

YouGov Survey: Thanksgiving



Sample 1000 U.S. Adult Citizens
Conducted November 7 - 9, 2023
Margin of Error ±3.8%

1. Will you celebrate Thanksgiving this year?

Yes	83%
No	8%
Not sure	9%

2. Do you plan to travel for Thanksgiving this year?

Yes	18%
No	60%
Not sure	14%
Not asked - not celebrating Thanksgiving this year	8%

3. You indicated that you plan to travel for Thanksgiving this year. How will you be traveling primarily?

By plane	6%
By car	16%
By train	1%
Other	1%
Not sure	0%
Not asked - not traveling for Thanksgiving this year	77%

4. Which of the following best describes where you are planning to celebrate Thanksgiving?

At your own home	40%
At the home of one of your relatives	28%
At the home of one of your spouse's relatives	4%
At a friend's home	5%
At a restaurant	1%
Somewhere else	4%
Not sure	11%
Not asked - not celebrating Thanksgiving this year	8%

5. How many people, including you, will be at your Thanksgiving celebration this year?

1 - 5	26%
6 - 10	26%
11 - 15	13%
16 - 20	6%
More than 20	4%
Not sure	17%
Not asked - not celebrating Thanksgiving this year	8%

6. Around what time do you usually start eating dinner on Thanksgiving?

Before noon	0%
Between noon and 1 pm	9%
Between 1 pm and 2 pm	11%
Between 2 pm and 3 pm	13%
Between 3 pm and 4 pm	13%
Between 4 pm and 5 pm	14%
Between 5 pm and 6 pm	9%
Between 6 pm and 7 pm	8%
Between 7 pm and 8 pm	6%
Between 8 pm and 9 pm	3%
Between 9 pm and 10 pm	1%
After 10 pm	1%
I don't usually have Thanksgiving dinner	6%
Not sure	5%

7. Thinking about the people attending your Thanksgiving celebration this year, do you expect that:

Most of the people there will be Joe Biden supporters	22%
Most of the people there will be Donald Trump supporters	22%
There will be about the same number of Biden and Trump supporters there	10%
Most people won't support Biden or Trump	11%
Not sure	28%
Not asked - not celebrating Thanksgiving this year	8%

8. How likely are you to discuss politics during Thanksgiving dinner this year?

Very likely	6%
Somewhat likely	18%
Not very likely	26%
Not at all likely	29%
Not sure	14%
Not asked - not celebrating Thanksgiving this year	8%

9. How likely are you to get into an argument about politics during Thanksgiving dinner this year?

Very likely	3%
Somewhat likely	8%
Not very likely	21%
Not at all likely	47%
Not sure	14%
Not asked - not celebrating Thanksgiving this year	8%

10. Do you personally plan on doing any shopping in a store on the Friday after Thanksgiving?

Yes	19%
No	58%
Not sure	23%

11. Do you personally plan on doing any shopping online on the Friday after Thanksgiving?

Yes	30%
No	40%
Not sure	30%

12. Do you prefer turkey or ham for Thanksgiving?

Turkey	53%
Ham	12%
I like both equally	25%
Neither	8%
Not sure	1%

13. When it comes to turkey, do you prefer dark meat (turkey leg or thigh) or white meat (turkey breast)?

Dark meat (turkey leg or thigh)	22%
White meat (turkey breast)	43%
I like both equally	25%
Neither	8%
Not sure	2%

14. Do you prefer stuffing or dressing that is cooked...?

Inside the turkey	20%
Outside the turkey	32%
I like both equally	31%
Neither	13%
Not sure	3%

15. Do you prefer sweet potato dishes with or without marshmallows?

Asked of those who usually celebrate Thanksgiving

With marshmallows	26%
Without marshmallows	34%
I like both equally	14%
Neither	22%
Not sure	3%

16. Do you prefer canned cranberry sauce or cranberry sauce made from scratch?

Canned	28%
Made from scratch	20%
I like both equally	21%
Neither	27%
Not sure	4%

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Interviewing Dates	November 7 - 9, 2023
Target population	U.S. Citizens, aged 18 and over.
Sampling method	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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.121 to 6.538, with a mean of one and a standard deviation of 0.708.
Number of respondents	1000
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.

