



Nextdoor's Treat Map Returns to Help Canadians Make the Most of Halloween

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New data shows 88% of Canadians expect to keep Halloween spending below \$100 as cost of living impacts families.

TORONTO--(BUSINESS WIRE)--Oct. 14, 2026-- Nextdoor Holdings, Inc. (Nasdaq: NXDR), the essential neighbourhood network, today shared new survey findings as its annual Treat Map, live in Canada since October 8, returns for a 7th year in Canada. This year's map is built to put local events and community moments front and centre as Canadians keep budgets small.

Until October 31, neighbours in Canada can add a pin to the Treat Map. For the first time, neighbours choose what kind of pin to add: home or a local spot, like a Halloween event or a nearby attraction. New tags describe what visitors can expect, including "Decorations" and "Halloween event," as well as "Local business." Adding a home pin is easier than ever this year. Instead of starting from a blank post, neighbours see suggested template wording.

The map is also filterable for the first time. Using tags, a household handing out non-food treats can say so, and a parent planning a route can filter the map to show only those homes. The same works for pet treats and for doors that open early, before the older kids are out.

As with previous years, adding a pin is optional and neighbours decide what to share. The map doesn't collect location data beyond what neighbours choose to share in their pins. Pin details are provided by neighbours and aren't verified by Nextdoor.

Ahead of Halloween, Nextdoor Canada surveyed Canadians on how the cost of living is shaping Halloween plans. The results show Canadians are keeping their spending tight and want it to count locally. Nearly two-thirds (65%) of Canadians expect to spend \$49 or less, and 59% say supporting local is a priority this Halloween.

"Halloween costs more than it used to, and a lot of Canadian families are planning around that. Some of the best parts of the night are free, like the street that goes all out or the farm with the corn maze. The Treat Map makes them easier to find," says Kelsey Grady, EVP, Communications, Nextdoor.

More findings from the survey include:

- **88% of Canadians** expect to spend less than \$100 CAD in total for Halloween this year, including **65%** who expect to spend \$0-49. Another **9%** expect to spend \$100 to \$149.
- **Nearly six in ten (59%)** Canadians say it's a priority to support local or Canadian businesses when shopping for or celebrating Halloween this year, from pumpkins picked at nearby farms to costumes from neighbourhood shops and treats from local bakeries.
 - This is even higher in Saskatchewan and Manitoba (**68%**), Atlantic Canada (**69%**), and Ontario (**62%**).
- **24%** of Canadians say free or low-cost community events, like haunted houses, mazes, and Trick-or-Treating groups, would make them more likely to support local.
- More than a quarter (**27%**) of Canadians say better awareness of what's happening, like haunted houses, orchards, and trick-or-treating villages, would make them more likely to attend local events or support local vendors leading up to Halloween.
 - In Ontario, residents cite awareness (**28%**) as the biggest barrier to community events, followed by cost (**24%**).
- **19%** of Canadians say lower prices or deals would make them more likely to shop local.

The Treat Map is built to make local events easier to find. Neighbours or businesses can add local events and spots and tag them so visitors know what to expect, from "Farm & Orchard" to "Haunted Attraction." The weeks before Halloween are a busy stretch for Canadian farms and community festivals, and the map puts them in front of the neighbours looking for them.

Neighbours can find the Treat Map by opening the Nextdoor app or visiting nextdoor.ca/treat_map.

About Nextdoor

Nextdoor (Nasdaq: NXDR) is the essential neighbourhood network for over 110 million verified neighbours, offering trusted local news, real-time safety alerts, neighbour recommendations, for sale and free listings, and events. Nextdoor connects neighbours to the people, places, and information that matter most in their local communities. In addition, businesses, news publishers, and public agencies use Nextdoor to share important information and engage with neighbourhoods at scale. Download the app or join the neighbourhood at nextdoor.ca. For more information and media assets, visit: nextdoor.ca/newsroom.

Methodology

These findings are from a survey conducted by Nextdoor Canada from October 5th to October 7th, 2026, among a representative

sample of 1,515 online adult Canadians who are members of the Angus Reid Forum. The survey was conducted in English and French. For comparison purposes only, a probability sample of this size would carry a margin of error of +/-2.53 percentage points, 19 times out of 20.

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