



Thanksgiving

Fieldwork Dates: 15th - 16th November 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1208 adults. Fieldwork was undertaken between 15th - 16th November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov Omnibus Thanksgiving

US_nat Sample: 15th - 16th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GTT_q1. To what extent, if at all, do you enjoy partaking in Thanksgiving celebrations?

Unweighted base	1208	536	672	352	386	470	238	240	486	244	812	159	150	87	449
Base: All US Adults	1203	596	607	388	375	440	226	233	494	250	782	148	185	88	503
Enjoy a lot	45%	43%	47%	41%	47%	47%	49%	39%	45%	47%	45%	46%	40%	47%	44%
Somewhat enjoy	26%	26%	27%	26%	26%	27%	24%	31%	25%	26%	29%	25%	19%	22%	23%
Enjoy a little	19%	21%	16%	20%	17%	18%	15%	21%	20%	16%	17%	17%	24%	18%	22%
Don't enjoy at all	5%	4%	5%	4%	5%	5%	6%	5%	4%	4%	4%	5%	5%	4%	4%
Don't know	2%	1%	2%	3%	2%	1%	2%	2%	2%	2%	1%	2%	3%	2%	3%
Not applicable - I don't celebrate Thanksgiving	4%	5%	3%	6%	3%	3%	5%	2%	4%	4%	2%	4%	8%	7%	5%

GTT_q2. Do you, or the people you typically celebrate Thanksgiving with, have a tradition of eating the same special Thanksgiving dinner for each Thanksgiving?

Unweighted base	1161	509	652	330	374	457	226	237	466	232	792	152	136	81	425
Base: US Adults Who Celebrate Thanksgiving	1155	566	589	366	363	427	214	230	473	239	762	142	170	81	478
Yes, I do	75%	72%	78%	71%	77%	76%	78%	70%	76%	76%	77%	73%	67%	71%	71%
No, I don't	22%	24%	19%	24%	20%	21%	19%	24%	22%	20%	20%	21%	29%	25%	24%
Don't know	4%	4%	3%	5%	3%	3%	3%	6%	2%	4%	3%	5%	4%	5%	5%

GTT_q3. Who, if anyone, do you typically eat with on Thanksgiving? Please select all that apply.

Unweighted base	1161	509	652	330	374	457	226	237	466	232	792	152	136	81	425
Base: US Adults Who Celebrate Thanksgiving	1155	566	589	366	363	427	214	230	473	239	762	142	170	81	478
Family members	88%	87%	90%	85%	90%	90%	89%	91%	86%	89%	90%	91%	76%	92%	84%
Friends	35%	39%	32%	43%	33%	30%	33%	29%	39%	36%	31%	51%	40%	39%	32%
Neighbors	7%	8%	7%	10%	8%	5%	7%	7%	8%	7%	7%	14%	4%	10%	8%
Other	2%	1%	2%	0%	2%	2%	0%	2%	1%	3%	2%	1%	2%	2%	2%
Nobody - I eat alone	3%	3%	2%	1%	2%	5%	2%	4%	3%	2%	3%	2%	1%	2%	4%
Don't know	2%	1%	2%	2%	1%	1%	1%	2%	1%	3%	1%	1%	4%	2%	3%

GTT_q4. How many people, including yourself, are typically present at your Thanksgiving meal?

Unweighted base	1161	509	652	330	374	457	226	237	466	232	792	152	136	81	425
Base: US Adults Who Celebrate Thanksgiving	1155	566	589	366	363	427	214	230	473	239	762	142	170	81	478
Just me	3%	3%	2%	1%	2%	5%	2%	4%	3%	2%	3%	2%	1%	2%	4%
2 to 3 people	10%	10%	10%	10%	8%	12%	9%	9%	11%	11%	10%	8%	10%	13%	11%
4 to 6 people	22%	21%	22%	17%	25%	23%	25%	18%	23%	22%	22%	25%	17%	25%	22%
7 to 9 people	23%	26%	21%	30%	20%	21%	25%	19%	24%	25%	22%	21%	33%	20%	24%

YouGov Omnibus Thanksgiving

US_nat Sample: 15th - 16th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GTT_q1. To what extent, if at all, do you enjoy partaking in Thanksgiving celebrations?

