



2022 CONSUMER SURVEY REPORT

Canada Day



We asked 700 people about their upcoming Canada Day plans.

Numerator's 2022 Canada Day survey was fielded between Wednesday 6/8 and Friday 6/10 to 1,037 individuals, 66% of whom plan on celebrating Canada Day. The report showcases overall consumer plans with additional highlights by Canadian province and generation.

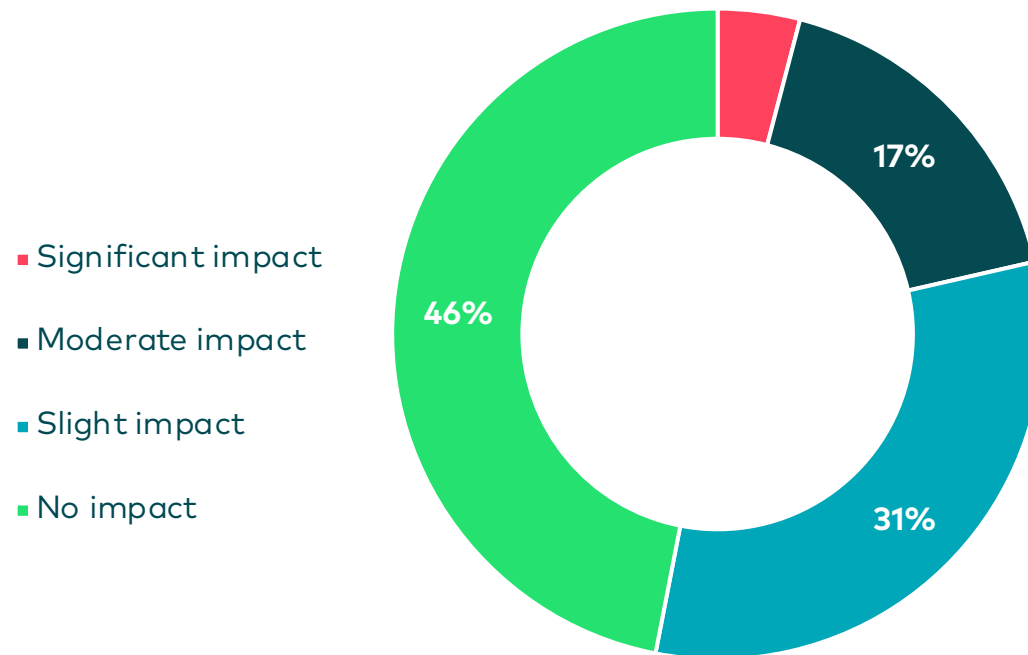


Canadian celebrators are eager to leave pandemic concern in the past.

Halfway through the year, expected COVID impact has declined. Almost half of Canadian celebrators expect no impact on their Canada Day plans. Last year, only 6% did not expect COVID to impact their plans.

Only 1 in 5 expect a moderate to significant impact, comparable to the level of concern seen in the United States for their upcoming Independence Day celebrations (17%).

