

WHITEPAPER

Black Friday Dominance

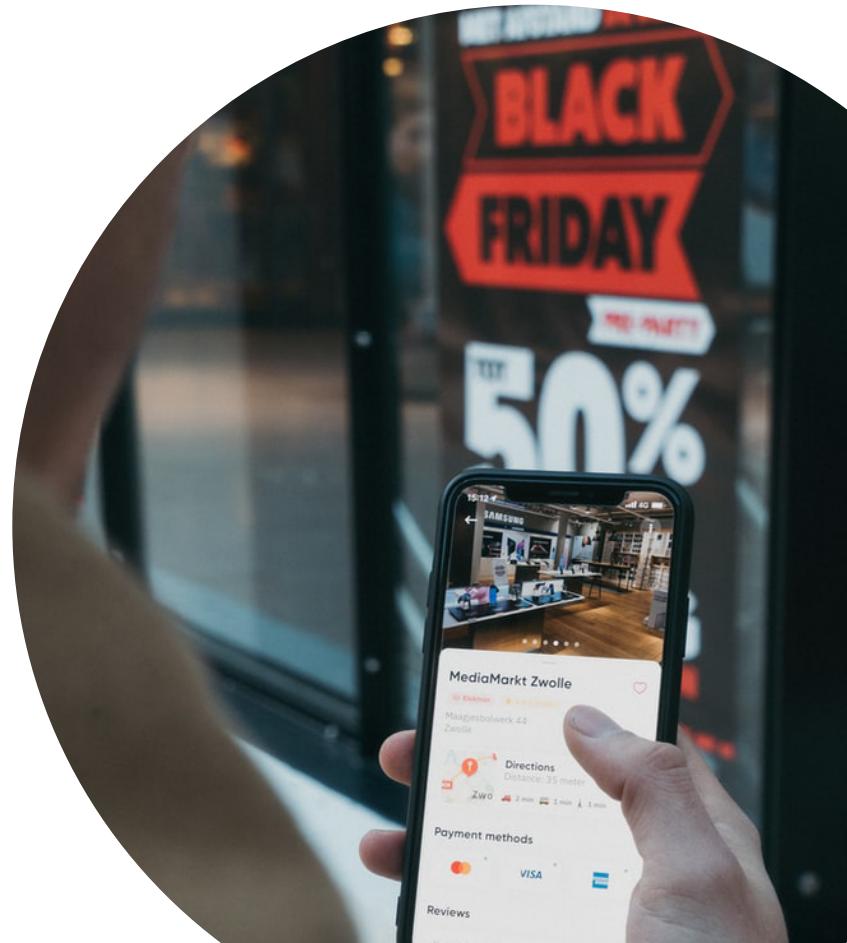
Black Friday, Cyber Monday
and the Public's Ever-Expanding
Appetite for E-Tailers

angus reid 

Thanksgiving used to have it easy.

A late November weekend filled with family and friends proved the perfect tonic for the season's darkening days. Feasts, football, socializing and sleeping – it offered the perfect agenda. Thanksgiving may have marked the unofficial start of the holiday shopping season, but that activity didn't take centre stage. Now, however, the opportunity to shop online and save significantly is taking a bigger bite out of the holiday weekend than ever before.

That Black Friday and Cyber Monday (BFCM) have in recent years taken hold of the public consciousness (and purse) is a remarkable feat of mass marketing and salesmanship. These are now two of the most active days on the retail calendar. Door crashers, deep discounts and deals-on-who-knows-what-but-I-better-go-see (plus the annual big box midnight stampede scenes) only added to its growing reputation. Now, no one misses out.



Alt-Shift-Online

Black Friday had already established its appeal before Cyber Monday emerged in 2005 in what would become a seismic shift in buying behaviors. Originally this branded day allowed online retailers the opportunity to claim a piece of the pie that Black Friday drew to main streets and malls. Now, however, the online retail boom extends digitally down those main streets and far beyond. Retailers large and small have joined in the effort, and online sales are booming. Thanksgiving for Americans now is as much about logging in and loading up on holiday shopping than it is about second helpings of stuffing.

