



Valentine's Day Shopping in Canada Survey | National Consumer Research – Caddle & RCC | January 2024

51% of Canadians plan to spend more than \$50 for Valentine's Day in 2024.



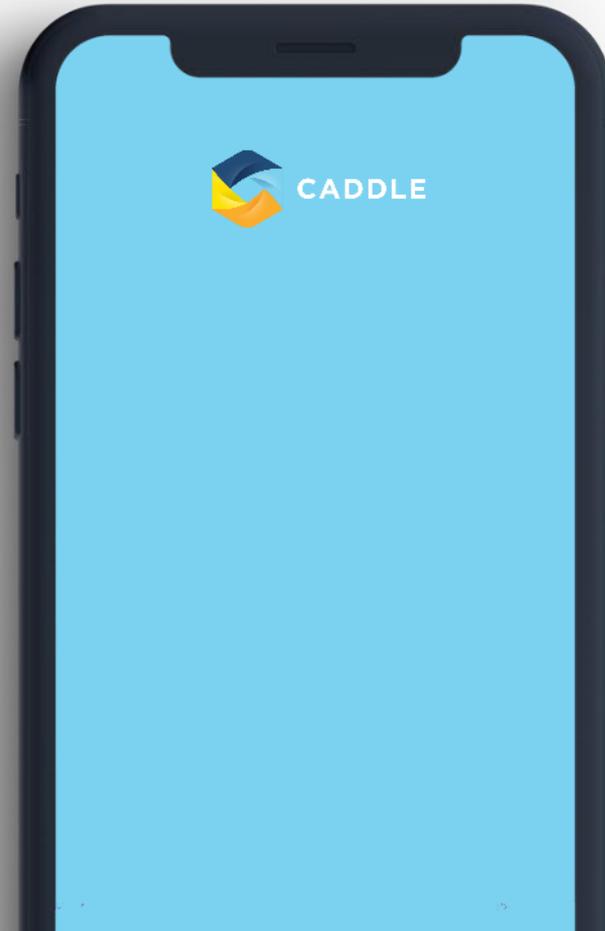
Make better decisions, faster, with access to rapid insights at every stage of the consumer journey

Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to coast to better understand consumers' shopping intentions around Valentine's Day.

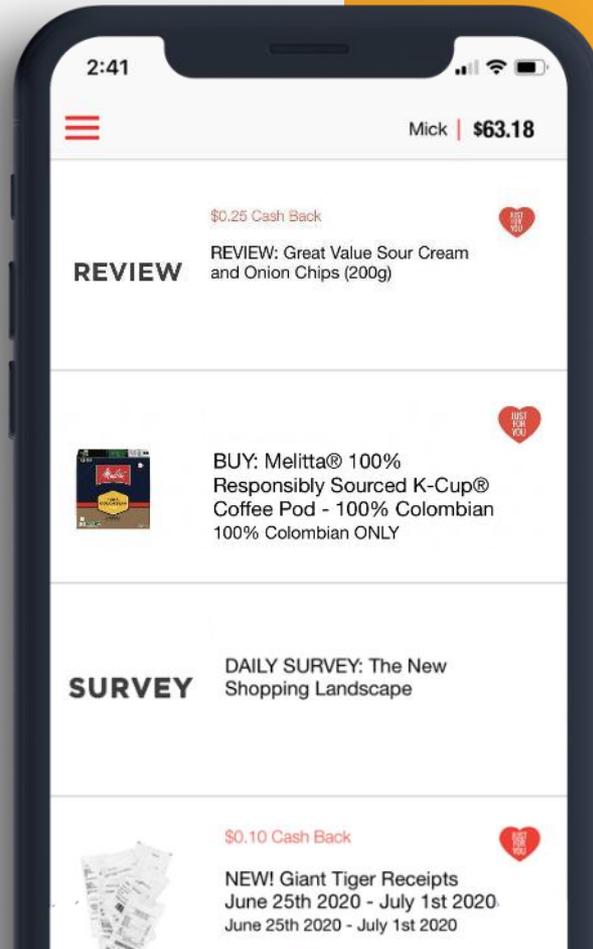
Surveys were conducted in January 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=8,870 and n=8,882 Canadian adults.

