

2011 BIGresearch - Black Friday Weekend and Cyber Monday

11/24-26/11 n = 3826

	Adults 18+		Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?													
Yes	56.0%	131,373,087	56.8%	55.2%	51.3%	63.3%	77.2%	54.3%	37.5%	54.2%	55.8%	56.5%	57.6%
No	44.0%	103,190,984	43.2%	44.8%	48.7%	36.7%	22.8%	45.7%	62.5%	45.8%	44.2%	43.5%	42.4%
Total	100.0%	234,564,071	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Of Those...Have you or will you go Holiday shopping... (Please check all that apply)													
Thursday (Thanksgiving)	21.9%	28,747,800	19.6%	24.1%	23.0%	22.7%	28.1%	24.0%	13.5%	22.1%	22.9%	22.2%	19.2%
Friday	65.7%	86,261,438	67.7%	63.7%	65.1%	69.6%	69.3%	65.2%	62.7%	64.5%	65.8%	67.5%	63.7%
Saturday	57.3%	75,215,128	57.0%	57.5%	55.5%	61.3%	64.0%	54.4%	54.0%	54.7%	55.4%	57.6%	61.2%
Sunday (planned)	27.8%	36,577,516	28.2%	27.5%	28.9%	28.6%	34.5%	26.5%	23.0%	28.5%	26.3%	27.0%	29.0%
<i>Estimated # of Shoppers Thursday thru Sunday (includes multiple shopping trips)</i>	172.6%	226,801,882											
What types of gifts did you buy? (Check all that apply)													
Clothing or clothing accessories	51.4%		44.8%	57.7%	52.0%	53.2%	63.6%	51.0%	40.1%	49.6%	46.2%	54.6%	53.4%
Toys	32.6%		28.2%	36.8%	34.6%	32.5%	47.0%	30.9%	20.7%	30.8%	32.5%	33.9%	33.1%
Books, CDs, DVDs, videos or video games	37.0%		38.7%	35.4%	39.6%	37.4%	51.3%	34.3%	26.3%	32.7%	37.9%	37.8%	37.7%
Consumer electronics or computer-related accessories	39.4%		47.1%	32.0%	38.3%	43.2%	47.8%	42.4%	27.8%	36.0%	38.1%	43.3%	37.0%
Sporting goods or leisure items	12.1%		16.5%	8.0%	10.3%	14.2%	19.0%	11.7%	6.0%	10.8%	11.5%	12.5%	12.7%
Home décor or home-related furnishings	21.3%		18.8%	23.7%	18.3%	24.4%	24.5%	21.1%	18.5%	19.1%	22.1%	20.2%	23.8%
Jewelry or precious metal accessories	13.8%		11.8%	15.7%	15.1%	13.2%	21.5%	12.6%	7.8%	11.5%	14.1%	14.8%	13.7%
Gift cards / gift certificates	23.1%		24.3%	21.9%	23.0%	24.9%	30.8%	20.0%	19.1%	23.2%	22.4%	21.1%	26.5%
Personal care or beauty items	22.9%		14.6%	30.7%	25.6%	22.0%	29.7%	23.6%	15.4%	21.9%	24.1%	22.1%	23.7%
Food/Candy	24.6%		22.9%	26.2%	27.3%	24.3%	28.2%	24.2%	21.6%	22.8%	25.4%	24.9%	24.7%
Flowers/Plants	4.6%		5.0%	4.3%	3.8%	5.6%	5.9%	3.2%	5.0%	3.9%	2.9%	5.2%	6.6%
Other:	8.3%		6.6%	9.9%	9.0%	7.5%	3.6%	6.9%	14.5%	9.3%	8.5%	7.7%	8.0%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