Unweighted base	1208	404	229	126	588	26	132	61	334	67	364	844	481	338	252
Base: All US Adults	1203	379	208	113	561	28	125	60	357	71	356	847	485	344	242
Enjoy a lot	45%	46%	44%	47%	52%	45%	35%	43%	39%	39%	49%	43%	42%	44%	52%
Somewhat enjoy	26%	28%	30%	31%	26%	29%	25%	23%	28%	27%	26%	27%	26%	26%	26%
Enjoy a little	19%	15%	17%	17%	17%	13%	24%	24%	20%	14%	18%	19%	18%	24%	17%
Don't enjoy at all	5%	5%	6%	2%	4%	10%	6%	3%	5%	7%	4%	5%	6%	5%	3%
Don't know	2%	1%	1%	1%	1%	2%	1%	2%	3%	1%	1%	2%	3%	1%	1%
Not applicable - I don't celebrate Thanksgiving	4%	4%	2%	2%	1%	-	9%	7%	5%	12%	3%	4%	7%	2%	1%

GTT_q2. Do you, or the people you typically celebrate Thanksgiving with, have a tradition of eating the same special Thanksgiving dinner for each Thanksgiving?

Unweighted base	1161	388	224	124	583	26	121	57	315	59	354	807	451	331	249
Base: US Adults Who Celebrate Thanksgiving	1155	362	204	111	557	28	114	56	339	62	346	809	453	338	239
Yes, I do	75%	77%	75%	83%	79%	82%	77%	79%	69%	63%	80%	72%	73%	73%	81%
No, I don't	22%	20%	23%	16%	20%	18%	20%	18%	26%	26%	18%	23%	22%	25%	18%
Don't know	4%	3%	2%	2%	2%	-	3%	3%	6%	11%	2%	4%	5%	2%	2%

GTT_q3. Who, if anyone, do you typically eat with on Thanksgiving? Please select all that apply.

Unweighted base	1161	388	224	124	583	26	121	57	315	59	354	807	451	331	249
Base: US Adults Who Celebrate Thanksgiving	1155	362	204	111	557	28	114	56	339	62	346	809	453	338	239
Family members	88%	91%	91%	94%	93%	88%	81%	81%	84%	90%	93%	86%	85%	90%	93%
Friends	35%	38%	35%	36%	32%	39%	33%	36%	39%	44%	38%	34%	34%	37%	37%
Neighbors	7%	8%	6%	9%	7%	12%	10%	7%	8%	6%	11%	6%	7%	7%	9%
Other	2%	2%	2%	2%	2%	7%	2%	4%	1%	1%	2%	2%	2%	1%	1%
Nobody - I eat alone	3%	2%	1%	1%	0%	3%	9%	3%	4%	2%	1%	4%	6%	0%	0%
Don't know	2%	1%	0%	-	1%	-	1%	5%	1%	2%	1%	2%	3%	0%	-

GTT_q4. How many people, including yourself, are typically present at your Thanksgiving meal?

Unweighted base	1161	388	224	124	583	26	121	57	315	59	354	807	451	331	249
Base: US Adults Who Celebrate Thanksgiving	1155	362	204	111	557	28	114	56	339	62	346	809	453	338	239
Just me	3%	2%	1%	1%	0%	3%	9%	3%	4%	2%	1%	4%	6%	0%	0%
2 to 3 people	10%	10%	9%	9%	10%	6%	9%	16%	9%	16%	6%	12%	12%	10%	6%
4 to 6 people	22%	22%	20%	25%	23%	29%	19%	14%	21%	23%	21%	22%	20%	23%	19%
7 to 9 people	23%	24%	23%	20%	22%	33%	21%	16%	26%	18%	25%	23%	22%	26%	23%

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Thanksgiving

US_nat Sample: 15th - 16th November 2018



Total	
	Prefer not to say
	AC

GTT_q1. To what extent, if at all, do you enjoy partaking in Thanksgiving celebrations?

