



# Victoria Day 2023 Holiday Shopping in Canada Survey | National Consumer Research – Caddle & RCC

34% of Canadians make purchases for Victoria Day



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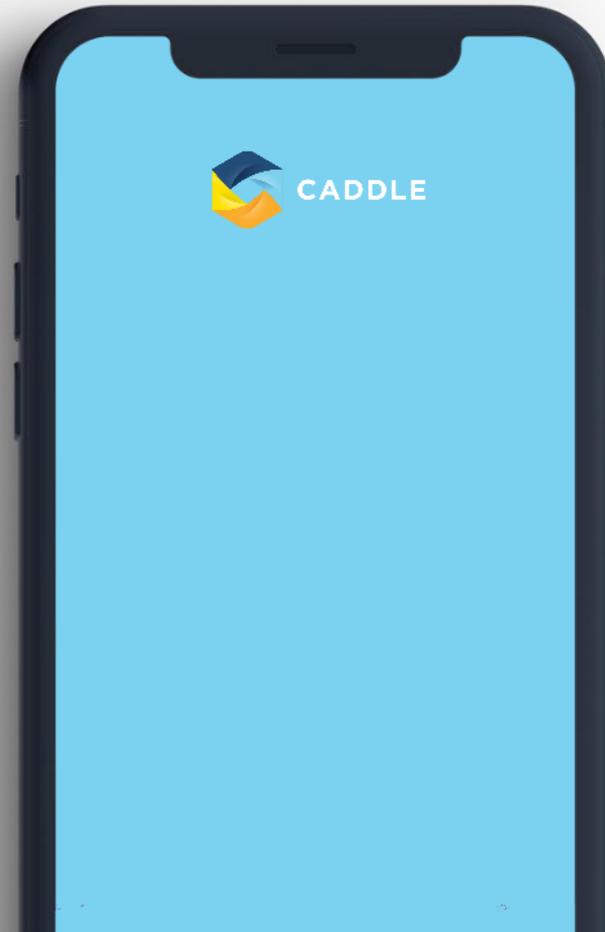
Make better decisions, faster, with access to rapid insights at every stage of the consumer journey



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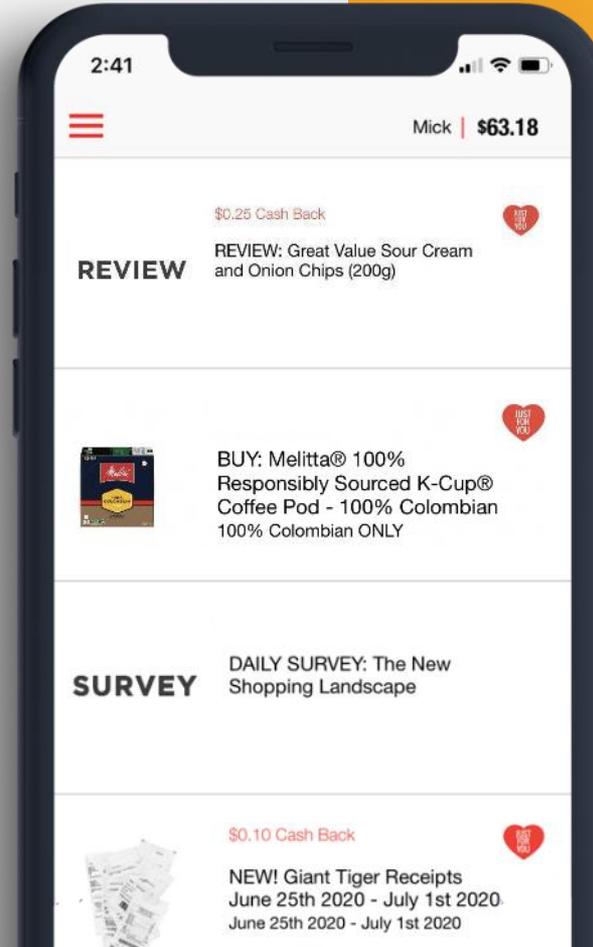
# Methodology

Caddle, in partnership with the 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 2023 using Caddle's mobile platform and online panel amongst a representative randomized sample of n=9,876 and n=9,985 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.



