

# YouGov Survey: Shopping Malls



Sample 1000 U.S. Adult Citizens  
Conducted August 17 - 22, 2022  
Margin of Error ±3.3%

## 1. How long would it take you to get to the shopping mall closest to where you live?

Less than 5 minutes	5%
5 - 9 minutes	14%
10 - 19 minutes	29%
20 - 29 minutes	20%
30 - 39 minutes	12%
40 - 49 minutes	7%
50 - 59 minutes	4%
1 - 1.5 hours	4%
1.5 - 2 hours	2%
2 - 2.5 hours	0%
2.5 - 3 hours	0%
More than 3 hours	1%
Not sure	1%

## 2. If you had to grade the mall you live closest to, which of the following would you assign it?

A	13%
B	31%
C	29%
D	11%
F	6%
Not sure	11%

## 3. When was the last time you went to a shopping mall?

Within the past 24 hours	5%
Within the past few days	7%
Within the past week	6%
Within the past few weeks	12%
Within the past month	9%
Within the past few months	13%
Within the past six months	8%
Within the past year	12%
Within the past three years	12%
More than three years ago	13%
I've never been to a shopping mall	0%
Not sure	3%

## 4. The last time you went to the mall, how long did you spend there?

*Asked of people who have been to a shopping mall*

Less than 30 minutes	16%
30 minutes - 1 hour	34%
1 - 2 hours	27%
2 - 3 hours	11%
3 - 4 hours	4%
4 - 5 hours	2%
More than 5 hours	1%
Not sure	6%

## 5. Do you currently go to shopping malls more or less often than when you were under 18?

*Asked of people who have been to a shopping mall*

Much more often	7%
Somewhat more often	9%
About as often	14%
Somewhat less often	14%
Much less often	50%
Not sure	6%

## 6. When it comes to shopping for items such as clothing, do you prefer...

Shopping in-person	58%
Shopping online	29%
Neither	8%
Not sure	5%

## 7. When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Often	Sometimes	Never
Under 18 - Hang out with friends	38%	38%	24%
Under 18 - Buy things	33%	60%	7%
Under 18 - Window-shop	40%	45%	15%
Under 18 - Eat food	42%	47%	11%
Under 18 - People-watch	27%	43%	30%
Under 18 - Visit the arcade	16%	35%	49%
Under 18 - Go to the movies	23%	49%	28%
Under 18 - Exercise	12%	23%	65%

8. When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Often	Sometimes	Never
Now - Hang out with friends	14%	28%	58%
Now - Buy things	31%	59%	10%
Now - Window-shop	25%	48%	27%
Now - Eat food	26%	51%	23%
Now - People-watch	19%	39%	42%
Now - Visit the arcade	7%	19%	74%
Now - Go to the movies	12%	34%	54%
Now - Exercise	11%	23%	66%

9. Compared to 10 years ago, do you think shopping malls are now more or less relevant to American culture and society?

Much more relevant	5%
Somewhat more relevant	9%
About the same	21%
Somewhat less relevant	30%
Much less relevant	29%
Not sure	6%

10. Which of the following comes to mind when you think about shopping malls in America today? Select all that apply.

Nostalgic	30%
Depressing	20%
Exciting	14%
Dying	41%
Trendy	16%
Convenient	28%
A waste of time	15%
Other	7%
None of the above	9%

# YouGov Survey: Shopping Malls



<b>Interviewing Dates</b>	August 17 - 22, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.272 to 4.943, with a mean of one and a standard deviation of 0.388.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	80 questions not reported.

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 1. Proximity to Shopping Mall