	Adults 18+	estimated shoppers											
Where did you do your holiday shopping? (Check all that apply)													
Discount store	37.5%	49,253,344	34.2%	40.6%	40.5%	36.9%	35.5%	38.2%	38.6%	29.8%	38.6%	40.2%	39.2%
Department store	48.7%	64,004,653	45.4%	51.9%	47.7%	51.8%	60.7%	48.9%	36.9%	49.5%	44.0%	49.6%	52.4%
Clothing or Accessories store	24.6%	32,339,971	23.4%	25.7%	24.4%	26.1%	38.0%	23.6%	12.8%	22.2%	20.1%	26.1%	29.8%
Electronics store	30.8%	40,430,620	39.6%	22.4%	28.6%	34.6%	44.0%	29.6%	19.3%	32.1%	29.1%	28.9%	34.5%
Other Specialty store	15.1%	19,800,139	15.4%	14.7%	13.3%	17.6%	13.3%	13.1%	19.0%	16.9%	16.1%	13.4%	13.8%
Crafts or fabrics store	7.9%	10,337,648	5.6%	10.1%	7.3%	8.8%	9.0%	8.4%	6.2%	6.5%	8.5%	8.0%	7.5%
Drug store	14.0%	18,439,294	11.6%	16.4%	15.1%	14.3%	13.9%	14.6%	13.5%	15.8%	15.9%	12.5%	13.6%
Grocery store/supermarket	23.8%	31,226,905	24.2%	23.3%	26.4%	22.7%	25.4%	22.2%	24.0%	18.0%	23.2%	23.1%	30.6%
Online	35.2%	46,195,225	34.0%	36.3%	35.0%	37.6%	44.4%	37.3%	23.7%	37.4%	31.7%	37.2%	34.4%
Catalog	4.9%	6,502,611	5.7%	4.2%	4.6%	5.8%	7.1%	4.6%	3.2%	3.7%	6.3%	4.6%	4.9%
Thrift Stores/Resale Shops	5.9%	7,813,034	4.8%	7.1%	8.0%	4.4%	7.9%	5.4%	4.8%	5.2%	5.5%	5.4%	9.1%
Outlet stores	6.5%	8,483,975	7.2%	5.8%	6.6%	6.3%	8.2%	5.3%	6.1%	5.6%	4.3%	8.3%	6.7%
Other:	8.4%	11,059,150	9.1%	7.8%	8.3%	8.6%	3.7%	7.6%	14.0%	9.2%	8.5%	8.9%	6.5%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much did you spend on holiday shopping?

Average Amount Spent this Weekend	\$398.62	\$484.24	\$317.19	\$274.27	\$493.31	\$392.36	\$484.01	\$305.77	\$431.56	\$382.35	\$394.29	\$383.22
<i>in billions</i> \$	52.4											

How much of what you spent was online?

Average Amount Spent this Weekend	\$150.53	\$201.63	\$101.93	\$87.97	\$202.91	\$145.91	\$216.80	\$78.23	\$161.29	\$120.13	\$150.71	\$161.64
Percent Online	37.8%											

What time will you/did you get to the store on the Friday after Thanksgiving?

Before Midnight (on Thanksgiving Day)	13.0%	11.1%	15.1%	15.9%	11.5%	20.2%	11.3%	6.9%	12.1%	11.0%	15.7%	10.9%
Midnight	11.3%	11.7%	10.9%	10.1%	11.5%	16.5%	12.2%	4.0%	8.4%	13.3%	9.6%	15.1%

2011 BIGresearch - Black Friday Weekend and Cyber Monday

11/24-26/11 n = 3826	Adults 18+	Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
1am	1.7%	1.1%	2.3%	2.2%	1.3%	2.3%	1.3%	1.4%	2.0%	1.7%	1.9%	1.1%
2am	1.9%	2.5%	1.3%	1.5%	2.0%	1.3%	3.2%	1.0%	3.0%	1.9%	2.0%	0.9%
3am	2.1%	2.1%	2.2%	2.5%	1.8%	2.9%	1.4%	2.1%	2.0%	2.6%	2.0%	1.8%
4am	4.0%	4.0%	4.0%	5.0%	3.5%	4.1%	5.9%	1.6%	4.5%	4.5%	2.8%	5.2%
5am	4.8%	5.1%	4.4%	3.2%	6.0%	4.4%	5.8%	3.9%	7.3%	4.7%	3.4%	4.8%
6am	5.5%	6.1%	4.8%	5.1%	5.5%	5.5%	7.1%	3.5%	5.1%	4.9%	4.6%	8.9%
7am	4.7%	5.2%	4.3%	3.5%	5.8%	4.3%	5.7%	3.9%	3.3%	6.0%	4.9%	4.1%
8am	5.4%	5.6%	5.2%	4.4%	6.1%	5.2%	4.4%	6.9%	3.6%	4.7%	6.4%	6.4%
9am	6.6%	6.6%	6.5%	6.7%	6.3%	4.9%	4.8%	10.7%	5.5%	9.0%	6.8%	2.9%
10am or later	39.0%	38.9%	39.0%	39.8%	38.8%	28.3%	36.7%	54.1%	43.3%	35.8%	40.0%	37.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

