

Waiting In Line
Fieldwork Dates: 14th - 15th November 2017

Conducted by YouGov
On behalf of YouGov NY

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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 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 1106 adults. Fieldwork was undertaken between 14th - 15th November 2017. 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.

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	Gender		Age			Region				Race		
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic
	A	B	C	D	E	F	G	H	I	J	K	L

HYW_q1_1. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Black Friday shopping deals at a physical store

	Unweighted base	461	645	259	320	527	217	241	388	260	826	115	82
	Base: All US adults	526	547	336	313	424	216	217	379	261	708	128	149
Camped out overnight/got up really early to get to there before it opened	9%	12%	7%	13%	12%	4%	7%	11%	9%	10%	8%	12%	15%
		B		E	E							*	*
Paid someone to wait in line for me	3%	5%	2%	10%	1%	0%	4%	4%	2%	4%	1%	4%	8%
		B		D.E								*	J*
Convinced family/friends to wait in line with me	12%	8%	16%	19%	11%	7%	11%	12%	11%	13%	11%	12%	15%
			A	D.E								*	*
Waited in line by myself	15%	12%	17%	14%	16%	14%	13%	17%	12%	17%	15%	14%	12%
			A									*	*
None of these	66%	67%	65%	52%	66%	77%	68%	66%	69%	61%	70%	62%	54%
				C		C.D					L.M	*	*

HYW_q1_2. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- A new product launch (e.g., new shoes, special fashion collaborations, etc.)

	Unweighted base	461	645	259	320	527	217	241	388	260	826	115	82
	Base: All US adults	526	547	336	313	424	216	217	379	261	708	128	149
Camped out overnight/got up really early to get to there before it opened	3%	4%	2%	6%	3%	1%	2%	1%	2%	6%	2%	5%	7%
				E	E					G		*	J*
Paid someone to wait in line for me	4%	6%	2%	8%	3%	0%	4%	0%	5%	4%	2%	5%	6%
		B		E	E		G		G	G		*	*
Convinced family/friends to wait in line with me	4%	6%	3%	10%	3%	1%	4%	6%	3%	5%	4%	9%	2%
				D.E								J*	*
Waited in line by myself	6%	4%	7%	7%	8%	2%	9%	6%	4%	5%	3%	11%	11%
				E	E							J*	J*
None of these	85%	82%	88%	72%	84%	96%	83%	88%	87%	82%	90%	72%	75%
			A		C	C.D					K.L.M	*	*

HYW_q1_3. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Restaurant deals (e.g., free coffee, free ice cream, etc.)

	Unweighted base	461	645	259	320	527	217	241	388	260	826	115	82
	Base: All US adults	526	547	336	313	424	216	217	379	261	708	128	149
Camped out overnight/got up really early to get to there before it opened	3%	3%	2%	5%	3%	0%	2%	2%	3%	4%	2%	2%	6%
				E	E							*	*
Paid someone to wait in line for me	4%	8%	1%	12%	1%	1%	4%	4%	4%	6%	2%	12%	7%
		B		D.E								J*	*
Convinced family/friends to wait in line with me	8%	8%	9%	16%	8%	3%	9%	8%	8%	9%	7%	5%	13%
				D.E	E							*	*
Waited in line by myself	11%	8%	13%	13%	11%	9%	9%	16%	9%	12%	11%	10%	8%

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	Education					Marital Status						Children under
	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	M	N	O	P	Q	R	S	T	U	V	W	X

HYW_q1_1. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Black Friday shopping deals at a physical store

	Unweighted base	83	356	392	221	137	568	13	131	46	326	22	247
	Base: All US adults	88	438	347	189	98	500	13	108	41	377	33	255
Camped out overnight/got up really early to get to there before it opened	9%	7%	7%	12%	9%	8%	9%	6%	8%	16%	7%	29%	11%
		*						**	*	**		**	
Paid someone to wait in line for me	3%	12%	6%	2%	2%	-	2%	-	1%	2%	7%	-	7%
		J*	Q					**	*	**	R	-	Y
Convinced family/friends to wait in line with me	12%	11%	12%	12%	12%	9%	12%	-	10%	15%	13%	7%	20%
		*						**	*	**	**	**	Y
Waited in line by myself	15%	21%	14%	16%	13%	15%	15%	20%	17%	13%	13%	28%	21%
		*						**	*	**	**	**	Y
None of these	66%	56%	65%	64%	67%	75%	68%	80%	70%	59%	66%	36%	49%
		*				O		**	*	**	**	**	

HYW_q1_2. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- A new product launch (e.g., new shoes, special fashion collaborations, etc.)

	Unweighted base	83	356	392	221	137	568	13	131	46	326	22	247
	Base: All US adults	88	438	347	189	98	500	13	108	41	377	33	255
Camped out overnight/got up really early to get to there before it opened	3%	2%	4%	2%	2%	1%	2%	7%	3%	-	5%	2%	7%
		*						**	*	**	R	**	Y
Paid someone to wait in line for me	4%	6%	4%	3%	5%	4%	4%	-	-	-	5%	5%	7%
		*						**	*	**	T	**	Y
Convinced family/friends to wait in line with me	4%	7%	4%	6%	4%	2%	4%	-	1%	21%	4%	-	6%
		*						**	*	**	**	**	
Waited in line by myself	6%	5%	7%	7%	2%	3%	5%	6%	2%	5%	7%	2%	10%
		*		P				**	*	**	**	**	Y
None of these	85%	81%	83%	83%	88%	92%	86%	87%	95%	73%	82%	90%	72%
		*				N.O		**	R.V*	**	**	**	

HYW_q1_3. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Restaurant deals (e.g., free coffee, free ice cream, etc.)

