



# Summer Break 2024 Shopping in Canada Survey | National Consumer Research Caddle & RCC

**88% of Canadian shoppers plan to increase summer spending in 2024**



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

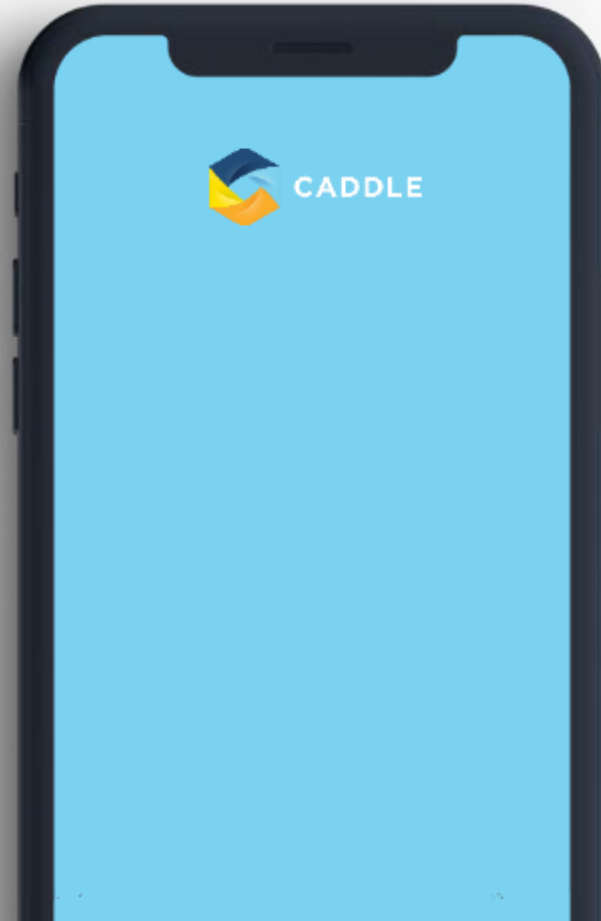


# Methodology

Caddle, in partnership with the Retail Council of Canada (RCC), surveyed Canadians from coast to coast to better understand consumers' shopping intentions around Summer Break 2024.

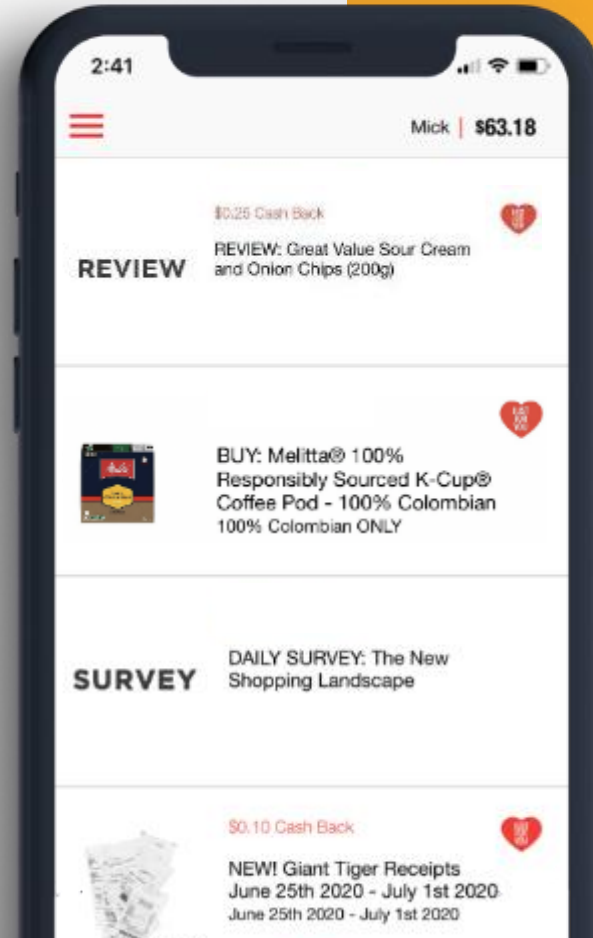
Surveys were conducted in April 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of  $n=9,263$  and  $n=9,314$  Canadian adults.

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.