Unweighted base	1208	137
Base: All US Adults	1203	132
Enjoy a lot	45%	45%
Somewhat enjoy	26%	31%
Enjoy a little	19%	10%
Don't enjoy at all	5%	3%
Don't know	2%	5%
Not applicable - I don't celebrate Thanksgiving	4%	5%
		AA,AB
		AB

GTT_q2. Do you, or the people you typically celebrate Thanksgiving with, have a tradition of eating the same special Thanksgiving dinner for each Thanksgiving?

Unweighted base	1161	130
Base: US Adults Who Celebrate Thanksgiving	1155	125
Yes, I do	75%	74%
No, I don't	22%	19%
Don't know	4%	7%
		AA,AB

GTT_q3. Who, if anyone, do you typically eat with on Thanksgiving? Please select all that apply.

Unweighted base	1161	130
Base: US Adults Who Celebrate Thanksgiving	1155	125
Family members	88%	90%
Friends	35%	30%
Neighbors	7%	8%
Other	2%	2%
Nobody - I eat alone	3%	2%
Don't know	2%	2%
		AB

GTT_q4. How many people, including yourself, are typically present at your Thanksgiving meal?

Unweighted base	1161	130
Base: US Adults Who Celebrate Thanksgiving	1155	125
Just me	3%	2%
2 to 3 people	10%	13%
4 to 6 people	22%	28%
7 to 9 people	23%	23%
		AB

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US_nat Sample: 15th - 16th November 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
				D,E								*	*		
10 to 12 people	19%	18%	19%	20%	19%	17%	19%	23%	19%	13%	19%	21%	14%	17%	16%
								I				*	*		
13 to 15 people	9%	7%	11%	8%	9%	10%	8%	9%	8%	11%	9%	9%	9%	10%	8%
												*	*		
16 to 18 people	5%	6%	4%	3%	6%	5%	7%	6%	4%	4%	5%	3%	5%	8%	3%
												*	*		
19 to 21 people	3%	3%	4%	3%	5%	2%	1%	5%	3%	4%	3%	5%	5%	-	4%
					E			F				*	*		
More than 21 people	5%	4%	5%	5%	5%	4%	3%	6%	4%	5%	5%	4%	3%	3%	4%
												*	*		
Don't know	2%	1%	2%	2%	1%	1%	1%	2%	1%	3%	1%	1%	4%	2%	3%
												*	*	O	

GTT_q5. Which, if any, of the following foods do you typically eat on Thanksgiving? Please select all that apply.

	Unweighted base	509	652	330	374	457	226	237	466	232	792	152	136	81	425
Base: US Adults Who Celebrate Thanksgiving	1155	566	589	366	363	427	214	230	473	239	762	142	170	81	478
Turkey	86%	84%	87%	77%	88%	91%	86%	90%	85%	83%	90%	83%	68%	84%	82%
					C	C		I			K,L	L	*	L*	
Stuffing	77%	74%	79%	61%	80%	88%	83%	79%	76%	71%	82%	78%	58%	68%	75%
					C	C,D	H,I	I			L,M	L	*	*	
Mashed potatoes	82%	82%	82%	79%	82%	85%	84%	85%	80%	82%	87%	54%	79%	88%	80%
											K		K*	K*	
Yams/Sweet potatoes	60%	55%	64%	53%	57%	68%	54%	65%	59%	61%	62%	74%	37%	58%	56%
			A			C,D		F			L	J,L,M	*	L*	
Cranberry sauce	60%	57%	63%	46%	59%	73%	64%	58%	59%	60%	64%	61%	42%	59%	58%
					C	C,D					L	L	*	*	
Rolls	76%	75%	77%	68%	76%	82%	68%	82%	80%	68%	82%	72%	61%	54%	74%
					C	C		F,I	F,I		K,L,M	M	*	*	
Green beans	61%	55%	67%	55%	64%	65%	56%	67%	66%	52%	66%	58%	42%	61%	58%
			A			C		F,I	F,I		L	L	*	L*	
Brussels sprouts	13%	15%	11%	14%	12%	12%	14%	9%	11%	19%	13%	9%	10%	21%	11%
										G,H			*	K*	
Pumpkin pie	62%	59%	64%	56%	62%	67%	61%	68%	58%	66%	70%	35%	51%	61%	62%
						C		H			K,L		K*	K*	
Pecan pie	31%	32%	30%	29%	33%	32%	19%	26%	42%	27%	33%	26%	26%	39%	27%
									F,G,I				*	K*	
Apple pie	42%	44%	39%	48%	36%	40%	54%	42%	36%	41%	41%	43%	46%	40%	44%
			D				G,H,I						*	*	
Other	16%	10%	21%	11%	11%	24%	17%	17%	16%	14%	16%	21%	8%	17%	15%
			A			C,D						L	*	*	
Don't know	2%	1%	2%	2%	1%	1%	1%	1%	1%	3%	1%	1%	5%	2%	2%
			A									J*	*	*	

