

Leger

REPORT

Black Friday and Cyber Monday Sales

Survey of Canadians and Americans



THE
CANADIAN
PRESS

DATE 2023-11-21



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,531/
American Sample: n= 1,000).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

November 17 to
November 19, 2023



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.5\%$, (19 times out of 20) for the Canadian sample and $\pm 3.1\%$, (19 times out of 20) for the American sample



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population and according to **age, gender, region, education, ethnicity and number of people in the household** in order to ensure a representative sample of the American population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

OFFICIAL RESULTS

2021 Canadian Federal Election*

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

Key highlights

Black Friday will take place on November 24. From November 17 to 19, 2023, we surveyed Canadians and Americans to know more about their shopping habits on that day.

Some of the key highlights of our survey on Black Friday include...

- 39% of Canadians plan to make purchases on Black Friday this year, which is slightly higher than the 36% of Canadians who made purchases on Black Friday last year. In comparison, 43% of Americans plan to make purchases on Black Friday this year.
- Canadians aged between 18 and 34 years (53%) and those of 35 and 54 years (42%) are more likely to shop on Black Friday than Canadians aged 55 and above (20%). In comparison, 43% of Americans have planned to buy things on Black Friday.
- 37% of Canadians who participate in Black Friday shopping plan on spending the same amount as they did last year, while 31% intend to spend less, and 18% plan on buying more. In contrast, 45% of Americans plan to spend the same amount as they did last year, while 23% of them plan to spend more, and 19% plan to spend less. Canadians plan to spend an average of \$372.60 on Black Friday this year, while Americans plan to spend significantly more with an average of \$713.20.
- 9% of Canadians who plan to purchase items on Black Friday intend to buy primarily online, while 17% plan to buy in-store. A quarter of Canadian shoppers (24%) plan to shop both online and in-store. Americans are less likely to buy in-store only (6%) and more likely to buy both in-store and online (39%). Both Canadians and Americans are planning on buying clothing and electronic products more than any other type of products during the Black Friday sales.



REPORT

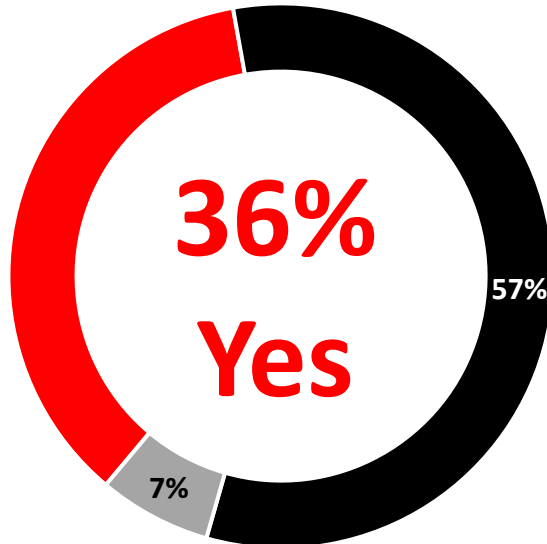
Detailed Results



Shopping on Black Friday (1/2)

Q1. Last year, did you buy anything on Black Friday/Cyber Monday?

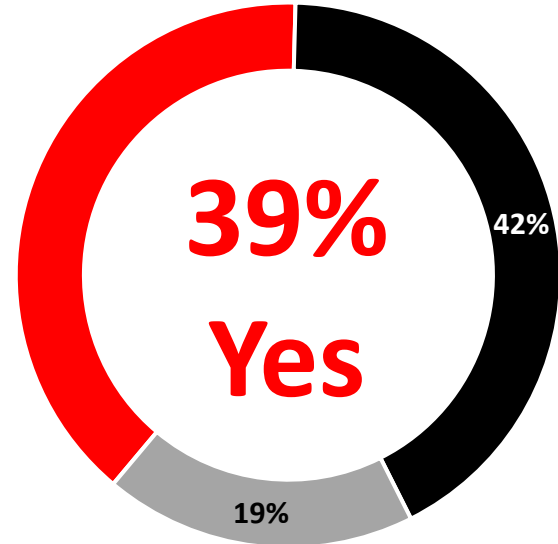
Base: All respondents (n=1,531)



■ No ■ DNK/Refuse

Q2. This year, do you plan on buying anything on Black Friday/Cyber Monday?

Base: All respondents (n=1,531)



■ No ■ DNK/Refuse

Shopping on Black Friday (1/2)

Q1. Last year, did you buy anything on Black Friday/Cyber Monday?

