



**Thanksgiving**  
Fieldwork Dates: 2nd - 5th November 2018

**Conducted by YouGov**  
**On behalf of Editorial**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1313 adults. Fieldwork was undertaken between 2nd - 5th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# Editorial Thanksgiving

US\_nat Sample: 2nd - 5th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GTE\_q1. To what extent, if at all, do you enjoy partaking in Thanksgiving celebrations?

Unweighted base	1313	598	715	361	442	510	244	269	516	284	877	162	170	104	487
<b>Base: All US Adults</b>	1306	649	657	395	443	469	244	265	503	294	842	160	202	103	547
Enjoy a lot	51%	48%	53%	45%	52%	54%	51%	44%	57%	45%	52%	44%	54%	45%	48%
				C	C				G,I					*	
Somewhat enjoy	25%	23%	27%	26%	24%	24%	28%	27%	22%	25%	25%	27%	23%	24%	25%
									F,H					*	
Enjoy a little	14%	15%	12%	13%	14%	15%	11%	19%	12%	14%	15%	16%	10%	13%	15%
									H					K*	
Don't enjoy at all	5%	6%	3%	6%	5%	3%	4%	5%	3%	7%	5%	0%	5%	8%	5%
										H				K*	
Don't know	2%	2%	2%	4%	1%	1%	1%	1%	2%	2%	1%	3%	4%	4%	3%
				D,E										J*	
Not applicable - I don't celebrate Thanksgiving	4%	6%	3%	7%	3%	4%	5%	4%	3%	6%	2%	9%	7%	6%	5%
				D								J	J	*	

employ. Which of the following best describes your current employment status?

Unweighted base	1312	598	714	360	442	510	244	269	515	284	877	161	170	104	487
<b>Base</b>	1305	649	656	394	443	469	244	265	502	294	842	159	202	103	547
Full-time	37%	43%	30%	35%	51%	24%	39%	36%	38%	34%	37%	37%	35%	36%	27%
				E	C,E									*	
Part-time	10%	9%	12%	13%	10%	8%	14%	11%	9%	8%	10%	12%	13%	7%	10%
				E										*	
Temporarily laid off	1%	1%	1%	2%	1%	0%	1%	1%	1%	2%	0%	2%	3%	1%	2%
				E								J	J	*	
Unemployed	7%	7%	7%	13%	7%	2%	7%	8%	7%	7%	6%	12%	10%	9%	10%
				D,E	E							J		*	P,Q
Retired	19%	18%	21%	0%	3%	51%	19%	18%	20%	18%	23%	16%	10%	8%	23%
				C	C,D						K,L,M			*	P
Permanently disabled	8%	10%	7%	3%	12%	8%	4%	9%	8%	11%	9%	7%	8%	8%	11%
				C	C			F		F				*	P,Q
Homemaker	9%	2%	16%	12%	11%	4%	7%	9%	9%	11%	8%	5%	11%	15%	10%
				A	E									J,K*	Q
Student	6%	8%	5%	19%	2%	-	8%	5%	6%	8%	5%	8%	9%	12%	5%
				D,E	E									J*	
Other	2%	3%	1%	2%	2%	2%	2%	3%	2%	1%	2%	2%	1%	5%	2%
				B										J*	O

GTE\_q3. If you typically work on Thursdays, do you plan to work on Thanksgiving Day (Thursday, November 22nd)?

Unweighted base	602	305	297	169	270	163	120	123	235	124	400	78	80	44	170
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	328	269	180	269	148	122	124	231	121	389	73	92	43	191
I plan to work	17%	14%	20%	25%	13%	13%	17%	12%	19%	17%	13%	22%	23%	24%	23%
				D,E								J*	J*	*	P,Q
I do not plan to work	67%	69%	63%	60%	71%	67%	69%	73%	61%	69%	69%	60%	65%	61%	56%
				C				H				*	*	*	
Don't know	5%	6%	4%	6%	6%	3%	5%	3%	6%	6%	5%	3%	7%	5%	9%
												*	*	*	
Not applicable - I do not typically work on Thursdays nor plan to	12%	11%	13%	9%	10%	18%	9%	12%	14%	8%	13%	15%	5%	11%	12%
					C,D							L*	*	*	

GTE\_q4. If you typically work on Fridays, do you plan to work on Black Friday (November 23rd)?