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1. Celebrate Thanksgiving

Will you celebrate Thanksgiving this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	83%	83%	83%	83%	77%	85%	86%	84%	79%	77%	88%
No	8%	9%	7%	5%	12%	6%	8%	7%	15%	8%	5%
Not sure	9%	9%	10%	12%	10%	9%	6%	9%	6%	15%	8%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,000)	(420)	(580)	(146)	(220)	(372)	(262)	(672)	(106)	(146)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	83%	78%	82%	90%	83%	89%	78%	84%	90%	83%	82%	83%	83%
No	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%
Not sure	9%	13%	10%	6%	7%	5%	12%	10%	4%	11%	10%	9%	8%
Totals	100%	101%	101%	100%	99%	99%	100%	101%	99%	100%	99%	100%	100%
Unweighted N	(1,000)	(341)	(376)	(283)	(367)	(332)	(398)	(287)	(214)	(164)	(232)	(368)	(236)

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2. Traveling for Thanksgiving

Do you plan to travel for Thanksgiving this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	17%	19%	25%	20%	15%	14%	17%	19%	21%	21%
No	60%	61%	59%	53%	55%	65%	66%	64%	48%	52%	60%
Not sure	14%	13%	15%	17%	13%	14%	12%	12%	18%	19%	15%
Not asked - not celebrating Thanksgiving this year	8%	9%	7%	5%	12%	6%	8%	7%	15%	8%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,000)	(420)	(580)	(146)	(220)	(372)	(262)	(672)	(106)	(146)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	18%	22%	16%	16%	22%	17%	12%	18%	32%	23%	18%	18%	15%
No	60%	52%	59%	70%	56%	70%	59%	62%	56%	58%	61%	59%	63%
Not sure	14%	16%	16%	10%	12%	8%	19%	13%	7%	14%	14%	15%	12%
Not asked - not celebrating Thanksgiving this year	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,000)	(341)	(376)	(283)	(367)	(332)	(398)	(287)	(214)	(164)	(232)	(368)	(236)

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3. Method of Thanksgiving Travel

You indicated that you plan to travel for Thanksgiving this year. How will you be traveling primarily?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
By plane	6%	6%	5%	11%	9%	2%	3%	5%	6%	10%	3%
By car	16%	14%	18%	19%	16%	16%	14%	15%	20%	14%	21%
By train	1%	0%	1%	1%	1%	0%	0%	0%	1%	3%	0%
Other	1%	1%	0%	1%	0%	1%	1%	1%	0%	1%	1%
Not sure	0%	0%	0%	1%	0%	0%	0%	0%	1%	2%	0%
Not asked - not traveling for Thanksgiving this year	77%	78%	75%	68%	73%	81%	82%	79%	72%	71%	74%
Totals	101%	99%	99%	101%	99%	100%	100%	100%	100%	101%	99%
Unweighted N	(785)	(330)	(455)	(114)	(165)	(294)	(212)	(544)	(74)	(107)	(60)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
By plane	6%	8%	4%	5%	7%	6%	3%	5%	8%	5%	3%	7%	6%
By car	16%	18%	17%	13%	20%	12%	12%	17%	25%	19%	19%	16%	12%
By train	1%	2%	0%	0%	1%	0%	1%	0%	1%	1%	0%	0%	2%
Other	1%	1%	1%	0%	0%	0%	0%	0%	1%	2%	0%	0%	0%
Not sure	0%	1%	0%	0%	0%	1%	0%	0%	0%	2%	0%	0%	0%
Not asked - not traveling for Thanksgiving this year	77%	70%	79%	81%	71%	80%	83%	78%	64%	72%	78%	77%	80%
Totals	101%	100%	101%	99%	99%	99%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(785)	(264)	(279)	(242)	(290)	(285)	(285)	(231)	(189)	(130)	(179)	(287)	(189)

