

1. Thinking about the upcoming Thanksgiving holiday, if you had to choose one thing from the following list, what do you most look forward to over the Thanksgiving weekend? Would you say it is...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	441	560	171	333	481	210	217	416	190	224	363	224
Weighted	1001	484	517	301	377	307	277	216	362	186	221	367	226
Family	744 74%	332 69%	411 80% A	214 71%	282 75%	238 77%	221 80%	153 71%	260 72%	134 72%	164 74%	285 78%	161 71%
Food	108 11%	73 15% B	35 7% D	41 14% D	24 6%	38 12% D	31 11%	26 12%	33 9%	25 13%	21 9%	38 10%	25 11%
Sleep or rest	77 8%	40 8%	37 7%	22 7%	40 11% E	15 5%	13 5%	16 8%	40 11% F	11 6%	17 8%	27 7%	23 10%
Entertainment (Includes Football)	31 3%	19 4%	12 2%	13 4%	12 3%	6 2%	7 2%	8 3%	13 4%	10 6%	5 2%	8 2%	7 3%
Shopping	30 3%	15 3%	15 3%	9 3%	14 4%	7 2%	2 1%	11 5% F	14 4%	2 1%	13 6%	8 2%	8 3%
(NOT READ) I do not celebrate Thanksgiving	6 1%	1 0%	5 1%	2 1%	4 1%	0 0%	3 1%	1 0%	2 1%	2 1%	1 0%	2 1%	1 0%
(DK/NS)	5 0%	3 1%	2 0%	0 -	1 0%	3 1%	1 0%	0 0%	0 0%	2 1%	1 0%	0 -	2 1%

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Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Children		Education			Employment Status				Marital Status		Race				
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1001	314	679	280	333	378	421	108	157	308	609	386	108	729	104	45
Weighted	1001	405	587	487	237	266	418	114*	232*	231	572	424	133*	683	115*	58*
Family	744 74%	302 75%	438 75%	376 77%	172 73%	192 72%	291 70%	87 77%	185 80%	177 77%	450 79% K	291 69%	104 78%	523 77%	76 66%	36 62%
Food	108 11%	49 12%	53 9%	48 10%	30 13%	24 9%	46 11%	9 8%	22 10%	29 12%	47 8%	60 14% J	6 5%	80 12%	14 12%	4 8%
Sleep or rest	77 8%	24 6%	53 9%	30 6%	17 7%	30 11% C	47 11% I	5 5%	12 5%	11 5%	42 7%	35 8%	13 9%	43 6%	12 10%	8 13%
Entertainment (Includes Football)	31 3%	9 2%	22 4%	14 3%	10 4%	7 3%	16 4%	4 4%	6 3%	5 2%	10 2%	21 5% J	4 3%	20 3%	1 1%	5 8%
Shopping	30 3%	13 3%	17 3%	15 3%	4 2%	11 4%	13 3%	5 4%	6 2%	6 3%	18 3%	12 3%	3 2%	13 2%	12 10% M	2 4%
(NOT READ) I do not celebrate Thanksgiving	6 1%	5 1%	2 0%	1 0%	4 2%	1 0%	3 1%	3 2%	0 -	0 -	2 0%	4 1%	1 1%	2 0%	1 1%	3 5% M
(DK/NS)	5 0%	2 1%	3 0%	3 1%	0 0%	0 0%	2 0%	0 -	0 -	3 1%	4 1%	1 0%	2 2%	3 0%	0 -	0 -

1. Thinking about the upcoming Thanksgiving holiday, If you had to choose one thing from the following list, what do you most look forward to over the Thanksgiving weekend? Would you say it is...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: All respondents	1001	259	728	726	275
Weighted	1001	281	707	698	303
Family	744 74%	183 65%	557 79% A	531 76%	212 70%
Food	108 11%	37 13%	71 10%	81 12%	28 9%
Sleep or rest	77 8%	30 11%	45 6%	51 7%	26 9%
Entertainment (Includes Football)	31 3%	13 5%	18 3%	20 3%	11 4%
Shopping	30 3%	16 6% B	14 2%	6 1%	24 8% C
(NOT READ) I do not celebrate Thanksgiving	6 1%	0 -	0 -	6 1%	0 0%
(DK/NS)	5 0%	2 1%	3 0%	3 0%	2 1%

