

Thanksgiving Survey
N= 1,491 Registered Voters
Conducted November 8-11, 2018

QAREG: Are you currently registered to vote?

Yes	100
No	0

QAGE: What is your age?

18-24	8
25-34	12
35-44	12
45-54	21
55-64	18
65 and older	28

QSEX: What is your sex?

Male	47
Female	53

QRACE: Is your racial or ethnic heritage white, black, Hispanic, Asian or something else?

White	65
Black	12
Hispanic	11
Asian	3
Native American	4
Other	6

QPARTYID: Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else?

Republican	30
Democrat	33
Independent	22
Something else	15

QTGRATING: Thinking about the upcoming Thanksgiving holiday, how would you rate your excitement for Thanksgiving – extremely excited, very excited, somewhat excited, or not at all excited?

Extremely excited	24
Very excited	21
Somewhat excited	30
Not at all excited	24
Refused	2

QTGTRAVEL1: For the thanksgiving holiday do you plan hosting the even or traveling to be with friends or family?

Hosting the event	40
Traveling	31
Unsure	29
Refused	1

(Asked only of those who said they were traveling on QTGTRAVEL1)

QTGTRAVEL2: How far will you be traveling for Thanksgiving: 5 miles or less, 6-25 miles, 26-50 miles, 51-100 miles, or more than 100 miles away?

5 miles or less	22
6-25 miles	29
26-50 miles	19
51-100 miles	12
More than 100 miles away	18

(Asked only of those who said they were traveling on QTGTRAVEL1)

QTGTRAVEL3: If money weren't an object, would you consider taking an autonomous driving car (sometimes called driverless cars) to travel to your Thanksgiving dinner?

Yes, you would consider	25
No, you would not consider	75

QTGFOOD: Among all the foods you might eat on Thanksgiving, which is your favorite: Turkey, mashed potatoes, sweet potatoes also known as yams, stuffing, green bean casserole, corn, cranberry sauce, dessert or something else?

Turkey	48
Mashed potatoes	11
Sweet potatoes or yams	11
Stuffing	14
Green bean casserole	4
Corn	1
Cranberry sauce	2
Dessert	4
Something else	6
Refused	1

QQTGPIE: Which type of pie does your family prefer on Thanksgiving: Pumpkin pie, Pecan pie, Apple pie, Cherry pie, Sweet potato pie, or something else?

Pumpkin	40
Pecan	16
Apple	14
Cherry	6
Sweet potato	17
Something else	8
Refused	1

QTGRECIPE: How likely are you, or someone responsible for cooking on Thanksgiving, to ask one of your devices like Siri, Cortana, Alexa, or Google Home to find you a recipe for one of your Thanksgiving dishes? Extremely likely, very likely, somewhat likely, or not at all likely to use one of these to find a recipe.

Extremely likely	19
Very likely	9
Somewhat likely	13
Not at all likely	56
Refused	2

QTGPARADE: Which parade are you most likely to watch on TV: America's Thanksgiving Parade in Detroit, the Macy's Thanksgiving Day Parade in New York City, the Dunkin Donuts Thanksgiving Day Parade in Philadelphia, another parade, or will you not watch a parade?

America's Thanksgiving Parade	16
Macy's Thanksgiving Day Parade	47
Dunkin Donuts Thanksgiving Day Parade	2
Another parade	6
Will not watch a parade	27
Refused	1

QTGFOOTBALL1: Traditionally three football games are played on Thanksgiving Day and for many years the first two games have been hosted by the Detroit Lions and the Dallas Cowboys. Should the Detroit Lions and the Dallas Cowboys get to keep the Thanksgiving Day Football games, or do you think they should rotate to other teams?

Lions and Cowboys should keep the game	40
Games should rotate to other teams	58
Refused	2

QTGWORK: Do you have a favorable or unfavorable opinion of stores that require their employees to work on Thanksgiving day? Do you have a strongly favorable opinion, somewhat favorable, somewhat unfavorable, strongly unfavorable, or are you unsure?

Strongly favorable	21
Somewhat favorable	15
Somewhat unfavorable	20
Strongly unfavorable	26
Unsure	18
Refused	1

COLLAPSED:

Favorable	35
Unfavorable	46
Unsure	18
Refused	1

QTGSHOPPING: During which shopping opportunity will you and your family spend the most money over the Thanksgiving holiday? Will you and your family spend the most during Black Friday, Small Business Saturday, or Cyber Monday?

Black Friday	41
Small Business Saturday	14
Cyber Monday	18
Not at all likely to shop	27
Refused	1

QTGGIVINGTUESDAY: Do you plan on participating in Giving Tuesday and donating to an organization? Are you certain you will participate, very likely to participate, somewhat likely, or not at all likely to participate?

Extremely likely	17
Very likely	15
Somewhat likely	24
Not at all likely	42
Refused	2

QTGPOLITICS: How likely are you to talk about the results of the midterm elections at your Thanksgiving dinner? Are you extremely likely, very likely, somewhat likely, or not at all likely?

Extremely likely	19
Very likely	11
Somewhat likely	16
Not at all likely	53
Refused	2

QDJTAPPROVAL: Do you approve or disapprove of the job Donald Trump is doing as President? Do you strongly approve, somewhat approve, somewhat disapprove, strongly disapprove, or are you unsure?

Strongly approve	31
Somewhat approve	13
Somewhat disapprove	10
Strongly disapprove	37
Unsure	9
Refused	1
COLLAPSED	
Approve	44
Disapprove	47
Unsure	9
Refused	1

Methodology: The sample size for the survey is 1,491 registered voters nationally. The margin of error is +/- 2.54%. Interviews were conducted November 8-11, 2018 by TPC Research. Percentages may not equal 100% due to rounding.