About what percent of your total holiday shopping have you completed thus far? (Check only one)

10% or less	39.1%	38.0%	40.2%	42.8%	34.6%	31.0%	41.2%	44.6%	40.4%	40.1%	38.7%	37.9%
25%	16.5%	17.2%	15.8%	14.7%	18.6%	19.1%	16.6%	13.8%	16.7%	16.1%	15.8%	18.1%
50%	18.1%	20.2%	16.1%	15.9%	20.8%	23.7%	19.0%	11.6%	21.3%	18.0%	17.2%	16.4%
75%	18.4%	16.2%	20.5%	18.3%	19.0%	20.6%	17.0%	17.9%	15.9%	18.0%	19.9%	18.4%
100%	7.9%	8.4%	7.4%	8.4%	6.9%	5.6%	6.2%	12.0%	5.7%	7.8%	8.4%	9.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	38.8%	38.7%	38.8%	38.0%	39.7%	40.8%	36.8%	39.2%	36.5%	38.3%	39.8%	39.5%

Do you own either of the following devices?

Smartphone (e.g. iPhone, Android, BlackBerry, etc.)	40.8%	45.9%	36.1%	33.6%	49.6%	65.0%	39.2%	19.3%	39.6%	36.9%	43.3%	42.7%
Tablet (e.g. iPad, TouchPad, XOOM, PlayBook, etc.)	13.8%	16.7%	11.1%	8.2%	20.3%	17.6%	15.2%	8.7%	14.8%	11.4%	14.2%	15.5%
I do not own either of these types of devices	54.6%	49.1%	59.9%	63.7%	43.9%	32.6%	54.0%	76.7%	55.5%	59.8%	52.2%	51.5%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How will you/did you use your Smartphone to make holiday purchase decisions this Thursday, Friday, Saturday or Sunday? (Check all that apply)

Plan to Research Products/Compare Prices	31.8%	35.8%	28.1%	29.9%	34.6%	47.4%	33.4%	15.0%	32.4%	24.6%	35.1%	36.4%
Plan to Purchase Products	17.1%	17.1%	10.4%	11.2%	16.0%	22.9%	13.4%	5.1%	13.4%	13.9%	13.9%	13.9%
Plan to Redeem Coupons	13.5%	11.4%	15.4%	12.3%	14.9%	19.3%	14.2%	7.0%	14.3%	10.1%	15.7%	12.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	24.3%	25.2%	23.4%	21.0%	27.9%	33.0%	24.6%	15.5%	25.1%	20.1%	25.9%	26.9%
Plan to use Apps to Research or Purchase Products	14.4%	15.1%	13.8%	13.6%	16.1%	18.0%	15.7%	9.5%	17.1%	13.8%	12.9%	16.5%
Do not plan to Research or Make a Purchase with my Smartphone	52.6%	49.0%	56.1%	57.6%	50.6%	33.5%	51.0%	73.0%	50.5%	60.4%	49.4%	47.7%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How will you/did you use your Tablet to make holiday purchase decisions this Thursday, Friday, Saturday or Sunday? (Check all that apply)