2. Do you sleep worse or better over the Thanksgiving weekend than normal? Would you say you...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Thanksgiving	994	439	555	170	328	480	208	216	413	189	223	360	222
Weighted	995	483	512	299	373	307	274	215	360	184	221	365	225
Sleep Better	190 19%	106 22%	84 16%	79 27% E	78 21% E	32 10%	45 16%	55 25%	70 19%	35 19%	39 18%	72 20%	44 20%
Sleep the same as any other weekend	729 73%	357 74%	372 73%	206 69%	254 68%	253 83% CD	202 74%	147 68%	267 74%	136 74%	159 72%	265 73%	169 75%
Sleep worse	66 7%	19 4%	47 9% A	8 3%	40 11% C	19 6%	21 8%	13 6%	23 7%	12 7%	19 8%	25 7%	10 4%
(DK/NS)	10 1%	1 0%	9 2%	5 2%	2 0%	3 1%	6 2% H	1 0%	0 -	1 1%	5 2%	2 1%	2 1%

2. Do you sleep worse or better over the Thanksgiving weekend than normal? Would you say you...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Thanksgiving	994	310	676	279	330	376	416	106	157	308	607	381	107	726	103	43
Weighted	995	400	585	486	234	265	415	111*	232*	231	570	420	132*	681	114*	55*
Sleep Better	190 19%	83 21%	107 18%	89 18%	45 19%	55 21%	81 19%	26 24% I	59 26% I	22 9%	96 17%	94 22%	27 20%	122 18%	34 30% MO	6 11%
Sleep the same as any other weekend	729 73%	278 69%	441 75%	356 73%	174 75%	190 72%	309 74% H	74 66%	147 63%	196 85% FGH	426 75%	298 71%	94 71%	511 75% N	70 61%	46 83% N
Sleep worse	66 7%	33 8%	34 6%	35 7%	13 6%	18 7%	23 6%	11 10%	20 9%	12 5%	45 8%	21 5%	8 6%	43 6%	11 9%	3 6%
(DK/NS)	10 1%	7 2%	3 1%	7 1%	1 0%	2 1%	2 1%	0 0%	6 2%	2 1%	3 1%	6 2%	3 3%	5 1%	0 -	0 -

2. Do you sleep worse or better over the Thanksgiving weekend than normal? Would you say you...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: Celebrate Thanksgiving	994	259	728	720	274
Weighted	995	281	707	692	303
Sleep Better	190 19%	92 33% B	98 14%	102 15%	87 29% C
Sleep the same as any other weekend	729 73%	177 63%	545 77% A	551 80% D	178 59%
Sleep worse	66 7%	12 4%	54 8%	31 4%	35 12% C
(DK/NS)	10 1%	0 -	10 1%	8 1%	2 1%

3. You said you sleep worse over the Thanksgiving weekend than a normal weekend, why do you sleep worse? Is it because of...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base; ** very small base (under 30) ineligible for sig testing

		Gender		Age			Household Income			Region			
		Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Sleep worse over Thanksgiving weekend than a normal weekend	69	19	50	6	33	30	16	15	32	16	16	27	10
Weighted	66*	19**	47*	8**	40**	19**	21**	13**	23**	12**	19**	25**	10**
Family stress	17 26%	4 23%	13 27%	1 12%	9 23%	7 36%	5 22%	5 39%	7 30%	4 29%	3 14%	6 24%	5 46%
Overeating	11 17%	4 21%	7 15%	2 22%	5 13%	4 23%	4 17%	3 21%	5 20%	4 31%	1 5%	5 21%	1 9%
Traveling stress	9 13%	5 26%	4 8%	3 41%	4 10%	1 7%	5 24%	1 7%	1 5%	0 3%	1 8%	6 23%	1 9%
Shopping	7 10%	1 5%	6 13%	3 32%	4 11%	0 -	0 -	3 26%	3 15%	0 -	3 19%	1 2%	3 29%
Late night visits with family/ guests	6 9%	1 4%	5 11%	0 -	3 8%	3 14%	5 22%	0 3%	1 4%	0 -	5 25%	1 5%	0 -
Loss of family during this time	5 7%	2 9%	3 7%	0 -	5 12%	0 -	0 -	2 13%	0 -	0 -	3 17%	2 7%	0 -
Not sleeping in my own bed	4 7%	1 5%	4 8%	1 12%	3 7%	1 3%	2 8%	1 7%	1 3%	2 18%	0 1%	0 -	2 21%
Cooking	4 6%	0 -	4 8%	1 16%	0 -	2 13%	0 2%	0 -	3 14%	0 -	1 4%	2 7%	1 13%
Long hours spent awake	4 5%	0 -	4 8%	3 32%	1 3%	0 -	1 5%	3 19%	0 -	1 8%	3 14%	0 -	0 -
Preparation anxiety	2 3%	1 6%	1 2%	0 -	1 2%	1 8%	0 2%	1 5%	1 5%	1 6%	0 -	1 4%	0 5%
Health stress	1 2%	0 -	1 3%	0 -	1 4%	0 -	0 -	0 -	0 -	0 -	0 -	1 6%	0 -
Work/ job	1 2%	1 7%	0 -	0 -	1 4%	0 -	0 -	0 -	1 6%	0 -	1 8%	0 -	0 -
Too much to drink	1 2%	1 5%	0 1%	1 12%	0 -	0 2%	0 -	1 7%	0 2%	0 3%	0 -	0 -	1 9%
General stress/ lots to do	1 1%	1 3%	0 -	0 -	0 -	1 3%	0 -	0 -	1 2%	1 4%	0 -	0 -	0 -
Keeping house	0 1%	0 -	0 1%	0 -	0 -	0 3%	0 2%	0 -	0 -	0 -	0 -	0 -	0 5%

