

YouGov NY
Holiday Questions

US_nat_2000 Sample: 16th - 17th November 2016



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

Some stores decide to begin Black Friday early and open on Thanksgiving Day while others have pledged to not open on Thanksgiving Day. To what extent do you support or oppose a store's pledge to remain closed on Thanksgiving Day? Please select the option that best applies.

Unweighted base	2058	882	1176	459	700	899	370	468	715	505	1582	167	173	136
Base: All US adults	2058	1002	1056	629	705	724	371	436	770	481	1387	240	296	134
Strongly support	61%	59%	63%	48%	61%	71%	58%	62%	64%	57%	67%	49%	43%	61%
Somewhat support	18%	19%	18%	23%	18%	14%	16%	20%	16%	21%	16%	22%	25%	14%
Somewhat oppose	7%	8%	6%	12%	7%	3%	10%	7%	6%	7%	5%	10%	14%	12%
Strongly oppose	5%	5%	4%	6%	4%	5%	6%	5%	4%	5%	4%	7%	7%	4%
Don't know	9%	9%	10%	10%	11%	7%	10%	6%	10%	11%	9%	13%	10%	10%
Net: Support	79%	77%	80%	71%	79%	85%	74%	82%	80%	78%	83%	71%	69%	75%
Net: Oppose	12%	14%	10%	18%	10%	8%	16%	12%	10%	12%	9%	16%	21%	16%

Do you plan to do more shopping on Black Friday or on Cyber Monday this year? Please select the option that best applies.

Unweighted base	2058	882	1176	459	700	899	370	468	715	505	1582	167	173	136
Base: All US adults	2058	1002	1056	629	705	724	371	436	770	481	1387	240	296	134
Much more on Black Friday	7%	7%	8%	12%	9%	2%	9%	7%	7%	7%	6%	10%	12%	8%
Somewhat more on Black Friday	5%	5%	6%	8%	5%	4%	4%	5%	7%	4%	5%	9%	4%	8%
Shop an equal amount on each	10%	10%	10%	14%	9%	6%	8%	7%	10%	12%	8%	8%	16%	13%
Somewhat more on Cyber Monday	9%	8%	10%	8%	11%	7%	12%	8%	8%	8%	9%	7%	12%	5%
Much more on Cyber Monday	9%	9%	10%	14%	9%	7%	9%	8%	11%	9%	10%	8%	7%	14%
Don't know	14%	13%	16%	15%	14%	14%	14%	16%	14%	14%	12%	20%	17%	17%
Not applicable – I do not plan to shop on either Black Friday or Cyber Monday this year	45%	49%	41%	29%	44%	60%	45%	48%	43%	45%	50%	37%	31%	35%
Net: More on Black Friday	13%	12%	14%	20%	14%	5%	13%	12%	14%	11%	11%	19%	16%	16%
Net: More on Cyber Monday	18%	16%	20%	22%	20%	14%	21%	17%	19%	17%	19%	15%	18%	19%

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Some stores decide to begin Black Friday early and open on Thanksgiving Day while others have pledged to not open on Thanksgiving Day. To what extent do you support or oppose a store's pledge to remain closed on Thanksgiving Day? Please select the option that best applies.

Unweighted base	2058	529	802	465	262	1078	48	225	110	515	82
Base: All US adults	2058	892	638	340	188	976	55	197	96	648	86
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Somewhat support	18%	17%	19%	20%	16%	16%	14%	20%	13%	20%	29%
Somewhat oppose	7%	9%	5%	5%	6%	6%	3%	4%	7%	11%	3%
Strongly oppose	5%	7%	3%	3%	3%	4%	-	2%	4%	6%	6%
Don't know	9%	10%	11%	8%	5%	9%	12%	8%	8%	10%	11%
Net: Support	79%	74%	81%	84%	86%	81%	86%	86%	81%	73%	79%
Net: Oppose	12%	16%	9%	8%	9%	10%	3%	6%	11%	17%	10%

Do you plan to do more shopping on Black Friday or on Cyber Monday this year? Please select the option that best applies.