	Unweighted base	83	356	392	221	137	568	13	131	46	326	22	247
	Base: All US adults	88	438	347	189	98	500	13	108	41	377	33	255
Camped out overnight/got up really early to get to there before it opened	3%	5%	2%	4%	2%	1%	2%	-	3%	-	2%	7%	5%
		*						**	*	**	**	**	Y
Paid someone to wait in line for me	4%	7%	5%	4%	5%	1%	3%	-	1%	13%	7%	-	8%
		J*						**	*	**	R.T	**	Y
Convinced family/friends to wait in line with me	8%	14%	7%	9%	10%	10%	7%	6%	7%	7%	11%	-	14%
		*						**	*	**	**	**	Y
Waited in line by myself	11%	13%	8%	13%	15%	9%	11%	14%	14%	7%	10%	6%	14%

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	the age of 18	Income				Social network						
	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH	AI	AJ

HYW_q1_1. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Black Friday shopping deals at a physical store

	Unweighted base	859	381	306	241	178	866	409	319	265	60	316	80
	Base: All US adults	817	395	291	217	170	839	399	275	275	70	291	88
Camped out overnight/got up really early to get to there before it opened	9%	8%	7%	13%	12%	3%	10%	9%	10%	15%	15%	10%	13%
				Z.AC	AC					AD.AE.AF.AK	*		*
Paid someone to wait in line for me	3%	2%	2%	7%	3%	2%	4%	4%	3%	4%	10%	4%	6%
				Z.AC							AD.AF.AG.AQ*		AQ*
Convinced family/friends to wait in line with me	12%	9%	14%	13%	9%	8%	14%	14%	12%	12%	19%	17%	10%
							AQ	AQ			AQ*	AF.AQ	*
Waited in line by myself	15%	13%	16%	18%	10%	13%	16%	17%	13%	17%	13%	18%	15%
				AB			AQ	AQ		AQ	*	AQ	*
None of these	66%	71%	66%	54%	71%	80%	62%	63%	70%	59%	53%	61%	61%
		X	AA		AA	Z.AA	AM	AM	AE.AG.AH.AI.AK.AM		*	AM	*

HYW_q1_2. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- A new product launch (e.g., new shoes, special fashion collaborations, etc.)

	Unweighted base	859	381	306	241	178	866	409	319	265	60	316	80
	Base: All US adults	817	395	291	217	170	839	399	275	275	70	291	88
Camped out overnight/got up really early to get to there before it opened	3%	2%	2%	4%	3%	2%	3%	2%	3%	3%	3%	2%	3%
											*		*
Paid someone to wait in line for me	4%	2%	3%	3%	6%	2%	4%	4%	3%	5%	22%	3%	10%
										AQ	AF.AG.AI.AJ.AK.AM.AQ*		AD.AF.AI.AQ*
Convinced family/friends to wait in line with me	4%	4%	4%	6%	5%	2%	5%	6%	4%	7%	4%	4%	7%
											*		*
Waited in line by myself	6%	4%	8%	5%	2%	4%	7%	7%	2%	7%	5%	5%	8%
			AB				AF.AQ	AF.AQ		AF.AQ	*	AF	AF.AQ*
None of these	85%	89%	83%	83%	87%	91%	83%	83%	90%	81%	71%	87%	76%
		X				Z	AH.AK.AM	AH.AK.AM	AE.AG.AH.AJ.AK.AM		*	AE.AG.AH.AJ.AK	*

HYW_q1_3. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Restaurant deals (e.g., free coffee, free ice cream, etc.)

	Unweighted base	859	381	306	241	178	866	409	319	265	60	316	80
	Base: All US adults	817	395	291	217	170	839	399	275	275	70	291	88
Camped out overnight/got up really early to get to there before it opened	3%	2%	3%	4%	2%	1%	3%	3%	4%	4%	11%	2%	6%
											AD.AE.AF.AI.AK.AM.AQ*		*
Paid someone to wait in line for me	4%	3%	2%	9%	5%	1%	4%	3%	2%	4%	11%	3%	7%
				Z.AC			AF				AD.AE.AF.AI*		AF*
Convinced family/friends to wait in line with me	8%	6%	8%	9%	8%	7%	10%	14%	12%	13%	20%	13%	13%
							AQ	AD.AQ	AQ	AQ	AD.AQ*	AQ	AQ*
Waited in line by myself	11%	10%	12%	13%	9%	8%	12%	13%	13%	14%	13%	16%	12%

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	Social media membership							Living Area				
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	City	Suburb	Town	Rural area	Other
	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV

HYW_q1_1. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Black Friday shopping deals at a physical store

	Unweighted base	335	4	180	19	11	9	138	324	395	147	234	6
	Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232
Camped out overnight/got up really early to get to there before it opened	9%	9%	-	11%	12%	-	-	8%	13%	6%	2%	13%	-
			**	**	**	**	**	*	AS,AT	*	AS,AT	**	
Paid someone to wait in line for me	3%	7%	-	8%	-	-	11%	-	4%	1%	9%	2%	10%
		D,AE,AF,AG,AI,A	**	D,AE,AF,AG,AI,A	**	**	**	*	AS		AS,AU*	**	**
Convinced family/friends to wait in line with me	12%	17%	18%	21%	13%	-	-	5%	14%	11%	12%	11%	-
		AF,AQ	**	D,AE,AF,AG,AJ,AI	**	**	**	*			*	**	**
Waited in line by myself	15%	17%	-	19%	8%	16%	12%	7%	17%	15%	12%	13%	8%
		AQ	**	AQ	**	**	**	*			*	**	**
None of these	66%	59%	82%	52%	71%	84%	77%	82%	59%	72%	66%	66%	81%
		**	**	**	**	**	**	AF,AG,AH,AI,AJ,AK,AM*	AR	*	*	**	**

HYW_q1_2. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- A new product launch (e.g., new shoes, special fashion collaborations, etc.)

	Unweighted base	335	4	180	19	11	9	138	324	395	147	234	6
	Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232
Camped out overnight/got up really early to get to there before it opened	3%	5%	-	7%	-	-	-	0%	4%	2%	5%	1%	-
		AE,AI	**	D,AE,AF,AG,AI,A	**	**	**	*			AU*	**	**
Paid someone to wait in line for me	4%	5%	-	6%	12%	-	-	-	8%	2%	2%	1%	10%
		AQ	**	AQ	**	**	**	*	AS,AU		*	**	**
Convinced family/friends to wait in line with me	4%	6%	-	8%	18%	-	-	4%	4%	3%	6%	5%	-
		**	**	**	**	**	**	*			*	**	**
Waited in line by myself	6%	8%	-	8%	5%	-	11%	1%	9%	4%	6%	2%	8%
		AF,AQ	**	AF,AQ	**	**	**	*	AS,AU		*	**	**
None of these	85%	78%	100%	75%	70%	100%	89%	95%	78%	89%	81%	91%	81%
		**	**	**	**	**	**	AE,AG,AH,AJ,AK,AM*	AR	*	*	AR,AT	**

HYW_q1_3. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Restaurant deals (e.g., free coffee, free ice cream, etc.)

