



## **ICR Survey: Most Americans plan a traditional Thanksgiving, but would not be averse to having Hilary Rodham Clinton or another frontrunner candidate join them.**

### **Gasoline prices are having an impact on holiday travel plans.**

Media, PA – November 16, 2007– [International Communications Research \(ICR\)](#) A telephone survey among 1,010 adults across the US shows that Hilary Rodham Clinton would be the preferred Thanksgiving dinner guest compared with Rudolph Giuliani, Barak Obama or Mitt Romney. 69% expressed a preference for one of these four presidential hopefuls, while 31% would prefer not to include any of them in their Thanksgiving celebration.

This survey is based on a stratified, random probability sample of 1,010 US adult heads of households, and was conducted between November 8<sup>th</sup> and 12<sup>th</sup>, 2007 using [ICR's EXCEL omnibus](#). The margin of error for this sample of 1,010 is +/- 3.1% at a 95% level of confidence. Data is weighted according to latest US Census Bureau projections.

### **Detailed Findings**

With whom would you most like to have Thanksgiving dinner?

|                   | <u>Percent</u> |
|-------------------|----------------|
| Hilary Clinton    | 30%            |
| Rudolph Giuliani  | 18%            |
| Barak Obama       | 15%            |
| Mitt Romney       | 5%             |
| None of the above | 31%            |

Hilary Rodham Clinton's appeal is particularly strong African-Americans, who favor her over Barak Obama by a 20-point margin (46% vs. 26%). However, this ranking is reversed among adults with the highest education levels. Those with college and university degrees prefer Barak Obama 28% to 17%.

### **Sticking with tradition**

An overwhelming majority (95%) of Americans plan to celebrate Thanksgiving at home or with relatives or friends elsewhere. Restaurants and non-traditional destinations seldom figure in Thanksgiving Day plans.



Those planning a Thanksgiving dinner at home (61%) envision sitting down to the traditional feast (79%). One-quarter plan at least one special family recipe. Among the small minority whose desire for healthy eating outweighs the appeal of indulging in favorite foods, cutting back on fat is reported most often:

|   |    |
|---|----|
| The menu will try to reduce fat           | 9% |
| The menu will try to reduce calories      | 8% |
| The menu will try to reduce carbohydrates | 6% |

Just under one-third (31%) say they will exercise on Thanksgiving Day.

### Travel plans

Although 37% say the price of gasoline has had an impact on holiday travel plans, this will not eliminate the traditional Thanksgiving highway and airport jams. 15% say they plan to travel more than 10 miles on Thanksgiving Day. Projected to the total U.S. population (303 million), the forecast is for 44 million people to take to roads, airplanes, trains and buses for trips of more than 10 miles. Another 20% (62 million) will be traveling less than 10 miles to nearby friends, relatives and restaurants.

### Black Friday

Although crowded stores dominate the image of the day after Thanksgiving, the Friday plans of most Americans do not include shopping. In fact, there are more who have to go to work than who plan to hit the malls.

Which of the following do you expect to do on the day after Thanksgiving?

|                              |     |
|------------------------------|-----|
| Stay close to home and relax | 40% |
| Go to work                   | 20% |
| Shop                         | 12% |
| Visit family or friends      | 12% |
| Watch football               | 8%  |
| Go out to see a movie        | 2%  |

However, when projected to the adult population of 223 million, this indicates 27 million visitors to stores and (perhaps) some reassurance to the retailers who have been expressing concern about this year's retail sales figures.

Anticipating crowded stores, over half (57%) of Black Friday shoppers say they will leave home to go shopping before 7 AM. Only 12 percent say they will wait until after noon to hit the malls.

Of course, the limited availability of sale items is another inducement to begin shopping at daybreak. Store sales are a major driver of Black Friday enthusiasm. Almost two-thirds

(62%) agree that, “If it weren’t for the bargains, I probably wouldn’t go shopping the day after Thanksgiving.”

### **About ICR’s *Excel* Omnibus**

*EXCEL* is a national, twice-weekly telephone omnibus service designed to meet the standards of quality associated with custom research studies. The *EXCEL* survey consists of a standard set of introductory and demographic questions supplemented by a changing series of questions on various topics as contracted by participating companies.  
<http://www.icrsurvey.com/Omnibus.aspx>

### **About ICR:**

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