

NEWS RELEASE



One-quarter of Canadians planning to shop on Black Friday this year

Toronto, November 19th—In a random sampling of public opinion taken by the Forum Poll™ among 1282 Canadians 18 years of age or older, 1 in 4 (24%) Canadians plan to shop on Black Friday in 2018. Poll results showed that 4 in 5 (80%) of Canadians surveyed who are planning to shop on Black Friday also shopped last year on Black Friday.

How will Canadians do their shopping?

The plurality (43%) of Canadian shoppers will employ a mix of online and in-store shopping this Black Friday. Of those that say they will shop on Black Friday, nearly one-third (31%) indicated they plan to shop exclusively in-store while this proportion was slightly less (27%) when it came to shoppers who plan to do their shopping exclusively online.

How Canadians feel about lineups?

Over half (53%) of Canadians surveyed who are planning to shop at brick-and-mortar stores on Black Friday are planning to spend less than an hour in line. About 1 in 10 said they plan to line up for 1 hour (11%).

Fewer than one fifth of Canadians planning to shop on Black Friday are planning to spend more than one hour lining up:

- 2 hours (5% of in-store shoppers)
- 3 hours (3% of in-store shoppers)
- 4 hours (1% of in-store shoppers)
- 5 hours (1% of in-store shoppers)
- 6 hours or more (5% of in-store shoppers)

One-fifth (21%) don't plan to lineup in advance at all for Black Friday.

MEDIA INQUIRIES:

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“One-quarter of Canadians say they will participate in Black Friday shopping this year,” said Dr. Lorne Bozinoff, President of Forum Research. “In other great news for Canadian retailers specifically, about half of Black Friday shoppers say they’ll be doing most of their in-store shopping in Canada. It’s not all good news though, as half of those same Black Friday shoppers say they’d consider reducing their business with one of their regular stores if that store didn’t offer any Black Friday deals.”

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Cashing-in on the Black Friday deals

The plurality of shoppers, about one-third (35%), said they're planning to spend between \$100 and \$200.

About one-sixth (13%) said they would spend less than \$100, while a similar proportion (15%) said they would spend more than \$200 but less than \$300.

With these numbers combined, more than half of Black Friday shoppers (63%) say they'll spend less than \$300 this year.

About one-sixth (13%) said they would spend between \$300 and \$500.

About 1 in 10 (10%) said they would spend more than \$500, but less than \$1000.

1 in 20 (5%) said they would spend between \$1000 and \$1500.

1 in 10 (9%) said they would go big and spend more than \$1500.

Just browsing?

4 in 10 (42%) say they are shopping for a specific item, while more than half (58%) said they will be browsing to see what's available.

Of those that plan to shop for a specific item, one-third (32%) say it will cost less than \$100, while a similar proportion (30%) said it will cost between \$100 and \$200.

About 1 in 10 (12%) said it will cost more than \$200 but less than \$300, while a similar proportion (11%) said it will cost \$300-\$500 or \$500-\$1000 (7%).

About 1 in 20 (5%) said it would cost \$1000-\$1500 (5%) or more than \$1500 (4%).

\$50 or less

4 in 10 (41%) said they expected their item on Black Friday will save them about \$50 or less.

A third (31%) said they would save more than \$50, but less than \$100.

One-sixth (14%) said they would save between \$100 and \$250.

Few say they expect to save more than \$250, but less than \$350 (5%), \$350-\$500 (4%), more than \$500 but less than \$1000 (2%), or \$1000 or more (3%).

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Online vs In-Store

The numbers on expected spending between online and in-store are similar.

Total spend	In-Store	Online
\$50 to \$100	23%	23%
More than \$100 but less than \$200	31%	37%
\$200 to \$300	16%	13%
More than \$300 but less than \$500	12%	8%
\$500 to \$1000	9%	10%
More than \$1000 but less than \$1500	4%	3%
\$1500 or more	5%	5%



Which side of the border?

Half (52%) of shoppers say they will do the majority of their shopping in Canada, while about 1 in 10 (12%) said they would do the majority of their shopping in the U.S.

About one-third (36%) said that they would shop in both the U.S. and Canada equally.

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Consumer loyalty

Canadians appear divided (51% yes, 49% no) on whether they'd reduce their shopping at a store that they frequent throughout the year if it didn't offer Black Friday deals.