GTT_q6. How much, if any, of the cooking do you typically do for Thanksgiving celebrations?

	Unweighted base	509	652	330	374	457	226	237	466	232	792	152	136	81	425
Base: US Adults Who Celebrate Thanksgiving	1155	566	589	366	363	427	214	230	473	239	762	142	170	81	478
I cook everything myself	16%	9%	22%	8%	20%	20%	17%	19%	16%	12%	16%	21%	11%	16%	20%
			A		C	C		I				*	*	O	
I cook a majority of the dishes and others cook the rest	15%	13%	17%	15%	16%	14%	14%	9%	18%	15%	13%	16%	23%	11%	17%
									G			*	*	P	
I cook about half of the dishes and others cook the rest	12%	11%	13%	12%	13%	12%	10%	12%	13%	12%	12%	15%	11%	11%	11%
												*	*	*	
I cook one or two things, but others cook most of it	28%	30%	27%	35%	26%	25%	28%	26%	28%	33%	30%	16%	28%	33%	23%
				D,E							K		*	K*	
I don't cook at all on Thanksgiving	27%	35%	19%	27%	24%	30%	29%	33%	23%	27%	27%	27%	25%	27%	28%

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	Total	Prefer not to say
10 to 12 people	19%	16%
13 to 15 people	9%	8%
16 to 18 people	5%	1%
19 to 21 people	3%	3%
More than 21 people	5%	4%
Don't know	2%	2%
		AB

GTT_q5. Which, if any, of the following foods do you typically eat on Thanksgiving? Please select all that apply.

	Unweighted base	1161	130
Base: US Adults Who Celebrate Thanksgiving	1155	125	
Turkey	86%	87%	
Stuffing	77%	73%	
Mashed potatoes	82%	74%	
Yams/Sweet potatoes	60%	62%	
Cranberry sauce	60%	65%	
Rolls	76%	65%	
Green beans	61%	56%	
Brussels sprouts	13%	8%	
Pumpkin pie	62%	59%	
Pecan pie	31%	32%	
Apple pie	42%	39%	
Other	16%	14%	
Don't know	2%	4%	
			AB

GTT_q6. How much, if any, of the cooking do you typically do for Thanksgiving celebrations?

	Unweighted base	1161	130
Base: US Adults Who Celebrate Thanksgiving	1155	125	
I cook everything myself	16%	14%	
I cook a majority of the dishes and others cook the rest	15%	7%	
I cook about half of the dishes and others cook the rest	12%	11%	
I cook one or two things, but others cook most of it	28%	34%	
I don't cook at all on Thanksgiving	27%	31%	
			Z

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Thanksgiving

US_nat Sample: 15th - 16th November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Don't know	2%	B	3%	2%	0%	2%	H	2%	1%	1%	4%	*	*	2%
	1%	2%	E	2%			1%	2%	1%	1%	J	*	*	2%

GTT_q7. Do you, or any of the people who you generally celebrate Thanksgiving with, have any of the following dietary restrictions? Please select all that apply.