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.



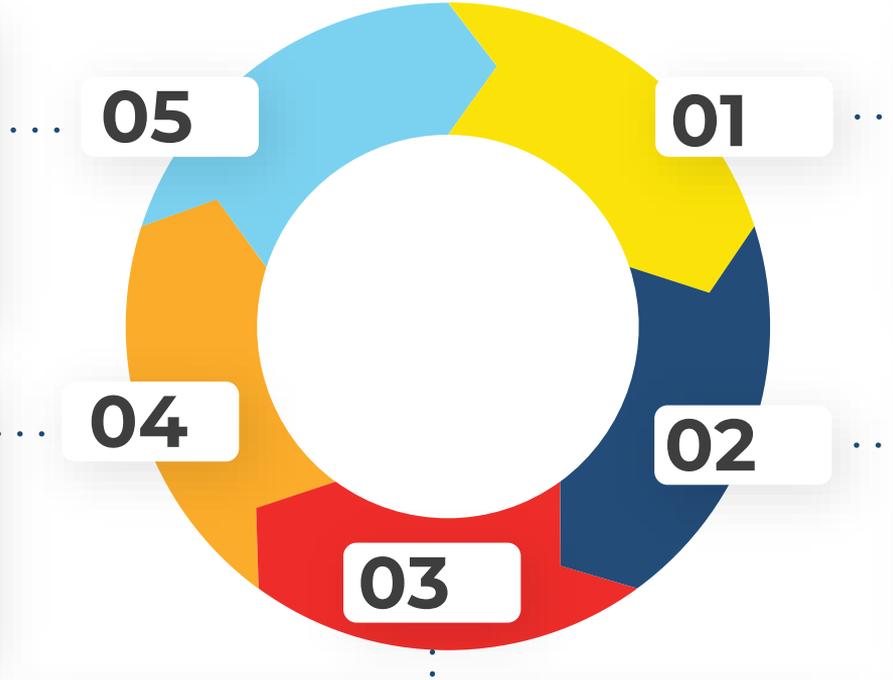
Key Findings on Valentine's Day

Where do Canadians search for Valentine's Day inspiration?

Products in stores and family/friends take the largest share of Canadian's inspiration on Valentine's Day

What are Canadians buying for Valentine's Day?

Food/Alcohol/Candies/ Restaurants are the top spending category for Valentine's Day



Who celebrates Valentine's Day?

39% of Canadians plan to do something special for Valentine's Day

What are this year's spending patterns?

This year, over 83% of Canadians who celebrate Valentine's Day, plan to spend the same or more as compared to last year

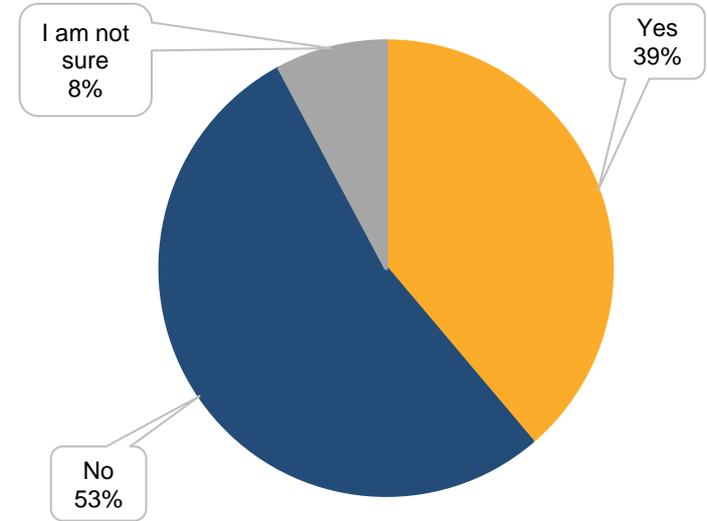
How much are Canadians spending on Valentine's Day?

