

## Cyber Monday Follows Black Friday

Friday, November 30, 2007  
David LaGessee, U.S. News



Cyber Monday is the tag that's been given to the Monday after Thanksgiving and Black Friday. It's supposed to be the biggest online shopping day, as everyone returns to the office and shops online. Reports throughout the day indicated that this year would be no disappointment. Akamai, whose servers help online retailers handle large crowds, said more than 300 retailing websites that it tracked were drawing 4.6 million visitors per minute; a new record for single-day traffic.

And the National Retail Federation said it expected 72 million people to shop online Monday, compared with about 60 million last year. The term "Cyber Monday" is a neologism invented by Shop.org, part of the U.S. trade association National Retail Federation. It was first used within the ecommerce community during the 2005 holiday season. According to Scott Silverman, the head of Shop.org, the term was based on research showing that 77% of online retailers reported a significant increase in sales on the Monday after Thanksgiving 2004.

It's that retail trade group that came up with the "Cyber Monday" tag a couple of years ago. But others say it's hardly the busiest online buying day of the year. Internet retailers should expect even bigger days on December 7 and 10, according to the folks at Yahoo! Shopping. Those, too, are Mondays. Apparently, we find more time to shop at the office than at home. Or, rather, *they* do—I, of course, am too busy working.

## After Black Friday comes Cyber Monday

**CNN Money.com**

According to the Shop.org/BizRate Research 2005 eHoliday survey released last week, 77 percent of online retailers said their sales increased substantially last year on the Monday after Thanksgiving, a trend that is expected to drive serious online discounts and promotions on Cyber Monday this year.

More than one-third of the 1,890 consumers surveyed for the report said they will use Internet access at work to browse or buy gifts online this holiday season. More than half of young adults the ages of 18 to 24, and nearly half of those aged 25 to 34 said they would shop online during work hours.

Total holiday online sales for the key November-December shopping months are expected to grow 24 percent this year to more than \$19 billion, according to market research firm comScore Networks.

"Once the parades have ended and the leftovers are put away, many consumers will find a few precious hours to get a jump-start on the holidays by shopping online," said Chuck Davis, chairman of Shopzilla, said in the report. "This year, retailers will be reminding shoppers that even though their stores may be closed, their Web sites are always open."

2007 Holiday Season To Date vs. Corresponding Days\* in 06  
Non-Travel (Retail) Spending. Excludes Auctions and Large  
Corporate Purchases. Total U.S. - Home/Work/University

Holiday Season to Date	Billions (\$)	
	2006	2007
November 1 - 26	\$9.14	\$10.74
Thanksgiving Day (November 22)	\$0.21	\$0.27
"Black Friday" (November 23)	\$0.43	\$0.53
"Cyber Monday" (November 26)	\$0.61	\$0.73

Total U.S. - Home/Work/University Locations  
Retail Site

Retail Site	Percent of Change
	vs. Average Daily Visitors during 4 Weeks Preceding Cyber Monday
Amazon Sites	50%
Wal-Mart	103%
Target Corporation	86%
Dell	106%
Best Buy Sites	110%
Yahoo! Shopping	85%
Apple Inc.	5%
Overstock.com	139%
Circuit City Stores, Inc.	136%
MSN Shopping	261%

Top 10 Retail Sites Ranked By Visitors on Cyber Monday  
(November 26, 2007)

- In appropriate paragraph form, compare and contrast the primary differences and similarities between "Black Friday" and "Cyber Monday" in accordance with information obtained from the passage above.
- At Akamai's reported rate of website visitation, how many hits were registered per site over 5/8 hour duration?
- What is the percent of change between projected "Cyber Monday" buyers of 07' compared with 06' figures?
- What is the numerical difference (not expressed as a percentage) between the number of consumers surveyed that said, "They will not use Internet access at work to browse or buy gifts online this holiday season" versus those who would?
- What similarities exist amongst the individuals most likely to shop online during work hours? Explain your reasoning.
- In accordance with market research firm comScore Networks studies, what were the total holiday online sales for the key November-December shopping months of the previous year?
- Upon completion of this assignment, how far have we progressed through the 2007-08 series of *The Daughtry Times*<sup>®</sup>? Express your answer as a fraction, decimal, and percentage.
- What are the measures of central tendency regarding the percents of change amongst retail sites?
- At a constant rate in percent of change equivalent to 06' to 07' predict 08' and 09' data and graph the results.
- As obtained from the passage above, in paragraph form, explain at least eight ways using the "Traditional Writing Guidelines and Checklist for Success" simplifies the paragraph writing process. Be specific.
- As obtained from the passage above, in paragraph form, explain at least six ways using the "Preliminary Reading Guidelines and Checklist for Success" simplifies understanding of the material. Be specific.
- In complete sentences, using contextual clues only, explain the meaning of the words: *neologism* and *commerce*. Additionally, use each defined word in a sentence to demonstrate further comprehension.
- In paragraph form, explain at least five legitimate and educational purposes behind *The Daughtry Times*<sup>®</sup>.