	Unweighted base	335	4	180	19	11	9	138	324	395	147	234	6
	Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232
Camped out overnight/got up really early to get to there before it opened	3%	3%	-	3%	-	-	-	0%	5%	2%	1%	1%	-
		**	**	**	**	**	**	*			*	**	**
Paid someone to wait in line for me	4%	7%	-	7%	-	-	-	4%	5%	1%	10%	4%	10%
		AD,AE,AF,AI	**	AE,AF,AI	**	**	**	*	AS		AS*	**	**
Convinced family/friends to wait in line with me	8%	15%	-	19%	35%	-	8%	0%	16%	5%	5%	4%	-
		AD,AQ	**	AD,AF,AQ	**	**	**	*	AS,AT,AU		*	**	**
Waited in line by myself	11%	14%	-	19%	16%	-	23%	6%	12%	13%	9%	8%	-

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	Gender		Age			Region				Race		
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic
None of these	76%	A	59%	79%	88%	78%	H	79%	73%	80%	*	*
	76%	76%	59%	79%	88%	78%	74%	79%	73%	80%	72%	71%
				C	C.D					M	*	*

HYW_q1_4. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Grand opening for a restaurant, bar, or club

	Unweighted base	461	645	259	320	527	217	241	388	260	826	115	82
	Base: All US adults	526	547	336	313	424	216	217	379	261	708	128	149
Camped out overnight/got up really early to get to there before it opened	2%	3%	1%	4%	2%	0%	1%	-	3%	3%	1%	7%	3%
				E	E				G	G		J*	*
Paid someone to wait in line for me	3%	5%	1%	8%	1%	1%	7%	1%	1%	4%	1%	2%	12%
		B		D.E			G.H					*	J*
Convinced family/friends to wait in line with me	5%	5%	6%	9%	5%	2%	3%	9%	4%	5%	4%	8%	4%
			E					F.H				*	*
Waited in line by myself	6%	6%	5%	7%	8%	3%	6%	5%	5%	8%	5%	10%	2%
			E									*	*
None of these	85%	83%	87%	74%	84%	95%	85%	86%	87%	83%	90%	73%	81%
				E	E	C.D					K.M	*	*

HYW_q1_5. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Ticket releases (e.g., new movies, concerts, etc.)

	Unweighted base	461	645	259	320	527	217	241	388	260	826	115	82
	Base: All US adults	526	547	336	313	424	216	217	379	261	708	128	149
Camped out overnight/got up really early to get to there before it opened	6%	7%	4%	10%	6%	2%	8%	4%	5%	6%	5%	6%	10%
				E	E							*	*
Paid someone to wait in line for me	2%	3%	1%	5%	1%	0%	2%	1%	2%	3%	1%	4%	3%
				D.E								J*	*
Convinced family/friends to wait in line with me	10%	11%	9%	17%	10%	5%	8%	4%	8%	19%	9%	6%	17%
			E						F.G.H			*	*
Waited in line by myself	9%	10%	9%	8%	14%	7%	7%	11%	8%	12%	9%	13%	6%
				E								*	*
None of these	76%	72%	80%	64%	74%	87%	76%	83%	78%	68%	80%	71%	69%
			A		C	C.D		I	I		M	*	*

HYW_q2. You mentioned that you have previously waited in line for a Black Friday shopping deal...

How often were you able to purchase the item(s) you were waiting in line for?

	Unweighted base	121	219	112	113	115	64	77	115	84	232	41	35
	Base: All US adults who have ever waited in line for Black Friday	172	192	162	107	96	69	75	118	103	209	49	68
Every time	24%	24%	25%	27%	20%	24%	13%	24%	22%	35%	28%	10%	24%
		*		*	*	*	*	*	*	F*		**	**
Most times	45%	49%	42%	42%	49%	46%	57%	43%	47%	37%	44%	48%	58%
		*		*	*	*	*	*	*	*		**	**
Some times	22%	18%	26%	21%	21%	26%	27%	17%	21%	24%	22%	17%	15%
		*		*	*	*	*	*	*	*		**	**
Never	5%	6%	4%	6%	3%	4%	3%	10%	5%	2%	3%	18%	1%

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	Education					Marital Status						Children under	
	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	
None of these	76%	64%	78%	74%	73%	82%	79%	80%	76%	72%	72%	87%	64%

HYW_q1_4. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Grand opening for a restaurant, bar, or club

	Unweighted base	83	356	392	221	137	568	13	131	46	326	22	247
	Base: All US adults	1073	438	347	189	98	500	13	108	41	377	33	255
Camped out overnight/got up really early to get to there before it opened	2%	2%	2%	2%	1%	2%	2%	-	2%	-	2%	2%	3%
Paid someone to wait in line for me	3%	5%	6%	1%	3%	-	2%	-	1%	-	6%	-	5%
Convinced family/friends to wait in line with me	5%	11%	4%	7%	6%	5%	5%	-	3%	23%	5%	-	9%
Waited in line by myself	6%	9%	6%	6%	7%	4%	5%	6%	5%	0%	7%	7%	8%
None of these	85%	75%	84%	86%	83%	92%	87%	94%	90%	76%	82%	90%	77%

HYW_q1_5. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Ticket releases (e.g., new movies, concerts, etc.)

	Unweighted base	83	356	392	221	137	568	13	131	46	326	22	247
	Base: All US adults	1073	438	347	189	98	500	13	108	41	377	33	255
Camped out overnight/got up really early to get to there before it opened	6%	8%	5%	8%	5%	2%	3%	7%	5%	15%	8%	7%	5%
Paid someone to wait in line for me	2%	5%	2%	1%	3%	2%	1%	-	2%	4%	3%	-	3%
Convinced family/friends to wait in line with me	10%	14%	9%	12%	10%	9%	7%	7%	8%	7%	16%	-	16%
Waited in line by myself	9%	16%	5%	12%	15%	11%	10%	26%	10%	9%	8%	4%	13%
None of these	76%	60%	80%	73%	70%	80%	80%	67%	80%	72%	69%	89%	67%

HYW_q2. You mentioned that you have previously waited in line for a Black Friday shopping deal...

