

American Views on Thanksgiving



Representative Survey of 1,000
Americans

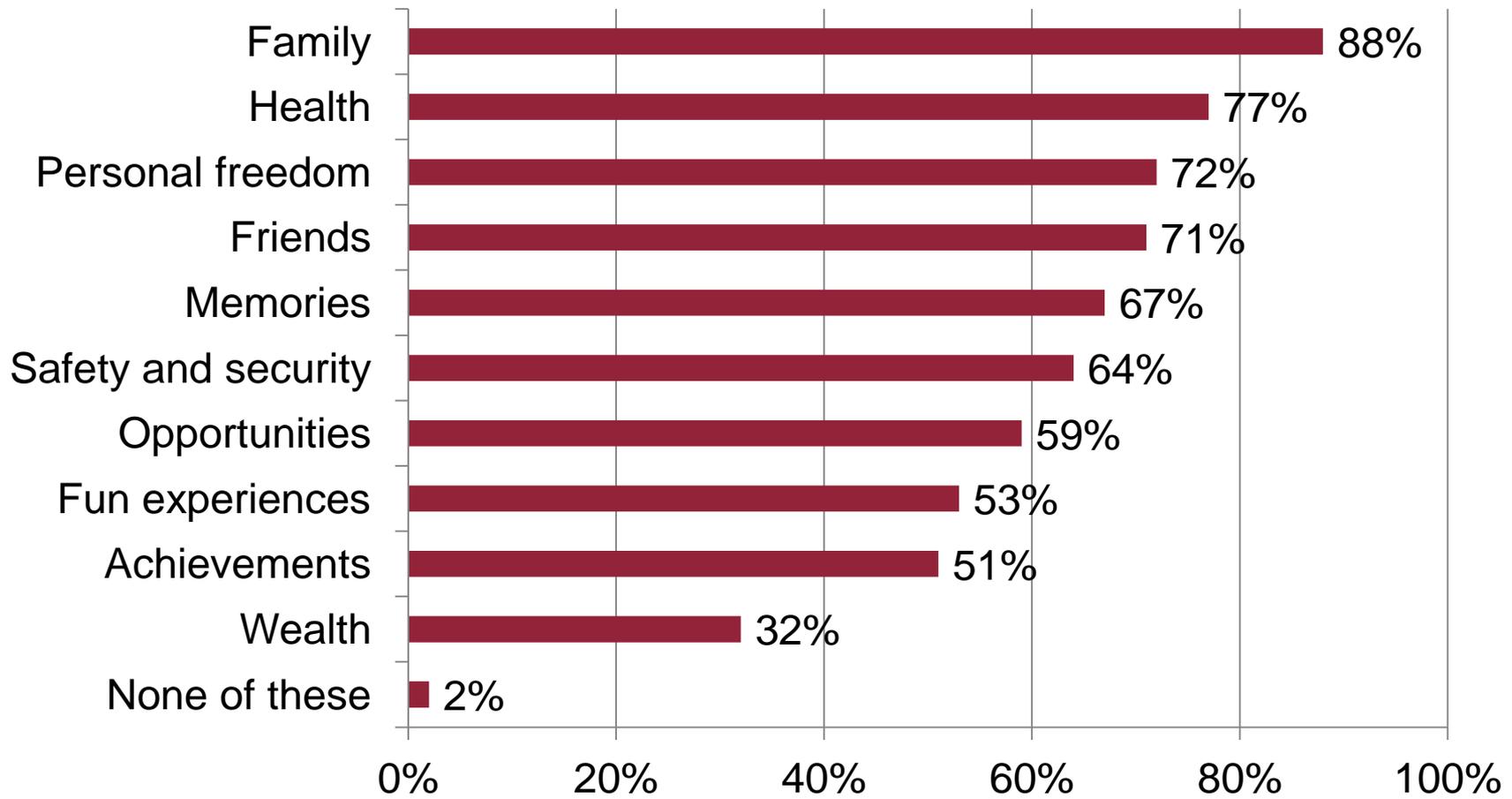
Methodology

LifeWay Research conducted the study Sept. 27 – Oct. 1, 2016. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, GfK provides at no cost a laptop and ISP connection.

