

“March Break” Shopping in Canada Survey | National Consumer Research – Caddle & RCC | 2024

83.9% of Canadians intending to spend for “March Break”, plan to either maintain or increase their spending compared to last year.



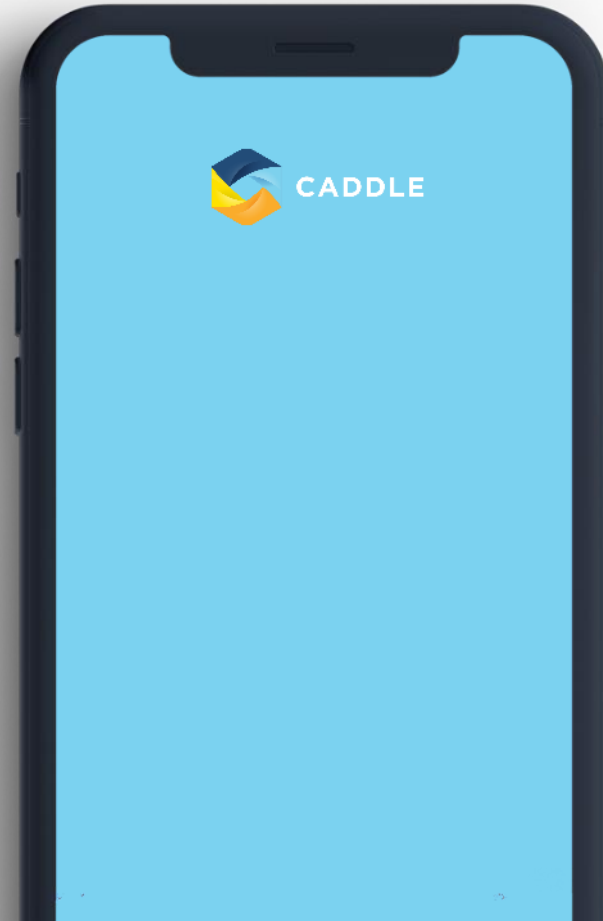
Make better decisions, faster, with access to rapid insights at every stage of the consumer journey

Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions for "March Break".

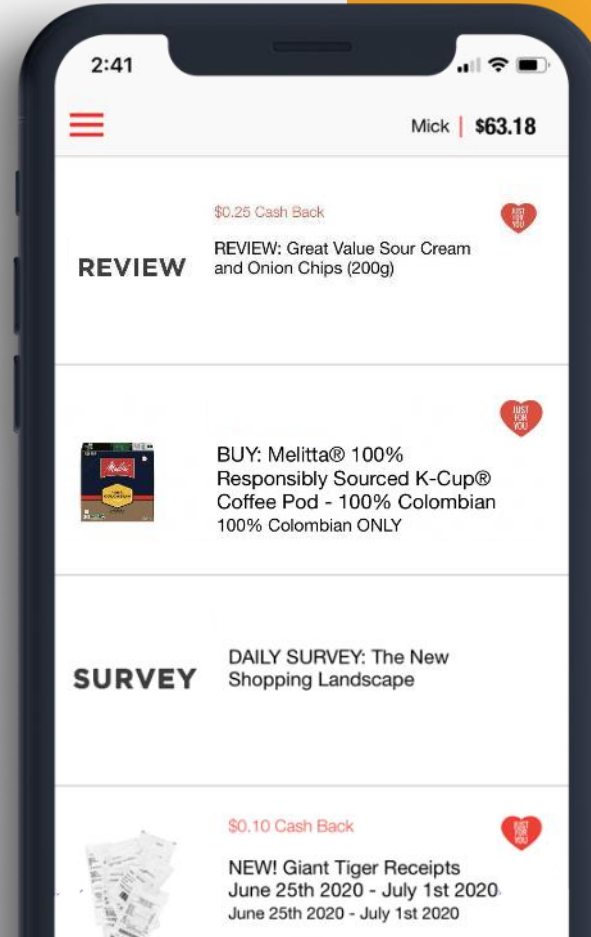
Surveys were conducted in January 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=8,777 and n=8,474 Canadian adults.

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.



