

Source: BIGinsight™, American Pulse Nov-12**N = 2587, 11/26 - 11/28/12**

	Adults 18+	Men	Women	<\$50K	\$50K+	18-34	35-54	55+	NE	MW	South	West
Did you shop online on Cyber Monday (November 26)?												
Yes	41.3%	43.4%	39.3%	33.7%	48.7%	48.8%	44.5%	30.7%	43.4%	40.5%	42.3%	38.4%
No	58.7%	56.6%	60.7%	66.3%	51.3%	51.2%	55.5%	69.3%	56.6%	59.5%	57.7%	61.6%
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%

(If Yes, answered the following 2 questions)**How much did you spend online on Cyber Monday (November 26)?**

Average of Cyber Monday Buyers	\$194.46	\$ 276.22	\$ 172.61	\$ 162.09	\$ 261.22	\$ 274.51	\$ 212.76	\$ 178.86	\$ 294.02	\$ 209.15	\$ 195.55	\$ 217.78
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What types of gifts did you buy online on Cyber Monday (November 26)? (Check all that apply)

Clothing or clothing accessories	31.4%	27.8%	34.7%	30.9%	31.8%	46.8%	29.5%	18.9%	36.0%	34.5%	28.0%	28.6%
Toys	17.5%	17.3%	17.6%	14.4%	19.2%	25.4%	17.8%	9.6%	19.4%	15.8%	17.9%	17.0%
Books, CDs, DVDs, videos or video games	27.8%	30.0%	25.7%	26.6%	29.0%	37.6%	24.4%	22.5%	32.5%	24.0%	27.7%	29.3%
Consumer electronics or computer-related accessories	25.2%	31.4%	19.4%	19.7%	29.3%	31.6%	22.8%	22.0%	26.8%	21.2%	22.9%	34.7%
Sporting goods or leisure items	10.1%	13.4%	7.0%	8.8%	10.6%	17.3%	8.2%	5.5%	13.2%	8.2%	9.2%	10.4%
Home décor or home-related furnishings	11.3%	10.7%	11.9%	11.2%	11.0%	13.3%	11.1%	9.7%	11.1%	13.1%	9.7%	12.3%
Jewelry or precious metal accessories	10.5%	11.0%	10.1%	10.1%	10.5%	19.6%	6.1%	7.0%	11.6%	8.8%	10.2%	11.7%
Gift cards / gift certificates	12.2%	15.8%	8.7%	9.6%	14.1%	18.8%	13.5%	4.5%	17.8%	11.0%	12.4%	6.3%
Personal care or beauty items	12.3%	11.1%	13.6%	12.4%	12.3%	19.9%	9.8%	8.1%	13.5%	11.0%	11.2%	15.8%
Food/Candy	8.8%	10.9%	6.9%	8.9%	8.7%	14.9%	5.6%	6.6%	12.6%	9.1%	6.6%	9.9%
Flowers/Plants	3.3%	3.7%	2.9%	2.8%	3.6%	7.9%	1.3%	1.2%	5.2%	3.2%	2.6%	2.0%
Other	15.0%	16.9%	13.3%	15.0%	15.3%	8.5%	15.1%	20.9%	12.5%	15.7%	16.4%	13.6%

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