What's the hot ticket item in 2018?

Almost two-fifths (39%) of Canadians reported the item they're most seeking to buy as Electronics, while a quarter (28%) were most seeking to buy clothing or footwear.

Other sought-after goods include jewelry (4%), furniture/homeware (5%), baby products/children's toys (7%), gift cards (4%), sporting equipment (6%), or something else (7%).

Hype for the Holidays

Over one-third (35%) of Canadian shoppers surveyed plan to do less than 20% of their Christmas shopping on Black Friday.

Over one-quarter (27%) of surveyed Black Friday shoppers plan to do at least 20%-40% of their Christmas shopping on Black Friday.

Just under one-quarter (22%) of shoppers are planning to purchase 40%-60% of Christmas gifts.

Only (16%) of Canadians reported planning to do 60% or more of their Christmas shopping on Black Friday.

Shopping dilemmas

A third (32%) said they had no particular concern about shopping on Black Friday, while one-quarter (24%) of said that spending more money than they anticipated was their greatest concern.

One-sixth (17%) said it was not having enough time to shop in physical stores.

1 in 10 said that it was protection of personal information (11%), while similar proportions said material acquisitions won't bring happiness (9%) or not having access to deals offered by loyalty programs (8%).

Too many people

About one quarter (24%) had no particular reason that would discourage them from shopping on Black Friday, but about one-fifth (21%) said too many people; a similar proportion (19%) said the deals are not good enough.

About one-sixth (13%) said the rising cost of living or being too busy (12%).



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About 1 in 10 (7%) blame a stressful in-store shopping experience and few (3%) blamed a stressful online retail experience.

More than half confident in Canada's economy

More than half (Top2: 59%) say they are confident in Canada's economy right now, with a quarter (24%) saying they have a lot of confidence.

About a quarter (Btm2: 27%) say they are not confident in Canada's economy right now, with 1 in 10 (11%) saying they have no confidence at all.

About one-sixth (13%) say they don't know.

"One-quarter of Canadians say they will participate in Black Friday shopping this year," said Dr. Lorne Bozinoff, President of Forum Research. "In other great news for Canadian retailers specifically, about half of Black Friday shoppers say they'll be doing most of their in-store shopping in Canada. It's not all good news though, as half of those same Black Friday shoppers say they'd consider reducing their business with one of their regular stores if that store didn't offer any Black Friday deals."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1282 randomly selected Canadians. The poll was conducted on November 12th and 14th, 2018.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on a Candidate's ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.

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Planning to shop on Black Friday

Are you planning to shop on Black Friday this year?

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	1282	172	140	196	326	448	520	715	47
Yes	24	35	28	20	20	13	25	22	36
No	56	37	55	62	66	71	57	56	43
Don't know	19	28	17	17	14	15	17	21	21

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1282	89	185	555	100	160	193
Yes	24	21	21	27	29	25	20
No	56	52	68	54	54	43	56
Don't know	19	26	10	19	17	32	24



Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000 +
TOTAL (u/w)	1282	178	228	167	147	110	183	33
Yes	24	26	19	23	28	34	27	23
No	56	50	62	60	55	54	60	61
Don't know	19	24	19	16	17	12	13	16

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Method of shopping

How do you plan to do your shopping?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
In-store	31	19	31	39	36	55	25	37	29
Online	27	33	28	13	18	28	28	25	35
A mix of in-store and online	43	47	41	48	45	17	47	39	35

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
In-store	31	42	30	28	42	29	28
Online	27	19	30	27	5	28	39
A mix of in-store and online	43	39	40	44	54	44	32



Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
In-store	31	47	41	27	27	22	28	11
Online	27	25	20	12	39	27	48	10
A mix of in-store and online	43	27	39	61	34	51	24	79

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How many hours in advance, if any, are you planning to line up for your Black Friday shopping?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 -34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	201	40	28	36	56	41	80	110	11
Less than 1 hour	53	43	56	65	67	45	45	64	27
1 hour	11	11	13	11	7	13	12	9	18
2 hours	5	6	11	0	0	8	6	5	0
3 hours	3	2	9	2	3	2	2	4	9
4 hours	1	2	0	0	0	0	0	2	0
5 hours	1	2	0	0	0	0	2	0	0
6 hours or more	5	7	0	2	4	8	6	1	27
I don't plan to line up in advance for Black Friday shopping	21	26	11	21	19	24	27	16	18



