



Victoria Day 2022 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

42% of Canadians make purchases specifically related to Victoria Day



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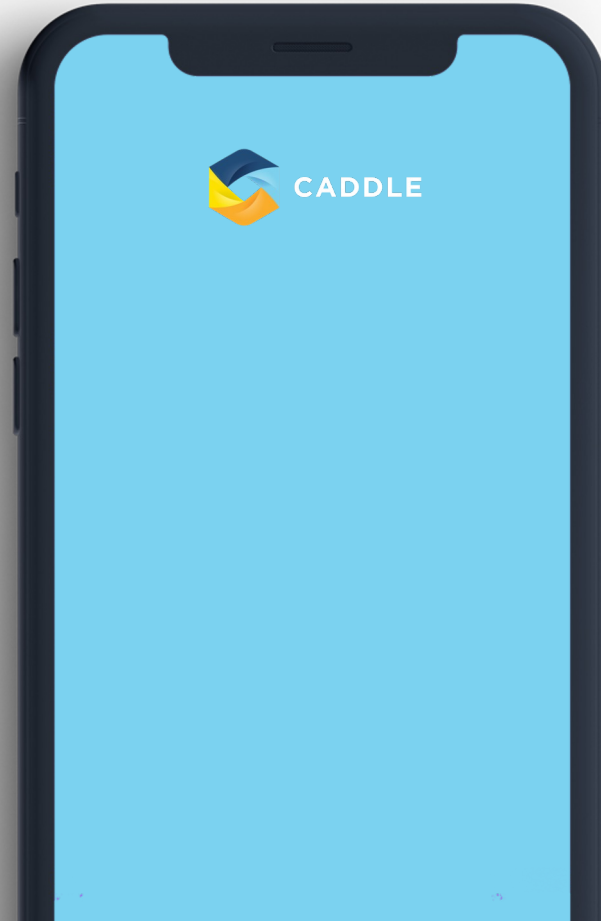
Make better decisions, faster, with access to rapid insights at every stage of the consumer journey



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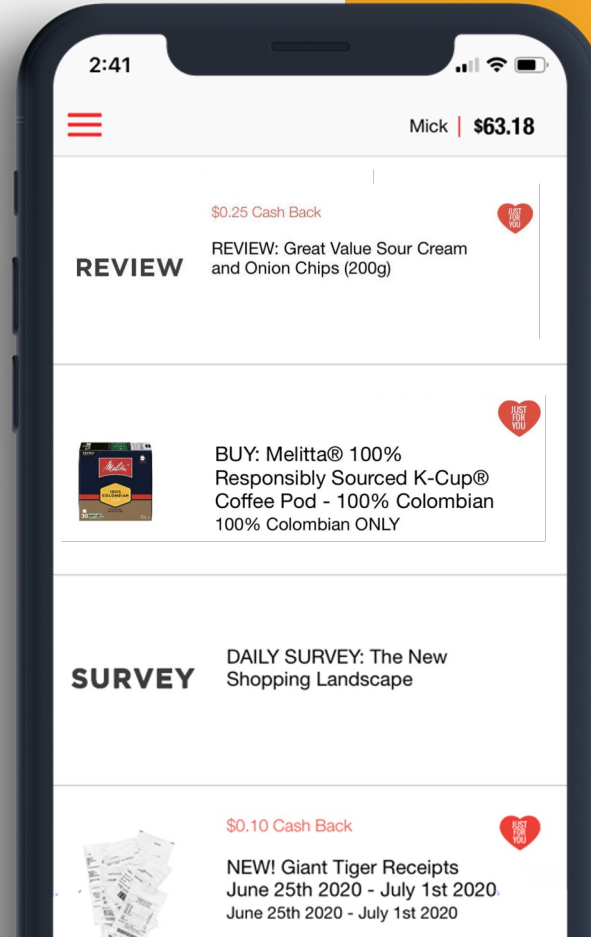
Methodology

Caddle, in partnership with Retail Council of Canada (RCC) surveyed Canadians from coast to coast to better understand consumers' shopping intentions around the Victoria Day holiday. Surveys were conducted in April, 2022 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,693 and n=9,662 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.