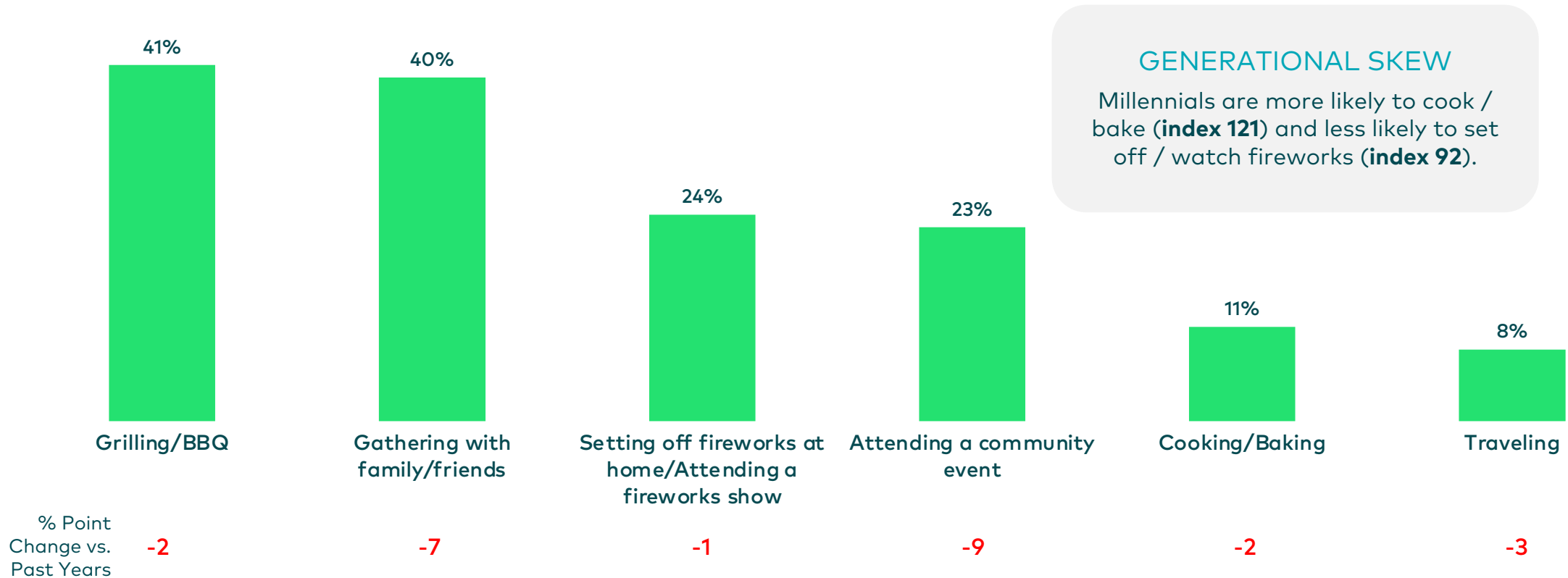
EXPECTED COVID-19 IMPACT



Traditional celebration plans are declining compared to past Canada Days.

Even as concern shrinks, activities such as gathering and attending a community event are less popular than past years' summer celebration spikes. Still, 2 in 5 plan to grill or gather with friends and family.

CANADA DAY CELEBRATION PLANS



Spending cutbacks could be tied to the decline in traditional celebration plans.

Some will look to adjust their budgets across a variety of areas. The most popular activities and categories for spending cutbacks include dining out and alcoholic beverages.

Boomers+ are more inclined to spend less on both alcoholic beverages (**index 120**), holiday decorations (**index 117**), and snacks (**index 132**).

Celebrators located in Quebec are less likely to make cutbacks, which is unsurprising given the lower prominence of Canada Day in Quebec.

