



Canada Day 2024 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

In 2024, almost 84% Canadians celebrating Canada Day intend to increase or maintain their spending compared to last year



Understand and amplify the voice of your consumer

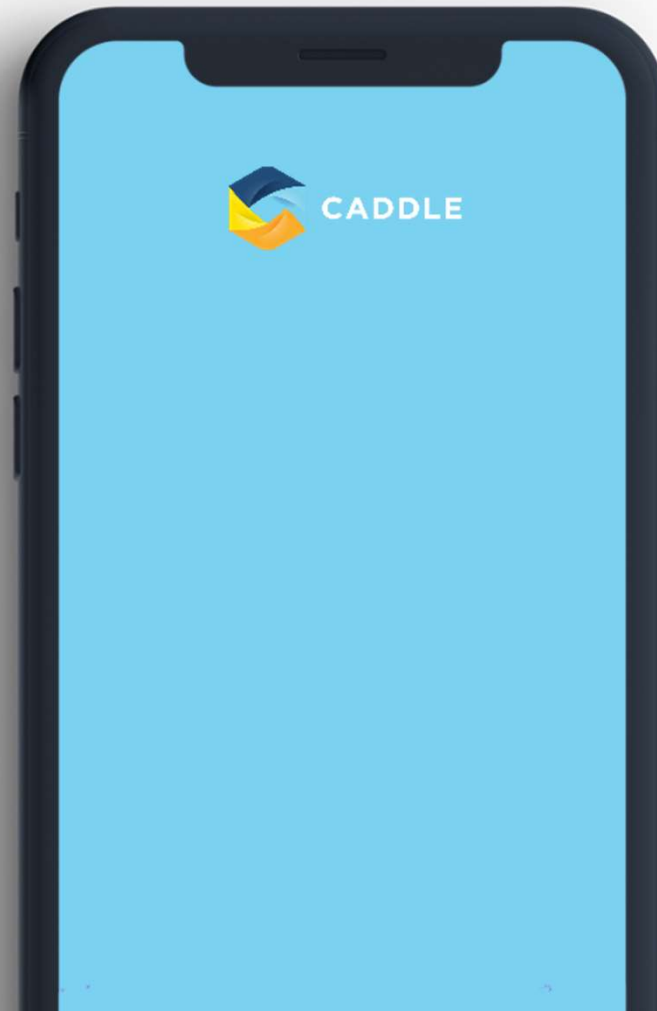


Methodology

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.

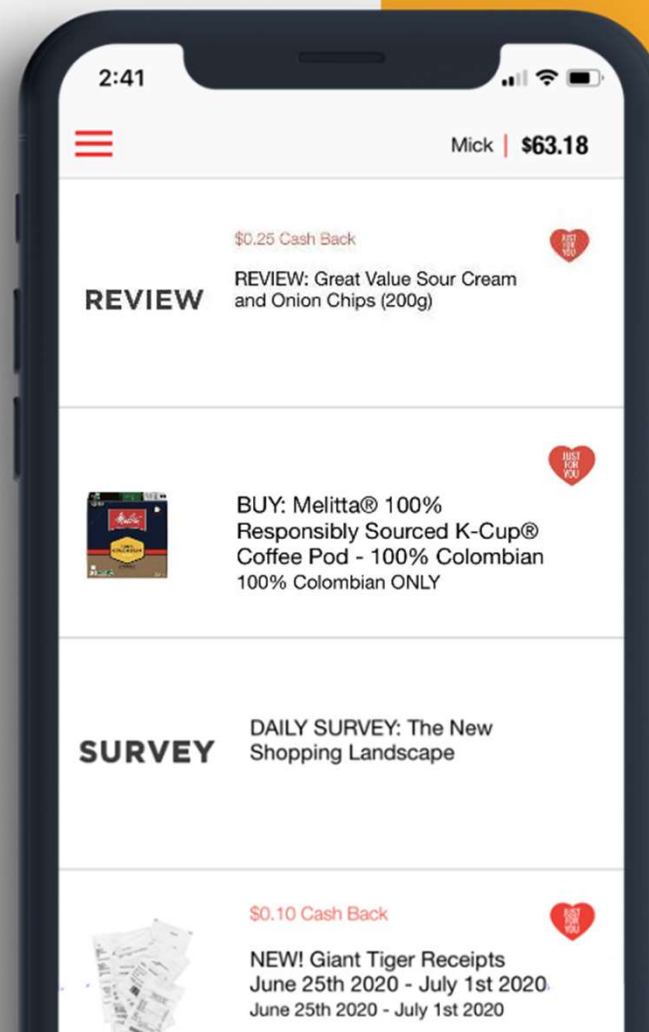
Surveys were conducted in May 2024 using Caddle's mobile platform and online panel amongst a representative randomized sample of $n= 9,267$ and $n= 9,367$ Canadian adults.