How long would it take you to get to the shopping mall closest to where you live?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Less than 5 minutes	5%	5%	4%	3%	6%	6%	4%	5%	4%	6%	4%
5 - 9 minutes	14%	15%	12%	17%	12%	12%	14%	13%	18%	8%	19%
10 - 19 minutes	29%	27%	31%	18%	26%	31%	40%	32%	25%	24%	26%
20 - 29 minutes	20%	22%	18%	26%	17%	19%	19%	20%	21%	23%	15%
30 - 39 minutes	12%	10%	13%	9%	17%	12%	8%	12%	12%	11%	12%
40 - 49 minutes	7%	7%	7%	8%	8%	8%	4%	6%	9%	9%	13%
50 - 59 minutes	4%	5%	4%	7%	3%	5%	3%	4%	1%	8%	5%
1 - 1.5 hours	4%	3%	5%	4%	4%	4%	5%	4%	4%	6%	3%
1.5 - 2 hours	2%	2%	2%	3%	3%	2%	1%	2%	2%	2%	4%
2 - 2.5 hours	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%
2.5 - 3 hours	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%
More than 3 hours	1%	1%	1%	3%	1%	1%	0%	1%	2%	3%	0%
Not sure	1%	1%	1%	1%	2%	0%	1%	1%	2%	0%	0%
Totals	99%	99%	99%	100%	99%	100%	99%	102%	100%	100%	101%
Unweighted N	(975)	(440)	(535)	(181)	(217)	(352)	(225)	(724)	(118)	(69)	(64)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Less than 5 minutes	5%	5%	6%	4%	6%	3%	6%	5%	4%	6%	4%	4%	6%
5 - 9 minutes	14%	17%	14%	9%	17%	10%	13%	15%	14%	11%	13%	14%	14%
10 - 19 minutes	29%	28%	29%	31%	32%	28%	28%	29%	34%	26%	33%	29%	30%
20 - 29 minutes	20%	17%	20%	23%	17%	23%	22%	17%	20%	21%	21%	20%	17%
30 - 39 minutes	12%	13%	11%	12%	12%	13%	12%	10%	15%	17%	8%	11%	13%
40 - 49 minutes	7%	9%	6%	7%	6%	6%	7%	9%	7%	10%	7%	8%	3%

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**YouGov Survey: Shopping Malls**  
 August 17 - 22, 2022 - 1000 US Adult Citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
50 - 59 minutes	4%	3%	4%	7%	3%	8%	4%	6%	2%	2%	6%	4%	5%
1 - 1.5 hours	4%	3%	6%	3%	3%	5%	4%	4%	1%	3%	3%	5%	5%
1.5 - 2 hours	2%	3%	1%	2%	2%	1%	2%	3%	1%	0%	3%	2%	3%
2 - 2.5 hours	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%
2.5 - 3 hours	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%
More than 3 hours	1%	1%	1%	2%	0%	1%	1%	1%	0%	0%	1%	1%	2%
Not sure	1%	1%	2%	0%	1%	1%	1%	1%	2%	2%	1%	1%	1%
Totals	99%	100%	101%	100%	99%	100%	101%	101%	100%	99%	100%	99%	100%
Unweighted N	(975)	(327)	(386)	(262)	(364)	(312)	(432)	(227)	(200)	(173)	(193)	(392)	(217)

**YouGov Survey: Shopping Malls**  
 August 17 - 22, 2022 - 1000 US Adult Citizens



**2. Shopping Mall Grade**

If you had to grade the mall you live closest to, which of the following would you assign it?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A	13%	13%	14%	20%	16%	8%	13%	11%	12%	29%	10%
B	31%	30%	31%	32%	28%	28%	35%	31%	32%	31%	25%
C	29%	30%	27%	28%	26%	33%	26%	28%	31%	22%	38%
D	11%	12%	11%	8%	12%	13%	11%	13%	6%	9%	8%
F	6%	5%	6%	5%	8%	5%	4%	6%	5%	2%	11%
Not sure	11%	10%	11%	7%	10%	13%	10%	11%	14%	7%	9%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(976)	(439)	(537)	(179)	(217)	(354)	(226)	(725)	(118)	(69)	(64)

	Party ID				2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A	13%	13%	12%	15%	15%	10%	14%	12%	10%	19%	12%	13%	12%
B	31%	34%	26%	32%	31%	33%	31%	34%	33%	27%	28%	34%	29%
C	29%	30%	31%	23%	31%	27%	28%	26%	30%	28%	34%	23%	34%
D	11%	10%	11%	13%	11%	12%	12%	13%	10%	9%	15%	12%	9%
F	6%	3%	6%	8%	5%	7%	4%	7%	7%	5%	4%	7%	5%
Not sure	11%	9%	13%	9%	8%	10%	11%	8%	9%	12%	7%	11%	11%
Totals	101%	99%	99%	100%	101%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(976)	(327)	(386)	(263)	(365)	(312)	(434)	(227)	(199)	(174)	(193)	(392)	(217)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 3. Last Visited Shopping Mall