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4. Thanksgiving Celebration Location

Which of the following best describes where you are planning to celebrate Thanksgiving?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
At your own home	40%	45%	34%	40%	36%	38%	45%	42%	39%	26%	38%
At the home of one of your relatives	28%	22%	35%	23%	30%	30%	29%	29%	24%	30%	33%
At the home of one of your spouse's relatives	4%	4%	4%	7%	3%	4%	2%	3%	5%	3%	7%
At a friend's home	5%	5%	4%	5%	1%	7%	5%	4%	5%	4%	9%
At a restaurant	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	0%
Somewhere else	4%	4%	3%	6%	4%	4%	1%	3%	2%	11%	0%
Not sure	11%	11%	12%	13%	14%	11%	7%	11%	9%	16%	9%
Not asked - not celebrating Thanksgiving this year	8%	9%	7%	5%	13%	6%	8%	7%	15%	8%	5%
Totals	101%	101%	100%	100%	101%	100%	99%	100%	100%	99%	101%
Unweighted N	(998)	(420)	(578)	(146)	(219)	(371)	(262)	(672)	(105)	(145)	(76)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
At your own home	40%	36%	42%	41%	33%	45%	41%	36%	36%	37%	38%	39%	44%
At the home of one of your relatives	28%	27%	27%	33%	32%	30%	26%	32%	34%	28%	33%	29%	25%
At the home of one of your spouse's relatives	4%	4%	3%	4%	4%	4%	2%	5%	7%	4%	4%	4%	3%
At a friend's home	5%	5%	2%	7%	8%	4%	4%	6%	6%	8%	0%	5%	6%
At a restaurant	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	1%
Somewhere else	4%	3%	5%	2%	3%	3%	2%	4%	4%	5%	4%	2%	4%
Not sure	11%	14%	11%	9%	9%	9%	15%	10%	6%	12%	14%	11%	9%
Not asked - not celebrating Thanksgiving this year	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%
Totals	101%	100%	100%	101%	99%	101%	100%	101%	99%	101%	100%	100%	101%
Unweighted N	(998)	(341)	(375)	(282)	(367)	(331)	(396)	(287)	(214)	(164)	(232)	(366)	(236)

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5. How Many Attendees at Thanksgiving

How many people, including you, will be at your Thanksgiving celebration this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1 - 5	26%	29%	24%	24%	21%	29%	30%	29%	28%	14%	22%
6 - 10	26%	23%	30%	27%	27%	27%	24%	24%	19%	36%	40%
11 - 15	13%	12%	14%	10%	12%	16%	13%	14%	12%	11%	6%
16 - 20	6%	7%	5%	8%	9%	4%	5%	6%	3%	9%	8%
More than 20	4%	2%	5%	6%	3%	3%	3%	4%	2%	5%	4%
Not sure	17%	18%	16%	20%	16%	15%	16%	16%	20%	18%	15%
Not asked - not celebrating Thanksgiving this year	8%	9%	7%	5%	12%	6%	8%	7%	15%	8%	5%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(1,000)	(420)	(580)	(146)	(220)	(372)	(262)	(672)	(106)	(146)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1 - 5	26%	27%	25%	28%	26%	27%	29%	25%	19%	23%	24%	29%	28%
6 - 10	26%	24%	27%	28%	31%	30%	23%	31%	34%	27%	25%	26%	28%
11 - 15	13%	12%	10%	18%	9%	17%	11%	10%	20%	21%	13%	11%	10%
16 - 20	6%	5%	6%	8%	5%	7%	5%	7%	8%	3%	7%	8%	6%
More than 20	4%	3%	5%	3%	5%	4%	2%	5%	2%	2%	7%	2%	5%
Not sure	17%	20%	17%	12%	15%	11%	19%	15%	12%	17%	19%	17%	15%
Not asked - not celebrating Thanksgiving this year	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	101%	99%	101%	100%	101%	99%	100%	100%	99%	102%	101%	101%
Unweighted N	(1,000)	(341)	(376)	(283)	(367)	(332)	(398)	(287)	(214)	(164)	(232)	(368)	(236)

