

1. Celebrate Thanksgiving

Do you plan on celebrating Thanksgiving this year?

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Yes	85%	86%	84%	89%	85%	83%	86%	91%	78%	91%	90%	74%
No	15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	10%	26%
Totals (Unweighted N)	100% (999)	100% (444)	100% (555)	100% (76)	100% (272)	100% (446)	100% (205)	100% (373)	100% (406)	100% (220)	100% (907)	100% (92)

	Race				Education				Region			
	Total	White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Yes	85%	87%	86%	76%	84%	86%	86%	85%	85%	89%	86%	80%
No	15%	13%	14%	24%	16%	14%	14%	15%	15%	11%	14%	20%
Totals (Unweighted N)	100% (999)	100% (820)	100% (97)	100% (82)	100% (313)	100% (331)	100% (224)	100% (131)	100% (142)	100% (235)	100% (364)	100% (258)

2. Start preparing

On Thanksgiving, when does your family plan to start cooking Thanksgiving dinner?

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Wednesday or earlier Before 9 a.m.	23%	18%	27%	25%	18%	25%	23%	33%	14%	25%	25%	17%
Thursday Between 9 a.m. and noon	22%	19%	24%	18%	29%	18%	22%	19%	23%	21%	21%	23%
Thursday After noon	21%	24%	18%	26%	24%	18%	16%	22%	20%	22%	25%	11%
Thursday We won't be doing the cooking	10%	14%	6%	13%	10%	7%	12%	10%	10%	8%	8%	15%
Doesn't celebrate Thanksgiving	10%	12%	9%	7%	5%	14%	13%	7%	10%	15%	11%	8%
15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	10%	10%	26%
Totals (Unweighted N)	100% (999)	100% (444)	100% (555)	100% (76)	100% (272)	100% (446)	100% (205)	100% (373)	100% (406)	100% (220)	100% (907)	100% (92)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Wednesday or earlier Before 9 a.m.	23%	19%	46%	24%	21%	22%	26%	22%	25%	18%	29%	15%
Thursday Between 9 a.m. and noon	22%	23%	19%	16%	22%	25%	17%	18%	18%	22%	25%	18%
Thursday After noon	21%	23%	8%	21%	19%	24%	17%	28%	28%	21%	16%	23%
Thursday We won't be doing the cooking	10%	10%	8%	12%	13%	7%	9%	6%	8%	11%	8%	13%
Doesn't celebrate Thanksgiving	10%	13%	5%	1%	9%	8%	16%	11%	6%	17%	8%	11%
15%	13%	14%	24%	16%	14%	14%	15%	15%	15%	11%	14%	20%

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	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Totals (Unweighted N)	100% (999)	100% (820)	100% (97)	100% (82)	100% (313)	100% (331)	100% (224)	100% (131)	100% (142)	100% (235)	100% (364)	100% (258)

3. Time you eat

What time do you start eating Thanksgiving dinner?

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Noon or earlier	5%	3%	6%	3%	5%	5%	4%	9%	2%	3%	5%	4%
Between noon and 3 p.m.	35%	35%	36%	34%	31%	40%	34%	34%	32%	46%	38%	29%
Between 3 p.m. and 6 p.m.	39%	42%	37%	42%	41%	34%	43%	40%	38%	38%	40%	35%
After 6 p.m.	6%	7%	6%	9%	8%	4%	6%	8%	6%	5%	6%	7%
Doesn't celebrate Thanksgiving	15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	10%	26%
Totals (Unweighted N)	100% (999)	100% (444)	100% (555)	100% (76)	100% (272)	100% (446)	100% (205)	100% (373)	100% (406)	100% (220)	100% (907)	100% (92)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Noon or earlier	5%	4%	13%	2%	7%	4%	3%	1%	5%	7%	5%	2%
Between noon and 3 p.m.	35%	38%	37%	19%	32%	38%	39%	33%	30%	45%	43%	21%
Between 3 p.m. and 6 p.m.	39%	40%	31%	40%	39%	37%	36%	50%	44%	32%	34%	49%
After 6 p.m.	6%	5%	4%	15%	6%	7%	8%	2%	6%	6%	5%	9%
Doesn't celebrate Thanksgiving	15%	13%	14%	24%	16%	14%	14%	15%	15%	11%	14%	20%
Totals (Unweighted N)	100% (999)	100% (820)	100% (97)	100% (82)	100% (313)	100% (331)	100% (224)	100% (131)	100% (142)	100% (235)	100% (364)	100% (258)

4. How many people

How many people will you eat with on Thanksgiving?