When was the last time you went to a shopping mall?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Within the past 24 hours	5%	7%	3%	8%	8%	1%	5%	3%	8%	7%	13%
Within the past few days	7%	7%	6%	9%	9%	6%	3%	6%	10%	5%	10%
Within the past week	6%	7%	6%	7%	9%	4%	6%	6%	4%	8%	6%
Within the past few weeks	12%	11%	14%	17%	12%	8%	15%	11%	14%	18%	16%
Within the past month	9%	8%	10%	12%	12%	9%	4%	9%	11%	9%	5%
Within the past few months	13%	13%	13%	15%	13%	14%	10%	12%	11%	22%	8%
Within the past six months	8%	9%	7%	8%	5%	8%	10%	8%	7%	7%	7%
Within the past year	12%	12%	12%	8%	8%	14%	17%	14%	8%	5%	10%
Within the past three years	12%	11%	13%	9%	12%	14%	13%	13%	9%	8%	18%
More than three years ago	13%	13%	12%	4%	6%	21%	16%	15%	10%	5%	5%
I've never been to a shopping mall	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%
Not sure	3%	3%	2%	3%	5%	2%	1%	1%	7%	7%	1%
Totals	100%	101%	99%	100%	100%	101%	101%	98%	99%	101%	100%
Unweighted N	(990)	(448)	(542)	(187)	(223)	(354)	(226)	(730)	(119)	(73)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Within the past 24 hours	5%	10%	3%	1%	8%	3%	3%	5%	6%	6%	3%	5%	6%
Within the past few days	7%	9%	7%	4%	8%	6%	7%	6%	6%	12%	3%	6%	7%
Within the past week	6%	8%	4%	7%	7%	8%	4%	10%	8%	4%	4%	8%	8%

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**YouGov Survey: Shopping Malls**  
 August 17 - 22, 2022 - 1000 US Adult Citizens



continued from previous page

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Within the past few weeks	12%	16%	9%	13%	17%	12%	11%	14%	15%	12%	10%	13%	13%
Within the past month	9%	7%	11%	9%	9%	9%	10%	7%	11%	11%	8%	10%	8%
Within the past few months	13%	11%	13%	16%	12%	14%	12%	13%	14%	11%	11%	15%	13%
Within the past six months	8%	6%	8%	9%	6%	9%	7%	7%	8%	6%	11%	7%	6%
Within the past year	12%	9%	12%	16%	8%	16%	12%	14%	13%	11%	14%	11%	13%
Within the past three years	12%	11%	15%	9%	10%	10%	14%	12%	8%	14%	15%	10%	12%
More than three years ago	13%	12%	13%	13%	13%	12%	17%	11%	9%	11%	17%	13%	8%
I've never been to a shopping mall	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	1%	1%
Not sure	3%	1%	4%	2%	2%	1%	3%	1%	1%	1%	5%	2%	4%
Totals	100%	100%	100%	99%	100%	101%	101%	100%	99%	99%	101%	101%	99%
Unweighted N	(990)	(332)	(394)	(264)	(369)	(313)	(437)	(232)	(203)	(175)	(198)	(397)	(220)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 4. Time Spent at Mall

The last time you went to the mall, how long did you spend there?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Less than 30 minutes	16%	17%	15%	12%	12%	18%	20%	17%	14%	13%	15%
30 minutes - 1 hour	34%	37%	31%	24%	32%	36%	43%	38%	33%	20%	30%
1 - 2 hours	27%	24%	30%	31%	26%	27%	25%	29%	20%	26%	29%
2 - 3 hours	11%	11%	11%	15%	15%	9%	7%	9%	17%	22%	6%
3 - 4 hours	4%	3%	4%	7%	4%	3%	2%	3%	4%	9%	5%
4 - 5 hours	2%	1%	2%	6%	2%	0%	0%	1%	2%	5%	6%
More than 5 hours	1%	1%	1%	0%	2%	1%	0%	0%	1%	0%	4%
Not sure	6%	6%	5%	5%	8%	6%	4%	5%	10%	6%	5%
Totals	101%	100%	99%	100%	101%	100%	101%	102%	101%	101%	100%
Unweighted N	(984)	(446)	(538)	(187)	(220)	(354)	(223)	(725)	(119)	(73)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Less than 30 minutes	16%	16%	15%	15%	16%	15%	15%	16%	16%	13%	18%	16%	14%
30 minutes - 1 hour	34%	34%	35%	33%	38%	39%	32%	33%	41%	41%	33%	30%	38%
1 - 2 hours	27%	26%	26%	31%	26%	26%	28%	29%	27%	24%	29%	26%	31%
2 - 3 hours	11%	12%	10%	12%	9%	13%	13%	10%	8%	11%	10%	14%	8%
3 - 4 hours	4%	6%	1%	5%	4%	2%	2%	6%	3%	5%	3%	5%	1%
4 - 5 hours	2%	1%	3%	0%	1%	1%	2%	1%	1%	1%	1%	2%	2%
More than 5 hours	1%	1%	0%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Not sure	6%	5%	8%	3%	5%	4%	7%	4%	2%	5%	6%	7%	4%
Totals	101%	101%	98%	100%	100%	100%	100%	99%	99%	101%	101%	101%	99%
Unweighted N	(984)	(331)	(390)	(263)	(369)	(310)	(434)	(232)	(202)	(175)	(198)	(395)	(216)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 5. Change in Time Spent at Mall

