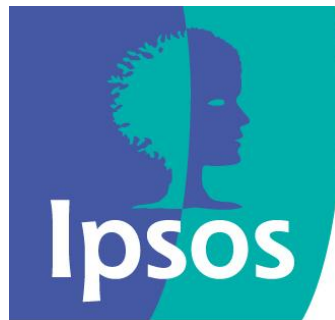


Puget Sound Citizens to Kickoff Thanksgiving Away From Home (and Away from Football)

Visiting and Travel on the 'Turkey Day' Roster for Sound Area Residents

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Seattle, WA – A recent survey of planned activities over the Thanksgiving holiday finds residents of the Puget Sound area planning to travel and watching surprisingly little football.

A recent survey conducted by Ipsos MarketQuest found that almost half (48%) of respondents from the Puget Sound area plan to limit their cooking and decorating time by being a dinner guest at someone else’s home on Thanksgiving. For those that are traveling and staying overnight as a houseguest, 64% are planning to fly to their destination; traveling an average of 1,192 miles for Thanksgiving dinner.

“Turkeys can’t fly but many Puget Sound residents will certainly take to the air to enjoy a drumstick and some stuffing with their family and loved ones in different parts of the country,” says Mary Kaye O’Brien, Vice President and Managing Director with Ipsos MarketQuest in Seattle. “This varies from other holiday weekends like Memorial Day, where more local residents planned on staying at home. Clearly, Thanksgiving has a much different meaning to local residents.”

Regardless of whether they are traveling or staying at home for the holidays, residents don’t plan to watch that much football; averaging less than two hours of football screen time overall. Half (53%) indicated they would watch no football at all on Thanksgiving.

One thing is for sure, things will be cooking in the Puget Sound this Thanksgiving, with almost everyone (93%) – regardless of whether they are the host or guest - planning to spend at least some time in the kitchen; averaging 2.5 hours. Turkey will definitely be on the menu, being the favorite Thanksgiving dish for 31% (evenly split between white and dark meat).

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On the retail front, Puget Sound area residents don't have plans to 'shop until they drop' though, as two thirds of respondents (67%) indicate they have no plans to participate in Black Friday. However, over half (55%) will gladly wait a few days for online deals following the weekend.

"Being from the Puget Sound, we are more open to participating in Cyber Monday," adds O'Brien. "But, clearly, the recent retail trend of opening on Thanksgiving evening is not a hit locally – 72% of our survey respondents felt it is ruining the holiday season for them."

For more information on this news release, please contact:

Mary Kaye O'Brien
Vice President
Ipsos MarketQuest
425-586-5589
marykaye.obrien@ipsos.com

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