Participation Rates

Consider that over one-third (35%) of Americans participated in BFCM shopping events this year and spent an average of \$306. BFCM used to be an opportunity for a one-stop-shopping experience to perhaps land a bigger ticket item at a discount. Now it has evolved into an opportunity to purchase multiple items. Two-thirds (69%) of BFCM shoppers took in deals at more than one store while 23% of purchasers claimed they shopped at four or more stores.



\$306

Mean spend by Americans
on Black Friday and/or
Cyber Monday

Big Box, Bigger Presence

Global brands that figure most prominently for shoppers during BFCM. The likes of Amazon, Walmart and others attracted 89% of purchasers. On the local scene, one in three shoppers (34%) supported a locally owned business.

Factor in a greater reluctance to be out in public, even at this stage of the pandemic, and it's little surprise that a majority of people (60%) are content to conduct their shopping completely online. In what marks a significant shift in purchasing behavior, 91% of respondents indicated they made at least one online purchase during shopping while only 40% claimed to make at least one purchase in store.

That momentum is clearly the message: to compete as a retailer today, businesses have to become stronger e-tailers. (Or risk getting stuffed by the competition).

Retailer Type Shopped at for Black Friday or Cyber Monday



89%

Large national or global businesses (e.g. Walmart, Amazon)



34%

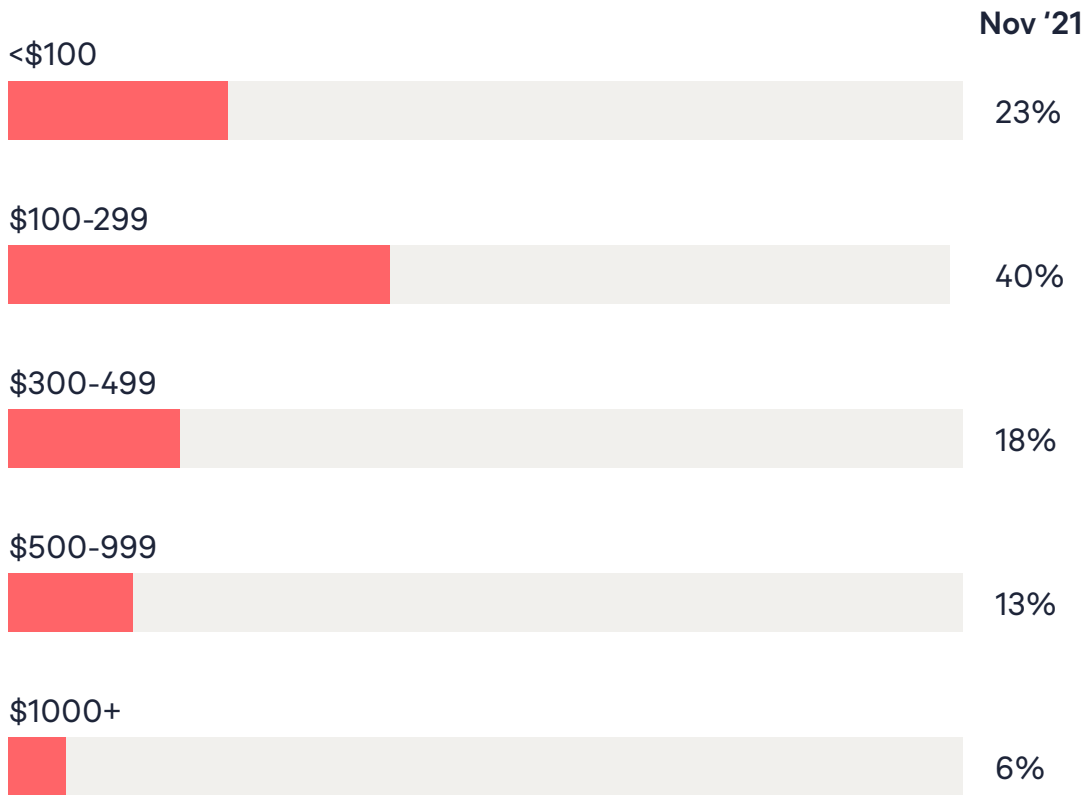
Locally owned businesses

US Methodology

From Nov 29 – 30, Angus Reid fielded a study on the topic of Black Friday, Cyber Monday shopping among a representative sample of n=1,015 American Adults (age 18+ yrs.) who are members of the Angus Reid Forum. The sample frame was balanced and weighted on age, gender and region according to the latest Census data. For comparison purposes only, a probability sample of this size would yield a margin of error of +/- 3.1 percentage points, 19 times out of 20.