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6. Usual Meal Time

Around what time do you usually start eating dinner on Thanksgiving?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Before noon	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%
Between noon and 1 pm	9%	9%	9%	7%	6%	13%	7%	9%	6%	7%	14%
Between 1 pm and 2 pm	11%	10%	13%	5%	7%	14%	18%	13%	7%	7%	14%
Between 2 pm and 3 pm	13%	10%	15%	9%	15%	13%	12%	14%	7%	10%	9%
Between 3 pm and 4 pm	13%	13%	14%	7%	9%	16%	21%	16%	9%	9%	5%
Between 4 pm and 5 pm	14%	13%	15%	10%	15%	16%	16%	14%	12%	19%	12%
Between 5 pm and 6 pm	9%	8%	10%	13%	7%	7%	11%	9%	13%	10%	4%
Between 6 pm and 7 pm	8%	9%	7%	9%	12%	7%	3%	5%	14%	17%	12%
Between 7 pm and 8 pm	6%	8%	4%	17%	6%	2%	0%	5%	6%	6%	11%
Between 8 pm and 9 pm	3%	4%	2%	4%	6%	2%	1%	2%	4%	5%	4%
Between 9 pm and 10 pm	1%	2%	1%	4%	3%	0%	0%	1%	2%	1%	0%
After 10 pm	1%	2%	0%	2%	3%	0%	0%	2%	0%	0%	2%
I don't usually have Thanksgiving dinner	6%	6%	5%	6%	8%	4%	4%	5%	13%	5%	2%
Not sure	5%	6%	5%	7%	4%	4%	6%	5%	6%	4%	10%
Totals	99%	100%	101%	100%	101%	99%	99%	100%	99%	100%	100%
Unweighted N	(1,000)	(420)	(580)	(146)	(220)	(372)	(262)	(672)	(106)	(146)	(76)

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	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Before noon	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Between noon and 1 pm	9%	4%	13%	9%	5%	10%	11%	6%	10%	1%	17%	10%	7%
Between 1 pm and 2 pm	11%	8%	13%	13%	10%	14%	12%	13%	11%	7%	18%	9%	13%
Between 2 pm and 3 pm	13%	14%	8%	17%	15%	17%	12%	15%	13%	14%	7%	15%	12%
Between 3 pm and 4 pm	13%	12%	12%	16%	16%	17%	14%	12%	16%	16%	14%	12%	14%
Between 4 pm and 5 pm	14%	13%	11%	19%	15%	15%	14%	15%	17%	17%	16%	13%	12%
Between 5 pm and 6 pm	9%	14%	7%	7%	9%	7%	9%	6%	11%	11%	9%	9%	8%
Between 6 pm and 7 pm	8%	10%	9%	4%	9%	6%	6%	11%	8%	10%	7%	7%	9%
Between 7 pm and 8 pm	6%	10%	4%	2%	7%	2%	4%	7%	3%	4%	3%	7%	7%
Between 8 pm and 9 pm	3%	4%	2%	4%	2%	3%	2%	5%	3%	5%	1%	3%	3%
Between 9 pm and 10 pm	1%	2%	1%	1%	1%	1%	1%	1%	2%	3%	1%	1%	2%
After 10 pm	1%	1%	2%	0%	1%	0%	2%	0%	0%	1%	0%	3%	0%
I don't usually have													
Thanksgiving dinner	6%	6%	7%	3%	6%	4%	8%	4%	2%	4%	5%	6%	6%
Not sure	5%	1%	10%	4%	5%	4%	6%	2%	3%	7%	3%	5%	6%
Totals	99%	100%	99%	99%	101%	100%	101%	98%	99%	100%	102%	100%	99%
Unweighted N	(1,000)	(341)	(376)	(283)	(367)	(332)	(398)	(287)	(214)	(164)	(232)	(368)	(236)