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	201	12	26	93	20	27	23
Less than 1 hour	53	77	54	46	60	57	55
1 hour	11	13	8	11	8	7	22
2 hours	5	10	0	10	2	0	0
3 hours	3	0	5	4	4	3	0
4 hours	1	0	0	0	7	0	0
5 hours	1	0	0	2	0	0	0
6 hours or more	5	0	5	3	8	7	12
I don't plan to line up in advance for Black Friday shopping	21	0	28	25	11	25	11

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	201	35	32	20	20	22	28	8
Less than 1 hour	53	40	36	64	60	45	69	23
1 hour	11	18	27	0	22	6	3	0
2 hours	5	9	1	2	0	13	8	16
3 hours	3	3	9	2	8	0	0	0
4 hours	1	0	5	0	0	0	0	0
5 hours	1	0	0	0	0	0	0	0
6 hours or more	5	15	2	0	0	3	4	33
I don't plan to line up in advance for Black Friday shopping	21	16	19	32	11	34	15	28

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Black Friday spending

In total, how much do you think you will spend on Black Friday this year?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
Less than \$100.00	13	10	9	2	25	30	18	8	6
\$100.00 to \$200.00	35	41	49	26	19	28	29	44	18
More than \$200.00 but less than \$300.00	15	14	13	13	26	13	11	19	18
\$300.00 to \$500.00	13	14	11	22	10	7	16	11	6
More than \$500.00 but less than \$1000.00	10	8	11	16	13	2	9	12	0
\$1000.00 to \$1500.00	5	5	2	8	4	5	8	1	6
More than \$1500.00	9	10	4	13	5	15	9	4	47

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
Less than \$100.00	13	12	14	9	18	19	18
\$100.00 to \$200.00	35	21	57	28	34	31	39
More than \$200.00 but less than \$300.00	15	27	10	15	13	21	11
\$300.00 to \$500.00	13	20	12	13	21	8	12
More than \$500.00 but less than \$1000.00	10	10	3	15	6	3	12
\$1000.00 to \$1500.00	5	11	2	7	0	5	0
More than \$1500.00	9	0	3	13	8	12	8



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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
Less than \$100.00	13	35	12	1	9	8	16	0
\$100.00 to \$200.00	35	17	35	42	52	51	29	0
More than \$200.00 but less than \$300.00	15	15	16	12	12	17	17	8
\$300.00 to \$500.00	13	11	6	34	16	2	17	0
More than \$500.00 but less than \$1000.00	10	7	11	3	3	17	12	12
\$1000.00 to \$1500.00	5	0	7	3	4	6	3	14
More than \$1500.00	9	15	13	5	3	0	6	67

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Planning to purchase a specific item

Are you planning on purchasing a specific item or will you browse and see what's available?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
Shop for a specific item	42	48	35	57	34	24	43	41	47
Browse and see what's available	58	52	65	43	66	76	57	59	53

Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
Shop for a specific item	42	47	44	42	47	42	36
Browse and see what's available	58	53	56	58	53	58	64



Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
Shop for a specific item	42	45	28	60	48	46	29	76
Browse and see what's available	58	55	72	40	52	54	71	24

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Planning to purchase a specific item

What do you expect the approximate sale price of the item you're looking for to be?

[BASE: Those who indicated that they plan to shop on Black Friday and those who indicated that they plan to purchase a specific item]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	102	27	15	24	24	12	41	53	8
Less than \$100.00	32	35	37	10	45	38	42	20	38
\$100.00 to \$200.00	30	36	25	20	17	43	23	42	0
More than \$200.00 but less than \$300.00	12	17	0	14	10	0	11	11	25
\$300.00 to \$500.00	11	6	11	22	10	19	7	18	0
More than \$500.00 but less than \$1000.00	7	4	14	11	4	0	11	3	0
\$1000.00 to \$1500.00	5	0	13	14	0	0	4	6	0
More than \$1500.00	4	2	0	8	13	0	2	1	38