Do you currently go to shopping malls more or less often than when you were under 18?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more often	7%	8%	7%	8%	9%	5%	8%	7%	8%	6%	11%
Somewhat more often	9%	10%	7%	14%	12%	5%	5%	8%	8%	11%	12%
About as often	14%	13%	14%	21%	14%	8%	14%	14%	15%	13%	10%
Somewhat less often	14%	14%	14%	21%	12%	10%	16%	12%	17%	24%	13%
Much less often	50%	46%	54%	29%	46%	68%	48%	54%	45%	35%	50%
Not sure	6%	8%	4%	8%	8%	3%	7%	5%	7%	11%	4%
Totals	100%	99%	100%	101%	101%	99%	98%	100%	100%	100%	100%
Unweighted N	(980)	(445)	(535)	(187)	(219)	(353)	(221)	(721)	(119)	(73)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more often	7%	9%	5%	8%	8%	8%	7%	9%	6%	9%	5%	8%	6%
Somewhat more often	9%	10%	6%	10%	9%	7%	7%	11%	12%	12%	3%	8%	12%
About as often	14%	13%	13%	15%	11%	16%	14%	15%	11%	12%	9%	15%	17%
Somewhat less often	14%	14%	14%	14%	15%	13%	17%	11%	10%	13%	15%	14%	15%
Much less often	50%	49%	53%	48%	54%	53%	48%	51%	56%	50%	61%	50%	41%
Not sure	6%	4%	8%	5%	4%	3%	6%	5%	5%	5%	6%	5%	9%
Totals	100%	99%	99%	100%	101%	100%	99%	102%	100%	101%	99%	100%	100%
Unweighted N	(980)	(329)	(388)	(263)	(366)	(310)	(434)	(232)	(200)	(174)	(197)	(393)	(216)

**YouGov Survey: Shopping Malls**  
 August 17 - 22, 2022 - 1000 US Adult Citizens



**6. Prefer Shopping in Person or Online**

When it comes to shopping for items such as clothing, do you prefer. . .

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Shopping in-person	58%	59%	57%	44%	55%	61%	70%	61%	53%	48%	56%
Shopping online	29%	26%	31%	39%	28%	27%	22%	29%	31%	29%	25%
Neither	8%	7%	8%	8%	7%	9%	7%	7%	8%	9%	16%
Not sure	5%	7%	4%	9%	10%	3%	2%	4%	8%	14%	3%
Totals	100%	99%	100%	100%	100%	100%	101%	101%	100%	100%	100%
Unweighted N	(988)	(446)	(542)	(187)	(221)	(354)	(226)	(728)	(119)	(73)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Shopping in-person	58%	54%	56%	65%	54%	66%	60%	53%	60%	56%	59%	58%	58%
Shopping online	29%	34%	25%	28%	35%	23%	29%	32%	30%	31%	26%	29%	29%
Neither	8%	9%	10%	3%	8%	7%	6%	10%	8%	7%	8%	8%	8%
Not sure	5%	3%	9%	3%	3%	3%	5%	6%	2%	6%	6%	5%	5%
Totals	100%	100%	100%	99%	100%	99%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(988)	(332)	(392)	(264)	(369)	(312)	(437)	(232)	(202)	(175)	(198)	(397)	(218)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7A. Activities at Mall When Young — Under 18 - Hang out with friends

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	38%	34%	42%	39%	47%	42%	22%	40%	30%	39%	37%
Sometimes	38%	37%	39%	38%	37%	37%	42%	37%	44%	35%	43%
Never	24%	29%	19%	23%	16%	21%	36%	23%	26%	27%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(972)	(444)	(528)	(185)	(217)	(351)	(219)	(717)	(118)	(71)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	38%	38%	38%	38%	39%	39%	42%	35%	37%	40%	43%	38%	33%
Sometimes	38%	41%	39%	34%	41%	33%	35%	42%	41%	36%	35%	39%	42%
Never	24%	21%	23%	28%	20%	28%	23%	23%	23%	24%	22%	23%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(972)	(328)	(383)	(261)	(365)	(306)	(425)	(232)	(202)	(170)	(195)	(392)	(215)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7B. Activities at Mall When Young — Under 18 - Buy things