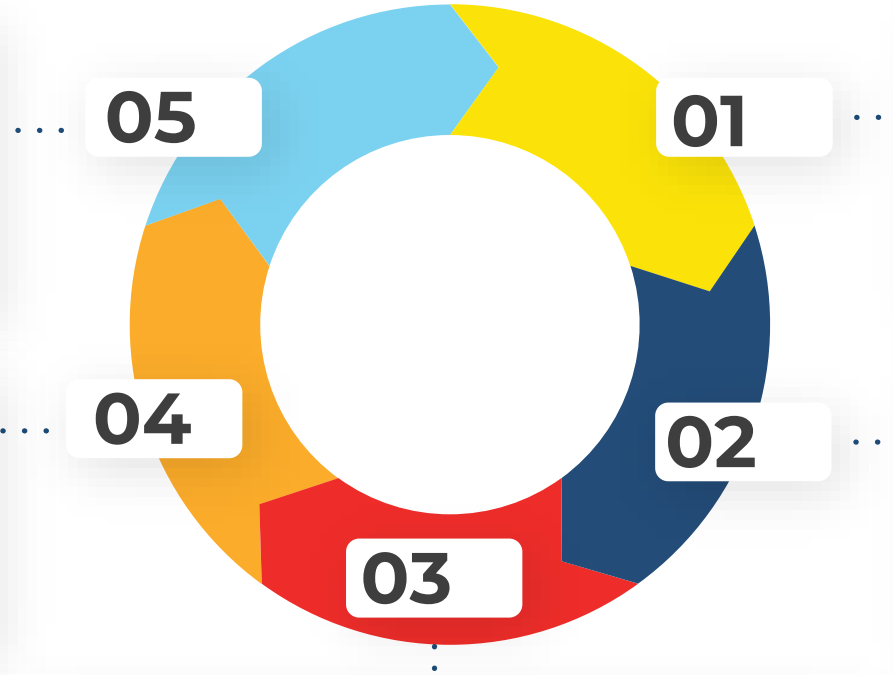
Key Findings on “March Break” shopping

Where do Canadians search for “March Break” inspiration?

Friends and family are the most influential source of inspiration for “March Break” related purchases.

What are Canadians buying for “March Break”?

Entertainment and activities are the top spending category for “March Break”.



Who plans to spend for “March Break”?

20% of Canadians are planning something for March Break”, while 9% are not sure.

What are this year’s spending intentions?

83.6% of Canadians intending to spend for “March Break”, plan to either maintain or increase their spending compared to last year.

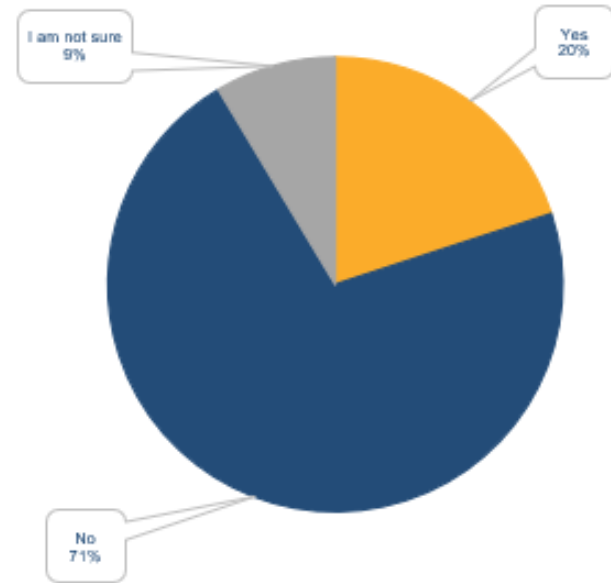
How much are Canadians spending on “March Break” shopping?

Of those who spend, 73.1% spend more than \$50.

Only 20% of Canadians do something special for “March Break”

- Males and Females participate equally (48% each) in “March Break” activities.
- Majority of Canadians aren’t doing anything special for “March Break”.