PLANNED SPENDING CUTBACKS

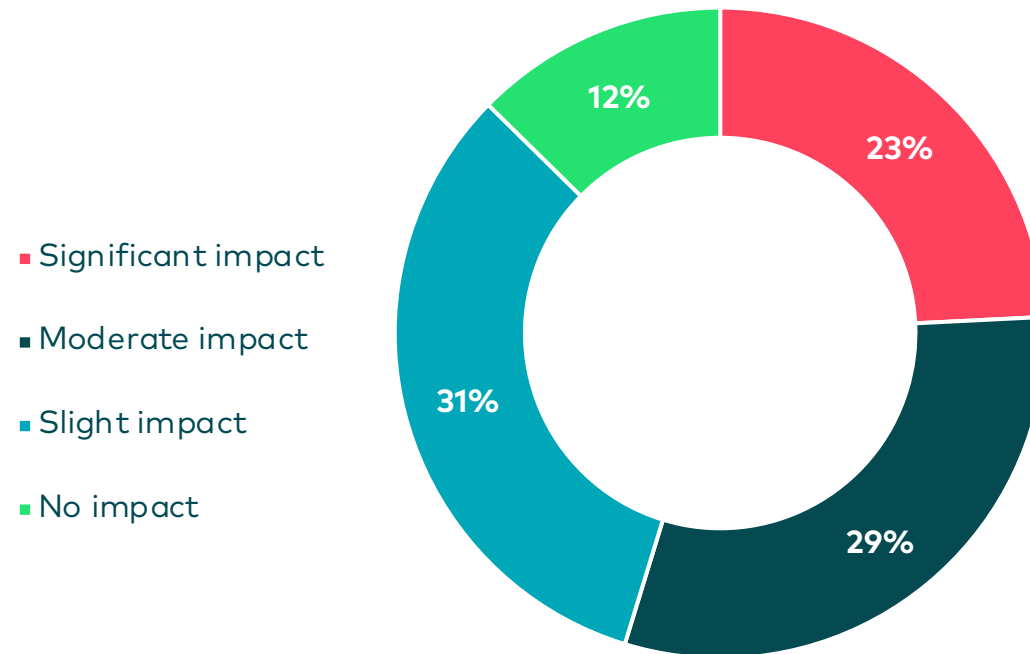


Inflation could be another factor that complicates holiday shopping.

While COVID concern declines, over half of Canadian celebrators expect inflation to materially impact their holiday shopping. This is once again on the same level as the United States for their upcoming celebrations (53%).

This impact is even higher among Gen X Canadians (**index 106**). Millennials are more likely to expect no impact at all (**index 114**).

EXPECTED INFLATION IMPACT



Spending will vary as most consumers look to spend less than previous years.

Canadians are relatively divided between spending \$75 or less (47%) or spending north of that (40%), a more even split than seen for Easter 2022 shopping.

INFLATION EFFECT

Over 2 in 3 celebrators expect to **spend less** this Canada Day (**68%**) compared to past years. This figure is higher for celebrators in Ontario (**index 107**).