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	33%	30%	35%	32%	38%	31%	29%	32%	43%	33%	20%
Sometimes	60%	62%	58%	61%	55%	64%	59%	61%	50%	60%	72%
Never	7%	8%	6%	7%	7%	5%	12%	7%	8%	7%	8%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(974)	(443)	(531)	(183)	(218)	(352)	(221)	(719)	(119)	(71)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	33%	35%	32%	32%	34%	32%	34%	34%	32%	34%	35%	33%	29%
Sometimes	60%	58%	62%	60%	59%	60%	60%	58%	62%	58%	59%	58%	66%
Never	7%	7%	7%	8%	7%	8%	6%	8%	6%	8%	6%	9%	5%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(974)	(327)	(385)	(262)	(368)	(307)	(429)	(231)	(201)	(173)	(196)	(390)	(215)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7C. Activities at Mall When Young — Under 18 - Window-shop

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	40%	32%	47%	36%	44%	40%	38%	41%	35%	41%	38%
Sometimes	45%	47%	42%	47%	43%	46%	43%	44%	44%	44%	52%
Never	15%	20%	11%	17%	13%	14%	19%	15%	21%	15%	10%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(976)	(445)	(531)	(185)	(218)	(351)	(222)	(720)	(119)	(70)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	40%	43%	35%	43%	38%	41%	44%	40%	35%	32%	46%	40%	38%
Sometimes	45%	46%	46%	42%	48%	45%	41%	43%	55%	49%	41%	43%	49%
Never	15%	11%	20%	15%	14%	14%	15%	17%	10%	19%	13%	17%	13%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(976)	(329)	(384)	(263)	(367)	(309)	(428)	(232)	(202)	(172)	(197)	(391)	(216)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7D. Activities at Mall When Young — Under 18 - Eat food

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	42%	39%	44%	46%	53%	46%	19%	39%	48%	48%	46%
Sometimes	47%	46%	48%	43%	38%	46%	61%	49%	42%	42%	44%
Never	11%	15%	8%	10%	9%	8%	19%	12%	10%	10%	11%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(973)	(443)	(530)	(185)	(218)	(351)	(219)	(717)	(119)	(71)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	42%	45%	40%	40%	42%	37%	44%	39%	39%	42%	44%	42%	38%
Sometimes	47%	44%	49%	48%	46%	51%	46%	50%	48%	45%	47%	46%	51%
Never	11%	10%	11%	12%	12%	12%	10%	11%	13%	13%	8%	12%	11%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(973)	(328)	(383)	(262)	(365)	(307)	(427)	(232)	(201)	(172)	(196)	(391)	(214)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7E. Activities at Mall When Young — Under 18 - People-watch

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	27%	27%	27%	22%	28%	31%	26%	29%	27%	15%	33%
Sometimes	43%	41%	45%	44%	44%	46%	37%	44%	39%	45%	39%
Never	30%	31%	28%	34%	28%	23%	37%	27%	34%	40%	27%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(972)	(442)	(530)	(184)	(217)	(352)	(219)	(716)	(119)	(71)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	27%	29%	27%	25%	31%	28%	25%	25%	35%	24%	34%	27%	25%
Sometimes	43%	45%	42%	43%	44%	43%	43%	50%	39%	44%	38%	46%	43%
Never	30%	26%	31%	32%	26%	29%	31%	25%	26%	32%	28%	28%	32%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(972)	(327)	(383)	(262)	(365)	(306)	(428)	(230)	(202)	(171)	(194)	(391)	(216)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7F. Activities at Mall When Young — Under 18 - Visit the arcade

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	16%	19%	13%	13%	22%	22%	3%	15%	13%	24%	14%
Sometimes	35%	38%	31%	40%	40%	37%	20%	34%	42%	25%	42%
Never	49%	42%	56%	47%	38%	41%	77%	51%	45%	51%	43%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(965)	(442)	(523)	(184)	(215)	(350)	(216)	(710)	(119)	(70)	(66)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	16%	18%	17%	12%	16%	15%	17%	15%	15%	19%	18%	14%	15%
Sometimes	35%	39%	34%	31%	36%	33%	34%	37%	37%	39%	34%	36%	29%
Never	49%	43%	49%	57%	48%	52%	49%	48%	49%	42%	48%	50%	55%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(965)	(327)	(381)	(257)	(365)	(303)	(425)	(229)	(200)	(169)	(193)	(388)	(215)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7G. Activities at Mall When Young — Under 18 - Go to the movies