How often were you able to purchase the item(s) you were waiting in line for?

	Unweighted base	32	105	137	64	34	179	3	40	17	92	9	126
	Base: All US adults who have ever waited in line for Black Friday	364	155	123	62	25	162	3	33	17	129	21	130
Every time	24%	23%	24%	24%	30%	16%	26%	-	31%	12%	27%	-	32%
Most times	45%	24%	52%	42%	33%	49%	46%	68%	34%	19%	42%	96%	40%
Some times	22%	43%	20%	21%	29%	23%	19%	32%	31%	27%	26%	4%	22%
Never	5%	5%	1%	9%	4%	7%	5%	-	2%	42%	1%	-	3%

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	the age of 18	Income				Social network							
	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	
None of these	76%	80%	77%	70%	79%	83%	74%	71%	75%	69%	*	AD,AQ	*
	X	X				AA	AH,AK,AM	AM	AH,AK,AM	AM	58%	71%	68%
											*	AM	*

HYW_q1_4. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Grand opening for a restaurant, bar, or club

	Unweighted base	859	381	306	241	178	866	409	319	265	60	316	80
Base: All US adults	1073	817	395	291	217	170	839	399	275	275	70	291	88
Camped out overnight/got up really early to get to there before it opened	2%	2%	3%	2%	2%	1%	2%	2%	2%	3%	4%	1%	2%
Paid someone to wait in line for me	3%	3%	3%	5%	2%	1%	4%	4%	2%	2%	6%	1%	4%
Convinced family/friends to wait in line with me	5%	4%	4%	8%	4%	5%	5%	6%	8%	8%	10%	7%	5%
Waited in line by myself	6%	5%	5%	7%	7%	4%	6%	5%	5%	8%	11%	7%	11%
None of these	85%	88%	86%	80%	87%	91%	84%	85%	86%	83%	AQ*	86%	AE,AQ*
	X	X				AA	AH,AM	AH,AK,AM	AH,AK,AM		72%	AH,AK,AM	80%
											*		*

HYW_q1_5. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Ticket releases (e.g., new movies, concerts, etc.)

	Unweighted base	859	381	306	241	178	866	409	319	265	60	316	80
Base: All US adults	1073	817	395	291	217	170	839	399	275	275	70	291	88
Camped out overnight/got up really early to get to there before it opened	6%	6%	7%	6%	5%	3%	6%	8%	5%	7%	13%	5%	13%
Paid someone to wait in line for me	2%	2%	3%	3%	1%	0%	3%	3%	2%	3%	7%	2%	4%
Convinced family/friends to wait in line with me	10%	8%	9%	12%	11%	9%	11%	12%	13%	14%	11%	10%	22%
Waited in line by myself	9%	8%	9%	13%	10%	5%	11%	12%	11%	14%	17%	12%	13%
None of these	76%	79%	77%	69%	77%	84%	73%	70%	75%	69%	AQ*	AQ	AQ*
	X	X				AA	AH,AJ,AK	AJ,AK	AH,AJ,AK		61%	AH,AJ,AK	56%
											*		*

HYW_q2. You mentioned that you have previously waited in line for a Black Friday shopping deal...

How often were you able to purchase the item(s) you were waiting in line for?

	Unweighted base	214	115	119	69	37	294	134	93	95	27	117	32
Base: All US adults who have ever waited in line for Black Friday	364	235	135	133	63	34	315	147	82	112	33	115	34
Every time	24%	20%	21%	24%	39%	15%	25%	22%	23%	20%	19%	20%	28%
Most times	45%	48%	50%	46%	35%	42%	45%	50%	48%	51%	59%	46%	40%
Some times	22%	22%	23%	20%	22%	26%	24%	25%	24%	25%	17%	29%	27%
Never	5%	6%	5%	6%	1%	6%	3%	3%	3%	1%	2%	3%	2%

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	s membership							Living Area				
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	City	Suburb	Town	Rural area	Other
None of these	76%	AQ 66%	** 100%	AD.AQ 57%	** 54%	** 100%	** 69%	* 90%	67%	*	83%	** 90%
		AM	**	**	**	**	AF.AG.AH.AI.AJ.AK.AM*	AR	AR	*	AR	**

HYW_q1_4. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Grand opening for a restaurant, bar, or club

	Unweighted base	1106	335	4	180	19	11	9	138	324	395	147	234	6
Base: All US adults		1073	356	5	206	18	11	7	134	325	359	149	232	7
Camped out overnight/got up really early to get to there before it opened	2%	3%	-	3%	-	-	-	-	-	4%	2%	-	0%	-
Paid someone to wait in line for me	3%	5%	**	6%	-	-	-	-	*	5%	1%	8%	0%	10%
Convinced family/friends to wait in line with me	5%	6%	-	9%	9%	-	-	4%	7%	4%	4%	3%	6%	-
Waited in line by myself	6%	9%	-	9%	21%	-	23%	3%	9%	5%	2%	2%	5%	-
None of these	85%	AE 81%	** 100%	AE 77%	** 76%	** 100%	** 77%	** 93%	AE.AG.AH.AI.AJ.AK.AM*	AR	AR	*	AR	** 90%

HYW_q1_5. Which, if any, of the following have you ever done to wait in line for each of the following? Please select all that apply on each row.

- Ticket releases (e.g., new movies, concerts, etc.)