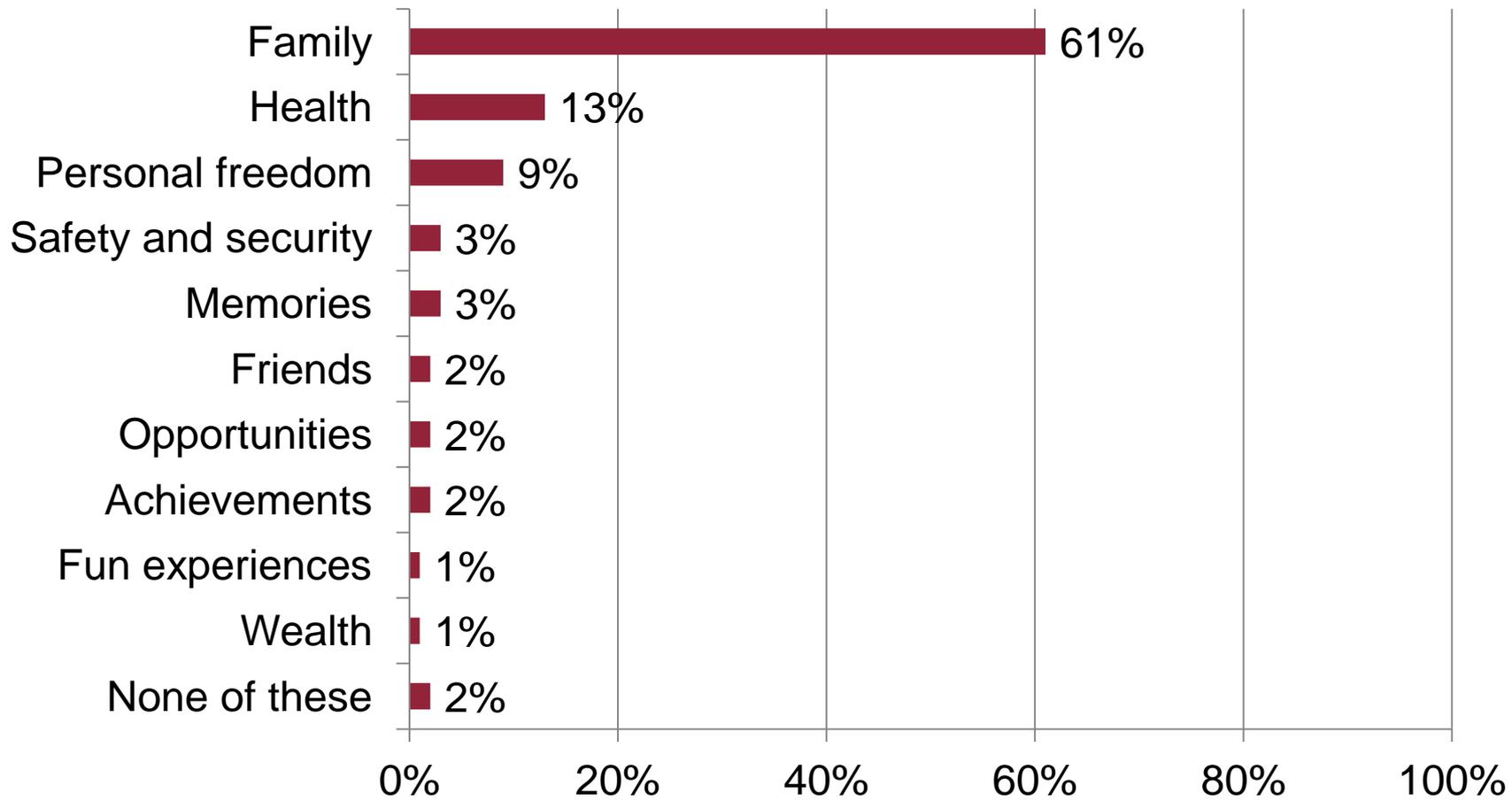
Sample stratification and weights were used for gender by age, race/ethnicity, region, metro/non-metro, education, and income to reflect the most recent US Census data. The completed sample is 1,000 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3.1 percent. Margins of error are higher in sub-groups.

