



2024 Canadian Summer Holiday Preview

CONSUMER SURVEY REPORT





We asked 2,900 Canadians about their 2024 summer holiday plans.

Numerator's 2024 Canadian Summer Holiday Preview survey was fielded to 2,940 Canadian consumers in June 2024 and highlights celebration, shopping and spending plans for Canada Day and Labour Day.

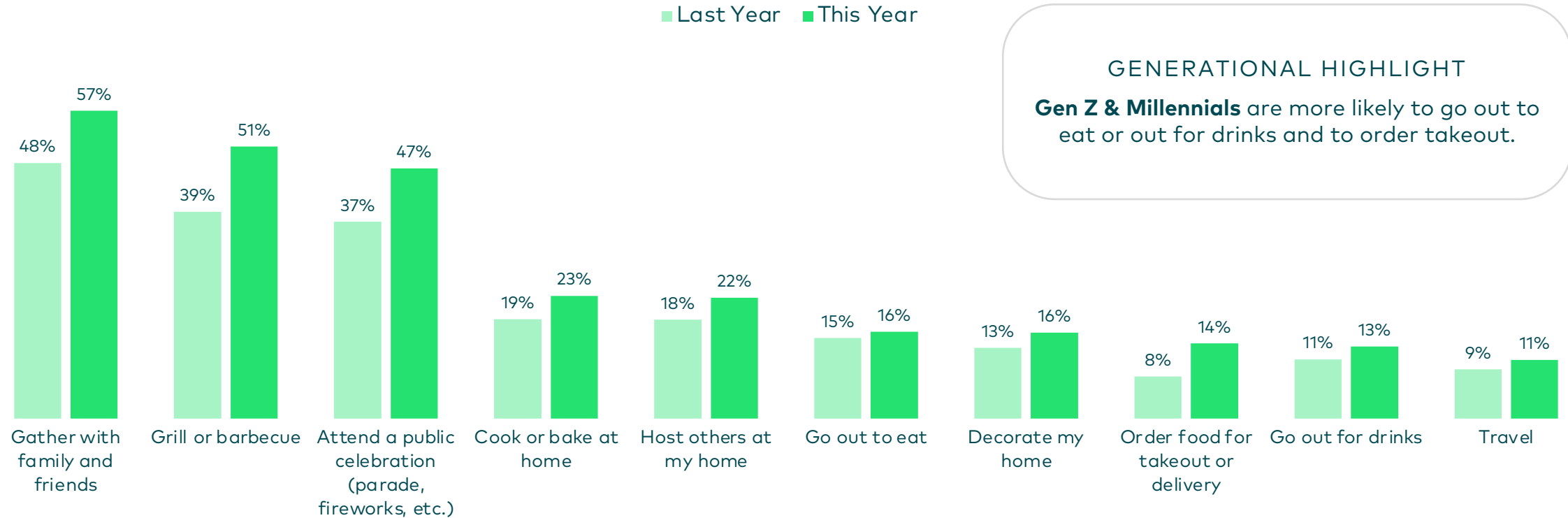


Gathering and grilling will be the top Canada Day activities.

Among the 63% of Canadians who plan to celebrate Canada Day, over half will gather with family and friends or grill. Nearly as many will attend a public celebration like a parade or fireworks.

CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Canada Summer Holiday Preview 6/7/2024 (n= 1,854 Canada Day celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