Of those who celebrate Valentine's Day, 51% spend more than \$50

39% of Canadians celebrate Valentine's Day

- The number of people planning to celebrate Valentine's Day this year has dropped significantly by 9 percentage points compared to 2023 with 48%.
- 48% of males and 49% of females celebrate Valentine's Day.
- The male vs. female split celebrating Valentine's Day has remain unchanged comapred to 2023.

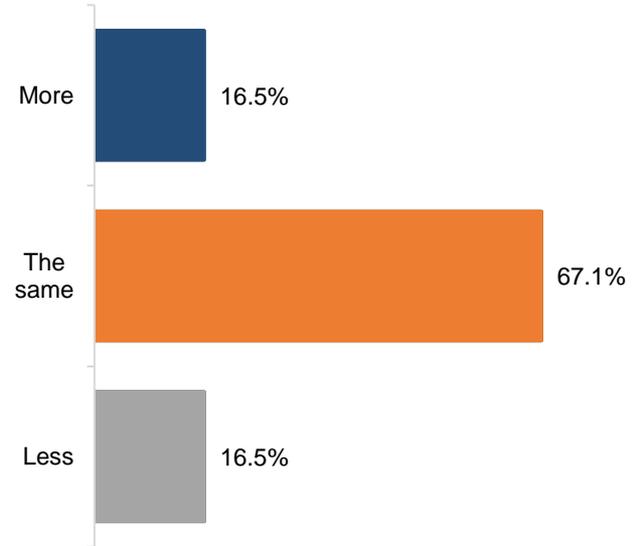
Do you normally do something special for Valentine's Day?



Over 83% of Canadians who celebrate Valentine's Day, plan to spend the same or more as compared to last year

- 67.1% of Canadians expect to spend the same amount of money on celebrating Valentine's Day as they did last year.
- About 1 in 6 Canadians (16.5%) expect to spend more this year on purchases related to Valentine's Day.
- The number of people planning to spend the same or more as compared to last year has decreased by only 0.6 percentage points compared to 2023.

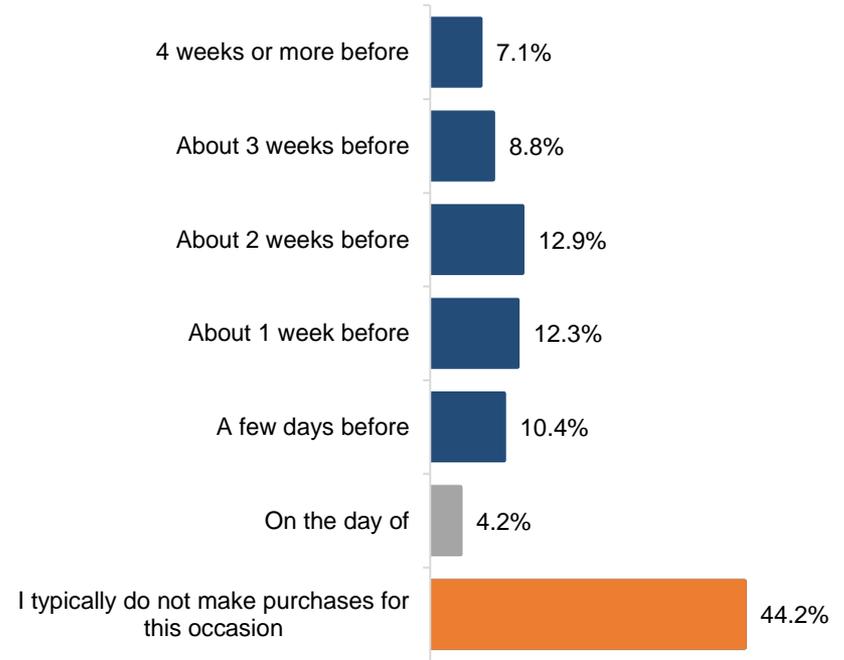
Would you expect to spend more or less on Valentine's Day this year compared to last year?



