



**New York City Residents Talk Turkey:  
Thanksgiving Traditions 2008**

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This Marist Poll reports:

- **Carving Out Savings:** A significant number of New Yorkers who will celebrate Thanksgiving this year are tightening their belts. 47% say they are slashing some or much of their spending while only about one in five are minimally cutting their costs. 34% report their Thanksgiving spending habits are staying the same.

**Question Wording:** Do you plan to cut back on spending for Thanksgiving this year a great deal, some, not very much, or not at all?

<b>Residents Celebrating Thanksgiving</b>	<b>A great deal/some</b>	A great deal	Some	Not very much	Not at all
Cutting Spending	<b>47%</b>	16%	31%	19%	34%

- **There's No Place Like Home:** A majority of New York City residents are staying local this Thanksgiving. 54% plan to celebrate at home while 38% are hitting the road. Eight percent of New Yorkers will not celebrate the holiday.

**Question Wording:** Are you celebrating Thanksgiving at home this year, or are you traveling somewhere else? If you do not celebrate Thanksgiving, please say so.

<b>Residents</b>	At home	Traveling somewhere else	Not celebrating Thanksgiving
Thanksgiving Plans	54%	38%	8%

- **Talking Tradition...Most New Yorkers to Gobble Turkey...Women Sideline**

**Football:** What are most New Yorkers planning to do on Thanksgiving Day? Nearly three-quarters of the city’s population say it’s likely they will eat turkey, but only 50% of New Yorkers expect to eat too much. A majority of residents -- 52% -- plan to watch the Macy’s Thanksgiving Day Parade make its way down Broadway, but just 37% think it’s likely they will turn to the gridiron and watch football. Men and women differ on their preferred Thanksgiving pastime. Six in ten women say it’s likely they will watch the parade compared with 44% of men. A slim majority of men -- 51% -- say it’s more than possible they will watch football compared with just one-quarter of women.

**Question Wording:** Are you likely or not likely to do each of the following on Thanksgiving: eat turkey/eat too much/watch the Macy’s Thanksgiving Day Parade/watch football?

<b>Residents</b>	<b>Likely</b>	<b>Not likely/ Unsure</b>
<b>Eat turkey</b>	<b>74%</b>	<b>26%</b>
<b>Eat too much</b>	<b>50%</b>	<b>50%</b>
<b>Watch Macy’s parade</b>	<b>52%</b>	<b>48%</b>
Men	44%	56%
Women	60%	40%
<b>Watch football</b>	<b>37%</b>	<b>63%</b>
Men	51%	49%
Women	25%	75%

- **Sweet As Pie...Apple and Pumpkin Share Top Spot as Favorite Thanksgiving Day**

**Pie:** Apple pie and Thanksgiving go hand in hand for three in ten New York City pie lovers. 30% say it’s their favorite pie to enjoy on Thanksgiving. Big Apple pie eaters love pumpkin, too! 30% prefer to savor pumpkin pie on the holiday. Another 15% favor sweet potato pie while pecan and coconut tantalize the taste buds of 3% and 2%, respectively. 8% enjoy a different type of pie altogether.

**Question Wording:** What is your favorite pie at Thanksgiving?

<b>Pie Eaters</b>	<b>Apple</b>	<b>Pumpkin</b>	<b>Sweet Potato</b>	<b>Pecan</b>	<b>Coconut</b>	<b>Other</b>	<b>Unsure</b>
<b>Favorite pie at Thanksgiving</b>	30%	30%	15%	3%	2%	8%	12%

**Nature of the Sample: 938 New York City Residents**

This survey was conducted November 17<sup>th</sup> through November 19<sup>th</sup>, 2008. 938 residents within the New York City area were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout New York City in proportion to the adult population in each borough. The results for the entire survey are statistically significant at  $\pm 3.5\%$ . There are 864 New York City residents who are planning to celebrate Thanksgiving this year. This subsample is statistically significant at  $\pm 3.5\%$ . The error margin increases for cross-tabulations.