Base: All respondents



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,531	103	354	593	99	169	213	408	493	630	746	785
Unweighted n=	1,531	101	426	601	127	126	150	367	546	618	737	794
Yes	36%	34%	33%	36%	31%	42%	40%	53%	42%	20%	33%	39%
No	57%	60%	62%	57%	64%	50%	52%	41%	49%	74%	59%	55%
Don't know/Prefer not to answer	7%	6%	5%	8%	5%	8%	8%	7%	9%	5%	7%	6%

Q2. This year, do you plan on buying anything on Black Friday/Cyber Monday?

Base: All respondents

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,531	103	354	593	99	169	213	408	493	630	746	785
Unweighted n=	1,531	101	426	601	127	126	150	367	546	618	737	794
Yes	39%	31%	35%	42%	38%	37%	46%	55%	47%	23%	38%	41%
No	42%	42%	47%	40%	44%	43%	40%	28%	35%	57%	44%	41%
Don't know/Prefer not to answer	19%	28%	18%	19%	18%	20%	14%	17%	17%	21%	19%	19%

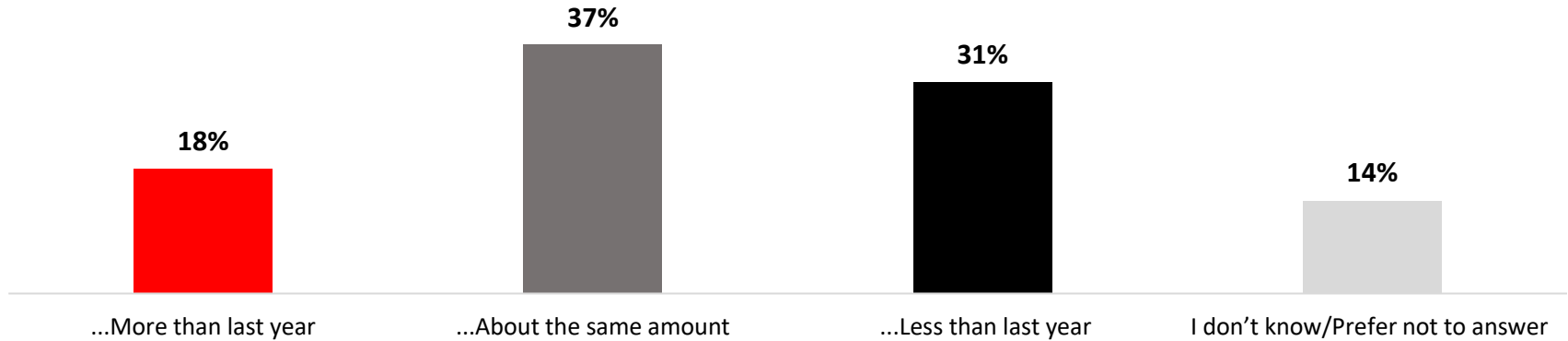
Shopping on Black Friday (Canada vs United States)

	 Total Canada	 Total USA	Gap
Weighted n=	1,531	1,000	
Unweighted n=	1,531	1,000	
Q1. Last year, did you buy anything on Black Friday/Cyber Monday?			
Yes	36%	43%	7
No	57%	51%	6
Don't know/Prefer not to answer	7%	6%	1
Q2. This year, do you plan on buying anything on Black Friday/Cyber Monday?			
Yes	39%	43%	4
No	42%	35%	7
Don't know/Prefer not to answer	19%	22%	3

Level of Spending Compared to Last Year

Q3. Compared to last year, how do you estimate your spending this year during Black Friday/Cyber Monday? Will you spend...

Base: Respondents who are planning to buy on Black Friday this year or bought something on Black Friday last year (n=958)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	957	61	207	382	57	107	142	322	341	294	455	502
Unweighted n=	958	64	257	385	73	77	102	285	381	292	442	516
...More than last year	18%	7%	15%	18%	18%	18%	30%	22%	18%	15%	17%	19%
...About the same amount	37%	35%	34%	39%	44%	39%	31%	39%	41%	30%	39%	35%
...Less than last year	31%	32%	33%	32%	27%	29%	30%	31%	30%	33%	29%	33%
I don't know/Prefer not to answer	14%	26%	19%	11%	10%	14%	10%	8%	12%	22%	15%	12%

Level of Spending Compared to Last Year (Canada vs United States)

Q3. Compared to last year, how do you estimate your spending this year during Black Friday/Cyber Monday? Will you spend...