# Report Summary

- This summer, Canadians are gearing up for a memorable break, with nearly 40% planning to spend on summer-related purchases or activities.
- 88% are prepared to maintain or increase their spending compared to last year. Value matters as about 36% are searching for the best deals.
- When it comes to special activities, 85.6% anticipate spending over \$50, with 71.6% budgeting for expenses exceeding \$100, and over a third anticipating spending over \$400.
- Family vacations top the spending list, followed closely by experiences like dining out, summer camps, and relaxing at home. Canadians are keen on creating meaningful experiences this summer, prioritizing quality time with loved ones and unforgettable adventures.

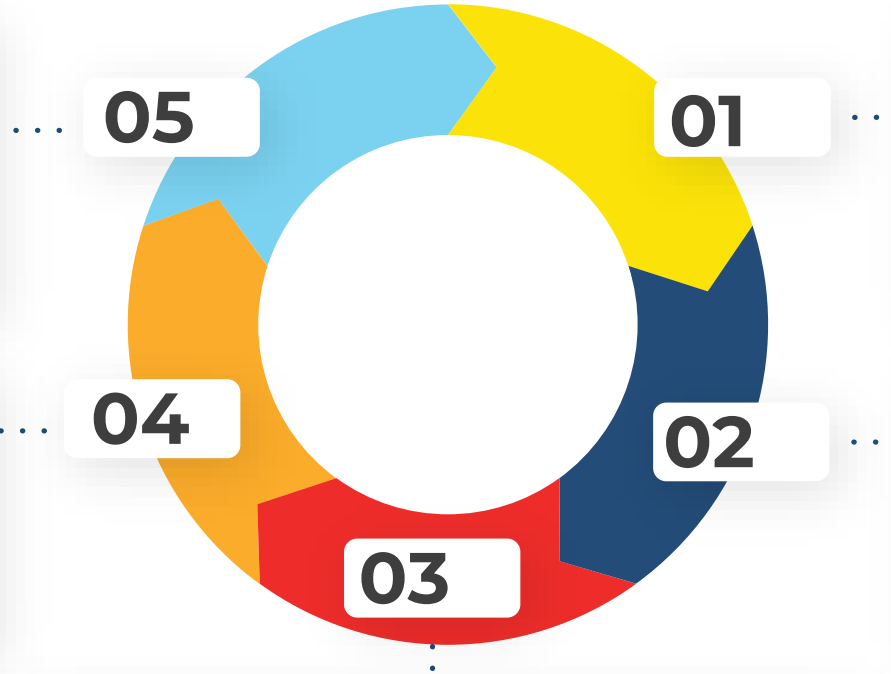
# Key Findings on Summer Break 2024 Spending

## Where do Canadians look for inspiration for Summer Break?

Canadians look for inspiration from Friends and family (47.1%), Social media (25.6), and Flyers (21%), respectively.

## What Are Canadians buying for Summer Break?

Family Vacations are the top spending categories for Summer Break.



## Who plans Summer Break activities or purchases?

38% of Canadians plan activities or purchases related to the Summer Break.

## What are this year's spending plans?

Nearly 88% of Canadians planning Summer Break activities or purchases intend to maintain or increase their spending compared to last year.

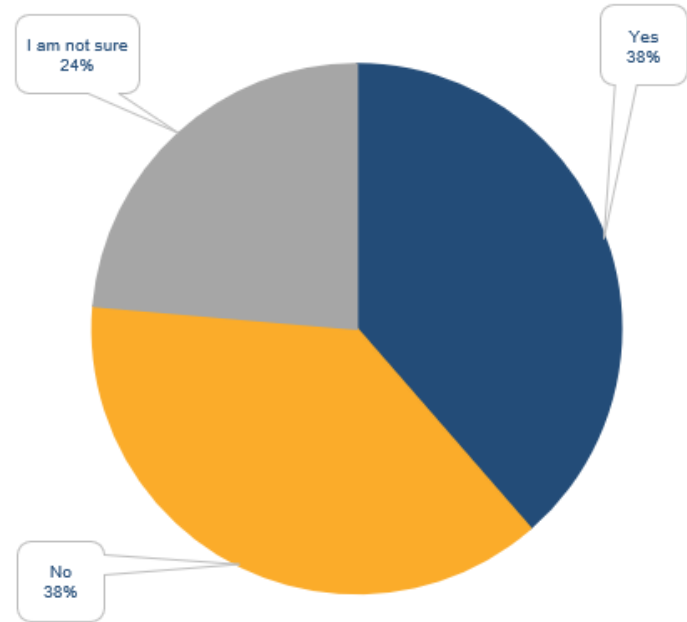
## How much are Canadians intending to spend this summer?

85.9% of Canadians who plan to spend for Summer Break, will spend more than \$50.