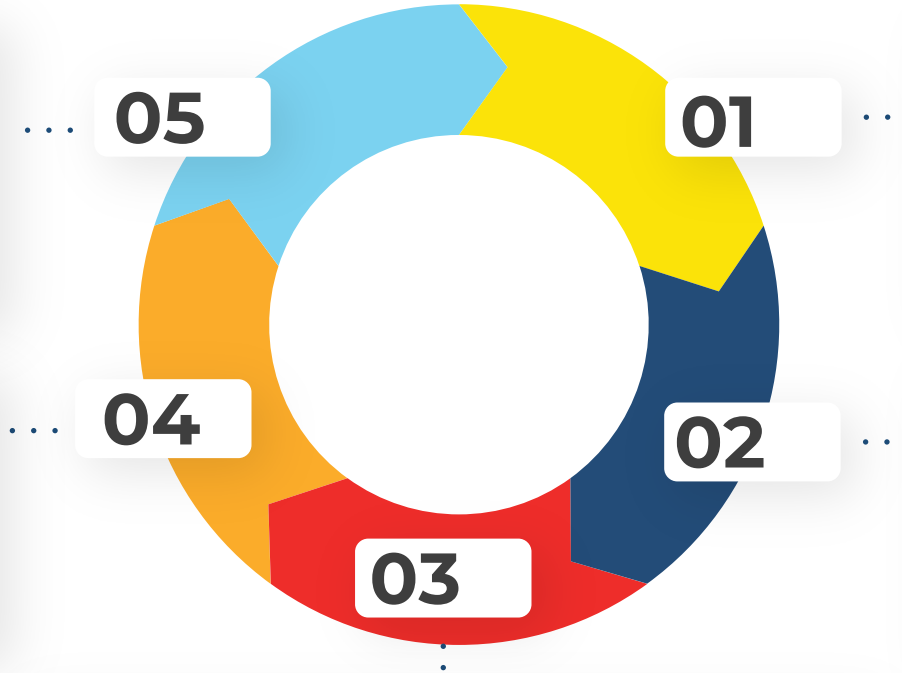
Key Findings on Victoria Day

Where Are Canadians Shopping for Victoria Day?

Food and Beverage retailers and big box retailers and toys take biggest share of Canadian's wallets on Victoria Day

What Are Canadians Buying for Victoria Day?

Food, Drinks, and Eating Out is the No.1 spending category (around 40%) for Victoria Day



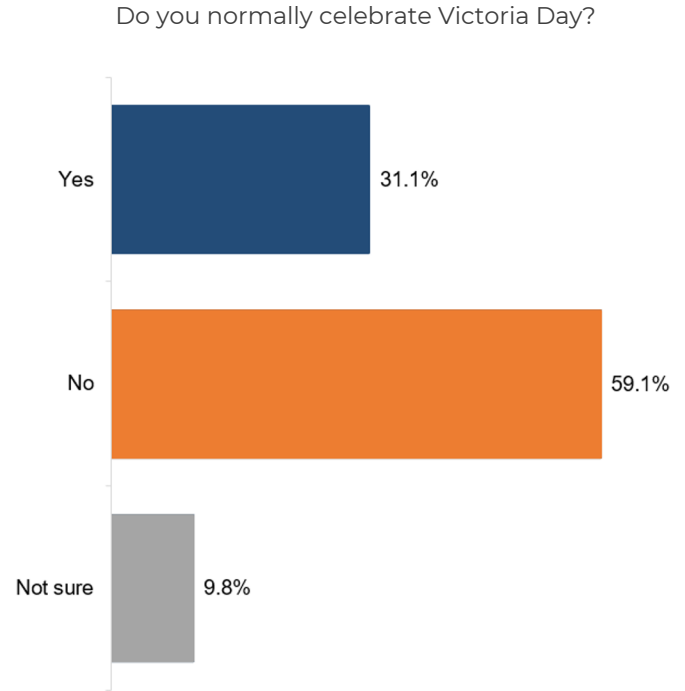
Who Celebrates Victoria Day? About 1 in 3 Canadians celebrate Victoria Day

How Many Make Purchases for Victoria Day? Almost 41% of Canadians make Victoria Day purchases

How Much are Canadians Spending on Victoria Day? Of the people who spend on Victoria Day, around 40 % spend over \$50

