

American Views on Thanksgiving

Survey of 1,200 Americans

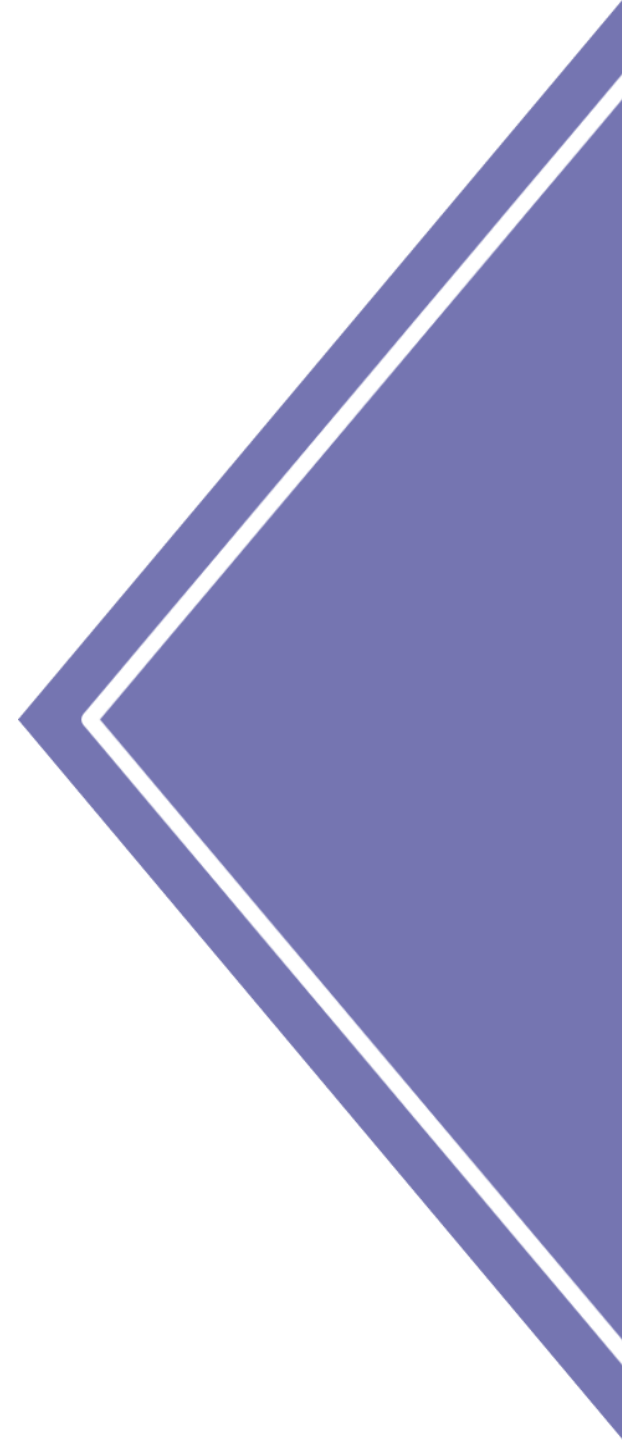
Methodology

- The online survey of 1,200 Americans was conducted September 9-23, 2020 using a national pre-recruited panel
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, and religion to more accurately reflect the population
- The sample includes an over-sample of Americans with Evangelical Beliefs providing additional reliability for breakouts of this group. Totals for all Americans reduce these responses to their correct proportion through weighting
- The completed sample is 1,200 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.2\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups
- Comparisons are made to a probability-based survey of 1,000 Americans September 28-October 1, 2016