Almost 56% of Canadians make purchases specifically related to Valentine's Day

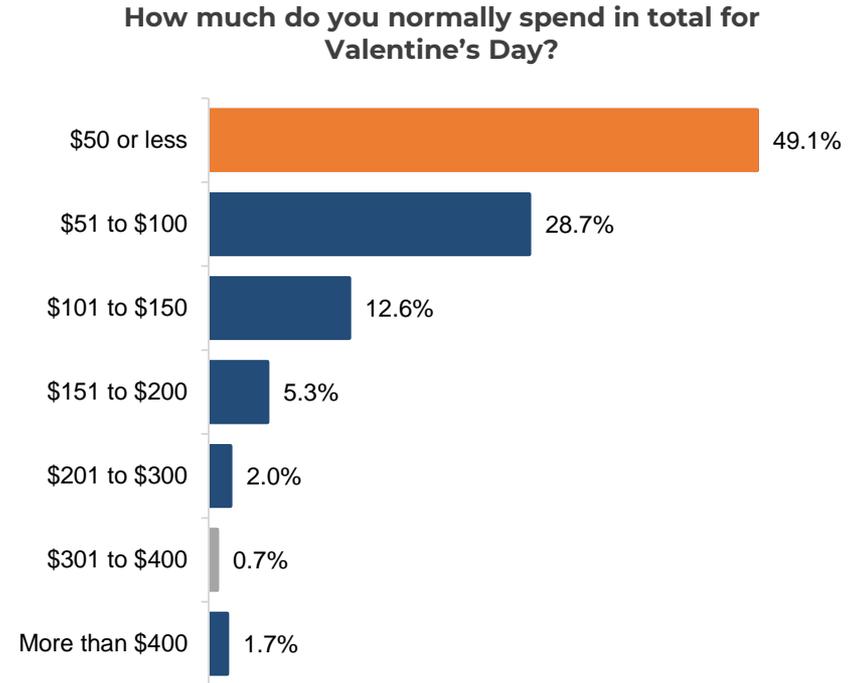
- Approximately 41% of Canadians will plan at least a week ahead before Valentine's Day to make purchases. This number has changed by only 1% percentage point compared to 42% in 2023.
- 4.2% of Canadians are impulse shoppers and make purchases on Valentine's day.
- The number of people shopping on impulse has gone up by 0.7 percentage points compared to 3.5% in 2023.

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



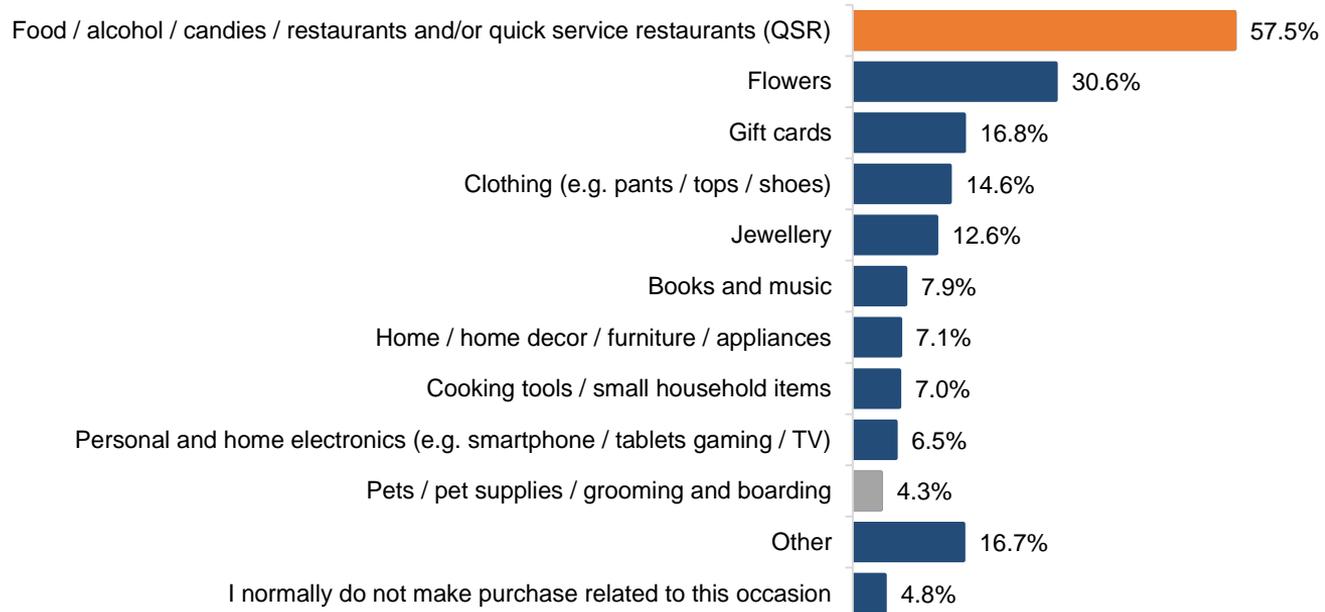
51% of Canadians who celebrate Valentine's Day, spend more than \$50

