

**More or Less Thankful Compared to Other Thanksgivings**

	<u>More Thankful</u> 49%	<u>Less Thankful</u> 6%	<u>About The Same</u> 44%	<u>DK</u> 1%	<u>(N=)</u> 1186
<b>NATIONWIDE</b>					
<b>Black Friday Shopper</b>					
Yes	54%	4%	41%	1%	334
No	47%	6%	46%	1%	852
<b>Age</b>					
18 to 34	55%	4%	40%	1%	345
35 to 49	43%	5%	50%	1%	296
50 to 64	49%	8%	43%	1%	285
65 and over	50%	5%	45%	0%	188
<b>Children in Household</b>					
Yes	50%	3%	47%	1%	357
No	49%	7%	43%	1%	822
<b>Highest Level of Education</b>					
High school or less	52%	8%	39%	1%	265
Some college	45%	6%	47%	1%	347
College graduate	55%	4%	41%	0%	384
Post-graduate	40%	4%	54%	2%	178
<b>Income</b>					
Less than \$60K	48%	8%	43%	1%	357
\$60K to \$100K	54%	5%	41%	0%	206
\$100K or more	44%	3%	52%	1%	211
<b>Sex</b>					
Male	43%	7%	49%	1%	587
Female	55%	4%	40%	1%	600
<b>Party Identification</b>					
Democrat	53%	4%	41%	2%	445
Independent	43%	8%	49%	0%	272
Republican	51%	6%	42%	1%	357
<b>Religion</b>					
Protestant	50%	6%	44%	0%	518
Catholic	55%	3%	40%	2%	305
Other	41%	10%	49%	0%	125
No Religion	42%	6%	49%	2%	169
<b>Attend Religious Services</b>					
1 or More Services A Week	56%	5%	38%	1%	472
1-2 Times a Month	45%	3%	50%	1%	184
Less Often	47%	6%	48%	0%	365
Never	41%	9%	50%	0%	113
<b>Employment Status</b>					
Employed	51%	4%	44%	1%	786
Unemployed/Not Working	46%	8%	44%	1%	385
<b>Region</b>					
Northeast	37%	9%	53%	2%	218
Midwest	48%	4%	47%	1%	257
South	56%	5%	38%	0%	440
West	49%	6%	44%	1%	271

## What Is Your Favorite Activity For Day After Thanksgiving?

	<u>Holiday Shopping</u> 14%	<u>Watching TV/ Football</u> 20%	<u>Eating Leftovers</u> 14%	<u>Relaxing/ Napping</u> 15%	<u>With Friends/ Family</u> 12%	<u>Christmas Tree/ Decorations</u> 3%	<u>Has To Work</u> 4%
<b>NATIONWIDE</b>							
<b>Black Friday Shopper</b>							
Yes	39%	15%	17%	7%	7%	4%	2%
No	4%	22%	13%	18%	13%	3%	5%
<b>Age</b>							
18 to 34	18%	20%	18%	18%	12%	3%	3%
35 to 49	19%	19%	14%	16%	8%	4%	4%
50 to 64	10%	19%	13%	12%	15%	4%	5%
65 and over	7%	24%	10%	16%	9%	3%	4%
<b>Children in Household</b>							
Yes	18%	21%	13%	14%	11%	4%	5%
No	13%	20%	14%	15%	12%	3%	4%
<b>Highest Level of Education</b>							
High school or less	9%	22%	18%	16%	12%	2%	3%
Some college	19%	20%	12%	16%	7%	3%	8%
College graduate	13%	20%	14%	16%	12%	5%	2%
Post-graduate	13%	18%	12%	11%	18%	2%	2%
<b>Income</b>							
Less than \$60K	15%	21%	17%	15%	10%	4%	3%
\$60K to \$100K	17%	22%	11%	19%	14%	3%	5%
\$100K or more	9%	24%	10%	10%	9%	6%	5%
<b>Sex</b>							
Male	9%	27%	14%	14%	10%	3%	5%
Female	19%	13%	14%	16%	13%	4%	4%
<b>Party Identification</b>							
Democrat	15%	19%	18%	16%	12%	3%	3%
Independent	12%	18%	14%	15%	11%	3%	4%
Republican	17%	23%	9%	14%	11%	4%	4%
<b>Religion</b>							
Protestant	13%	20%	13%	15%	13%	4%	4%
Catholic	17%	22%	14%	12%	12%	1%	4%
Other	16%	16%	14%	20%	10%	1%	3%
No Religion	11%	22%	19%	14%	9%	4%	6%
<b>Attend Religious Services</b>							
1 or More Services A Week	16%	21%	12%	12%	13%	3%	3%
1-2 Times a Month	18%	29%	12%	10%	13%	2%	4%
Less Often	12%	16%	15%	20%	8%	4%	6%
Never	5%	18%	20%	15%	15%	8%	4%
<b>Employment Status</b>							
Employed	15%	21%	14%	14%	12%	3%	5%
Unemployed/Not Working	12%	19%	14%	15%	12%	3%	1%
<b>Region</b>							
Northeast	12%	18%	18%	14%	10%	1%	9%
Midwest	12%	22%	12%	13%	11%	4%	7%
South	16%	20%	13%	17%	11%	4%	1%
West	14%	21%	14%	14%	14%	2%	3%

## What Is Your Favorite Activity For Day After Thanksgiving?

NATIONWIDE	<u>Yard Work/ Chores</u> 1%	<u>Exercise/ Outdoor Activities</u> 5%	<u>Other</u> 7%	<u>All Equal</u> 4%	<u>DK</u> 1%	<u>(N=)</u> 1187
<b>Black Friday Shopper</b>						
Yes	0%	2%	4%	3%	0%	334
No	2%	6%	9%	4%	1%	853
<b>Age</b>						
18 to 34	0%	2%	5%	1%	1%	347
35 to 49	1%	7%	5%	3%	0%	295
50 to 64	2%	7%	8%	4%	1%	285
65 and over	2%	5%	12%	5%	2%	188
<b>Children in Household</b>						
Yes	1%	7%	4%	3%	0%	357
No	2%	4%	9%	4%	1%	823
<b>Highest Level of Education</b>						
High school or less	1%	3%	8%	3%	2%	265
Some college	2%	4%	6%	4%	0%	349
College graduate	1%	5%	8%	3%	0%	383
Post-graduate	1%	10%	8%	4%	1%	178
<b>Income</b>						
Less than \$60K	2%	4%	6%	3%	1%	357
\$60K to \$100K	0%	3%	4%	2%	0%	206
\$100K or more	1%	9%	12%	4%	0%	211
<b>Sex</b>						
Male	1%	6%	7%	5%	0%	586
Female	1%	4%	8%	3%	1%	601
<b>Party Identification</b>						
Democrat	0%	4%	6%	3%	0%	444
Independent	2%	6%	11%	4%	1%	273
Republican	2%	5%	7%	4%	1%	357
<b>Religion</b>						
Protestant	1%	4%	8%	3%	1%	520
Catholic	2%	5%	7%	3%	0%	305
Other	2%	7%	7%	3%	1%	125
No Religion	1%	6%	7%	2%	1%	169
<b>Attend Religious Services</b>						
1 or More Services A Week	2%	4%	8%	4%	1%	474
1-2 Times a Month	1%	5%	4%	2%	0%	184
Less Often	1%	7%	8%	3%	1%	365
Never	1%	4%	6%	3%	1%	112
<b>Employment Status</b>						
Employed	1%	5%	5%	4%	0%	787
Unemployed/Not Working	2%	5%	11%	4%	2%	385
<b>Region</b>						
Northeast	1%	5%	5%	5%	0%	218
Midwest	1%	4%	11%	2%	1%	257
South	1%	4%	8%	4%	0%	440
West	2%	8%	5%	3%	1%	273

## When Do You Plan To Start Holiday Shopping This Year?

	<u>Before Thanksgiving</u> 32%	<u>On Thanksgiving</u> 4%	<u>Soon After Thanksgiving</u> 31%	<u>The Middle Of December</u> 16%	<u>The Last Minute</u> 9%	<u>DK</u> 7%	<u>(N=)</u> 1163
<b>NATIONWIDE</b>							
<b>Black Friday Shopper</b>							
Yes	30%	13%	43%	7%	5%	3%	334
No	34%	0%	26%	20%	11%	9%	828
<b>Age</b>							
18 to 34	22%	8%	37%	18%	10%	5%	342
35 to 49	39%	4%	34%	12%	6%	4%	292
50 to 64	32%	2%	30%	19%	10%	7%	276
65 and over	38%	0%	22%	17%	10%	13%	184
<b>Children in Household</b>							
Yes	36%	5%	33%	15%	7%	3%	356
No	31%	3%	30%	17%	10%	9%	803
<b>Highest Level of Education</b>							
High school or less	23%	6%	34%	17%	10%	10%	260
Some college	32%	7%	31%	14%	10%	7%	339
College graduate	34%	1%	34%	17%	8%	6%	382
Post-graduate	45%	2%	21%	19%	9%	4%	174
<b>Income</b>							
Less than \$60K	29%	6%	31%	15%	11%	8%	352
\$60K to \$100K	30%	4%	34%	19%	6%	6%	202
\$100K or more	36%	1%	30%	21%	11%	2%	209
<b>Sex</b>							
Male	25%	6%	35%	16%	11%	7%	578
Female	40%	2%	28%	16%	7%	8%	585
<b>Party Identification</b>							
Democrat	29%	4%	33%	18%	10%	6%	437
Independent	29%	6%	32%	10%	11%	11%	269
Republican	39%	3%	29%	18%	8%	4%	352
<b>Religion</b>							
Protestant	32%	3%	33%	15%	9%	8%	507
Catholic	29%	4%	34%	20%	10%	4%	304
Other	45%	4%	18%	12%	14%	7%	121
No Religion	24%	8%	34%	17%	6%	11%	167
<b>Attend Religious Services</b>							
1 or More Services A Week	32%	5%	29%	17%	9%	8%	465
1-2 Times a Month	28%	5%	41%	17%	6%	4%	182
Less Often	34%	3%	30%	14%	12%	7%	362
Never	34%	1%	30%	17%	9%	8%	109
<b>Employment Status</b>							
Employed	33%	3%	35%	16%	9%	5%	774
Unemployed/Not Working	32%	6%	24%	18%	9%	10%	376
<b>Region</b>							
Northeast	26%	2%	31%	12%	14%	13%	215
Midwest	32%	6%	31%	18%	8%	4%	254
South	38%	4%	29%	14%	8%	8%	429
West	30%	3%	34%	20%	8%	5%	265