Unweighted base	2058	529	802	465	262	1078	48	225	110	515	82
Base: All US adults	2058	892	638	340	188	976	55	197	96	648	86
Much more on Black Friday	7%	10%	5%	8%	5%	7%	6%	6%	1%	8%	15%
Somewhat more on Black Friday	5%	5%	5%	5%	6%	5%	2%	3%	7%	6%	5%
Shop an equal amount on each	10%	8%	11%	11%	8%	10%	14%	9%	4%	10%	5%
Somewhat more on Cyber Monday	9%	8%	10%	9%	8%	8%	3%	9%	10%	10%	13%
Much more on Cyber Monday	9%	7%	10%	14%	10%	9%	12%	7%	8%	11%	9%
Don't know	14%	15%	13%	13%	17%	15%	19%	14%	14%	14%	12%
Not applicable – I do not plan to shop on either Black Friday or Cyber Monday this year	45%	46%	45%	40%	46%	46%	45%	52%	56%	40%	41%
Net: More on Black Friday	13%	15%	10%	12%	11%	12%	8%	9%	8%	14%	19%
Net: More on Cyber Monday	18%	15%	20%	23%	18%	17%	15%	16%	18%	21%	22%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Some stores decide to begin Black Friday early and open on Thanksgiving Day while others have pledged to not open on Thanksgiving Day. To what extent do you support or oppose a store's pledge to remain closed on Thanksgiving Day? Please select the option that best applies.

Unweighted base	2058	496	1562	726	591	443	298
Base: All US adults	2058	511	1547	841	550	351	317
Strongly support	61%	58%	62%	56%	67%	66%	58%
Somewhat support	18%	20%	18%	21%	17%	18%	12%
Somewhat oppose	7%	10%	6%	8%	6%	5%	9%
Strongly oppose	5%	3%	5%	6%	3%	3%	5%
Don't know	9%	10%	9%	10%	6%	7%	16%
Net: Support	79%	77%	79%	77%	84%	85%	70%
Net: Oppose	12%	13%	11%	14%	10%	8%	14%

Do you plan to do more shopping on Black Friday or on Cyber Monday this year? Please select the option that best applies.

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Much more on Black Friday	7%	15%	5%	9%	9%	3%	4%
Somewhat more on Black Friday	5%	8%	4%	5%	6%	5%	5%
Shop an equal amount on each	10%	9%	10%	8%	11%	10%	12%
Somewhat more on Cyber Monday	9%	11%	8%	9%	10%	10%	7%
Much more on Cyber Monday	9%	10%	9%	7%	9%	14%	12%
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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Some stores decide to begin Black Friday early and open on Thanksgiving Day while others have pledged to not open on Thanksgiving Day. To what extent do you support or oppose a store's pledge to remain closed on Thanksgiving Day? Please select the option that best applies.

Unweighted base	2058	1680	772	579	738	131	545	154	571	42	295	14	133	29	351
Base: All US adults	2058	1678	794	502	786	155	497	171	633	49	345	19	141	44	354
Strongly support	61%	61%	60%	65%	56%	65%	70%	59%	53%	54%	55%	53%	60%	19%	61%
Somewhat support	18%	19%	20%	19%	21%	24%	16%	23%	22%	21%	22%	44%	17%	4%	11%
Somewhat oppose	7%	7%	8%	5%	8%	4%	3%	3%	12%	14%	9%	-	6%	23%	9%
Strongly oppose	5%	5%	5%	4%	6%	2%	4%	5%	5%	1%	4%	-	6%	7%	4%
Don't know	9%	8%	7%	7%	10%	4%	7%	10%	9%	9%	10%	3%	12%	47%	16%
Net: Support	79%	80%	80%	84%	77%	90%	86%	81%	75%	75%	77%	97%	76%	23%	72%
Net: Oppose	12%	12%	13%	9%	13%	6%	7%	8%	16%	16%	13%	-	12%	30%	13%