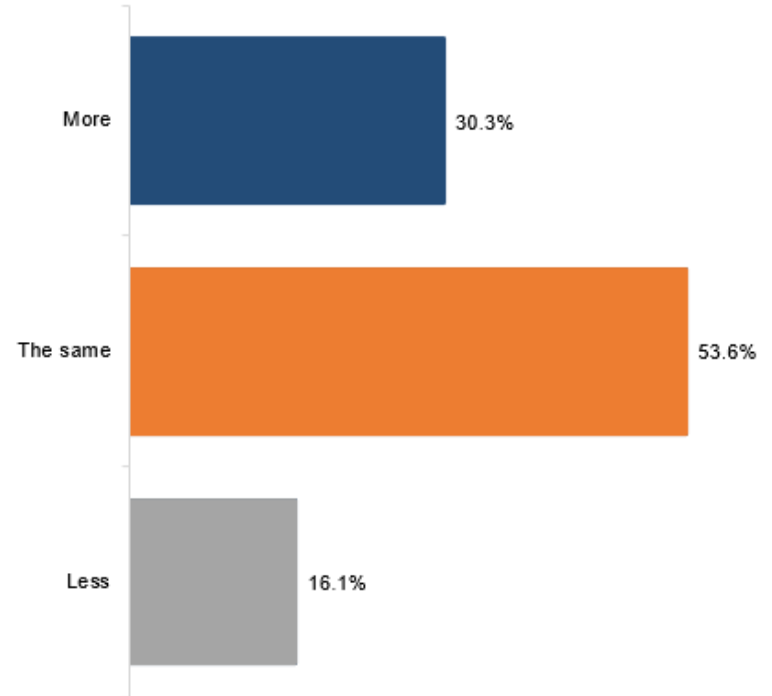
Do you normally do something special for “March Break”?



Almost 84% of Canadians plan to spend the same or more in 2024 as compared to last year

- 53.6 % of Canadians expect to spend the same amount of money for “March Break” related purchases as they did last year.
- About 1 in 3 Canadians (30.3%) expect to spend more this year on purchases related to “March Break”.

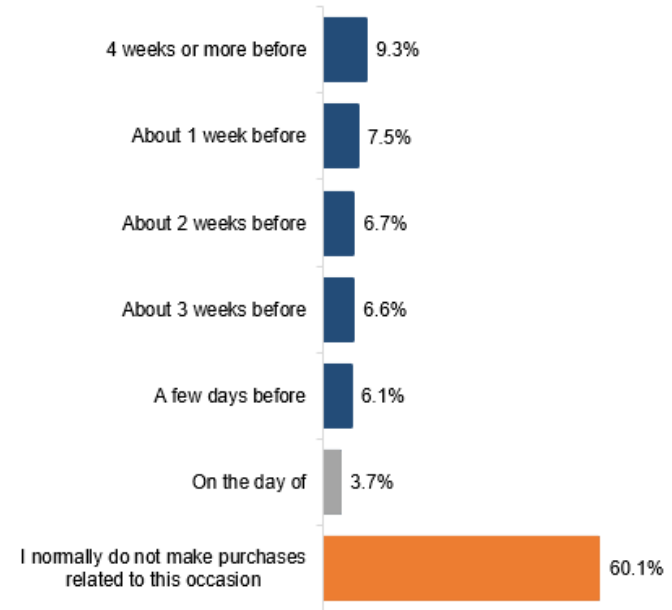
Would you expect to spend more or less during “March Break” this year compared to last year?



“March Break” related shopping tends to be planned with 36.2% being purchased ahead of time

- Only 3.7% of Canadians are impulse “March Break” shoppers.
- 9.3% of Canadians will plan to purchase 4 weeks or more in advance as they spending on entertainment and activities that need to be booked to ensure participation.