# 38% of Canadians are planning special activities or purchases for the Summer Break in 2024

- 24% of Canadians in 2024 are not sure whether or not they will indulge in special activities or make purchases for the Summer Break.

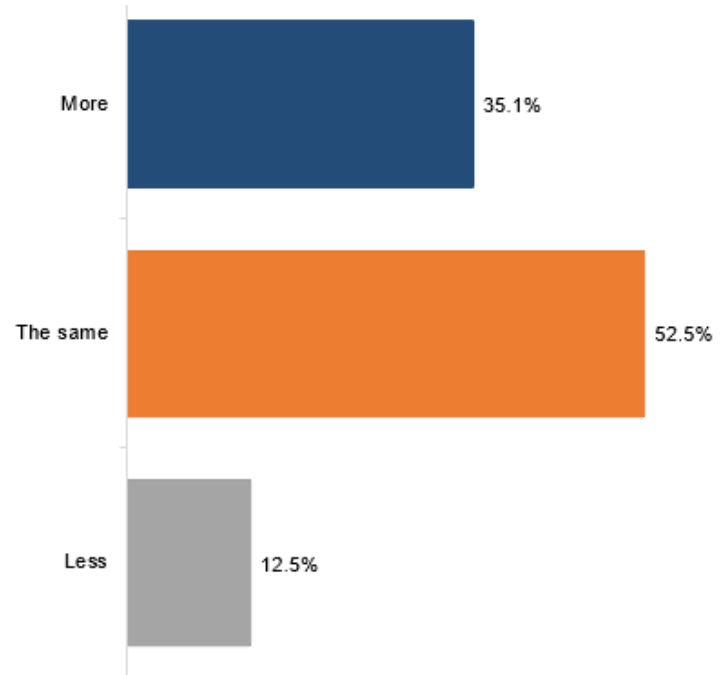
Are you planning any special activities or purchases for the Summer Break?



# This year, nearly 88% of Canadians plan to spend the same or more for Summer Break as compared to last year

- 52.5% of Canadians expect to spend the same amount of money on Summer Break-related activities and purchases as they did last year.
- 35.1% of Canadians expect to spend more amount of money on Summer Break than they did last year.

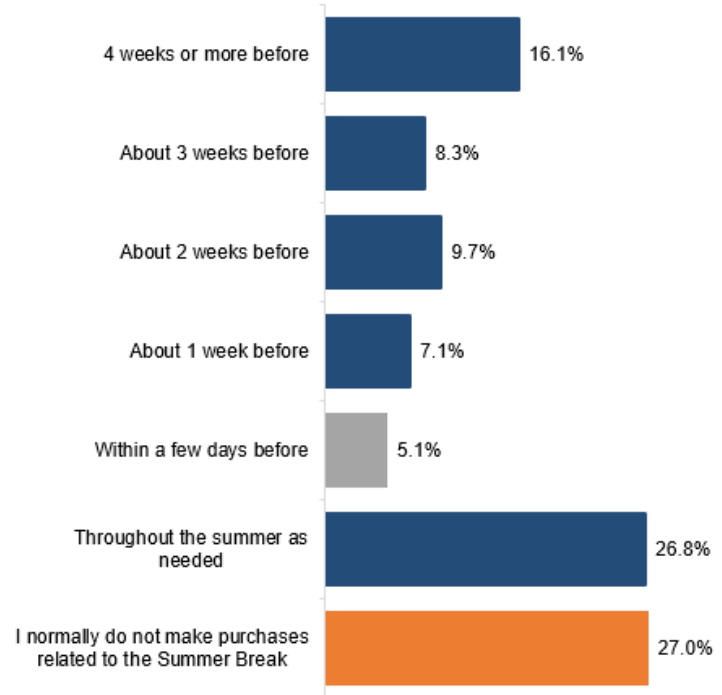
Would you expect to spend more or less during Summer Break this year compared to last year?



## Summer Break-related shopping tends to be planned, with 41.2% purchases being made in advance.

- 26.6% of Canadians will make purchases as required throughout the summer. An almost equal percentage of Canadian *do not* plan to make special purchases related to Summer Break.
- Of those making purchases in advance, 16.1% make purchases 4 or more weeks before their holidays.

How far in advance do you make purchases related to Summer Break?