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Somewhat more on Black Friday	5%	6%	6%	6%	6%	3%	7%	5%	8%	3%	9%	9%	6%	3%	2%
Shop an equal amount on each	10%	10%	11%	10%	11%	9%	11%	8%	15%	17%	13%	9%	9%	15%	6%
Somewhat more on Cyber Monday	9%	10%	12%	12%	13%	14%	12%	13%	14%	15%	13%	24%	6%	7%	3%
Much more on Cyber Monday	9%	10%	15%	13%	12%	11%	11%	17%	12%	9%	13%	25%	10%	3%	5%
Don't know	14%	13%	13%	12%	13%	14%	13%	14%	12%	12%	13%	3%	11%	25%	19%
Not applicable – I do not plan to shop on either Black Friday or Cyber Monday this year	45%	42%	35%	42%	36%	31%	38%	37%	30%	30%	26%	19%	56%	43%	61%
Net: More on Black Friday	13%	14%	15%	11%	16%	22%	15%	12%	18%	17%	22%	21%	8%	7%	5%
Net: More on Cyber Monday	18%	20%	27%	25%	24%	25%	23%	30%	26%	24%	26%	49%	16%	10%	8%

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Unweighted base	2058	882	1176	459	700	899	370	468	715	505	1582	167	173	136
Base: All US adults	2058	1002	1056	629	705	724	371	436	770	481	1387	240	296	134
Definitely part of the season	13%	14%	13%	17%	15%	9%	13%	15%	12%	15%	12%	23%	16%	8%
Somewhat part of the season	18%	17%	18%	24%	16%	14%	18%	12%	21%	17%	17%	18%	19%	22%
Neither a part nor a distraction	17%	16%	17%	17%	18%	15%	17%	15%	18%	16%	15%	20%	20%	16%
Somewhat of a distraction	15%	15%	16%	14%	14%	18%	13%	18%	14%	17%	17%	14%	11%	17%
Definitely a distraction	28%	30%	27%	17%	28%	39%	27%	33%	27%	27%	33%	14%	22%	23%
Don't know	8%	8%	9%	12%	9%	5%	11%	7%	8%	8%	7%	11%	11%	15%
Net: Part of	31%	31%	31%	41%	31%	24%	32%	27%	33%	31%	29%	42%	35%	30%
Net: Distraction	44%	44%	43%	30%	42%	57%	41%	51%	41%	45%	49%	27%	33%	40%

To what extent would you rather give a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

Unweighted base	2058	882	1176	459	700	899	370	468	715	505	1582	167	173	136
Base: All US adults	2058	1002	1056	629	705	724	371	436	770	481	1387	240	296	134
Much rather give a personal gift	38%	32%	43%	29%	36%	47%	34%	43%	35%	40%	41%	31%	28%	40%
Somewhat rather give a personal gift	25%	27%	24%	24%	24%	28%	25%	24%	27%	26%	27%	20%	23%	23%
Somewhat rather give a "latest and greatest" gift	13%	15%	12%	19%	13%	9%	15%	13%	14%	11%	12%	16%	21%	12%
Much rather give "latest and greatest" gift	5%	6%	4%	7%	5%	4%	5%	6%	5%	5%	5%	8%	5%	1%
Don't know	18%	20%	17%	20%	22%	12%	21%	15%	19%	19%	16%	25%	22%	24%
Net: Give personal gift	63%	59%	67%	54%	60%	74%	59%	66%	62%	65%	68%	51%	51%	63%
Net: Give "latest and greatest"	19%	21%	16%	26%	18%	13%	21%	18%	20%	16%	17%	24%	27%	13%

To what extent would you rather receive a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

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Much rather receive a personal gift	39%	33%	44%	25%	36%	54%	35%	44%	38%	39%	43%	31%	29%	35%
Somewhat rather receive a personal gift	22%	21%	23%	23%	22%	21%	21%	22%	22%	23%	23%	21%	18%	24%
Somewhat rather receive a "latest and greatest" gift	12%	14%	9%	20%	11%	5%	14%	11%	12%	10%	10%	9%	22%	13%
Much rather receive "latest and greatest" gift	7%	9%	5%	10%	6%	5%	8%	4%	7%	7%	6%	10%	7%	9%
Don't know	21%	23%	18%	22%	24%	16%	23%	18%	20%	21%	18%	29%	24%	20%
Net: Receive personal gift	61%	54%	67%	48%	58%	75%	55%	67%	60%	62%	66%	52%	47%	58%
Net: Receive "latest and greatest"	19%	23%	14%	30%	17%	10%	22%	16%	20%	17%	16%	19%	29%	22%

