

1. Shopping on Black Friday

Do you personally plan on doing any shopping in a store on the Friday after Thanksgiving?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	16%	17%	15%	24%	19%	13%	7%	18%	14%	18%	16%	15%
No	63%	66%	60%	57%	60%	61%	80%	58%	65%	66%	63%	62%
Maybe	21%	16%	25%	19%	22%	26%	13%	24%	21%	16%	20%	23%
Totals (Unweighted N)	100% (997)	100% (453)	100% (544)	100% (148)	100% (259)	100% (390)	100% (200)	100% (365)	100% (412)	100% (220)	100% (881)	100% (116)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	16%	13%	32%	19%	18%	16%	11%	13%	15%	15%	17%	16%
No	63%	68%	48%	48%	63%	64%	62%	63%	63%	62%	65%	60%
Maybe	21%	19%	20%	33%	19%	20%	27%	23%	21%	23%	18%	24%
Totals (Unweighted N)	100% (997)	100% (801)	100% (100)	100% (96)	100% (377)	100% (309)	100% (67)	100% (117)	100% (168)	100% (226)	100% (356)	100% (247)

2. Shopping on Thanksgiving

Do you personally plan on doing any shopping in a store on Thanksgiving Day itself?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	7%	8%	6%	12%	9%	5%	1%	10%	4%	10%	9%	2%
No	80%	83%	77%	72%	73%	82%	95%	76%	82%	81%	81%	78%
Maybe	13%	9%	17%	16%	18%	12%	4%	15%	14%	9%	10%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(453)	(546)	(148)	(260)	(391)	(200)	(366)	(412)	(221)	(883)	(116)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	7%	5%	18%	8%	10%	7%	1%	4%	7%	4%	8%	9%
No	80%	85%	69%	59%	74%	81%	83%	89%	80%	85%	79%	77%
Maybe	13%	9%	13%	33%	16%	12%	16%	7%	13%	12%	13%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(802)	(100)	(97)	(378)	(310)	(67)	(117)	(169)	(226)	(357)	(247)

3. Should businesses be open on Thanksgiving

In general, should businesses open Thanksgiving Day if there is demand for it, or should businesses close Thanksgiving day so workers can have the day off?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
They should feel free to stay open	27%	29%	25%	27%	32%	26%	19%	24%	27%	31%	28%	25%
They should close so workers can have the day off	62%	60%	64%	53%	57%	64%	78%	65%	60%	63%	64%	57%
Not sure	11%	11%	11%	19%	11%	9%	3%	11%	13%	6%	8%	18%
Totals (Unweighted N)	100% (1,000)	100% (453)	100% (547)	100% (148)	100% (261)	100% (391)	100% (200)	100% (366)	100% (413)	100% (221)	100% (883)	100% (117)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
They should feel free to stay open	27%	26%	28%	30%	25%	28%	19%	40%	16%	24%	29%	34%
They should close so workers can have the day off	62%	65%	59%	49%	65%	62%	78%	56%	73%	66%	60%	55%
Not sure	11%	9%	13%	22%	10%	9%	3%	4%	11%	10%	11%	11%
Totals (Unweighted N)	100% (1,000)	100% (803)	100% (100)	100% (97)	100% (378)	100% (310)	100% (67)	100% (117)	100% (169)	100% (226)	100% (358)	100% (247)

4. Prefer businesses be open on Thanksgiving

Would you prefer that retailers open for business on Thanksgiving Day, or that they wait to open until the Friday after Thanksgiving?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Open for business on Thanksgiving	13%	14%	13%	15%	18%	11%	8%	14%	12%	14%	13%	15%
Wait until the Friday after Thanksgiving	74%	73%	74%	62%	70%	79%	83%	75%	71%	78%	76%	68%
Not sure	13%	13%	13%	23%	12%	10%	8%	11%	17%	7%	11%	17%
Totals (Unweighted N)	100% (1,000)	100% (453)	100% (547)	100% (148)	100% (261)	100% (391)	100% (200)	100% (366)	100% (413)	100% (221)	100% (883)	100% (117)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Open for business on Thanksgiving	13%	10%	24%	20%	21%	10%	2%	9%	7%	11%	12%	22%
Wait until the Friday after Thanksgiving	74%	78%	61%	63%	70%	78%	85%	79%	83%	78%	74%	61%
Not sure	13%	12%	15%	17%	9%	12%	13%	11%	10%	11%	13%	17%
Totals (Unweighted N)	100% (1,000)	100% (803)	100% (100)	100% (97)	100% (378)	100% (310)	100% (67)	100% (117)	100% (169)	100% (226)	100% (358)	100% (247)