Plan to Research Products/Compare Prices	37.4%	40.0%	34.8%	28.4%	42.4%	45.0%	37.2%	30.2%	37.2%	26.4%	43.6%	36.9%
Plan to Purchase Products	25.7%	29.5%	22.0%	19.7%	29.6%	40.8%	24.2%	12.7%	24.8%	21.6%	27.1%	25.9%
Plan to Redeem Coupons	18.5%	20.8%	16.3%	16.8%	19.4%	30.2%	20.4%	4.9%	17.5%	16.7%	17.1%	19.6%
Plan to look up Retailer Information (location, store hours, directions, etc.)	25.2%	24.6%	25.8%	21.0%	27.2%	36.2%	27.3%	12.2%	22.7%	22.7%	26.7%	26.6%
Plan to use Apps to Research or Purchase Products	18.1%	20.0%	16.3%	13.9%	20.6%	25.2%	19.0%	10.4%	20.9%	17.5%	14.8%	18.0%
Do not plan to Research or Make a Purchase with my Tablet	42.9%	39.6%	46.1%	49.5%	42.0%	25.5%	40.9%	62.2%	50.2%	53.3%	38.8%	40.2%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Source: BIGresearch survey conducted for Shop.org
Nov. 24-26, 2011; 3826 respondents.

	Adults 18+		Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
Will you shop ONLINE on the Monday after Thanksgiving? (Also known as "Cyber Monday")													
Yes	52.4%	122,898,975	54.2%	50.7%	45.6%	61.8%	68.2%	52.9%	36.4%	55.6%	46.7%	55.2%	52.5%

2011 BIGresearch - Black Friday Weekend and Cyber Monday

11/24-26/11 n = 3826

	Adults 18+		Male	Female	<\$50K	\$50K+	18-34	35-54	55+	Northeast	Midwest	South	West
No	47.6%	111,665,096	45.8%	49.3%	54.4%	38.2%	31.8%	47.1%	63.6%	44.4%	53.3%	44.8%	47.5%
Total	100.0%	234,564,071	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What will you use to shop on Cyber Monday? (Check all that apply)

Computer at home	87.4%	107,416,395	83.9%	90.7%	90.2%	89.0%	88.7%	82.0%	92.5%	85.9%	90.0%	86.2%	88.0%
Computer at work	15.9%	19,558,177	21.3%	10.8%	8.7%	22.3%	16.9%	22.8%	6.9%	18.5%	12.6%	17.2%	14.8%
A mobile device (e.g. iPhone, BlackBerry, Android, iPad, TouchPad, etc.)	14.5%	17,811,394	16.4%	12.7%	12.5%	17.3%	25.5%	14.1%	4.4%	14.6%	10.8%	15.9%	16.0%
Other: (e.g. Computer at Library, Coffee Shop, Friend's house, etc.)	1.1%	1,295,546	1.0%	1.1%	2.1%	0.4%	0.6%	1.9%	0.5%	1.1%	0.9%	1.7%	0.1%

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What time(s) will you shop on Cyber Monday? (Check all that apply)

Early morning	46.9%		45.1%	48.7%	48.8%	47.8%	55.8%	45.0%	40.6%	38.6%	47.0%	50.4%	47.6%
Late morning	38.1%		39.2%	37.1%	39.5%	39.9%	38.6%	35.3%	40.9%	38.4%	37.0%	37.7%	38.3%
Over my lunch hour	18.7%		22.2%	15.4%	15.1%	22.8%	26.6%	21.5%	8.0%	20.3%	14.3%	20.4%	18.8%
Early afternoon	30.4%		30.5%	30.3%	31.2%	31.6%	33.0%	30.3%	27.9%	31.9%	28.9%	30.2%	30.3%
Late afternoon	25.7%		25.7%	25.6%	24.6%	27.6%	31.1%	27.5%	18.3%	27.8%	24.4%	25.6%	25.0%
Early evening	28.1%		28.7%	27.5%	23.3%	33.3%	28.7%	31.2%	23.9%	29.3%	27.6%	29.4%	26.1%
Late evening	19.0%		18.2%	19.8%	18.0%	20.7%	22.9%	19.7%	14.5%	19.3%	19.1%	20.9%	15.3%
Other:	1.3%		0.8%	1.7%	1.1%	1.5%	0.3%	1.5%	1.9%	2.1%	0.2%	1.4%	1.5%

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2011 BIGresearch - Black Friday Weekend

11/24/11-11/26/11 n = 3826

Have you or will you go Holiday shopping this Thursday, Friday, Saturday or Sunday?