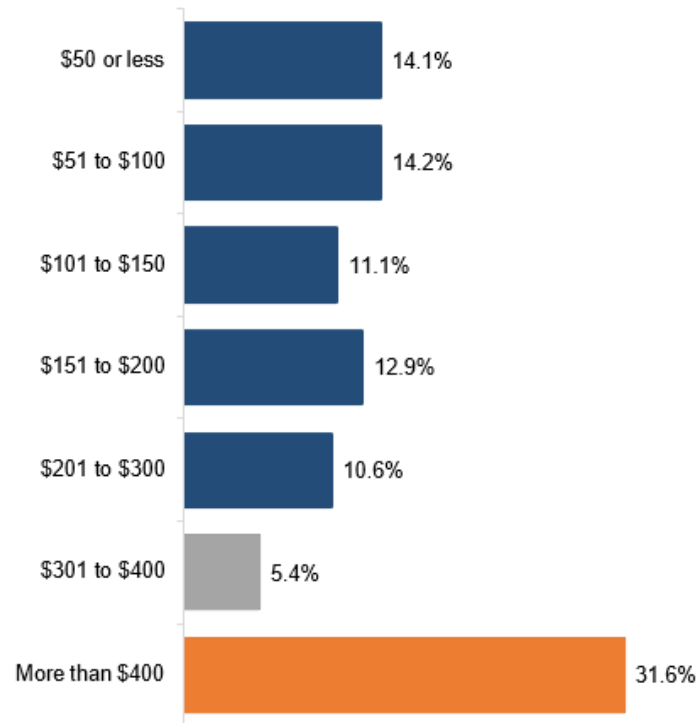




## 85.9% of Canadians planning Summer Break activities expect to spend over \$50, with 71.6% budgeting for expenses exceeding \$100

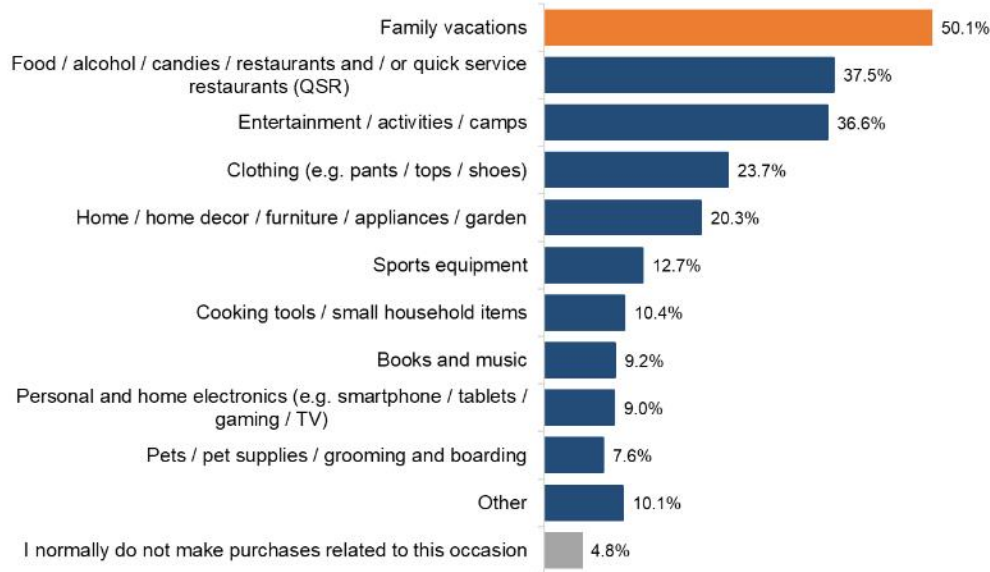
- Almost a third of Canadians allocate over \$400, primarily for family vacations.
- Only 14.1% will try to keep their spending under \$50, while 14.2% budget \$51-\$100, and 11.1% plan expenditures of between \$101-\$150.

How much do you normally spend in total for Summer Break?