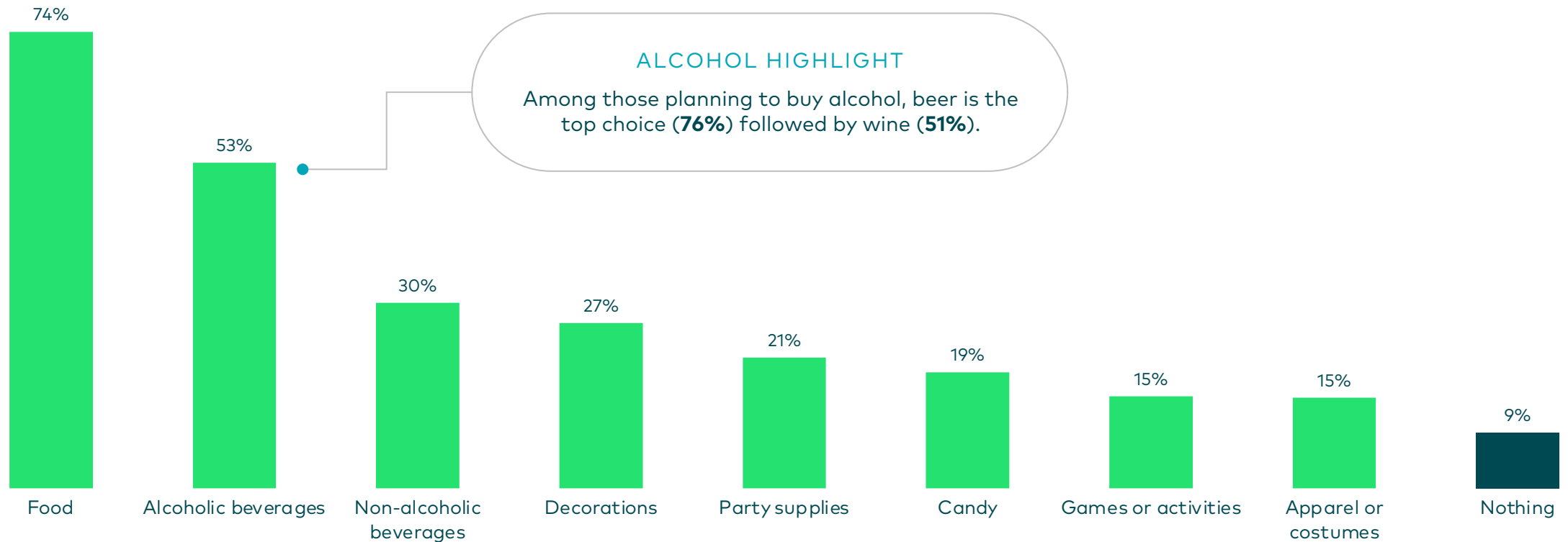


Food and alcohol will fuel Canada Day celebrations.

Three-fourths of celebrators expect to purchase food for their Canada Day celebrations, while half will purchase alcohol. Non-alcoholic beverages, decorations and party supplies will also make many shopping lists for the summer celebration.

PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Canada Summer Holiday Preview 6/7/2024 (n= 1,854 Canada Day celebrators)| What items, if any, do you expect to purchase for [Holiday] this year?



Grocery stores and liquor stores will lead Canada Day sales.

Half of holiday shoppers expect to purchase their Canada Day supplies from one of these two channels, while a third will buy from discount stores or mass retailers.

SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Canada Summer Holiday Preview 6/7/2024 (n= 1,854 Canada Day celebrators) | Where do you expect to purchase items for [Holiday]?