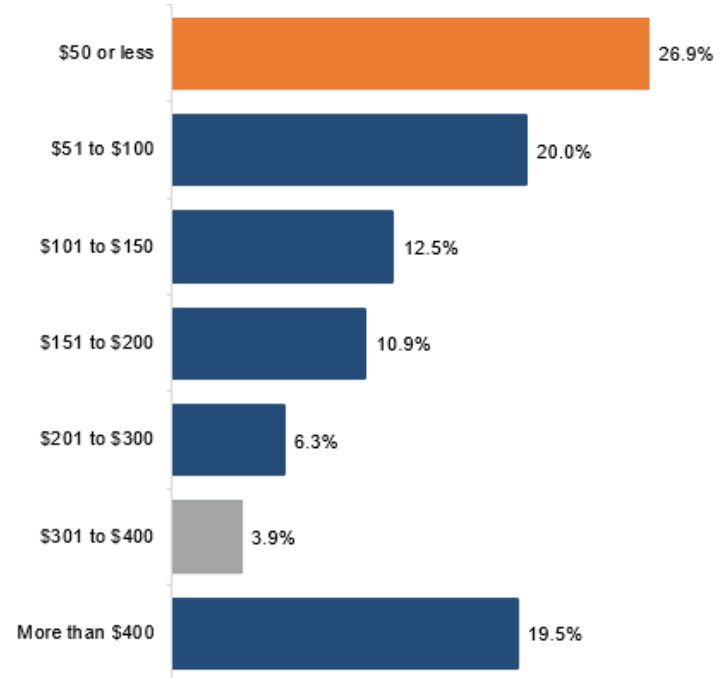
How far in advance do you make purchases related to “March Break”?



73.1% of Canadians who make “March Break” related purchases spend more than \$50

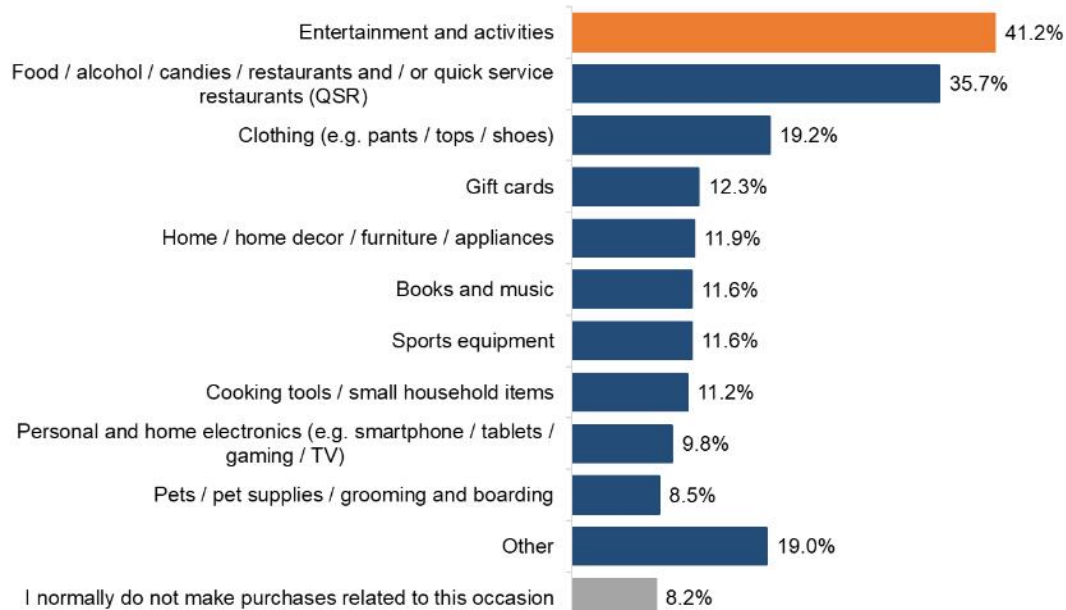
- Around 27% of Canadians spend \$50 or less for “March Break”.
- 20% of Canadians spend between \$51-\$100 with almost a similar percentage spending more than \$400.

How much do you normally spend in total for “March Break” purchases?