Unweighted base	602	305	297	169	270	163	120	123	235	124	400	78	80	44	170
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	328	269	180	269	148	122	124	231	121	389	73	92	43	191

# Editorial Thanksgiving

US\_nat Sample: 2nd - 5th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GTE\_q1. To what extent, if at all, do you enjoy partaking in Thanksgiving celebrations?

Unweighted base	1313	443	242	141	654	27	127	62	383	60	360	953	463	380	311
<b>Base: All US Adults</b>	1306	412	222	126	634	28	117	60	406	62	357	949	472	382	298
Enjoy a lot	51%	51%	57%	48%	55%	69%	44%	62%	43%	48%	58%	48%	48%	49%	59%
			N	T.V	**	**	T.V*	*	Y	*	Y	*	*	*	Z.AA.AC
Somewhat enjoy	25%	23%	24%	31%	26%	7%	30%	20%	24%	20%	24%	25%	23%	27%	23%
Enjoy a little	14%	14%	12%	14%	12%	12%	18%	14%	14%	21%	11%	15%	16%	14%	10%
Don't enjoy at all	5%	6%	4%	3%	4%	6%	2%	3%	7%	2%	4%	5%	5%	5%	5%
Don't know	2%	2%	0%	1%	2%	-	1%	-	3%	1%	1%	2%	2%	2%	1%
Not applicable - I don't celebrate Thanksgiving	4%	4%	3%	3%	2%	7%	4%	2%	8%	8%	1%	5%	6%	3%	1%
					**	**	**	*	R	R*	X	AA,AB			

employ. Which of the following best describes your current employment status?

Unweighted base	1312	442	242	141	654	27	127	62	382	60	360	952	463	379	311
<b>Base</b>	1305	411	222	126	634	28	117	60	405	62	357	948	472	381	298
Full-time	37%	33%	54%	62%	41%	30%	39%	16%	32%	37%	52%	31%	21%	43%	58%
		N	N.O	N.O	U.V	**	U	*	U	U*	Y	*	Z.AC	Z.AA.AC	
Part-time	10%	11%	10%	11%	9%	10%	11%	8%	13%	10%	11%	10%	13%	12%	6%
Temporarily laid off	1%	1%	1%	-	1%	4%	-	-	2%	-	1%	1%	1%	0%	2%
Unemployed	7%	7%	3%	1%	4%	12%	5%	2%	14%	5%	6%	8%	12%	4%	4%
Retired	19%	18%	16%	15%	24%	24%	21%	64%	7%	5%	3%	25%	20%	19%	13%
Permanently disabled	8%	9%	4%	3%	5%	13%	17%	8%	9%	13%	5%	9%	16%	4%	2%
		P.Q			V.W	**	V.W	R.T.V.W*	*	*	X	*	AB		
Homemaker	9%	10%	7%	2%	13%	3%	5%	2%	3%	20%	19%	5%	10%	10%	6%
Student	6%	11%	3%	4%	1%	5%	3%	-	16%	10%	3%	8%	7%	6%	6%
		N.P.Q			T.U.V	**	*	*	R.T.U	R.U*	X	*			
Other	2%	0%	3%	3%	2%	-	-	-	3%	-	1%	2%	2%	2%	2%
		O	O		**	**	*	*	*	*	X	*			

GTE\_q3. If you typically work on Thursdays, do you plan to work on Thanksgiving Day (Thursday, November 22nd)?