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 Highlights

- In 2024, 56% of Canadians are expecting to celebrate Canada Day, maintaining the same participation rate as in 2023. Gathering with friends and family over a meal will be the most popular activity.
- When it comes to spending, a significant 83.7% of Canadians plan to maintain or increase their expenditure compared to last year. Among them, 27% consider branded products a key factor in their Canada Day shopping.
- 40.5% of Canadians are likely to spend over \$50 on Canada Day gifts. 23.1% of this group plan to spend between \$51 and \$100.
- For gifting inspiration, Canadians primarily turn to family and friends. However, flyers and in-store products also carry significant influence on purchase decisions, with most purchases being made within a week or less before the Canada Day celebrations.
- An overwhelming 78.7% of Canadians prefer to buy their Canada Day gifts in person at retail stores. Online purchases via retailer websites, social media, and online marketplaces account for 16.4% of all transactions.

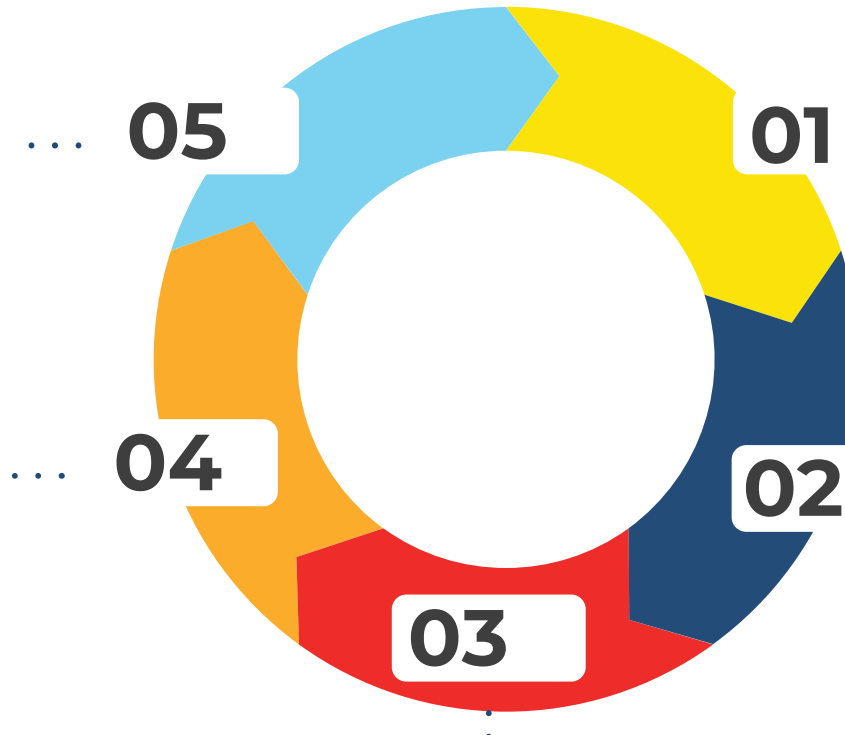
Key Findings on Canada Day

Where do Canadians look for inspiration for Canada Day purchases?

