

Source: Prosper Insights & Analytics™, Cyber Monday Trends

	2006	Adults 18+	2007	Adults 18+	2008	Adults 18+	2009	Adults 18+	2010	Adults 18+	2011	Adults 18+	2012	Adults 18+	2013	Adults 18+	2014	Adults 18+	2015	Adults 18+
<b>Will you shop ONLINE on the Monday after Thanksgiving? (Also known as "Cyber Monday")</b>																				
Yes	27.2%	60,679,677	31.9%	72,033,100	37.2%	84,647,406	41.9%	96,460,046	46.0%	106,866,396	52.4%	122,898,975	54.4%	129,207,162	54.8%	131,631,356	52.3%	126,892,543	49.5%	121,304,656
No	72.8%	162,260,743	68.1%	153,629,822	62.8%	143,072,018	58.1%	133,657,830	54.0%	125,591,939	47.6%	111,665,096	45.6%	108,450,483	45.2%	108,554,596	47.7%	115,650,424	50.5%	123,968,782
Total	100.0%	222,940,420	100.0%	225,662,922	100.0%	227,719,424	100.0%	230,117,876	100.0%	232,458,335	100.0%	234,564,071	100.0%	237,657,645	100.0%	240,185,952	100.0%	242,542,967	100.0%	245,273,438
<b>What will you use to shop on Cyber Monday? (Check all that apply)</b>																				
Computer at home	NA		NA	NA	NA	NA	91.5%	88,238,905	89.5%	95,631,361	87.4%	107,416,395	88.0%	113,691,057	87.3%	114,867,816	84.5%	107,206,062	80.0%	97,049,362
Computer at work	NA		NA	NA	NA	NA	13.5%	13,023,046	12.1%	12,980,800	15.9%	19,558,177	12.4%	15,979,456	12.4%	16,377,102	12.2%	15,502,134	10.2%	12,319,899
A mobile device (e.g. smartphone, tablet, etc.)	NA		NA	NA	NA	NA	3.8%	3,689,427	6.9%	7,347,279	14.5%	17,811,394	15.8%	20,372,586	18.9%	24,829,829	19.3%	24,451,507	24.4%	29,626,228
Other (e.g. computer at library, coffee shop, friend's house, etc.)	NA		NA	NA	NA	NA	1.5%	1,433,254	1.1%	1,150,801	1.1%	1,295,546	0.8%	994,422	0.7%	969,630	0.7%	836,050	1.8%	2,178,727
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>																				
<b>What time(s) will you shop on Cyber Monday? (Check all that apply)</b>																				
Early morning	NA		NA		NA		41.5%		44.2%		46.9%		44.4%		43.3%		40.8%		42.4%	
Late morning	NA		NA		NA		38.0%		37.5%		38.1%		36.8%		39.1%		37.9%		33.0%	
Over my lunch hour	NA		NA		NA		16.8%		17.0%		18.7%		17.1%		19.3%		18.4%		16.6%	
Early afternoon	NA		NA		NA		29.6%		29.2%		30.4%		32.0%		33.0%		32.5%		29.5%	
Late afternoon	NA		NA		NA		27.8%		25.3%		25.7%		26.7%		28.4%		28.0%		24.2%	
Early evening	NA		NA		NA		32.9%		28.5%		28.1%		29.2%		28.9%		29.5%		24.8%	
Late evening	NA		NA		NA		22.7%		21.7%		19.0%		18.5%		18.8%		17.2%		14.5%	
Other:	NA		NA		NA		1.7%		1.7%		1.3%		1.5%		0.6%		0.9%		1.7%	
<small>The sum of the % totals may be greater than 100% because the respondents can select more than one answer.</small>																				