Survey Responses

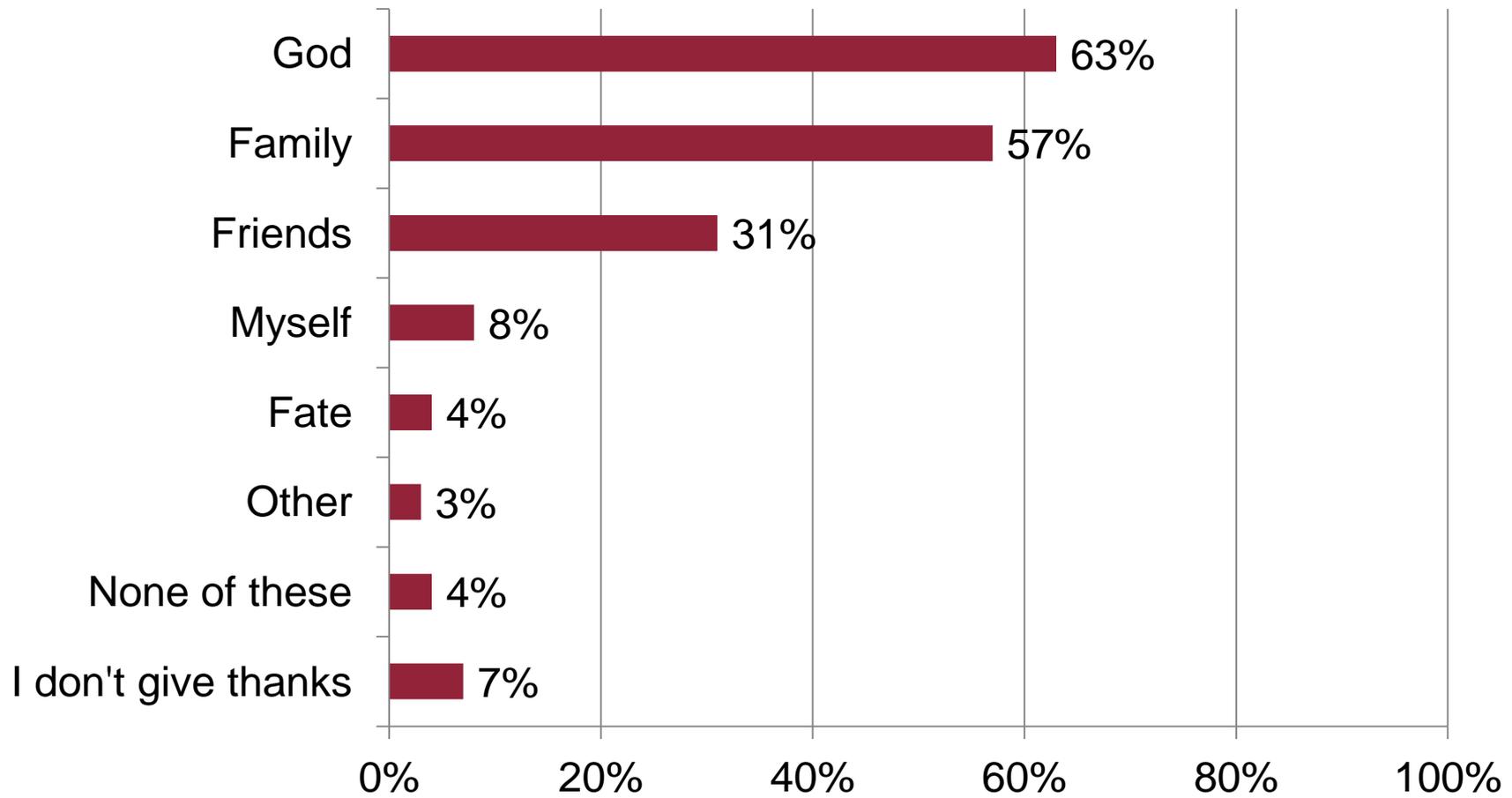
“What are you thankful for?”



6 out of 10 say they are most thankful for family, followed by health (13%) and personal freedom (9%)



“At Thanksgiving, to whom do you typically give thanks?”



Significant Differences

Gender
Region
Age
Ethnicity
Education Level
Religious Preference
Denomination
Evangelical Beliefs
Religious Service Attendance

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, region, age, ethnicity, and education.

Gender	Region	Age	Ethnicity	Education
Male	Northeast	18-24	White, Non-Hispanic	High School graduate or less
Female	Midwest	25-34	Black, Non-Hispanic	Some college
	South	35-44	Hispanic	Bachelor's Degree
	West	45-54	Other Ethnicities	Graduate Degree
		55-64		
		65+		

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, Evangelical Beliefs, and religious service attendance.

Religious Preference	Denomination	Evangelical Beliefs	Religious Service Attendance
Christian*	Catholic	Yes	Attending at least once a month
Other Religions	Protestant Christian	No	Attending less than once a month
No religion			

*includes Catholic, Protestant, Nondenominational, and Orthodox

Evangelical Beliefs

- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

“What are you thankful for?”

