Methodology

Caddle, in partnership with 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 April, 2022 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,922 and n=9,684 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.



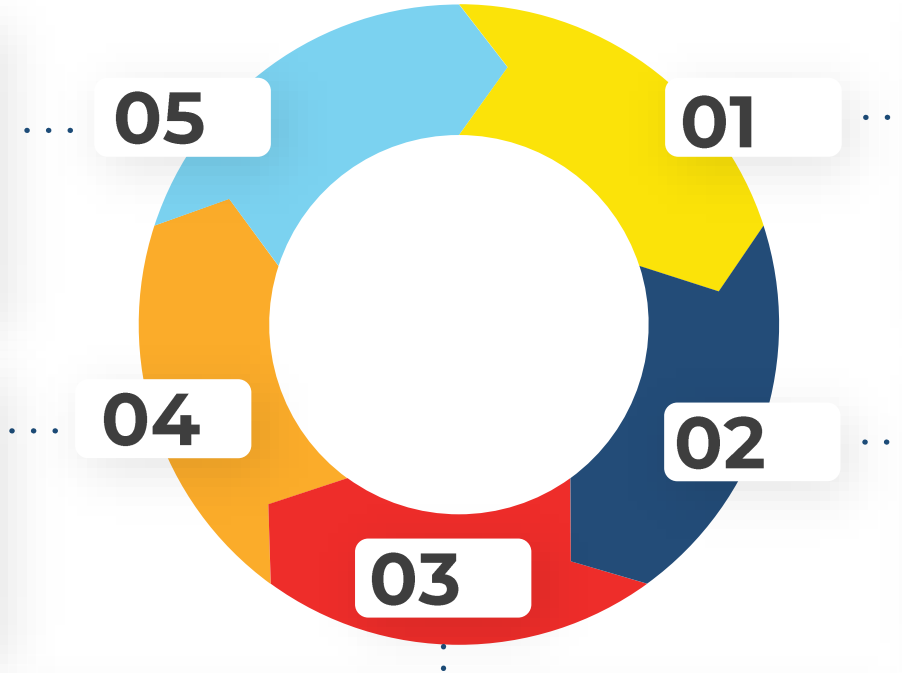
Key Findings on Father's Day

Where Are Canadians Shopping for Father's Day?

Big-box retailers and Food and beverage retailers take the biggest share of Canadians' wallets on Father's Day

What Are Canadians Buying for Father's Day?

Food, Drinks, and Eating Out is the No.1 spending category (around 47%) for Father's Day



Who Celebrates Father's Day? About 2 in 3 Canadians celebrate Father's Day

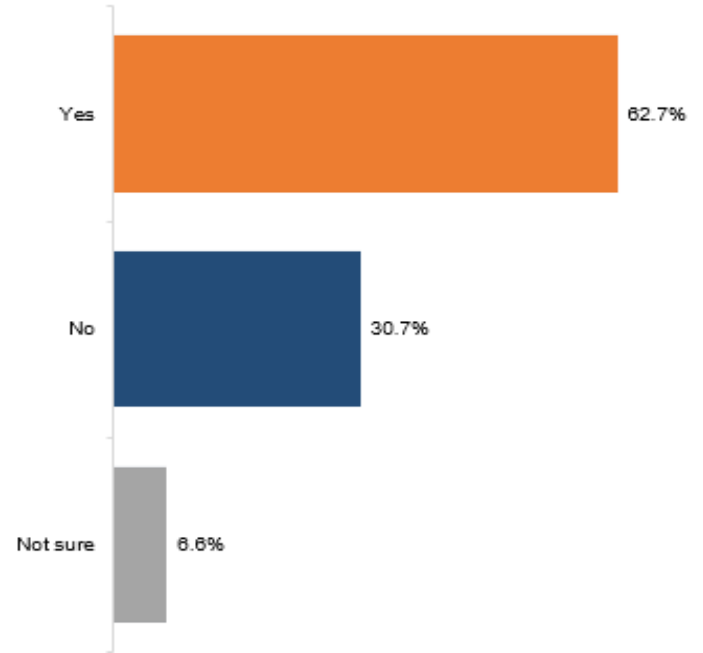
How Many Make Purchases for Father's Day? Almost 64% of Canadians make Father's Day purchases

How Much are Canadians Spending on Father's Day? Of those who spend on Father's Day, around 47% spend over \$50