	Unweighted base	1161	509	652	330	374	457	226	237	466	232	792	152	136	81	425
Base: US Adults Who Celebrate Thanksgiving	1155	566	589	366	363	427	214	230	473	239	762	142	170	81	478	
Vegetarian	8%	9%	7%	8%	8%	8%	11%	3%	8%	10%	8%	6%	8%	10%	6%	
Vegan	6%	8%	3%	11%	3%	4%	5%	2%	6%	10%	5%	2%	13%	7%	7%	
Lactose-intolerant	12%	12%	12%	17%	12%	8%	14%	8%	12%	14%	12%	16%	9%	14%	9%	
Gluten-free	11%	13%	9%	15%	9%	9%	12%	11%	9%	14%	10%	10%	12%	18%	9%	
Allergic to soy	3%	3%	3%	5%	2%	2%	4%	1%	3%	2%	3%	4%	2%	4%	3%	
Allergic to nuts	7%	9%	5%	12%	6%	4%	6%	5%	8%	7%	4%	9%	17%	8%	9%	
Have another dietary restriction	8%	8%	8%	6%	6%	10%	5%	8%	9%	7%	8%	5%	6%	13%	6%	
Not applicable - I / nobody I eat with has any dietary restrictions	57%	53%	62%	46%	63%	62%	58%	64%	55%	54%	62%	54%	45%	46%	58%	
Don't know	10%	12%	8%	12%	9%	9%	9%	9%	11%	10%	10%	12%	11%	7%	12%	

Of the following options, which, if any, do you plan to do in order to accommodate the dietary restrictions of your Thanksgiving guests? Please select one option on each row.

GTT_q8_1. Modify recipes (e.g., substitute certain ingredients or leave certain ingredients out)

	Unweighted base	363	161	202	123	103	137	75	63	144	81	225	51	49	38	109
Base: US Adults Who Celebrate Thanksgiving + Have Dietary Issues	380	199	181	156	100	125	72	62	160	86	218	49	76	38	145	
Yes, I plan to do this	57%	55%	58%	57%	57%	56%	51%	51%	65%	49%	54%	56%	67%	53%	58%	
No, I don't plan to do this	34%	38%	30%	35%	35%	33%	39%	35%	27%	44%	37%	29%	25%	42%	32%	
Don't know	9%	6%	12%	8%	7%	11%	9%	14%	8%	7%	9%	14%	8%	5%	10%	

GTT_q8_2. Prepare special "safe" dishes

	Unweighted base	363	161	202	123	103	137	75	63	144	81	225	51	49	38	109
Base: US Adults Who Celebrate Thanksgiving + Have Dietary Issues	380	199	181	156	100	125	72	62	160	86	218	49	76	38	145	
Yes, I plan to do this	52%	45%	59%	47%	58%	54%	55%	45%	52%	55%	55%	53%	40%	56%	48%	
No, I don't plan to do this	39%	48%	30%	47%	34%	34%	33%	42%	42%	37%	36%	36%	48%	42%	43%	
Don't know	9%	7%	11%	7%	8%	12%	12%	14%	6%	8%	8%	11%	12%	2%	9%	

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/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/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (**))

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US_nat Sample: 15th - 16th November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Don't know	2%	2%	1%	-	**	R	*	R	*		X	AB		
			-	1%	2%	-	2%	2%	7%	1%	2%	3%	1%	-
			*		**		*		R.T*			AB		

GTT_q7. Do you, or any of the people who you generally celebrate Thanksgiving with, have any of the following dietary restrictions? Please select all that apply.