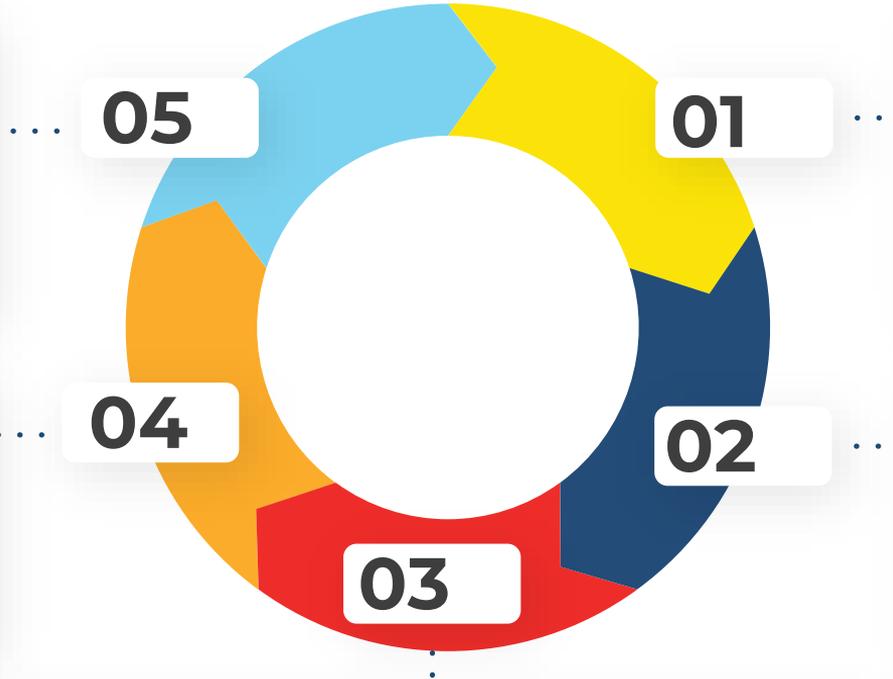
# Key Findings on Victoria Day

## Where Are Canadians Shopping for Victoria Day?

Food & Beverage and Big Box retailers take the biggest share of Canadian's wallets on Victoria Day

## What Are Canadians Buying for Victoria Day?

Food, Alcohol, Candies, and Full-service & Quick service restaurants are the biggest spending category (47.1%) for Victoria Day



## Who Celebrates Victoria Day?

More than 1 in 3 Canadians celebrate Victoria Day

## How Many Make Purchases for Victoria Day?

Almost 34% of Canadians make Victoria Day purchases

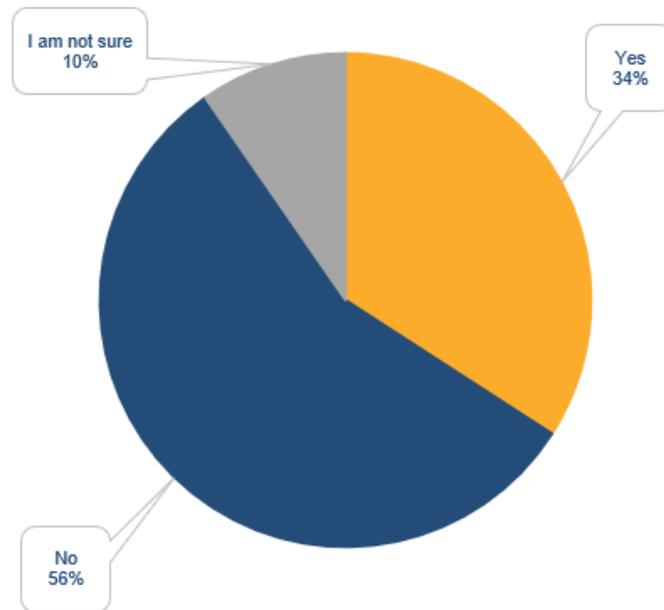
## How Much are Canadians Spending on Victoria Day?

