

# Many Canadian Online Shoppers Taking Advantage of U.S. Black-Friday Deals

*One Quarter (23%) of Online Shoppers are Likely to Shop Online  
on Black Friday*

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**Ipsos Reid**

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# Many Canadian Online Shoppers Taking Advantage of U.S. Black-Friday Deals

*One Quarter (23%) of Those Who Have Made Online Purchases in The Past Year are Likely to Shop Online on Black Friday*

**Toronto, ON** - Many online Canadians are taking advantage of the official start of the American holiday-shopping season from the comfort of their own home, according to a new Ipsos Reid poll conducted on behalf of Visa. Six in ten (57%) Canadians have shopped online at a Canadian or American website in the last year, with one half (48%) shopping from a Canadian retailer and three in ten (29%) having made a purchase from an American website.

Among those who have done some online shopping in the past year, one quarter (23%) say they're 'likely' (5% very/18% somewhat) to shop online on Black Friday at American websites to take advantage of discounts that are typical on this date. On average, these shoppers intend to spend \$225.50 at U.S. retailers on Black Friday. Black Friday, the Friday after American Thanksgiving, is often considered the official kick-off to the hectic holiday-shopping season in the United States.

There are, however, a few things that could entice these Canadians to increase the amount they spend online at American retailers. Nine in ten (87%) say they'd be likely to shop more at American online retailers if they had the ability to ship anything from the US to Canada hassle-free, and a similar proportion (86%) would be likely to increase the amount that they shop at online US retailers if they always knew the full cost of the product before check-out, including shipping, customs and taxes.



*These are some of the findings of an Ipsos Reid poll conducted between October 29 and November 1, 2009, on behalf of Visa Canada. For this survey, a national sample of 1,004 adults (557 of whom had an online purchase for either a Canadian or American online retailer in the past twelve months) from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and 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. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. For the sub-group of online shoppers (n=557), the margin of error would be +/-4.2 percentage points, 19 times out of 20. 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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