Base: Respondents who are planning to buy on Black Friday this year or bought something on Black Friday last year

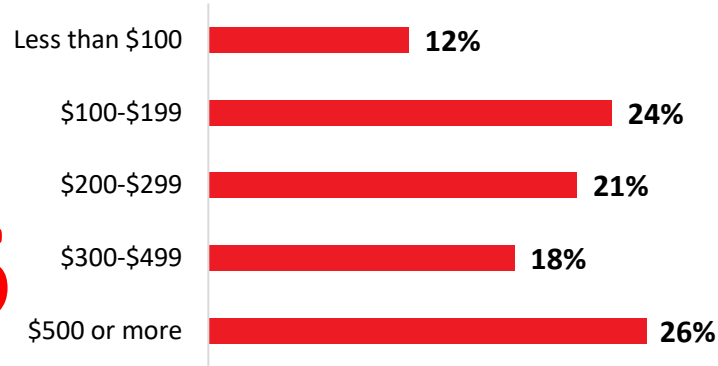
	 Total Canada	 Total USA	Gap
Weighted n=	957	673	
Unweighted n=	958	638	
...More than last year	18%	23%	5
...About the same amount	37%	45%	8
...Less than last year	31%	19%	12
Don't know/Prefer not to answer	14%	12%	2

Average Amount of Money Spent on Black Friday

Q4. What is your best estimate of the total amount of money you will spend during Black Friday/Cyber Monday promotions?

Base: Respondents who are planning to buy anything on Black Friday this year (n=609)



Average:
\$372.6



	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	602	32	125	246	38	63	98	224	234	144	280	322
Unweighted n=	609	37	158	249	54	45	66	205	261	143	278	331
Less than \$100	12%	12%	10%	16%	8%	11%	6%	21%	4%	10%	14%	10%
\$100-\$199	24%	13%	31%	22%	26%	27%	17%	23%	21%	29%	23%	24%
\$200-\$299	21%	18%	24%	22%	17%	19%	23%	18%	24%	22%	22%	21%
\$300-\$499	18%	22%	11%	19%	15%	23%	21%	16%	20%	17%	13%	22%
\$500 or more	26%	34%	25%	22%	33%	20%	32%	21%	31%	22%	28%	23%
Average	372.6	364.0	333.6	379.8	388.8	326.9	429.9	309.7	449.6	345.6	403.1	346.1

Average Amount of Money Spent on Black Friday (Canada vs United States)

Q4. What is your best estimate of the total amount of money you will spend during Black Friday/Cyber Monday promotions?
Base: Respondents who are planning to buy anything on Black Friday this year

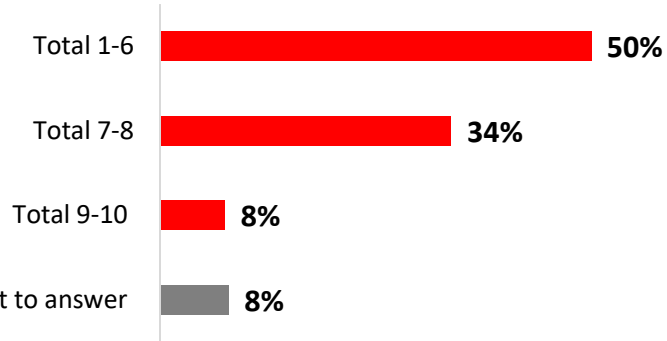
	 Total Canada	 Total USA	Gap
Weighted n=	602	432	
Unweighted n=	609	404	
Less than \$100	12%	8%	4
\$100-\$199	24%	18%	6
\$200-\$299	21%	22%	1
\$300-\$499	18%	13%	5
\$500 or more	26%	39%	13
Average	\$372.6	\$713.2	\$340.6

Impressions of Deals and Discounts on Black Friday

Q5. Based on what you know, how would you rate Black Friday and Cyber Monday in terms of deals, discount and promotions it gives you? *Please use a scale of 1 to 10 to quantify your answer (1 meaning poor and 10 meaning excellent)*

Base: All respondents (n=1,531)

**Average:
6/10**





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	1,531	103	354	593	99	169	213	408	493	630	746	785
Unweighted n=	1,531	101	426	601	127	126	150	367	546	618	737	794
Total 1-6	50%	52%	52%	48%	45%	59%	48%	43%	50%	55%	52%	48%
Total 7-8	34%	27%	32%	36%	43%	26%	35%	40%	35%	29%	32%	35%
Total 9-10	8%	11%	7%	8%	4%	8%	6%	9%	9%	6%	7%	8%
I don't know/prefer not to answer	8%	10%	9%	8%	7%	7%	11%	8%	7%	10%	8%	9%
Average	6,0	5,8	6,0	6,2	6,1	5,8	6,0	6,4	6,1	5,7	5,9	6,2

Impressions of Deals and Discounts on Black Friday (Canada vs United States)