3. You said you sleep worse over the Thanksgiving weekend than a normal weekend, why do you sleep worse? Is it because of...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base; ** very small base (under 30) ineligible for sig testing

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Other	1 2%	1 7%	0 -	0 -	1 3%	0 -	0 -	0 -	0 -	1 11%	0 -	0 -	0 -
(DK/NS)	0 1%	0 -	0 1%	0 -	0 -	0 2%	0 -	0 -	0 2%	0 -	0 -	0 2%	0 -

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		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Sleep worse over Thanksgiving weekend than a normal weekend																
	69	31	38	20	24	25	26	9	19	15	48	21	6	48	11	3
Weighted	66*	33**	34**	35**	13**	18**	23**	11**	20**	12**	45*	21**	8**	43**	11**	3**
Family stress	17 26%	8 24%	9 27%	5 14%	7 50%	6 31%	8 34%	1 11%	4 18%	4 36%	9 21%	8 36%	1 17%	9 22%	3 32%	2 52%
Overeating	11 17%	6 17%	5 16%	7 19%	2 13%	3 14%	6 26%	0 -	2 8%	3 28%	8 19%	3 12%	3 32%	7 16%	2 14%	0 -
Traveling stress	9 13%	2 7%	6 18%	4 12%	1 11%	3 17%	6 25%	0 -	2 12%	0 3%	3 7%	5 25%	0 -	9 20%	0 -	0 -
Shopping	7 10%	7 21%	0 -	5 16%	1 11%	0 -	1 2%	3 27%	3 17%	0 -	7 15%	0 -	0 -	7 16%	0 -	0 -
Late night visits with family/ guests	6 9%	3 8%	3 9%	5 13%	0 3%	1 5%	1 4%	2 22%	3 13%	0 -	5 11%	1 4%	2 28%	2 5%	1 11%	0 -
Loss of family during this time	5 7%	2 5%	3 9%	5 14%	0 -	0 -	0 -	3 29%	0 -	2 14%	2 4%	3 15%	0 -	0 -	3 30%	2 48%
Not sleeping in my own bed	4 7%	3 8%	2 5%	2 5%	1 7%	2 10%	1 4%	0 2%	2 9%	2 13%	1 3%	3 14%	2 22%	3 6%	0 -	0 -
Cooking	4 6%	2 5%	2 6%	0 -	1 10%	2 13%	0 -	0 -	3 13%	1 10%	3 7%	0 2%	0 -	3 8%	0 4%	0 -
Long hours spent awake	4 5%	4 11%	0 -	3 7%	0 -	1 6%	0 -	0 -	4 17%	0 -	3 6%	1 5%	0 -	3 6%	1 9%	0 -
Preparation anxiety	2 3%	1 3%	1 4%	0 -	1 11%	1 5%	1 5%	0 4%	0 2%	0 2%	1 3%	1 5%	0 -	2 5%	0 -	0 -
Health stress	1 2%	0 -	1 4%	1 4%	0 -	0 -	0 -	0 -	1 7%	0 -	1 3%	0 -	0 -	1 3%	0 -	0 -
Work/ job	1 2%	1 3%	1 2%	0 -	1 4%	1 5%	1 6%	0 -	0 -	0 -	1 3%	0 -	0 -	1 3%	0 -	0 -
Too much to drink	1 2%	1 3%	0 1%	0 -	1 7%	0 2%	1 4%	0 -	0 -	0 3%	0 -	1 6%	0 -	1 3%	0 -	0 -
General stress/ lots to do	1 1%	0 -	1 1%	0 -	1 4%	0 -	0 -	0 -	0 -	1 4%	1 1%	0 -	0 -	1 1%	0 -	0 -
Keeping house	0 1%	0 -	0 1%	0 -	0 4%	0 -	0 -	0 -	0 2%	0 -	0 -	0 2%	0 -	0 1%	0 -	0 -
Other	1 2%	1 4%	0 -	1 4%	0 -	0 -	1 6%	0 -	0 -	0 -	1 3%	0 -	0 -	1 3%	0 -	0 -
(DK/NS)	0 1%	0 -	0 1%	0 -	0 -	0 2%	0 -	0 4%	0 -	0 -	0 -	0 2%	0 -	0 1%	0 -	0 -