	2009	2010	2011
Yes	52.1%	53.0%	56.0%
No	47.9%	47.0%	44.0%
Total	100.0%	100.0%	100.0%

Of those...Have you or will you go Holiday shopping... (Please check all that apply)

	2008	Adults 18+	2009	Adults 18+	2010	Adults 18+	2011	Adults 18+
Thursday (Thanksgiving)	14.7%	16,194,633	15.1%	18,124,383	18.1%	22,257,830	21.9%	28,747,800
Friday	66.8%	73,568,430	65.6%	78,701,810	65.8%	81,039,611	65.7%	86,261,438
Saturday	51.7%	56,910,631	53.4%	64,106,752	59.3%	73,074,834	57.3%	75,215,128
Sunday (planned)	23.8%	26,188,065	28.8%	34,528,980	29.3%	36,116,076	27.8%	36,577,516
<i>Estimated # of Shoppers Thursday thru Sunday</i>		172,861,759		195,461,924		212,488,351		226,801,882

What types of gifts did you buy? (Check all that apply)

	2005	2006	2007	2008	2009	2010	2011
Clothing or clothing accessories	49.2%	41.4%	46.8%	50.9%	50.9%	52.7%	51.4%
Toys	33.1%	28.3%	28.2%	28.5%	32.2%	33.6%	32.6%
Books, CDs, DVDs, videos or video games	46.7%	41.4%	41.7%	39.0%	40.3%	42.1%	37.0%
Consumer electronics or computer-related accessories	36.7%	33.3%	35.7%	35.9%	36.9%	36.7%	39.4%
Sporting goods or leisure items	11.9%	9.0%	8.4%	11.4%	12.6%	12.9%	12.1%
Home decor or home-related furnishings	21.1%	17.4%	19.6%	20.3%	19.9%	20.2%	21.3%
Jewelry or precious metal accessories	13.0%	10.1%	9.6%	10.9%	11.7%	14.3%	13.8%
Gift cards / gift certificates	21.0%	17.6%	21.0%	18.7%	21.2%	24.7%	23.1%
Personal care or beauty items	20.6%	14.9%	17.8%	19.0%	22.4%	22.4%	22.9%
Food/Candy	NA	NA	NA	NA	23.0%	24.0%	24.6%
Flowers/Plants	NA	NA	NA	NA	4.8%	4.5%	4.6%
Other:	11.1%	10.0%	10.9%	11.3%	9.5%	8.0%	8.3%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

Where did you do your holiday shopping? (Check all that apply)

	2009	2010	2011	Estimated # of shoppers
Discount store	43.2%	40.3%	37.5%	49,253,344
Department store	49.4%	52.0%	48.7%	64,004,653
Clothing or Accessories store	22.9%	24.4%	24.6%	32,339,971
Electronics store	29.0%	28.7%	30.8%	40,430,620
Other Specialty store	14.9%	13.5%	15.1%	19,800,139
Crafts or fabrics store	6.5%	7.2%	7.9%	10,337,648
Drug store	13.4%	13.6%	14.0%	18,439,294
Grocery store/supermarket	19.6%	20.5%	23.8%	31,226,905
Online	28.5%	33.6%	35.2%	46,195,225
Catalog	3.9%	5.4%	4.9%	6,502,611
Thrift Stores/Resale Shops	5.9%	6.1%	5.9%	7,813,034
Outlet stores	7.8%	7.8%	6.5%	8,483,975

Other: 7.1% 7.1% 8.4% 11,059,150

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

How much did you spend on holiday shopping?	2005	2006	2007	2008	2009	2010	2011
Average Amount Spent this Weekend \$	\$302.81	\$360.15	\$347.55	\$372.57	\$343.31	\$365.34	\$398.62
<i>in billions \$</i>	27.8 \$	34.4 \$	34.6 \$	41.0 \$	41.2 \$	45.0 \$	52.4

How much of what you spent was online?	2007	2008	2009	2010	2011
Average	\$93.12	\$117.29	\$103.80	\$121.67	\$150.53
Percent Online	26.8%	31.5%	30.2%	33.3%	37.8%

What time will you/did you get to the store on the Friday after Thanksgiving?