## Are You Planning On Going Shopping On Thanksgiving?

	<u>Yes</u> 7%	<u>No</u> 90%	<u>DK</u> 2%	<u>(N=)</u> 1181
<b>NATIONWIDE</b>				
<b>Black Friday Shopper</b>				
Yes	26%	72%	3%	334
No	0%	98%	2%	847
<b>Age</b>				
18 to 34	11%	87%	3%	344
35 to 49	10%	89%	2%	296
50 to 64	4%	94%	2%	282
65 and over	4%	95%	2%	187
<b>Children in Household</b>				
Yes	10%	88%	2%	357
No	6%	92%	2%	818
<b>Highest Level of Education</b>				
High school or less	10%	86%	3%	264
Some college	10%	89%	1%	344
College graduate	6%	91%	3%	384
Post-graduate	0%	99%	1%	177
<b>Income</b>				
Less than \$60K	11%	87%	3%	354
\$60K to \$100K	5%	94%	1%	203
\$100K or more	5%	93%	2%	210
<b>Sex</b>				
Male	10%	89%	1%	585
Female	5%	92%	4%	596
<b>Party Identification</b>				
Democrat	10%	87%	3%	441
Independent	8%	91%	1%	273
Republican	4%	94%	2%	355
<b>Religion</b>				
Protestant	6%	91%	3%	517
Catholic	8%	91%	2%	305
Other	12%	88%	0%	122
No Religion	9%	88%	3%	169
<b>Attend Religious Services</b>				
1 or More Services A Week	10%	87%	4%	474
1-2 Times a Month	5%	94%	1%	182
Less Often	6%	93%	1%	364
Never	6%	93%	1%	112
<b>Employment Status</b>				
Employed	7%	91%	2%	785
Unemployed/Not Working	8%	89%	2%	382
<b>Region</b>				
Northeast	4%	95%	1%	217
Midwest	10%	88%	1%	257
South	8%	89%	3%	434
West	6%	91%	3%	273

## Are You Planning On Going Shopping On Black Friday?

	<u>Yes</u> 27%	<u>No</u> 69%	<u>DK</u> 4%	<u>(N=)</u> 1183
<b>NATIONWIDE</b>				
<b>Black Friday Shopper</b>				
Yes	95%	5%	0%	334
No	0%	94%	6%	849
<b>Age</b>				
18 to 34	40%	56%	4%	344
35 to 49	33%	63%	4%	296
50 to 64	17%	78%	5%	284
65 and over	12%	85%	3%	187
<b>Children in Household</b>				
Yes	31%	64%	5%	357
No	25%	71%	4%	820
<b>Highest Level of Education</b>				
High school or less	29%	66%	5%	264
Some college	29%	67%	4%	346
College graduate	28%	68%	4%	384
Post-graduate	17%	79%	3%	177
<b>Income</b>				
Less than \$60K	27%	69%	4%	356
\$60K to \$100K	35%	61%	4%	203
\$100K or more	22%	72%	6%	210
<b>Sex</b>				
Male	29%	68%	3%	585
Female	24%	70%	6%	598
<b>Party Identification</b>				
Democrat	27%	67%	6%	441
Independent	32%	65%	3%	274
Republican	26%	71%	3%	355
<b>Religion</b>				
Protestant	28%	68%	4%	519
Catholic	25%	71%	5%	305
Other	30%	68%	2%	122
No Religion	27%	68%	5%	169
<b>Attend Religious Services</b>				
1 or More Services A Week	27%	68%	4%	474
1-2 Times a Month	34%	63%	3%	184
Less Often	25%	70%	5%	364
Never	23%	73%	3%	112
<b>Employment Status</b>				
Employed	31%	65%	4%	785
Unemployed/Not Working	18%	77%	4%	384
<b>Region</b>				
Northeast	28%	67%	5%	217
Midwest	24%	73%	3%	257
South	29%	66%	5%	436
West	24%	72%	4%	273

## Are You Planning On Going Shopping On Cyber Monday?

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>36%</b>	<b>56%</b>	<b>8%</b>	<b>1183</b>
<b>Black Friday Shopper</b>				
Yes	50%	43%	6%	334
No	31%	61%	8%	849
<b>Age</b>				
18 to 34	48%	45%	7%	344
35 to 49	42%	49%	9%	296
50 to 64	32%	59%	9%	284
65 and over	17%	77%	6%	187
<b>Children in Household</b>				
Yes	44%	49%	7%	357
No	33%	59%	8%	820
<b>Highest Level of Education</b>				
High school or less	28%	64%	8%	264
Some college	36%	60%	4%	346
College graduate	45%	46%	9%	384
Post-graduate	30%	59%	11%	177
<b>Income</b>				
Less than \$60K	34%	61%	6%	356
\$60K to \$100K	44%	46%	9%	203
\$100K or more	42%	52%	6%	210
<b>Sex</b>				
Male	37%	55%	8%	585
Female	35%	58%	7%	598
<b>Party Identification</b>				
Democrat	38%	54%	8%	441
Independent	41%	53%	6%	274
Republican	35%	56%	9%	355
<b>Religion</b>				
Protestant	36%	57%	7%	519
Catholic	33%	57%	10%	305
Other	36%	52%	11%	122
No Religion	44%	52%	4%	169
<b>Attend Religious Services</b>				
1 or More Services A Week	38%	54%	8%	474
1-2 Times a Month	38%	57%	5%	184
Less Often	36%	56%	8%	364
Never	38%	55%	8%	112
<b>Employment Status</b>				
Employed	41%	51%	8%	785
Unemployed/Not Working	27%	65%	8%	384
<b>Region</b>				
Northeast	31%	62%	6%	217
Midwest	36%	58%	6%	257
South	37%	55%	8%	436
West	39%	53%	9%	273

**On Thanksgiving/Black Friday Do You Plan To Shop In Person At The Stores?**

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>92%</b>	<b>8%</b>	<b>0%</b>	<b>334</b>
<b>Black Friday Shopper</b>				
Yes	92%	8%	0%	334
<b>Age</b>				
18 to 34	91%	9%	0%	147
35 to 49	91%	8%	0%	101
50 to 64	93%	7%	0%	50
65 and over	96%	1%	3%	26
<b>Children in Household</b>				
Yes	92%	8%	0%	115
No	91%	8%	1%	218
<b>Highest Level of Education</b>				
High school or less	90%	10%	0%	82
Some college	93%	6%	1%	107
College graduate	92%	8%	0%	110
Post-graduate	88%	11%	2%	31
<b>Income</b>				
Less than \$60K	90%	10%	0%	107
\$60K to \$100K	89%	11%	0%	71
\$100K or more	85%	14%	1%	46
<b>Sex</b>				
Male	90%	10%	0%	182
Female	94%	6%	1%	153
<b>Party Identification</b>				
Democrat	87%	12%	0%	132
Independent	94%	6%	0%	90
Republican	95%	5%	0%	94
<b>Religion</b>				
Protestant	90%	10%	0%	148
Catholic	94%	4%	2%	80
Other	97%	3%	0%	41
No Religion	84%	16%	0%	52
<b>Attend Religious Services</b>				
1 or More Services A Week	94%	6%	1%	141
1-2 Times a Month	84%	15%	1%	63
Less Often	91%	9%	0%	98
Never	96%	4%	0%	26
<b>Employment Status</b>				
Employed	92%	8%	0%	251
Unemployed/Not Working	91%	8%	1%	82
<b>Region</b>				
Northeast	94%	6%	0%	63
Midwest	82%	16%	2%	66
South	94%	6%	0%	135
West	93%	7%	0%	71



**On Thanksgiving/Black Friday Do You Plan To Shop Online?**

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>47%</b>	<b>47%</b>	<b>6%</b>	<b>334</b>
<b>Black Friday Shopper</b>				
Yes	47%	47%	6%	334
<b>Age</b>				
18 to 34	53%	37%	10%	147
35 to 49	52%	46%	2%	101
50 to 64	39%	57%	4%	50
65 and over	20%	76%	4%	26
<b>Children in Household</b>				
Yes	50%	46%	5%	115
No	46%	47%	7%	218
<b>Highest Level of Education</b>				
High school or less	37%	53%	10%	82
Some college	40%	56%	4%	107
College graduate	60%	33%	6%	110
Post-graduate	58%	39%	3%	31
<b>Income</b>				
Less than \$60K	51%	44%	6%	107
\$60K to \$100K	56%	39%	6%	71
\$100K or more	46%	43%	11%	46
<b>Sex</b>				
Male	49%	45%	6%	182
Female	45%	49%	6%	153
<b>Party Identification</b>				
Democrat	42%	47%	11%	132
Independent	60%	39%	1%	90
Republican	46%	52%	2%	94
<b>Religion</b>				
Protestant	41%	49%	10%	148
Catholic	33%	63%	4%	80
Other	60%	40%	0%	41
No Religion	75%	22%	3%	52
<b>Attend Religious Services</b>				
1 or More Services A Week	48%	44%	8%	141
1-2 Times a Month	48%	50%	3%	63
Less Often	40%	53%	6%	98
Never	79%	21%	0%	26
<b>Employment Status</b>				
Employed	47%	46%	7%	251
Unemployed/Not Working	49%	47%	4%	82
<b>Region</b>				
Northeast	45%	46%	9%	63
Midwest	46%	49%	5%	66
South	49%	47%	4%	135
West	48%	44%	9%	71