About 2 in 3 Canadians celebrate Father's Day

- 62.7 % of Canadians celebrate Father's Day

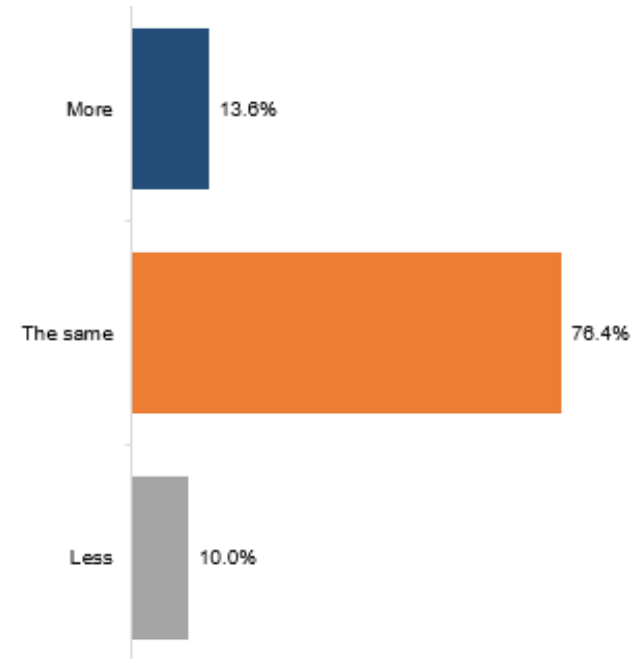
Do you normally celebrate Father's Day?



About 3 in 4 Canadians expect to spend the same this year compared to last year on Father's Day

- 76.4 % of Canadians expect to spend a similar amount this year to celebrate Father's Day as compared to last year
- Overall, there's an increase in expected spend by 3.6% among Canadians compared to last year

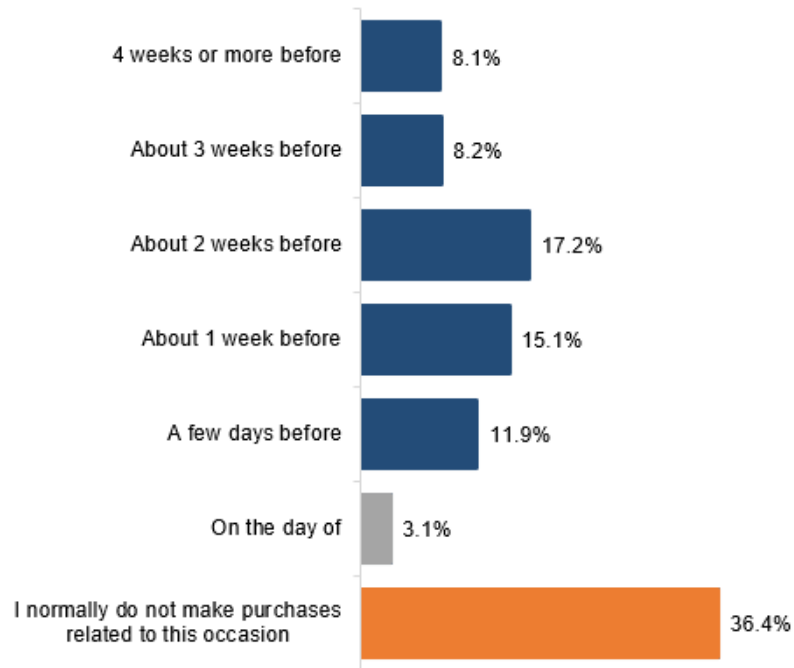
Would you expect to spend more or less on Father's Day this year compared to last year?



Almost 64% of Canadians make purchases specifically related to Father's Day

- The largest group (34%) make purchases between 2 to 4 weeks before the holiday
- The 2nd largest group (15.1%) make purchases at least a week before the holiday
- 11.9% of Canadians will plan a few days before the holiday to make purchases

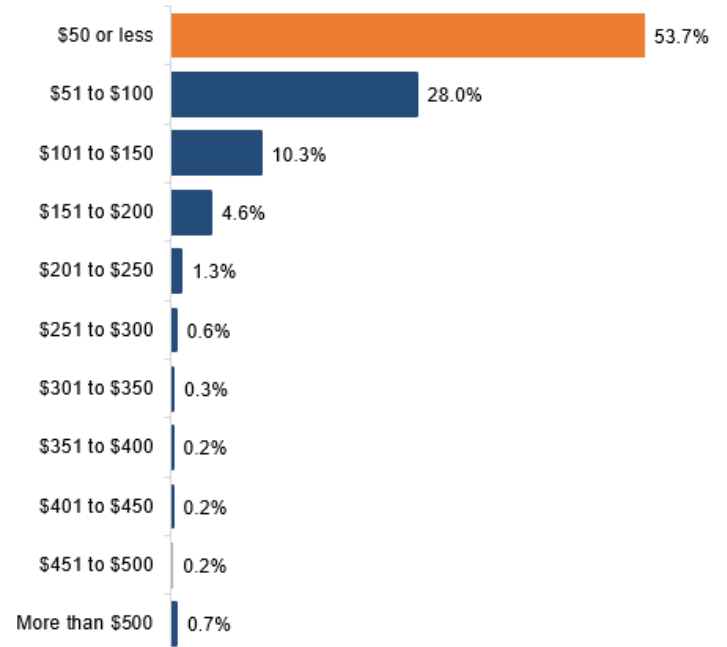
How far in advance do you make purchases related to Father's Day?