Of the people who spend on Victoria Day, around 40% spend over \$50

# More than 1 in 3 Canadians celebrate Victoria Day

- 34% of Canadians will celebrate Victoria Day in 2023, the corresponding number in 2022 was 31%.
- Percentage of not sure people is almost the same.

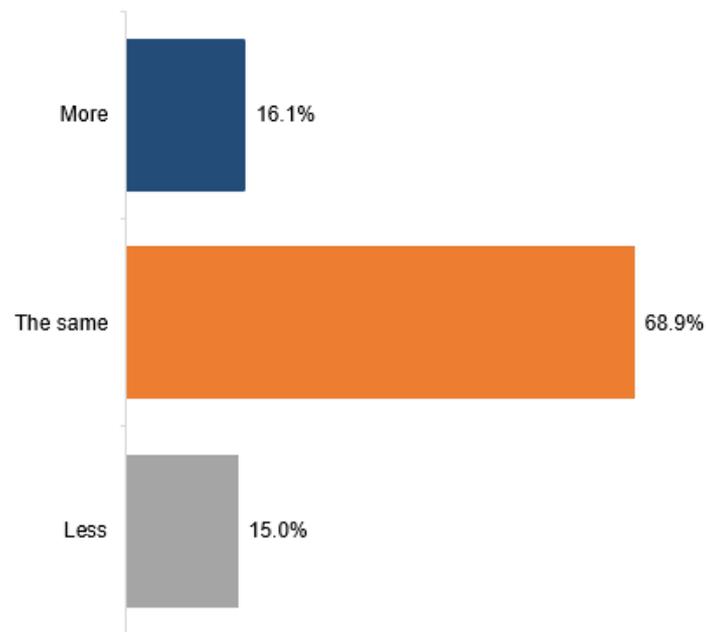
Do you normally celebrate Victoria Day?



## 85% of Canadians expect to spend either the same or more this year compared to last year on Victoria Day

- 69% of Canadians expect to spend a similar amount this year to celebrate Victoria Day as compared to last year.
- In 2022, 73% of Canadians planned to spend a similar amount as last year to celebrate Victoria Day compared to last year.

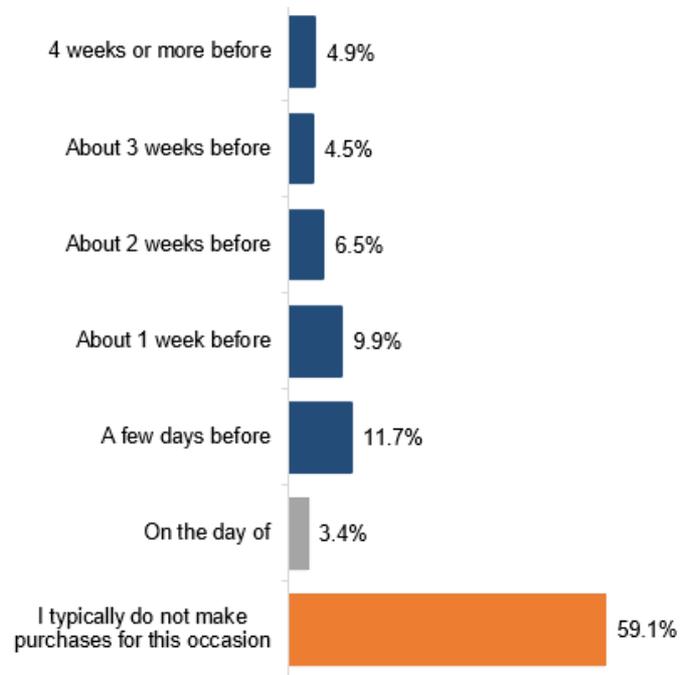
Would you expect to spend more or less for Victoria Day this year compared to last year?