Canadians look for inspiration from Friends and family (28.6%), Flyers (26.4%), and Products seen in stores (25%), respectively.

What Are Canadians Buying for Canada Day?

Food, Alcohol, Candies, Full-service, and Quick service restaurants are the top spending categories for Canada Day.



Who Celebrates Canada Day?

More than half (56%) of Canadians celebrate Canada Day.

What are this year's spending intentions?

Of those who will celebrate, 83.7% expect to spend more or the same for Canada Day this year compared to last year.

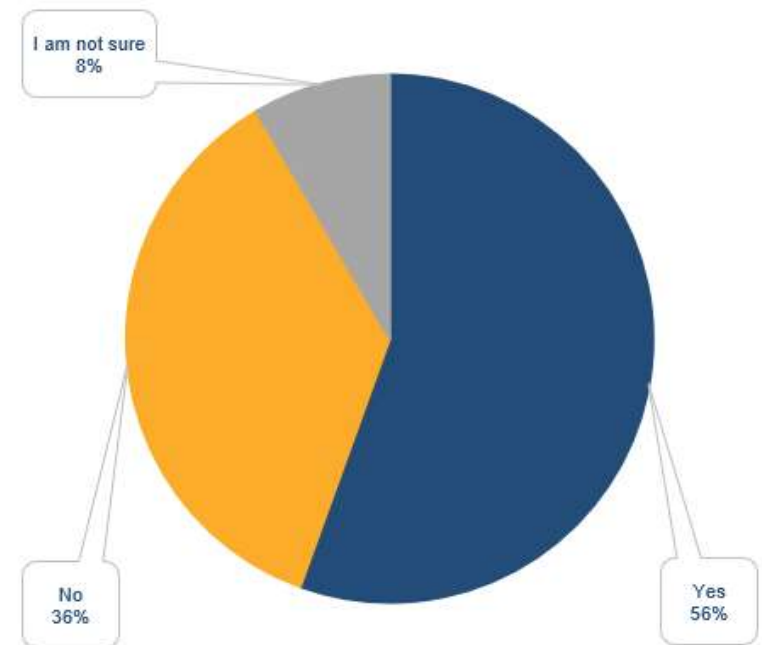
How Much Are Canadians Spending on Canada Day?

More than 40% of Canadians who celebrate Canada Day plan to spend more than \$50.

More than half (56%) of Canadians celebrate Canada Day

- The percentage of people intending to celebrate Canada Day in 2024 is unchanged from 2023 at 56%.
- There is a slight variance in males vs females participating. This year 57% of men anticipate celebrating Canada Day as compared to 54% of women.
- In 2023, 59% of men and 54% of women said they would celebrate Canada Day.

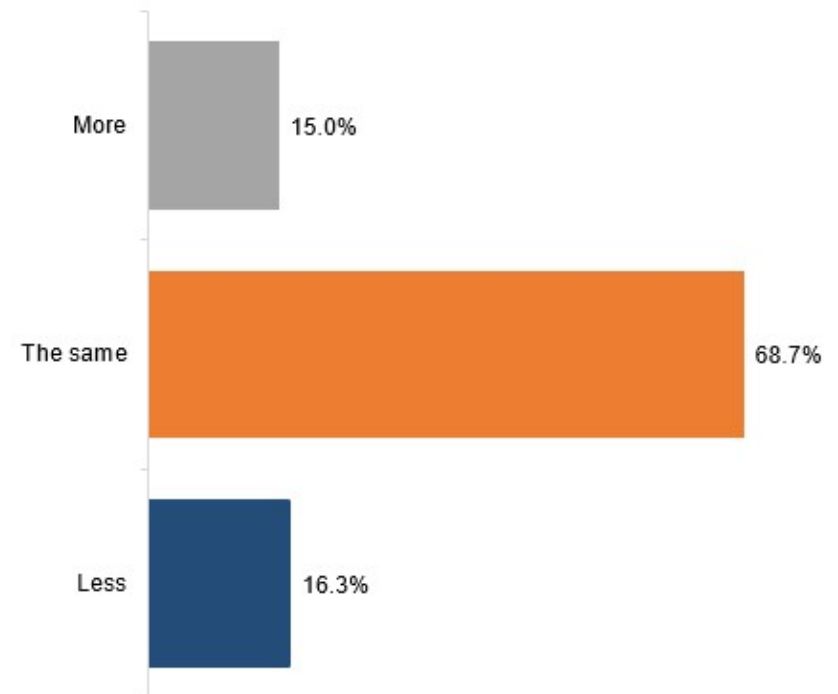
Do you normally celebrate Canada Day ?



