



# Factum

## Black Friday Trumps Cyber Monday As Preferred Shopping Day, Perceived Savings Biggest Deciding Factor

### Six in Ten (59%) Black Friday Shoppers Influenced by Perceived Savings, Compared to Just Two in Five (41%) Cyber Monday Shoppers

**Toronto, Ontario, November 21, 2018** — The holiday season is a time of year when many Canadians head to the mall, or increasingly their laptops, smartphones, or tablets to take advantage of some of the many enticing deals that retailers offer to kick off the holiday-shopping season. Indeed, a new Ipsos poll for Best Buy Canada reveals that a majority (54%) of Canadians are likely to shop on Black Friday or Cyber Monday. In recent years, Black Friday has been one of the busiest shopping days of the year and while Cyber Monday is gaining popularity it still has a long way to go before it overtakes Black Friday as the day more Canadians are likely to shop.

In fact, nearly twice as many Canadians indicate that they are more likely to shop on Black Friday (36%) as opposed to Cyber Monday (19%). However, many Canadians (46%) have no plans to shop on either day. Despite growing up in the digital age, Millennials (18-34) are more likely to pick Black Friday (49%) over Cyber Monday (28%) as their preferred shopping day. Specifically, Millennials (49%) are even more likely than Gen Xers (36%) and Baby Boomers (26%) to identify as preferred Black-Friday shoppers.

Among those who plan to shop on either day, more than half (53%) cite perceived savings as the biggest factor influencing their decision, followed at a great distance by convenience (20%), the ability to interact with products (12%), the shopping experience (8%), time savings (5%), or some other reason (2%). Comparing motivations by preferred date of shopping, six in ten (59%) Black Friday shoppers list cost savings as the chief factor compared to just four in ten (41%) Cyber Monday shoppers. Given this result, it appears more Canadians think the best deals are to be had on Black Friday rather than Cyber Monday. Quebecers (72%) are by far the most likely to cite saving money as the biggest factor determining when they will shop, significantly ahead of BC (59%), Saskatchewan and Manitoba (54%), Ontario (47%), Atlantic Canada (46%) and Alberta (39%).

Predictably, Cyber Monday shoppers are more likely to mention convenience (41% vs. 9% of Black Friday shoppers) and are less likely to think that the ability to see, touch, and feel products is important, when shopping (3% vs. 16%). Millennials are also more likely to be intrigued by the shopping experience (14%) on Black Friday, as they are about three times more likely than Gen Xers (5%) and Baby Boomers (4%) to list this as the biggest factor influencing their preference.

It's clear that Canadians appreciate the convenience that online shopping brings – from any location at any time. In fact, nearly half (48%) admit to having online shopped in their PJs, one in three (32%) have made an online purchase after midnight, one in five (22%) while at work, fifteen percent (15%) in a car, and fourteen percent (14%) have engaged in online shopping after drinking alcohol. Ironically, as many as one in ten (10%) have shopped online while physically inside the store that they were buying online from. Cyber Monday shoppers are more likely to have shopped online after midnight (55% vs. 36% of Black Friday shoppers), in a car (34% vs. 18%), or after having a few cocktails (25% vs. 17%). Women (59%) are much more likely than men (37%) to have shopped in their PJs. Millennials are more likely to have shopped online in many of these scenarios, including after midnight (48%), while at work (34%), in a car (29%) or while at the store they're buying online from (19%).

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When asked which loved ones are the most difficult to shop for, spouses top the list (17% female spouse; 16% male spouse), followed by children (14%), parents (11% mother; 9% father), in-laws (7%), coworkers (5%), siblings (4% sister; 3% brother), and grandparents (3%). Around one in ten (11%) say someone else is more difficult to buy for. Men (38%) are more likely than women (29%) to say that it is most difficult to buy for their spouse/partner/significant other. While men (5%) are more likely than women (1%) to say their brother is the most difficult person to buy for, women (10%) are twice as likely as men (4%) to say the in-laws are the most difficult people to buy for.

### About the Study

These are some of the findings of an Ipsos survey conducted between November 8<sup>th</sup> and 13<sup>th</sup> 2018, on behalf of Best Buy Canada. For this survey, a random sample of 1,000 Canadians were interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online surveys is measured using a credibility interval. In this case, the survey is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians 18+ been surveyed. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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