3. You said you sleep worse over the Thanksgiving weekend than a normal weekend, why do you sleep worse? Is it because of...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D * small base; ** very small base (under 30) ineligible for sig testing

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: Sleep worse over Thanksgiving weekend than a normal weekend	69	10	59	37	32
Weighted	66*	12**	54*	31**	35**
Family stress	17 26%	1 10%	16 29%	10 32%	7 20%
Overeating	11 17%	1 6%	10 19%	5 16%	6 17%
Traveling stress	9 13%	0 -	9 16%	1 2%	8 22%
Shopping	7 10%	7 57%	0 -	0 -	7 20%
Late night visits with family/ guests	6 9%	0 -	6 11%	6 19%	0 -
Loss of family during this time	5 7%	2 14%	3 6%	3 10%	2 5%
Not sleeping in my own bed	4 7%	0 2%	4 8%	1 2%	4 11%
Cooking	4 6%	0 -	4 7%	2 6%	2 5%
Long hours spent awake	4 5%	3 21%	1 2%	1 3%	3 7%
Preparation anxiety	2 3%	1 7%	1 3%	1 3%	1 4%
Health stress	1 2%	0 -	1 3%	1 5%	0 -
Work/ job	1 2%	1 4%	1 2%	1 5%	0 -

3. You said you sleep worse over the Thanksgiving weekend than a normal weekend, why do you sleep worse? Is it because of...

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	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Too much to drink	1 2%	0 -	1 2%	0 1%	1 3%
General stress/ lots to do	1 1%	0 -	1 1%	1 2%	0 -
Keeping house	0 1%	0 -	0 1%	0 2%	0 -
Other	1 2%	0 -	1 2%	0 -	1 4%
(DK/NS)	0 1%	0 -	0 1%	0 1%	0 -

4. How long of a nap do you typically take on Thanksgiving day? Would you say it is...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Thanksgiving	994	439	555	170	328	480	208	216	413	189	223	360	222
Weighted	995	483	512	299	373	307	274	215	360	184	221	365	225
Less than 15 minutes	19 2%	7 1%	12 2%	7 2%	5 1%	8 3%	6 2%	2 1%	6 2%	5 3%	3 1%	4 1%	7 3%
15 minutes to a half hour	40 4%	18 4%	21 4%	8 3%	16 4%	16 5%	13 5%	6 3%	19 5%	9 5%	10 5%	14 4%	6 3%
A half hour to an hour	139 14%	75 16%	64 12%	57 19% E	53 14%	28 9%	50 18%	39 18%	42 12%	17 9%	29 13%	65 18%	28 12%
More than an hour	83 8%	56 11% B	28 5%	43 15% DE	21 6%	19 6%	25 9%	31 15% H	21 6%	23 13%	15 7%	22 6%	22 10%
Do you not nap on Thanksgiving	707 71%	322 67%	386 75% A	184 62%	274 73% C	236 77% C	178 65%	136 63%	269 75% FG	129 70%	161 73%	257 70%	161 71%
(DK/NS)	7 1%	6 1%	1 0%	0 -	6 2%	1 0%	3 1%	1 0%	3 1%	1 0%	2 1%	3 1%	1 0%

4. How long of a nap do you typically take on Thanksgiving day? Would you say it is...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Thanksgiving	994	310	676	279	330	376	416	106	157	308	607	381	107	726	103	43
Weighted	995	400	585	486	234	265	415	111*	232*	231	570	420	132*	681	114*	55*
Less than 15 minutes	19 2%	10 2%	9 2%	8 2%	7 3%	4 2%	5 1%	1 1%	6 2%	8 3%	11 2%	8 2%	1 1%	11 2%	2 1%	5 9% LM
15 minutes to a half hour	40 4%	17 4%	22 4%	15 3%	14 6%	11 4%	18 4%	5 5%	7 3%	10 4%	27 5%	13 3%	4 3%	31 4%	4 3%	1 2%
A half hour to an hour	139 14%	51 13%	88 15%	65 13%	41 17%	33 12%	62 15%	14 13%	37 16%	25 11%	70 12%	68 16%	15 11%	87 13%	26 23% M	12 21%
More than an hour	83 8%	33 8%	46 8%	40 8%	16 7%	23 9%	39 9%	12 11%	17 7%	14 6%	34 6%	49 12% J	22 17% M	39 6%	15 13% M	6 11%
Do you not nap on Thanksgiving	707 71%	284 71%	418 71%	355 73%	154 66%	194 73%	284 69%	80 72%	165 71%	175 76%	423 74%	281 67%	87 66%	510 75% NO	68 59%	31 56%
(DK/NS)	7 1%	5 1%	1 0%	4 1%	2 1%	1 0%	6 2%	0 -	0 -	0 0%	6 1%	1 0%	3 2%	3 0%	0 -	0 -