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
None	1%	2%	0%	3%	1%	1%	—	3%	0%	1%	2%	—
1 other person	4%	5%	4%	0%	4%	4%	12%	5%	5%	3%	4%	5%
2-4	19%	18%	19%	18%	20%	20%	17%	19%	18%	21%	17%	24%
5-8	26%	27%	25%	30%	28%	25%	20%	30%	24%	25%	28%	22%
more than 8	34%	34%	34%	37%	32%	33%	38%	35%	30%	42%	38%	25%
Doesn't celebrate Thanksgiving	15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	10%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(444)	(554)	(76)	(271)	(446)	(205)	(372)	(406)	(220)	(906)	(92)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
None	1%	2%	1%	—	1%	2%	1%	1%	3%	0%	1%	2%
1 other person	4%	5%	3%	2%	6%	3%	3%	4%	3%	5%	4%	5%
2-4	19%	18%	18%	23%	17%	23%	16%	21%	14%	20%	20%	19%
5-8	26%	28%	24%	18%	27%	25%	25%	30%	32%	25%	24%	26%
more than 8	34%	33%	41%	34%	33%	34%	40%	29%	32%	39%	37%	28%
Doesn't celebrate Thanksgiving	15%	13%	14%	24%	16%	14%	14%	15%	15%	11%	14%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(819)	(97)	(82)	(313)	(331)	(224)	(130)	(142)	(235)	(364)	(257)

5. What will you drink

Which of these, if any, will you drink with Thanksgiving dinner? (Check all that apply)

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
White wine	21%	24%	18%	19%	24%	19%	21%	19%	23%	20%	21%	19%
Red wine	20%	24%	17%	18%	24%	18%	22%	19%	22%	19%	24%	8%
Beer	21%	31%	13%	28%	30%	18%	7%	22%	24%	16%	21%	23%
Liquor or cocktails	13%	16%	11%	17%	18%	13%	5%	13%	17%	7%	14%	12%
I won't drink any alcoholic beverages on Thanksgiving	58%	49%	66%	58%	51%	59%	64%	59%	52%	65%	57%	61%
Doesn't celebrate Thanksgiving	—	—	—	—	—	—	—	—	—	—	—	—
Totals	(885)	(399)	(486)	(68)	(239)	(396)	(182)	(339)	(343)	(203)	(819)	(66)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
White wine	21%	21%	14%	26%	11%	18%	33%	43%	24%	23%	15%	26%
Red wine	20%	20%	21%	22%	12%	18%	30%	38%	29%	15%	17%	24%
Beer	21%	18%	23%	43%	22%	18%	21%	29%	29%	16%	23%	18%
Liquor or cocktails	13%	13%	20%	12%	9%	15%	15%	24%	15%	13%	12%	15%
I won't drink any alcoholic beverages on Thanksgiving	58%	61%	62%	33%	61%	63%	49%	44%	47%	62%	61%	55%
Doesn't celebrate Thanksgiving	—	—	—	—	—	—	—	—	—	—	—	—
Totals	(885)	(732)	(84)	(69)	(278)	(292)	(197)	(118)	(126)	(213)	(323)	(223)

6. Type of clothes

What sort of clothes do you wear for Thanksgiving dinner?

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
I dress up	2%	2%	3%	7%	1%	1%	1%	4%	1%	3%	2%	2%
Nice but casual	61%	61%	61%	70%	57%	61%	58%	66%	54%	69%	66%	50%
Very casual, like sweatpants or loungewear	21%	23%	20%	12%	26%	20%	28%	21%	23%	19%	21%	22%
Doesn't celebrate Thanksgiving	15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	10%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(444)	(555)	(76)	(272)	(446)	(205)	(373)	(406)	(220)	(907)	(92)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
I dress up	2%	2%	2%	6%	—	6%	2%	2%	2%	3%	1%	4%
Nice but casual	61%	62%	60%	59%	58%	61%	68%	64%	61%	61%	66%	54%
Very casual, like sweatpants or loungewear	21%	23%	24%	11%	26%	20%	16%	19%	22%	24%	19%	22%
Doesn't celebrate Thanksgiving	15%	13%	14%	24%	16%	14%	14%	15%	15%	11%	14%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(820)	(97)	(82)	(313)	(331)	(224)	(131)	(142)	(235)	(364)	(258)

7. Kind of pie

What kind of pie will you eat on Thanksgiving? (Check all that apply)