## Most purchases for Victoria Day - 15.9% - are made 2 to 4 weeks before the holiday

- The 2<sup>nd</sup> largest group (11.7%) makes purchases a few days before the holiday.
- 9.9% of Canadians will plan purchases at least a week before the holiday.

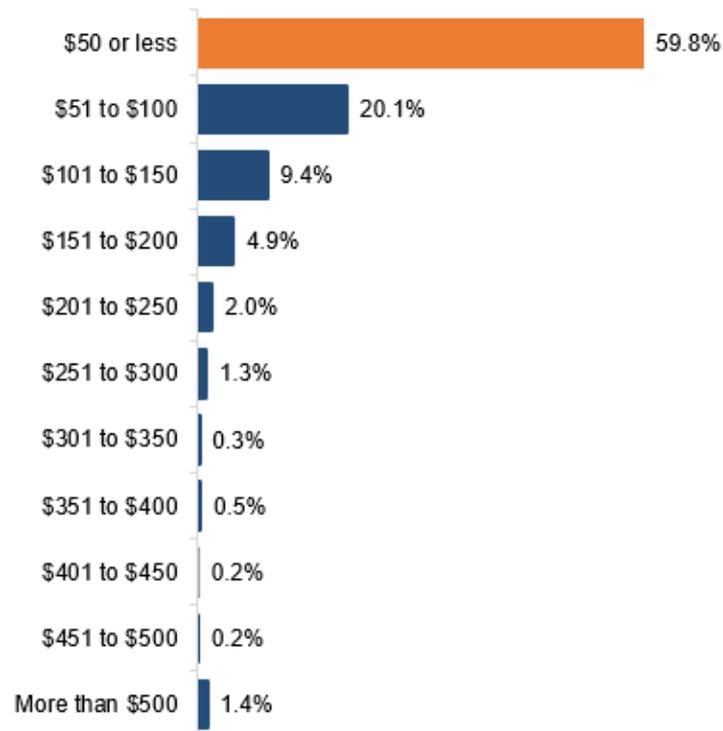
How far in advance do you make purchases related to Victoria Day?



## This year, 40.2% of Canadians who celebrate Victoria Day plan to spend more than \$50, while in 2022 this number was 39.2%.

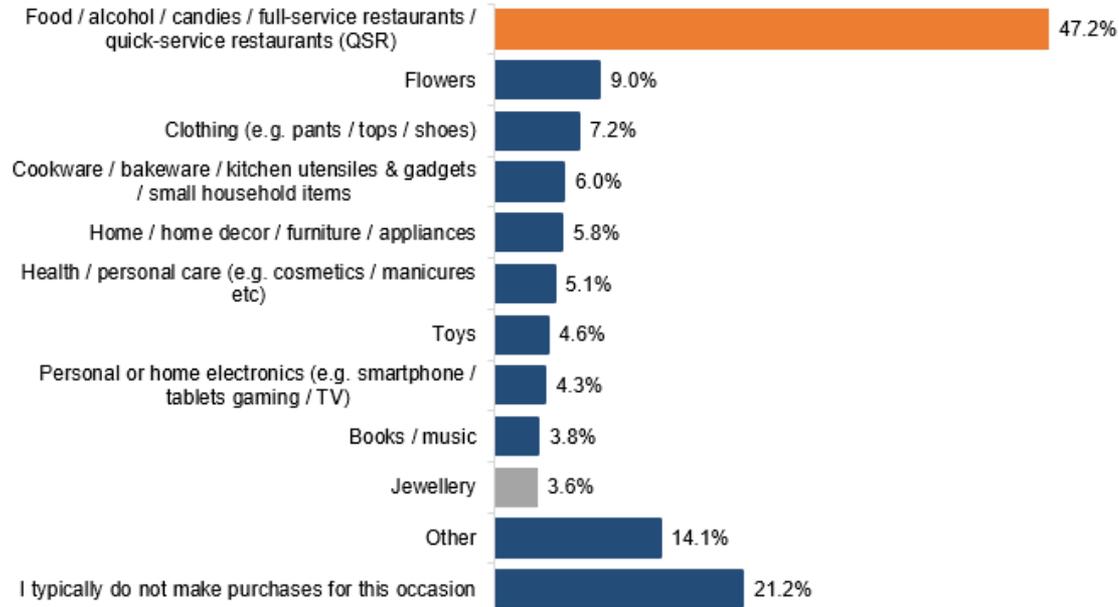
- This year 20.1% of Canadians plan to spend between \$51-\$100 and 9.4% between \$101-\$200.
- In 2022, 25.7% of Canadians planned to spend between \$51-\$100, and 6.8% between \$101-\$200.
- The overall spending sentiment has increased slightly by 1% in 2023 as compared to 2022.

