

Online shopping sets nearly \$6 billion record during Cyber Week

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Online shopping continued its record setting ways last week. Purchases reached nearly \$6 billion for the "Cyber Week" that runs from the Sunday before Cyber Monday through Saturday Dec. 2, according to the latest data from Reston-based [comScore Inc.](#)

The big drivers of the bountiful Cyber Week were three of the four heaviest online spending days in history which each had sales in excess of \$1 billion: Cyber Monday, the heaviest online spending day on record at \$1.25 billion; Tuesday, Nov. 29 at \$1.12 billion; and Wednesday, Nov. 30 at \$1.03 billion. The fourth top day was Cyber Monday 2010 at \$1.03 billion.

The latest week's sales are building on the strong start to the holiday shopping season. Online spending for the first 32 days of the November – December 2011 holiday season has totaled \$18.7 billion, a 15 percent increase compared with the corresponding days last year.

One reason online sales are booming is the expanded offering of free shipping by merchants. comScore found that free shipping for online retail transactions is being used at record levels over the first few weeks of the holiday season.

And for good reason. In a separate annual holiday shopping survey of approximately 1,000 consumers, more than one-third of respondents, 36 percent, indicated that free shipping was "very important" to their online shopping decision and that they

would not make a purchase without it. Only 2 percent said they would make a purchase regardless of shipping cost.

Tucker Echols covers general assignment and provides business coverage for WTOP.



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