Entertainment and activities are the top spending category for “March Break”

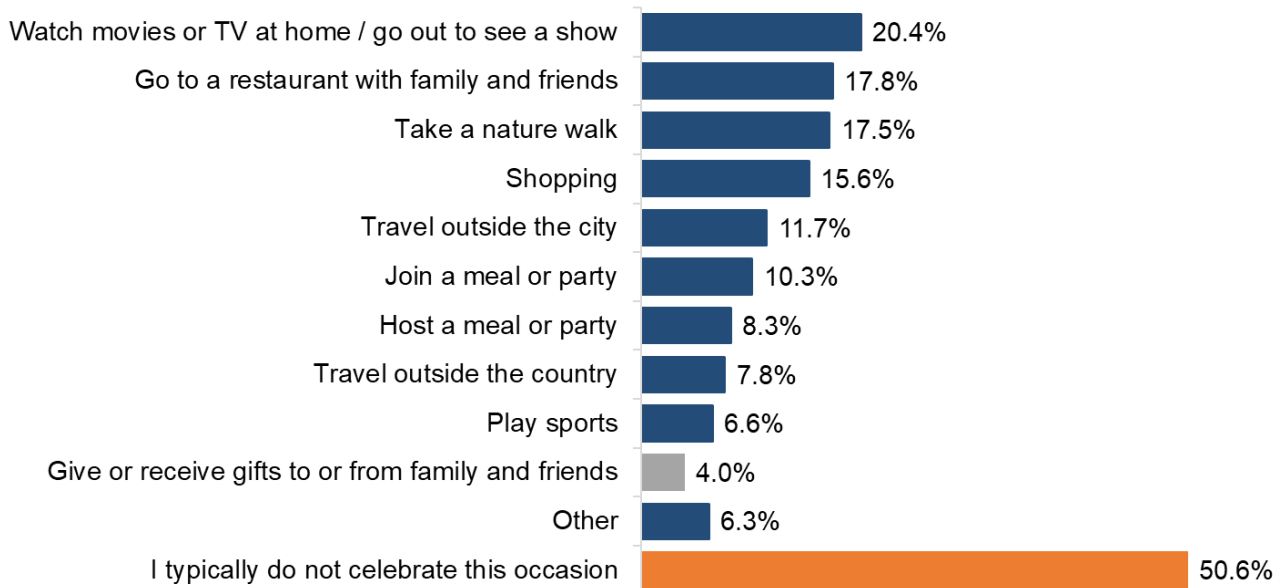
Which of the following do you spend money on as items specifically associated with “March Break”?



For those doing special for “March Break”, top spending categories include Entertainment (41.2%), followed by Food/alcohol/candies/restaurants/QSR (35.7%), and then Clothing(e.g. pants/Tops/Shoes (19.2%).

One in five Canadians will watch movies/ TV at home or go see a show during “March Break”

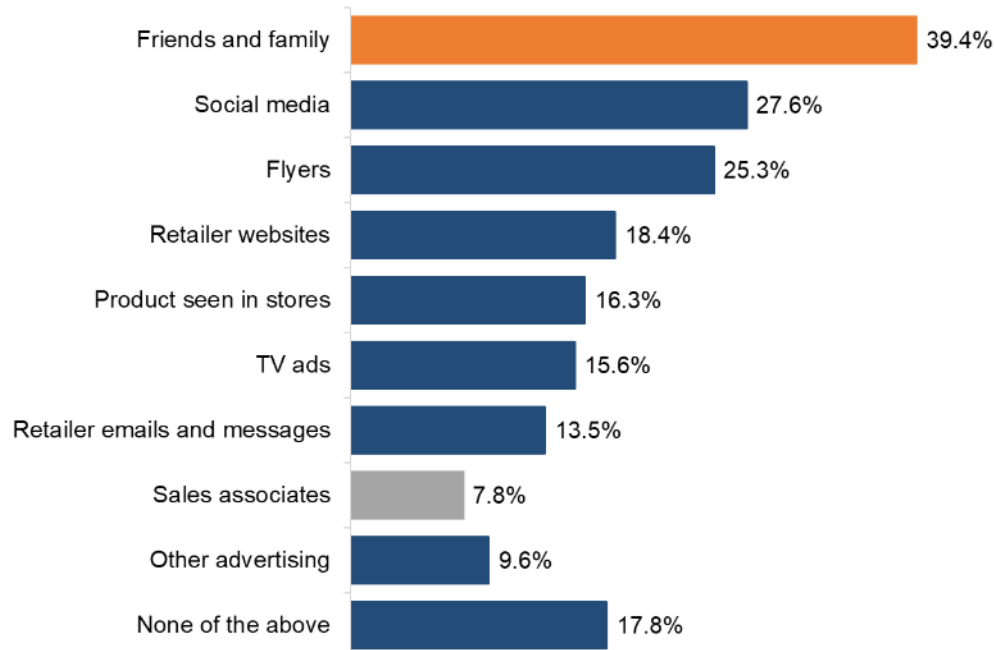
Which of the following activities do you normally do during “March Break”?