4. How long of a nap do you typically take on Thanksgiving day? Would you say it is...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: Celebrate Thanksgiving	994	259	728	720	274
Weighted	995	281	707	692	303
Less than 15 minutes	19 2%	19 7% B	0 -	16 2%	2 1%
15 minutes to a half hour	40 4%	40 14% B	0 -	20 3%	19 6%
A half hour to an hour	139 14%	139 50% B	0 -	65 9%	74 24% C
More than an hour	83 8%	83 30% B	0 -	53 8%	30 10%
Do you not nap on Thanksgiving	707 71%	0 -	707 100% A	532 77% D	175 58%
(DK/NS)	7 1%	0 -	0 -	5 1%	2 1%

5. When gathered with friends and family for Thanksgiving, is it typical for someone to 'nod-off'?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Thanksgiving	994	439	555	170	328	480	208	216	413	189	223	360	222
Weighted	995	483	512	299	373	307	274	215	360	184	221	365	225
Yes	559 56%	258 53%	302 59%	176 59%	207 55%	174 57%	153 56%	128 60%	209 58%	96 52%	134 61%	202 55%	128 57%
No	412 41%	211 44%	201 39%	115 38%	158 42%	126 41%	111 40%	82 38%	145 40%	87 47%	81 37%	153 42%	92 41%
(DK/NS)	24 2%	14 3%	9 2%	9 3%	8 2%	7 2%	11 4%	5 2%	7 2%	1 1%	6 3%	10 3%	6 3%

5. When gathered with friends and family for Thanksgiving, is it typical for someone to 'nod-off'?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Children		Education			Employment Status				Marital Status		Race				
	Total	Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: Celebrate Thanksgiving	994	310	676	279	330	376	416	106	157	308	607	381	107	726	103	43
Weighted	995	400	585	486	234	265	415	111*	232*	231	570	420	132*	681	114*	55*
Yes	559 56%	237 59%	318 54%	259 53%	143 61%	154 58%	240 58%	70 63%	125 54%	121 52%	328 57%	231 55%	65 49%	414 61% N	45 39%	31 57%
No	412 41%	150 37%	257 44%	214 44%	86 37%	109 41%	164 40%	41 36%	99 43%	104 45%	227 40%	181 43%	58 44%	257 38%	67 59% M	22 40%
(DK/NS)	24 2%	14 3%	10 2%	13 3%	4 2%	3 1%	10 2%	0 0%	7 3%	6 3%	15 3%	8 2%	9 7% M	10 1%	2 2%	2 4%

5. When gathered with friends and family for Thanksgiving, is it typical for someone to 'nod-off'?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: Celebrate Thanksgiving	994	259	728	720	274
Weighted	995	281	707	692	303
Yes	559 56%	164 58%	395 56%	383 55%	176 58%
No	412 41%	106 38%	305 43%	296 43%	115 38%
(DK/NS)	24 2%	11 4% B	7 1%	13 2%	11 4%

6. When you travel for Thanksgiving or the Holidays do you bring your own pillows or other bedding with you?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	441	560	171	333	481	210	217	416	190	224	363	224
Weighted	1001	484	517	301	377	307	277	216	362	186	221	367	226
Yes, I bring bedding or pillows	245 24%	90 19%	155 30% A	85 28% E	99 26%	59 19%	75 27% G	33 15%	103 28% G	29 15%	43 19%	114 31% IJ	59 26% I
No, I do not bring bedding or pillows	728 73%	382 79%	346 67% B	211 70%	266 71%	238 78%	190 69%	182 84% FH	250 69%	151 81% KL	175 79% K	244 66%	158 70%
(DK/NS)	28 3%	12 3%	16 3%	4 1%	11 3%	10 3%	12 5% G	1 0%	9 3%	7 4%	4 2%	9 2%	9 4%

6. When you travel for Thanksgiving or the Holidays do you bring your own pillows or other bedding with you?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: All respondents	1001	314	679	280	333	378	421	108	157	308	609	386	108	729	104	45
Weighted	1001	405	587	487	237	266	418	114*	232*	231	572	424	133*	683	115*	58*
Yes, I bring bedding or pillows	245 24%	122 30% B	122 21%	118 24%	72 30% E	54 20%	79 19%	39 34% FI	82 35% FI	44 19%	145 25%	99 23%	40 30%	164 24%	26 22%	13 22%
No, I do not bring bedding or pillows	728 73%	275 68% A	444 76% A	356 73%	159 67%	204 77% D	326 78% GH	71 63%	145 63%	181 78% GH	412 72%	313 74%	92 69%	503 74%	86 75%	39 67%
(DK/NS)	28 3%	8 2%	21 4%	14 3%	6 3%	8 3%	13 3%	3 3%	5 2%	6 3%	15 3%	13 3%	2 2%	16 2%	3 3%	6 11% LM