About 1 in 3 Canadians celebrate Victoria Day

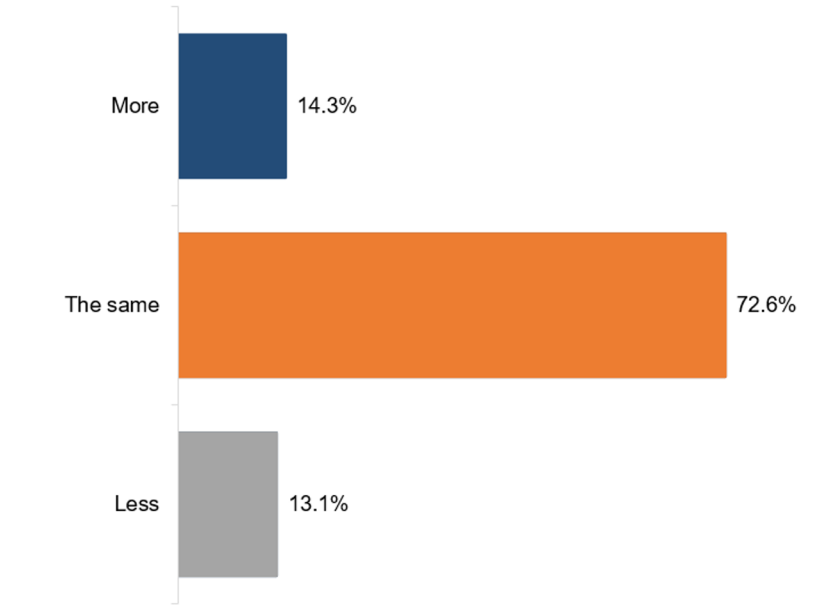
- 31 % of Canadians celebrate Victoria Day



About 3 in 4 of Canadians expect to spend the same this year compared to last year on Victoria Day

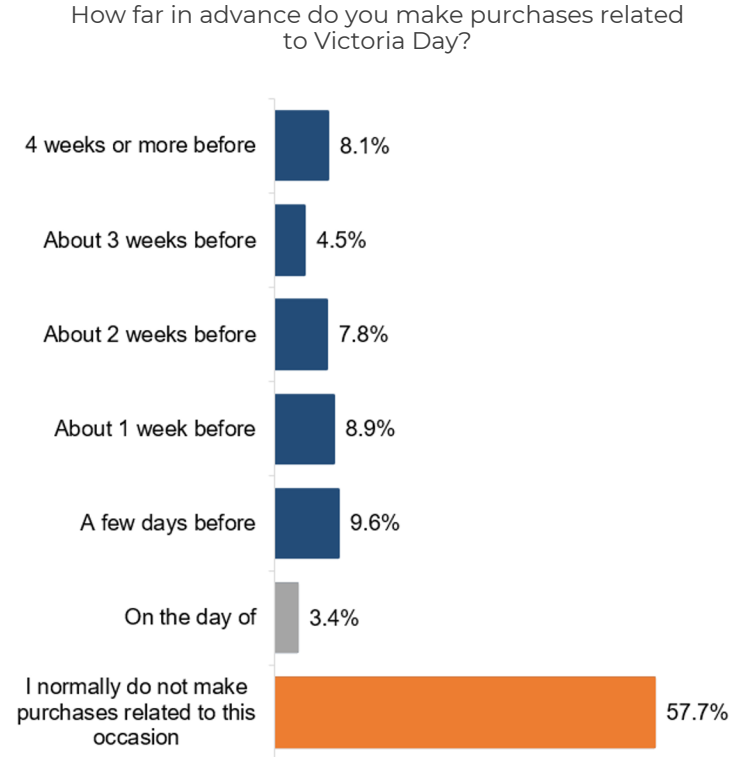
- 73 % of Canadians expect to spend similar amount this year to celebrate Victoria Day as compared to last year

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



42% of Canadians make purchases specifically related to Victoria Day

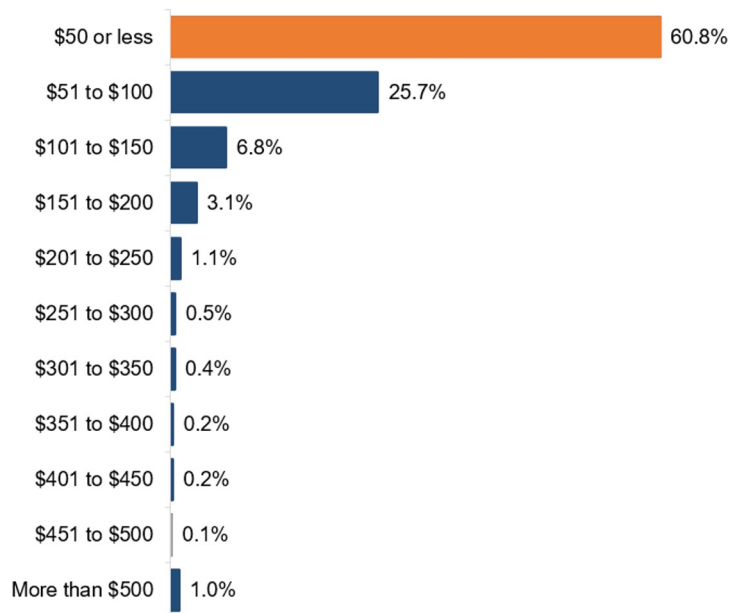
- The largest group (20%) make purchases between 2 to 4 weeks before the holiday..
- The 2nd largest group (9.6%) make purchases a few Days before the holiday
- 8.9% of Canadians will plan at least a week before the holiday to make purchases