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	23%	23%	23%	24%	29%	25%	14%	22%	24%	27%	24%
Sometimes	49%	49%	49%	43%	49%	52%	51%	49%	49%	47%	53%
Never	28%	28%	28%	32%	23%	24%	35%	29%	28%	26%	23%
Totals	100%	100%	100%	99%	101%	101%	100%	100%	101%	100%	100%
Unweighted N	(971)	(443)	(528)	(184)	(217)	(352)	(218)	(717)	(118)	(70)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	23%	29%	21%	19%	28%	19%	24%	24%	23%	20%	19%	24%	27%
Sometimes	49%	49%	49%	48%	50%	50%	46%	49%	55%	54%	46%	49%	47%
Never	28%	21%	30%	33%	22%	31%	30%	27%	22%	26%	34%	26%	26%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(971)	(328)	(384)	(259)	(365)	(304)	(426)	(231)	(202)	(172)	(196)	(389)	(214)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 7H. Activities at Mall When Young — Under 18 - Exercise

When you were under 18 and went to the mall, how often did you engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	12%	12%	12%	23%	17%	7%	4%	9%	20%	17%	15%
Sometimes	23%	23%	23%	25%	33%	19%	17%	20%	29%	26%	32%
Never	65%	65%	64%	52%	50%	74%	79%	70%	52%	57%	53%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(965)	(439)	(526)	(184)	(216)	(350)	(215)	(710)	(119)	(70)	(66)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	12%	16%	12%	8%	12%	8%	12%	12%	12%	14%	5%	13%	15%
Sometimes	23%	27%	22%	21%	23%	22%	25%	23%	19%	25%	26%	20%	24%
Never	65%	57%	67%	71%	64%	71%	63%	65%	70%	61%	69%	66%	61%
Totals	100%	100%	101%	100%	99%	101%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(965)	(323)	(382)	(260)	(363)	(305)	(422)	(231)	(200)	(169)	(195)	(388)	(213)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8A. Activities at Mall — Now - Hang out with friends

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	14%	15%	14%	30%	20%	8%	3%	11%	20%	28%	17%
Sometimes	28%	26%	30%	38%	31%	24%	22%	25%	35%	31%	39%
Never	58%	59%	56%	32%	49%	67%	75%	65%	45%	41%	44%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(948)	(434)	(514)	(177)	(208)	(347)	(216)	(697)	(117)	(69)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	14%	17%	14%	13%	12%	9%	17%	13%	12%	20%	12%	14%	12%
Sometimes	28%	32%	25%	27%	29%	24%	28%	28%	26%	27%	27%	28%	31%
Never	58%	52%	61%	61%	59%	67%	54%	59%	62%	54%	61%	58%	56%
Totals	100%	101%	100%	101%	100%	100%	99%	100%	100%	101%	100%	100%	99%
Unweighted N	(948)	(326)	(368)	(254)	(362)	(299)	(414)	(227)	(198)	(166)	(192)	(383)	(207)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8B. Activities at Mall — Now - Buy things

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	31%	27%	34%	39%	39%	26%	22%	29%	36%	34%	37%
Sometimes	59%	58%	60%	50%	52%	63%	68%	61%	59%	52%	54%
Never	10%	15%	6%	11%	10%	10%	10%	11%	5%	13%	9%
Totals	100%	100%	100%	100%	101%	99%	100%	101%	100%	99%	100%
Unweighted N	(953)	(437)	(516)	(176)	(211)	(346)	(220)	(702)	(117)	(69)	(65)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	31%	32%	32%	28%	34%	28%	29%	30%	38%	35%	31%	29%	30%
Sometimes	59%	61%	54%	63%	57%	63%	60%	60%	55%	59%	55%	59%	63%
Never	10%	8%	13%	9%	9%	10%	11%	10%	7%	6%	14%	11%	7%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(953)	(327)	(369)	(257)	(364)	(301)	(417)	(228)	(199)	(167)	(193)	(384)	(209)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8C. Activities at Mall — Now - Window-shop

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	25%	21%	29%	31%	29%	22%	21%	24%	25%	23%	36%
Sometimes	48%	47%	49%	45%	47%	50%	48%	48%	47%	46%	49%
Never	27%	32%	22%	24%	24%	28%	31%	28%	27%	31%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(950)	(436)	(514)	(177)	(211)	(346)	(216)	(699)	(116)	(70)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	25%	27%	23%	26%	25%	23%	27%	24%	23%	23%	29%	23%	28%
Sometimes	48%	49%	45%	51%	48%	52%	44%	50%	53%	49%	43%	51%	46%
Never	27%	24%	32%	23%	27%	25%	29%	26%	24%	28%	28%	26%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(950)	(327)	(367)	(256)	(362)	(301)	(414)	(228)	(199)	(167)	(192)	(382)	(209)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8D. Activities at Mall — Now - Eat food