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7. Partisanship of Thanksgiving Celebration Attendees

Thinking about the people attending your Thanksgiving celebration this year, do you expect that:

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Most of the people there will be Joe Biden supporters	22%	23%	21%	28%	18%	22%	19%	19%	40%	17%	24%
Most of the people there will be Donald Trump supporters	22%	22%	21%	15%	18%	24%	27%	27%	2%	17%	13%
There will be about the same number of Biden and Trump supporters there	10%	12%	9%	13%	11%	9%	8%	11%	6%	8%	12%
Most people won't support Biden or Trump	11%	9%	12%	7%	11%	12%	12%	10%	10%	11%	15%
Not sure	28%	25%	31%	32%	29%	27%	25%	26%	26%	40%	31%
Not asked - not celebrating Thanksgiving this year	8%	9%	7%	5%	13%	6%	8%	7%	15%	8%	5%
Totals	101%	100%	101%	100%	100%	100%	99%	100%	99%	101%	100%
Unweighted N	(999)	(420)	(579)	(146)	(219)	(372)	(262)	(672)	(106)	(145)	(76)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Most of the people there will be Joe Biden supporters	22%	47%	13%	3%	44%	2%	17%	21%	23%	28%	17%	20%	24%
Most of the people there will be Donald Trump supporters	22%	5%	14%	50%	5%	50%	18%	25%	27%	17%	25%	25%	16%
There will be about the same number of Biden and Trump supporters there	10%	8%	11%	11%	9%	14%	10%	8%	16%	10%	12%	10%	10%
Most people won't support Biden or Trump	11%	6%	15%	11%	10%	9%	10%	15%	12%	9%	10%	11%	12%
Not sure	28%	24%	37%	21%	22%	19%	36%	24%	17%	30%	28%	26%	29%
Not asked - not celebrating Thanksgiving this year	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%
Totals	101%	100%	99%	100%	99%	99%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(999)	(341)	(375)	(283)	(367)	(332)	(397)	(287)	(214)	(164)	(232)	(367)	(236)

8. Likely to Discuss Politics at Thanksgiving

How likely are you to discuss politics during Thanksgiving dinner this year?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very likely	6%	7%	5%	4%	5%	6%	7%	7%	1%	3%	11%
Somewhat likely	18%	20%	16%	23%	20%	13%	19%	19%	17%	21%	13%
Not very likely	26%	28%	23%	26%	23%	27%	26%	27%	23%	16%	32%
Not at all likely	29%	23%	34%	25%	23%	34%	31%	28%	35%	32%	25%
Not sure	14%	13%	14%	16%	16%	13%	9%	13%	9%	20%	13%
Not asked - not celebrating Thanksgiving this year	8%	9%	7%	5%	13%	6%	8%	7%	15%	8%	5%
Totals	101%	100%	99%	99%	100%	99%	100%	101%	100%	100%	99%
Unweighted N	(999)	(419)	(580)	(146)	(219)	(372)	(262)	(672)	(106)	(146)	(75)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very likely	6%	6%	4%	8%	6%	9%	4%	7%	9%	4%	5%	5%	10%
Somewhat likely	18%	25%	11%	20%	20%	20%	11%	22%	22%	18%	13%	22%	18%
Not very likely	26%	18%	29%	30%	21%	32%	25%	28%	27%	33%	28%	25%	21%
Not at all likely	29%	25%	32%	30%	29%	27%	33%	24%	29%	23%	33%	29%	30%
Not sure	14%	17%	15%	9%	14%	7%	17%	12%	8%	17%	15%	12%	13%
Not asked - not celebrating Thanksgiving this year	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%
Totals	101%	101%	100%	101%	99%	100%	100%	100%	100%	101%	101%	101%	101%
Unweighted N	(999)	(341)	(375)	(283)	(367)	(332)	(398)	(286)	(214)	(164)	(232)	(368)	(235)