Unweighted base	602	188	151	93	316	10	62	16	170	28	220	382	148	200	195
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	179	139	89	313	10	55	15	175	29	222	376	148	204	188
I plan to work	17%	18%	14%	2%	12%	21%	17%	12%	25%	10%	15%	18%	30%	15%	10%
		Q	Q	*	**	**	*	**	R	**	**	**	AA,AB,AC		
I do not plan to work	67%	67%	69%	86%	73%	62%	56%	63%	58%	78%	69%	65%	53%	64%	80%
		N	N	N.O.P*	T.V	**	*	**	*	**	**	**	Z	Z.AA.AC	
Don't know	5%	4%	4%	3%	4%	9%	9%	-	7%	7%	4%	6%	8%	6%	2%
		*	*	*	**	**	*	**	**	**	**	**	AB		
Not applicable - I do not typically work on Thursdays nor plan to	12%	11%	13%	9%	11%	8%	17%	25%	11%	5%	12%	11%	9%	14%	8%
				*	**	**	*	**	**	**	**	**	AB		

GTE\_q4. If you typically work on Fridays, do you plan to work on Black Friday (November 23rd)?

Unweighted base	602	188	151	93	316	10	62	16	170	28	220	382	148	200	195
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	179	139	89	313	10	55	15	175	29	222	376	148	204	188

# Editorial Thanksgiving

US\_nat Sample: 2nd - 5th November 2018



Total	
	Prefer not to say
	AC

GTE\_q1. To what extent, if at all, do you enjoy partaking in Thanksgiving celebrations?

Unweighted base	1313	159
<b>Base: All US Adults</b>	1306	155
Enjoy a lot	51%	48%
Somewhat enjoy	25%	28%
Enjoy a little	14%	12%
Don't enjoy at all	5%	4%
Don't know	2%	3%
Not applicable - I don't celebrate Thanksgiving	4%	6%
		AB

employ. Which of the following best describes your current employment status?

Unweighted base	1312	159
<b>Base</b>	1305	155
Full-time	37%	29%
		Z
Part-time	10%	10%
Temporarily laid off	1%	1%
Unemployed	7%	8%
		AA AB
Retired	19%	28%
		AA AB
Permanently disabled	8%	6%
		AB
Homemaker	9%	9%
Student	6%	7%
Other	2%	2%

GTE\_q3. If you typically work on Thursdays, do you plan to work on Thanksgiving Day (Thursday, November 22nd)?

Unweighted base	602	59
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	57
I plan to work	17%	9%
		*
I do not plan to work	67%	67%
		*
Don't know	5%	4%
		*
Not applicable - I do not typically work on Thursdays nor plan to	12%	21%
		Z, AB*

GTE\_q4. If you typically work on Fridays, do you plan to work on Black Friday (November 23rd)?

Unweighted base	602	59
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	57

# Editorial Thanksgiving

US\_nat Sample: 2nd - 5th November 2018



	Gender		Age			Region				Race				No HS, High school graduate	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)		
I plan to work	35%	37%	32%	38%	32%	35%	36%	28%	38%	34%	36%	38%	30%	30%	46%
I do not plan to work	45%	43%	48%	43%	52%	37%	45%	50%	42%	47%	46%	37%	45%	58%	30%
Don't know	9%	11%	7%	12%	9%	7%	11%	12%	8%	7%	8%	10%	17%	-	12%
Not applicable - I do not typically work on Fridays nor plan to	11%	9%	14%	7%	8%	21%	9%	9%	12%	13%	11%	16%	8%	11%	13%

Do employees at your place of work have any of the following days off? Please select one option on each row.

### GTE\_q5\_1. Thanksgiving Day

Unweighted base	602	305	297	169	270	163	120	123	235	124	400	78	80	44	170
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	328	269	180	269	148	122	124	231	121	389	73	92	43	191
Yes, all employees get this day off	66%	69%	63%	63%	69%	66%	62%	70%	64%	73%	68%	55%	68%	70%	57%
Some employees have this day off, but some employees are expected to work	22%	21%	23%	26%	18%	23%	26%	20%	24%	16%	22%	29%	17%	19%	23%
No, all employees are expected to work on this day	6%	5%	6%	4%	7%	5%	7%	5%	6%	5%	6%	6%	4%	6%	11%
Don't know	6%	5%	8%	6%	7%	6%	6%	5%	7%	7%	5%	10%	10%	4%	9%