6. When you travel for Thanksgiving or the Holidays do you bring your own pillows or other bedding with you?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: All respondents	1001	259	728	726	275
Weighted	1001	281	707	698	303
Yes, I bring bedding or pillows	245 24%	74 26%	168 24%	155 22%	90 30%
No, I do not bring bedding or pillows	728 73%	203 72%	520 73%	516 74%	212 70%
(DK/NS)	28 3%	4 1%	20 3%	27 4% D	1 0%

7. For guests that may stay at your home, do you have comfortable bed/pillows for guests in your home?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	441	560	171	333	481	210	217	416	190	224	363	224
Weighted	1001	484	517	301	377	307	277	216	362	186	221	367	226
Yes, I have comfortable pillows and bed	863 86%	413 85%	450 87%	257 86%	329 87%	264 86%	219 79%	191 89%	326 90%	157 84%	194 87%	316 86%	196 87%
No, I do not have a comfortable bed and pillows	130 13%	69 14%	61 12%	42 14%	44 12%	41 13%	56 20%	24 11%	35 10%	28 15%	27 12%	47 13%	28 13%
(DK/NS)	8 1%	3 1%	5 1%	2 1%	4 1%	2 1%	1 1%	0 -	1 0%	1 1%	1 0%	4 1%	2 1%

7. For guests that may stay at your home, do you have comfortable bed/pillows for guests in your home?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1001	314	679	280	333	378	421	108	157	308	609	386	108	729	104	45
Weighted	1001	405	587	487	237	266	418	114*	232*	231	572	424	133*	683	115*	58*
Yes, I have comfortable pillows and bed	863 86%	340 84%	517 88%	413 85%	205 86%	238 89%	367 88%	100 88%	192 83%	201 87%	510 89% K	349 82%	113 85%	598 88%	96 83%	46 79%
No, I do not have a comfortable bed and pillows	130 13%	60 15%	67 11%	73 15%	28 12%	26 10%	47 11%	14 12%	39 17%	28 12%	56 10% J	74 17%	20 15%	80 12%	18 16%	12 21%
(DK/NS)	8 1%	5 1%	3 0%	1 0%	4 2%	3 1%	5 1%	0 0%	1 0%	1 1%	7 1%	1 0%	0 0%	5 1%	1 1%	0 -

7. For guests that may stay at your home, do you have comfortable bed/pillows for guests in your home?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: All respondents	1001	259	728	726	275
Weighted	1001	281	707	698	303
Yes, I have comfortable pillows and bed	863 86%	236 84%	617 87%	594 85%	269 89%
No, I do not have a comfortable bed and pillows	130 13%	44 16%	83 12%	96 14%	34 11%
(DK/NS)	8 1%	1 0%	7 1%	8 1%	0 -

8. Have you ever booked a hotel because your friends or relatives beds were uncomfortable?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	441	560	171	333	481	210	217	416	190	224	363	224
Weighted	1001	484	517	301	377	307	277	216	362	186	221	367	226
Yes	92 9%	47 10%	45 9%	32 11%	37 10%	23 7%	23 8%	21 10%	41 11%	18 9%	21 9%	36 10%	18 8%
No	905 90%	437 90%	468 91%	269 89%	337 89%	284 92%	254 92%	191 89%	321 89%	166 89%	199 90%	331 90%	208 92%
(DK/NS)	4 0%	0 -	4 1%	0 -	3 1%	0 0%	0 -	3 1%	0 -	3 1%	1 0%	0 -	0 -

8. Have you ever booked a hotel because your friends or relatives beds were uncomfortable?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: All respondents	1001	314	679	280	333	378	421	108	157	308	609	386	108	729	104	45
Weighted	1001	405	587	487	237	266	418	114*	232*	231	572	424	133*	683	115*	58*
Yes	92 9%	44 11%	48 8%	35 7%	27 11%	27 10%	46 11%	4 3%	23 10%	19 8%	61 11%	31 7%	17 12%	60 9%	8 7%	7 13%
No	905 90%	360 89%	535 91%	450 92%	209 88%	239 90%	370 88%	110 96%	208 90%	212 92%	509 89%	393 93%	117 88%	619 91%	107 93%	50 87%
(DK/NS)	4 0%	1 0%	3 1%	3 1%	1 0%	0 -	3 1%	1 1%	0 -	0 0%	3 1%	1 0%	0 -	4 1%	0 -	0 -

8. Have you ever booked a hotel because your friends or relatives beds were uncomfortable?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D