## Why Do Shop on Black Friday: It's a Family Holiday Tradition?

	<u>Yes</u> 40%	<u>No</u> 60%	<u>(N=)</u> 334
<b>NATIONWIDE</b>			
<b>Black Friday Shopper</b>			
Yes	40%	60%	334
<b>Age</b>			
18 to 34	30%	70%	147
35 to 49	42%	58%	101
50 to 64	47%	53%	50
65 and over	52%	48%	26
<b>Children in Household</b>			
Yes	43%	57%	115
No	38%	62%	218
<b>Highest Level of Education</b>			
High school or less	29%	71%	82
Some college	52%	48%	107
College graduate	34%	66%	110
Post-graduate	47%	53%	31
<b>Income</b>			
Less than \$60K	38%	62%	107
\$60K to \$100K	43%	57%	71
\$100K or more	36%	64%	46
<b>Sex</b>			
Male	29%	71%	182
Female	52%	48%	153
<b>Party Identification</b>			
Democrat	37%	63%	132
Independent	23%	77%	90
Republican	53%	47%	94
<b>Religion</b>			
Protestant	39%	61%	148
Catholic	51%	49%	80
Other	37%	63%	41
No Religion	31%	69%	52
<b>Attend Religious Services</b>			
1 or More Services A Week	45%	55%	141
1-2 Times a Month	40%	60%	63
Less Often	35%	65%	98
Never	19%	81%	26
<b>Employment Status</b>			
Employed	36%	64%	251
Unemployed/Not Working	50%	50%	82
<b>Region</b>			
Northeast	43%	57%	63
Midwest	47%	53%	66
South	38%	62%	135
West	33%	67%	71

## Why Do Shop on Black Friday: Get Holiday Shopping Done well before Christmas

	<u>Yes</u> 71%	<u>No</u> 29%	<u>DK</u> 0%	<u>(N=)</u> 334
<b>NATIONWIDE</b>				
<b>Black Friday Shopper</b>				
Yes	71%	29%	0%	334
<b>Age</b>				
18 to 34	66%	34%	0%	147
35 to 49	77%	23%	0%	101
50 to 64	68%	32%	0%	50
65 and over	80%	20%	0%	26
<b>Children in Household</b>				
Yes	78%	21%	1%	115
No	68%	32%	0%	218
<b>Highest Level of Education</b>				
High school or less	72%	28%	0%	82
Some college	80%	20%	0%	107
College graduate	64%	35%	1%	110
Post-graduate	66%	34%	0%	31
<b>Income</b>				
Less than \$60K	74%	26%	0%	107
\$60K to \$100K	79%	21%	0%	71
\$100K or more	62%	38%	0%	46
<b>Sex</b>				
Male	72%	28%	0%	182
Female	70%	29%	1%	153
<b>Party Identification</b>				
Democrat	69%	31%	0%	132
Independent	75%	24%	1%	90
Republican	71%	29%	0%	94
<b>Religion</b>				
Protestant	75%	25%	1%	148
Catholic	73%	27%	0%	80
Other	66%	34%	0%	41
No Religion	65%	35%	0%	52
<b>Attend Religious Services</b>				
1 or More Services A Week	77%	22%	1%	141
1-2 Times a Month	80%	20%	0%	63
Less Often	67%	33%	0%	98
Never	34%	66%	0%	26
<b>Employment Status</b>				
Employed	70%	29%	0%	251
Unemployed/Not Working	74%	26%	0%	82
<b>Region</b>				
Northeast	57%	41%	1%	63
Midwest	78%	22%	0%	66
South	78%	22%	0%	135
West	63%	37%	0%	71

## Why Do Shop on Black Friday: Sales Are Good and Prices Are Cheaper

	<u>Yes</u> 91%	<u>No</u> 9%	<u>DK</u> 1%	<u>(N=)</u> 334
<b>NATIONWIDE</b>				
<b>Black Friday Shopper</b>				
Yes	91%	9%	1%	334
<b>Age</b>				
18 to 34	91%	9%	0%	147
35 to 49	89%	9%	2%	101
50 to 64	89%	11%	0%	50
65 and over	94%	6%	0%	26
<b>Children in Household</b>				
Yes	88%	10%	2%	115
No	92%	8%	0%	217
<b>Highest Level of Education</b>				
High school or less	88%	12%	0%	82
Some college	92%	7%	1%	107
College graduate	90%	9%	1%	110
Post-graduate	96%	4%	0%	31
<b>Income</b>				
Less than \$60K	92%	7%	1%	107
\$60K to \$100K	92%	8%	0%	71
\$100K or more	89%	11%	0%	46
<b>Sex</b>				
Male	91%	9%	0%	182
Female	90%	9%	1%	152
<b>Party Identification</b>				
Democrat	86%	14%	0%	132
Independent	96%	4%	0%	90
Republican	91%	7%	2%	94
<b>Religion</b>				
Protestant	89%	9%	1%	148
Catholic	90%	10%	0%	80
Other	89%	11%	0%	41
No Religion	95%	5%	0%	52
<b>Attend Religious Services</b>				
1 or More Services A Week	88%	11%	1%	141
1-2 Times a Month	89%	11%	0%	63
Less Often	94%	5%	1%	98
Never	94%	6%	0%	26
<b>Employment Status</b>				
Employed	90%	9%	1%	251
Unemployed/Not Working	93%	7%	0%	82
<b>Region</b>				
Northeast	92%	8%	0%	63
Midwest	91%	9%	0%	66
South	91%	7%	2%	135
West	87%	13%	0%	71

## Why Do Shop on Black Friday: Better Selection of Merchandise

	<u>Yes</u> 45%	<u>No</u> 52%	<u>DK</u> 3%	<u>(N=)</u> 334
<b>NATIONWIDE</b>				
<b>Black Friday Shopper</b>				
Yes	45%	52%	3%	334
<b>Age</b>				
18 to 34	43%	57%	0%	147
35 to 49	43%	50%	7%	101
50 to 64	53%	47%	0%	50
65 and over	55%	38%	7%	26
<b>Children in Household</b>				
Yes	48%	46%	6%	115
No	43%	56%	1%	218
<b>Highest Level of Education</b>				
High school or less	49%	51%	0%	82
Some college	44%	52%	4%	107
College graduate	47%	50%	3%	110
Post-graduate	25%	68%	7%	31
<b>Income</b>				
Less than \$60K	49%	50%	1%	107
\$60K to \$100K	45%	50%	4%	71
\$100K or more	34%	62%	4%	46
<b>Sex</b>				
Male	44%	52%	4%	182
Female	46%	52%	2%	153
<b>Party Identification</b>				
Democrat	48%	50%	1%	132
Independent	44%	53%	3%	90
Republican	39%	55%	5%	94
<b>Religion</b>				
Protestant	47%	49%	4%	148
Catholic	44%	56%	1%	80
Other	47%	48%	5%	41
No Religion	38%	62%	0%	52
<b>Attend Religious Services</b>				
1 or More Services A Week	46%	49%	5%	141
1-2 Times a Month	51%	46%	3%	63
Less Often	42%	57%	1%	98
Never	32%	68%	0%	26
<b>Employment Status</b>				
Employed	42%	55%	3%	251
Unemployed/Not Working	55%	43%	2%	82
<b>Region</b>				
Northeast	41%	54%	4%	63
Midwest	52%	42%	5%	66
South	46%	51%	2%	135
West	39%	61%	0%	71

**Approve of Stores Opening on Thanksgiving Day For Black Friday Sales?**

	<u>Approve Strongly</u> 9%	<u>Approve Somewhat</u> 7%	<u>Neutral</u> 34%	<u>Disapprove Somewhat</u> 12%	<u>Disapprove Strongly</u> 37%	<u>DK</u> 1%	<u>(N=)</u> 1185
<b>NATIONWIDE</b>							
<b>Black Friday Shopper</b>							
Yes	17%	13%	31%	11%	28%	1%	334
No	5%	5%	35%	13%	40%	2%	851
<b>Age</b>							
18 to 34	14%	11%	33%	11%	30%	1%	345
35 to 49	7%	7%	37%	13%	35%	1%	296
50 to 64	6%	3%	31%	14%	44%	2%	285
65 and over	4%	7%	36%	12%	40%	1%	188
<b>Children in Household</b>							
Yes	10%	10%	34%	11%	34%	0%	357
No	8%	6%	34%	13%	38%	2%	822
<b>Highest Level of Education</b>							
High school or less	10%	11%	37%	10%	30%	2%	264
Some college	9%	8%	35%	9%	38%	1%	347
College graduate	8%	5%	32%	13%	42%	1%	384
Post-graduate	4%	6%	33%	20%	36%	2%	178
<b>Income</b>							
Less than \$60K	12%	8%	34%	11%	33%	2%	357
\$60K to \$100K	7%	7%	34%	16%	36%	1%	206
\$100K or more	6%	4%	36%	12%	40%	0%	211
<b>Sex</b>							
Male	11%	8%	40%	10%	30%	1%	587
Female	6%	7%	28%	14%	44%	2%	599
<b>Party Identification</b>							
Democrat	11%	12%	33%	13%	30%	1%	444
Independent	11%	4%	33%	10%	42%	1%	272
Republican	5%	5%	34%	15%	40%	1%	357
<b>Religion</b>							
Protestant	7%	6%	36%	15%	36%	1%	518
Catholic	6%	13%	29%	12%	40%	1%	305
Other	15%	6%	34%	10%	32%	3%	125
No Religion	12%	4%	40%	7%	36%	2%	170
<b>Attend Religious Services</b>							
1 or More Services A Week	9%	8%	30%	10%	42%	1%	472
1-2 Times a Month	6%	17%	31%	16%	30%	0%	184
Less Often	9%	3%	39%	14%	33%	1%	365
Never	8%	5%	38%	9%	37%	3%	113
<b>Employment Status</b>							
Employed	9%	7%	33%	12%	38%	1%	786
Unemployed/Not Working	8%	7%	37%	13%	33%	1%	385
<b>Region</b>							
Northeast	5%	9%	34%	7%	44%	1%	218
Midwest	9%	7%	33%	10%	40%	1%	257
South	10%	7%	35%	14%	33%	1%	439
West	8%	7%	33%	15%	35%	1%	271