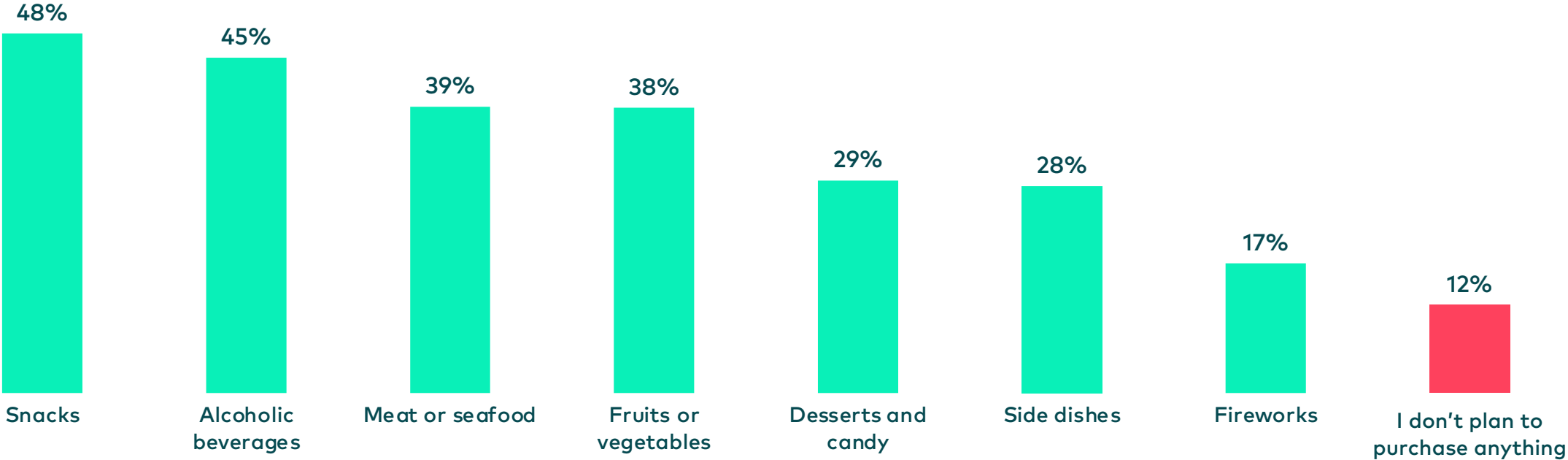
EXPECTED CANADA DAY SPENDING



Expect grocery baskets to be full and diverse this Canada Day.

Almost 9 in 10 celebrators expect to purchase some item for their holiday celebrations. Almost half plan to purchase snacks or alcoholic beverages. Roughly 1 in 5 plan to shop for fireworks, higher among those in Ontario (index 124).

PLANNED CANADA DAY PURCHASES

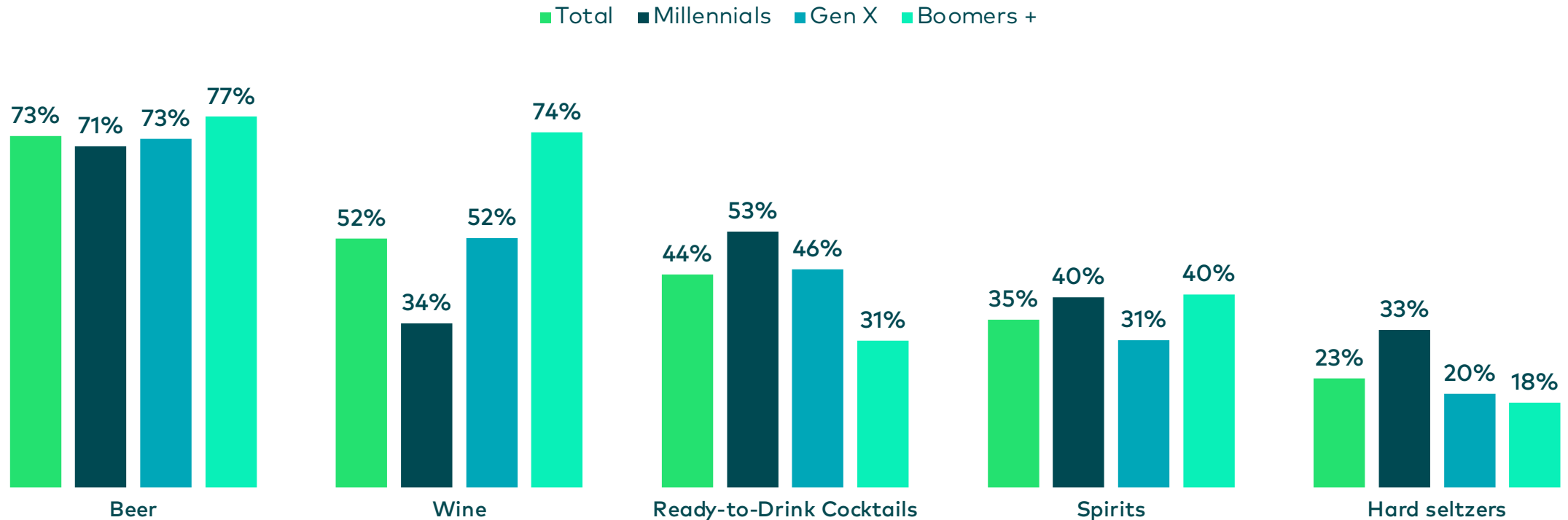


Alcoholic beverage purchasing will look different across Canadian age groups.

While beer is the leading category regardless of age, other alcohol purchases are likely to look different across generations. Boomers+ heavily over-index with wine while younger shoppers have a preference towards RTD cocktails and hard seltzers.