Black Friday Shopping



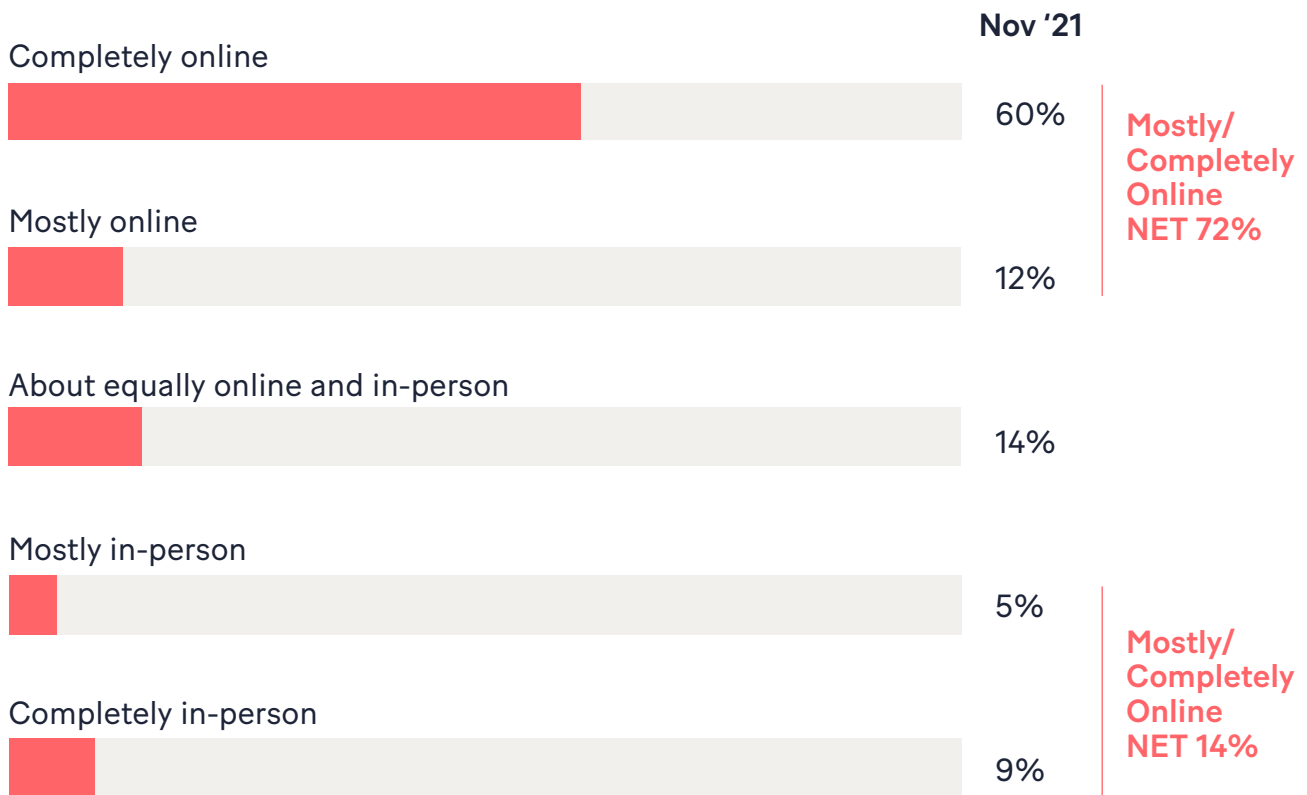
Base: TOTAL (n=1,015);
Shopped Black Friday/Cyber
Monday deals (n=346)



Q: As you may know, this past weekend was Black Friday/ Cyber Monday. Did you do any shopping (specifically for Black Friday/Cyber Monday deals)?

Q: Roughly how much did you spend during Black Friday/Cyber Monday?

Online vs. In-Store Purchases



Base: Shopped Black Friday/Cyber Monday deals (n=346)



Q: How many different stores did you make Black Friday/Cyber Monday purchases from?
 Q: Did you make your purchases online or in-person at stores?
 Q: Did you make your purchases from . . . ?

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