For those doing special during “March Break”, the top three activities include watching TV/ movies/ shows (20.4%), followed by going to a restaurant (17.8%), and lastly, taking a nature walk (17.5%).

Almost 40% of Canadians ask friends and family for “March Break” purchase ideas

Where do you look for “March Break” inspiration?

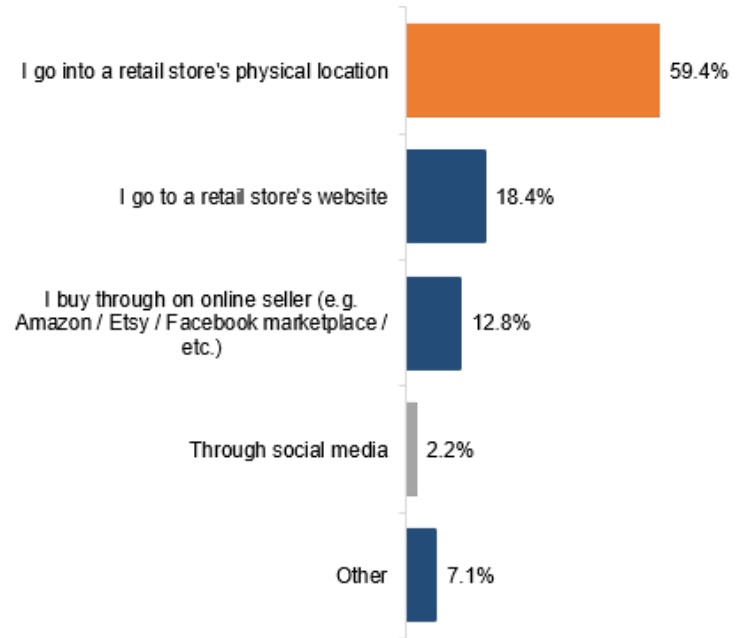


Canadians get their inspiration for “March Break” purchases from: Friends and Family (39.4%), Social media (27.6%), and Flyers (25.3%) respectively.

Around 60% of Canadians shop in-person at retail stores for “March Break” shopping

- 59.4% of Canadians prefer to go into a retail store's physical location to make purchases for “March Break”, while 18.4% go to the store's website.
- 12.8% of Canadians purchase products through an online marketplace seller.

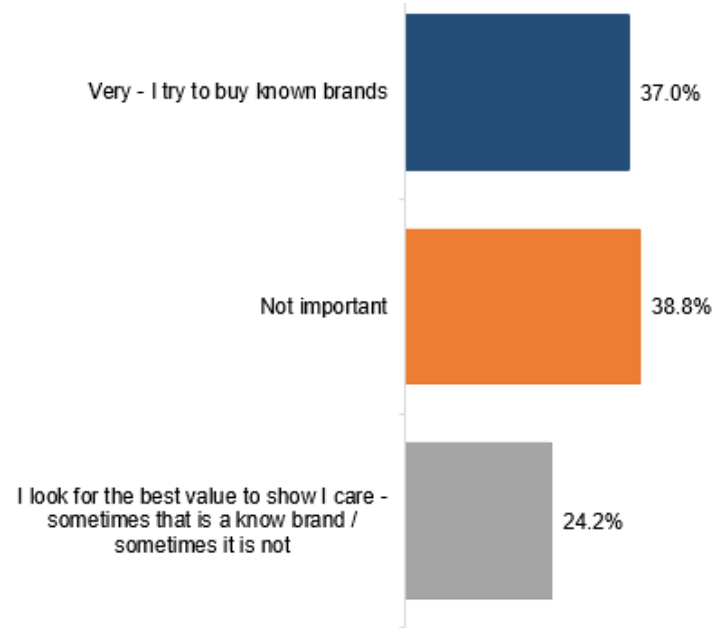
How do you usually make most of your purchases related to “March Break”?