**When Should Stores Open For Black Friday Sales?**

	<b>Whenever They Want Want Including <u>Thanksgiving Day</u></b> <b>34%</b>	<b>Wait Until Midnight Midnight When <u>Celebrations Are Over</u></b> <b>16%</b>	<b>Wait Until <u>Friday Morning</u></b> <b>46%</b>	<b><u>DK</u></b> <b>4%</b>	<b><u>(N=)</u></b> <b>1179</b>
<b>NATIONWIDE</b>					
<b>Black Friday Shopper</b>					
Yes	34%	34%	31%	1%	334
No	34%	9%	52%	5%	845
<b>Age</b>					
18 to 34	31%	24%	43%	3%	347
35 to 49	41%	18%	38%	2%	294
50 to 64	32%	11%	53%	4%	281
65 and over	33%	10%	50%	8%	187
<b>Children in Household</b>					
Yes	41%	18%	37%	4%	357
No	31%	16%	49%	4%	816
<b>Highest Level of Education</b>					
High school or less	31%	20%	47%	3%	264
Some college	36%	15%	45%	4%	348
College graduate	33%	17%	45%	5%	382
Post-graduate	37%	12%	47%	4%	173
<b>Income</b>					
Less than \$60K	31%	21%	44%	4%	353
\$60K to \$100K	31%	19%	47%	3%	206
\$100K or more	41%	10%	46%	2%	210
<b>Sex</b>					
Male	40%	17%	39%	3%	584
Female	28%	15%	52%	5%	595
<b>Party Identification</b>					
Democrat	35%	16%	44%	5%	442
Independent	32%	21%	44%	3%	274
Republican	35%	15%	47%	3%	353
<b>Religion</b>					
Protestant	33%	18%	45%	4%	515
Catholic	35%	14%	48%	3%	305
Other	44%	11%	43%	2%	124
No Religion	28%	23%	43%	6%	169
<b>Attend Religious Services</b>					
1 or More Services A Week	32%	15%	48%	5%	471
1-2 Times a Month	38%	15%	44%	3%	183
Less Often	34%	19%	44%	3%	363
Never	40%	17%	39%	4%	112
<b>Employment Status</b>					
Employed	36%	18%	44%	3%	784
Unemployed/Not Working	31%	14%	48%	6%	382
<b>Region</b>					
Northeast	30%	19%	48%	3%	217
Midwest	33%	16%	47%	4%	253
South	37%	17%	42%	4%	437
West	33%	14%	49%	4%	272

## How Does A Store Opening On Thanksgiving Affect Your Opinion Of It?

	<u>Much More Positively</u> 4%	<u>Somewhat More Positively</u> 2%	<u>Somewhat More Negatively</u> 16%	<u>Much More Negatively</u> 18%	<u>Makes No Difference</u> 60%	<u>DK</u> 0%	<u>(N=)</u> 1186
<b>NATIONWIDE</b>							
<b>Black Friday Shopper</b>							
Yes	9%	4%	14%	10%	62%	0%	334
No	1%	1%	17%	21%	59%	0%	851
<b>Age</b>							
18 to 34	6%	0%	16%	14%	64%	0%	347
35 to 49	4%	4%	18%	20%	53%	0%	295
50 to 64	3%	1%	13%	22%	61%	0%	283
65 and over	2%	1%	17%	16%	64%	0%	189
<b>Children in Household</b>							
Yes	5%	3%	15%	18%	59%	0%	357
No	3%	1%	17%	18%	61%	0%	822
<b>Highest Level of Education</b>							
High school or less	5%	2%	13%	12%	68%	0%	264
Some college	6%	1%	15%	19%	59%	0%	349
College graduate	1%	2%	19%	20%	59%	0%	384
Post-graduate	2%	3%	21%	21%	53%	0%	176
<b>Income</b>							
Less than \$60K	6%	2%	14%	18%	60%	0%	357
\$60K to \$100K	1%	2%	15%	19%	63%	0%	206
\$100K or more	3%	2%	19%	19%	57%	0%	211
<b>Sex</b>							
Male	5%	2%	18%	15%	60%	0%	587
Female	2%	2%	15%	21%	60%	0%	599
<b>Party Identification</b>							
Democrat	4%	3%	18%	15%	59%	0%	444
Independent	6%	1%	14%	19%	60%	0%	274
Republican	2%	1%	18%	20%	58%	0%	355
<b>Religion</b>							
Protestant	2%	1%	16%	18%	62%	0%	519
Catholic	1%	3%	18%	20%	59%	0%	304
Other	11%	2%	21%	10%	56%	0%	125
No Religion	8%	1%	16%	17%	58%	0%	170
<b>Attend Religious Services</b>							
1 or More Services A Week	4%	3%	16%	20%	57%	0%	474
1-2 Times a Month	4%	3%	18%	16%	60%	0%	184
Less Often	3%	1%	15%	17%	64%	0%	364
Never	4%	1%	18%	13%	64%	0%	112
<b>Employment Status</b>							
Employed	3%	2%	17%	19%	59%	0%	787
Unemployed/Not Working	4%	2%	15%	16%	63%	0%	386
<b>Region</b>							
Northeast	1%	1%	15%	20%	62%	0%	217
Midwest	4%	2%	16%	20%	57%	0%	257
South	4%	2%	16%	16%	63%	0%	439
West	5%	2%	18%	17%	57%	0%	273



**Are You More/Less Likely To Shop At A Store That Opens On Thanksgiving?**

	<u>More Likely</u>	<u>Less Likely</u>	<u>Makes No Difference</u>	<u>Will Not Shop For Holidays</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>4%</b>	<b>20%</b>	<b>74%</b>	<b>2%</b>	<b>1%</b>	<b>1185</b>
<b>Black Friday Shopper</b>						
Yes	8%	18%	73%	0%	1%	334
No	2%	20%	75%	2%	1%	851
<b>Age</b>						
18 to 34	5%	16%	76%	3%	0%	347
35 to 49	5%	24%	70%	0%	1%	296
50 to 64	2%	21%	74%	2%	1%	283
65 and over	2%	20%	74%	2%	2%	188
<b>Children in Household</b>						
Yes	5%	21%	71%	2%	1%	357
No	3%	19%	76%	2%	1%	822
<b>Highest Level of Education</b>						
High school or less	6%	14%	79%	0%	0%	264
Some college	4%	20%	74%	1%	1%	349
College graduate	3%	20%	74%	3%	1%	384
Post-graduate	2%	27%	67%	2%	2%	176
<b>Income</b>						
Less than \$60K	7%	19%	71%	2%	1%	357
\$60K to \$100K	3%	17%	76%	3%	2%	205
\$100K or more	1%	23%	76%	0%	0%	211
<b>Sex</b>						
Male	5%	16%	77%	1%	1%	587
Female	3%	23%	71%	2%	1%	599
<b>Party Identification</b>						
Democrat	5%	21%	71%	2%	0%	444
Independent	4%	21%	73%	2%	1%	274
Republican	2%	18%	78%	0%	1%	355
<b>Religion</b>						
Protestant	2%	21%	74%	2%	1%	518
Catholic	4%	20%	74%	1%	1%	305
Other	7%	16%	75%	0%	1%	125
No Religion	4%	13%	80%	3%	0%	170
<b>Attend Religious Services</b>						
1 or More Services A Week	4%	22%	71%	1%	1%	473
1-2 Times a Month	2%	27%	68%	2%	0%	184
Less Often	3%	14%	80%	1%	1%	365
Never	4%	10%	84%	2%	0%	112
<b>Employment Status</b>						
Employed	3%	19%	75%	2%	1%	788
Unemployed/Not Working	5%	20%	72%	2%	1%	385
<b>Region</b>						
Northeast	2%	20%	75%	3%	0%	218
Midwest	5%	24%	69%	0%	1%	257
South	3%	16%	78%	2%	1%	438
West	5%	21%	72%	1%	1%	273

**This Year You Plan To Do Most Of Your Shopping Online or In Person?**

	<u>Online</u>	<u>In Person</u>	<u>About The Same</u>	<u>Will Not Shop For Holidays</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>21%</b>	<b>60%</b>	<b>13%</b>	<b>5%</b>	<b>1%</b>	<b>1164</b>
<b>Black Friday Shopper</b>						
Yes	17%	67%	15%	1%	0%	334
No	22%	57%	13%	7%	1%	829
<b>Age</b>						
18 to 34	25%	61%	11%	3%	1%	337
35 to 49	22%	58%	17%	3%	1%	296
50 to 64	21%	61%	13%	4%	1%	277
65 and over	13%	61%	13%	10%	2%	183
<b>Children in Household</b>						
Yes	25%	57%	16%	2%	1%	351
No	19%	61%	12%	6%	1%	806
<b>Highest Level of Education</b>						
High school or less	14%	66%	12%	7%	1%	262
Some college	15%	62%	15%	6%	2%	345
College graduate	28%	56%	12%	3%	1%	373
Post-graduate	27%	54%	15%	2%	1%	172
<b>Income</b>						
Less than \$60K	18%	67%	11%	3%	1%	348
\$60K to \$100K	21%	60%	13%	4%	2%	200
\$100K or more	28%	55%	13%	3%	1%	210
<b>Sex</b>						
Male	17%	64%	15%	3%	0%	579
Female	24%	56%	12%	6%	2%	584
<b>Party Identification</b>						
Democrat	21%	65%	10%	3%	2%	433
Independent	22%	53%	19%	6%	0%	270
Republican	22%	60%	13%	4%	1%	353
<b>Religion</b>						
Protestant	20%	62%	12%	5%	1%	508
Catholic	19%	65%	12%	3%	1%	301
Other	21%	56%	14%	6%	3%	124
No Religion	25%	50%	19%	5%	2%	163
<b>Attend Religious Services</b>						
1 or More Services A Week	21%	62%	12%	5%	1%	467
1-2 Times a Month	18%	65%	13%	3%	0%	180
Less Often	23%	60%	13%	3%	1%	360
Never	20%	48%	24%	8%	0%	107
<b>Employment Status</b>						
Employed	21%	60%	16%	3%	1%	773
Unemployed/Not Working	21%	61%	9%	7%	1%	378
<b>Region</b>						
Northeast	18%	57%	17%	7%	2%	210
Midwest	19%	63%	14%	4%	1%	255
South	23%	60%	11%	5%	1%	428
West	20%	60%	15%	4%	1%	270

