

As you know, Thanksgiving will be on Thursday, November 23, 2023. Which of the following do you intend to do to celebrate Thanksgiving?

| | Age | | | | Generation | | | | | | | Gender | | Region | | | | Household Income | | | Education | | |
|--|-------|-------|-------|-----|------------------|------------------------|------------------|-----------------------|-----------------|---------------|------|--------|-----------|---------|-------|------|--------|------------------|---------|------|-------------------|-------|--|
| | Total | 18-34 | 35-54 | 55+ | Gen Z (18 to 26) | Millennials (27 to 42) | Gen X (43 to 58) | Boomers II (59 to 68) | Boomers I+(69+) | Boomers+(59+) | Male | Female | Northeast | Midwest | South | West | <\$50K | \$50K-99K | \$100K+ | <=HS | College/Associate | Univ+ | |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | Z | a | b | |
| BASE: All Respondents | 1525 | 331 | 486 | 708 | 105 | 366 | 422 | 300 | 332 | 632 | 667 | 858 | 277 | 351 | 578 | 319 | 608 | 489 | 376 | 328 | 522 | 675 | |
| BASE: WEIGHTED | 1525 | 441 | 502 | 582 | 146* | 446 | 423 | 247 | 263 | 510 | 736 | 789 | 264 | 316 | 580 | 364 | 618 | 485 | 369 | 327 | 512 | 687 | |
| I'm going to have family/friends to my home and host Thanksgiving dinner | 446 | 129 | 151 | 166 | 35 | 126 | 140 | 65 | 79 | 145 | 229 | 217 | 82 | 86 | 177 | 99 | 155 | 141 | 133 | 95 | 143 | 207 | |
| | 29% | 29% | 30% | 29% | 24% | 28% | 33% | 26% | 30% | 28% | 31% | 27% | 31% | 27% | 31% | 27% | 25% | 29% | 36% | 29% | 28% | 30% | |
| | | | | | | | | | | | | | | | | | | | Q | | | | |
| I'm going to the home of family/friends to have Thanksgiving dinner | 595 | 183 | 201 | 212 | 66 | 180 | 159 | 96 | 93 | 189 | 280 | 315 | 113 | 138 | 221 | 123 | 235 | 199 | 146 | 114 | 191 | 290 | |
| | 39% | 41% | 40% | 36% | 45% | 40% | 38% | 39% | 35% | 37% | 38% | 40% | 43% | 44% | 38% | 34% | 38% | 41% | 39% | 35% | 37% | 42% | |
| | | | | | | | | | | | | | P | P | | | | | | | | | |
| I'm going to go out to a restaurant instead of someone's/my own home for Thanksgiving dinner | 109 | 37 | 35 | 38 | 17 | 38 | 22 | 12 | 20 | 32 | 57 | 52 | 20 | 16 | 50 | 23 | 38 | 35 | 35 | 24 | 35 | 51 | |
| | 7% | 8% | 7% | 6% | 12% | 9% | 5% | 5% | 8% | 6% | 8% | 7% | 8% | 5% | 9% | 6% | 6% | 7% | 9% | 7% | 7% | 7% | |
| | | | | | | GH | | | | | | | | | | | | | | | | | |
| I'm just going to have either a day off or work, but wish I could have Thanksgiving dinner | 94 | 43 | 35 | 16 | 15 | 40 | 27 | 6 | 5 | 11 | 50 | 44 | 8 | 19 | 33 | 34 | 51 | 27 | 14 | 24 | 34 | 36 | |
| | 6% | 10% | 7% | 3% | 11% | 9% | 6% | 3% | 2% | 2% | 7% | 6% | 3% | 6% | 6% | 9% | 8% | 6% | 4% | 7% | 7% | 5% | |
| | | | D | D | | HJ | HJ | HJ | | | | | | | | | M | S | | | | | |
| I don't/won't celebrate Thanksgiving | 139 | 28 | 35 | 76 | 10 | 25 | 38 | 36 | 30 | 66 | 62 | 77 | 11 | 31 | 47 | 49 | 81 | 33 | 18 | 39 | 57 | 44 | |
| | 9% | 6% | 7% | 13% | 7% | 6% | 9% | 15% | 11% | 13% | 8% | 10% | 4% | 10% | 8% | 14% | 13% | 7% | 5% | 12% | 11% | 6% | |
| | | | | | BC | | | FG | F | F | | | | M | | MO | RS | | | b | b | | |
| Other | 142 | 23 | 45 | 74 | 2 | 36 | 38 | 31 | 35 | 67 | 59 | 83 | 29 | 26 | 51 | 36 | 57 | 49 | 24 | 32 | 52 | 59 | |
| | 9% | 5% | 9% | 13% | 2% | 8% | 9% | 13% | 13% | 13% | 8% | 11% | 11% | 8% | 9% | 10% | 9% | 10% | 6% | 10% | 10% | 9% | |
| | | | | B | | E | E | E | EF | EF | | | | | | | | | | | | | |

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P - Q/R/S - T/U/V/W - X/Y - Z/a/b

Overlap formulae used. * small base

Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni October 23rd, 2023

Maru/Blue

October 24th, 2023

24 Oct 2023