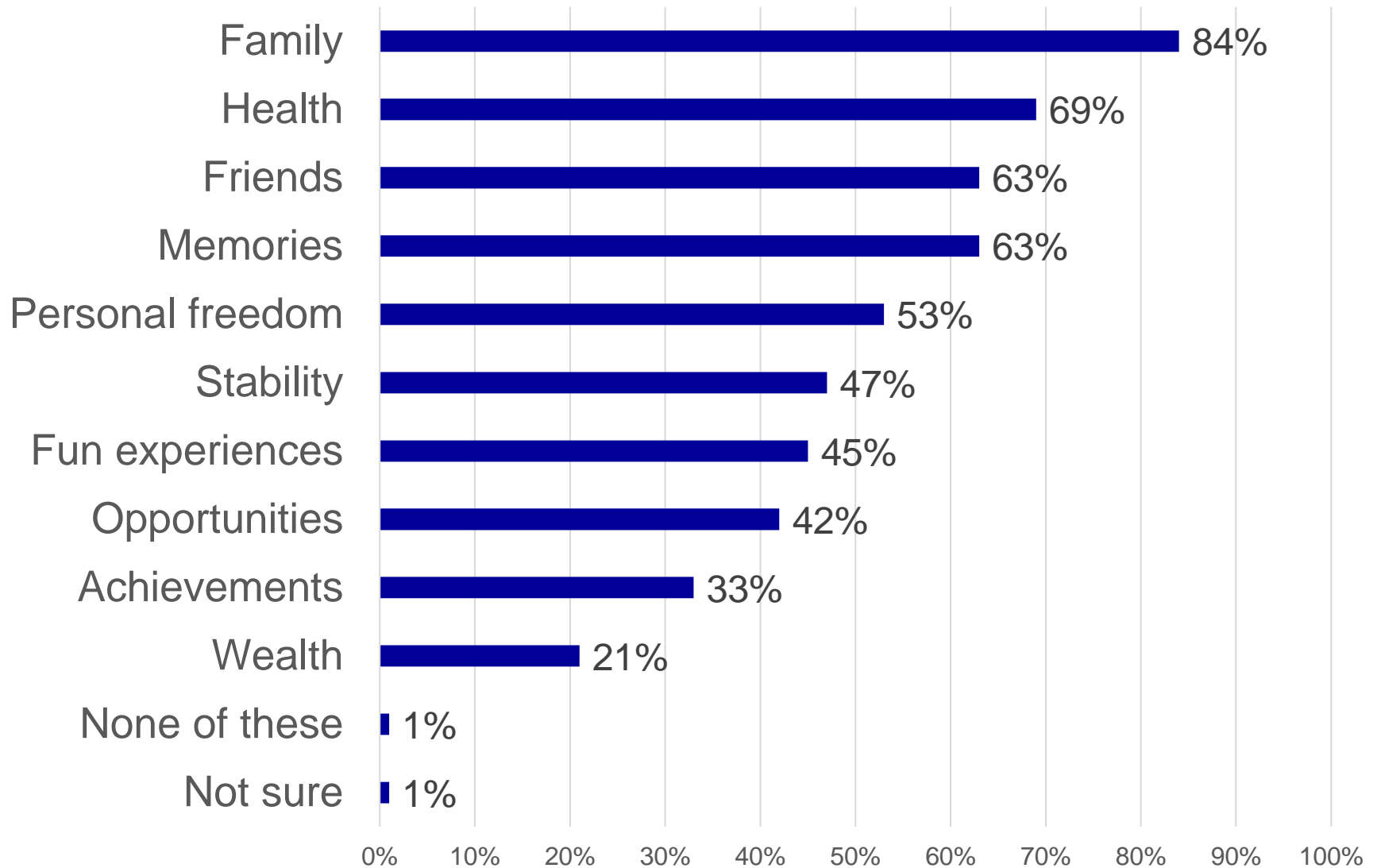
Definitions

- **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 select, somewhat select, 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