## What Is The Main Reason You Shop Online?

	<u>Save Time</u>	<u>Special Deals</u>	<u>Avoid Carrying Purchases</u>	<u>Ensure Getting Merchandise They Need</u>	<u>Retailers Don't Live Close To Them</u>	<u>Other</u>	<u>Do Not Shop Online</u>	<u>Will Not Shop For Holidays</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>24%</b>	<b>18%</b>	<b>2%</b>	<b>11%</b>	<b>8%</b>	<b>16%</b>	<b>18%</b>	<b>0%</b>	<b>3%</b>	<b>1104</b>
<b>Black Friday Shopper</b>										
Yes	22%	23%	1%	13%	10%	11%	16%	1%	3%	330
No	25%	16%	2%	11%	6%	18%	19%	0%	3%	774
<b>Age</b>										
18 to 34	28%	19%	2%	13%	11%	15%	8%	0%	3%	326
35 to 49	30%	19%	1%	13%	7%	14%	14%	0%	3%	288
50 to 64	21%	18%	2%	10%	6%	20%	20%	0%	2%	265
65 and over	15%	13%	3%	9%	6%	12%	36%	0%	4%	164
<b>Children in Household</b>										
Yes	27%	17%	3%	13%	9%	14%	14%	0%	4%	344
No	23%	18%	1%	11%	7%	17%	19%	0%	3%	753
<b>Highest Level of Education</b>										
High school or less	14%	15%	2%	12%	7%	14%	31%	1%	3%	243
Some college	22%	21%	1%	9%	10%	15%	15%	0%	5%	323
College graduate	28%	18%	2%	13%	6%	17%	15%	0%	1%	359
Post-graduate	36%	17%	3%	11%	8%	15%	8%	0%	3%	169
<b>Income</b>										
Less than \$60K	22%	19%	1%	10%	9%	12%	24%	0%	2%	338
\$60K to \$100K	23%	20%	2%	15%	7%	13%	13%	0%	6%	193
\$100K or more	28%	23%	2%	11%	6%	21%	8%	0%	2%	204
<b>Sex</b>										
Male	26%	20%	2%	11%	8%	14%	15%	0%	3%	558
Female	22%	15%	2%	12%	7%	17%	21%	0%	3%	546
<b>Party Identification</b>										
Democrat	26%	18%	2%	11%	7%	18%	15%	0%	3%	419
Independent	22%	14%	1%	13%	9%	18%	21%	0%	3%	253
Republican	26%	20%	3%	12%	8%	13%	16%	0%	3%	335
<b>Religion</b>										
Protestant	20%	19%	2%	13%	8%	16%	19%	0%	2%	480
Catholic	30%	17%	3%	7%	6%	13%	18%	0%	4%	291
Other	28%	7%	4%	15%	8%	16%	17%	0%	6%	117
No Religion	24%	22%	1%	12%	11%	17%	11%	0%	2%	156
<b>Attend Religious Services</b>										
1 or More Services A Week	24%	17%	2%	9%	8%	16%	21%	0%	2%	440
1-2 Times a Month	30%	20%	1%	11%	12%	8%	12%	0%	6%	174
Less Often	22%	18%	3%	14%	5%	20%	16%	0%	2%	349
Never	23%	20%	1%	18%	8%	14%	14%	0%	2%	99
<b>Employment Status</b>										
Employed	28%	18%	2%	12%	7%	16%	13%	0%	3%	748
Unemployed/Not Working	16%	18%	2%	10%	8%	14%	28%	0%	4%	348
<b>Region</b>										
Northeast	28%	16%	3%	11%	5%	17%	17%	0%	3%	195
Midwest	19%	17%	1%	10%	15%	16%	19%	1%	1%	246
South	25%	18%	1%	12%	5%	15%	19%	0%	4%	404
West	24%	19%	3%	12%	6%	16%	17%	0%	4%	260

## Main Way You Do Holiday Shopping

	<u>Big Box Stores</u>	<u>Dept. Stores</u>	<u>Online</u>	<u>Local Non-Chain Stores</u>	<u>Chain Stores</u>	<u>Mail-Order Catalogues</u>	<u>Luxury Stores</u>	<u>Will Not Shop For Holidays</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	26%	23%	23%	11%	9%	2%	2%	2%	3%	1102
<b>Black Friday Shopper</b>										
Yes	35%	26%	19%	6%	9%	1%	2%	1%	2%	330
No	22%	21%	25%	13%	8%	2%	2%	2%	4%	772
<b>Age</b>										
18 to 34	26%	25%	28%	9%	9%	0%	1%	0%	2%	327
35 to 49	32%	19%	22%	10%	9%	2%	4%	1%	2%	288
50 to 64	22%	26%	21%	12%	9%	2%	0%	3%	4%	265
65 and over	26%	19%	19%	16%	7%	5%	0%	2%	5%	163
<b>Children in Household</b>										
Yes	32%	20%	25%	9%	7%	1%	3%	1%	3%	344
No	23%	24%	23%	12%	9%	2%	1%	2%	3%	750
<b>Highest Level of Education</b>										
High school or less	38%	20%	16%	10%	6%	2%	1%	3%	4%	242
Some college	31%	23%	20%	11%	9%	2%	1%	0%	2%	322
College graduate	21%	26%	24%	9%	9%	2%	2%	2%	3%	361
Post-graduate	8%	20%	38%	18%	7%	2%	3%	1%	3%	168
<b>Income</b>										
Less than \$60K	36%	22%	18%	10%	6%	2%	1%	3%	2%	337
\$60K to \$100K	26%	20%	27%	15%	9%	0%	2%	0%	1%	191
\$100K or more	12%	26%	30%	9%	14%	3%	2%	0%	4%	204
<b>Sex</b>										
Male	28%	21%	23%	11%	9%	1%	2%	2%	3%	556
Female	23%	25%	24%	12%	8%	2%	1%	2%	3%	546
<b>Party Identification</b>										
Democrat	21%	27%	25%	12%	8%	2%	1%	1%	3%	419
Independent	33%	14%	23%	12%	9%	1%	2%	2%	4%	249
Republican	25%	25%	24%	10%	10%	2%	1%	0%	2%	336
<b>Religion</b>										
Protestant	28%	24%	21%	12%	5%	2%	2%	1%	4%	482
Catholic	22%	31%	25%	7%	9%	2%	2%	0%	1%	289
Other	29%	17%	24%	10%	14%	1%	0%	3%	2%	115
No Religion	24%	9%	31%	14%	14%	2%	0%	2%	4%	157
<b>Attend Religious Services</b>										
1 or More Services A Week	27%	28%	21%	10%	6%	2%	1%	2%	3%	441
1-2 Times a Month	25%	27%	20%	8%	12%	2%	3%	0%	2%	174
Less Often	26%	16%	26%	15%	8%	2%	2%	2%	4%	346
Never	25%	15%	34%	12%	9%	1%	0%	2%	2%	100
<b>Employment Status</b>										
Employed	24%	24%	25%	12%	9%	1%	2%	1%	3%	747
Unemployed/Not Working	31%	22%	21%	10%	7%	3%	1%	3%	3%	345
<b>Region</b>										
Northeast	13%	32%	24%	11%	7%	3%	3%	3%	4%	197
Midwest	30%	22%	19%	14%	7%	4%	0%	1%	4%	245
South	30%	21%	26%	6%	11%	0%	1%	2%	2%	402
West	25%	21%	23%	16%	8%	2%	2%	0%	3%	258

**Second Way You Do Holiday Shopping**

	<u>Big Box Stores</u>	<u>Dept. Stores</u>	<u>Online</u>	<u>Local Non-Chain Stores</u>	<u>Chain Stores</u>	<u>Mail-Order Catalogues</u>	<u>Luxury Stores</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>28%</b>	<b>24%</b>	<b>15%</b>	<b>14%</b>	<b>12%</b>	<b>4%</b>	<b>3%</b>	<b>0%</b>	<b>548</b>
<b>Black Friday Shopper</b>									
Yes	25%	22%	16%	16%	12%	1%	6%	0%	178
No	29%	24%	14%	13%	12%	5%	2%	0%	371
<b>Age</b>									
18 to 34	37%	17%	18%	14%	11%	0%	3%	1%	154
35 to 49	21%	23%	17%	15%	10%	5%	6%	0%	156
50 to 64	30%	28%	11%	11%	13%	6%	1%	0%	128
65 and over	24%	31%	11%	11%	12%	7%	3%	0%	81
<b>Children in Household</b>									
Yes	31%	21%	15%	13%	10%	4%	5%	1%	189
No	27%	25%	15%	14%	13%	4%	2%	0%	354
<b>Highest Level of Education</b>									
High school or less	33%	25%	12%	7%	13%	4%	4%	1%	110
Some college	30%	26%	17%	7%	13%	3%	1%	0%	150
College graduate	27%	21%	16%	18%	10%	5%	3%	0%	188
Post-graduate	22%	23%	13%	20%	12%	3%	5%	0%	96
<b>Income</b>									
Less than \$60K	37%	23%	10%	12%	12%	2%	3%	1%	143
\$60K to \$100K	21%	28%	22%	7%	11%	7%	3%	0%	111
\$100K or more	28%	20%	6%	22%	10%	6%	6%	0%	112
<b>Sex</b>									
Male	27%	26%	14%	12%	10%	5%	5%	0%	273
Female	29%	21%	15%	15%	13%	3%	2%	0%	275
<b>Party Identification</b>									
Democrat	30%	24%	13%	13%	10%	3%	5%	1%	211
Independent	28%	23%	18%	11%	11%	2%	3%	0%	126
Republican	26%	24%	13%	17%	13%	6%	1%	0%	173
<b>Religion</b>									
Protestant	31%	20%	14%	12%	13%	5%	4%	1%	238
Catholic	34%	23%	12%	12%	10%	3%	3%	0%	155
Other	23%	31%	24%	6%	11%	2%	2%	0%	69
No Religion	12%	29%	11%	30%	10%	7%	2%	0%	58
<b>Attend Religious Services</b>									
1 or More Services A Week	32%	24%	12%	10%	13%	5%	2%	1%	232
1-2 Times a Month	23%	18%	19%	19%	10%	4%	7%	0%	100
Less Often	33%	23%	16%	11%	10%	3%	3%	0%	139
Never	16%	31%	10%	22%	18%	1%	2%	0%	59
<b>Employment Status</b>									
Employed	28%	22%	15%	15%	10%	3%	4%	0%	380
Unemployed/Not Working	27%	25%	13%	10%	15%	5%	1%	0%	168
<b>Region</b>									
Northeast	35%	20%	21%	9%	9%	3%	3%	0%	99
Midwest	32%	28%	7%	14%	13%	6%	1%	0%	117
South	28%	24%	13%	14%	11%	3%	4%	0%	197
West	19%	22%	18%	17%	14%	4%	4%	1%	136