# Family vacations is the top spending category for Summer Break

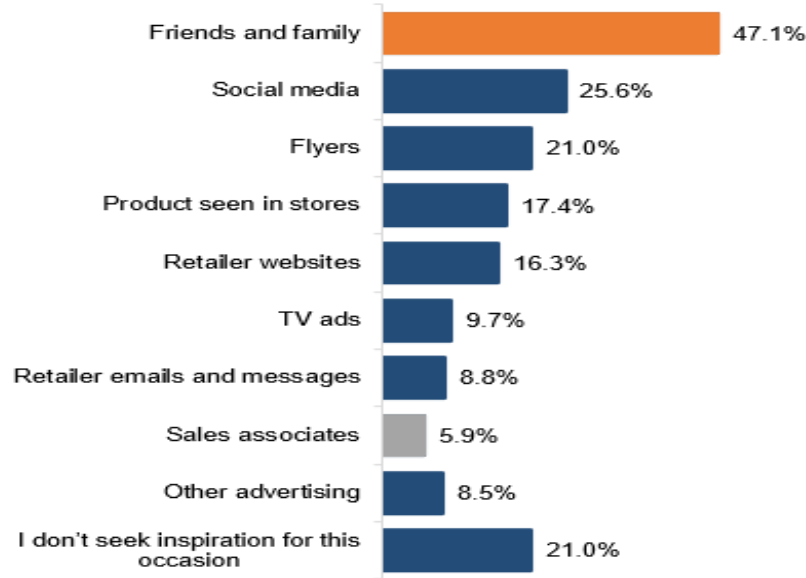
Which of the following categories will your additional spending for the SUMMER BREAK primarily fall into?



For those planning activities or purchases for Summer Break, top spending categories include Family Vacation (50.1%), Food/alcohol/candies/restaurants (37.5%), Entertainment/ activities/ camps (36.6%), and Clothing (23.7%), respectively.

# 47.1% of Canadians seek inspiration from Friends and Family for Summer Break purchases

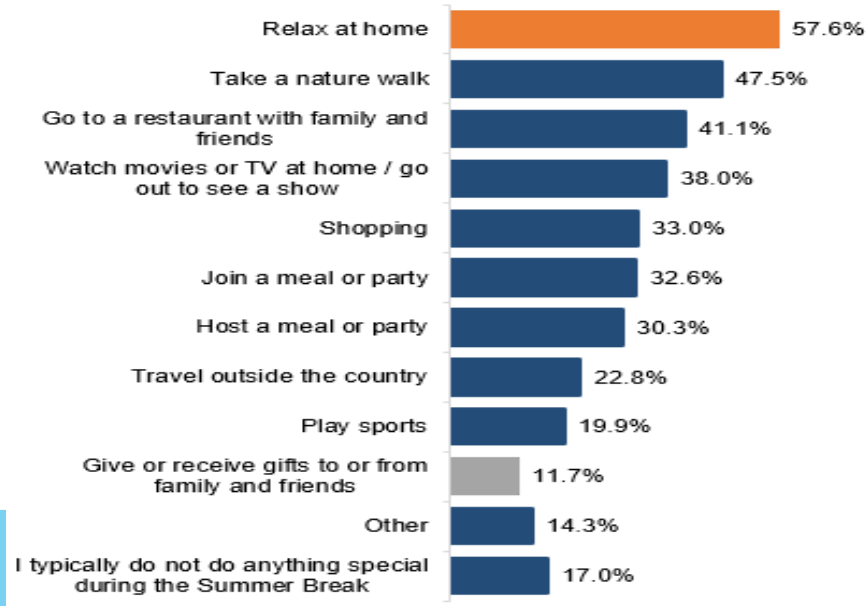
Where do you look for inspiration for your Summer Break-related purchases?



For those planning activities or purchases for Summer Break, the top three influences for purchases are from Family and Friends, (47.1%), followed by Social Media (25.6%), and Flyers (21.0%).

# This year, 57.6% of Canadians plan to relax at home during their Summer Break

Which of the following activities do you normally do during Summer Break?