	Unweighted base	1106	335	4	180	19	11	9	138	324	395	147	234	6
Base: All US adults		1073	356	5	206	18	11	7	134	325	359	149	232	7
Camped out overnight/got up really early to get to there before it opened	6%	6%	-	5%	-	8%	-	6%	11%	2%	2%	0%	8%	-
Paid someone to wait in line for me	2%	2%	**	3%	-	-	-	-	*	3%	2%	2%	0%	10%
Convinced family/friends to wait in line with me	10%	21%	-	20%	29%	-	-	2%	9%	12%	12%	14%	5%	-
Waited in line by myself	9%	12%	-	9%	25%	8%	34%	2%	9%	11%	10%	10%	8%	16%
None of these	76%	AQ 65%	** 100%	AQ 68%	** 51%	** 84%	** 66%	** 90%	AE.AG.AH.AI.AJ.AK.AM*	AR	AR	*	AR	** 73%

HYW_q2. You mentioned that you have previously waited in line for a Black Friday shopping deal...

How often were you able to purchase the item(s) you were waiting in line for?

	Unweighted base	340	127	1	83	6	2	2	22	117	107	45	69	2
Base: All US adults who have ever waited in line for Black Friday		364	147	1	99	5	2	2	24	134	99	51	79	1
Every time	24%	31%	100%	35%	17%	51%	-	26%	18%	30%	34%	22%	22%	-
Most times	45%	AE.AG.AI* 37%	**	AE.AG.AI* 42%	**	**	**	**	*	53%	44%	34%	41%	44%
Some times	22%	AQ 30%	**	AQ 20%	**	**	48%	16%	22%	21%	26%	22%	22%	-
Never	5%	1%	-	1%	-	-	-	27%	3%	1%	4%	12%	-	

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	Gender		Age			Region				Race		
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic
Don't know	3%	4%	4%	6%	-	-	6%	4%	2%	3%	7%	2%
	*	3%	*	E*	*	*	*	*	*	*	**	**

HYW_q3. How, if at all, do you plan on shopping during Thanksgiving weekend including Thanksgiving day, Black Friday, and Cyber Monday? Please select the option that best applies.

	Unweighted base	1106	461	645	259	320	527	217	241	388	260	826	115	82
Base: All US adults	1073	526	547	336	313	424	216	217	379	261	708	128	149	
I plan to do all my shopping in-stores	12%	11%	12%	12%	10%	13%	14%	9%	12%	12%	10%	18%	13%	
												J*	*	
I plan to do all my shopping online	18%	18%	17%	25%	16%	13%	18%	14%	15%	25%	18%	20%	14%	
				D.E						G.H		*	*	
I plan on doing a combination of both	28%	25%	30%	29%	33%	23%	32%	30%	26%	25%	29%	23%	30%	
					E							*	*	
Not applicable - I don't plan on shopping at all	35%	38%	33%	26%	32%	45%	29%	41%	39%	30%	37%	29%	37%	
						C.D		F.I				*	*	
Don't know	7%	7%	8%	9%	8%	6%	7%	7%	8%	8%	7%	10%	7%	
												*	*	

HYW_q4_1. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- An item for myself

	Unweighted base	1106	461	645	259	320	527	217	241	388	260	826	115	82
Base: All US adults	1073	526	547	336	313	424	216	217	379	261	708	128	149	
Up to a half hour	34%	33%	34%	32%	35%	35%	41%	30%	36%	27%	35%	28%	33%	
							G.I		I			*	*	
Over a half hour, up to an hour	18%	18%	17%	28%	16%	12%	15%	16%	18%	21%	15%	21%	28%	
				D.E								*	J*	
Over an hour, up to 2 hours	8%	7%	9%	13%	9%	3%	8%	10%	6%	9%	6%	10%	5%	
				E	E							*	*	
Over 2 hours, up to 6 hours	2%	2%	2%	3%	3%	0%	2%	2%	1%	3%	2%	1%	2%	
				E	E							*	*	
More than 6 hours	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	2%	1%	
												*	*	
Not applicable - I wouldn't be willing to wait in line at all	38%	38%	37%	24%	36%	50%	33%	42%	37%	38%	41%	37%	31%	
					C	C.D					M	*	*	

HYW_q4_2. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- A gift for someone else

	Unweighted base	1106	461	645	259	320	527	217	241	388	260	826	115	82
Base: All US adults	1073	526	547	336	313	424	216	217	379	261	708	128	149	
Up to a half hour	29%	25%	33%	18%	35%	34%	30%	28%	32%	27%	30%	27%	28%	
				A	C	C						*	*	
Over a half hour, up to an hour	19%	20%	19%	29%	16%	15%	24%	18%	18%	18%	18%	18%	31%	
				D.E								*	J*	
Over an hour, up to 2 hours	11%	11%	11%	17%	11%	5%	11%	12%	10%	12%	11%	10%	7%	
				E	E							*	*	
Over 2 hours, up to 6 hours	4%	4%	4%	8%	4%	1%	3%	5%	3%	6%	4%	6%	3%	
				E	E							*	*	

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



	Total	Education					Marital Status					Children under	
		Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		**	*	N	*	**		**	*	**	*	**	*
Don't know	3%	6%	3%	3%	5%	4%	4%	-	2%	-	4%	-	4%
		**	*		*	**		**	*	**	*	**	*

HYW_q3. How, if at all, do you plan on shopping during Thanksgiving weekend including Thanksgiving day, Black Friday, and Cyber Monday? Please select the option that best applies.

	Unweighted base	1106	83	356	392	221	137	568	13	131	46	326	22	247
Base: All US adults		1073	88	438	347	189	98	500	13	108	41	377	33	255
I plan to do all my shopping in-stores	12%		13%	15%	10%	11%	8%	11%	7%	15%	10%	12%	13%	18%
			*						**	*	**	**	**	Y
I plan to do all my shopping online	18%		22%	13%	19%	22%	25%	16%	28%	15%	14%	22%	4%	18%
			*			N	N		**	*	**	**	**	
I plan on doing a combination of both	28%		23%	25%	27%	33%	29%	28%	12%	24%	25%	26%	58%	32%
			*						**	*	**	**	**	
Not applicable - I don't plan on shopping at all	35%		31%	38%	37%	28%	31%	37%	40%	42%	51%	31%	21%	25%
			*	P	P				**	*	**	**	**	
Don't know	7%		11%	9%	7%	6%	6%	8%	12%	4%	-	8%	7%	7%
			*						**	*	**	**	**	

HYW_q4_1. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- An item for myself