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



# Food, Alcohol, Candies/Full-service restaurants/ Quick service restaurants is the largest spending category for Victoria Day

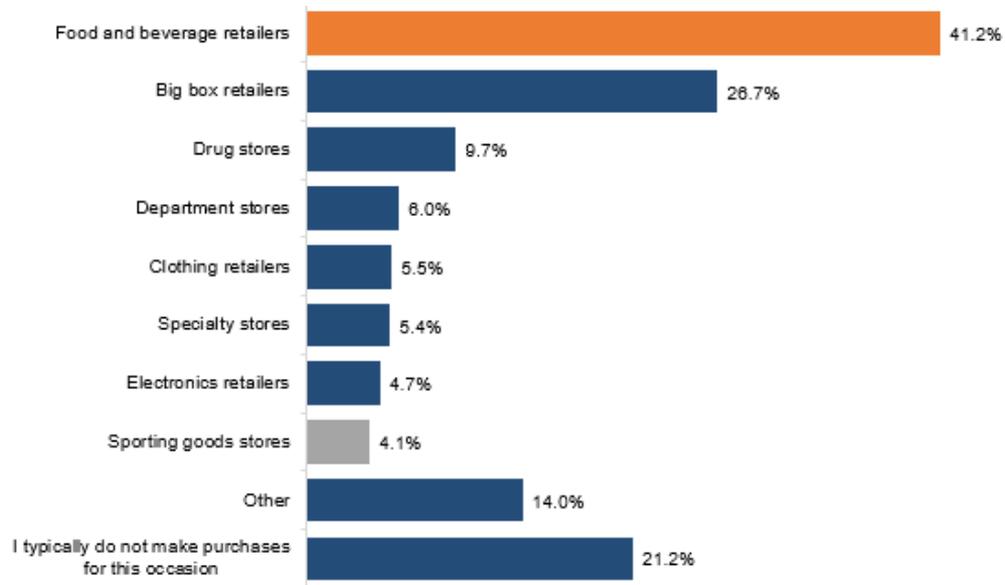
Which of the following do you spend money on as gifts or as items specifically associated with Victoria Day?



For those celebrating Victoria Day, top spending categories include Food/alcohol/candies/restaurants (47.2%), Flowers (9%), and Other (14.1%)

# Food & Beverage and Big Box retailers take the biggest share of Canadian's wallets on Victoria Day

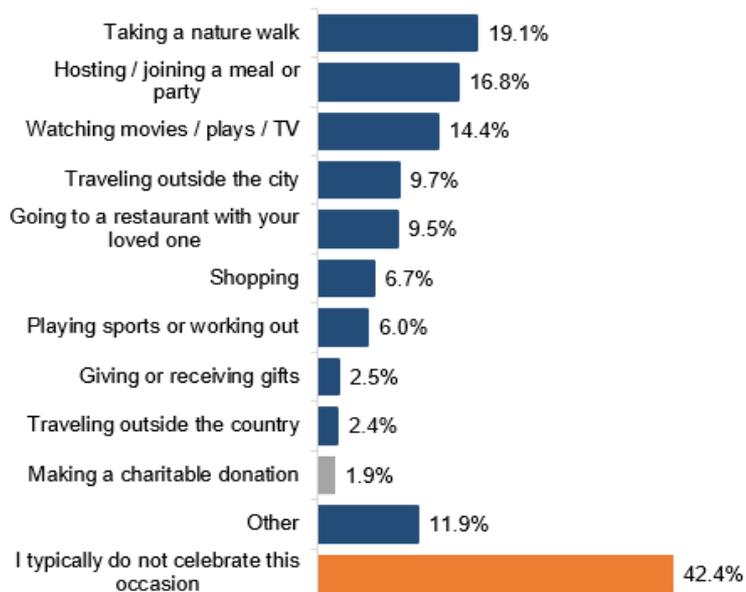
Which of the following stores do you normally make purchase related to Victoria Day?