### GTE\_q5\_2. Black Friday

Unweighted base	602	305	297	169	270	163	120	123	235	124	400	78	80	44	170
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	328	269	180	269	148	122	124	231	121	389	73	92	43	191
Yes, all employees get this day off	36%	36%	36%	31%	39%	36%	38%	36%	31%	42%	37%	15%	43%	42%	28%
Some employees have this day off, but some employees are expected to work	28%	29%	27%	36%	26%	22%	28%	27%	30%	25%	29%	27%	23%	29%	24%
No, all employees are expected to work on this day	28%	28%	27%	24%	28%	32%	25%	28%	30%	26%	26%	46%	23%	22%	35%
Don't know	9%	7%	10%	9%	8%	10%	9%	9%	9%	8%	8%	12%	11%	6%	12%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### GTE\_6\_1. It's important to spend Thanksgiving with family

Unweighted base	1265	569	696	341	429	495	233	261	502	269	857	149	160	99	463
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	612	639	369	430	452	233	256	487	276	821	145	188	97	518
Strongly agree	65%	62%	68%	59%	64%	70%	69%	61%	72%	51%	66%	69%	63%	52%	66%
Somewhat agree	22%	24%	20%	25%	22%	18%	20%	25%	17%	28%	22%	18%	22%	25%	21%
Neither agree nor disagree	11%	10%	11%	12%	11%	10%	8%	12%	9%	15%	9%	12%	12%	21%	11%
Somewhat disagree	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	-	1%	1%	0%
Strongly disagree	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%	3%	1%	2%

GTE\_6\_2. I'd be more likely to buy from a business that gives their employees Thanksgiving Day off

Unweighted base	1265	569	696	341	429	495	233	261	502	269	857	149	160	99	463
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	612	639	369	430	452	233	256	487	276	821	145	188	97	518
Strongly agree	37%	32%	41%	31%	39%	40%	38%	43%	36%	31%	40%	27%	33%	34%	32%

# Editorial Thanksgiving

US\_nat Sample: 2nd - 5th November 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
I plan to work	35%	36%	26%	21%	33%	48%	36%	39%	35%	35%	32%	36%	45%	33%	28%
		P,Q		*		**	*	**		**			AAAB		
I do not plan to work	45%	44%	55%	68%	49%	32%	37%	25%	42%	50%	51%	42%	31%	43%	60%
		N	N,O	N,O*		**	*	**		**			Z	Z	Z,AAAC
Don't know	9%	10%	10%	1%	8%	-	5%	-	13%	13%	6%	11%	13%	12%	4%
		Q	Q	*		**	*	**		**			AB	AB	
Not applicable - I do not typically work on Fridays nor plan to	11%	10%	10%	10%	9%	19%	22%	36%	9%	3%	11%	11%	11%	12%	9%
				*		**	R,V*	**		**					

Do employees at your place of work have any of the following days off? Please select one option on each row.

### GTE\_q5\_1. Thanksgiving Day

Unweighted base	602	188	151	93	316	10	62	16	170	28	220	382	148	200	195
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	179	139	89	313	10	55	15	175	29	222	376	148	204	188
Yes, all employees get this day off	66%	66%	71%	82%	71%	67%	54%	76%	59%	75%	68%	65%	54%	65%	81%
			N	N,O*	T,V	**	*	**		**			Z	Z,AAAC	
Some employees have this day off, but some employees are expected to work	22%	23%	22%	16%	21%	20%	22%	18%	24%	13%	21%	22%	26%	24%	15%
				*		**	*	**		**			AB	AB	
No, all employees are expected to work on this day	6%	4%	3%	2%	4%	13%	10%	6%	6%	6%	6%	5%	10%	4%	4%
				*		**	*	**		**			AAAB		
Don't know	6%	8%	4%	-	3%	-	14%	-	11%	6%	5%	7%	10%	7%	-
		Q	Q	*		**	R*	**	R	**			AB	AB	