Survey Responses

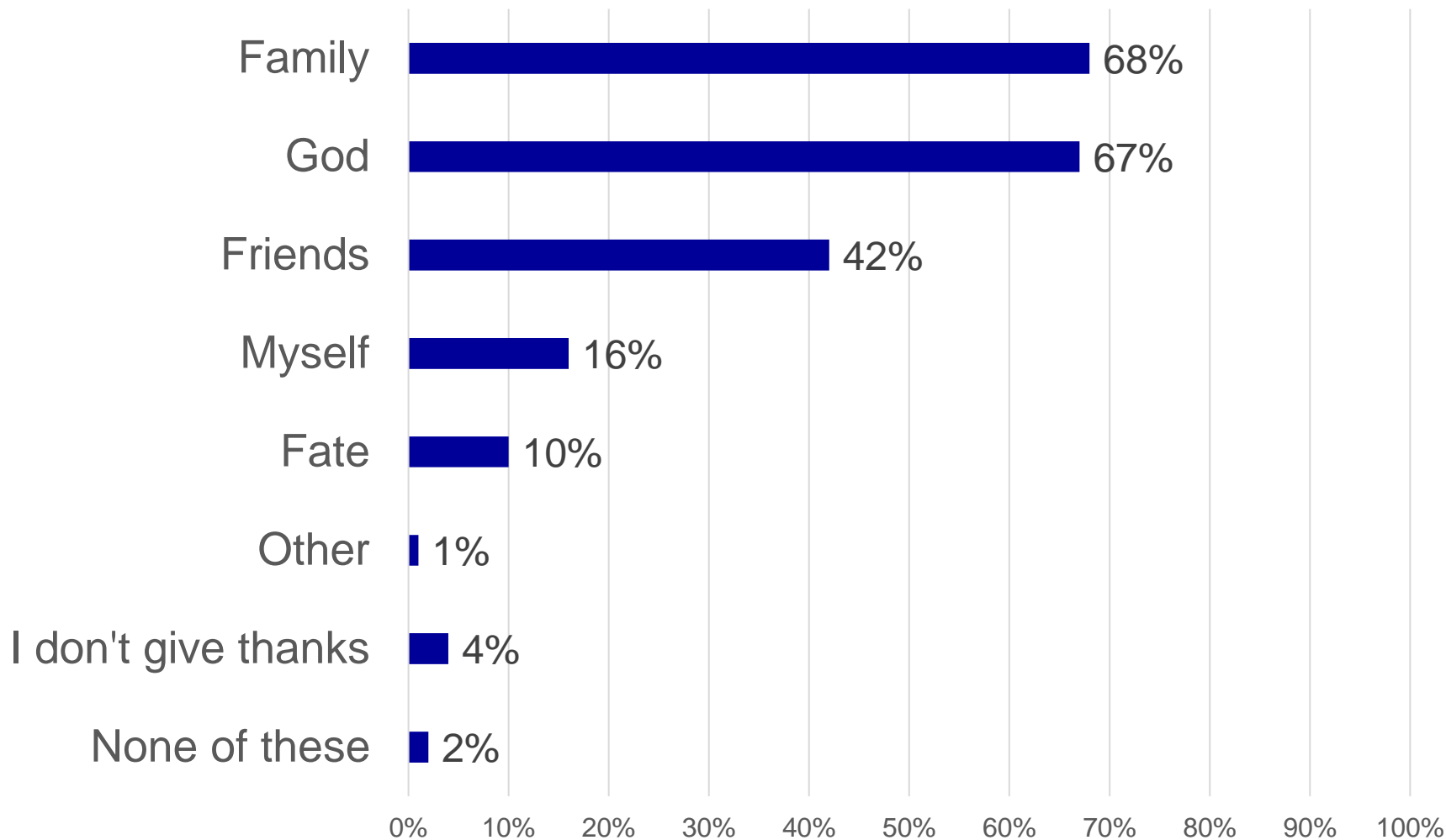


“What are you thankful for?”