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	26%	24%	28%	44%	32%	21%	11%	21%	37%	39%	31%
Sometimes	51%	52%	50%	38%	53%	54%	57%	52%	48%	50%	50%
Never	23%	24%	21%	18%	15%	25%	32%	27%	15%	11%	18%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(952)	(436)	(516)	(178)	(210)	(347)	(217)	(699)	(118)	(70)	(65)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	26%	30%	24%	25%	23%	21%	28%	26%	21%	29%	23%	27%	26%
Sometimes	51%	50%	51%	53%	52%	56%	49%	51%	57%	52%	48%	53%	50%
Never	23%	21%	25%	22%	25%	23%	22%	23%	22%	18%	30%	20%	24%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	99%	101%	100%	100%
Unweighted N	(952)	(326)	(369)	(257)	(362)	(301)	(415)	(229)	(199)	(166)	(192)	(385)	(209)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8E. Activities at Mall — Now - People-watch

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	19%	18%	20%	20%	20%	21%	15%	19%	23%	17%	15%
Sometimes	39%	37%	41%	44%	41%	34%	40%	39%	34%	35%	52%
Never	42%	44%	39%	36%	40%	45%	44%	41%	43%	48%	33%
Totals	100%	99%	100%	100%	101%	100%	99%	99%	100%	100%	100%
Unweighted N	(949)	(435)	(514)	(178)	(209)	(344)	(218)	(697)	(117)	(70)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	19%	22%	20%	15%	19%	20%	17%	23%	21%	15%	25%	18%	19%
Sometimes	39%	40%	37%	41%	44%	40%	39%	41%	36%	40%	38%	39%	38%
Never	42%	38%	43%	44%	37%	40%	44%	37%	43%	45%	37%	42%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	99%
Unweighted N	(949)	(325)	(369)	(255)	(361)	(299)	(416)	(228)	(196)	(166)	(193)	(381)	(209)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8F. Activities at Mall — Now - Visit the arcade

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	7%	9%	4%	11%	13%	4%	0%	5%	12%	13%	6%
Sometimes	19%	21%	17%	32%	34%	11%	4%	15%	24%	26%	34%
Never	74%	69%	79%	57%	53%	86%	96%	80%	64%	61%	60%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(952)	(437)	(515)	(178)	(209)	(348)	(217)	(701)	(117)	(69)	(65)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	7%	8%	6%	5%	7%	5%	6%	8%	8%	5%	7%	7%	7%
Sometimes	19%	21%	19%	17%	18%	14%	21%	15%	18%	26%	16%	17%	19%
Never	74%	71%	75%	78%	75%	81%	73%	76%	73%	69%	77%	75%	74%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	99%	100%
Unweighted N	(952)	(325)	(370)	(257)	(361)	(302)	(416)	(229)	(198)	(166)	(193)	(385)	(208)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8G. Activities at Mall — Now - Go to the movies

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	12%	14%	10%	21%	17%	7%	4%	9%	17%	24%	11%
Sometimes	34%	34%	34%	36%	37%	33%	30%	34%	40%	29%	36%
Never	54%	53%	56%	43%	45%	60%	66%	58%	43%	47%	53%
Totals	100%	101%	100%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(952)	(436)	(516)	(179)	(210)	(346)	(217)	(700)	(116)	(70)	(66)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	12%	17%	10%	9%	14%	6%	14%	11%	11%	12%	11%	13%	11%
Sometimes	34%	37%	33%	31%	35%	34%	30%	37%	37%	34%	33%	32%	39%
Never	54%	46%	57%	60%	51%	61%	55%	51%	52%	54%	57%	55%	51%
Totals	100%	100%	100%	100%	100%	101%	99%	99%	100%	100%	101%	100%	101%
Unweighted N	(952)	(326)	(370)	(256)	(362)	(300)	(415)	(229)	(199)	(166)	(193)	(383)	(210)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 8H. Activities at Mall — Now - Exercise

When you go to the mall now, how often do you do engage in the following activities?