### GTE\_q5\_2. Black Friday

Unweighted base	602	188	151	93	316	10	62	16	170	28	220	382	148	200	195
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>	597	179	139	89	313	10	55	15	175	29	222	376	148	204	188
Yes, all employees get this day off	36%	32%	40%	53%	39%	32%	25%	37%	34%	29%	37%	35%	27%	32%	49%
			N	N,O*	T	**	*	**		**					Z,AAAC
Some employees have this day off, but some employees are expected to work	28%	32%	30%	25%	26%	29%	26%	18%	33%	33%	29%	28%	31%	32%	23%
				*		**	*	**		**					
No, all employees are expected to work on this day	28%	28%	22%	20%	30%	39%	35%	37%	20%	25%	27%	28%	30%	27%	25%
				*	V	**	V*	**		**					
Don't know	9%	8%	9%	2%	5%	-	14%	8%	13%	13%	7%	10%	12%	10%	3%
			Q	*		**	R*	**	R	**			AB	AB	

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### GTE\_6\_1. It's important to spend Thanksgiving with family

Unweighted base	1265	429	236	137	644	25	122	61	356	57	356	909	436	371	307
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	396	216	122	623	26	111	59	375	57	353	899	441	371	294
Strongly agree	65%	64%	63%	62%	68%	71%	63%	74%	59%	62%	71%	62%	64%	63%	68%
					V	**		V*	*	*	Y				
Somewhat agree	22%	20%	22%	29%	21%	20%	22%	12%	25%	20%	19%	23%	22%	22%	21%
				O		**		*	U	*					
Neither agree nor disagree	11%	12%	12%	6%	10%	9%	13%	11%	11%	15%	8%	12%	11%	12%	8%
						**		*		*	X				
Somewhat disagree	1%	3%	1%	2%	1%	-	1%	3%	2%	2%	1%	2%	1%	2%	1%
					N	**		*		*					
Strongly disagree	1%	1%	2%	1%	1%	-	1%	-	3%	1%	1%	2%	2%	1%	1%
						**		*	R	*					

GTE\_6\_2. I'd be more likely to buy from a business that gives their employees Thanksgiving Day off

Unweighted base	1265	429	236	137	644	25	122	61	356	57	356	909	436	371	307
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	396	216	122	623	26	111	59	375	57	353	899	441	371	294
Strongly agree	37%	40%	38%	46%	39%	40%	37%	41%	32%	32%	38%	36%	35%	38%	39%
			N	N	V	**		*		*					

# Editorial Thanksgiving

US\_nat Sample: 2nd - 5th November 2018



	Total	Prefer not to say
I plan to work	35%	36% *
I do not plan to work	45%	41% *
Don't know	9%	8% *
Not applicable - I do not typically work on Fridays nor plan to	11%	15% *

Do employees at your place of work have any of the following days off? Please select one option on each row.

### GTE\_q5\_1. Thanksgiving Day

	Unweighted base	602	59
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>		597	57
Yes, all employees get this day off	66%	54%	*
Some employees have this day off, but some employees are expected to work	22%	25%	*
No, all employees are expected to work on this day	6%	6%	*
Don't know	6%	15%	AA,AB*

### GTE\_q5\_2. Black Friday

	Unweighted base	602	59
<b>Base: Working US Adults Who Celebrate Thanksgiving</b>		597	57
Yes, all employees get this day off	36%	27%	*
Some employees have this day off, but some employees are expected to work	28%	24%	*
No, all employees are expected to work on this day	28%	35%	*
Don't know	9%	14%	AB*

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### GTE\_6\_1. It's important to spend Thanksgiving with family

	Unweighted base	1265	151
<b>Base: US Adults Who Celebrate Thanksgiving</b>		1251	146
Strongly agree	65%	62%	
Somewhat agree	22%	22%	
Neither agree nor disagree	11%	13%	
Somewhat disagree	1%	1%	
Strongly disagree	1%	2%	