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	102	7	13	46	9	15	12
Less than \$100.00	32	33	30	27	56	29	41
\$100.00 to \$200.00	30	16	48	27	35	8	29
More than \$200.00 but less than \$300.00	12	38	0	14	0	24	4
\$300.00 to \$500.00	11	12	16	10	10	18	0
More than \$500.00 but less than \$1000.00	7	0	6	11	0	0	10
\$1000.00 to \$1500.00	5	0	0	6	0	5	16
More than \$1500.00	4	0	0	5	0	15	0

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	102	17	11	12	14	14	15	7
Less than \$100.00	32	47	33	17	34	51	11	36
\$100.00 to \$200.00	30	28	30	43	33	10	35	0
More than \$200.00 but less than \$300.00	12	12	0	27	5	6	16	10
\$300.00 to \$500.00	11	11	4	0	24	10	25	0
More than \$500.00 but less than \$1000.00	7	0	25	5	0	18	0	0
\$1000.00 to \$1500.00	5	0	7	8	4	6	0	18
More than \$1500.00	4	2	0	0	0	0	14	35



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Savings from specific item

How much do you think buying this item on Black Friday will save you?

[BASE: Those who indicated that they plan to shop on Black Friday and who indicated that they plan to purchase a specific item]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
\$50 or less	41	43	34	33	42	56	39	45	29
More than \$50 but less than \$100	31	33	41	16	34	22	27	35	24
\$100 to \$250	14	12	9	24	17	9	15	13	6
More than \$250 but less than \$350	5	5	4	7	3	6	7	3	0
\$350 to \$500	4	4	7	9	1	0	6	2	0
More than \$500 but less than \$1000	2	1	2	10	0	0	3	1	6
\$1000 or more	3	3	2	2	4	7	2	1	35



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
\$50 or less	41	42	55	34	37	40	49
More than \$50 but less than \$100	31	29	32	32	25	29	31
\$100 to \$250	14	29	10	12	24	13	8
More than \$250 but less than \$350	5	0	2	9	5	3	0
\$350 to \$500	4	0	0	6	9	7	0
More than \$500 but less than \$1000	2	0	0	3	0	6	2
\$1000 or more	3	0	2	4	0	2	9

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
\$50 or less	41	52	27	19	45	59	45	25
More than \$50 but less than \$100	31	24	38	50	38	16	25	7
\$100 to \$250	14	7	14	26	8	7	14	22
More than \$250 but less than \$350	5	7	5	0	6	10	4	0
\$350 to \$500	4	3	9	2	3	5	8	0
More than \$500 but less than \$1000	2	0	8	0	0	3	2	0
\$1000 or more	3	6	0	3	0	0	2	46



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Approximate spending online shopping

How much do you think you will spend online shopping on Black Friday this year?

[BASE: Those who indicated that they plan to shop on Black Friday and those who indicated that they plan to shop online or a mix of in-store and online Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	166	46	29	26	41	24	75	79	12
\$50.00 to \$100.00	23	26	15	17	28	32	20	31	0
More than \$100.00 but less than \$200.00	37	46	39	28	19	23	43	34	8
\$200.00 to \$300.00	13	9	16	10	26	16	10	15	33
More than \$300.00 but less than \$500.00	8	8	6	6	13	4	8	9	0
\$500.00 to \$1000.00	10	6	9	31	8	7	11	8	17
More than \$1000.00 but less than \$1500.00	3	2	7	4	2	0	4	2	0
\$1500.00 or more	5	4	7	4	4	19	4	2	42



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	166	7	20	82	11	22	24
\$50.00 to \$100.00	23	9	26	23	32	24	23
More than \$100.00 but less than \$200.00	37	39	59	27	34	37	37
\$200.00 to \$300.00	13	53	11	11	0	22	10
More than \$300.00 but less than \$500.00	8	0	5	10	33	0	0
\$500.00 to \$1000.00	10	0	0	15	0	12	18
More than \$1000.00 but less than \$1500.00	3	0	0	7	0	0	0
\$1500.00 or more	5	0	0	8	0	4	13

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	166	18	23	14	20	23	34	7
\$50.00 to \$100.00	23	41	15	34	23	19	18	0
More than \$100.00 but less than \$200.00	37	7	29	37	52	63	44	32
\$200.00 to \$300.00	13	4	24	13	10	2	19	0
More than \$300.00 but less than \$500.00	8	27	0	0	5	8	7	0
\$500.00 to \$1000.00	10	9	21	11	4	4	7	8
More than \$1000.00 but less than \$1500.00	3	0	6	0	6	4	2	16
\$1500.00 or more	5	11	6	4	0	0	3	45



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Approximate spending in-store shopping

How much do you think you will spend shopping in-store on Black Friday?