This year, 83.7% of Canadians who plan to celebrate Canada Day, will spend the same or more as compared to last year

- In 2023, 85% of Canadians who celebrated Canada Day, planned to spend the same or more than they did in 2022.
- 15% of Canadians plan to spend more celebrating Canada Day than they did last year, while it was 12.6% in 2023.
- The number of people spending the same amount of money (68.7%) has declined by 3.7 percentage points, compared to 72.4% in 2023.

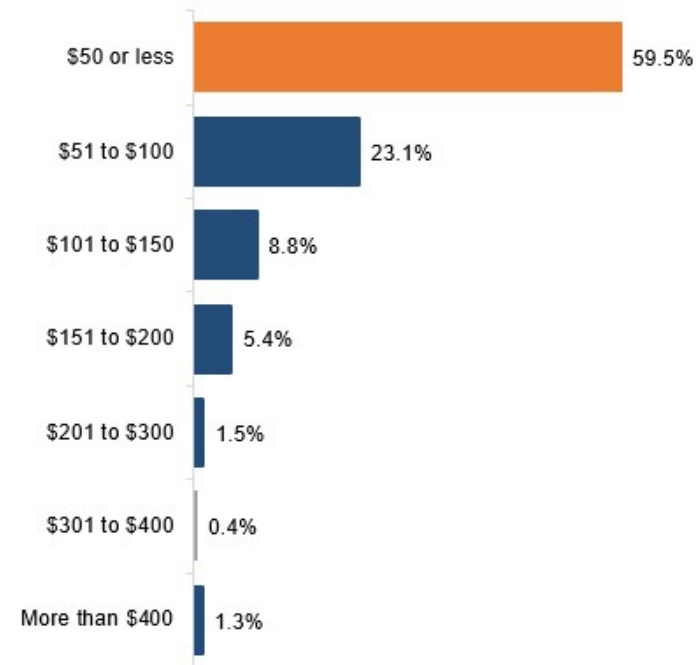
Would you expect to spend more or less for Canada Day this year compared to last year?



About 40% of Canadians who plan to celebrate Canada Day, plan to spend more than \$50 and is unchanged from 2023

- 59.5% of Canadians plan to spend \$50 or less on Canada Day this year, which is slightly down from 2023 which was 60.4%.

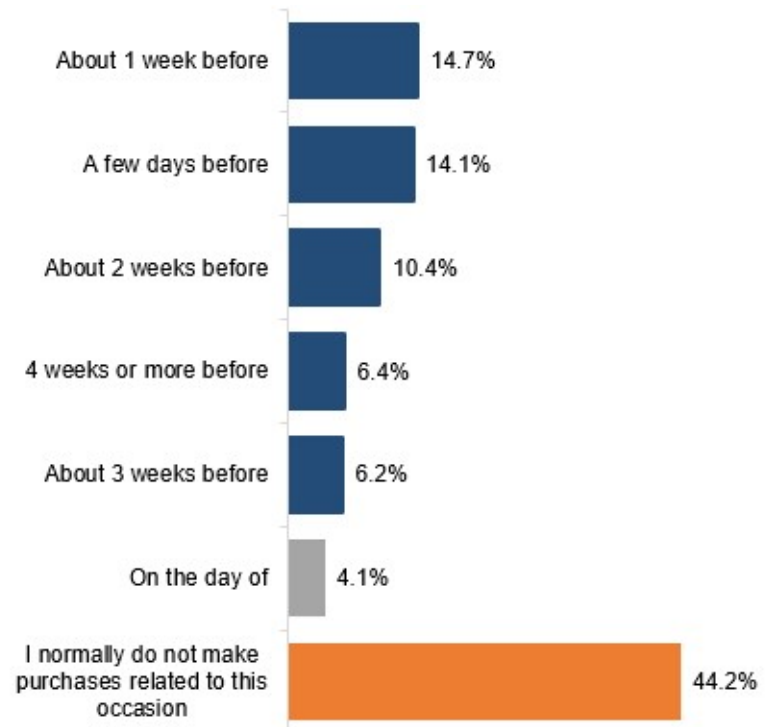
How much do you normally spend in total for Canada Day?