TOP ALCOHOL CATEGORIES

Among those who intend to purchase alcoholic beverages



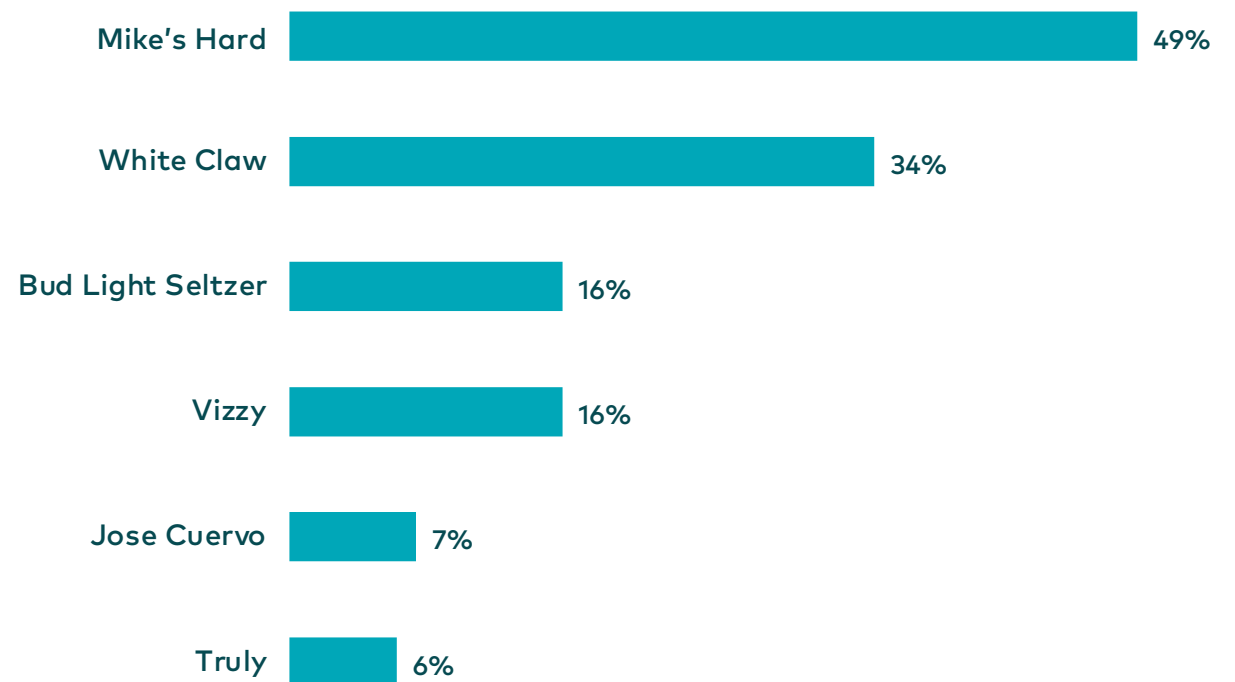
Ready-to-drink cocktails and hard seltzers will be popular amongst some celebrators.

Of those Canadian celebrators who plan to shop these categories, almost half plan to buy Mike's Hard products.

Gen X celebrators are even more likely to reach for Mike's Hard products (**index 106**) as well as Truly (**index 118**). Millennials could prefer Vizzy (**index 157**) and White Claw (**index 113**).