[BASE: Those who indicated that they plan to shop on Black Friday and those who indicated that they plan to shop in-store or a mix of in-store and online Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female
TOTAL (u/w)	201	40	28	36	56	41	80	110
\$50.00 to \$100.00	23	24	15	12	28	41	23	21
More than \$100.00 but less than \$200.00	31	27	52	29	24	23	28	36
\$200.00 to \$300.00	16	20	10	12	18	14	12	22
More than \$300.00 but less than \$500.00	12	11	9	21	11	5	16	9
\$500.00 to \$1000.00	9	7	10	16	13	2	9	8
More than \$1000.00 but less than \$1500.00	4	7	3	5	0	0	8	1
\$1500.00 or more	5	5	0	5	6	15	5	3



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	201	12	26	93	20	27	23
\$50.00 to \$100.00	23	18	45	12	41	15	17
More than \$100.00 but less than \$200.00	31	32	34	32	14	33	33
\$200.00 to \$300.00	16	13	5	19	20	24	13
More than \$300.00 but less than \$500.00	12	25	5	11	12	11	22
\$500.00 to \$1000.00	9	13	4	13	0	12	6
More than \$1000.00 but less than \$1500.00	4	0	0	6	14	0	0
\$1500.00 or more	5	0	7	6	0	4	9

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	201	35	32	20	20	22	28	8
\$50.00 to \$100.00	23	32	27	32	16	26	17	0
More than \$100.00 but less than \$200.00	31	24	38	28	38	37	26	0
\$200.00 to \$300.00	16	13	13	20	14	16	18	9
More than \$300.00 but less than \$500.00	12	14	8	11	22	6	16	8
\$500.00 to \$1000.00	9	2	7	4	5	12	6	44
More than \$1000.00 but less than \$1500.00	4	5	6	0	0	4	8	0
\$1500.00 or more	5	10	0	5	6	0	8	40



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Confidence in the current state of Canada's economy

%	TOTAL	No confidence at all	Not much confidence	Some confidence	A lot of confidence	Don't know
TOTAL (u/w)	201	26	29	62	58	26
\$50.00 to \$100.00	23	19	32	25	18	21
More than \$100.00 but less than \$200.00	31	12	36	36	28	34
\$200.00 to \$300.00	16	2	28	16	18	13
More than \$300.00 but less than \$500.00	12	24	2	5	19	13
\$500.00 to \$1000.00	9	20	1	10	9	6
More than \$1000.00 but less than \$1500.00	4	6	0	1	5	11
\$1500.00 or more	5	17	0	7	3	2



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Which country will people shop in?

You said that you plan to do some Black Friday shopping in store; in which country will you do most of your shopping, in Canada, the United States, or about both equally?

[BASE: Those indicated that they plan to shop on Black Friday and those who indicated that they plan to shop in-store or a mix of in-store and online Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	201	40	28	36	56	41	80	110	11
In Canada only	52	47	66	48	47	63	55	53	18
Both equally	36	38	27	45	36	27	32	39	36
In the US only	12	15	7	7	17	9	13	8	45



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	201	12	26	93	20	27	23
In Canada only	52	49	83	43	58	25	61
Both equally	36	41	2	44	40	57	37
In the US only	12	10	15	14	2	18	2

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	201	35	32	20	20	22	28	8
In Canada only	52	64	67	58	32	40	45	37
Both equally	36	27	30	37	53	40	46	21
In the US only	12	9	3	4	15	20	9	42

Shopping method

%	TOTAL	In-store	Online	A mix of in-store and online
TOTAL (u/w)	201	98	0	103
In Canada only	52	50	0	54
Both equally	36	42	0	32
In the US only	12	9	0	14



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Likelihood of continuing to shop at a store if they don't offer Black Friday deals

If a store you shop at frequently throughout the year did not offer Black Friday deals, how likely would you be to reduce your future shopping there because of it?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
NET: TOP2	51	55	50	59	33	54	56	47	53
NET: BTM2	49	45	50	41	67	46	44	53	47
Very likely	27	34	15	23	17	38	29	23	41
Somewhat likely	24	21	35	36	15	15	27	24	12
Not very likely	25	21	21	27	36	31	22	31	12
Not likely at all	23	23	29	15	31	15	23	23	35



