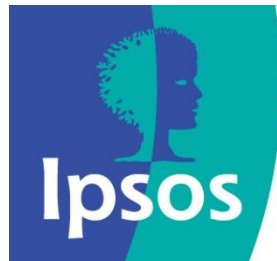


# Half (45%) of Online Shoppers Plan on Taking Advantage of Discounts on American Websites by Shopping Online This Black Friday/Cyber Monday

*Black Friday and Cyber Monday Online Shoppers Expect to Spend \$220 Online This Year During This Weekend; Clothing and Accessories (49%) Are Most Popular Purchases*

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**Ipsos Reid**

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## **Half (45%) of Online Shoppers Plan on Taking Advantage of Discounts on American Websites by Shopping Online This Black Friday/Cyber Monday**

***Black Friday and Cyber Monday Online Shoppers Expect to Spend \$220 Online This Year During This Weekend; Clothing and Accessories (49%) Are Most Popular Purchases***

**Toronto, ON** – Many online shoppers plan on taking advantage of upcoming Black Friday/Cyber Monday this year. Half (45%) of Canadians who are online shoppers are ‘likely’ (10% very/34% somewhat) to shop online on Black Friday/Cyber Monday through American websites to take advantage of discounts, according to a new poll conducted by Ipsos Reid on behalf of Visa Canada. A majority (55%), however, are ‘unlikely’ (31% very/24% somewhat) to take advantage of these online deals.

Online shoppers in Ontario (50%) are most likely to intend to shop on American websites over Black Friday weekend, followed closely by online shoppers from the Prairie Provinces (Alberta, Manitoba, and Saskatchewan – 46%), Quebecers (43%), Atlantic Canadians (38%), and British Columbians (33%).

On average, Canadian online shoppers are expecting to spend \$220 online this year between Black Friday and Cyber Monday. Men who shop online (\$235) are likely to spend more than women (\$208) on these online deals in 2012. Half (49%) of online shoppers likely to shop online this Black Friday weekend expect to purchase clothes and accessories, making this the most popular expected purchase of this sale weekend. Four in ten likely Black Friday online

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shoppers expect to buy music or movies (37%) or books/e-books (35%). The following tables outlines the complete list of anticipated purchases this year of likely Black Friday online shoppers:

<u>Items</u>	<u>%</u>
Clothing and Accessories	49%
Music or movies	37%
Books or e-books	35%
Toys	29%
Other electronics (e.g. television, DVD player, music players, video game console, etc.)	25%
Computer and/or computer accessories	21%
Health and beauty products (e.g. make-up, perfume, etc.)	20%
Household products (e.g. kitchen appliances, tools, etc.)	18%
Footwear	17%
Tablets	12%



Phones and/or phone accessories	9%
E-book readers (Kobo, Kindle, etc.)	6%
Other	15%
I don't plan to purchase anything	3%

With such a substantial amount of Canadian online shoppers seeking cross-border deals, many Canadian companies may lose out on business this holiday season and could be in search of ways to get this business back. Among Canadian online shoppers who have shopped at U.S. sites, three quarters believe that having free or flat rate shipping rates available (76%), having better prices or deals (74%), or even equivalent prices or deals to the U.S. (72%) would encourage them to make more online purchases from Canadian sites rather than American ones. The following table outlines specific ways Canadian online shoppers who've made purchases from American websites could be encouraged to make more purchases from Canadian sites.

<u>Ways to Encourage U.S. Site Users to Make More Canadian Site Purchases</u>	%
Free or flat rate shipping rates available	76%
Better prices or deals (comparable to the US)	74%

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Equivalent prices or deals to the US	72%
I could purchase the same international brands in Canada online	55%
A wider selection of items available online from Canadian retailers	53%
Easy returns (online and/or in store)	42%
I could order online and pick up in store	34%
I could use my preferred payment method	33%
The Canadian websites were more user friendly	19%
The Canadian merchant had an eCommerce site that I could purchase from	19%

While cross-border and online shopping within Canada have made holiday shopping easier for many Canadians, there are still a sizeable portion who forego online shopping for a number of reasons. Majority (51%) of Canadians who have not made any online purchases in the last year say they've had 'no need' to. Further, one-third of those who've not made any online purchases in the last 12 months are 'worried about the security of paying for items online' (32%) or are 'uncomfortable with not seeing items in person before purchase' (31%).

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The following table outlines in full the reasons why Canadians who have not made any online purchases in the past year have done so:

<u>Reasons for Not Buying Online</u>	%
No need	51%
Worried about the security of paying for items online	32%
Uncomfortable with not seeing items in person before purchase	31%
Do not want to pay additional delivery charges or taxes	22%
Worried about the legitimacy of websites	20%
Uncomfortable using the Internet	13%
Worried about Canadian customs, duties, items being held up at the border, etc.	11%
Fear of the item being lost in the mail	7%
Fear of the item arriving late	5%
Other	10%



*These are some of the findings of an Ipsos Reid poll conducted between October 23<sup>rd</sup> to 26<sup>th</sup>, 2012, on behalf of Visa Canada. For this survey, a sample of 693 Canadian online shoppers who have made an online purchase from 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 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 polls is calculated using a credibility interval. In this case, the poll is accurate to within +/- 4.2 percentage points of all Canadian online shoppers. 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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