**Two Main Ways You Do Holiday Shopping (Combined)**

	<u>Big Box Stores</u>	<u>Dept. Stores</u>	<u>Online</u>	<u>Local Non-Chain Stores</u>	<u>Chain Stores</u>	<u>Mail-Order Catalogues</u>	<u>Luxury Stores</u>	<u>Will Not Shop For Holidays</u>	<u>DK</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>40%</b>	<b>35%</b>	<b>31%</b>	<b>18%</b>	<b>14%</b>	<b>4%</b>	<b>3%</b>	<b>2%</b>	<b>4%</b>	<b>1102</b>
<b>Black Friday Shopper</b>										
Yes	49%	38%	28%	14%	16%	2%	5%	1%	2%	330
No	36%	33%	32%	20%	14%	5%	2%	2%	4%	772
<b>Age</b>										
18 to 34	43%	33%	37%	15%	14%	0%	2%	0%	2%	327
35 to 49	43%	31%	32%	18%	15%	4%	7%	1%	4%	288
50 to 64	37%	40%	27%	17%	15%	5%	1%	3%	4%	265
65 and over	38%	35%	25%	21%	13%	9%	2%	2%	5%	163
<b>Children in Household</b>										
Yes	49%	31%	33%	16%	12%	4%	5%	2%	3%	344
No	36%	36%	30%	18%	15%	4%	2%	2%	4%	750
<b>Highest Level of Education</b>										
High school or less	53%	31%	22%	13%	12%	4%	3%	3%	4%	242
Some college	45%	35%	28%	15%	16%	3%	1%	0%	3%	322
College graduate	35%	37%	33%	18%	15%	5%	4%	2%	4%	361
Post-graduate	21%	33%	46%	29%	14%	4%	6%	1%	5%	168
<b>Income</b>										
Less than \$60K	52%	32%	23%	15%	11%	3%	2%	3%	2%	337
\$60K to \$100K	38%	36%	40%	19%	15%	4%	4%	0%	1%	191
\$100K or more	28%	37%	33%	21%	20%	6%	5%	0%	5%	204
<b>Sex</b>										
Male	42%	34%	30%	17%	14%	4%	5%	2%	3%	556
Female	38%	35%	31%	19%	15%	4%	2%	2%	4%	546
<b>Party Identification</b>										
Democrat	36%	39%	31%	19%	13%	4%	4%	2%	3%	419
Independent	47%	26%	32%	17%	15%	3%	3%	2%	5%	249
Republican	39%	37%	31%	18%	17%	5%	2%	0%	2%	336
<b>Religion</b>										
Protestant	44%	34%	27%	18%	11%	4%	4%	2%	5%	482
Catholic	40%	44%	31%	13%	14%	4%	4%	0%	2%	289
Other	43%	36%	38%	14%	21%	2%	1%	3%	2%	115
No Religion	28%	20%	35%	25%	17%	5%	1%	2%	4%	157
<b>Attend Religious Services</b>										
1 or More Services A Week	43%	41%	27%	16%	13%	5%	2%	2%	3%	441
1-2 Times a Month	38%	38%	31%	19%	18%	4%	7%	0%	3%	174
Less Often	39%	26%	32%	19%	11%	3%	3%	2%	5%	346
Never	34%	33%	40%	24%	20%	2%	1%	2%	2%	100
<b>Employment Status</b>										
Employed	38%	35%	32%	19%	14%	3%	4%	1%	3%	747
Unemployed/Not Working	44%	34%	27%	14%	14%	5%	2%	3%	5%	345
<b>Region</b>										
Northeast	31%	42%	35%	15%	12%	5%	5%	3%	4%	197
Midwest	45%	35%	23%	21%	13%	6%	1%	1%	4%	245
South	44%	32%	32%	13%	16%	2%	4%	2%	3%	402
West	35%	33%	33%	25%	15%	4%	4%	1%	4%	258

**Does Your Family Have Enough Money For Their Shopping Needs?**

	<u>More Than Enough</u> 30%	<u>Just Enough</u> 49%	<u>Not Enough</u> 19%	<u>DK/ Not Sure</u> 2%	<u>(N=)</u> 1086
<b>NATIONWIDE</b>					
<b>Black Friday Shopper</b>					
Yes	24%	57%	16%	2%	327
No	32%	46%	20%	2%	758
<b>Age</b>					
18 to 34	25%	60%	14%	2%	325
35 to 49	28%	48%	21%	2%	285
50 to 64	36%	40%	24%	1%	258
65 and over	32%	48%	18%	2%	161
<b>Children in Household</b>					
Yes	28%	48%	20%	3%	338
No	31%	50%	18%	1%	741
<b>Highest Level of Education</b>					
High school or less	20%	47%	28%	4%	235
Some college	21%	55%	21%	3%	324
College graduate	35%	49%	15%	1%	352
Post-graduate	48%	42%	11%	0%	168
<b>Income</b>					
Less than \$60K	11%	55%	33%	2%	329
\$60K to \$100K	32%	55%	13%	0%	193
\$100K or more	53%	38%	8%	0%	204
<b>Sex</b>					
Male	34%	51%	15%	1%	549
Female	25%	48%	23%	3%	537
<b>Party Identification</b>					
Democrat	27%	56%	16%	1%	413
Independent	29%	46%	23%	2%	247
Republican	32%	47%	19%	2%	336
<b>Religion</b>					
Protestant	31%	47%	21%	1%	474
Catholic	25%	53%	17%	5%	289
Other	25%	53%	21%	1%	113
No Religion	35%	50%	14%	1%	154
<b>Attend Religious Services</b>					
1 or More Services A Week	30%	50%	17%	3%	433
1-2 Times a Month	29%	51%	19%	1%	174
Less Often	31%	49%	19%	1%	341
Never	28%	48%	23%	1%	98
<b>Employment Status</b>					
Employed	32%	49%	17%	2%	739
Unemployed/Not Working	24%	50%	23%	3%	339
<b>Region</b>					
Northeast	33%	48%	18%	1%	191
Midwest	33%	49%	16%	2%	242
South	24%	52%	21%	3%	397
West	32%	46%	20%	1%	256

**Plan To Spend More Or Less Money On Holiday Shopping This Year?**

	<u>Spend More</u> 12%	<u>Spend Less</u> 29%	<u>Spend About The Same</u> 58%	<u>DK/ Not Sure</u> 1%	<u>(N=)</u> 1088
<b>NATIONWIDE</b>					
<b>Black Friday Shopper</b>					
Yes	18%	29%	51%	2%	328
No	9%	29%	61%	1%	760
<b>Age</b>					
18 to 34	19%	27%	53%	1%	325
35 to 49	14%	32%	53%	1%	285
50 to 64	6%	31%	62%	1%	259
65 and over	5%	21%	70%	4%	162
<b>Children in Household</b>					
Yes	14%	33%	52%	1%	338
No	11%	27%	61%	2%	743
<b>Highest Level of Education</b>					
High school or less	15%	29%	53%	3%	237
Some college	8%	32%	58%	2%	324
College graduate	11%	30%	59%	1%	352
Post-graduate	16%	20%	63%	0%	168
<b>Income</b>					
Less than \$60K	9%	36%	53%	2%	329
\$60K to \$100K	14%	26%	59%	1%	193
\$100K or more	15%	19%	65%	1%	204
<b>Sex</b>					
Male	15%	23%	61%	1%	549
Female	8%	35%	55%	1%	539
<b>Party Identification</b>					
Democrat	11%	26%	61%	2%	415
Independent	18%	34%	46%	2%	247
Republican	7%	29%	63%	0%	336
<b>Religion</b>					
Protestant	14%	27%	58%	1%	476
Catholic	9%	32%	57%	2%	290
Other	11%	29%	59%	0%	113
No Religion	14%	25%	57%	4%	154
<b>Attend Religious Services</b>					
1 or More Services A Week	10%	30%	57%	2%	435
1-2 Times a Month	15%	26%	60%	0%	174
Less Often	12%	30%	57%	1%	341
Never	13%	22%	64%	0%	98
<b>Employment Status</b>					
Employed	14%	28%	57%	1%	740
Unemployed/Not Working	7%	31%	60%	3%	340
<b>Region</b>					
Northeast	11%	25%	64%	0%	191
Midwest	15%	29%	54%	3%	243
South	10%	32%	58%	1%	398
West	12%	27%	58%	2%	256