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Pumpkin	62%	59%	66%	57%	58%	63%	75%	58%	62%	71%	60%	70%
Apple	33%	29%	37%	32%	38%	33%	29%	34%	31%	35%	34%	30%
Pecan	27%	27%	27%	31%	24%	27%	25%	30%	24%	28%	26%	28%
Chocolate	11%	11%	10%	13%	13%	8%	9%	12%	8%	13%	12%	7%
Sweet potato pie	17%	16%	18%	13%	19%	20%	15%	28%	11%	11%	19%	13%
Something else	17%	16%	17%	21%	16%	15%	14%	16%	18%	16%	15%	21%
I won't eat pie	10%	11%	9%	16%	10%	7%	8%	8%	12%	8%	11%	5%
Doesn't celebrate Thanksgiving	-	-	-	-	-	-	-	-	-	-	-	-
Totals	(885)	(399)	(486)	(68)	(239)	(396)	(182)	(339)	(343)	(203)	(819)	(66)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Pumpkin	62%	69%	23%	62%	61%	62%	65%	63%	56%	71%	55%	71%
Apple	33%	34%	39%	24%	28%	33%	38%	45%	47%	31%	29%	33%
Pecan	27%	25%	29%	34%	24%	23%	36%	30%	13%	15%	39%	28%
Chocolate	11%	11%	8%	9%	10%	9%	12%	16%	11%	10%	12%	8%
Sweet potato pie	17%	7%	74%	24%	19%	17%	15%	15%	21%	9%	23%	12%
Something else	17%	14%	22%	25%	15%	19%	15%	18%	15%	14%	19%	17%
I won't eat pie	10%	9%	2%	20%	10%	10%	12%	4%	7%	9%	9%	13%
Doesn't celebrate Thanksgiving	-	-	-	-	-	-	-	-	-	-	-	-
Totals	(885)	(732)	(84)	(69)	(278)	(292)	(197)	(118)	(126)	(213)	(323)	(223)

8. Type of turkey

What type of turkey will you be eating on Thanksgiving?

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Just a regular turkey	63%	63%	62%	55%	60%	66%	69%	66%	57%	69%	67%	52%
Free-range	5%	5%	5%	4%	7%	5%	3%	6%	3%	7%	6%	2%
Turducken	1%	2%	0%	3%	1%	1%	0%	1%	2%	—	0%	3%
Tofurkey	1%	2%	0%	1%	3%	—	—	2%	0%	2%	1%	1%
Deep fried turkey	6%	6%	6%	5%	7%	5%	5%	6%	4%	8%	6%	5%
Something else	4%	5%	4%	7%	3%	3%	5%	5%	5%	2%	3%	7%
I won't eat turkey	5%	4%	6%	13%	3%	3%	3%	5%	6%	3%	5%	4%
Doesn't celebrate Thanksgiving	15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	10%	26%
Totals (Unweighted N)	100% (999)	100% (444)	100% (555)	100% (76)	100% (272)	100% (446)	100% (205)	100% (373)	100% (406)	100% (220)	100% (907)	100% (92)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Just a regular turkey	63%	66%	46%	58%	69%	60%	57%	57%	69%	64%	63%	57%
Free-range	5%	5%	8%	2%	1%	6%	7%	11%	3%	4%	4%	8%
Turducken	1%	1%	1%	—	2%	0%	1%	2%	1%	4%	1%	0%
Tofurkey	1%	1%	—	2%	1%	0%	3%	1%	—	1%	1%	3%
Deep fried turkey	6%	5%	12%	6%	3%	9%	6%	6%	4%	5%	8%	4%
Something else	4%	4%	12%	2%	6%	4%	4%	3%	2%	7%	5%	3%
I won't eat turkey	5%	5%	6%	5%	3%	6%	7%	5%	7%	5%	5%	5%
Doesn't celebrate Thanksgiving	15%	13%	14%	24%	16%	14%	14%	15%	15%	11%	14%	20%
Totals (Unweighted N)	100% (999)	100% (820)	100% (97)	100% (82)	100% (313)	100% (331)	100% (224)	100% (131)	100% (142)	100% (235)	100% (364)	100% (258)

9. Dressing vs stuffing

Is it dressing or stuffing?

Asked of those who will be celebrating Thanksgiving this year

	Gender			Age				Party ID			Voter Registration	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican	Registered	Not registered
Dressing	26%	26%	26%	20%	18%	32%	33%	29%	20%	34%	29%	18%
Stuffing	51%	50%	52%	48%	63%	45%	50%	53%	50%	51%	52%	50%
I don't eat that	8%	10%	6%	21%	4%	5%	4%	9%	8%	6%	9%	6%
Doesn't celebrate Thanksgiving	15%	14%	16%	11%	15%	17%	14%	9%	22%	9%	11%	26%
Totals (Unweighted N)	100% (997)	100% (442)	100% (555)	100% (76)	100% (272)	100% (445)	100% (204)	100% (373)	100% (405)	100% (219)	100% (905)	100% (92)

	Total	Race			Education				Region			
		White	Black	Hispanic	HS	SC	CG	PG	Northeast	Midwest	South	West
Dressing	26%	27%	40%	9%	27%	25%	24%	27%	10%	35%	32%	21%
Stuffing	51%	52%	43%	55%	49%	51%	55%	54%	69%	43%	49%	50%
I don't eat that	8%	8%	2%	12%	8%	11%	6%	4%	5%	10%	6%	10%
Doesn't celebrate Thanksgiving	15%	13%	14%	24%	16%	14%	14%	15%	15%	11%	14%	20%
Totals (Unweighted N)	100% (997)	100% (819)	100% (97)	100% (81)	100% (312)	100% (330)	100% (224)	100% (131)	100% (142)	100% (234)	100% (363)	100% (258)