	Unweighted base	1106	83	356	392	221	137	568	13	131	46	326	22	247
Base: All US adults		1073	88	438	347	189	98	500	13	108	41	377	33	255
Up to a half hour	34%		37%	34%	29%	42%	34%	37%	12%	34%	34%	31%	34%	36%
			*		O				**	*	**	**	**	
Over a half hour, up to an hour	18%		16%	21%	16%	16%	16%	16%	7%	13%	22%	21%	33%	25%
			*						**	*	**	**	**	Y
Over an hour, up to 2 hours	8%		22%	6%	13%	7%	2%	6%	13%	7%	11%	11%	5%	10%
			J.L*		N.Q	Q			**	*	**	R	**	
Over 2 hours, up to 6 hours	2%		3%	1%	2%	2%	2%	1%	-	3%	-	2%	5%	5%
			*						**	*	**	**	**	Y
More than 6 hours	1%		-	1%	1%	0%	1%	0%	7%	2%	-	1%	-	1%
			*						**	*	**	**	**	
Not applicable - I wouldn't be willing to wait in line at all	38%		23%	37%	38%	33%	45%	40%	60%	41%	33%	34%	23%	24%
			*			P	P		**	*	**	**	**	

HYW_q4_2. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- A gift for someone else

	Unweighted base	1106	83	356	392	221	137	568	13	131	46	326	22	247
Base: All US adults		1073	88	438	347	189	98	500	13	108	41	377	33	255
Up to a half hour	29%		28%	30%	25%	34%	34%	34%	13%	34%	28%	23%	35%	32%
			*		O	O	O	V	**	V*	**	**	**	
Over a half hour, up to an hour	19%		14%	19%	20%	21%	16%	18%	7%	21%	22%	22%	9%	24%
			*						**	*	**	**	**	
Over an hour, up to 2 hours	11%		21%	10%	14%	9%	6%	10%	6%	10%	11%	12%	10%	16%
			J.L*		Q				**	*	**	**	**	Y
Over 2 hours, up to 6 hours	4%		8%	5%	4%	5%	2%	3%	-	5%	2%	6%	-	6%
			*						**	*	**	**	**	

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



Total	the age of 18	Income				Social network							
	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	
Don't know	3%	3%	2%	4%	3%	10%	3%	AK*	*	*	**	AK*	**
			*	*	*	*		1%	2%	3%	2%	2%	2%
			*	*	*	Z*		*	*	*	**	*	**

HYW_q3. How, if at all, do you plan on shopping during Thanksgiving weekend including Thanksgiving day, Black Friday, and Cyber Monday? Please select the option that best applies.

	Unweighted base	1106	859	381	306	241	178	866	409	319	265	60	316	80
Base: All US adults	1073	817	395	291	217	170	839	399	275	275	70	291	88	
I plan to do all my shopping in-stores	12%	10%	15%	12%	7%	10%	12%	8%	8%	10%	11%	8%	10%	
			AB				AE.AF.AI				*		*	
I plan to do all my shopping online	18%	18%	15%	21%	23%	13%	20%	23%	27%	25%	27%	22%	21%	
					AC		AQ	AQ	AD.AK.AQ	AQ	AQ*	AQ	AQ*	
I plan on doing a combination of both	28%	26%	24%	36%	28%	20%	29%	31%	29%	32%	34%	34%	29%	
				Z.AC							*	AD.AQ	*	
Not applicable - I don't plan on shopping at all	35%	39%	38%	24%	38%	44%	31%	32%	31%	28%	24%	31%	37%	
		X	AA		AA	AA	AM	AM	AM		*	AM	AM*	
Don't know	7%	7%	7%	6%	5%	14%	7%	6%	5%	5%	4%	4%	4%	
						Z.AA.AB	AI				*		*	

HYW_q4_1. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- An item for myself

	Unweighted base	1106	859	381	306	241	178	866	409	319	265	60	316	80
Base: All US adults	1073	817	395	291	217	170	839	399	275	275	70	291	88	
Up to a half hour	34%	33%	36%	33%	36%	27%	35%	36%	31%	40%	24%	38%	40%	
								AF.AQ		AF.AH.AQ	*	AF.AQ	AQ*	
Over a half hour, up to an hour	18%	16%	15%	25%	14%	16%	19%	17%	14%	20%	24%	18%	21%	
				Z.AB			AF				*		*	
Over an hour, up to 2 hours	8%	7%	9%	10%	6%	6%	8%	8%	8%	9%	14%	8%	10%	
											AQ*		AQ*	
Over 2 hours, up to 6 hours	2%	1%	2%	3%	1%	0%	2%	2%	2%	1%	5%	2%	3%	
											AG*		*	
More than 6 hours	1%	1%	1%	1%	0%	1%	1%	2%	1%	2%	2%	1%	1%	
											*		*	
Not applicable - I wouldn't be willing to wait in line at all	38%	42%	37%	28%	43%	49%	35%	35%	44%	29%	31%	33%	24%	
		X			AA	Z.AA	AK.AM	AK.AM	.AE.AG.AI.AJ.AK.	AM	*	AM	*	

HYW_q4_2. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- A gift for someone else

	Unweighted base	1106	859	381	306	241	178	866	409	319	265	60	316	80
Base: All US adults	1073	817	395	291	217	170	839	399	275	275	70	291	88	
Up to a half hour	29%	28%	27%	32%	30%	30%	30%	30%	29%	31%	23%	34%	31%	
											*	AK	*	
Over a half hour, up to an hour	19%	18%	19%	23%	22%	11%	20%	20%	17%	19%	29%	22%	29%	
				AC	AC						*		AF*	
Over an hour, up to 2 hours	11%	9%	11%	13%	9%	8%	12%	14%	13%	15%	16%	12%	16%	
							AQ	AQ	AQ	AQ	AQ*	AQ	AQ*	
Over 2 hours, up to 6 hours	4%	4%	6%	5%	2%	2%	4%	4%	3%	5%	5%	4%	2%	
											*		*	

YouGov NY
Waiting In Line

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Total	Social media membership							Living Area				
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	City	Suburb	Town	Rural area	Other
Don't know	3%	1%	**	*	**	**	**	*	*	**	AS*	**
	*	**	*	**	**	**	**	*	*	**	*	**

HYW_q3. How, if at all, do you plan on shopping during Thanksgiving weekend including Thanksgiving day, Black Friday, and Cyber Monday? Please select the option that best applies.