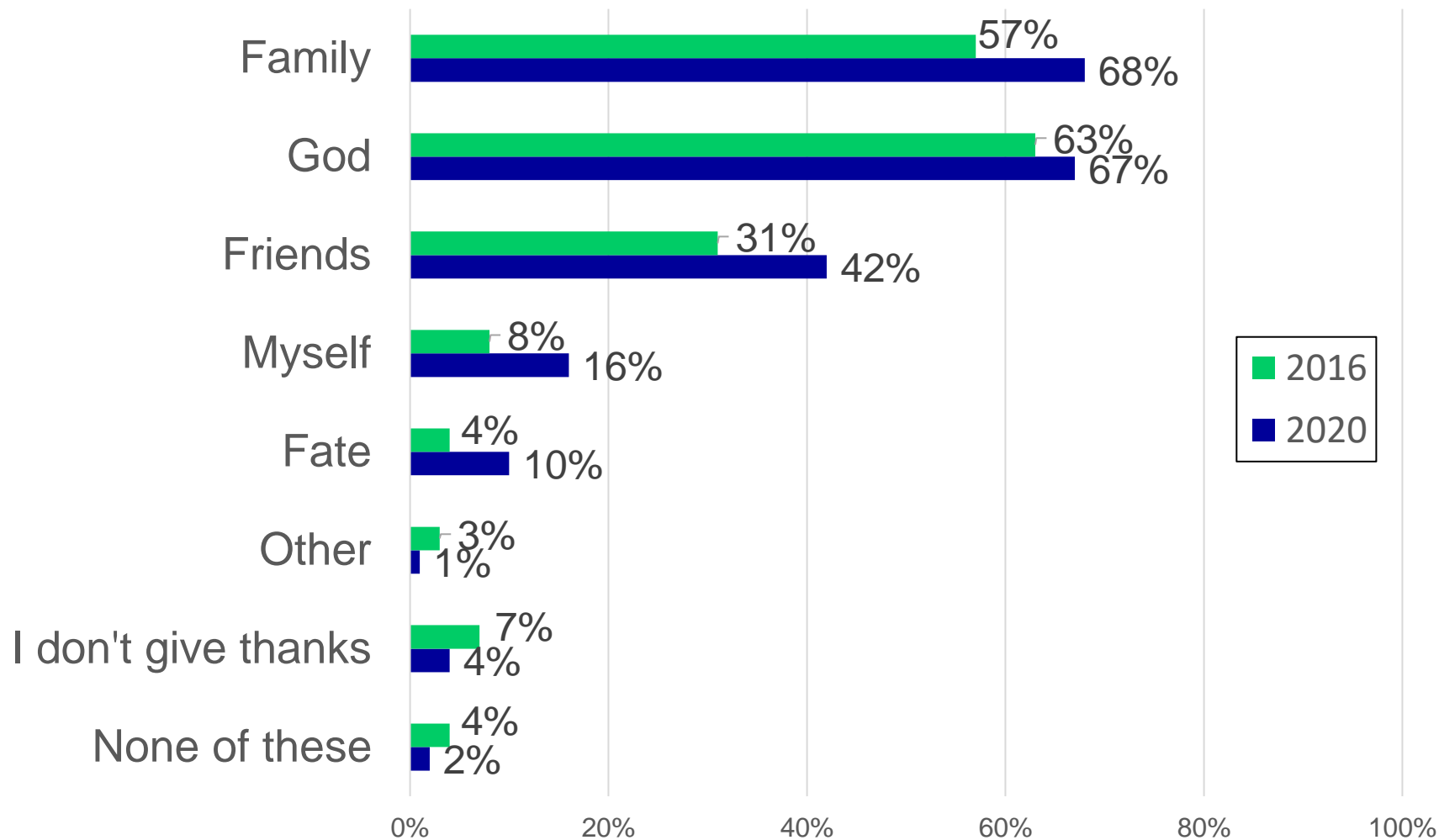


Q: “What are you thankful for? (Select all that apply)”

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



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



Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Christian Worship Service Attendance

Evangelical Beliefs

Significant Statistical Differences

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

Gender	Age	Ethnicity	Region	Education
Male	18-34	White	Northeast	High School graduate or less
Female	35-49	African American	Midwest	Some college
	50-64	Hispanic	South	Bachelor's Degree
	65+	Other Ethnicities	West	Graduate Degree

Note: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religion, worship service attendance among Christians, and evangelical beliefs.