Health

- Females (83%) are more likely to select than males (71%)
- Those age 65+ (86%) are more likely to select than those 18-24 (75%), 25-34 (71%), 35-44 (75%), and 45-54 (71%)
- Black, Non-Hispanics (86%) are more likely to select than Hispanics (70%)
- Those with a Bachelor's (84%) or a graduate degree (83%) are more likely to select than those who are high school graduates or less (73%)
- Christians (81%) are more likely to select than Other Religions (70%) and Nonreligious (71%)
- Protestant Christians (85%) are more likely to select than Catholics (78%)

Family

- Females (91%) are more likely to select than males (84%)
- Those age 45-54 (92%), 55-64 (90%), and 65+ (92%) are more likely to select than those 18-24 (77%)
- Christians (92%) are more likely to select than Other Religions (83%) and Nonreligious (78%)

“What are you thankful for?”

Friends

- Females (75%) are more likely to select than males (67%)
- Those in the Midwest (76%) are more likely to select than those in the West (64%)
- Those age 65+ (78%) are more likely to select than those 25-34 (66%) and 45-54 (65%)
- White, Non-Hispanics are the most likely ethnic group to select (77%)
- Those who are high school graduates or less are the least likely education category to select (63%)
- Christians (75%) are more likely to select than Nonreligious (67%)
- Protestant Christians (79%) are more likely to select than Catholics (71%)

“What are you thankful for?”

Opportunities

- Those with a Bachelor’s (77%) or a graduate degree (77%) are more likely to select than those who are high school graduates or less (47%) or have some college (58%)
- Christians (61%) are more likely to select than Other Religions (47%)
- Protestant Christians (65%) are more likely to select than Catholics (54%)

Fun experiences

- Females (58%) are more likely to select than males (48%)
- Those age 18-24 (70%) are more likely to select than those 25-34 (51%), 45-54 (52%), 55-64 (48%), and 65+ (48%)
- Those who are high school graduates or less are the least likely education category to select (44%); while those with a Bachelor’s are the most likely education category to select (70%)
- Those who attend a religious service once a month or more are less likely to select (49% v. 56%)

“What are you thankful for?”

Personal freedom

- Those in the Midwest (77%) are more likely to select than those in the West (66%)
- Those age 65+ (79%) are more likely to select than those 18-24 (64%) and 25-34 (67%)
- White, Non-Hispanics (75%) and Black, Non-Hispanics (77%) are more likely to select than Hispanics (64%) and Other Ethnicities (55%)
- Those who are high school graduates or less are the least likely education category to select (63%)
- Christians (75%) are more likely to select than Other Religions (61%)
- Protestant Christians (83%) are more likely to select than Catholics (68%)

“What are you thankful for?”

Wealth

- Those age 18-24 (38%), 25-34 (38%), and 35-44 (38%) are more likely to select than those 55-64 (24%)
- Those with a Bachelor's (45%) or a graduate degree (46%) are more likely to select than those who are high school graduates or less (23%) or have some college (32%)
- Protestant Christians (37%) are more likely to select than Catholics (27%)
- Those with Evangelical Beliefs are more likely to select (41% v. 31%)

Achievements

- Females (56%) are more likely to select than males (47%)
- Those in the Midwest (56%) are more likely to select than those in the Northeast (45%)
- Those age 18-24 (61%) are more likely to select than those 25-34 (48%), 45-54 (46%), and 55-64 (48%)
- Those with a Bachelor's (65%) or a graduate degree (67%) are more likely to select than those who are high school graduates or less (40%) or have some college (52%)

“What are you thankful for?”

Safety and security

- Females (70%) are more likely to select than males (58%)
- Those age 65+ (74%) are more likely to select than those 25-34 (60%), 35-44 (63%), 45-54 (59%), and 55-64 (64%)
- White, Non-Hispanics (67%) are more likely to select than Hispanics (54%)
- Those who are high school graduates or less are the least likely education category to select (57%)
- Christians (68%) are more likely to select than Other Religions (52%) and Nonreligious (61%)
- Protestant Christians (75%) are more likely to select than Catholics (63%)

“What are you thankful for?”

Memories

- Females (73%) are more likely to select than males (60%)
- Those age 55-64 (70%) and 65+ (75%) are more likely to select than those 25-34 (57%)
- White, Non-Hispanics are the most likely ethnic group to select (72%)
- Those with some college (71%) or a Bachelor's degree (74%) are more likely to select than those who are high school graduates or less (60%)

“Which one of the following are you **MOST** thankful for?”