**Money You Plan To Spend On Holiday Shopping**

	<u>Nothing</u> 0%	<u>\$1 to \$100</u> 4%	<u>\$101 to \$500</u> 28%	<u>\$501 to \$1,000</u> 24%	<u>\$1,001 to \$5,000</u> 18%	<u>More Than \$5,000</u> 2%	<u>DK/ Not Sure</u> 24%	<u>(N=)</u> 1039
<b>NATIONWIDE</b>								
<b>Black Friday Shopper</b>								
Yes	0%	3%	32%	25%	18%	2%	20%	322
No	0%	5%	26%	23%	18%	2%	26%	718
<b>Age</b>								
18 to 34	0%	4%	36%	22%	12%	1%	24%	322
35 to 49	0%	5%	22%	28%	24%	2%	20%	270
50 to 64	1%	3%	25%	26%	22%	2%	21%	251
65 and over	0%	5%	26%	19%	15%	1%	34%	150
<b>Children in Household</b>								
Yes	0%	2%	23%	29%	21%	3%	23%	327
No	0%	5%	30%	21%	17%	1%	25%	705
<b>Highest Level of Education</b>								
High school or less	0%	6%	33%	19%	13%	1%	29%	227
Some college	1%	4%	29%	26%	15%	1%	24%	310
College graduate	0%	4%	24%	25%	20%	1%	26%	334
Post-graduate	0%	3%	25%	23%	29%	5%	16%	161
<b>Income</b>								
Less than \$60K	1%	6%	37%	22%	13%	1%	19%	327
\$60K to \$100K	0%	1%	29%	29%	22%	4%	16%	187
\$100K or more	0%	3%	14%	30%	32%	3%	17%	200
<b>Sex</b>								
Male	0%	4%	27%	22%	20%	3%	24%	517
Female	1%	4%	28%	25%	17%	0%	25%	522
<b>Party Identification</b>								
Democrat	0%	4%	32%	26%	17%	2%	19%	398
Independent	1%	5%	33%	15%	17%	1%	28%	234
Republican	0%	3%	21%	28%	22%	1%	25%	325
<b>Religion</b>								
Protestant	0%	3%	29%	23%	17%	2%	25%	455
Catholic	0%	5%	20%	32%	22%	1%	20%	279
Other	0%	5%	26%	17%	26%	1%	25%	109
No Religion	1%	4%	39%	19%	12%	1%	24%	144
<b>Attend Religious Services</b>								
1 or More Services A Week	0%	4%	25%	22%	21%	2%	27%	413
1-2 Times a Month	2%	2%	27%	33%	19%	1%	16%	167
Less Often	0%	5%	31%	22%	16%	2%	23%	327
Never	0%	6%	31%	24%	17%	0%	22%	98
<b>Employment Status</b>								
Employed	0%	3%	26%	26%	21%	2%	22%	714
Unemployed/Not Working	1%	6%	32%	18%	13%	1%	29%	320
<b>Region</b>								
Northeast	0%	2%	27%	27%	21%	0%	22%	179
Midwest	0%	3%	28%	24%	19%	2%	23%	235
South	1%	5%	29%	23%	15%	2%	25%	383
West	0%	6%	25%	22%	20%	2%	26%	243

**Money You Plan To Donate To Charity This Holiday Season**

	<u>Nothing</u>	<u>\$1 to \$100</u>	<u>\$101 to \$500</u>	<u>\$501 to \$1,000</u>	<u>\$1,001 to \$5,000</u>	<u>More Than \$5,000</u>	<u>DK/ Not Sure</u>	<u>(N=)</u>
<b>NATIONWIDE</b>	<b>13%</b>	<b>26%</b>	<b>22%</b>	<b>3%</b>	<b>4%</b>	<b>1%</b>	<b>31%</b>	<b>1125</b>
<b>Black Friday Shopper</b>								
Yes	14%	27%	19%	2%	3%	1%	33%	329
No	13%	25%	23%	4%	4%	1%	30%	797
<b>Age</b>								
18 to 34	20%	27%	18%	0%	1%	0%	33%	336
35 to 49	13%	28%	25%	4%	4%	3%	24%	290
50 to 64	8%	26%	25%	5%	4%	1%	30%	267
65 and over	8%	25%	22%	4%	4%	1%	36%	175
<b>Children in Household</b>								
Yes	14%	23%	28%	4%	4%	1%	26%	351
No	13%	27%	19%	3%	3%	1%	33%	768
<b>Highest Level of Education</b>								
High school or less	21%	29%	15%	1%	1%	0%	33%	253
Some college	17%	26%	19%	3%	2%	0%	34%	328
College graduate	9%	24%	28%	3%	6%	2%	29%	365
Post-graduate	4%	23%	30%	6%	7%	3%	28%	167
<b>Income</b>								
Less than \$60K	16%	35%	15%	2%	1%	1%	30%	351
\$60K to \$100K	13%	21%	33%	2%	4%	1%	25%	203
\$100K or more	3%	21%	37%	7%	8%	1%	24%	205
<b>Sex</b>								
Male	14%	26%	21%	4%	5%	1%	29%	560
Female	13%	26%	23%	3%	3%	1%	33%	565
<b>Party Identification</b>								
Democrat	11%	28%	24%	2%	3%	2%	31%	432
Independent	18%	24%	18%	2%	3%	1%	34%	254
Republican	10%	27%	27%	5%	5%	1%	25%	338
<b>Religion</b>								
Protestant	11%	26%	24%	4%	4%	1%	30%	491
Catholic	12%	33%	25%	3%	2%	1%	24%	291
Other	21%	18%	16%	2%	7%	2%	34%	121
No Religion	18%	20%	17%	1%	2%	2%	40%	160
<b>Attend Religious Services</b>								
1 or More Services A Week	7%	20%	30%	4%	5%	1%	33%	447
1-2 Times a Month	12%	34%	23%	4%	3%	0%	24%	177
Less Often	16%	33%	15%	2%	2%	2%	30%	347
Never	30%	17%	14%	4%	1%	1%	33%	110
<b>Employment Status</b>								
Employed	12%	26%	25%	4%	4%	1%	29%	757
Unemployed/Not Working	15%	25%	18%	3%	3%	2%	35%	358
<b>Region</b>								
Northeast	17%	33%	18%	2%	3%	1%	26%	205
Midwest	13%	24%	24%	4%	3%	1%	30%	243
South	12%	26%	21%	3%	3%	1%	33%	414
West	13%	21%	25%	3%	6%	1%	31%	263

**University of Connecticut/Hartford Courant Poll  
National Survey  
November 2013**

Topic: Black Friday  
Field Dates: November 18-24, 2013  
Samples: Adults, age 18 and older  
n: US: n=1,000 CT: n=500

**Introduction:**

**INTRO:** "Good afternoon / evening. My name is \_\_\_\_\_ and I'm calling from the University of New Hampshire Survey Center. We're conducting a short, confidential survey of Americans about the upcoming holiday season and we'd really appreciate your help and cooperation."

"This survey will only take about 5 minutes."

IF ASKED: "This poll is being conducted for the University of Connecticut and will be released at the end of this month."

1 CONTINUE

\* 99 REFUSED PROBE: I can understand that, but I'm calling from the UNH Survey Center. I am not selling anything. This study is designed to understand the opinions of the Americans across the country. Your input is very important to us, and may influence public policy. The interview will only take a short time.

**CELL1**

"First, to confirm, have I reached you on your cell phone or a land line?"

1 CELL PHONE → SKIPTO CELL2  
2 LAND LINE → SKIPTO BIR1

\* 99 REFUSED → TERMINATE

**CELL2**

"Are you currently driving a car or doing any activity that requires your full attention?"

1 IF YES: "Can I call back at a later time?" MAKE APPOINTMENT  
2 NO → SKIPTO AGE18

\* 99 NA / REFUSED → TERMINATE

**AGE18**

"And are you 18 years old or older?"

1 YES → SKIP TO SEX  
2 NO → "Thank you very much, but we are only interviewing adults 18 years old or older."

\* 99 REFUSAL → "Thank you very much, but we are only interviewing adults 18 years old or older."



Q3

“When do you plan to start your holiday shopping this year ... before Thanksgiving, On Thanksgiving Day, soon after Thanksgiving, the middle of December, or not until the last minute?”

- 1 BEFORE THANKSGIVING
- 2 ON THANKSGIVING
- 3 SOON AFTER THANKSGIVING
- 4 THE MIDDLE OF DECEMBER
- 5 THE LAST MINUTE
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q4.

“Are you planning to go shopping on Thanksgiving – Thursday November 28th?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q5

“Are you planning to go shopping on Black Friday, that is November 29th --the day after Thanksgiving?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q6

“What about shopping online on the Monday after Thanksgiving, also known as Cyber Monday?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

IF (Q4 = 1) OR (Q5 = 1) ASK Q7 – Q12  
SKIP OTHERS TO Q13

THANKSGIVING AND BLACK FRIDAY SHOPPERS ONLY

Q7INTRO

“Thinking about your shopping on Thanksgiving or Black Friday, do you plan to shop ...”

TYPE “1” TO CONTINUE

Q7.

“... in person at the stores? “

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q8

“... online?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q9INTRO

“Please say if each of the following is or is not an important reason why you will be shopping on the Friday after Thanksgiving? How about ... ROTATE Q9 – Q12

TYPE “1” TO CONTINUE

Q9

“It's a family holiday tradition?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q10

“You like to get your holiday shopping done well before Christmas?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q11

“The sales are good and the prices are cheaper?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q12

“There is better selection of merchandise?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

ALL RESPONDENTS

Q13

“As you may know, this year a number of large retail stores will open on Thanksgiving Day to begin their annual Black Friday sales. Do you approve or disapprove of this, or do you not have an opinion about this one way or the other?”

“Is that strongly or just somewhat?”

- 1 APPROVE - STRONGLY
- 2 APPROVE - SOMEWHAT
- 3 NEITHER APPROVE OR DISAPPROVE
- 4 DISAPPROVE – SOMEWHAT
- 5 DISAPPROVE – STRONGLY
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q14

“Thinking about retail shopping during the Thanksgiving holiday, which statement comes closest to your opinion?”