About 40% of Canadians who celebrate Victoria Day spend \$50 or more on Victoria Day

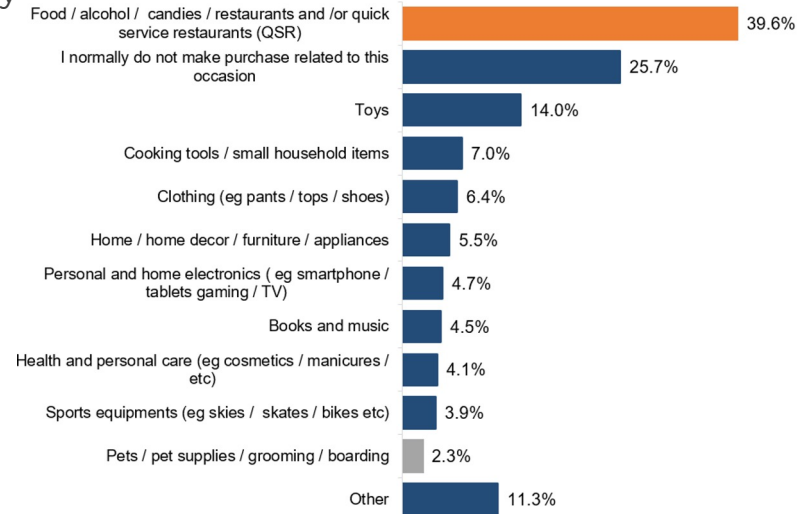
- 60.8% of Canadians spend \$50 or less on Victoria Day
- This is followed by 25.7% of Canadians spending between \$51-\$100, and 10% spending between \$101-\$200

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



Food, Drinks, and Eating Out is the No.1 spending category for Victoria Day

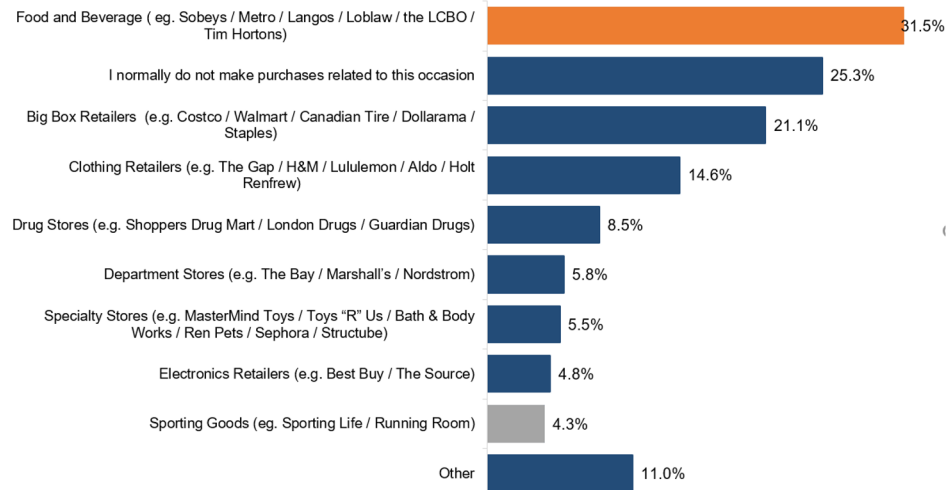
Which of the following do you spend money on as gifts or as items specifically associated with Victoria Day?