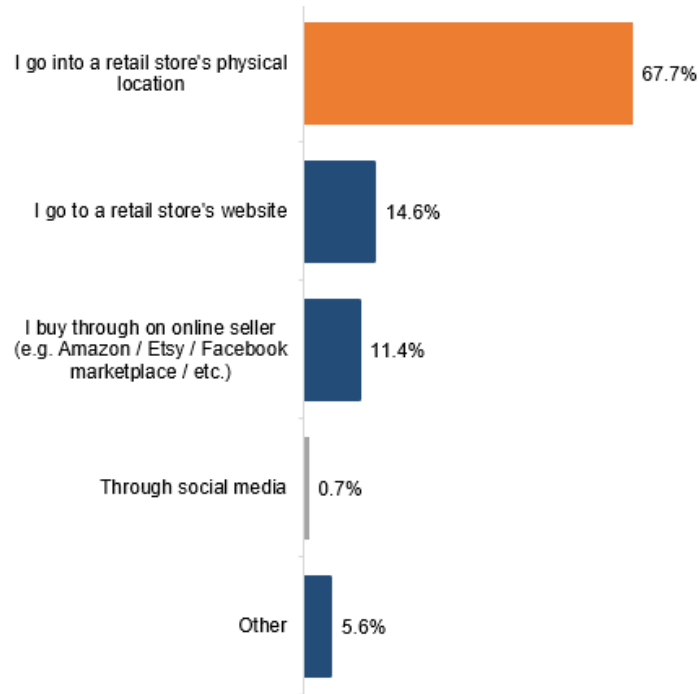


The top three activities Canadians normally do during Summer Break are Relaxing at home (57.6%), Taking a nature walk (47.5%), and Going to a restaurant with family and friends (41.1%).

## More than 67% of Canadians shop in person at retail stores for Summer Break purchases

- Around 15% of Canadians go to a retail store's website.
- Around 11% buy through online sellers.
- 5.6% of Canadians purchase something for Summer Break using other means.

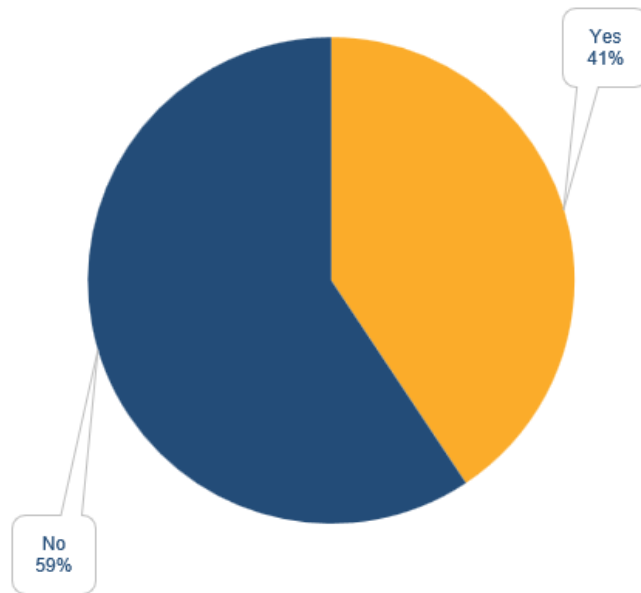
### How do you usually make Most of your purchases for Summer Break?



## 41% of Canadians make dedicated shopping trips for their Summer Break purchases

- 59% of Canadian Summer Break shoppers don't make dedicated shopping trips for purchases. Instead, they shop ahead for their summer needs while in stores for other items.

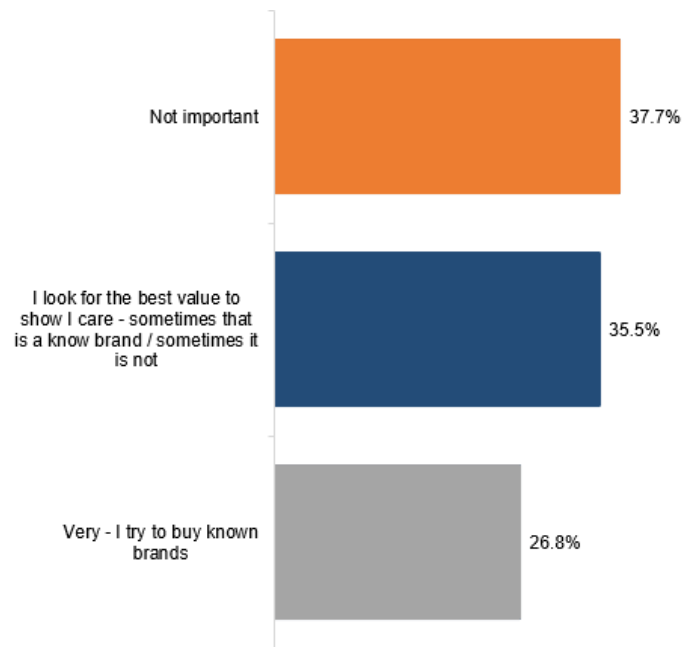
Do you normally make a dedicated shopping trip to buy things for Summer Break?



## Nearly 36% of Canadians are on the hunt for the best value in their Summer Break purchases

- Around 38% of Canadians don't consider it important to buy known brands for their Summer Break purchases.
- However, nearly 27% of Canadians consider it very important to purchase well-known brands to emphasize the significance of their Summer Break purchases.

How important is it to buy a known brand to increase the significance/importance of the Summer Break purchase?





# Let's talk insights.

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