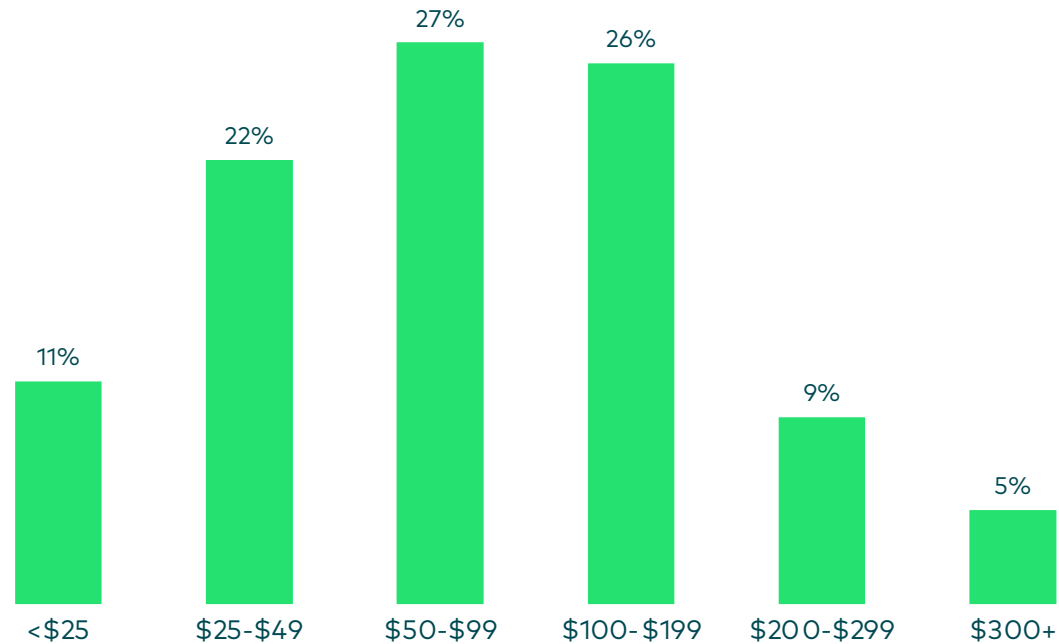


Canada Day spending will be on-par with last year

Canada Day shoppers expect to spend anywhere from \$25 to \$200 on their celebrations. While most shoppers think they'll spend the same amount this year versus last, about a fifth say they'll spend more while a similar portion will spend less.