- Around 49% of Canadians spend \$50 or less on Valentine's Day. Compared to 2023, this number has decreased by 2.6 percentage points.
- 28.7 % of Canadians spend between \$51-\$100.



Food/Alcohol/Candies/Restaurants is the top spending category for Valentine's Day

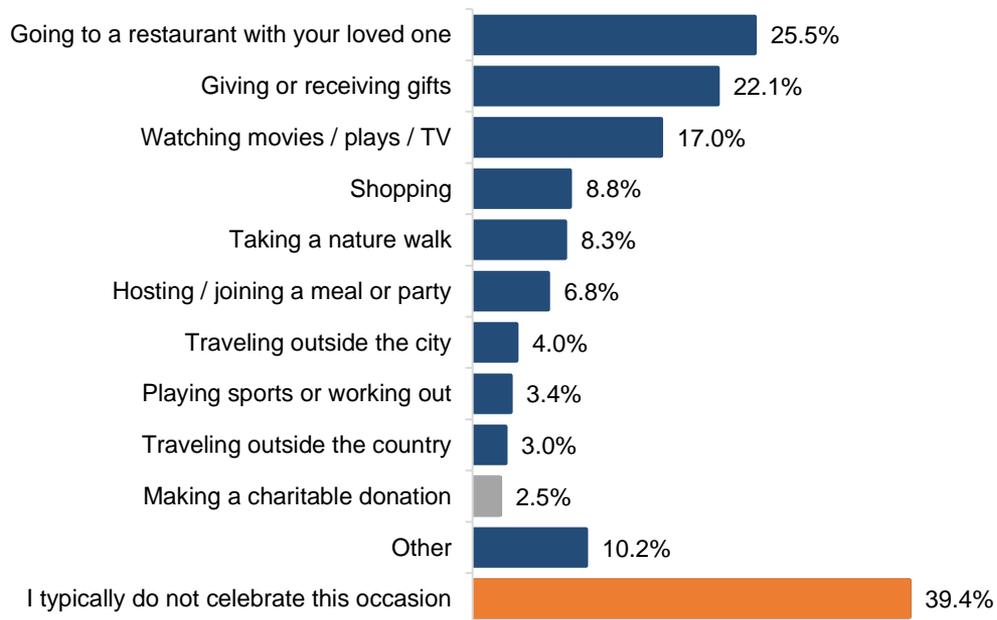
Which of the following do you spend money on as gifts or as items specifically associated with Valentine's Day



For those celebrating Valentine's Day, top spending categories include Food/alcohol/candies/restaurants (57.5%), followed by Flowers (30.6%) and then Gift cards (16.8%).