	2008	Cumulative %	2009	Cumulative %	2010	Cumulative %	2011	Cumulative %
Before midnight (Thanksgiving Day)	N/A		N/A		N/A		13.0%	13.0%
Midnight	2.2%	2.2%	3.3%	3.3%	9.5%	9.5%	11.3%	24.4%
1am	0.5%	2.7%	0.6%	3.9%	1.2%	10.7%	1.7%	26.0%
2am	0.9%	3.6%	1.1%	5.0%	1.3%	12.0%	1.9%	28.0%
3am	2.1%	5.7%	3.6%	8.5%	4.7%	16.7%	2.1%	30.1%
4am	8.3%	14.1%	10.3%	18.9%	7.2%	24.0%	4.0%	34.1%
5am	9.3%	23.3%	12.4%	31.2%	10.2%	34.2%	4.8%	38.9%
6am	7.6%	30.9%	8.5%	39.8%	6.8%	40.9%	5.5%	44.4%
7am	8.7%	39.6%	6.4%	46.2%	5.6%	46.5%	4.7%	49.1%
8am	8.8%	48.4%	6.9%	53.1%	5.9%	52.4%	5.4%	54.5%
9am	9.2%	57.6%	7.8%	60.9%	8.6%	60.9%	6.6%	61.0%
10am or later	42.4%	100.0%	39.1%	100.0%	39.1%	100.0%	39.0%	100.0%

About what percent of your total holiday shopping have you completed thus far? (Check only one)

	2005	2006	2007	2008	2009	2010	2011
10% or less	47.6%	49.2%	43.4%	41.6%	40.0%	40.3%	39.1%
25%	14.6%	12.9%	16.9%	15.0%	16.6%	15.9%	16.5%
50%	12.3%	12.7%	16.1%	15.0%	16.1%	16.9%	18.1%
75%	18.0%	16.6%	15.4%	17.7%	19.3%	19.2%	18.4%
100%	7.5%	8.6%	8.2%	10.6%	8.0%	7.7%	7.9%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	35.6%	35.6%	36.4%	39.3%	38.7%	38.6%	38.8%

**Source: BIGresearch survey conducted for Shop.org
Nov. 24-26, 2011; 3826 respondents.**

Will you shop ONLINE on the Monday after Thanksgiving? (Also known as "Cyber Monday")	2005	2006	2007	2008	2009	2010	2011	Estimated Adults 18+
Yes	26.9%	27.2%	31.9%	37.2%	41.9%	46.0%	52.4%	122,898,975
No	73.1%	72.8%	68.1%	62.8%	58.1%	54.0%	47.6%	111,665,096
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	234,564,071

What will you use to shop on Cyber Monday? (Check all that apply)

	2009	2010	2011	Estimated # of people
Computer at home	91.5%	89.5%	87.4%	107,416,395
Computer at work	13.5%	12.1%	15.9%	19,558,177

A mobile device (e.g. iPhone, BlackBerry, Android, iPad, TouchPad, etc.)	3.8%	6.9%	14.5%	17,811,394
Other: (e.g. Computer at Library, Coffee Shop, Friend's house, etc.)	1.5%	1.1%	1.1%	1,295,546

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

What time(s) will you shop on Cyber Monday? (Check all that apply)

	2009	2010	2011
Early morning	41.5%	44.2%	46.9%
Late morning	38.0%	37.5%	38.1%
Over my lunch hour	16.8%	17.0%	18.7%
Early afternoon	29.6%	29.2%	30.4%
Late afternoon	27.8%	25.3%	25.7%
Early evening	32.9%	28.5%	28.1%
Late evening	22.7%	21.7%	19.0%
Other:	1.7%	1.7%	1.3%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.