9. Political Argument Likely Thanksgiving

How likely are you to get into an argument about politics during Thanksgiving dinner this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very likely	3%	3%	2%	5%	5%	1%	0%	2%	1%	7%	1%
Somewhat likely	8%	9%	6%	16%	7%	3%	6%	8%	4%	5%	14%
Not very likely	21%	25%	18%	23%	19%	22%	21%	21%	23%	18%	23%
Not at all likely	47%	39%	54%	32%	40%	56%	56%	49%	44%	41%	44%
Not sure	14%	15%	13%	19%	17%	12%	9%	13%	12%	21%	13%
Not asked - not celebrating Thanksgiving this year	8%	9%	7%	5%	12%	6%	8%	7%	15%	8%	5%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(999)	(419)	(580)	(146)	(220)	(372)	(261)	(671)	(106)	(146)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very likely	3%	3%	2%	2%	2%	3%	2%	2%	4%	1%	3%	3%	3%
Somewhat likely	8%	9%	8%	6%	7%	6%	8%	9%	5%	11%	4%	6%	10%
Not very likely	21%	19%	20%	25%	23%	24%	17%	27%	25%	18%	25%	22%	19%
Not at all likely	47%	39%	47%	56%	47%	55%	48%	44%	53%	47%	48%	48%	46%
Not sure	14%	20%	14%	6%	12%	6%	15%	12%	8%	16%	14%	13%	14%
Not asked - not celebrating Thanksgiving this year	8%	10%	9%	4%	9%	5%	10%	7%	5%	6%	7%	8%	9%
Totals	101%	100%	100%	99%	100%	99%	100%	101%	100%	99%	101%	100%	101%
Unweighted N	(999)	(341)	(376)	(282)	(367)	(331)	(398)	(287)	(213)	(163)	(232)	(368)	(236)

10. Plan on Black Friday Shopping

Do you personally plan on doing any shopping in a store on the Friday after Thanksgiving?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	18%	19%	27%	26%	16%	7%	15%	25%	26%	25%
No	58%	61%	56%	46%	50%	64%	69%	64%	48%	46%	47%
Not sure	23%	21%	25%	26%	24%	20%	24%	21%	27%	28%	27%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(999)	(419)	(580)	(146)	(220)	(371)	(262)	(671)	(106)	(146)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	21%	17%	18%	17%	14%	20%	19%	23%	20%	16%	17%	23%
No	58%	57%	56%	62%	59%	65%	57%	55%	60%	55%	60%	60%	56%
Not sure	23%	22%	27%	20%	24%	20%	24%	26%	17%	26%	24%	23%	21%
Totals	100%	100%	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(999)	(341)	(376)	(282)	(367)	(331)	(397)	(287)	(214)	(163)	(232)	(368)	(236)

11. Plan on Black Friday Online Shopping

Do you personally plan on doing any shopping online on the Friday after Thanksgiving?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	27%	34%	39%	38%	28%	17%	26%	38%	35%	48%
No	40%	46%	34%	38%	37%	40%	44%	42%	37%	39%	25%
Not sure	30%	27%	32%	23%	26%	32%	39%	32%	25%	26%	27%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(419)	(578)	(146)	(218)	(371)	(262)	(670)	(105)	(146)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	35%	25%	32%	36%	31%	26%	35%	41%	36%	30%	27%	31%
No	40%	39%	42%	38%	34%	37%	44%	37%	32%	33%	37%	43%	41%
Not sure	30%	26%	33%	30%	30%	32%	30%	28%	27%	31%	32%	29%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(997)	(340)	(374)	(283)	(366)	(332)	(397)	(285)	(214)	(163)	(232)	(368)	(234)