Over 53% of Canadians who celebrate Father's Day spend \$50 or less on Father's Day

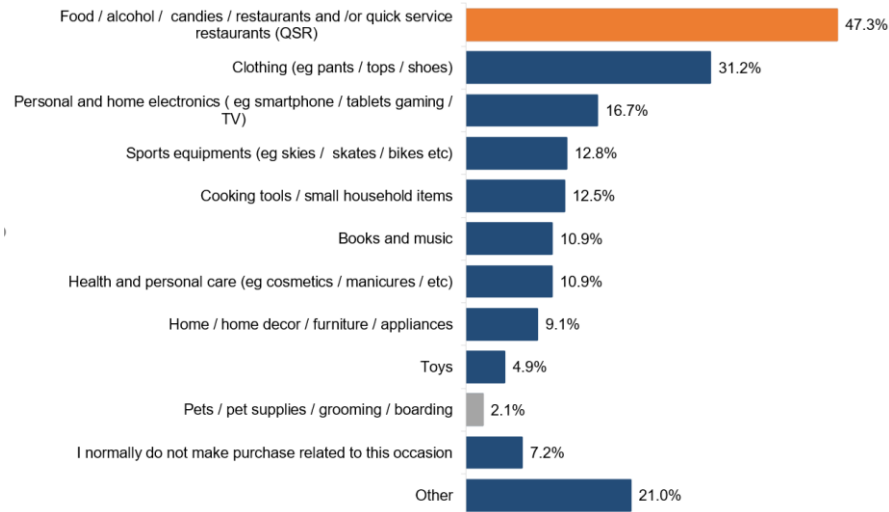
- 53.7% of Canadians spend \$50 or less on Father's Day
- This is followed by 28% of Canadians spending between \$51-\$100, and around 15% spending between \$101-\$200

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



Food, Drinks, and Eating Out is the No.1 spending category for Father's Day

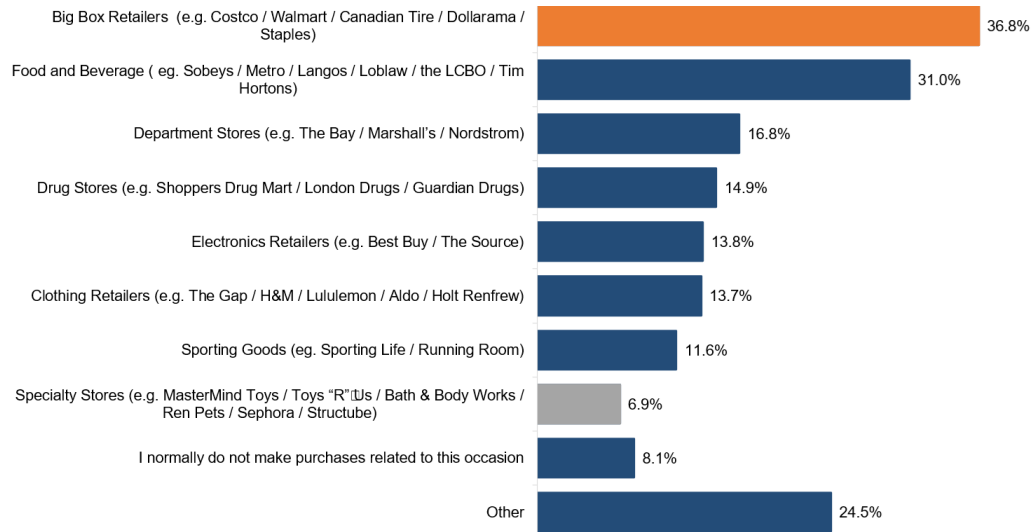
Which of the following do you spend money on as gifts or as items specifically associated with Father's Day?