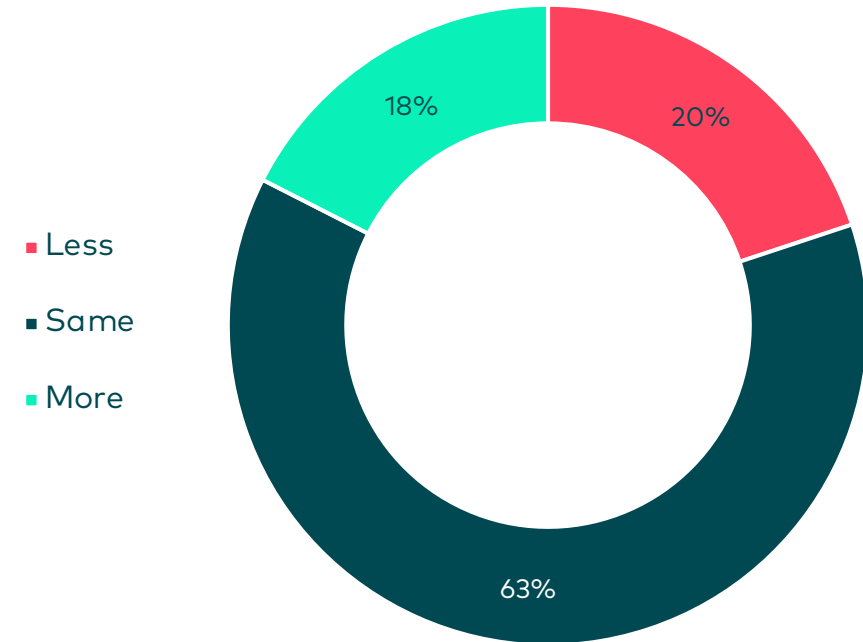
EXPECTED SPENDING

% of holiday shoppers



SPENDING VS. LAST YEAR

% of holiday shoppers



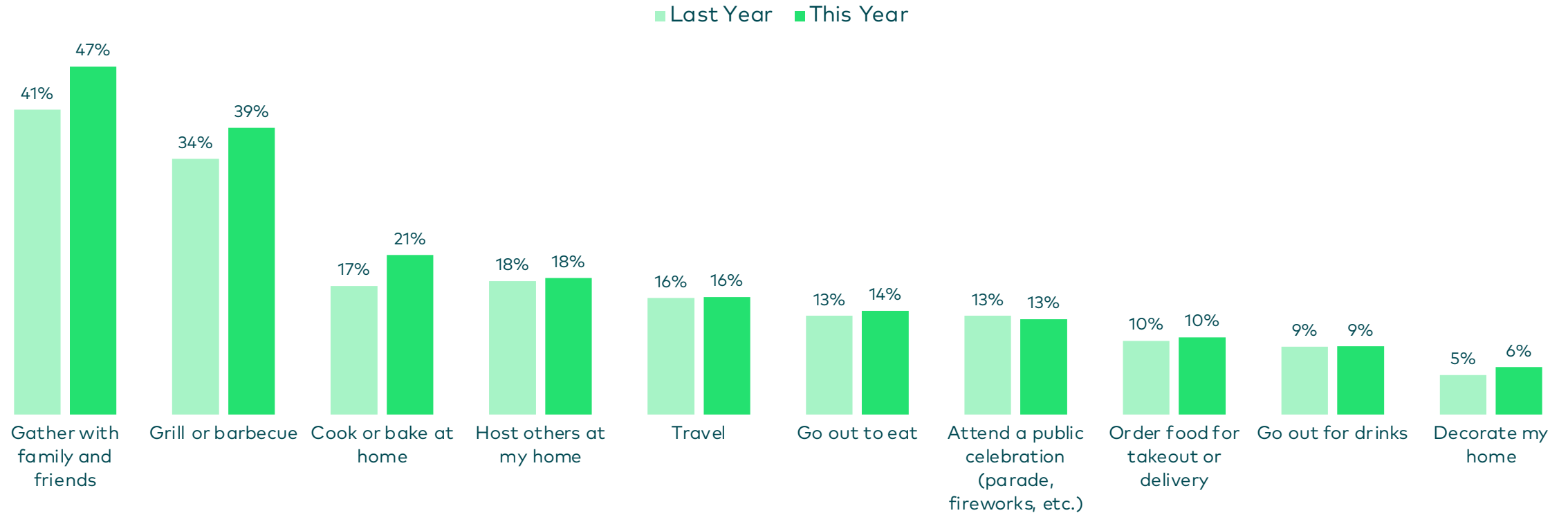
Labour Day celebrations will feature gathering and grilling.



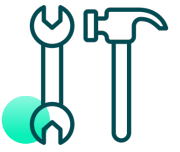
Just over a third (36%) of Canadian consumers expect to celebrate Labour Day this year. Most consumers expect to celebrate by gathering with family and friends or grilling.

CELEBRATION INTENTIONS

% of intended celebrators



Source: Numerator Canada Summer Holiday Preview 6/7/2024 (n= 977 Labour Day celebrators) | What do you expect to do for [holiday] this year? What did you do last year?

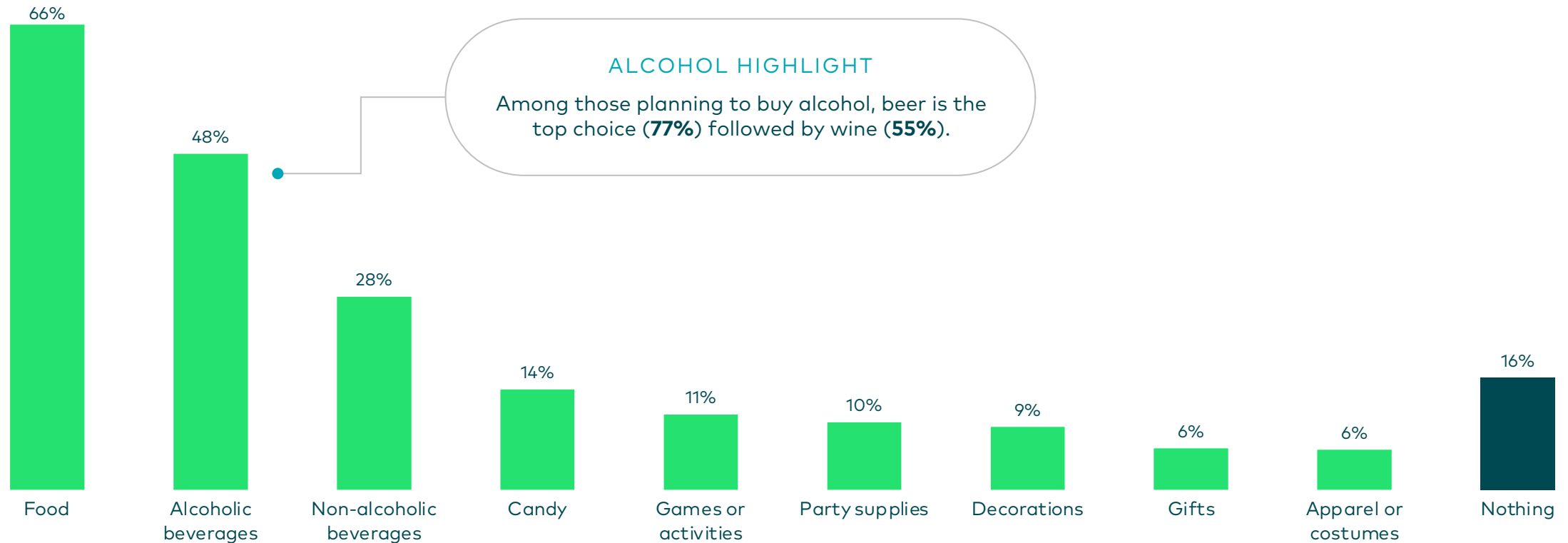


Food and alcohol will be the top Labour Day purchases.