12. Thanksgiving Meal Controversies: Turkey or Ham

Do you prefer turkey or ham for Thanksgiving?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Turkey	53%	56%	51%	45%	49%	59%	57%	59%	35%	49%	40%
Ham	12%	9%	15%	12%	19%	10%	8%	11%	10%	19%	17%
I like both equally	25%	25%	26%	26%	23%	26%	25%	22%	37%	24%	32%
Neither	8%	9%	8%	14%	8%	4%	9%	7%	17%	5%	10%
Not sure	1%	1%	1%	2%	1%	0%	0%	1%	1%	2%	1%
Totals	99%	100%	101%	99%	100%	99%	99%	100%	100%	99%	100%
Unweighted N	(997)	(419)	(578)	(146)	(220)	(369)	(262)	(671)	(105)	(145)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Turkey	53%	52%	54%	53%	49%	56%	51%	49%	58%	56%	57%	47%	57%
Ham	12%	11%	12%	14%	13%	12%	12%	15%	13%	7%	12%	12%	16%
I like both equally	25%	26%	25%	26%	27%	25%	28%	27%	20%	27%	19%	31%	21%
Neither	8%	10%	8%	7%	11%	6%	8%	9%	9%	9%	11%	8%	5%
Not sure	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Totals	99%	100%	100%	101%	100%	100%	100%	101%	101%	100%	100%	99%	100%
Unweighted N	(997)	(339)	(376)	(282)	(365)	(332)	(395)	(287)	(214)	(162)	(232)	(368)	(235)

13. Thanksgiving Meal Controversies: Dark Meat or White Meat

When it comes to turkey, do you prefer dark meat (turkey leg or thigh) or white meat (turkey breast)?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Dark meat (turkey leg or thigh)	22%	21%	22%	19%	20%	23%	25%	22%	16%	18%	38%
White meat (turkey breast)	43%	38%	48%	36%	44%	44%	46%	46%	28%	46%	34%
I like both equally	25%	30%	21%	29%	24%	28%	19%	23%	35%	27%	22%
Neither	8%	9%	8%	11%	10%	4%	10%	7%	18%	7%	6%
Not sure	2%	2%	2%	5%	2%	1%	0%	2%	4%	2%	0%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(997)	(420)	(577)	(146)	(219)	(371)	(261)	(669)	(106)	(146)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Dark meat (turkey leg or thigh)	22%	23%	18%	25%	25%	22%	20%	21%	25%	14%	21%	24%	25%
White meat (turkey breast)	43%	41%	39%	50%	39%	52%	43%	44%	42%	55%	39%	44%	36%
I like both equally	25%	25%	31%	18%	25%	19%	27%	24%	25%	24%	28%	22%	29%
Neither	8%	10%	7%	7%	11%	6%	8%	11%	6%	5%	9%	10%	6%
Not sure	2%	1%	4%	1%	1%	1%	3%	0%	2%	2%	2%	1%	4%
Totals	100%	100%	99%	101%	101%	100%	101%	100%	100%	100%	99%	101%	100%
Unweighted N	(997)	(340)	(375)	(282)	(366)	(330)	(396)	(286)	(214)	(164)	(229)	(368)	(236)

14. Thanksgiving Meal Controversies: Stuffing Inside or Outside

Do you prefer stuffing or dressing that is cooked... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Inside the turkey	20%	22%	18%	18%	17%	18%	26%	21%	20%	17%	11%
Outside the turkey	32%	28%	36%	21%	29%	42%	31%	35%	29%	23%	26%
I like both equally	31%	32%	31%	34%	30%	30%	31%	28%	34%	36%	44%
Neither	13%	12%	15%	23%	17%	8%	7%	12%	11%	19%	16%
Not sure	3%	7%	0%	3%	7%	1%	4%	3%	6%	4%	4%
Totals	99%	101%	100%	99%	100%	99%	99%	99%	100%	99%	101%
Unweighted N	(998)	(420)	(578)	(146)	(219)	(371)	(262)	(672)	(104)	(146)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Inside the turkey	20%	22%	16%	22%	19%	23%	21%	21%	13%	28%	13%	19%	20%
Outside the turkey	32%	32%	31%	34%	34%	35%	31%	30%	38%	21%	39%	35%	29%
I like both equally	31%	28%	35%	30%	29%	27%	31%	30%	36%	36%	30%	26%	37%
Neither	13%	17%	11%	13%	15%	12%	11%	18%	12%	12%	15%	14%	12%
Not sure	3%	1%	7%	1%	4%	2%	6%	2%	1%	2%	2%	5%	2%
Totals	99%	100%	100%	100%	101%	99%	100%	101%	100%	99%	99%	99%	100%
Unweighted N	(998)	(339)	(376)	(283)	(366)	(332)	(398)	(286)	(213)	(163)	(232)	(367)	(236)

15. Thanksgiving Meal Controversies: Sweet Potatoes

Do you prefer sweet potato dishes with or without marshmallows?