This year, 51.8% of Canadians plan to purchase in advance of Canada Day, and 4.1% plan to purchase on the day itself

- 32% of purchases are planned to be made very close (a week or less) or on the day to the day.

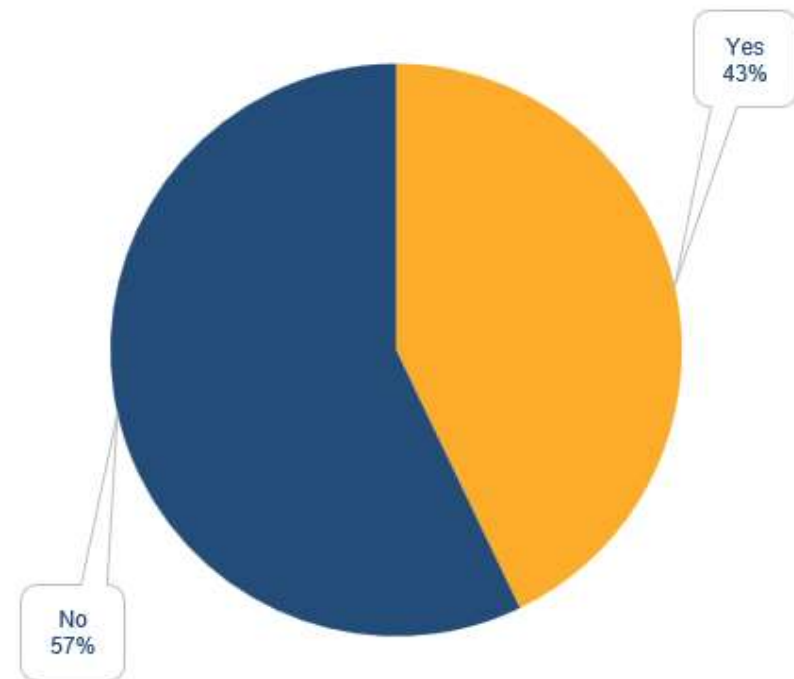
How far in advance do you make purchases related to Canada Day?



This year 43% of Canadians will make a dedicated shopping trip to buy things for Canada Day

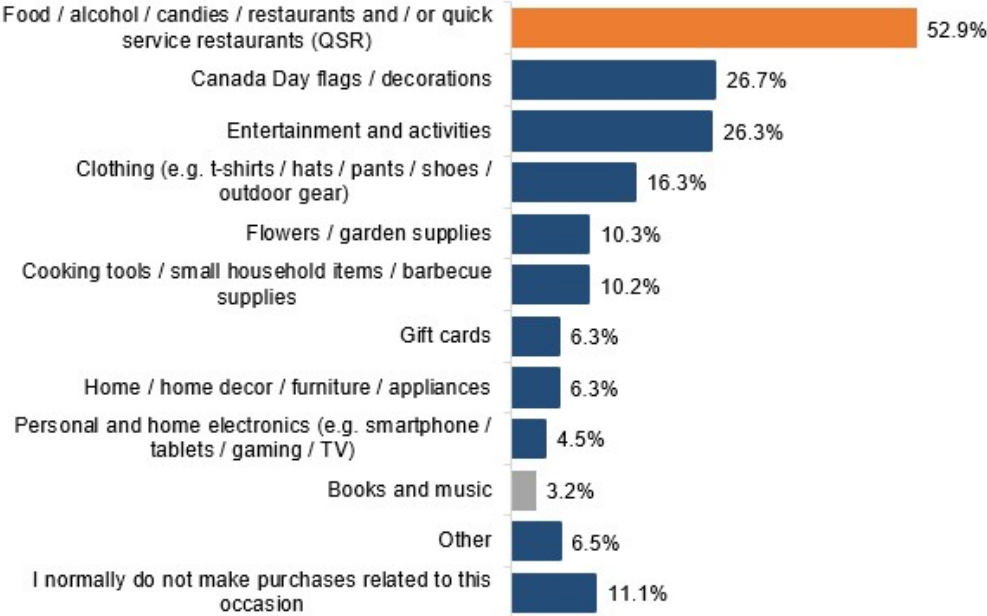
- In 2023, the number of people making a dedicated trip for Canada Day purchases was 38%.
- 57% of Canadians do not make a dedicated trip for Canada Day holiday shopping and tack on items to an existing trip compared to 62% in 2023.