Q5. Based on what you know, how would you rate Black Friday and Cyber Monday in terms of deals, discount and promotions it gives you? *Please use a scale of 1 to 10 to quantify your answer (1 meaning poor and 10 meaning excellent)*

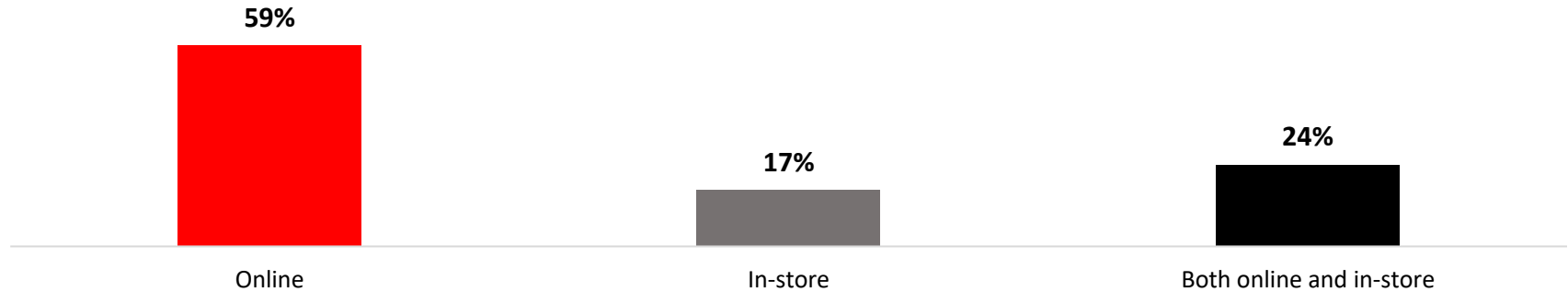
Base: All respondents

	 Total Canada	 Total USA	Gap
Weighted n=	1,531	1,000	
Unweighted n=	1,531	1,000	
Total 1-6	50%	33%	17
Total 7-8	34%	36%	2
Total 9-10	8%	22%	14
I don't know/prefer not to answer	8%	10%	2
Average	6,0	6,9	0,9

Place Where Most Purchases Will Be Made

Q6. Are you intending to do your Black Friday/Cyber Monday shopping primarily...

Base: Respondents who are planning to buy anything on Black Friday this year (n=609)





	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	602	32	125	246	38	63	98	224	234	144	280	322
Unweighted n=	609	37	158	249	54	45	66	205	261	143	278	331
Online	59%	55%	63%	58%	68%	61%	55%	57%	60%	61%	61%	58%
In-store	17%	20%	20%	13%	20%	24%	15%	14%	13%	26%	17%	16%
Both online and in-store	24%	25%	17%	29%	12%	15%	30%	29%	27%	13%	22%	26%

Place Where Most Purchases Will Be Made (Canada vs United States)

Q6. Are you intending to do your Black Friday/Cyber Monday shopping primarily...

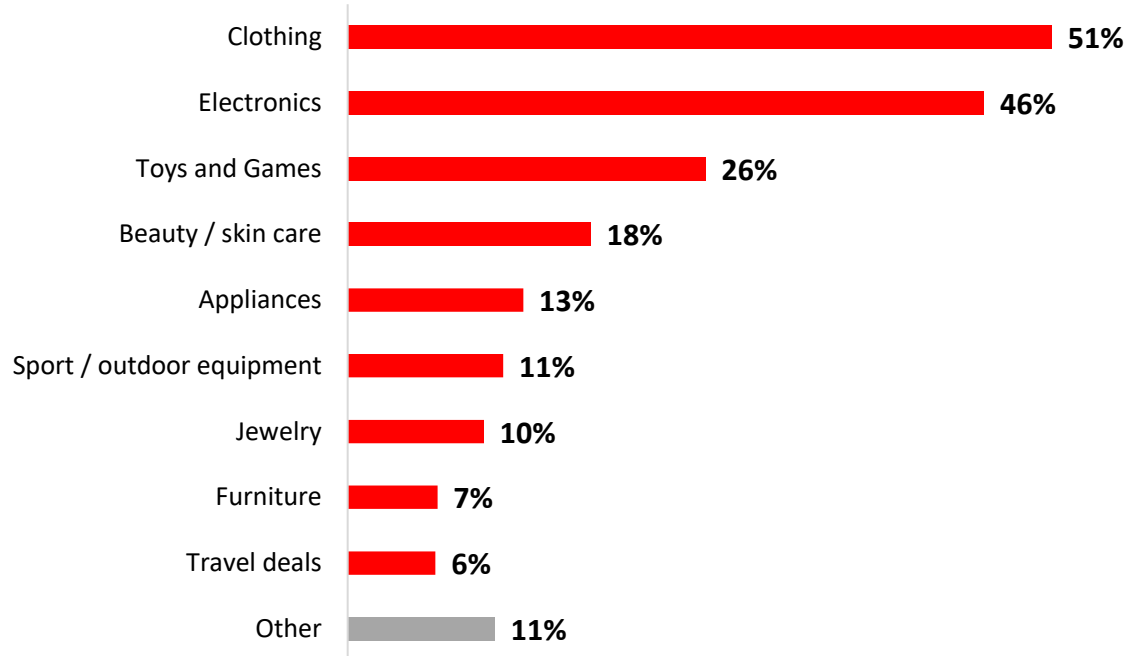
Base: Respondents who are planning to buy anything on Black Friday this year