For those celebrating Victoria Day, the top three retail categories shopped are Food and Beverage (41.2%), Big Box retailers (26.7%), and Drug Stores (9.7%)

# This year, over 1 in 5 Canadians will be taking a nature walk on Victoria Day

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

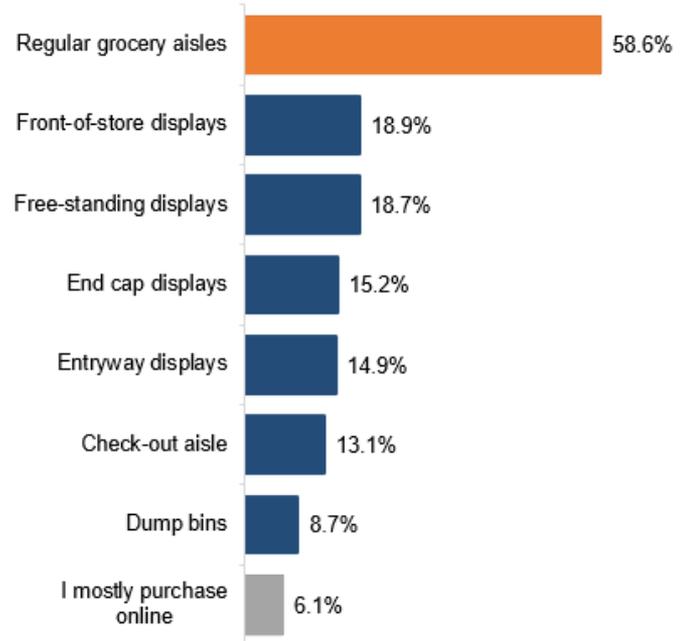


The top three activities Canadians normally do during the Victoria Day holiday include taking a nature walk and joining and/or hosting a meal or party, and watching movies/plays

# 58.6% Canadians search for Victoria Day products in the grocery aisles

- 18.9% of Canadians purchase Victoria Day products in Front of store displays.
- This is followed by Free standing displays ( 18.7%),
- 15.2% of Canadians purchase something for Victoria Day from the End cap display.

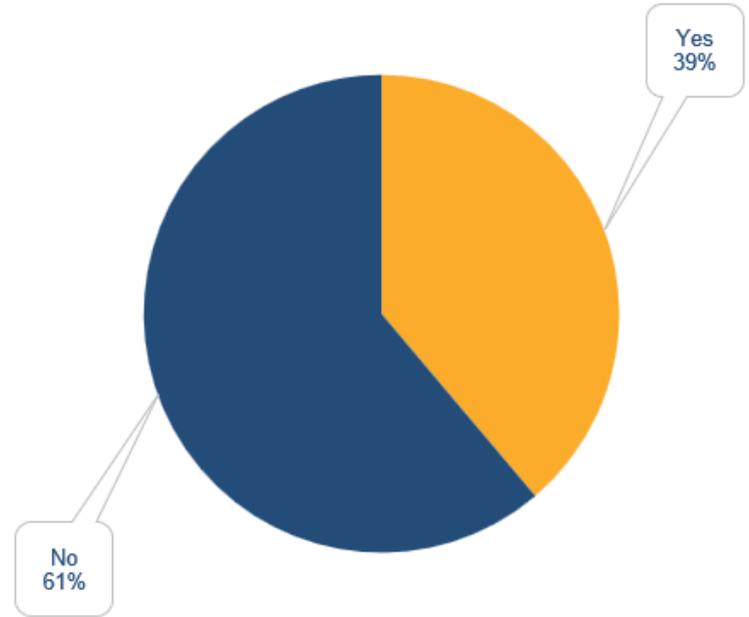
Where in the store do you normally purchase the items for Victoria Day? (Select all that apply)



