

The Shopping Mindset

# Canadian Consumer Deep Dive

For our Science of Loyalty report, we surveyed 4,000 respondents ages 18 to 65 across the UK, US, Canada, and Australia (1,000 per country) to understand what drives shoppers to make repeat purchases.

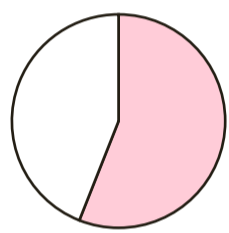
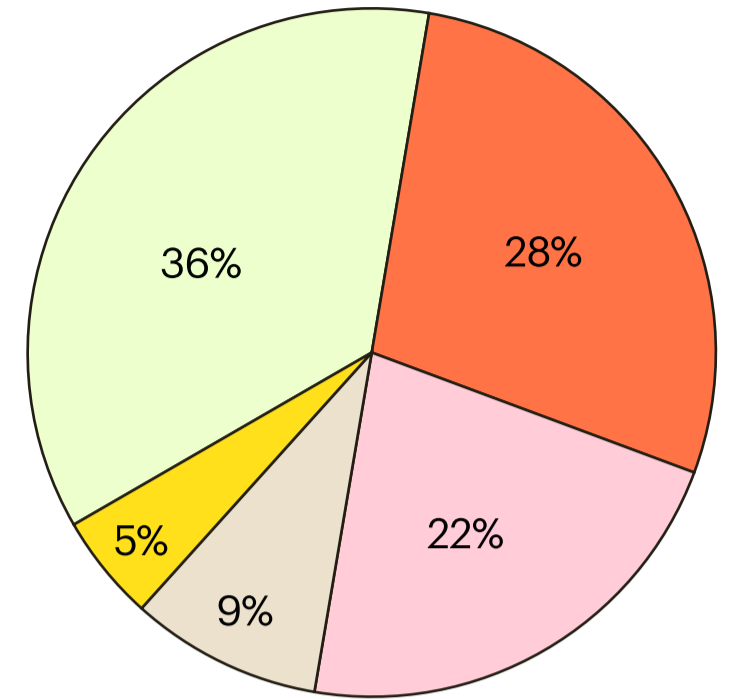
We asked consumers how they shop across different categories. We then honed in on one category, and more specifically had respondents focus on a recent purchase from a brand they typically buy from.

These insights help to uncover the shopping mindset in Canada—and what drives repeat purchases among consumers. With these learnings, marketers can understand how customer loyalty is built in Canada, and develop strategies for improving loyalty.

Nearly 1 in 10 Canadian respondents would go out of their way to buy a preferred brand, while 22% buy simply because they know it will be available.

**Reasons for repeatedly purchasing with the same brand:**

- I actively prefer that brand to others available
- It's part of my routine
- I know the brand will be available
- I'd go out of my way to have that brand; it's the only brand I buy
- Switching seems too inconvenient

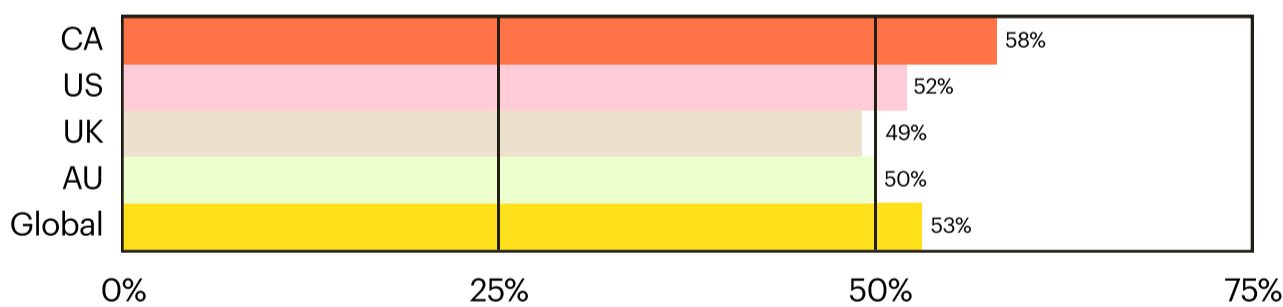


**56%**

prefer to be contacted by email—the most popular form of brand communication.

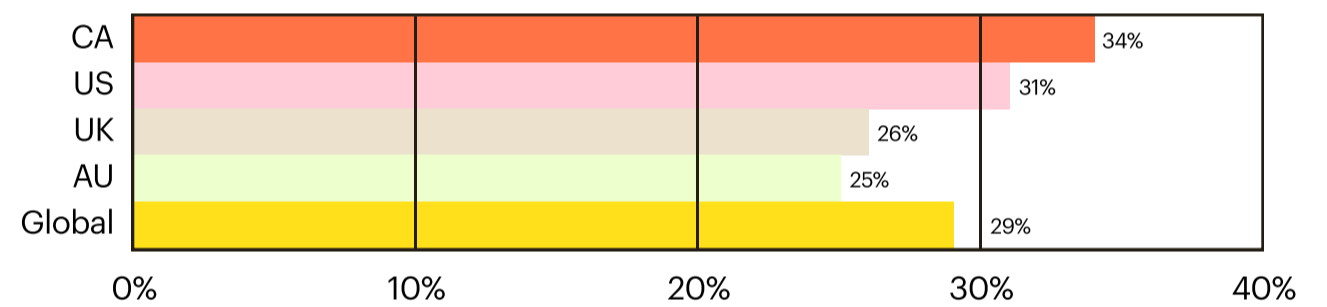
More so than any other market surveyed, 58% of Canadians expect rewards such as deals and discounts. This rises to 67% for ages 25-44.