For those celebrating Victoria Day, top spending categories include Food/alcohol/candies/restaurants (39.6%), Toys (14%), and Other (11%)

Food and Bev. retailers and big box retailers take biggest share of Canadian's wallets on Victoria Day

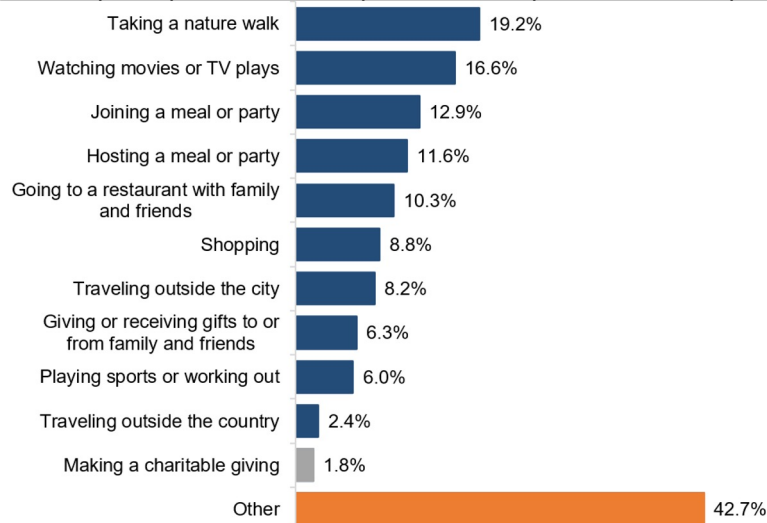
Which of the following stores do you normally make purchase related to Victoria Day?



For those celebrating Victoria Day, top three retail categories shopped are Food and beverage (31.5%), Big box retailers (21.1%), and clothing (14.6%)

This year, over 1 in 3 Canadians will be attending a meal gathering on Victoria Day

Which of the following do you normally do during Victoria Day? (Select all that apply)

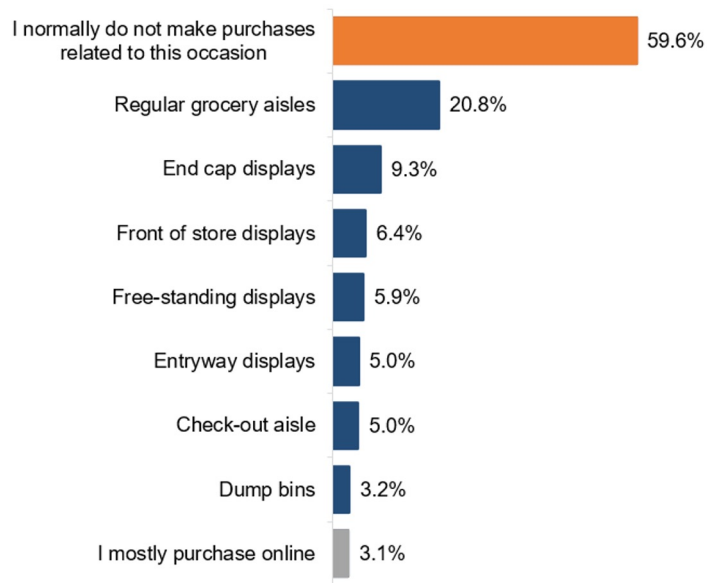


The top three activities Canadians normally do during the Victoria Day holiday include joining and/or hosting a meal or party, taking a nature walk and watching TV plays

1 in 5 Canadians search for Victoria Day products in the grocery aisles

- 20.8% of Canadians purchase for Victoria Day products in the regular grocery aisles
- This is followed by end cap displays (9.3%),
- 6.4% of Canadians purchase something for Victoria Day from Front of store displays

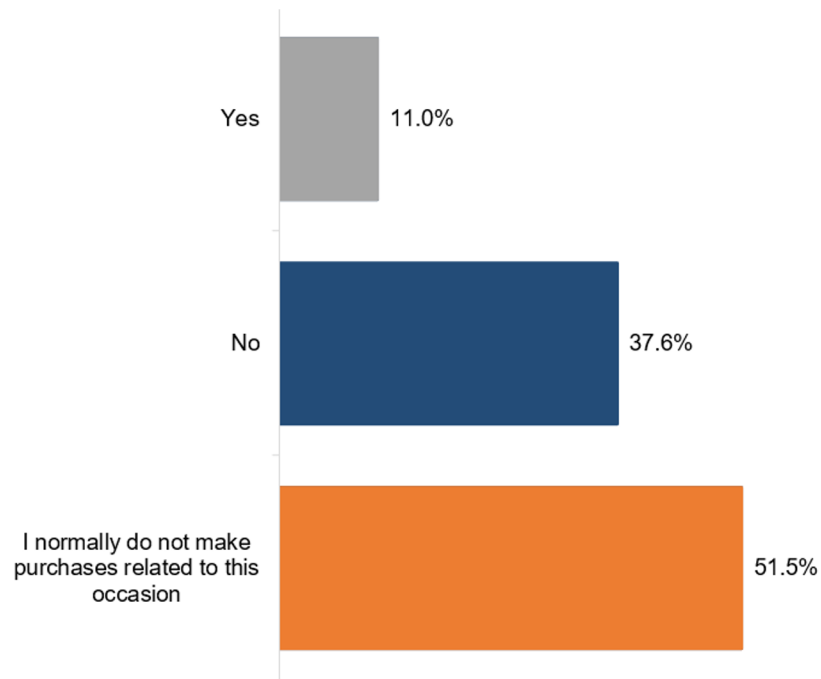
Where in the store do you normally purchase the items for Victoria Day? (Select all that apply)