	 Total Canada	 Total USA	Gap
Weighted n=	602	432	
Unweighted n=	609	404	
Online	59%	55%	4
In-store	17%	6%	11
Both online and in-store	24%	39%	15

Type of Products Purchased (1/2)

Q7. What do you plan on purchasing during Black Friday and Cyber Monday sales this year? *Select all that apply*

Base: Respondents who will buy on Black Friday this year (n=609)



Type of Products Purchased (2/2)

Q7. What do you plan on purchasing during Black Friday and Cyber Monday sales this year? *Select all that apply*



Base: Respondents who will buy on Black Friday this year

	Total Canada	ATL	QC	ON	MB/SK	AB	BC	18-34	35-54	55+	Male	Female
Weighted n=	602	32	125	246	38	63	98	224	234	144	280	322
Unweighted n=	609	37	158	249	54	45	66	205	261	143	278	331
Clothing	51%	36%	43%	55%	52%	49%	60%	58%	49%	44%	42%	59%
Electronics	46%	54%	41%	49%	42%	54%	41%	47%	50%	39%	62%	33%
Toys and Games	26%	38%	20%	26%	14%	28%	34%	29%	27%	19%	19%	32%
Beauty / skin care	18%	8%	13%	19%	12%	23%	23%	21%	19%	10%	6%	28%
Appliances	13%	5%	9%	15%	15%	13%	14%	14%	11%	14%	15%	11%
Sport / outdoor equipment	11%	3%	14%	11%	18%	9%	9%	11%	13%	9%	13%	10%
Jewelry	10%	0%	10%	12%	8%	7%	10%	14%	9%	5%	7%	13%
Furniture	7%	0%	6%	5%	5%	11%	10%	5%	8%	7%	6%	7%
Travel deals	6%	2%	6%	8%	7%	6%	3%	5%	7%	7%	6%	7%
Other	11%	11%	11%	11%	13%	10%	9%	5%	12%	17%	10%	12%

Type of Products Purchased (Canada vs United States)

Q7. What do you plan on purchasing during Black Friday and Cyber Monday sales this year? *Select all that apply*

Base: Respondents who will buy on Black Friday this year

	 Total Canada	 Total USA	Gap
Weighted n=	602	432	
Unweighted n=	609	404	
Clothing	51%	66%	15
Electronics	46%	59%	13
Toys and Games	26%	43%	17
Beauty / skin care	18%	35%	17
Appliances	13%	24%	11
Sport / outdoor equipment	11%	17%	6
Jewelry	10%	25%	15
Furniture	7%	11%	4
Travel deals	6%	10%	4
Other	11%	15%	4

REPORT

Detailed methodology



Weighted and Unweighted Sample (1/3)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,531	1,531
British Columbia	150	213
Alberta	126	169
Manitoba/Saskatchewan	127	99
Ontario	601	593
Quebec	426	354
Atlantic	101	103

The table below presents the American geographic distribution of respondents before weighting.

	Unweighted	Weighted
US Region	1,000	1,000
NorthEast	229	182
MidWest	241	201
South	303	384
West	227	233

Weighted and Unweighted Sample (2/3)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,531	1,531
Male	737	746
Female	794	785
Age	1,531	1,531
18 to 34	367	408
35 to 54	546	493
55+	618	630
Language (Mother tongue)	1,531	1,531
English	950	1,032
French	374	302
Other	207	197

Weighted and Unweighted Sample (3/3)

The following tables present the demographic distribution of respondents according to gender and age for the United States.

	Unweighted	Weighted
Gender	1,000	1,000
Male	469	491
Female	531	509
Age	1,000	1,000
Between 18 and 29	54	93
Between 30 and 39	165	273
Between 40 and 49	179	155
Between 50 and 64	341	254
65 or older	261	225

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