		Take Thanksgiving Nap		Shop on Black Friday	
	Total	Yes	No	Yes	No
		A	B	C	D
Base: All respondents	1001	259	728	726	275
Weighted	1001	281	707	698	303
Yes	92 9%	34 12%	59 8%	51 7%	42 14% C
No	905 90%	247 88%	646 91%	646 93% D	259 85%
(DK/NS)	4 0%	0 -	3 0%	1 0%	3 1%

9. Thinking about the day after Thanksgiving often referred to as Black Friday when many stores have sales starting early in the morning, how early do plan on getting up for 'Black Friday' shopping? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1001	441	560	171	333	481	210	217	416	190	224	363	224
Weighted	1001	484	517	301	377	307	277	216	362	186	221	367	226
I don't shop on Black Friday	698 70%	339 70%	359 69%	184 61%	262 69%	239 78% CD	178 64%	139 65%	261 72%	145 78% K	164 74% K	228 62%	161 71%
Before 4 a.m.	35 4%	21 4%	14 3%	16 5% E	15 4%	4 1%	12 4%	9 4%	13 4%	2 1%	8 4%	17 5%	8 3%
Between 4 a.m. and 5 a.m.	49 5%	14 3%	35 7% A	24 8% E	16 4%	8 3%	17 6%	15 7%	16 4%	3 2%	11 5%	27 7% I	8 4%
Between 5 a.m. and 6 a.m.	41 4%	22 5%	20 4%	21 7% E	15 4%	5 2%	12 4%	13 6%	12 3%	8 5%	9 4%	14 4%	10 4%
Between 6 a.m. and 7 a.m.	37 4%	16 3%	22 4%	11 3%	13 4%	13 4%	15 5%	4 2%	15 4%	9 5%	7 3%	13 4%	8 3%
Between 7 a.m. and 8 a.m.	38 4%	15 3%	23 4%	13 4%	13 4%	11 4%	9 3%	10 5%	17 5%	8 4%	7 3%	16 4%	6 3%
Later in the day than 8am	102 10%	57 12%	45 9%	32 11%	43 11%	27 9%	35 13%	26 12%	29 8%	11 6%	15 7%	51 14% IJ	25 11%

9. Thinking about the day after Thanksgiving often referred to as Black Friday when many stores have sales starting early in the morning, how early do plan on getting up for 'Black Friday' shopping? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1001	314	679	280	333	378	421	108	157	308	609	386	108	729	104	45
Weighted	1001	405	587	487	237	266	418	114*	232*	231	572	424	133*	683	115*	58*
I don't shop on Black Friday	698 70%	272 67%	418 71%	331 68%	171 72%	188 71%	286 68%	80 71%	147 63%	181 78% FH	406 71%	289 68%	84 63%	512 75% LN	57 50%	38 65%
Before 4 a.m.	35 4%	19 5%	15 3%	21 4%	8 4%	5 2%	18 4%	7 6% I	8 3%	3 1%	24 4%	11 3%	6 4%	16 2%	8 7% M	4 6%
Between 4 a.m. and 5 a.m.	49 5%	34 8% B	15 3%	19 4%	17 7%	13 5%	30 7% I	6 5%	9 4%	5 2%	35 6%	13 3%	5 4%	29 4%	12 10% M	4 6%
Between 5 a.m. and 6 a.m.	41 4%	20 5%	21 4%	25 5%	6 2%	11 4%	16 4%	5 4%	17 7% I	3 1%	21 4%	20 5%	14 10% M	18 3%	9 8% M	1 1%
Between 6 a.m. and 7 a.m.	37 4%	16 4%	21 4%	17 4%	7 3%	12 4%	16 4%	3 2%	12 5%	6 2%	16 3%	21 5%	6 5%	23 3%	5 5%	1 2%
Between 7 a.m. and 8 a.m.	38 4%	10 2%	28 5%	16 3%	10 4%	12 5%	17 4%	4 4%	9 4%	7 3%	21 4%	16 4%	12 9% M	20 3%	5 4%	0 -
Later in the day than 8am	102 10%	34 8%	68 12%	58 12%	18 7%	26 10%	35 8%	9 8%	31 13%	27 12%	49 9%	53 12%	7 5%	65 9%	19 17% L	11 19% L

9. Thinking about the day after Thanksgiving often referred to as Black Friday when many stores have sales starting early in the morning, how early do plan on getting up for 'Black Friday' shopping? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: All respondents	1001	259	728	726	275
Weighted	1001	281	707	698	303
I don't shop on Black Friday	698 70%	155 55%	532 75% A	698 100% D	0 -
Before 4 a.m.	35 4%	20 7% B	13 2%	0 -	35 12% C
Between 4 a.m. and 5 a.m.	49 5%	20 7%	29 4%	0 -	49 16% C
Between 5 a.m. and 6 a.m.	41 4%	21 8% B	20 3%	0 -	41 14% C
Between 6 a.m. and 7 a.m.	37 4%	11 4%	26 4%	0 -	37 12% C
Between 7 a.m. and 8 a.m.	38 4%	16 6%	22 3%	0 -	38 13% C
Later in the day than 8am	102 10%	37 13%	65 9%	0 -	102 34% C