Asked of those who usually celebrate Thanksgiving

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
With marshmallows	26%	23%	29%	26%	31%	24%	26%	26%	26%	23%	35%
Without marshmallows	34%	38%	30%	31%	26%	37%	41%	34%	46%	27%	29%
I like both equally	14%	14%	14%	14%	17%	13%	13%	14%	20%	12%	11%
Neither	22%	22%	22%	22%	22%	25%	19%	24%	8%	28%	22%
Not sure	3%	3%	3%	7%	4%	2%	1%	2%	1%	10%	4%
Totals	99%	100%	98%	100%	100%	101%	100%	100%	101%	100%	101%
Unweighted N	(998)	(419)	(579)	(146)	(219)	(372)	(261)	(671)	(106)	(145)	(76)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
With marshmallows	26%	26%	28%	25%	29%	25%	28%	28%	24%	18%	27%	29%	28%
Without marshmallows	34%	40%	30%	32%	38%	33%	29%	34%	40%	42%	29%	35%	31%
I like both equally	14%	14%	14%	16%	13%	17%	16%	13%	14%	13%	12%	15%	16%
Neither	22%	17%	24%	25%	16%	25%	23%	22%	21%	22%	30%	19%	20%
Not sure	3%	3%	4%	2%	4%	1%	3%	2%	2%	5%	2%	1%	5%
Totals	99%	100%	100%	100%	100%	101%	99%	99%	101%	100%	100%	99%	100%
Unweighted N	(998)	(340)	(376)	(282)	(366)	(331)	(396)	(287)	(214)	(164)	(232)	(366)	(236)

16. Thanksgiving Meal Controversies: Canned or Fresh Cranberry Sauce

Do you prefer canned cranberry sauce or cranberry sauce made from scratch?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Canned	28%	27%	29%	14%	21%	35%	40%	28%	36%	26%	21%
Made from scratch	20%	20%	21%	22%	21%	19%	20%	23%	6%	19%	23%
I like both equally	21%	24%	18%	25%	21%	18%	22%	20%	34%	17%	15%
Neither	27%	24%	29%	33%	31%	27%	17%	26%	23%	35%	26%
Not sure	4%	5%	2%	6%	6%	2%	1%	3%	2%	3%	14%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	101%	100%	99%
Unweighted N	(1,000)	(420)	(580)	(146)	(220)	(372)	(262)	(672)	(106)	(146)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Canned	28%	26%	21%	40%	29%	32%	31%	28%	27%	33%	25%	27%	31%
Made from scratch	20%	22%	18%	21%	21%	20%	11%	24%	29%	29%	17%	17%	21%
I like both equally	21%	20%	26%	16%	19%	21%	21%	20%	23%	18%	17%	25%	21%
Neither	27%	29%	28%	23%	28%	27%	32%	25%	19%	19%	38%	27%	22%
Not sure	4%	2%	7%	1%	3%	1%	5%	3%	2%	2%	3%	3%	5%
Totals	100%	99%	100%	101%	100%	101%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,000)	(341)	(376)	(283)	(367)	(332)	(398)	(287)	(214)	(164)	(232)	(368)	(236)

YouGov Survey: Thanksgiving

November 7 - 9, 2023 - 1000 US Adult Citizens



Interviewing Dates	November 7 - 9, 2023
Target population	U.S. Citizens, aged 18 and over.
Sampling method	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 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.121 to 6.538, with a mean of one and a standard deviation of 0.708.
Number of respondents	1000
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.