	Unweighted base	1106	335	4	180	19	11	9	138	324	395	147	234	6
Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232	7	
I plan to do all my shopping in-stores	12%	11%	-	17%	-	8%	-	10%	13%	9%	16%	12%	8%	
	**	**	AE.AF.AG.AI.AK	**	**	**	**	*	*	*	*	*	**	
I plan to do all my shopping online	18%	22%	13%	23%	55%	12%	-	7%	23%	16%	12%	18%	-	
	AQ	**	**	AQ	**	**	**	*	AT	*	*	**	**	
I plan on doing a combination of both	28%	34%	68%	33%	30%	7%	31%	20%	26%	30%	25%	27%	38%	
	AQ	**	**	AQ	**	**	**	*	*	*	*	*	**	
Not applicable - I don't plan on shopping at all	35%	28%	18%	21%	16%	30%	22%	55%	30%	36%	41%	37%	44%	
	AM	**	**	**	**	**	**	AF.AG.AH.AI.AJ.AK.AM*	*	*	*	*	**	
Don't know	7%	6%	-	6%	-	42%	47%	8%	8%	8%	5%	7%	10%	
	**	**	**	**	**	**	**	*	*	*	*	*	**	

HYW_q4_1. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- An item for myself

	Unweighted base	1106	335	4	180	19	11	9	138	324	395	147	234	6
Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232	7	
Up to a half hour	34%	33%	-	37%	35%	65%	33%	24%	36%	35%	27%	34%	8%	
	**	**	**	**	**	**	**	*	*	*	*	*	**	
Over a half hour, up to an hour	18%	24%	-	29%	34%	-	11%	16%	17%	18%	23%	16%	40%	
	AD.AE.AF.AI	**	**	D.AE.AF.AG.AI.AJ	**	**	**	*	*	*	*	*	**	
Over an hour, up to 2 hours	8%	10%	20%	11%	-	8%	12%	2%	8%	8%	10%	6%	-	
	AQ	**	**	AQ	**	**	**	*	*	*	*	*	**	
Over 2 hours, up to 6 hours	2%	2%	-	2%	4%	8%	-	1%	3%	2%	1%	1%	-	
	**	**	**	**	**	**	**	*	*	*	*	*	**	
More than 6 hours	1%	1%	-	3%	5%	-	-	-	1%	1%	1%	-	-	
	AK	**	**	**	**	**	**	*	*	*	*	*	**	
Not applicable - I wouldn't be willing to wait in line at all	38%	29%	80%	19%	21%	19%	43%	57%	35%	37%	37%	42%	52%	
	AM	**	**	**	**	**	**	AF.AG.AH.AI.AJ.AK.AM*	*	*	*	*	**	

HYW_q4_2. What is the maximum amount of time you would be willing to wait in line for each of the following? Please select one option on each row.

- A gift for someone else

	Unweighted base	1106	335	4	180	19	11	9	138	324	395	147	234	6
Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232	7	
Up to a half hour	29%	27%	-	27%	26%	24%	11%	24%	28%	33%	20%	31%	38%	
	**	**	**	**	**	**	**	*	AT	*	*	*	**	
Over a half hour, up to an hour	19%	23%	13%	30%	21%	38%	33%	16%	19%	18%	25%	19%	10%	
	AF	**	**	AE.AF.AG.AI.AK	**	**	**	*	*	*	*	*	**	
Over an hour, up to 2 hours	11%	16%	20%	19%	14%	8%	-	2%	13%	10%	12%	8%	8%	
	AD.AQ	**	**	AD.AI.AQ	**	**	**	*	*	*	*	*	**	
Over 2 hours, up to 6 hours	4%	5%	-	5%	-	-	-	2%	6%	5%	4%	1%	-	
	**	**	**	**	**	**	**	*	AU	*	*	*	**	

YouGov NY
Waiting In Line

US_nat Sample: 14th - 15th November 2017



	Total	Gender		Age			Region				Race		
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic
More than 6 hours	1%	2%	1%	2%	2%	1%	2%	0%	2%	1%	1%	3%	1%
Not applicable - I wouldn't be willing to wait in line at all	35%	38%	32%	25%	33%	44%	31%	37%	35%	36%	36%	36%	31%

HYW_q5. For this question, please think back to the last time you waited at least one hour in line...To what extent was it worth waiting or not worth waiting?

Unweighted base	1106	461	645	259	320	527	217	241	388	260	826	115	82
Base: All US adults	1073	526	547	336	313	424	216	217	379	261	708	128	149
Worth it, I'd do it again	18%	18%	18%	22%	20%	13%	17%	21%	16%	19%	19%	23%	8%
Worth it, but I wouldn't do it again	15%	14%	16%	E	E	13%	15%	11%	11%	24%	12%	11%	31%
Not worth it, but I'd give it another chance	9%	10%	9%	D.E	8%	5%	9%	10%	12%	G.H	9%	7%	J.K*
Not worth it, and I would never do it again	14%	16%	11%	E	E	14%	11%	14%	15%	I	14%	13%	11%
Don't know	6%	5%	7%	7%	5%	6%	7%	3%	7%	6%	5%	9%	8%
Not applicable - I've never waited in line for an hour or longer	38%	37%	38%	26%	35%	49%	40%	41%	38%	33%	40%	36%	34%
Net: Worth it	33%	32%	34%	46%	28%	26%	32%	32%	27%	43%	31%	34%	39%
Net: Not worth it	23%	26%	20%	D.E	31%	19%	20%	24%	27%	F.G.H	24%	21%	19%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/API/AQ, AR/AS/AT//

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Waiting In Line

US_nat Sample: 14th - 15th November 2017



	Total	Education					Marital Status						Children under
		Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
More than 6 hours	1%	3%	1%	2%	0%	2%	1%	7%	-	2%	2%	-	4%
Not applicable - I wouldn't be willing to wait in line at all	35%	26%	35%	35%	30%	39%	34%	66%	30%	35%	45%	17%	

HYW_q5. For this question, please think back to the last time you waited at least one hour in line...To what extent was it worth waiting or not worth waiting?