PLANNED HARD SELTZER / RTD PURCHASES

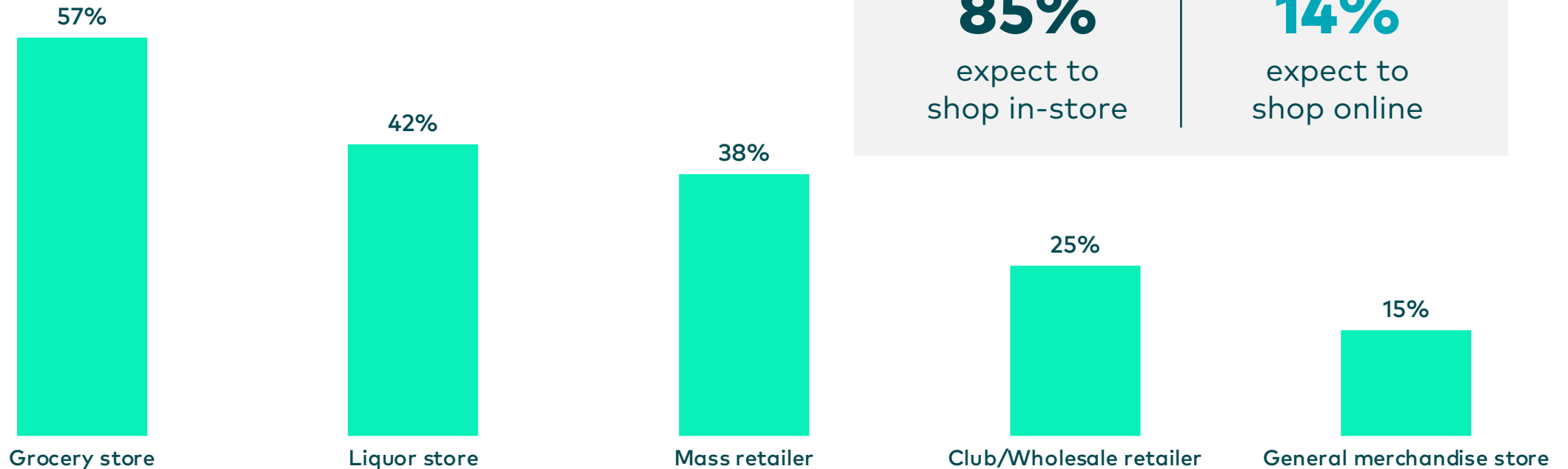
Among those who intend to purchase these categories



The grocery channel will be popular for over half of Canada Day celebrators.

With food being the focus on many celebrators' shopping lists, grocery retailers will be the most popular destination for almost 3 in 5. Online shopping is expected to be even lower than Easter shopping (25%).