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Base: All US adults	2058	892	638	340	188	976	55	197	96	648	86
Definitely part of the season	13%	15%	11%	15%	9%	12%	14%	18%	12%	14%	12%
Somewhat part of the season	18%	17%	18%	18%	19%	17%	17%	18%	13%	20%	17%
Neither a part nor a distraction	17%	17%	16%	17%	15%	16%	9%	18%	20%	17%	19%
Somewhat of a distraction	15%	14%	17%	16%	15%	17%	24%	9%	19%	13%	19%
Definitely a distraction	28%	24%	31%	29%	38%	31%	30%	30%	31%	24%	22%
Don't know	8%	12%	7%	5%	5%	7%	6%	8%	6%	12%	11%
Net: Part of	31%	33%	29%	33%	27%	29%	31%	35%	24%	34%	29%
Net: Distraction	44%	38%	48%	45%	53%	48%	54%	40%	50%	37%	41%

To what extent would you rather give a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

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Somewhat rather give a personal gift	25%	22%	27%	30%	29%	29%	19%	23%	22%	23%	21%
Somewhat rather give a "latest and greatest" gift	13%	16%	12%	11%	12%	12%	16%	8%	12%	17%	12%
Much rather give "latest and greatest" gift	5%	5%	6%	5%	5%	4%	2%	4%	5%	7%	7%
Don't know	18%	22%	17%	12%	16%	16%	20%	12%	15%	24%	13%
Net: Give personal gift	63%	58%	65%	72%	67%	67%	63%	76%	69%	52%	68%
Net: Give "latest and greatest"	19%	21%	18%	16%	17%	17%	18%	12%	16%	24%	19%

To what extent would you rather receive a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

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Much rather receive "latest and greatest" gift	7%	8%	7%	4%	6%	5%	4%	6%	8%	10%	7%
Don't know	21%	26%	17%	15%	17%	19%	25%	15%	14%	27%	10%
Net: Receive personal gift	61%	56%	61%	69%	69%	66%	50%	73%	71%	47%	70%
Net: Receive "latest and greatest"	19%	18%	22%	16%	14%	15%	25%	12%	15%	26%	20%

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Holiday Questions

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

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Unweighted base	2058	511	1547	841	550	351	317
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Definitely part of the season	13%	18%	12%	16%	13%	10%	10%
Somewhat part of the season	18%	19%	18%	18%	19%	19%	16%
Neither a part nor a distraction	17%	16%	17%	17%	15%	16%	18%
Somewhat of a distraction	15%	14%	16%	13%	16%	18%	17%
Definitely a distraction	28%	24%	30%	25%	30%	33%	29%
Don't know	8%	10%	8%	11%	7%	5%	10%
Net: Part of	31%	36%	30%	34%	32%	29%	25%
Net: Distraction	44%	38%	46%	38%	46%	50%	47%

To what extent would you rather give a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

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Somewhat rather give a "latest and greatest" gift	13%	16%	13%	15%	10%	15%	13%
Much rather give "latest and greatest" gift	5%	5%	5%	6%	6%	6%	3%
Don't know	18%	18%	18%	20%	15%	12%	27%
Net: Give personal gift	63%	61%	64%	59%	70%	67%	58%
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Somewhat rather receive a "latest and greatest" gift	12%	14%	11%	14%	11%	12%	8%
Much rather receive "latest and greatest" gift	7%	5%	7%	8%	6%	6%	6%
Don't know	21%	21%	20%	23%	16%	14%	30%
Net: Receive personal gift	61%	60%	61%	56%	67%	69%	56%
Net: Receive "latest and greatest"	19%	19%	18%	22%	17%	17%	14%

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	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

For the following questions by "Holiday Season" we mean the period of time from Thanksgiving until New Year, including such festivals as Christmas, Hanukkah, and Kwanzaa, etc. To what extent do you believe that Black Friday and Cyber Monday are part of the Holiday Season or a distraction from what the Holiday Season should be about?