Canadians appreciate both known and lesser know brands for their “March Break” purchases

- 38.8% of Canadians who will make “March Break” related purchases do not think a known brand will increase the significance of these purchases.
- At an almost equal level, 37% of Canadians who will make “March Break” purchase feel buying a known brand increases its significance.
- 24.2% of Canadians are driven by where they feel they find the best value.

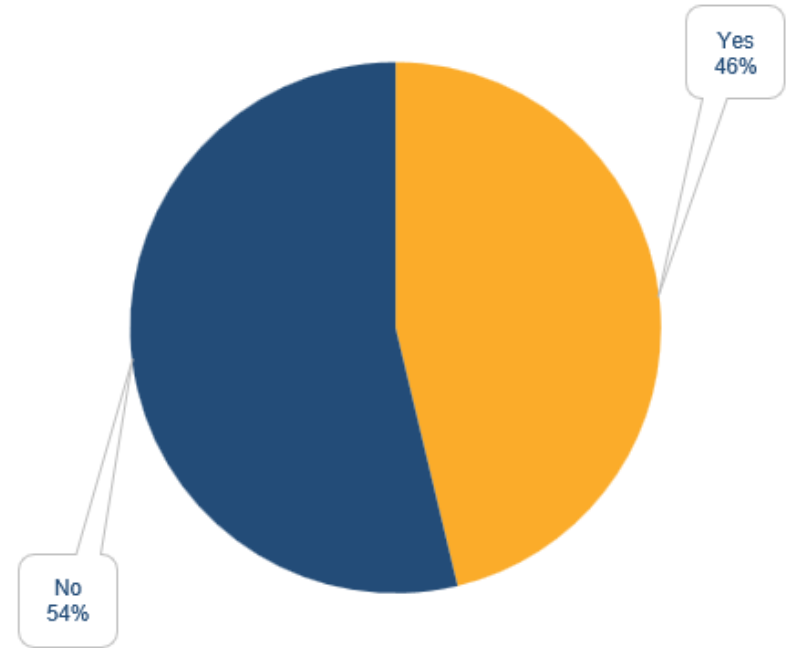
How important is it to buy a known brand to increase the significance/importance of this occasion?



54% of Canadians tack on “March Break” items to an existing shopping trip

- 46% of Canadians make a dedicated trip for “March Break” shopping.

Do you typically make a dedicated trip to buy things for “March Break”?





Let's talk insights.



Anuj Punni

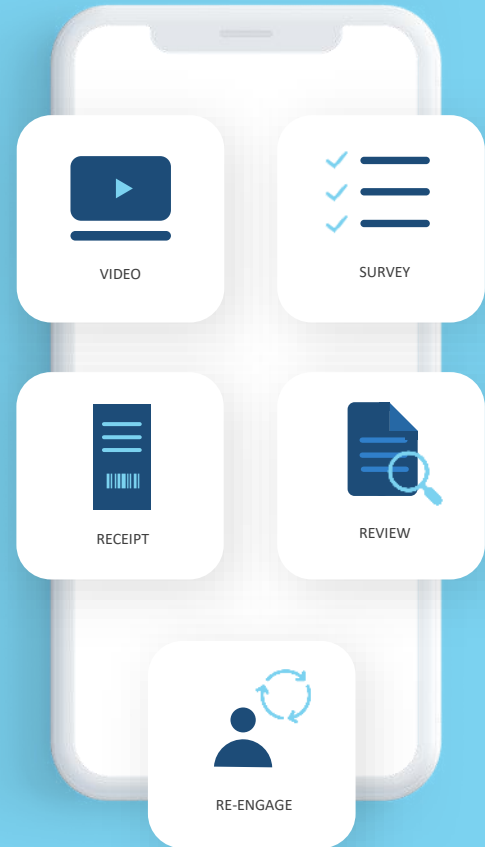
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How It Works

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.





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