For those celebrating Father's Day, top spending categories include Food/alcohol/candies/restaurants (47.3%), Clothing (31.2%), and Other (21%)

Big-box retailers, Food and Bev. retailers take the biggest share of Canadian's wallets on Father's Day

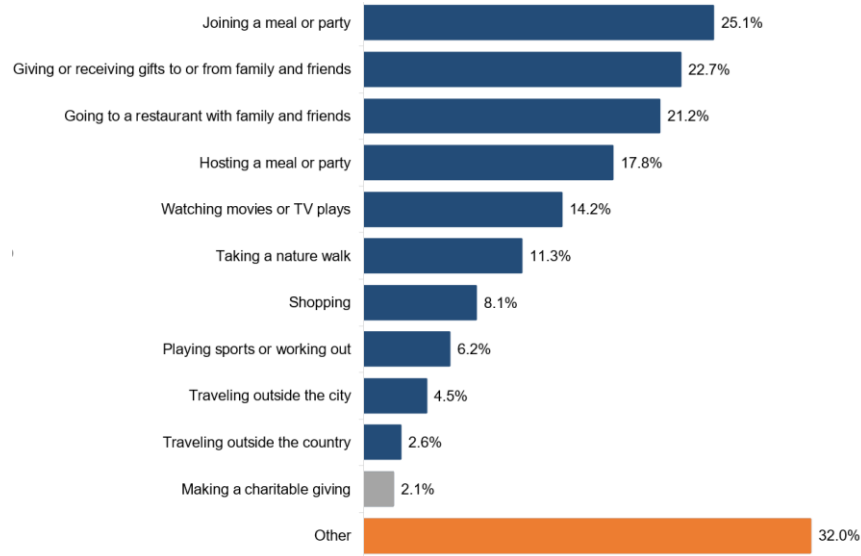
Which of the following stores do you normally make purchases related to Father's Day?



For those celebrating Father's Day, the top three retail categories shopped are Big box retailers (36.8%), Food and Beverage (31.0%), and Departmental stores (16.8%)

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? (Select all that apply)

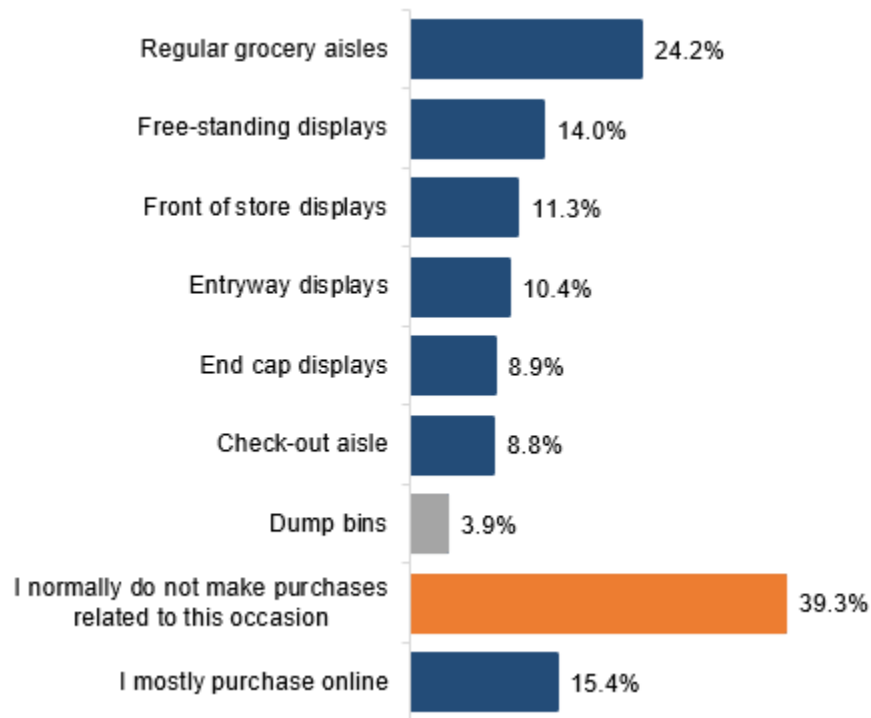


The top three activities Canadians normally do during the Father's Day holiday include joining a meal or party, Giving or receiving gifts and Hosting a meal or party

Around 1 in four Canadians search for Father's Day products in the grocery aisles

- 24.2% of Canadians purchase Father's Day products in the regular grocery aisles
- This is followed by Free standing displays (14.0%),
- 11.3% of Canadians purchase something for Father's Day from Front of store displays