Unweighted base	2058	1680	772	579	738	131	545	154	571	42	295	14	133	29	351
Base: All US adults	2058	1678	794	502	786	155	497	171	633	49	345	19	141	44	354
Definitely part of the season	13%	14%	16%	14%	17%	22%	14%	17%	16%	27%	21%	20%	9%	-	8%
Somewhat part of the season	18%	20%	22%	20%	22%	15%	21%	20%	25%	25%	24%	18%	16%	11%	9%
Neither a part nor a distraction	17%	16%	18%	14%	17%	20%	16%	17%	16%	9%	20%	-	12%	8%	17%
Somewhat of a distraction	15%	15%	17%	17%	15%	16%	20%	22%	17%	13%	14%	40%	16%	9%	17%
Definitely a distraction	28%	27%	22%	30%	22%	21%	25%	19%	19%	16%	16%	23%	35%	10%	36%
Don't know	8%	8%	5%	4%	7%	6%	5%	5%	6%	10%	5%	-	12%	62%	13%
Net: Part of	31%	34%	38%	34%	39%	37%	35%	36%	41%	52%	44%	37%	25%	11%	18%
Net: Distraction	44%	42%	39%	48%	38%	37%	45%	41%	36%	29%	30%	63%	50%	19%	53%

To what extent would you rather give a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

Unweighted base	2058	1680	772	579	738	131	545	154	571	42	295	14	133	29	351
Base: All US adults	2058	1678	794	502	786	155	497	171	633	49	345	19	141	44	354
Much rather give a personal gift	38%	39%	36%	40%	37%	35%	45%	35%	36%	44%	33%	43%	34%	11%	34%
Somewhat rather give a personal gift	25%	26%	28%	28%	26%	28%	27%	21%	24%	26%	26%	22%	24%	13%	24%
Somewhat rather give a "latest and greatest" gift	13%	15%	14%	14%	16%	16%	11%	16%	15%	10%	16%	27%	15%	9%	9%
Much rather give "latest and greatest" gift	5%	6%	7%	6%	7%	10%	4%	6%	7%	3%	8%	-	6%	2%	4%
Don't know	18%	15%	15%	12%	15%	12%	12%	22%	19%	17%	16%	8%	22%	65%	29%
Net: Give personal gift	63%	64%	64%	68%	63%	62%	72%	56%	60%	70%	59%	64%	58%	24%	58%
Net: Give "latest and greatest"	19%	20%	22%	20%	22%	26%	16%	22%	21%	13%	25%	27%	20%	11%	13%

To what extent would you rather receive a personal gift (i.e., a thoughtful gift, something handmade, etc.) or a "latest and greatest" gift (i.e., new video game system, new electronics, new car, etc.) this Holiday Season?

Unweighted base	2058	1680	772	579	738	131	545	154	571	42	295	14	133	29	351
Base: All US adults	2058	1678	794	502	786	155	497	171	633	49	345	19	141	44	354
Much rather receive a personal gift	39%	40%	34%	40%	37%	39%	44%	33%	35%	37%	32%	34%	36%	11%	36%
Somewhat rather receive a personal gift	22%	22%	24%	27%	22%	23%	28%	26%	21%	19%	24%	54%	18%	12%	16%
Somewhat rather receive a "latest and greatest" gift	12%	12%	15%	12%	15%	12%	9%	11%	15%	16%	17%	9%	16%	7%	8%
Much rather receive "latest and greatest" gift	7%	7%	10%	6%	8%	9%	7%	9%	10%	13%	12%	-	10%	6%	6%
Don't know	21%	18%	17%	15%	17%	17%	13%	21%	19%	15%	15%	3%	20%	65%	33%
Net: Receive personal gift	61%	63%	58%	68%	59%	62%	72%	59%	56%	55%	56%	88%	54%	23%	52%
Net: Receive "latest and greatest"	19%	20%	25%	18%	24%	21%	15%	21%	25%	29%	29%	9%	26%	12%	14%