# 61% of Canadians tack on Victoria Day items to an existing shopping trip

- This year, 39% of Canadians will make a dedicated trip for Victoria Day holiday shopping, while 11% of Canadians planned to make a dedicated trip for Victoria Day in 2022.
- In 2022, 37.6% of Canadians did not make a dedicated trip for Victoria Day holiday shopping.

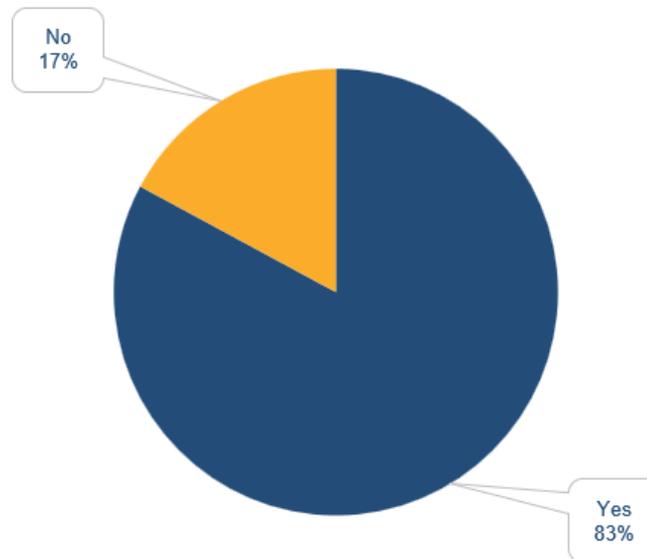
Do you normally make a dedicated trip to buy things for Victoria Day?



# More than 4 in 5 prefer to shop in-person instead of online this Victoria Day

- 17% of Canadians wish to shop online for their Victoria Day purchases this year.
- About 20% of Canadians preferred shopping locally instead of online for their Victoria Day purchases in 2022.
- The proportion of people shopping in-person has increased by ~4% from last year.

Would you prefer shopping locally in person instead of online this year for Victoria Day?





# Let's talk insights.

Anuj Punni

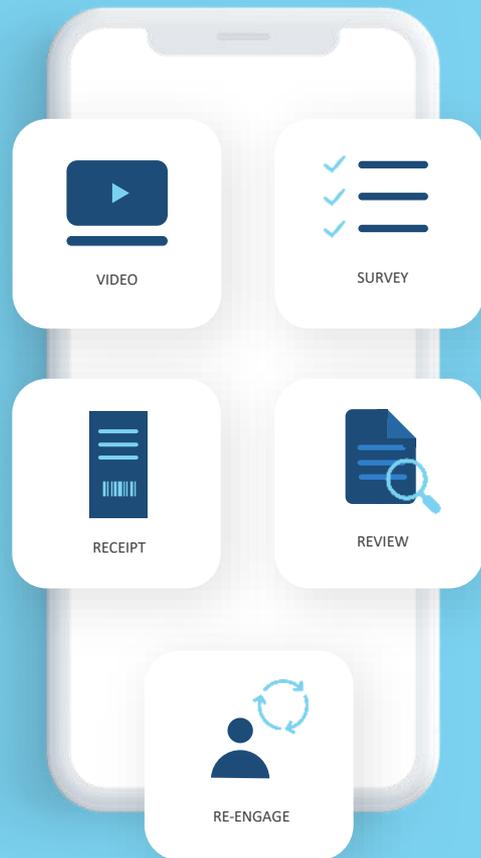
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# How It Works

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**