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



Food, drinks, candies, full-service and quick service restaurants are top spending categories for Canada Day

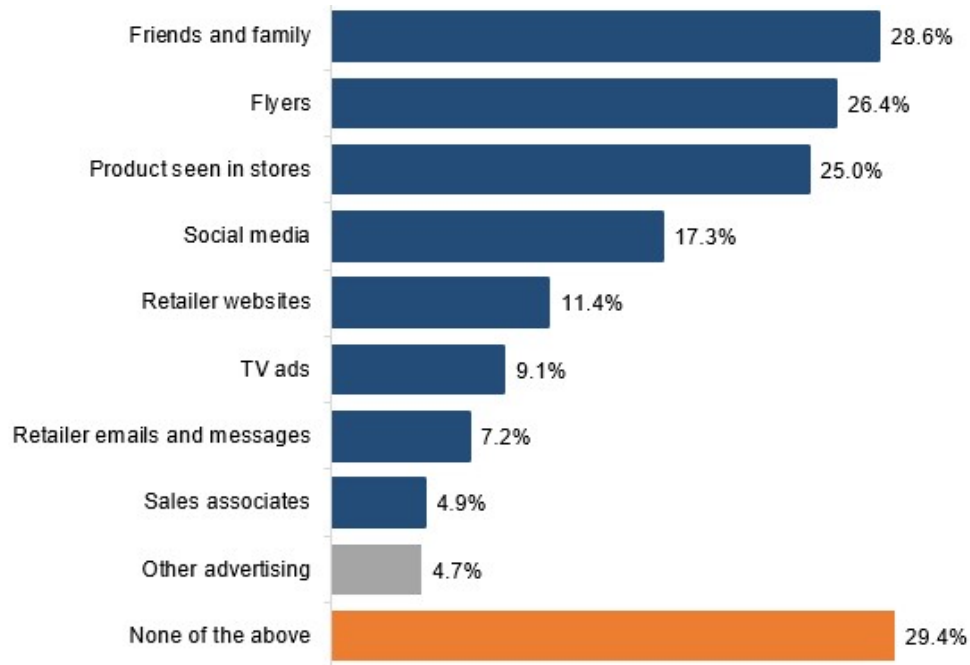
Which of the following do you spend money on as gifts or as items specifically associated with Canada Day?



For those celebrating Canada Day, top spending categories include Food/alcohol/candies/restaurants (52.9%), Canada Day flags / decoration (26.7%), and Entertainment and activities (26.3%).

