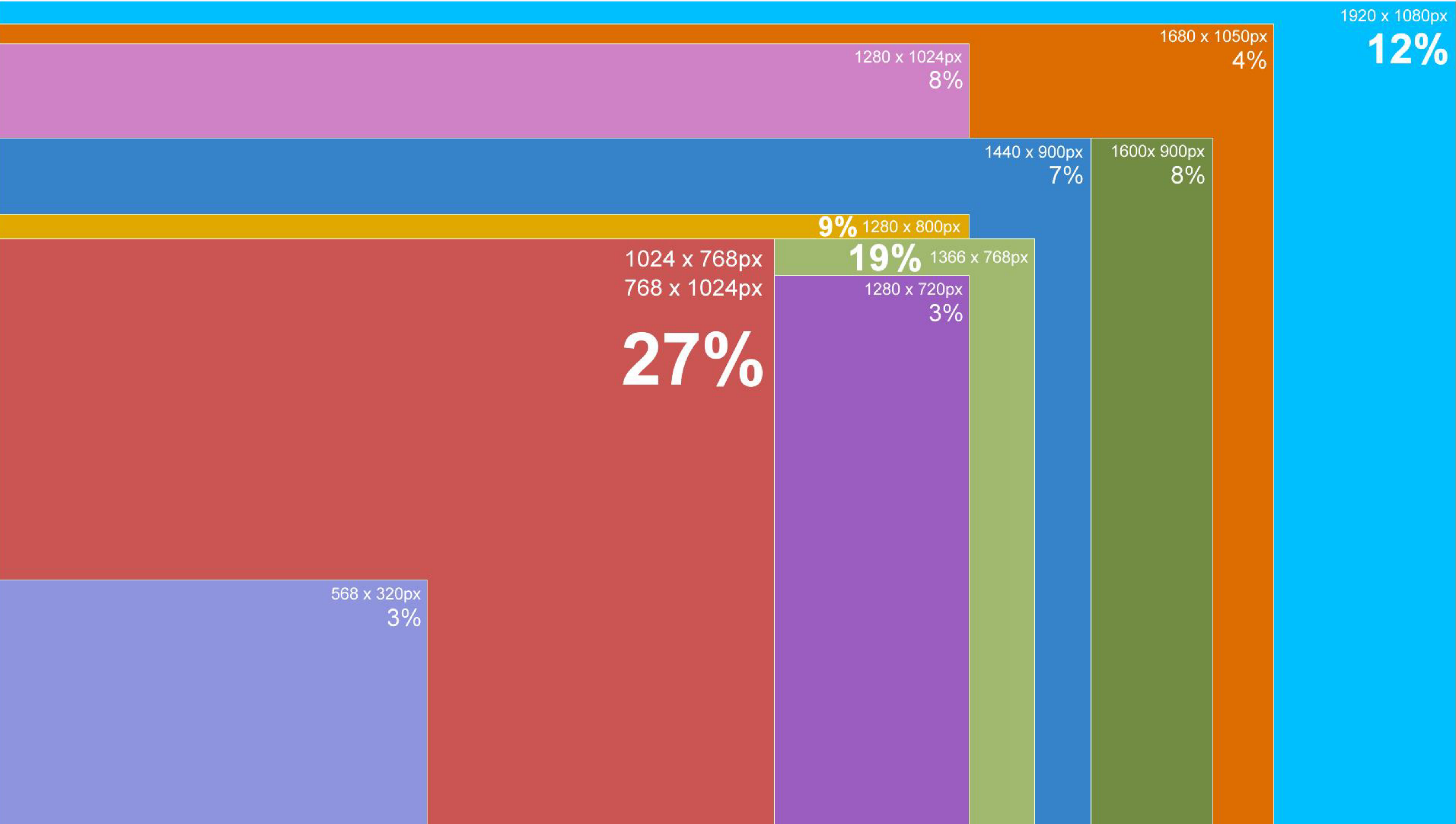


Cabelas.com Screen Resolution Analysis - Desktop*

(Reference: WebTrends Feb. 26, 2014 - Feb. 25, 2015)



*screen representations are proportionally accurate.

% of Visits	Screen Resolution (pixels)	Mobile Devices
27%	1024 x 768px 768px x 1024	14" to 21" (most laptops or newer desktop monitors)
19%	1366 x 768px	14" to 18.4" (laptop)
12%	1920 x 1080px	21.5" to 27" (HD desktop monitor)
9%	1280 x 800px	15" to 19" (laptop or tablet)
8%	1600 x 900px	20" (desktop monitor)
8%	1280 x 1024px	17" to 21" (laptop or high end desktop monitor)
7%	1440 x 900px	15" to 19" (laptop, MacBook Pro since 2007)
4%	1680 x 1050px	20" to 22" (higher end desktop monitor)
3%	1280 x 720px	Full site viewed on Android phone
3%	568 x 320px	Full site viewed on Apple iPhone