

# DIG360 – Leger Canadian Black Friday 2018 Preview

November 19, 2018

Canadian retail advisors **DIG360 Consulting** and partner **Leger** produce the definitive insight on Canadian reactions to retail Black Friday promotions: [The DIG360 – Leger Canadian Black Friday Report](#). DIG360 has been tracking the Black Friday (and Cyber Monday) experience for Canadian shoppers since 2010.

This is the only survey in Canada of actual Black Friday behaviour, conducted immediately after the promotional weekend. Once again, we will be surveying Canadians after Black Friday weekend 2018. Stay tuned for results and our projection for this season’s Holiday Shopping.

The following is the DIG360 projection for 2018:

## WE EXPECT 53% OF CANADIANS TO BROWSE OR BUY BLACK FRIDAY PROMOTIONS THIS MONTH, UP FROM 2017.

- While constant the past two years, we are expecting more exposure to deals given growth of Black Friday advertisements beginning as early as October this season.
- In 2017, DIG360 and Leger found 49% of 1,635 Canadian adults surveyed participated in Black Friday “Month” sales promotions, either by browsing or making purchases, online and offline. This was approximately the same as in 2016.
- Almost one-third of us (31%) bought at least one Black Friday bargain last year – also in line with 2016. We feel this will stay the same, as shoppers find many of the deals underwhelming.

	2013	2014	2015	2016	2017
Total sample	1,005	1,005	1,003	1,578	1,635
I bought items from Black Friday sales promotions.	27%	25%	44%	30%	31%
I browsed Black Friday sales promotions but did not find anything I wanted to buy	28%	27%	24%	18%	19%
I knew about it, but did not participate in any way	42%	47%	31%	51%	49%
I was not aware of Black Friday promotions, what was that?	3%	2%	1%	1%	1%
	100%	101%	100%	100%	100%

## BLACK FRIDAY PROMOTIONS WILL CONTINUE TO CANIBALIZE FALL SHOPPING

- Last year, a full third (32%) of Canadians decided to postpone fall purchases in anticipation of Black Friday promotions. This is one of the more significant shifts since 2016, when the proportion was 23%. We see 33% to 40% postponing in 2018.

**BATTLE OF SHOPPING DAYS: BOXING DAY WILL STILL ENGAGE MORE CANADIANS THAN BLACK FRIDAY.**

- In terms of the importance of the single specific shopping day, 17% of Canadians bought on Black Friday in 2017. This compares with 22% of those surveyed reporting they bought items the prior Boxing Day.
- Keep in mind, Boxing Day most people are off work and able to shop all day. Black Friday is a work day in Canada.
- Those engaged with Black Friday on that day are generally "Bargain Hounds" who are also active on Boxing Day and Boxing Week. In the past, 58% of those who bought Black Friday promotions are also likely to buy on Boxing Day, indicating engagement with deep discounting by this segment.
- Those who sit out, tend to sit out both.

**BLACK FRIDAY IS OFTEN FOR ‘SELF-GIFTING’**

Forty-five percent of Canadians reported shopping for themselves. In fact, 74% of those 18-24 years were using Black Friday to pick up deals for their own needs. This means that there are still many trips or clicks left in December for true gift giving and Holiday festivities.

**PHYSICAL STORES REMAIN IMPORTANT FOR BLACK FRIDAY BARGAIN HUNTERS**

<b>Bought from:</b>	<b>% of Black Friday Buyers</b>
<b>Canadian Website</b>	<b>55%</b>
<b>Canadian Store</b>	<b>58%</b>
<b>US Website</b>	<b>17%</b>
<b>US Store (Same Day Trip)</b>	<b>4%</b>
<b>US Store (Overnight Trip)</b>	<b>6%</b>
<b>3rd Party Deal Site</b>	<b>5%</b>

*DIG360 – Leger Black Friday Report 2017*

**FACTORS A RETAILER SHOULD CONSIDER**

- Are you looking at a day, a weekend, a week or a month of promotions? This study breaks down participation by week in November, Black Friday itself, and Black Friday weekend.
- To what degree would you have gained those sales anyway at other times (cannibalization)?
- We track the proportion of Canadians taking part. However, you will also want to know: are the number of transactions up? The dollars spent? Both? With a constant level of participation, revenue growth could come from smaller discounts, more items bought, or larger tickets.

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## ABOUT THE STUDY

DIG360 has tracked Canadian Black Friday shopper behaviour since 2010. Leger on behalf of DIG360 Consulting conducted the DIG360 – Leger Canadian Black Friday 2017 Tracker through an Internet survey among the general public in all regions across Canada. A total of 1,635 respondents aged 18 years and older were interviewed between November 29, 2017 and December 1, 2017.

The final results were weighted using the 2016 census data by age, sex, mother tongue, region, education level, and the presence of children in the household to ensure a representative sample of the Canadian population.

*The next study will take place after Cyber Monday 2018.*

## ABOUT US:

**DIG360 Consulting Ltd.** helps retail executives focus or recharge sustainable growth. They help develop customer strategies that resonate with the right target audiences, competing on better experiences and relationships. David Ian Gray leads DIG360 and is a recognized expert on shopper trends impacting the sector and resulting retail strategies [www.dig360.ca](http://www.dig360.ca)

**Leger** is the largest Canadian-owned market research and polling firm. Leger provides its clients with unique expertise in market research, business consulting and information technology in the fields of customer satisfaction, consumer insights, customer experience positioning, brand management, effective communication, corporate reputation, social acceptability and crisis management, particularly in the fields of healthcare, retail, financial services, lotteries, public affairs and entertainment. [www.leger360.com](http://www.leger360.com).

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