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
NET: TOP2	51	66	52	52	36	48	54
NET: BTM2	49	34	48	48	64	52	46
Very likely	27	40	32	25	21	23	27
Somewhat likely	24	26	20	27	15	25	27
Not very likely	25	18	23	28	20	30	20
Not likely at all	23	16	25	20	44	22	26

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
NET: TOP2	51	63	58	54	63	38	37	65
NET: BTM2	49	37	42	46	37	62	63	35
Very likely	27	37	19	32	34	19	14	57
Somewhat likely	24	27	40	21	29	19	22	8
Not very likely	25	15	23	13	32	25	37	20
Not likely at all	23	22	19	33	4	37	26	15



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Last shopped on Black Friday

Thinking back, when did you last shop on Black Friday?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
Last year	80	79	91	87	73	64	81	79	71
2 years ago	9	8	2	7	13	15	10	7	12
3 years ago	4	3	0	3	8	9	4	4	6
4 years ago	1	2	0	2	1	1	2	1	0
5 years ago	1	2	0	2	0	3	0	2	6
6 or more years ago	5	6	6	0	5	8	4	7	6



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
Last year	80	95	80	74	81	80	92
2 years ago	9	5	6	13	13	0	1
3 years ago	4	0	7	3	0	8	3
4 years ago	1	0	0	2	0	1	2
5 years ago	1	0	0	2	0	3	0
6 or more years ago	5	0	7	5	6	8	1

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Income

%	TOTAL	\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
Last year	80	78	71	83	89	72	80	49
2 years ago	9	4	15	6	5	12	10	35
3 years ago	4	3	8	5	1	3	5	0
4 years ago	1	4	1	0	0	2	1	0
5 years ago	1	0	0	0	4	6	0	0
6 or more years ago	5	12	4	7	0	6	4	16



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Most sought after purchase

Which of the following options are you most seeking to buy on Black Friday?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
Clothing or footwear	28	28	18	31	31	34	20	37	24
Jewelry or accessories	4	4	5	0	7	0	5	3	0
Electronics (Smartphone, TV, laptop etc.)	39	44	42	41	25	28	49	29	29
Furniture Homeware	5	6	3	4	7	3	6	5	0
Baby products or children's toys	7	5	16	2	5	10	7	7	6
Gift cards	4	1	4	9	2	13	4	4	18
Sporting equipment	6	7	4	6	6	5	5	7	6
Other	7	3	8	7	15	8	4	8	18



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
Clothing or footwear	28	33	32	30	17	25	16
Jewelry or accessories	4	16	8	0	15	0	0
Electronics (Smartphone, TV, laptop etc.)	39	30	42	41	24	34	45
Furniture Homeware	5	16	0	6	0	4	7
Baby products or children's toys	7	0	7	11	3	4	4
Gift cards	4	5	7	2	6	0	11
Sporting equipment	6	0	2	1	23	18	15
Other	7	0	2	8	12	15	3

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
Clothing or footwear	28	15	26	29	34	31	29	15
Jewelry or accessories	4	6	17	0	2	0	2	0
Electronics (Smartphone, TV, laptop etc.)	39	38	21	49	22	54	47	60
Furniture Homeware	5	10	6	1	4	3	0	21
Baby products or children's toys	7	9	9	6	16	0	8	0
Gift cards	4	14	5	4	0	4	2	0
Sporting equipment	6	2	12	3	10	1	6	0
Other	7	5	5	8	12	7	6	5



Children in the household

%	TOTAL	Yes	No
TOTAL (u/w)	264	83	181
Clothing or footwear	28	19	33
Jewelry or accessories	4	3	4
Electronics (Smartphone, TV, laptop etc.)	39	40	38
Furniture Homeware	5	7	4
Baby products or children's toys	7	13	4
Gift cards	4	8	2
Sporting equipment	6	5	6
Other	7	5	8

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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
TOTAL (u/w)	264	64	56	97	47
Clothing or footwear	28	31	22	29	27
Jewelry or accessories	4	8	3	4	0
Electronics (Smartphone, TV, laptop etc.)	39	22	43	46	41
Furniture Homeware	5	12	4	3	1
Baby products or children's toys	7	5	4	10	9
Gift cards	4	11	2	2	2
Sporting equipment	6	8	14	2	3
Other	7	4	7	5	18



