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## **Financial Concerns Limit Thanksgiving Travel But Do Not Dampen Holiday Feasting**

Thanksgiving Travel and Food

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In a recent study conducted by Directive Analytics just prior to the Thanksgiving holiday, 100% of Americans surveyed plan to celebrate the holiday this year.

Among those surveyed, a majority (60%) of Americans plan to stay close to home and will not be traveling to visit family or friends during Thanksgiving. Of the 40% of respondents who will be traveling, 93% will be traveling by car, while only 6% will be traveling by plane. While many of those who do not plan on traveling this year indicated that they typically spend Thanksgiving at home (61%), financial concerns are also taken into consideration. Nearly one-in-five will not be traveling this Thanksgiving due to financial constraints (17%) while a similar proportion are concerned about gas prices (17%). Respondents with higher incomes of \$75,000 or more are more likely to have plans to travel this Thanksgiving (48%) than those in lower income brackets.

Whether at home, or with friends and family, a traditional Thanksgiving feast fit for the pilgrims is in order for most this year. Not surprisingly, traditional turkey with stuffing and gravy is the meal that will be served at most homes this year (88%). Nearly everyone has a favorite holiday food their looking forward to, and although Turkey is number one, other sweet and savory treats make the list as well. The top two foods respondents are looking forward to most this Thanksgiving are turkey (35%) and stuffing (19%). However, turkey is more popular with men (40% vs. 30%) while stuffing is more popular among women (23% vs. 14%). Additional favorites include pumpkin pie (9%), gravy (9%), and cranberry sauce (5%). Sweet potatoes are favored to mashed by a small margin (5% vs. 3%). Thanksgiving feasts often leave hosts with a fridge full of leftovers, and a small number of respondents are actually looking forward to these leftovers more than the actual meal (1%).

Approximately one-third (31%) of Americans said that they plan to donate food or services over the Thanksgiving holiday. Of these respondents, 83% said they plan to donate food items.

### **Survey Methodology**

An online questionnaire of approximately 15 minutes in length was fielded using a random national sample of Directive Analytics online panel members. The surveys were conducted between November 16–20, 2007. A total of 659 interviews were completed among adults 18 years and older.

### **About Directive Analytics**

Directive Analytics is a full service Marketing Research company, located in Norwalk CT. At Directive Analytics we provide our clients with the consumer insight and strategic action plans necessary to set themselves apart and grow their business. We offer a blend of the methodological expertise and rigor of a traditional research company along with the consultative approach of a marketing consultancy. Our people are the key to our success. Our collective experiences and education serve as the basis for developing new insights and partnering with our clients to generate the strategic action plans that will differentiate and add value to their business. For more information, please visit our website at [www.directiveanalytics.com](http://www.directiveanalytics.com) or email us at [info@directiveanalytics.com](mailto:info@directiveanalytics.com).