Two-thirds of Labour Day celebrators expect to purchase food, while half will purchase alcohol. Roughly one-in-six participants won't purchase anything for their celebrations.

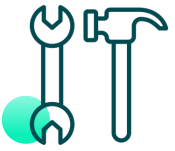
PURCHASE INTENTIONS

% of intended celebrators



Source: Numerator Canada Summer Holiday Preview 6/7/2024 (n= 977 Labour Day celebrators) | What items, if any, do you expect to purchase for [Holiday] this year?

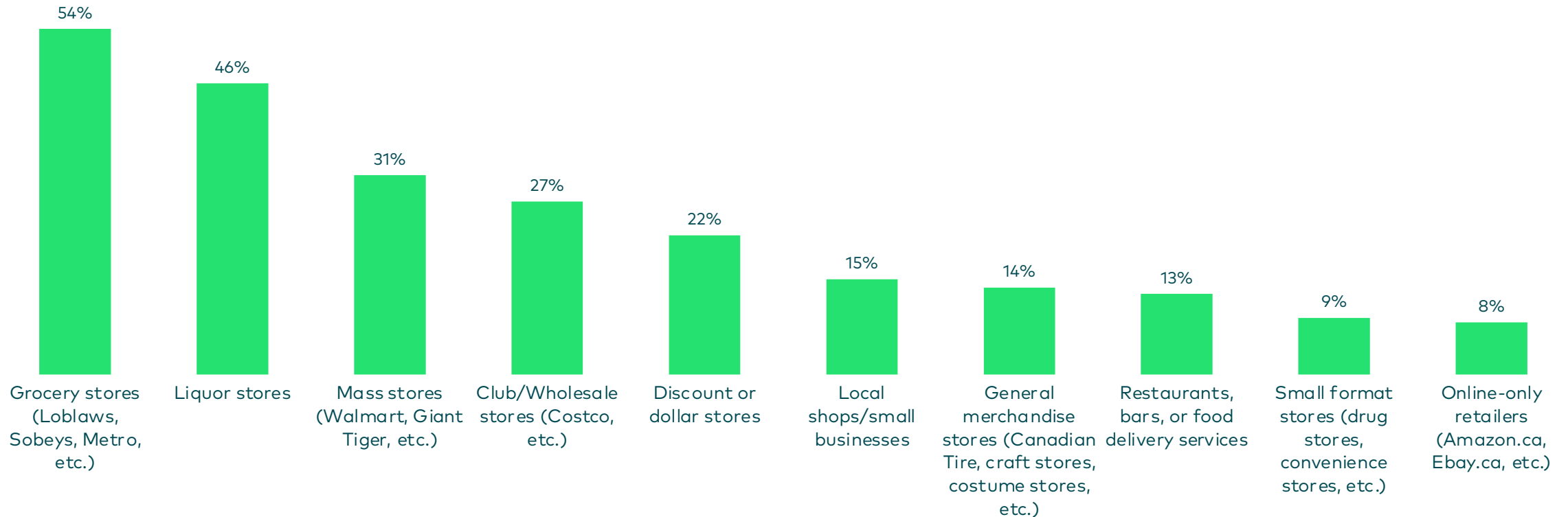
Grocery and liquor stores will be the top Labour Day destinations.



Half of celebrators will do their Labour Day shopping at grocery stores or liquor stores, with a third will visit mass retailers.

SHOPPING LOCATIONS

% of holiday shoppers



Source: Numerator Canada Summer Holiday Preview 6/7/2024 (n= 977 Labour Day celebrators) | Where do you expect to purchase items for [Holiday]?