% of consumers expecting rewards such as deals and discounts



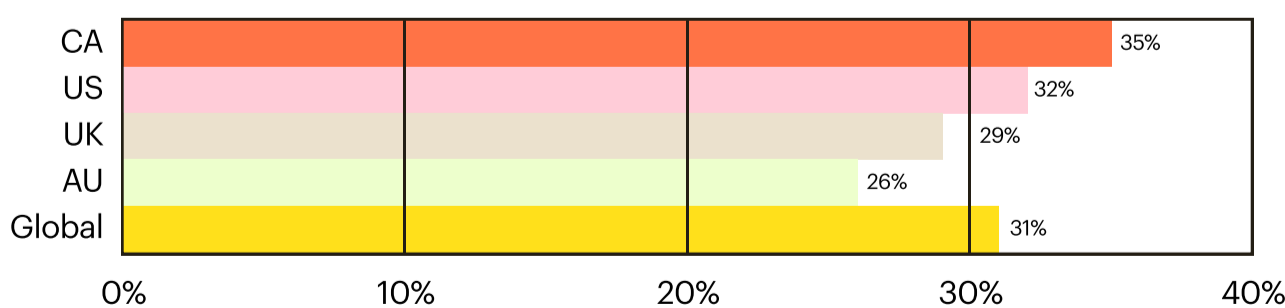
At 34%, Canadians also more likely to be swayed by deals and discounts when purchasing compared to shoppers in other markets.

% of consumers likely to be swayed by deals and discounts



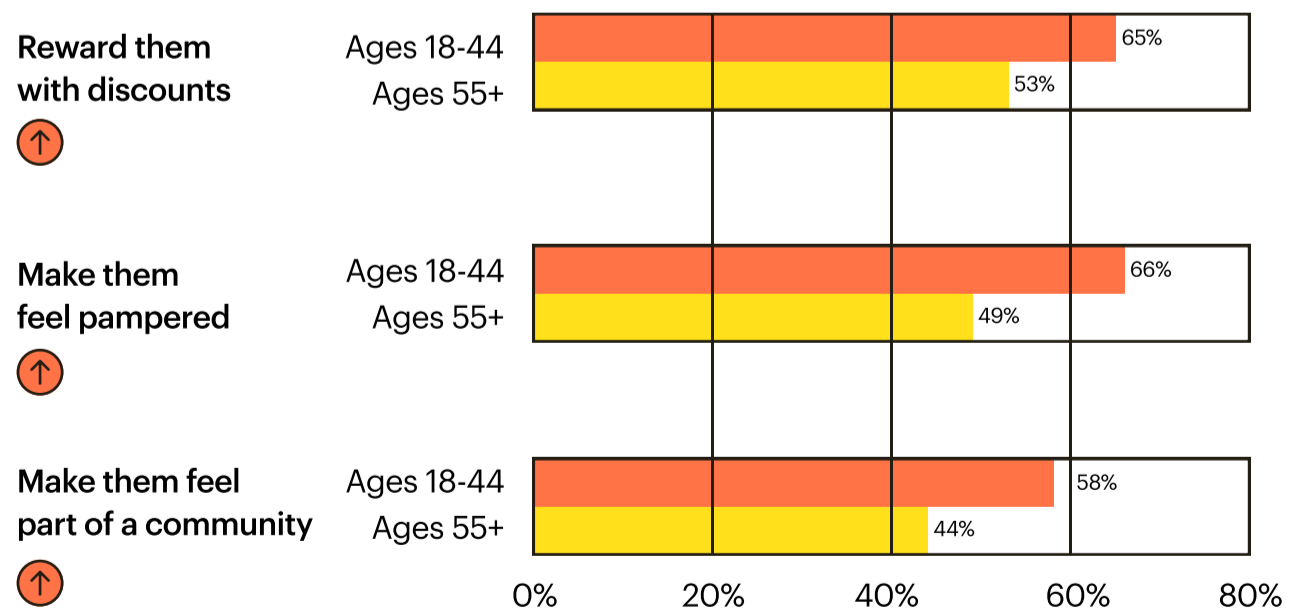
35% of Canadian shoppers appreciate brands sending them promotions.

% of shoppers that appreciate when brands send them promotions



Younger consumers in Canada have differing preferences compared to older consumers.

% of consumers who prefer brands that:



Want to learn more about the science of loyalty?

Head to our [Science of Loyalty Report](#) for expert insights on building a loyal customer base. Once you're clued up on the principles of loyalty, dive into our [Strategic Loyalty Playbook](#) for actionable tactics to help you improve your loyalty strategies.

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All statistics from a Canvas8 conducted panel-sample online survey on behalf of Intuit Mailchimp February 17-27, 2024 consisting of 4,000 respondents (1000 from each of the US, UK, Australia, Canada ages 18 to 65). The margin of error is +/- 5.5 percent, as reported at a 95 percent confidence level. You can find the full methodology breakdown in both reports.