*Asked of people who have been to a shopping mall*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	11%	13%	9%	17%	18%	6%	5%	8%	18%	17%	12%
Sometimes	23%	22%	24%	29%	29%	17%	19%	21%	29%	22%	28%
Never	66%	66%	67%	54%	53%	77%	76%	71%	53%	61%	60%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(954)	(438)	(516)	(178)	(211)	(347)	(218)	(701)	(117)	(70)	(66)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	11%	15%	11%	7%	12%	6%	12%	11%	9%	11%	8%	11%	13%
Sometimes	23%	27%	21%	19%	23%	20%	23%	22%	22%	22%	19%	23%	26%
Never	66%	58%	68%	74%	65%	74%	65%	67%	69%	68%	73%	65%	60%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	99%
Unweighted N	(954)	(327)	(370)	(257)	(363)	(301)	(417)	(229)	(199)	(167)	(193)	(384)	(210)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 9. Change in Status of Malls

Compared to 10 years ago, do you think shopping malls are now more or less relevant to American culture and society?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much more relevant	5%	5%	4%	8%	6%	4%	2%	3%	14%	2%	6%
Somewhat more relevant	9%	11%	7%	12%	16%	5%	4%	8%	6%	18%	9%
About the same	21%	22%	21%	28%	21%	19%	20%	18%	28%	29%	27%
Somewhat less relevant	30%	27%	33%	29%	23%	30%	39%	31%	28%	24%	33%
Much less relevant	29%	31%	28%	19%	24%	37%	32%	36%	14%	15%	20%
Not sure	6%	4%	7%	5%	10%	5%	4%	4%	10%	12%	5%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(984)	(445)	(539)	(185)	(221)	(352)	(226)	(725)	(119)	(73)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Much more relevant	5%	7%	3%	4%	5%	4%	5%	5%	5%	6%	1%	6%	4%
Somewhat more relevant	9%	9%	6%	13%	7%	8%	10%	11%	7%	8%	8%	9%	10%
About the same	21%	24%	21%	19%	19%	18%	23%	20%	20%	22%	15%	20%	30%
Somewhat less relevant	30%	31%	30%	30%	32%	36%	28%	31%	31%	29%	36%	31%	24%
Much less relevant	29%	26%	30%	31%	33%	31%	27%	32%	36%	29%	36%	28%	25%
Not sure	6%	2%	10%	4%	4%	3%	8%	2%	1%	5%	5%	6%	6%
Totals	100%	99%	100%	101%	100%	100%	101%	101%	100%	99%	101%	100%	99%
Unweighted N	(984)	(331)	(392)	(261)	(369)	(311)	(436)	(232)	(201)	(172)	(197)	(397)	(218)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



## 10. Descriptions of Mall

Which of the following comes to mind when you think about shopping malls in America today? Select all that apply.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Nostalgic	30%	30%	30%	34%	32%	29%	24%	29%	24%	37%	32%
Depressing	20%	18%	21%	18%	19%	24%	15%	21%	19%	8%	30%
Exciting	14%	14%	14%	27%	19%	8%	5%	12%	21%	22%	10%
Dying	41%	42%	39%	28%	34%	46%	52%	47%	29%	19%	38%
Trendy	16%	17%	15%	26%	19%	12%	9%	12%	27%	25%	20%
Convenient	28%	27%	28%	33%	22%	25%	34%	27%	33%	34%	20%
A waste of time	15%	17%	14%	14%	14%	19%	13%	17%	14%	8%	14%
Other	7%	6%	8%	3%	6%	10%	9%	9%	6%	1%	7%
None of the above	9%	9%	8%	10%	11%	8%	5%	8%	11%	12%	8%
Unweighted N	(1,000)	(454)	(546)	(190)	(229)	(355)	(226)	(733)	(119)	(80)	(68)

  

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Nostalgic	30%	31%	26%	33%	35%	29%	26%	40%	26%	28%	32%	27%	32%
Depressing	20%	20%	21%	17%	19%	19%	17%	22%	25%	21%	21%	21%	15%
Exciting	14%	19%	11%	14%	13%	9%	16%	13%	11%	17%	10%	15%	14%
Dying	41%	39%	41%	42%	46%	43%	35%	46%	49%	41%	49%	38%	36%
Trendy	16%	16%	16%	16%	16%	13%	19%	12%	10%	15%	15%	16%	19%
Convenient	28%	30%	22%	34%	30%	30%	29%	29%	25%	23%	25%	28%	34%
A waste of time	15%	17%	14%	16%	15%	15%	17%	16%	14%	13%	15%	17%	14%
Other	7%	8%	8%	5%	8%	9%	6%	5%	11%	4%	8%	8%	8%
None of the above	9%	7%	11%	7%	5%	8%	10%	5%	5%	12%	9%	8%	7%
Unweighted N	(1,000)	(332)	(404)	(264)	(370)	(321)	(438)	(233)	(211)	(176)	(198)	(398)	(228)

# YouGov Survey: Shopping Malls

August 17 - 22, 2022 - 1000 US Adult Citizens



<b>Interviewing Dates</b>	August 17 - 22, 2022
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.272 to 4.943, with a mean of one and a standard deviation of 0.388.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.3% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	80 questions not reported.