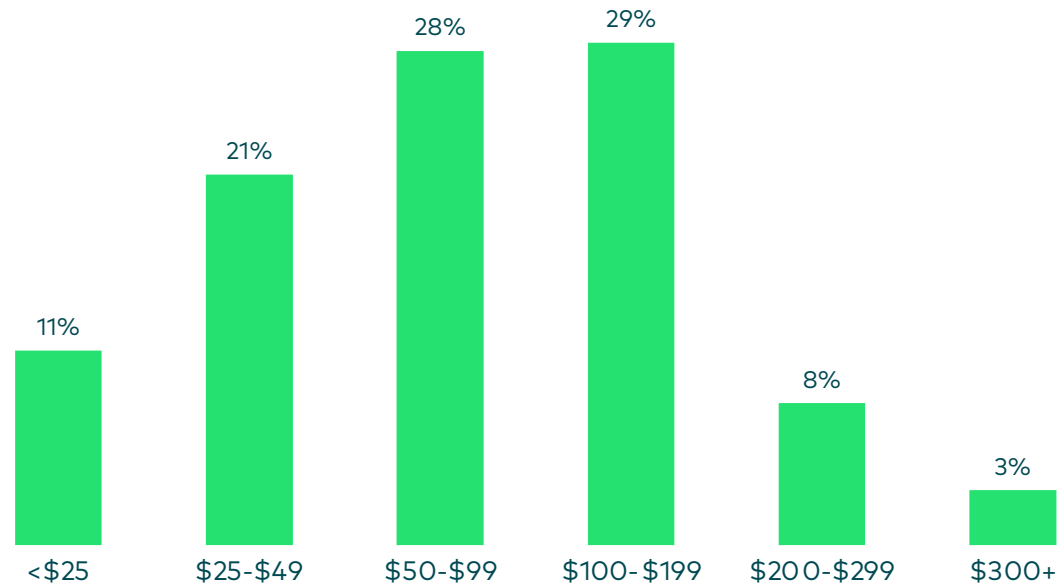


Consumers expect to spend less this Labour Day.

Over half of holiday shoppers will spend between \$50 and \$200 on their Labour Day items, with a quarter saying they plan to spend less than they did last year.

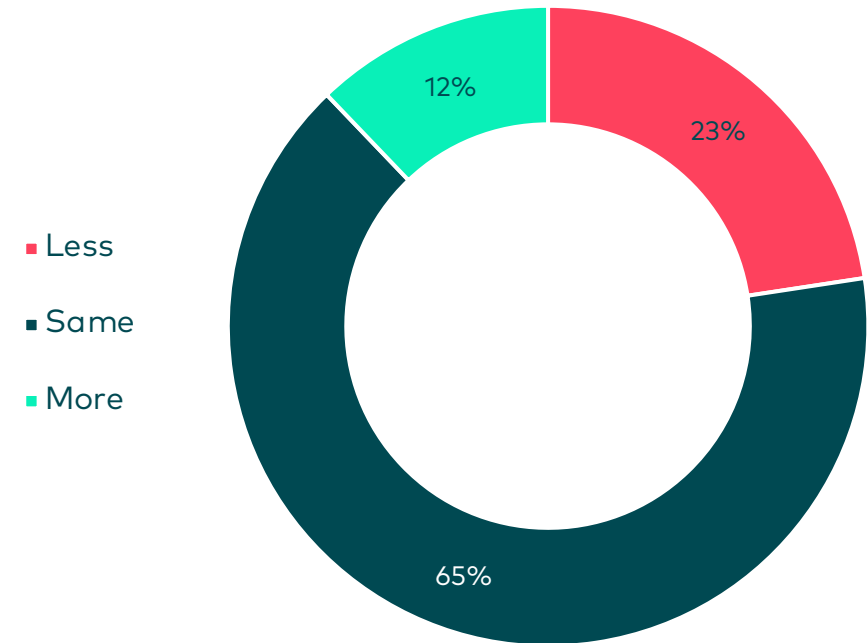
EXPECTED SPENDING

% of holiday shoppers



SPENDING VS. LAST YEAR

% of holiday shoppers





Let **Numerator** help you with your holiday insights.

To dive deeper into the data outlined in this report, reach out to your Numerator representative or contact us at hello@numerator.com.