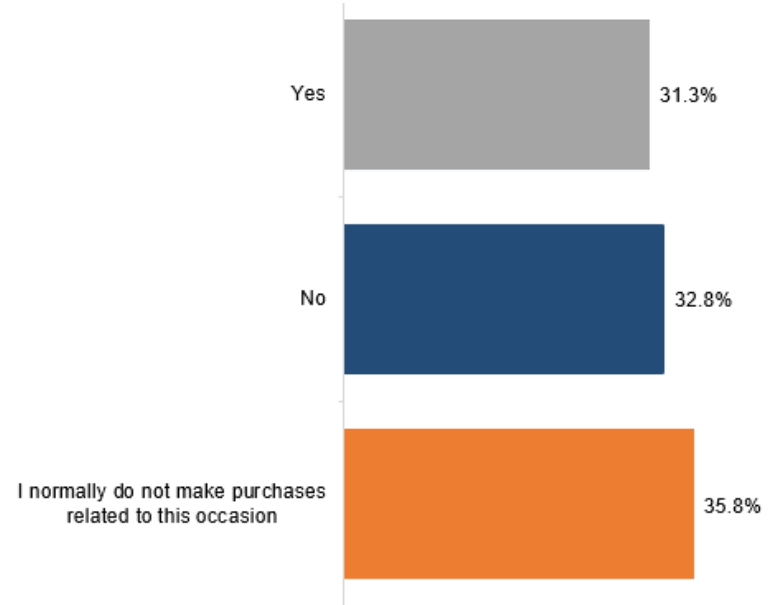
Where in the store do you normally purchase the items for Father's? (Select all that apply)



32.8% of Canadians tack on Father's Day items to an existing shopping trip

- 31.3% of Canadians make a dedicated trip for Father's Day holiday shopping
- About 1 in 3 Canadians make no purchasing related to Father's Day

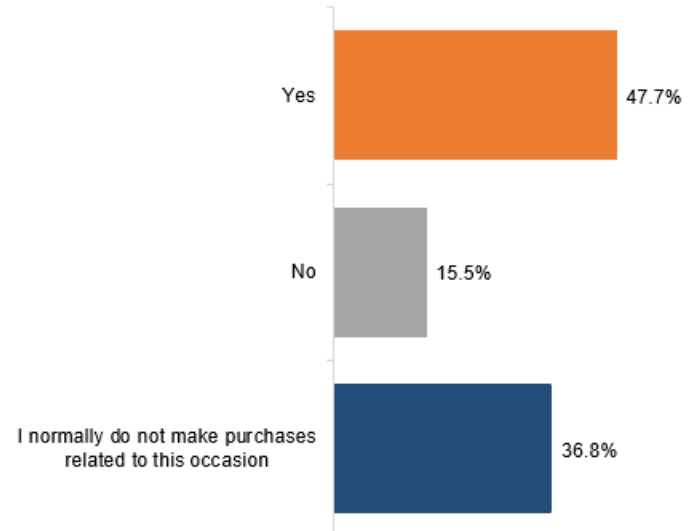
Do you normally make a dedicated trip to buy things for Father's Day?



Around 1 in 2 have sentiments to support local / brick and mortar this Father's Day

- About 48% of Canadians prefer shopping local / brick and mortar businesses instead of online for their Father's Day purchases this year

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





Let's talk insights.

Anuj Punni

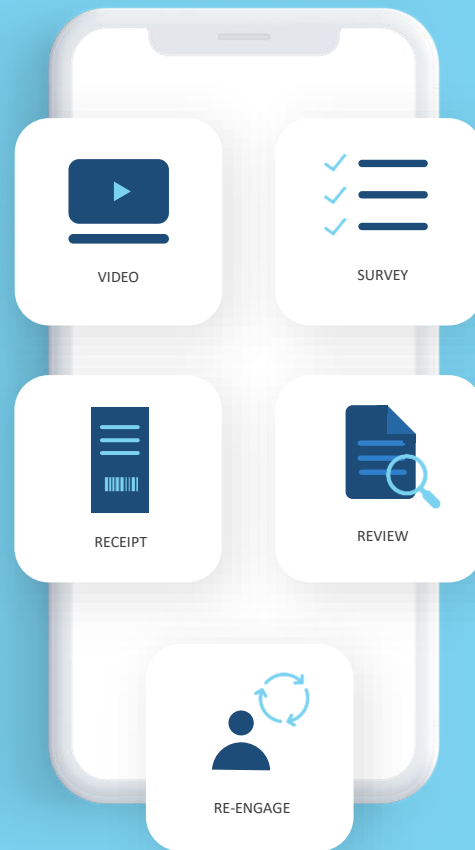
Manager Insights Solutions

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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