CBS News Poll – November 19-22, 2024
Adults in the U.S.

YouGov®

Sample   2,232 Adults in the U.S.
Margin of Error   ±2.3 points

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37. During the Thanksgiving holiday, do you expect to probably try to:

Talk about politics and political topics	29%
Avoid talking about politics and political topics	71%

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38. If or when you visit friends and family this Thanksgiving, will it be with

Mostly people who voted for Kamala Harris	20%
Mostly people who voted for Donald Trump	22%
Both - people who voted for Trump and people who voted for Harris	25%
Not sure, don't know who people voted for	33%

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39. Have you changed any of your Thanksgiving plans to avoid gathering or talking with people who voted for a different presidential candidate this year than you did?

Yes	10%
No	90%

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40. This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	More	Fewer	Same
Gifts for others	19%	38%	43%
Gifts for yourself	16%	45%	38%
Airline/travel tickets	8%	46%	46%
Entertainment tickets/events	11%	45%	44%
Food and drinks	26%	29%	45%

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41. Are any of these things that you are especially thankful for this year? CHECK ALL THAT APPLY

Family and Friends	79%
Health	71%
Freedom	58%
Faith/Religion/God	49%
Peace	49%
Children/Grandchildren	45%
Love/Romantic relationship	38%
Finances	34%
Employment/business/opportunities	30%
Community	28%
Education	25%
Possessions/purchases	20%
Matters of Politics/government	16%

* Questions held for future release.

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37. Thanksgiving Politics
During the Thanksgiving holiday, do you expect to probably try to:

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Talk about politics and political topics	29%	36%	22%	30%	35%	26%	27%	34%	24%	36%
Avoid talking about politics and political topics	71%	64%	78%	70%	65%	74%	73%	66%	76%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,214)	(1,078)	(1,137)	(464)	(559)	(723)	(468)	(521)	(760)	(676)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Talk about politics and political topics	29%	28%	26%	37%	31%	23%	24%	28%	36%
Avoid talking about politics and political topics	71%	72%	74%	63%	69%	77%	76%	72%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,214)	(685)	(633)	(704)	(1,388)	(277)	(356)	(861)	(527)

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38. Thanksgiving Friends and Family Vote
If or when you visit friends and family this Thanksgiving, will it be with

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Mostly people who voted for Kamala Harris	20%	16%	23%	16%	19%	19%	24%	47%	18%	5%
Mostly people who voted for Donald Trump	22%	24%	21%	20%	26%	22%	22%	12%	19%	38%
Both - people who voted for Trump and people who voted for Harris	25%	28%	22%	27%	27%	23%	23%	20%	26%	31%
Not sure, don't know who people voted for	33%	32%	34%	36%	28%	36%	31%	21%	37%	26%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(2,221)	(1,082)	(1,138)	(468)	(557)	(724)	(471)	(523)	(763)	(677)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Mostly people who voted for Kamala Harris	20%	44%	16%	3%	19%	30%	17%	13%	28%
Mostly people who voted for Donald Trump	22%	8%	16%	44%	27%	7%	20%	28%	24%
Both - people who voted for Trump and people who voted for Harris	25%	22%	29%	28%	25%	23%	24%	24%	28%
Not sure, don't know who people voted for	33%	26%	39%	25%	29%	40%	38%	34%	20%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%
Weighted N	(2,221)	(687)	(636)	(704)	(1,392)	(277)	(357)	(864)	(528)

39. Changed Thanksgiving Plans to Avoid People
Have you changed any of your Thanksgiving plans to avoid gathering or talking with people who voted for a different presidential candidate this year than you did?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Yes	10%	10%	10%	16%	14%	7%	6%	14%	11%	7%
No	90%	90%	90%	84%	86%	93%	94%	86%	89%	93%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,228)	(1,084)	(1,143)	(467)	(562)	(727)	(471)	(523)	(763)	(681)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes	10%	16%	7%	8%	9%	13%	11%	8%	11%
No	90%	84%	93%	92%	91%	87%	89%	92%	89%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,228)	(687)	(637)	(708)	(1,397)	(278)	(358)	(866)	(530)

40A. Holiday Buying — Gifts for others
This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
More	19%	21%	17%	33%	26%	11%	9%	21%	18%	19%
Fewer	38%	35%	41%	33%	35%	40%	43%	36%	39%	37%
Same	43%	44%	42%	34%	39%	49%	48%	43%	42%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Weighted N	(2,222)	(1,081)	(1,141)	(465)	(559)	(725)	(472)	(523)	(761)	(678)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	19%	19%	16%	20%	18%	20%	18%	17%	21%
Fewer	38%	39%	37%	38%	36%	43%	44%	38%	31%
Same	43%	42%	47%	41%	46%	37%	38%	45%	48%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%
Weighted N	(2,222)	(687)	(635)	(705)	(1,396)	(276)	(357)	(865)	(531)

40B. Holiday Buying — Gifts for yourself

This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
More	16%	18%	15%	35%	20%	10%	3%	18%	17%	14%
Fewer	45%	42%	48%	32%	42%	50%	55%	41%	44%	51%
Same	38%	39%	37%	33%	38%	40%	42%	41%	39%	35%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,223)	(1,083)	(1,140)	(467)	(558)	(726)	(473)	(524)	(761)	(679)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	16%	20%	13%	16%	13%	24%	21%	13%	13%
Fewer	45%	42%	46%	49%	48%	38%	45%	50%	44%
Same	38%	38%	41%	35%	39%	37%	34%	37%	42%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	99%
Weighted N	(2,223)	(687)	(635)	(707)	(1,396)	(276)	(358)	(867)	(529)