Religion	Worship Service Attendance among Christians	Evangelical Beliefs
Catholic	Less than once a month	Yes
Protestant	1 to 3 times a month	No
Other Religions	4 or more times a month	
Unaffiliated		

“What are you thankful for?”

Health

- Females are more likely to select than males (72% v. 65%)
- Those age 18-34 are the least likely to select (58%)
- Protestants are the most likely to select (76%)
- Among those who identify as Christian, those who attend a Christian worship service 1 to 3 times a month are the least likely to select (64%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (80% v. 66%)

“What are you thankful for?”

Family

- Females are more likely to select than males (87% v. 80%)
- Those age 18-34 are the most likely to select (76%)
- Protestants are the most likely to select (89%)
- Among those who identify as Christian, those who attend a Christian worship service 1 to 3 times a month are the least likely to select (78%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (90% v. 82%)

“What are you thankful for?”

Friends

- Those age 65+ (71%) are more likely to select than those 18-34 (57%) and 35-49 (62%)
- Whites (66%) are more likely to select than Hispanics (55%)
- Those with a Bachelor’s Degree (70%) are more likely to select than those who are High School Graduates or less (62%) or with some college (60%)
- Protestants (67%) are more likely to select than Catholics (59%) and Unaffiliated (59%)
- Among those who identify as Christian, those who attend a Christian worship service 4 or more times a month (71%) are more likely to select those who attend less than once a month (62%)

“What are you thankful for?”

Opportunities

- Those in the West (49%) are more likely to select than those in the Northeast (38%) and Midwest (37%)
- Those with a Bachelor’s Degree (50%) are more likely to select than those who are High School Graduates or less (38%) or with some college (38%)
- Protestants (47%) are more likely to select than Catholics (37%) and Unaffiliated (38%)
- Among those who identify as Christian, those who attend a Christian worship service 4 or more times a month (53%) are more likely to select those who attend less than once a month (39%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (56% v. 38%)

“What are you thankful for?”

Fun experiences

- Those with a Bachelor’s Degree (52%) are more likely to select than those who are High School Graduates or less (40%)
- Other Religions are the least likely to select (32%)

“What are you thankful for?”

Personal freedom

- Those age 65+ are the most likely to select (67%); those age 18-34 are least likely to select (43%)
- Whites (56%) are more likely to select than Other Ethnicities (46%)
- Those with a Bachelor’s Degree (59%) are more likely to select than those who are High School Graduates or less (51%)
- Protestants are the most likely to select (61%)
- Among those who identify as Christian, those who attend a Christian worship service 4 or more times a month are the most likely to select (67%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (69% v. 50%)

“What are you thankful for?”

Wealth

- Those with a Bachelor’s Degree (25%) or a Graduate Degree (31%) are more likely to select than those who are High School Graduates or less (17%) or with some college (19%)
- Unaffiliated are the least likely to select (14%)
- Among those who identify as Christian, those who attend a Christian worship service less than once a month are the least likely to select (18%)

“What are you thankful for?”

Achievements

- Those in the South (36%) and West (37%) are more likely to select than those in the Northeast (25%) and Midwest (28%)
- Those with a Graduate Degree (44%) are more likely to select than those who are High School Graduates or less (31%) or with some college (28%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (38% v. 31%)

“What are you thankful for?”

Stability

- Those age 65+ are the most likely to select (60%)
- Those in the Midwest (51%) are more likely to select than those in the Northeast (41%)
- Those with a Bachelor’s Degree (54%) or a Graduate Degree (55%) are more likely to select than those who are High School Graduates or less (42%)
- Protestants (54%) are more likely to select than Catholics (44%) and Unaffiliated (36%)
- Among those who identify as Christian, those who attend a Christian worship service 4 or more times a month (58%) are more likely to select those who attend 1 to 3 times a month (45%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (56% v. 45%)

“What are you thankful for?”