9x. Thinking about the day after Thanksgiving often referred to as Black Friday when many stores have sales starting early in the morning, how early do plan on getting up for 'Black Friday' shopping? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base; ** very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Black Friday Shoppers	275	112	163	66	99	106	61	66	115	40	58	120	57
Weighted	303	145*	158	117*	115*	68*	99*	77*	101*	42**	57*	139*	65*
Before 4 a.m.	35 12%	21 14%	14 9%	16 14%	15 13%	4 6%	12 12%	9 11%	13 13%	2 5%	8 14%	17 12%	8 12%
Between 4 a.m. and 5 a.m.	49 16%	14 10%	35 22% A	24 21%	16 14%	8 12%	17 17%	15 20%	16 16%	3 8%	11 19%	27 19%	8 13%
Between 5 a.m. and 6 a.m.	41 14%	22 15%	20 12%	21 18%	15 13%	5 7%	12 12%	13 17%	12 12%	8 20%	9 16%	14 10%	10 15%
Between 6 a.m. and 7 a.m.	37 12%	16 11%	22 14%	11 9%	13 12%	13 19%	15 15%	4 5%	15 15%	9 21%	7 12%	13 10%	8 12%
Between 7 a.m. and 8 a.m.	38 13%	15 10%	23 15%	13 11%	13 12%	11 16%	9 9%	10 13%	17 17%	8 19%	7 13%	16 12%	6 10%
Later in the day than 8am	102 34%	57 40%	45 28%	32 28%	43 37%	27 39%	35 35%	26 34%	29 29%	11 27%	15 26%	51 37%	25 38%

9x. Thinking about the day after Thanksgiving often referred to as Black Friday when many stores have sales starting early in the morning, how early do plan on getting up for 'Black Friday' shopping? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Black Friday Shoppers	275	109	164	80	87	105	131	25	49	67	169	102	38	167	45	18
Weighted	303	133*	168*	157*	66*	78*	133*	34**	85*	50*	166	135*	49**	171*	58**	20**
Before 4 a.m.	35 12%	19 14%	15 9%	21 14%	8 13%	5 7%	18 14%	7 20%	8 9%	3 5%	24 14%	11 8%	6 12%	16 9%	8 14%	4 18%
Between 4 a.m. and 5 a.m.	49 16%	34 26% B	15 9%	19 12%	17 25%	13 16%	30 23%	6 17%	9 10%	5 9%	35 21%	13 10%	5 10%	29 17%	12 20%	4 18%
Between 5 a.m. and 6 a.m.	41 14%	20 15%	21 13%	25 16%	6 9%	11 14%	16 12%	5 15%	17 20%	3 6%	21 13%	20 15%	14 28%	18 11%	9 15%	1 3%
Between 6 a.m. and 7 a.m.	37 12%	16 12%	21 13%	17 11%	7 11%	12 15%	16 12%	3 8%	12 14%	6 11%	16 10%	21 16%	6 13%	23 14%	5 9%	1 7%
Between 7 a.m. and 8 a.m.	38 13%	10 7%	28 16%	16 10%	10 15%	12 15%	17 13%	4 12%	9 11%	7 15%	21 13%	16 12%	12 24%	20 12%	5 8%	0 -
Later in the day than 8am	102 34%	34 26%	68 40% A	58 37%	18 27%	26 33%	35 27%	9 27%	31 36%	27 53% F	49 30%	53 39%	7 13%	65 38%	19 33%	11 53%

9x. Thinking about the day after Thanksgiving often referred to as Black Friday when many stores have sales starting early in the morning, how early do plan on getting up for 'Black Friday' shopping? Would you say...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D * small base; ** very small base (under 30) ineligible for sig testing

	Total	Take Thanksgiving Nap		Shop on Black Friday	
		Yes	No	Yes	No
		A	B	C	D
Base: Black Friday Shoppers	275	102	171	0	275
Weighted	303	126*	175	-**	303
Before 4 a.m.	35 12%	20 16%	13 8%	0 -	35 12%
Between 4 a.m. and 5 a.m.	49 16%	20 16%	29 16%	0 -	49 16%
Between 5 a.m. and 6 a.m.	41 14%	21 17%	20 11%	0 -	41 14%
Between 6 a.m. and 7 a.m.	37 12%	11 9%	26 15%	0 -	37 12%
Between 7 a.m. and 8 a.m.	38 13%	16 13%	22 13%	0 -	38 13%
Later in the day than 8am	102 34%	37 29%	65 37%	0 -	102 34%