

Source: BIGinsight™ Monthly Consumer Survey, NOV-12

N = 9383, 11/1 - 11/6/12 Adults 18+ Men Women <\$50K \$50K+ 18-24 25-34 35-44 45-54 55-64 65+ NE MW South West

Is it likely that you will go shopping the Friday, Saturday, or Sunday after Thanksgiving?

Yes	31.5%	34.3%	28.8%	28.4%	34.7%	49.4%	49.8%	36.7%	28.1%	17.9%	9.8%	30.2%	30.5%	33.6%	30.1%
Maybe	33.7%	32.4%	34.9%	35.7%	31.6%	36.3%	31.8%	34.1%	36.0%	35.4%	29.1%	33.5%	34.1%	33.8%	33.2%
No	34.8%	33.2%	36.4%	35.9%	33.6%	14.3%	18.3%	29.3%	35.8%	46.8%	61.1%	36.3%	35.4%	32.7%	36.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Is it likely that you will go shopping the Friday, Saturday, or Sunday after Thanksgiving?

est. # of persons

Yes	71,190,955
Maybe	76,255,134
No	78,851,001
Total	226,297,089