One in four Canadians who will celebrate Valentines this year plan to go to a restaurant with loved ones

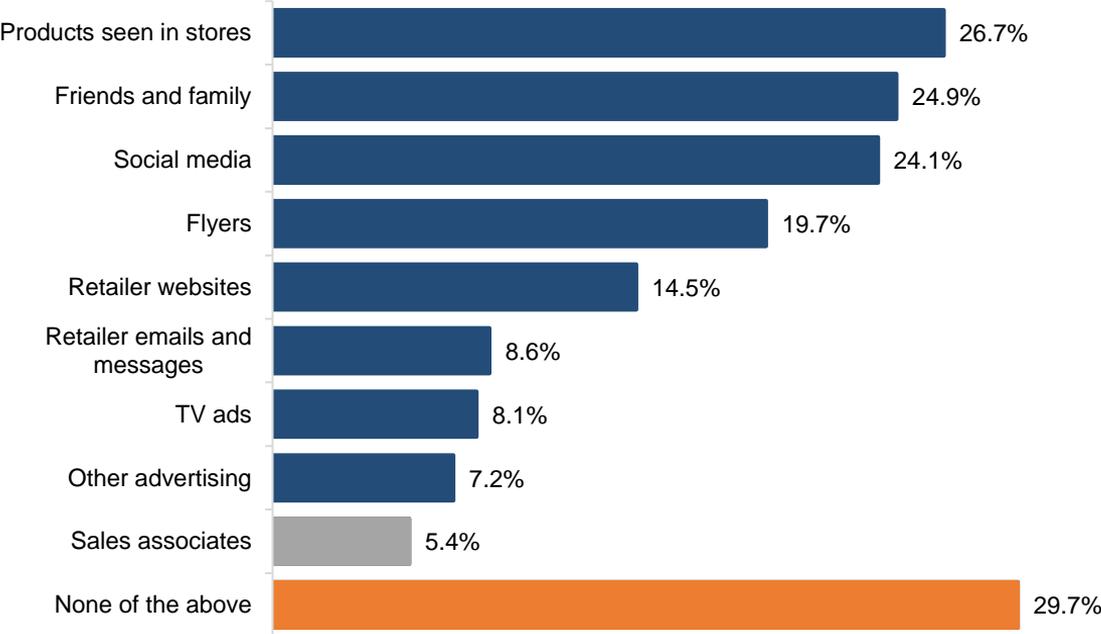
Which of the following do you typically do during Valentine's Day?



The top three activities Canadians normally do during Valentine's Day include Going to a restaurant with loved ones (25.5%), Giving or receiving gifts (22.1%), and Watching movies/ plays/TV (17%).

Products in stores and family/friends take the largest share of Canadian's inspiration on Valentine's Day

Where do you look for inspiration for Valentine's Day?



For those celebrating Valentine's Day, the top three places that most influence Canadians are Products seen in stores (26.7%), Friends and family (24.9%), and social media (21.1%).

Over 3/4 of Canadians shop in-person when making purchases for Valentine's Day

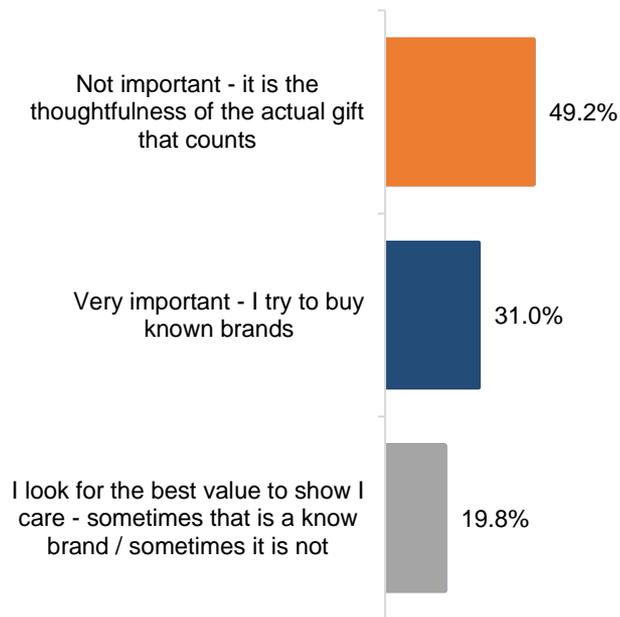
- 77.5% of Canadians prefer to go into a retail store's physical location to make a Valentine's Day purchase.
- 22.5% of Canadians purchase Valentine's Day products online.