Friends and family influence 28.6% of Canada Day purchases, with flyers and in-store merchandising also significant

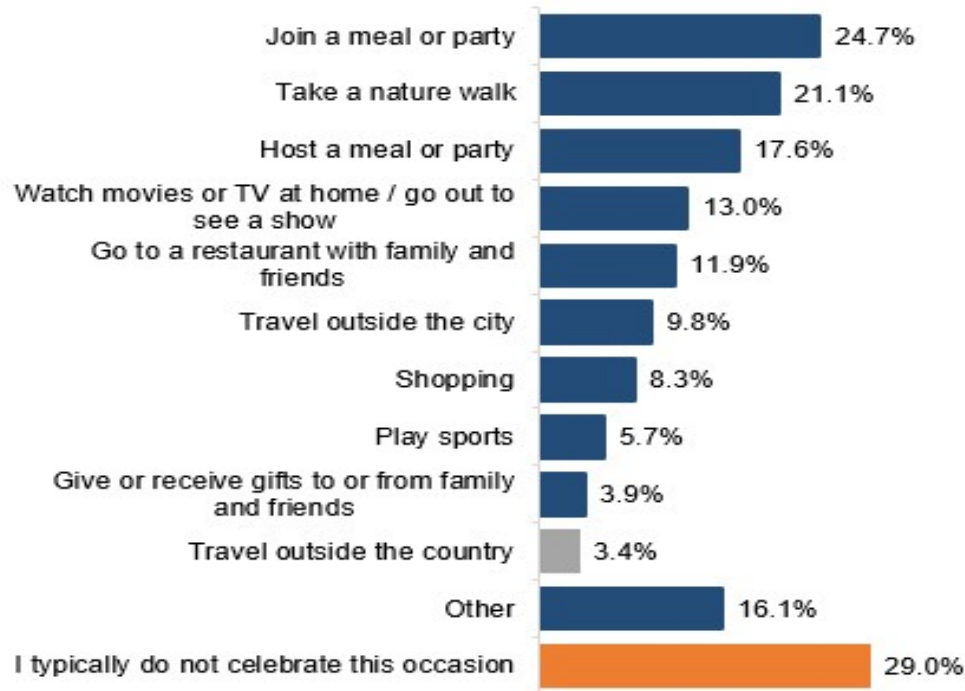
Where do you look for inspiration for your Canada Day Purchases?



For those celebrating Canada Day, the top three influences for purchases are from Family and Friends, (28.6%), followed by Flyers (26.4%), and Products seen in stores (25.0%).

This year, 24.7% of Canadians will be joining a meal or party on Canada Day. Celebrations around food will be key this year.

Which of the following activities do you normally do during Canada Day?

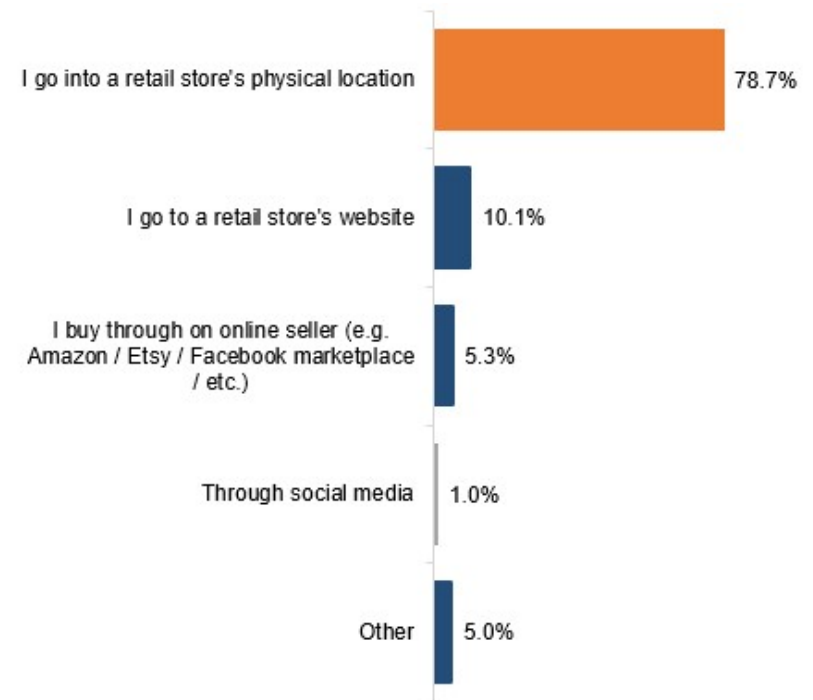


The top three activities Canadians normally do during Canada Day include: Joining a meal or party (24.7%), Take a nature walk (21.1%), and Hosting a meal or party (17.6%).