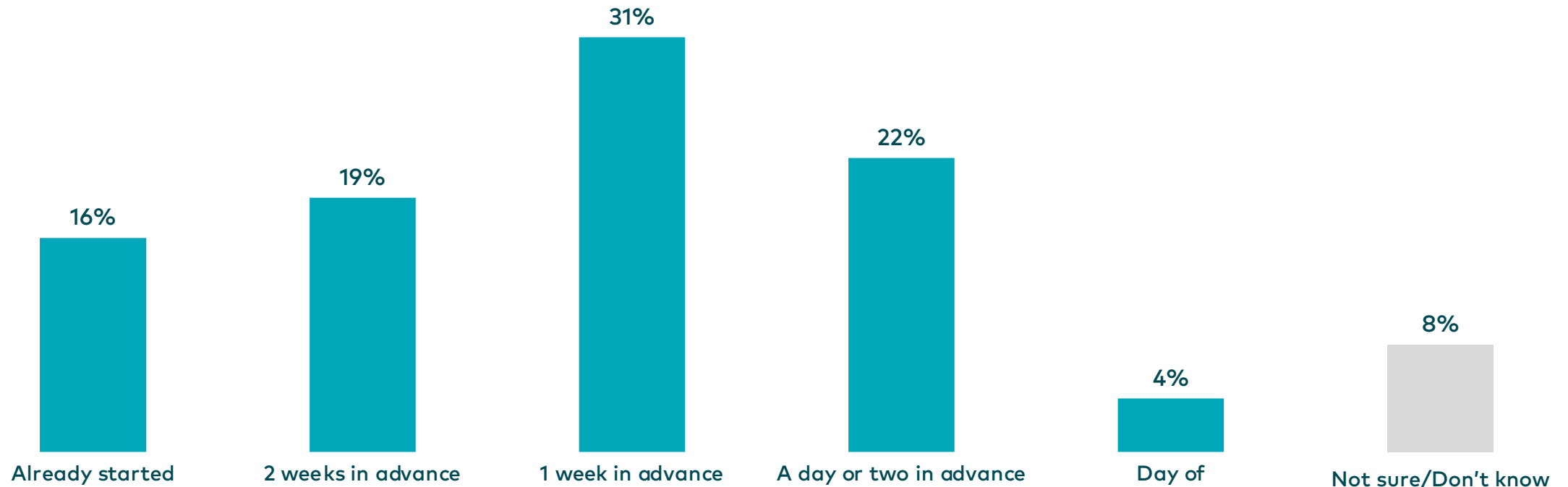
PLANNED CANADA DAY SHOPPING LOCATIONS



Most Canada Day shopping will be checked off during the holiday week.

With a heavy skew to grocery purchases, over half plan to get their shopping done a week or less in advance. Despite this, some have already begun making their purchases over 2 weeks in advance.

PLANNED CANADA DAY SHOPPING TIMING

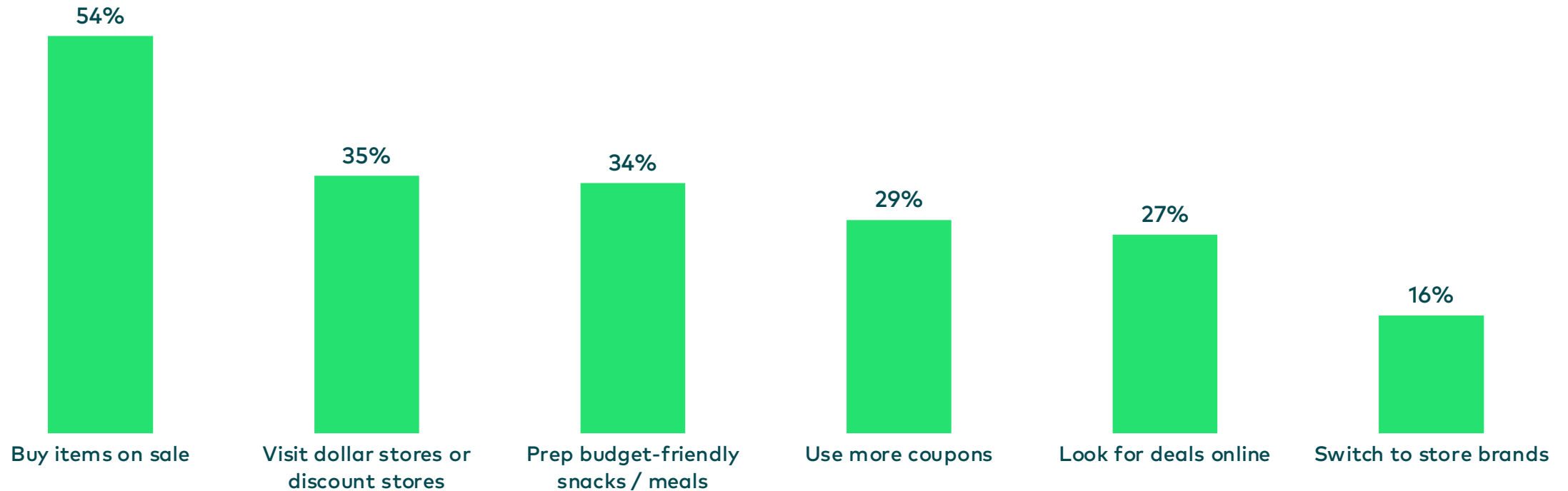


Regardless of when they shop, consumers will get creative to save money.

Over half will be looking to purchase sale items to help tighten their holiday budgets. 1 in 3 plan to visit budget-friendly stores or prepare more budget-conscious snacks and meals.

PLANNED SHOPPING CHANGES

Due to inflation





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