



## **DIG360 Consulting / Angus Reid Public Opinion Survey of Black Friday 2010 Purchasing by Canadians.**

The survey is intended to provide some facts in the recent and likely repeating discussion on the impact of US Black Friday sales promotions on Canadian consumers and the participation of Canadians in emerging Black Friday sales in Canada. Dec 16 and 17, 2010.

On conjunction with DIG360 Consulting Ltd., Angus Reid Public Opinion conducted an online survey among 1,027 randomly selected Canadian adults who are Angus Reid Forum panelists. The panel has been recognized as one of the most reliable in Canada by an independent agency and is considered a reasonable reflection of the Canadian public.

The margin of error - which measures sampling variability - is +/- 3.06%, 19 times out of 20. The results have been statistically weighted according to the most current education, age, region, and gender Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

For more information, please contact David Ian Gray, Founder, DIG360 Consulting at [davidiangray@dig360.ca](mailto:davidiangray@dig360.ca).

### **Here are some highlights:**

- 78% of adult Canadians recall reading or hearing about Black Friday in the past 3 months.
  - 97% of those in Saskatchewan and Manitoba noticed Black Friday messaging; BC respondents had a 91% recall of these communications.
- Only 2% of those who noticed American Black Friday promotions (or 1.5% of all adults in Canada) actually crossed the border.
  - Applying this to the estimated 26.2 million adults in Canada (per Statistics Canada), approximately 392,700 of us made the cross-border shopping trip specifically for Black Friday deals.
  - While this is still quite a notable number, and likely concentrated in some key border crossing areas of the country, this is 1 or 2 people for every 100. Compare this with the prevailing images of many shoppers flocking across the border to shop US door-crashers in a manner anywhere near our Boxing Day numbers.
    - BC lead all provinces with 6% of residents aware of Black Friday messaging crossing the border Black Friday weekend.
- Canadians were also shopping online at American retail websites for Black Friday promotions.
  - 4% of Canadian adults shopped online for deals (3.4% of all adults);
  - A further 3% took advantage of Black Friday deals through other means (for example, phone orders or friends and family buying on their behalf).
- Overall, 6% of respondents claimed to have taken advantage of Black Friday promotions from American retailers.
- Half (49%) of Canadian adults claim to have noticed Black Friday promotions from *Canadian* retailers.
  - 16% of these people bought Canadian Black Friday sales items (or 6% of all Canadian adults).
  - It may be that Canadian marketing efforts had some impact on keeping people at home; or perhaps these were shoppers who were not likely to have cross-border shopped in any case.