	Unweighted base	1161	388	224	124	583	26	121	57	315	59	354	807	451	331	249
Base: US Adults Who Celebrate Thanksgiving	1155	362	204	111	557	28	114	56	339	62	346	809	453	338	239	
Vegetarian	8%	7%	11%	16%	8%	2%	7%	7%	8%	14%	7%	9%	6%	10%	10%	
Vegan	6%	4%	4%	11%	4%	2%	5%	2%	10%	5%	4%	7%	4%	9%	7%	
Lactose-intolerant	12%	16%	10%	17%	13%	-	5%	11%	13%	14%	12%	12%	12%	12%	13%	
Gluten-free	11%	10%	14%	18%	13%	14%	8%	7%	9%	13%	13%	10%	11%	11%	13%	
Allergic to soy	3%	3%	1%	5%	3%	12%	1%	3%	2%	3%	4%	2%	3%	3%	2%	
Allergic to nuts	7%	5%	8%	5%	6%	-	7%	2%	11%	6%	6%	7%	5%	11%	7%	
Have another dietary restriction	8%	9%	6%	10%	8%	4%	11%	11%	6%	6%	5%	9%	8%	6%	7%	
Not applicable - I / nobody I eat with has any dietary restrictions	57%	58%	57%	50%	59%	71%	59%	70%	52%	53%	61%	55%	59%	56%	59%	
Don't know	10%	9%	10%	6%	9%	8%	7%	6%	13%	13%	10%	10%	11%	8%	7%	

Of the following options, which, if any, do you plan to do in order to accommodate the dietary restrictions of your Thanksgiving guests? Please select one option on each row.

GTT_q8_1. Modify recipes (e.g., substitute certain ingredients or leave certain ingredients out)

	Unweighted base	363	127	73	54	191	5	39	15	96	17	103	260	132	109	84
Base: US Adults Who Celebrate Thanksgiving + Have Dietary Issues	380	120	67	49	181	6	39	13	121	21	100	280	137	123	82	
Yes, I plan to do this	57%	57%	57%	51%	58%	29%	49%	63%	56%	65%	57%	56%	51%	62%	61%	
No, I don't plan to do this	34%	31%	35%	46%	35%	71%	34%	37%	33%	27%	35%	34%	35%	31%	32%	
Don't know	9%	11%	8%	3%	7%	-	17%	-	11%	8%	8%	9%	14%	6%	6%	

GTT_q8_2. Prepare special "safe" dishes

	Unweighted base	363	127	73	54	191	5	39	15	96	17	103	260	132	109	84
Base: US Adults Who Celebrate Thanksgiving + Have Dietary Issues	380	120	67	49	181	6	39	13	121	21	100	280	137	123	82	
Yes, I plan to do this	52%	52%	52%	63%	58%	45%	50%	55%	39%	83%	61%	49%	51%	48%	56%	
No, I don't plan to do this	39%	38%	38%	32%	35%	55%	32%	45%	52%	9%	32%	42%	36%	45%	38%	
Don't know	9%	10%	10%	5%	7%	-	18%	-	9%	8%	7%	9%	13%	7%	6%	

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YouGov Omnibus

Thanksgiving

US_nat Sample: 15th - 16th November 2018



	Total	Prefer not to say
Don't know	2%	3%
		AB

GTT_q7. Do you, or any of the people who you generally celebrate Thanksgiving with, have any of the following dietary restrictions? Please select all that apply.

	Unweighted base	1161	130
	Base: US Adults Who Celebrate Thanksgiving	1155	125
	Vegetarian	8%	7%
	Vegan	6%	2%
	Lactose-intolerant	12%	11%
	Gluten-free	11%	8%
	Allergic to soy	3%	3%
	Allergic to nuts	7%	2%
	Have another dietary restriction	8%	13%
			Z,AA,AB
	Not applicable – I / nobody I eat with has any dietary restrictions	57%	51%
	Don't know	10%	18%
			Z,AA,AB

Of the following options, which, if any, do you plan to do in order to accommodate the dietary restrictions of your Thanksgiving guests? Please select one option on each row.

GTT_q8_1. Modify recipes (e.g., substitute certain ingredients or leave certain ingredients out)

	Unweighted base	363	38
	Base: US Adults Who Celebrate Thanksgiving + Have Dietary Issues	380	39
	Yes, I plan to do this	57%	50%
			*
	No, I don't plan to do this	34%	46%
			*
	Don't know	9%	3%
			*

GTT_q8_2. Prepare special "safe" dishes

	Unweighted base	363	38
	Base: US Adults Who Celebrate Thanksgiving + Have Dietary Issues	380	39
	Yes, I plan to do this	52%	58%
			*
	No, I don't plan to do this	39%	35%
			*
	Don't know	9%	7%
			*

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