Method of Shopping

%	TOTAL	In-store	Online	A mix of in-store and online
TOTAL (u/w)	264	98	63	103
Clothing or footwear	28	34	21	28
Jewelry or accessories	4	4	3	4
Electronics (Smartphone, TV, laptop etc.)	39	36	41	40
Furniture Homeware	5	6	4	5
Baby products or children's toys	7	4	13	6
Gift cards	4	6	5	3
Sporting equipment	6	6	1	9
Other	7	5	12	5

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How much Christmas shopping do shoppers plan to do?

What percentage of your Christmas shopping, if any, do you plan to do on Black Friday?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 -34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
Less than 20%	35	29	34	33	44	49	32	35	53
20% to 40%	27	26	35	28	24	20	28	27	18
More than 40% but less than 60%	22	31	13	21	17	14	23	24	6
60% to 80%	8	6	9	9	12	8	8	9	6
More than 80% but less than 100%	4	3	9	2	2	4	4	4	6
I plan to do all of my Christmas shopping on Black Friday	4	5	0	7	1	4	6	1	12



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
Less than 20%	35	19	26	40	33	33	45
20% to 40%	27	38	26	27	36	14	31
More than 40% but less than 60%	22	21	37	18	24	22	13
60% to 80%	8	4	7	9	8	19	0
More than 80% but less than 100%	4	0	6	4	0	6	6
I plan to do all of my Christmas shopping on Black Friday	4	18	0	3	0	6	6

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
Less than 20%	35	46	25	35	34	38	35	6
20% to 40%	27	24	31	20	27	36	31	31
More than 40% but less than 60%	22	13	18	31	33	23	14	5
60% to 80%	8	10	10	3	5	0	10	39
More than 80% but less than 100%	4	4	8	0	1	0	8	0
I plan to do all of my Christmas shopping on Black Friday	4	3	7	10	0	3	2	19

Confidence in the current state of Canada's economy

%	TOTAL	No confidence at all	Not much confidence	Some confidence	A lot of confidence	Don't know
TOTAL (u/w)	264	36	39	76	80	33
Less than 20%	35	43	40	27	36	38
20% to 40%	27	10	36	33	24	26
More than 40% but less than 60%	22	13	11	30	23	23
60% to 80%	8	7	7	9	8	9
More than 80% but less than 100%	4	7	6	0	6	2
I plan to do all of my Christmas shopping on Black Friday	4	20	0	1	3	1



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Greatest concern while Black Friday shopping

What is your greatest concern, if any, about shopping on Black Friday?

[BASE: Those who indicated that they plan to shop on Black Friday]

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65 +	Male	Female	Non-binary
TOTAL (u/w)	264	59	41	42	67	55	110	137	17
Spending more money than anticipated	24	26	25	23	18	23	24	25	24
Material acquisitions won't bring you happiness or satisfaction	9	9	8	12	3	11	10	7	12
Not having access to deals offered by loyalty programs or subscriptions	8	7	9	7	9	10	9	6	12
The protection of personal information	11	11	4	16	13	14	13	8	12
Not having enough time to shop in physical stores	17	17	22	14	15	12	18	16	6
I have no greatest concern about shopping on Black Friday	32	30	32	28	43	29	26	37	35



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	264	15	34	124	21	36	34
Spending more money than anticipated	24	41	22	24	13	40	11
Material acquisitions won't bring you happiness or satisfaction	9	0	11	9	0	3	20
Not having access to deals offered by loyalty programs or subscriptions	8	8	3	9	15	6	10
The protection of personal information	11	11	15	11	15	0	9
Not having enough time to shop in physical stores	17	3	19	18	26	13	13
I have no greatest concern about shopping on Black Friday	32	36	30	29	30	38	38

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k -\$60k	\$60k -\$80k	\$80k - \$100k	\$100k -\$250k	\$250,000+
TOTAL (u/w)	264	43	39	24	30	30	48	9
Spending more money than anticipated	24	25	25	16	37	24	22	10
Material acquisitions won't bring you happiness or satisfaction	9	6	25	7	11	9	2	19
Not having access to deals offered by loyalty programs or subscriptions	8	16	10	7	1	0	7	38
The protection of personal information	11	25	9	6	14	9	10	0
Not having enough time to shop in physical stores	17	11	7	13	13	29	18	14
I have no greatest concern about shopping on Black Friday	32	18	24	51	23	29	41	19