- Females (65%) are more likely to select “Family” than males (56%)
- Males (12%) are more likely to select “Personal freedom” than females (6%)
- Those in the South (16%) and West (14%) are more likely to select “Health” than those in the Midwest (8%)
- Those age 55-64 (18%) and 65+ (20%) are more likely to select “Health” than those 18-24 (5%) and 25-34 (9%)
- Those age 18-24 are the most likely age group to select “Friends” (8%)
- Those age 18-24 are the most likely age group to select “Achievements” (10%)
- Those age 35-44 (6%) are more likely to select “Safety and security” than those 18-24 (<1%) and 25-34 (1%)
- Black, Non-Hispanics (30%) are more likely to select “Health” than White, Non-Hispanics (10%) and Hispanics (11%)
- White, Non-Hispanics (63%) and Hispanics (66%) are more likely to select “Family” than Black, Non-Hispanics (50%)
- Other Ethnicities (7%) are more likely to select “Friends” than Black, Non-Hispanics (<1%) and Hispanics (1%)
- White, Non-Hispanics (11%) are more likely to select “Personal freedom” than Other Ethnicities (3%)

“Which one of the following are you **MOST** thankful for?” (continued)

- Hispanics (4%) and Other Ethnicities (4%) are more likely to select “Wealth” than White, Non-Hispanics (<1%)
- Other Ethnicities are the most likely ethnic group to select “Achievements” (8%)
- Those with a Bachelor’s (6%) are more likely to select than “Opportunities” those who are high school graduates or less (1%) or have some college (2%)
- Christians (66%) are more likely to select “Family” than Nonreligious (48%)
- Other Religions (5%) are more likely to select “Friends” than Christians (1%)
- Nonreligious (5%) are more likely to select “Memories” than Christians (2%)
- Those who attend a religious service once a month or more are more likely to select “Family” (66% v. 59%)

“At Thanksgiving, to whom do you typically give thanks?”

God

- Females (66%) are more likely to select than males (60%)
- Those in the South are the most likely regional group to select (72%)
- Those age 45-54 (70%), 55-64 (72%), and 65+ (68%) are more likely to select than those 18-24 (50%), 25-34 (56%), and 35-44 (56%)
- Black, Non-Hispanics are the most likely ethnic group to select (83%)
- Those who are high school graduates or less (67%) are more likely to select than those with a Bachelor's (58%) or a graduate degree (57%)
- Christians (80%) are more likely to select than Other Religions (45%) and Nonreligious (25%)
- Protestant Christians (90%) are more likely to select than Catholics (67%)
- Those with Evangelical Beliefs are more likely to select (94% v. 57%)
- Those who attend a religious service once a month or more are more likely (84% v. 52%)

“At Thanksgiving, to whom do you typically give thanks?”

Myself

- Those in the Northeast (14%) are more likely to select than those in the Midwest (7%) and South (6%)
- Those age 18-24 (12%), 25-34 (14%), and 35-44 (12%) are more likely to select than those 55-64 (5%) and 65+ (3%)
- Hispanics (13%) are more likely to select than White, Non-Hispanics (7%)

Family

- White, Non-Hispanics (60%) and Other Ethnicities (62%) are more likely to select than Black, Non-Hispanics (48%)
- Those with some college (64%) are more likely to select than those who are high school graduates or less (52%)
- Catholics (65%) are more likely to select than Protestant Christians (49%)
- Those with Evangelical Beliefs are less likely to select (32% v. 62%)
- Those who attend a religious service once a month or more are less likely to select (48% v. 62%)

“At Thanksgiving, to whom do you typically give thanks?”

Friends

- Those age 25-34 (36%) are more likely to select than those 55-64 (24%)
- White, Non-Hispanics (34%) are more likely to select than Black, Non-Hispanics (20%)
- Those with a Bachelor's degree (41%) are more likely to select than those who are high school graduates or less (26%) and some college (32%)
- Those with Evangelical Beliefs are less likely to select (16% v. 34%)

“At Thanksgiving, to whom do you typically give thanks?”

Fate

- Those in the Northeast (7%) are more likely to select than those in the Midwest (1%)
- Other Ethnicities (7%) are more likely to select than Black, Non-Hispanics (1%)
- Other Religions (9%) are more likely to select than Christians (3%)
- Catholics (5%) are more likely to select than Protestant Christians (1%)
- Christians who attend a religious service once a month or more are less likely (1% v. 5%)

“At Thanksgiving, to whom do you typically give thanks?”

I don't give thanks

- Males (9%) are more likely to select than females (5%)
- Those age 18-24 (14%) are more likely to select than those 45-54 (5%), 55-64 (3%), and 65+ (5%)
- Black, Non-Hispanics are the least likely ethnic group to select (1%)
- Other Religions (11%) and Nonreligious (18%) are more likely to select than Christians (3%)
- Catholics (5%) are more likely to select than Protestant Christians (1%)
- Those with Evangelical Beliefs are less likely to select (<1% v. 8%)
- Those who attend a religious service once a month or more are less likely to select (2% v. 10%)

American Views on Thanksgiving

Representative Survey of 1,000
Americans