78.7 % of Canadians shop in person for Canada Day products

- Around 10.1% of Canadians go to a retail store's website.
- Around 5.3% buy through online sellers.
- 5.0% of Canadians purchase something for Canada Day using other means.

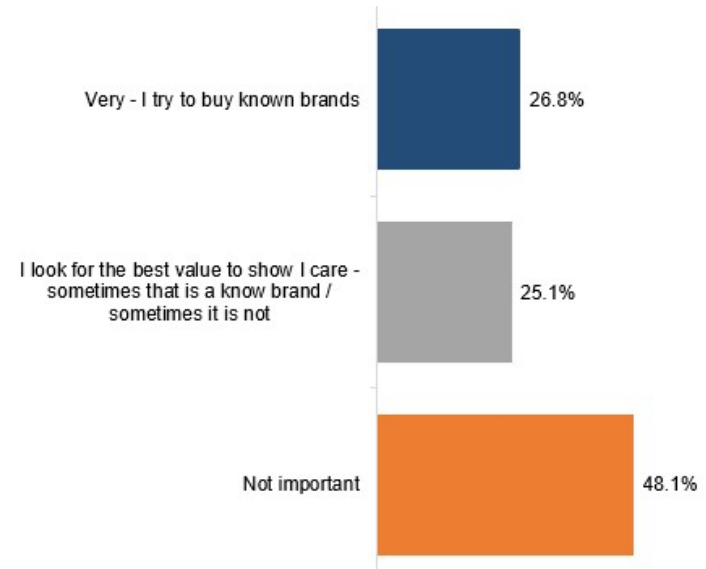
How do you usually make most of your purchases for Canada Day?



About 27% of Canadians buy branded products to increase the significance of Canada Day gifts

- 48.1% of Canadians don't consider it important to buy known brands for Canada Day celebrations.
- 25.1% of Canadians look for the best value purchase for Canada Day.

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





Let's talk insights.



Anuj Punni

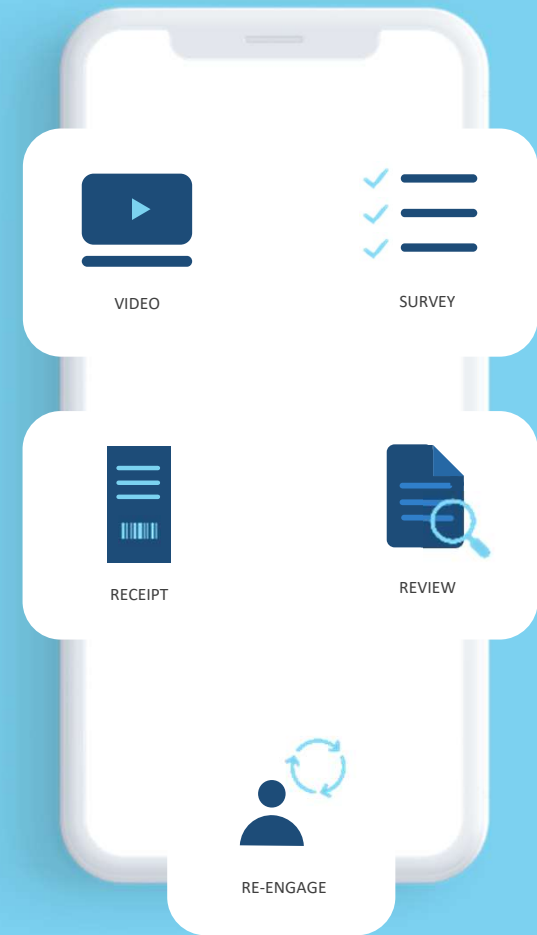
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How It Works

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