### GTE\_6\_2. I'd be more likely to buy from a business that gives their employees Thanksgiving Day off

	Unweighted base	1265	151
<b>Base: US Adults Who Celebrate Thanksgiving</b>		1251	146
Strongly agree	37%	34%	



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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Somewhat agree	21%	21%	21%	26% D,E	18%	20%	26% G	14%	21% G	23% G	20%	19%	24%	24% *	23%
Neither agree nor disagree	36%	40% B	32%	35%	37%	34%	30%	36%	37%	37%	34%	46% J	34%	34% *	39%
Somewhat disagree	3%	2%	3%	2%	3%	3%	2%	3%	2%	3%	2%	4%	3%	4% *	2%
Strongly disagree	4%	5%	3%	6% D	3%	4%	4%	4%	4%	5%	3%	5%	6%	5% *	5%

**GTE\_6\_3. I like shopping on Black Friday**

Unweighted base	1265	569	696	341	429	495	233	261	502	269	857	149	160	99	463
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	612	639	369	430	452	233	256	487	276	821	145	188	97	518
Strongly agree	15%	12%	17% A	22% E	17% E	7% E	18%	14%	16%	11%	12%	17% J	21% J*	21% J*	16%
Somewhat agree	16%	12%	19% A	20% E	17% E	11% E	14%	14%	16%	17%	13%	18% J	25% J	17% *	16%
Neither agree nor disagree	16%	18%	14% A	21% E	14% E	14% E	15%	15%	18%	15%	13%	24% J	17% J	27% J*	18%
Somewhat disagree	13%	13%	13% A	11% E	13% E	14% E	11%	13%	14%	13%	14% M	15% M	12%	6% *	12%
Strongly disagree	41%	45% B	37% A	26% D,E	40% C	53% C,D	42%	44% H	36%	44%	48% K,L,M	26%	25%	29% *	39%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): AB, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, XY, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Somewhat agree	21%	20%	23%	16%	22%	14%**	18%	14%*	23%	16%*	23%	20%	22%	21%	21%
Neither agree nor disagree	36%	34%	32%	33%	33%	42%**	34%	40%*	37%	44%*	33%	36%	35%	35%	33%
Somewhat disagree	3%	3%	3%	4%	2%	4%**	4%	-	3%	5%*	2%	3%	3%	2%	2%
Strongly disagree	4%	3%	4%	2%	4%	-**	7%	5%*	4%	3%*	3%	4%	5%	3%	4%

**GTE\_6\_3. I like shopping on Black Friday**

Unweighted base	1265	429	236	137	644	25	122	61	356	57	356	909	436	371	307
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	396	216	122	623	26	111	59	375	57	353	899	441	371	294
Strongly agree	15%	16%	13%	10%	12%	17%**	12%	11%*	19%	17%*	21%*	12%	18%*	17%*	10%
Somewhat agree	16%	16%	16%	12%	17%	22%**	13%	14%*	14%	11%*	24%*	13%	17%*	17%*	14%
Neither agree nor disagree	16%	17%	12%	14%	15%	25%**	14%	11%*	20%*	9%*	13%*	17%	15%*	18%*	14%
Somewhat disagree	13%	13%	14%	14%	13%	7%**	12%	10%*	13%	17%*	11%	14%	13%	12%	16%
Strongly disagree	41%	37%	45% O	50% N.O	43% V	28%**	48% V	54% V*	33%	47%*	31%	44% X	37%	36%	47% Z.AA

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	Total	Prefer not to say
Somewhat agree	21%	19%
Neither agree nor disagree	36%	40%
Somewhat disagree	3%	4%
Strongly disagree	4%	3%

**GTE\_6\_3. I like shopping on Black Friday**

	Unweighted base	
	1265	151
<b>Base: US Adults Who Celebrate Thanksgiving</b>	1251	146
Strongly agree	15%	9%
Somewhat agree	16%	12%
Neither agree nor disagree	16%	18%
Somewhat disagree	13%	11%
Strongly disagree	41%	51%
		Z.AA

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