

1. Shopping Times

This year, do you plan to go shopping at any of these times? Select all that apply.

	Gender		Age - 4 Point				Race - 4 Point				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
During the day on Thanksgiving	3%	2%	3%	6%	3%	2%	0%	2%	4%	5%	9%
After dinner on Thanksgiving	6%	4%	8%	11%	7%	4%	4%	4%	15%	12%	1%
On the Friday after Thanksgiving	16%	14%	18%	24%	18%	14%	6%	15%	25%	12%	19%
During the weekend after Thanksgiving	29%	26%	31%	35%	29%	27%	24%	27%	37%	27%	34%
Not sure	52%	54%	50%	29%	52%	59%	66%	54%	47%	50%	46%
Totals	(1,000)	(462)	(538)	(142)	(241)	(411)	(206)	(732)	(104)	(92)	(72)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
During the day on Thanksgiving	3%	3%	2%	4%	3%	4%	1%	3%	2%	3%	3%	2%
After dinner on Thanksgiving	6%	8%	6%	5%	6%	7%	2%	7%	4%	6%	6%	7%
On the Friday after Thanksgiving	16%	15%	17%	15%	15%	17%	15%	16%	17%	19%	16%	12%
During the weekend after Thanksgiving	29%	24%	30%	33%	26%	41%	23%	22%	22%	27%	35%	27%
Not sure	52%	56%	48%	55%	56%	43%	51%	56%	54%	48%	53%	54%
Totals	(1,000)	(363)	(370)	(267)	(476)	(293)	(107)	(124)	(199)	(221)	(365)	(215)

2. Past Shopping Times

In the past five years, have you ever gone shopping at any of these times? Select all that apply.

	Gender		Age - 4 Point				Race - 4 Point				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
During the day on Thanksgiving	5%	5%	6%	8%	6%	4%	4%	5%	8%	6%	11%
After dinner on Thanksgiving	13%	7%	19%	24%	13%	11%	6%	13%	7%	20%	16%
On the Friday after Thanksgiving	33%	27%	38%	42%	32%	33%	23%	34%	42%	24%	26%
During the weekend after Thanksgiving	42%	41%	44%	40%	37%	48%	42%	44%	44%	32%	50%
Not sure	31%	36%	27%	24%	35%	32%	33%	30%	25%	41%	32%
Totals	(1,000)	(462)	(538)	(142)	(241)	(411)	(206)	(732)	(104)	(92)	(72)

	Party ID - 3 Point			Family Income - 3 Point				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
During the day on Thanksgiving	5%	5%	6%	5%	6%	5%	1%	7%	4%	6%	6%	6%
After dinner on Thanksgiving	13%	10%	14%	17%	15%	12%	5%	15%	16%	10%	14%	13%
On the Friday after Thanksgiving	33%	34%	30%	35%	31%	35%	36%	33%	32%	32%	36%	31%
During the weekend after Thanksgiving	42%	39%	42%	49%	39%	51%	38%	41%	40%	39%	48%	39%
Not sure	31%	32%	32%	29%	32%	27%	28%	37%	36%	30%	28%	33%
Totals	(1,000)	(363)	(370)	(267)	(476)	(293)	(107)	(124)	(199)	(221)	(365)	(215)

3. Work on Thanksgiving

This year, will you or anyone in your family be working on Thanksgiving Day?

	Gender			Age - 4 Point				Race - 4 Point			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	22%	20%	24%	32%	19%	22%	12%	20%	26%	27%	24%
No	69%	71%	66%	55%	69%	71%	80%	71%	63%	63%	62%
Not sure	10%	9%	10%	13%	12%	7%	8%	9%	12%	11%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(461)	(536)	(141)	(239)	(411)	(206)	(731)	(103)	(92)	(71)

	Party ID - 3 Point				Family Income - 3 Point				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	22%	21%	25%	17%	27%	21%	8%	13%	23%	22%	18%	25%
No	69%	70%	62%	78%	61%	77%	89%	68%	69%	64%	74%	65%
Not sure	10%	9%	12%	5%	11%	2%	4%	19%	8%	13%	8%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(363)	(367)	(267)	(475)	(292)	(107)	(123)	(199)	(220)	(364)	(214)

4. Thanksgiving Store Hours

Which comes closer to your opinion?

	Total	Gender		Age - 4 Point				Race - 4 Point			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Retailers should keep stores open on Thanksgiving Day	12%	14%	11%	20%	10%	13%	6%	9%	18%	28%	8%
Retailers should close stores for Thanksgiving Day	70%	62%	77%	55%	67%	74%	80%	76%	59%	47%	66%
Not sure	18%	24%	12%	24%	23%	13%	15%	16%	23%	25%	25%
Totals (Unweighted N)	100% (996)	100% (460)	100% (536)	100% (141)	100% (239)	100% (410)	100% (206)	100% (730)	100% (104)	100% (91)	100% (71)

	Total	Party ID - 3 Point			Family Income - 3 Point				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Retailers should keep stores open on Thanksgiving Day	12%	11%	12%	15%	11%	14%	13%	15%	14%	11%	11%	15%
Retailers should close stores for Thanksgiving Day	70%	69%	65%	78%	70%	75%	65%	63%	67%	71%	74%	64%
Not sure	18%	19%	23%	8%	19%	11%	22%	22%	20%	17%	16%	21%
Totals (Unweighted N)	100% (996)	100% (361)	100% (368)	100% (267)	100% (474)	100% (293)	100% (106)	100% (123)	100% (197)	100% (220)	100% (365)	100% (214)

Interviewing Dates	November 23 - 25, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.1 to 4.086, with a mean of one and a standard deviation of 0.996.
Number of respondents	1000
Margin of error	± 4.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.