READ RESPONSES 1 TO 3

- 1 retailers should be able to open anytime they would like, including Thanksgiving day;
- 2 retailers should not open until midnight, after Thanksgiving celebrations are over;
- 3 retailers should wait until the morning after Thanksgiving to begin Black Friday sales.”
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q15

“If a retail store opens for holiday sales on Thanksgiving does that make you view the store more positively, more negatively, or does it not change how you view the store?”

“Is that much more or somewhat more?”

- 1 MUCH MORE POSITIVELY
- 2 SOMEWHAT MORE POSITIVELY
- 3 SOMEWHAT MORE NEGATIVELY
- 4 MUCH MORE NEGATIVELY
  
- 5 MAKES NO DIFFERENCE
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q16

“And, would you say you are MORE likely to shop at that store in the future ... that you are LESS likely to shop there ... or does whether a store opens for holiday sales on Thanksgiving day make no difference on how you will shop in the future?”

- 1 MORE LIKELY
- 2 LESS LIKELY
  
- 3 MAKES NO DIFFERENCE
  
- 4 WILL NOT SHOP FOR HOLIDAYS – VOLUNTEERED →SKIPTO Q23
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q17

“Now, thinking about your holiday shopping more generally ...”

“This year do you plan to do most of your holiday shopping online or do you plan to do most of your holiday shopping by going to stores in person?” ROTATE RESPONSES 1 AND 2

- 1 ONLINE
- 2 IN PERSON
- 3 ABOUT THE SAME (VOLUNTEERED)
  
- 4 WILL NOT SHOP FOR HOLIDAYS – VOLUNTEERED →SKIPTO Q23
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q18

“There are many reasons why people shop online. Which of these following best describes the main reason you shop online? Is it: (RANDOMIZE 1-5)

- 1 to save time;
- 2 to take advantage of special deals;
- 3 to avoid having to carry my purchases;
- 4 to make sure I can get the merchandise I need;
- 5 the retailers I use most often are not close to where I live;
- 6 or is it something else?
  
- 7 DO NOT SHOP ONLINE - VOLUNTEERED
- 8 WILL NOT SHOP FOR HOLIDAYS – VOLUNTEERED→SKIPTO Q23
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q19

“In which one or two of the following ways have you already done or plan to do most of your holiday shopping? Is it ... (RANDOMIZE 1-7)

“What other way?”

RECORD 1 OR 2 RESPONSES. RE-READ LIST IF NECESSARY

- 1 at big box stores, such as Wal-Mart or Best Buy;
- 2 at department stores, such as Macy's or Sears;
- 3 online, not in stores;
- 4 at locally-owned, non-chain stores;
- 5 at chain stores, such as J. Crew or Barnes and Noble;
- 6 through mail-order catalogues;
- 7 at luxury stores, such as Tiffany or Neiman Marcus?”
  
- 8 WILL NOT SHOP FOR HOLIDAYS – VOLUNTEERED→SKIPTO Q23
  
- 98 DON’T KNOW / NOT SURE
- 99 NA / REFUSED

Q20

“Think about your family's finances, would you say that you will have more than enough money to cover your holiday gift shopping needs this year, just enough money to meet your holiday gift shopping needs, or not enough money to cover your holiday gift shopping needs this year?”

- 1 MORE THAN ENOUGH
- 2 JUST ENOUGH



- 3 NOT ENOUGH
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q21

“Thinking about the December holidays, do you plan to spend more money on holiday shopping this year than you did last year, less money, or about the same amount?”

- 1 SPEND MORE ON HOLIDAY SHOPPING
- 2 SPEND LESS ON HOLIDAY SHOPPING
- 3 SPEND ABOUT THE SAME
  
- 98 DON'T KNOW / NOT SURE
- 99 NA / REFUSED

Q22

“And, in total, approximately how much do you plan to spend on your winter holiday shopping this year?”

\$\_\_\_\_\_ RECORD DOLLARS

- 9997 \$9,997 OR MORE
  
- 9998 DON'T KNOW / NOT SURE
- 9999 NA / REFUSED

Q23

“In total, how much do you plan to donate to charities this holiday season?”

\$\_\_\_\_\_ RECORD DOLLARS

- 9997 \$9,997 OR MORE
  
- 9998 DON'T KNOW / NOT SURE
- 9999 NA / REFUSED

D1

“Now a few final questions...”

“Are you currently working full or part time?”

- 1 YES
- 2 NO
  
- 98 DK, UNCERTAIN
- \* 99 NA / REFUSED

D2

“Do you have children under the age of 18?”

- 1 YES
- 2 NO
  
- \* 99 DON'T KNOW/REFUSED

D3

“Do you currently own or rent your home?”

- 1 OWN
- 2 RENT

3 NEITHER - VOLUNTEERED

\* 99 DON'T KNOW/REFUSED

D4

“What is the highest grade in school, or level of education that you’ve completed and got credit for ...” [READ RESPONSES]

- 1 “Eighth grade or less,
- 2 Some high school,
- 3 High school graduate, (INCLUDES G.E.D.)
- 4 Technical school,
- 5 Some college,
- 6 College graduate,
- 7 Or postgraduate work?”

98 DK (DO NOT PROBE)

\* 99 NA / REFUSED

D5

“GENERALLY SPEAKING, do you usually think of yourself as a Republican, a Democrat, an Independent or what?”

(IF REPUBLICAN): “Would you call yourself a STRONG Republican or a NOT VERY STRONG Republican?”

(IF DEMOCRAT): “Would you call yourself a STRONG Democrat or a NOT VERY STRONG Democrat?”

(IF INDEPENDENT, NO PREFERENCE, OR OTHER): “Do you think of yourself as closer to the Republican or to the Democratic party?”

- 1 STRONG DEMOCRAT
- 2 NOT VERY STRONG DEMOCRAT
- 3 INDEPENDENT, BUT CLOSER TO DEMOCRATS
- 4 INDEPENDENT--CLOSER TO NEITHER
- 5 INDEPENDENT, BUT CLOSER TO REPUBLICANS
- 6 NOT VERY STRONG REPUBLICAN
- 7 STRONG REPUBLICAN
- 8 OTHER PARTY

\* 99 DK / NA / REFUSED

D6

“What is your religious preference? Is it Protestant, Catholic, Jewish, Muslim, some other religion, or no religion?”

- 1 PROTESTANT
- 2 CATHOLIC
- 3 JEWISH
- 4 MUSLIM
- 5 SOME OTHER RELIGION
- 6 NO RELIGION
- 7 OTHER - SPECIFY

98 DK (DO NOT PROBE)

\* 99 NA / REFUSED

D7

“Not including weddings and funerals, how often do you attend religious services? At least once a week ...almost every week ...once or twice a month ... a few times per year ... or less often than a few times per year?”

- 1 AT LEAST ONCE A WEEK
- 2 ALMOST EVERY A WEEK

- 3 ONCE OR TWICE A MONTH
- 4 A FEW TIMES A YEAR
- 5 LESS THAN A FEW TIMES A YEAR
  
- 97 NEVER, DO NOT ATTEND - VOLUNTEERED
- 98 DK (DO NOT PROBE)
- \* 99 NA

D8

“And what is your current age?”

\_\_\_\_ : \_\_\_\_ : (RECORD EXACT NUMBER OF YEARS OLD -- E.G., 45)  
 : \_\_\_\_\_ : : \_\_\_\_\_ :

- 96 NINETY-SIX YEARS OF AGE OR OLDER
- 97 REFUSED
- 98 DK
- \* 99 NA

D9

“Are you of Hispanic or Spanish origin?”

- 1 YES
- 2 NO
  
- 98 DON'T KNOW / NOT SURE
- \* 99 NA / REFUSED

D10

“Which of the following best describes your race? Is it ...White ... African-American ... Hispanic ... Asian ... Native-American ... or some other race?”

- 1 WHITE (CAUCASIAN)
- 2 BLACK (AFRICAN-AMERICAN)
- 3 HISPANIC
- 4 ASIAN
- 5 NATIVE AMERICAN
- 6 OTHER - SPECIFY: \_\_\_\_\_
  
- 98 DON'T KNOW
- \* 99 NO ANSWER/REFUSED

D11

“Including yourself, how many adults CURRENTLY live in your household?”

- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE
  
- 98 DK
- \* 99 NA / REFUSED

D12

“Not counting business lines, extension phones, or cellular phones -- on how many different LAND LINE telephone numbers can your household be reached?”

- 0 NO LANDLINE
- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

- 98 DK
- \* 99 NA / REFUSED

D13

“And on how many different CELL PHONE numbers can your household be reached?”

- 0 NO CELL PHONE
- 1 ONE
- 2 TWO
- 3 THREE
- 4 FOUR
- 5 FIVE
- 6 SIX
- 7 SEVEN OR MORE

- 98 DK
- \* 99 NA / REFUSED

D14

“How much TOTAL income did you and your family receive in 2012, not just from wages or salaries but from ALL sources -- that is, before taxes and other deductions were made? Was it ... (READ CATEGORIES)

	<u>ANNUAL</u>	<u>MONTHLY EQUIVALENT</u>
1	Less than \$15,000,	LESS THAN \$1,250
2	\$15,000 - \$29,999,	\$1,250 - \$2,499
3	\$30,000 - \$44,999,	\$2,500 - \$3,749
4	\$45,000 - \$59,999,	\$3,750 - \$4,999
5	\$60,000 - \$74,999,	\$5,000 - \$6,249
6	\$75,000 - \$99,999, or	\$6,250 - \$8,333
7	\$100,000 and over?”	\$8,334 AND OVER

- 97 REFUSED – PROBE “Just approximately ...” RE-READ CATEGORIES
- 98 DK – PROBE “Just approximately ...” RE-READ CATEGORIES
- \* 99 NA

Q:END

“Thank you for your time and participation. Your input has been very valuable. Goodbye.”