40C. Holiday Buying — Airline/travel tickets

This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
More	8%	11%	7%	14%	14%	4%	4%	11%	8%	8%
Fewer	46%	43%	48%	44%	42%	48%	47%	42%	46%	48%
Same	46%	46%	45%	42%	44%	47%	49%	47%	46%	44%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(2,213)	(1,074)	(1,138)	(464)	(558)	(723)	(468)	(522)	(757)	(675)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	8%	10%	7%	9%	8%	7%	11%	7%	9%
Fewer	46%	46%	46%	45%	44%	53%	48%	46%	41%
Same	46%	44%	47%	46%	48%	40%	40%	47%	49%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	99%
Weighted N	(2,213)	(682)	(630)	(706)	(1,391)	(275)	(354)	(861)	(530)

40D. Holiday Buying — Entertainment tickets/events

This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
More	11%	13%	9%	18%	20%	5%	2%	13%	10%	12%
Fewer	45%	42%	48%	38%	43%	49%	49%	42%	47%	45%
Same	44%	45%	43%	44%	37%	45%	48%	45%	42%	43%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	99%	100%
Weighted N	(2,217)	(1,078)	(1,139)	(465)	(559)	(723)	(470)	(522)	(761)	(675)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	11%	11%	9%	14%	10%	13%	13%	8%	14%
Fewer	45%	45%	48%	43%	45%	45%	47%	48%	40%
Same	44%	43%	43%	43%	45%	41%	40%	44%	46%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(2,217)	(686)	(633)	(705)	(1,393)	(275)	(356)	(862)	(531)

40E. Holiday Buying — Food and drinks

This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Ideology		
		Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
More	26%	29%	23%	46%	33%	18%	10%	24%	26%	26%
Fewer	29%	24%	33%	22%	28%	31%	32%	27%	29%	30%
Same	45%	47%	44%	32%	39%	51%	57%	49%	45%	44%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(2,222)	(1,079)	(1,143)	(467)	(558)	(725)	(472)	(524)	(762)	(677)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	26%	27%	23%	25%	22%	39%	31%	23%	20%
Fewer	29%	26%	32%	29%	30%	20%	30%	31%	28%
Same	45%	47%	45%	46%	48%	41%	39%	46%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,222)	(688)	(633)	(707)	(1,395)	(276)	(358)	(864)	(531)

41. Thankful for This Year

Are any of these things that you are especially thankful for this year? CHECK ALL THAT APPLY

		Gender		Age				Ideology		
	Total	Male	Female	Under 30	30-44	45-64	65+	Liberal	Moderate	Conservative
Family and Friends	79%	75%	83%	75%	74%	80%	86%	78%	79%	82%
Health	71%	68%	74%	71%	66%	70%	79%	72%	72%	74%
Freedom	58%	58%	57%	47%	48%	64%	71%	48%	57%	68%
Faith/Religion/God	49%	46%	53%	44%	42%	53%	59%	32%	49%	66%
Peace	49%	50%	47%	51%	48%	46%	50%	44%	50%	51%
Children/Grandchildren	45%	37%	53%	20%	36%	55%	67%	37%	45%	55%
Love/Romantic relationship	38%	36%	40%	38%	44%	39%	30%	38%	36%	40%
Finances	34%	34%	34%	34%	35%	31%	37%	37%	33%	36%
Employment/business/opportunities	30%	31%	29%	31%	39%	34%	11%	30%	29%	33%
Community	28%	28%	28%	28%	29%	27%	29%	31%	28%	30%
Education	25%	23%	28%	32%	29%	23%	20%	33%	26%	20%
Possessions/purchases	20%	19%	20%	23%	20%	19%	17%	19%	21%	20%
Matters of Politics/government	16%	20%	12%	16%	15%	15%	19%	8%	12%	31%
Weighted N	(2,232)	(1,086)	(1,146)	(468)	(563)	(728)	(473)	(524)	(764)	(682)

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	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Family and Friends	79%	78%	79%	82%	80%	84%	74%	78%	83%
Health	71%	75%	69%	71%	69%	84%	68%	66%	74%
Freedom	58%	51%	60%	65%	60%	62%	47%	60%	59%
Faith/Religion/God	49%	40%	47%	62%	47%	61%	49%	47%	46%
Peace	49%	48%	45%	53%	46%	66%	46%	47%	43%
Children/Grandchildren	45%	42%	45%	52%	47%	42%	42%	48%	46%
Love/Romantic relationship	38%	37%	39%	40%	39%	40%	34%	34%	46%
Finances	34%	37%	32%	35%	33%	46%	28%	29%	40%
Employment/business/opportunities	30%	30%	29%	31%	29%	36%	28%	24%	38%
Community	28%	28%	28%	31%	30%	28%	21%	25%	38%
Education	25%	29%	26%	23%	24%	31%	23%	16%	36%
Possessions/purchases	20%	20%	20%	20%	18%	27%	17%	16%	22%
Matters of Politics/government	16%	7%	13%	30%	18%	14%	11%	16%	21%
Weighted N	(2,232)	(689)	(637)	(709)	(1,401)	(278)	(358)	(869)	(532)

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 2,232 adults in the U.S. was conducted between November 19-22, 2024.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, and 2024 Presidential vote. Respondents were selected to be representative of adults nationwide. The weights range from 0.2 to 3.5, with a mean of 1 and a standard deviation of 0.4.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately ±2.2 points. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + \text{CV}^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.