	Unweighted base	Other (NET)	No HS, High school graduate	Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Unweighted base	1106	83	356	392	221	137	568	13	131	46	326	22	247
Base: All US adults	1073	88	438	347	189	98	500	13	108	41	377	33	255
Worth it, I'd do it again	18%	18%	18%	19%	15%	19%	19%	15%	18%	23%	17%	10%	26%
Worth it, but I wouldn't do it again	15%	19%	15%	17%	14%	11%	12%	13%	17%	8%	21%	4%	21%
Not worth it, but I'd give it another chance	9%	10%	7%	13%	10%	9%	8%	-	6%	9%	10%	26%	10%
Not worth it, and I would never do it again	14%	17%	11%	14%	17%	17%	17%	-	14%	11%	11%	7%	13%
Don't know	6%	7%	6%	6%	6%	6%	7%	6%	5%	4%	6%	2%	7%
Not applicable - I've never waited in line for an hour or longer	38%	28%	43%	31%	39%	39%	37%	66%	41%	45%	35%	51%	23%
Net: Worth it	33%	38%	33%	36%	29%	30%	31%	28%	35%	31%	38%	14%	47%
Net: Not worth it	23%	27%	18%	27%	26%	26%	25%	-	20%	20%	21%	34%	23%

U/G/H/I, JK/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT/AU/AV, Minimum Base: 30 (**), Small Base: 100 (*)

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Waiting In Line

US_nat Sample: 14th - 15th November 2017



	Total	at the age of 18	Income				Social network						
		No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr
More than 6 hours	1%	1%	2%	1%	-	1%	2%	1%	1%	1%	2%	1%	2%
Not applicable - I wouldn't be willing to wait in line at all	35%	40%	35%	26%	37%	47%	31%	31%	37%	29%	24%	27%	21%
		X			AA	Z.AA	AM	AM	.AE.AG.AI.AJ.AK.	AM	*	AM	*

HYW_q5. For this question, please think back to the last time you waited at least one hour in line...To what extent was it worth waiting or not worth waiting?

Unweighted base	1106	859	381	306	241	178	866	409	319	265	60	316	80
Base: All US adults	1073	817	395	291	217	170	839	399	275	275	70	291	88
Worth it, I'd do it again	18%	15%	19%	21%	18%	10%	18%	19%	15%	21%	16%	18%	16%
			AC	AC	AC						*		*
Worth it, but I wouldn't do it again	15%	13%	19%	16%	12%	8%	17%	18%	16%	18%	23%	16%	27%
			AC				AQ	AQ	AQ	AQ	AQ*	AQ	AD.AF.AI.AQ*
Not worth it, but I'd give it another chance	9%	9%	8%	12%	9%	9%	10%	10%	11%	14%	9%	9%	13%
										AQ	*		*
Not worth it, and I would never do it again	14%	14%	11%	17%	15%	12%	14%	15%	16%	13%	21%	14%	12%
											*		*
Don't know	6%	6%	5%	6%	4%	11%	6%	3%	5%	4%	1%	6%	5%
						Z.AB	AE				*	AE	*
Not applicable - I've never waited in line for an hour or longer	38%	43%	38%	28%	42%	49%	35%	35%	36%	31%	30%	36%	27%
		X	AA		AA	Z.AA	AK.AM	AK.AM	AK.AM		*	AK.AM	*
Net: Worth it	33%	29%	38%	37%	30%	18%	35%	37%	32%	39%	39%	34%	43%
			AC	AC	AC		AQ	AQ	AQ	AF.AQ	*		AQ*
Net: Not worth it	23%	23%	19%	29%	24%	21%	25%	25%	27%	27%	30%	24%	25%
			Z				AQ	AQ	AQ	AQ	AQ*		*

Cell Contents (Col

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US_nat Sample: 14th - 15th November 2017



	s membership							Living Area				
	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None	City	Suburb	Town	Rural area	Other
Total												
More than 6 hours	1%	2%	-	1%	5%	-	0%	2%	1%	3%	0%	-
Not applicable - I wouldn't be willing to wait in line at all	35%	27%	67%	18%	34%	30%	55%	32%	33%	36%	40%	44%
	AM	**	**	**	**	**	AF.AG.AH.AI.AJ.AK.AM*			*		**

HYW_q5. For this question, please think back to the last time you waited at least one hour in line...To what extent was it worth waiting or not worth waiting?

Unweighted base	1106	335	4	180	19	11	9	138	324	395	147	234	6
Base: All US adults	1073	356	5	206	18	11	7	134	325	359	149	232	7
Worth it, I'd do it again	18%	22%	-	24%	23%	20%	-	16%	20%	19%	11%	20%	-
		AD.AF	**	AD.AF	**	**	**	*			*		**
Worth it, but I wouldn't do it again	15%	19%	32%	22%	15%	-	45%	6%	17%	15%	17%	12%	8%
		AQ	**	AQ	**	**	**	*			*		**
Not worth it, but I'd give it another chance	9%	13%	-	12%	23%	-	-	5%	9%	8%	11%	11%	30%
		AQ	**	**	**	**	**	*			*		**
Not worth it, and I would never do it again	14%	12%	-	14%	4%	8%	-	10%	12%	15%	17%	12%	14%
		**	**	**	**	**	**	*			*		**
Don't know	6%	5%	20%	5%	4%	8%	33%	5%	8%	6%	5%	4%	18%
		**	**	**	**	**	**	*			*		**
Not applicable - I've never waited in line for an hour or longer	38%	28%	48%	23%	31%	64%	22%	58%	35%	38%	40%	40%	30%
		**	**	**	**	**	**	AF.AG.AH.AI.AJ.AK.AM*			*		**
Net: Worth it	33%	42%	32%	46%	38%	20%	45%	22%	36%	34%	28%	33%	8%
		AD.AF.AI.AQ	**	AD.AE.AF.AI.AQ	**	**	**	*			*		**
Net: Not worth it	23%	25%	-	26%	27%	8%	-	15%	20%	22%	28%	24%	44%
		**	**	**	**	**	**	*			*		**

Cell Contents (Col