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Special Thanksgiving and Black Friday Weekend Poll

**72% Will Gather with Family & Friends for Thanksgiving; 38% Will Travel
*Shop, Shop, Shop – 62% Online on Cyber Monday, 41% Small Business Saturday,
38% on Black Friday; 24% Plan to Shop all Weekend***

**Top Holiday Traditions: Cooking Favorite Recipes, Eating too Much, Meeting up with Old
Friends & Watching Football; 26% Will Volunteer to Serve a Community Meal**

Loudonville, NY – Seventy-two percent of New Yorkers will be gathering in person with friends or family that they don't live with for Thanksgiving according to a new statewide survey of consumers released today by the Siena College Research Institute (SCRI). Nearly 4 in 10, 38% will be travelling to visit family or friends for the holiday.

Three quarters of New Yorkers plan to shop for holiday gifts during Black Friday Weekend. The largest percentage, 62% plan to shop online on Cyber Monday, 41% will visit a physical store as part of Small Business Saturday and 38% will go to a physical store on Black Friday. Nearly a quarter of New Yorkers, 24% say that they will shop for holiday gifts using each of the opportunities – online, Small Business Saturday and in a store on Black Friday. Twenty-six percent do not plan to shop at all over the weekend.

“Three out of every four New Yorkers plan to enjoy a holiday gathering with extended family and friends this week and about half of them will travel to get to that turkey dinner,” said Don Levy, SCRI's Director.

“Shopping is certainly on the agenda as over half cite ‘going shopping’ as a Thanksgiving tradition. While a quarter will not shop, three out of four New Yorkers will visit stores on Black Friday and/or Small Business Saturday and nearly two-thirds will be purchasing gifts online on Cyber Monday.”

Asked which Thanksgiving traditions they will enjoy this year, majorities of New Yorkers say: cooking their favorite recipes (77%), eating too much (73%), decorating for Christmas or other upcoming holidays (63%), watch football (57%), play board games or cards (56%), shop (56%), and meet up with old friends (56%). Of those traditions, New Yorkers say that cooking, eating too much, seeing old friends and watching football are on top of their holiday ‘to-enjoy’ list.

“New Yorkers are excited to take a deep breath, relax, eat and play with family and friends after the pandemic dampened the last two Thanksgivings. Not only will New Yorkers cook, eat, shop and watch football but many will watch or attend a parade, catch a movie, have a Friendsgiving and hope for the best as they snap the wishbone,” Levy said. “And over a quarter will remember those that are not as fortunate as they volunteer to serve a community meal.”

“From all of us at the Siena College Research Institute to you, Have a Happy Thanksgiving,” Levy and the entire team said.

Thanksgiving Traditions New Yorkers Plan to do							
	Total	Men	Women	18-34	35-49	50-64	65+
Cook favorite recipes	77%	73%	82%	83%	79%	76%	70%
Eat too much	73%	71%	75%	84%	72%	72%	64%
Decorate for upcoming holidays	63%	64%	63%	72%	72%	57%	46%
Watch football	57%	71%	45%	58%	65%	55%	50%
Go shopping	56%	59%	54%	74%	67%	42%	30%
Play games (board/cards)	56%	60%	52%	69%	65%	52%	31%
Meet up with old friends	56%	65%	49%	65%	68%	48%	38%
Go to or watch a parade	46%	43%	49%	51%	53%	42%	35%
Break the turkey wishbone	45%	45%	45%	46%	51%	42%	39%
Have a Friendsgiving	43%	49%	38%	63%	52%	30%	22%
Go to the movies	27%	34%	21%	34%	42%	18%	9%
Volunteer to serve a community meal	26%	32%	21%	31%	38%	19%	13%
Play football	20%	32%	10%	32%	32%	8%	4%
Participate in a Turkey Trot	16%	19%	14%	23%	25%	8%	4%
Siena College: Special Thanksgiving and Black Friday Weekend Poll - November 22, 2022							

The SCRI survey of Thanksgiving and Black Friday Weekend was conducted November 14-16, 2022 by random telephone calls to 403 New York adults via landline and cell phones and 400 responses drawn from a proprietary online panel of New Yorkers. Respondent sampling via phone was initiated by asking for the youngest person in the household. The overall results has an overall margin of error of + 3.8 percentage points including the design effects resulting from weighting. Telephone sampling was conducted via a stratified dual frame probability sample of landline (from ASDE Survey Sampler) and cell phone (from Dynata) telephone numbers from within New York State weighted to reflect known population patterns. Data from the telephone and web samples were blended and statistically adjusted by age, race/ethnicity, gender and party to ensure representativeness. The Siena College Research Institute, directed by Donald Levy, Ph.D., conducts political, economic, social and cultural research primarily in NYS. SCRI, an independent, non-partisan research institute, subscribes to the American Association of Public Opinion Research Code of Professional Ethics and Practices. For more information, call Dr. Don Levy, Director Siena College Research Institute, at 518-783-2901. For survey cross-tabs: www.Siena.edu/SCRI/research.