A majority of Canadians feel the thoughtfulness of the gift matters more than purchasing a known brand

- Almost half, 49.2% of Canadians do not think it is important to buy a known brand to increase the significance of Valentine's Day.
- Almost a third of Canadians, 31%, find purchasing a known brand very important to increase the significance of this occasion.

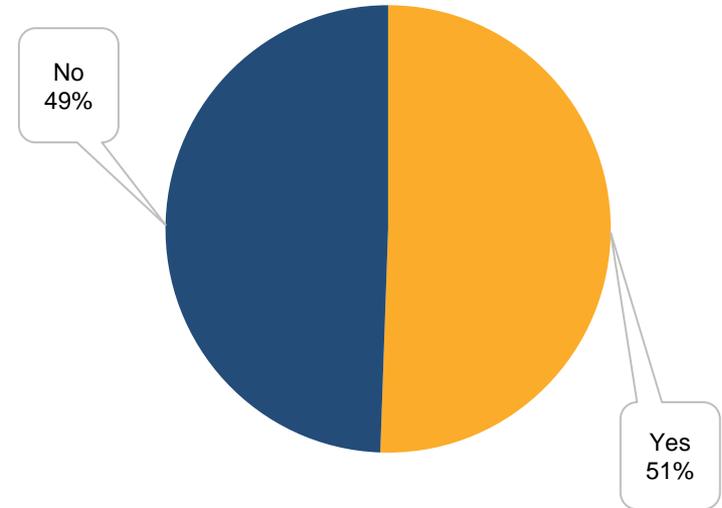
How important is it to buy a known brand to increase the significance/importance of this occasion?



49% of Canadians tack on Valentine's Day items to an existing shopping trip

- 49% of Canadians do not make a dedicated trip for Valentine's Day shopping.
- These numbers are almost unchanged from 2023, with 50% of Canadians not making a dedicated trip for Valentine's Day shopping.

Do you typically make a dedicated trip to buy things for Valentine's Day?





Let's talk insights.



Anuj Punni

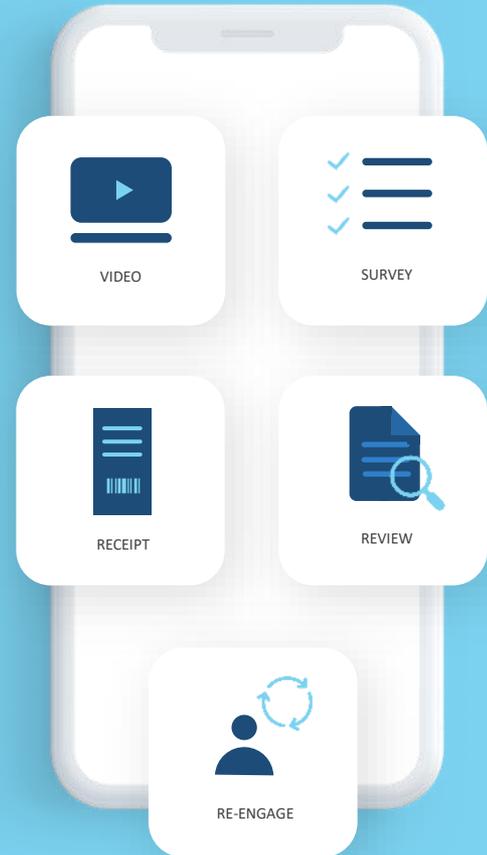
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How It Works

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