Memories

- Females are more likely to select than males (66% v. 59%)
- Those age 50-64 (65%) and 65+ (70%) are more likely to select than those 18-34 (57%)
- Whites (66%) are more likely to select than African Americans (56%) and Other Ethnicities (50%)
- Those who are High School Graduates or less are the most likely to select (69%)
- Protestants (68%) are more likely to select than Catholics (60%) and Unaffiliated (57%)
- Among those who identify as Christian, those who attend a Christian worship service Less than once a month (69%) are more likely to select those who attend 1 to 3 times a month (57%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (68% v. 61%)

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

God

- Those age 50-64 (72%) are more likely to select than those 18-34 (60%) and 65+ (64%)
- African Americans are the most likely to select (82%)
- Those in the South are the most likely to select (73%)
- Those who are High School Graduates or less (72%) or with some college (69%) are more likely to select than those with a Bachelor's Degree (61%) or a Graduate Degree (56%)
- Protestants are the most likely to select (83%)
- Catholics (72%) and Other Religions (62%) are more likely to select than Unaffiliated (32%)
- Among those who identify as Christian, those who attend a Christian worship service 4 or more times a month are the most likely to select (94%)
- Those with evangelical beliefs are more likely to select than those without evangelical beliefs (96% v. 60%)

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

Myself

- Those age 18-34 (24%) and 35-49 (19%) are more likely to select than those 50-64 (9%) and 65+ (6%)
- Whites are the least likely to select (12%)
- Those with a Graduate Degree are the most likely to select (24%)
- Protestants are the least likely to select (12%)
- Among those who identify as Christian, those who attend a Christian worship service 1 to 3 times a month are the most likely to select (22%)

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

Family

- Females are more likely to select than males (71% v. 64%)
- Those age 18-34 (70%) and 35-49 (71%) are more likely to select than those 65+ (60%)
- Those with a Bachelor’s Degree (73%) are more likely to select than those who are High School Graduates or less (65%)
- Unaffiliated (72%) are more likely to select than Protestants (65%) and Other Religions (61%)
- Among those who identify as Christian, those who attend a Christian worship service 4 or more times a month are the least likely to select (60%)
- Those with evangelical beliefs are less likely to select than those without evangelical beliefs (54% v. 71%)

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

Friends

- Those age 18-34 (45%) are more likely to select than those 65+ (35%)
- Those with a Bachelor’s Degree (47%) or a Graduate Degree (48%) are more likely to select than those who are High School Graduates or less (37%)
- Catholics (48%) and Other Religions (48%) are more likely to select than Protestants (38%)
- Those with evangelical beliefs are less likely to select than those without evangelical beliefs (32% v. 44%)

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

Fate

- Those age 18-34 are the most likely to select (18%)
- Hispanics (18%) and Other Ethnicities (13%) are more likely to select than Whites (7%)
- Those in the South (12%) and West (13%) are more likely to select than those in the Midwest (6%)
- Those who are High School Graduates or less (11%) or with a Bachelor’s Degree (12%) are more likely to select than those with some college (7%)

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

I don't give thanks

- Those age 65+ (7%) are more likely to select than those 35-49 (3%) and 50-64 (3%)
- Those with a Graduate Degree (6%) are more likely to select than those who are High School Graduates or less (3%)
- Other Religions (9%) and Unaffiliated (10%) are more likely to select than Catholics (1%) and Protestants (1%)
- Among those who identify as Christian, those who attend a Christian worship service less than once a month are the least likely to select (3%)
- Those with evangelical beliefs are less likely to select than those without evangelical beliefs (<1% v. 5%)

American Views on Thanksgiving

Representative Survey of American
Protestant Churchgoers