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Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	EDU - Post graduate degree
TOTAL (u/w)	264	64	56	97	47
Spending more money than anticipated	24	21	32	22	25
Material acquisitions won't bring you happiness or satisfaction	9	7	14	6	10
Not having access to deals offered by loyalty programs or subscriptions	8	16	10	2	9
The protection of personal information	11	21	6	8	13
Not having enough time to shop in physical stores	17	11	12	24	12
I have no greatest concern about shopping on Black Friday	32	24	27	39	31



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The primary reason that might discourage shopping on Black Friday

Which of the following reasons, if any, is the primary one that might discourage you from shopping on Black Friday?

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	1282	172	140	196	326	448	520	715	47
Stressful in-store retail experience	7	7	8	6	9	5	6	8	13
Rising cost of living	13	11	12	17	12	16	12	15	15
Too busy	12	8	15	17	13	10	11	13	11
Stressful online retail experience	3	5	3	3	3	3	4	3	4
Too many people	21	22	15	18	23	24	18	24	26
Deals not good enough	19	25	25	18	13	13	21	18	11
There's no primary reason that might discourage you from shopping	24	22	23	21	27	30	29	20	21



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1282	89	185	555	100	160	193
Stressful in-store retail experience	7	9	1	9	13	9	6
Rising cost of living	13	18	9	13	12	16	17
Too busy	12	13	13	11	18	8	13
Stressful online retail experience	3	9	1	4	5	3	3
Too many people	21	18	23	22	25	12	20
Deals not good enough	19	16	22	19	8	24	17
There's no primary reason that might discourage you from shopping	24	17	30	23	19	28	24

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	1282	178	228	167	147	110	183	33
Stressful in-store retail experience	7	6	6	4	9	10	6	14
Rising cost of living	13	21	17	18	9	14	6	17
Too busy	12	10	8	12	16	14	15	6
Stressful online retail experience	3	3	4	7	1	2	2	10
Too many people	21	21	26	25	20	14	19	11
Deals not good enough	19	11	16	11	25	23	24	21
There's no primary reason that might discourage you from shopping	24	28	22	23	20	23	28	21



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Confidence in the current status of Canada's economy

Overall, how much confidence do you have in the current state Canada's economy?

Age/Gender

%	TOTAL	18 - 34	35 - 44	45 - 54	55 - 64	65+	Male	Female	Non-binary
TOTAL (u/w)	1282	172	140	196	326	448	520	715	47
NET: TOP2	59	53	56	63	67	62	65	56	34
NET: BTM2	27	30	29	26	23	27	26	26	57
A lot of confidence	24	16	18	30	32	28	31	18	15
Some confidence	36	37	39	33	35	33	34	38	19
Not much confidence	16	15	18	16	13	18	15	16	17
No confidence at all	11	15	11	10	10	9	11	10	40
Don't know	13	17	15	12	10	12	9	18	9



Region

%	TOTAL	ATL	QC	ON	MB/SK	AB	BC
TOTAL (u/w)	1282	89	185	555	100	160	193
NET: TOP2	59	48	66	61	62	45	60
NET: BTM2	27	33	21	27	27	42	24
A lot of confidence	24	15	28	24	19	18	26
Some confidence	36	33	38	36	44	27	34
Not much confidence	16	15	12	17	18	23	12
No confidence at all	11	18	9	10	9	19	12
Don't know	13	19	13	12	10	12	16

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Income

%	TOTAL	<\$20k	\$20k - \$40k	\$40k - \$60k	\$60k - \$80k	\$80k - \$100k	\$100k - \$250k	\$250,000+
TOTAL (u/w)	1282	178	228	167	147	110	183	33
NET: TOP2	59	38	55	61	71	79	79	39
NET: BTM2	27	40	31	26	21	17	17	45
A lot of confidence	24	16	22	24	28	27	33	23
Some confidence	36	22	33	37	43	52	46	16
Not much confidence	16	18	24	16	14	10	9	15
No confidence at all	11	23	7	10	7	7	8	30
Don't know	13	22	14	13	8	4	4	16



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