37.6% of Canadians tack on Victoria Day items to an existing shopping trip

- 37.6% of Canadians do not make a dedicated trip for Victoria Day holiday shopping
- About 1 in 10 Canadians make a dedicated trip specific for purchasing Victoria Day items
- Reminding consumers in-store of Victoria Day's at point of sale 2 - 4 weeks ahead of Victoria Day weekend can be a valuable strategy for retailers

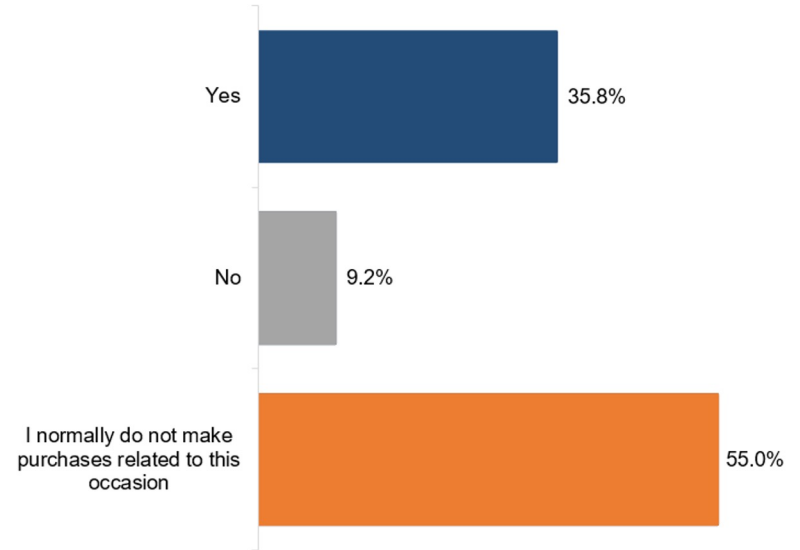
Do you normally make a dedicated trip to buy things for Victoria Day?



More than 1 in 3 have sentiments to support local / brick and mortar this Victoria Day

- About 36% of Canadians prefer shopping local / brick and mortar businesses instead of online for their Victoria Day purchases this year

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





Let's talk insights.

Anuj Punni

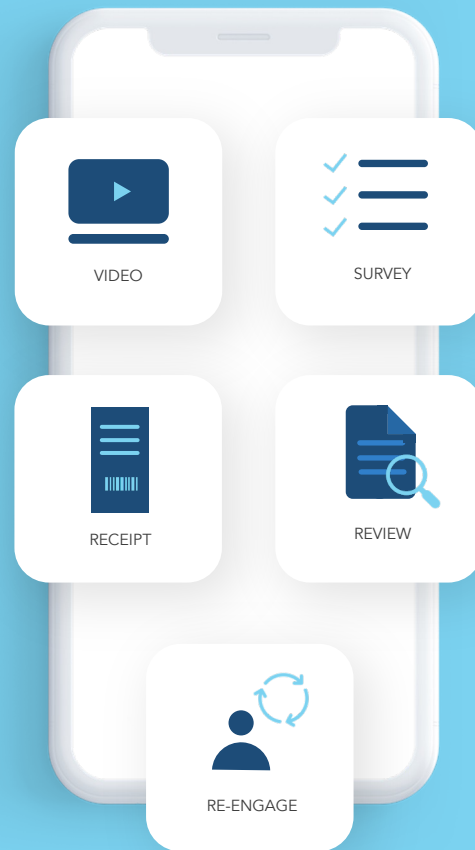
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How It Works

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