

The Star-Ledger/Eagleton-Rutgers Poll

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RELEASE INFORMATION

A story based on the survey findings presented in this release and background memo will appear in Sunday's *Star-Ledger*. We ask users to properly attribute this copyrighted information to "*The Star-Ledger/Eagleton Poll*."

The Star-Ledger/Eagleton Poll web address: <http://www-rci.rutgers.edu/~bertrand>

NEW JERSEYANS PLAN A TRADITIONAL THANKSGIVING MAJORITY MOST THANKFUL FOR THEIR HEALTH

Eating turkey with their family is the way that most New Jerseyans plan to spend Thanksgiving. Compared to other holidays, Thanksgiving rates an "8" out of a possible "10" as the most favorite holiday.

This year 8-in-10 New Jerseyans say they are very thankful and close to 4-in-10 are more thankful than they were at Thanksgiving last year. While 6-in-10 New Jerseyans say they are most thankful for their health, others are thankful for their family and friends (19%) and their current economic situation (16%).

The Star-Ledger/ Eagleton Poll was conducted between October 27 and November 2, 1995 when a random sample of 803 New Jersey residents were interviewed by telephone.

A TRADITIONAL THANKSGIVING

Turkey is on the menu for 84 percent of New Jerseyans this Thanksgiving compared to 12 percent who do not have turkey. While 8-in-10 residents plan to spend the holiday with their family, 10 percent will be with family and friends, and 6 percent

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with just friends. New Jersey residents who are 65 years or older (85%) are most likely to spend the holiday with just their family while those who are 18 to 29 years old (16%) and those 30 to 49 years old (12%) are more likely than those in other age groups to be spending Thanksgiving with both family and friends.

A TIME TO BE THANKFUL

More than 9-in-10 New Jerseyans are very (80%) or somewhat (15%) thankful this Thanksgiving. And, compared to Thanksgiving a year ago, 38 percent of the state's residents say that they are more thankful this year while 53 percent are about as thankful and 9 percent are less thankful.

Having good health is the reason 57 percent give for being thankful this year. New Jerseyans are also thankful for their family and friends (19%), for their economic situation (16%), and for religious reasons (3%).

New Jersey residents who are 65 years or older are more likely than residents in other age groups to report that they are very thankful (85%) and to say that they are thankful for their health.

RATING THANKSGIVING

Thanksgiving scores an 8 on a scale from 1 to 10 where 10 is the score for being New Jerseyan's favorite holiday. Overall, 58 percent of the state's residents scored Thanksgiving as an 8,9, or 10, 33 percent a 4,5,6, or 7, and just 7 percent gave a low rating of 1,2, or 3.

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BACKGROUND MEMO — RELEASE SL/EP55-3 (EP105-3), THURSDAY, NOVEMBER 23, 1995

The latest *Star-Ledger/Eagleton* Poll was conducted between October 27 and November 2, 1995, when a random sample of 803 New Jerseyans, 18 years and older, was interviewed by telephone. Figures based on this sample size are subject to a sampling error of about ±3.5 percent at a 95 percent confidence interval. Sampling error is the probable difference in results between interviewing everyone in the population versus a scientific sample taken from that population. Sampling error does not take into account other possible sources of error inherent in any study of public opinion. The questions and figures referred to in this release are presented below. The location of each question on the actual questionnaire is in brackets.

“Thinking about all of the different holidays that you celebrate, overall, on a rating scale from 1 to 10 where “1” is your least favorite holiday and a “10” is your most favorite holiday, what rating would you give Thanksgiving. Remember, you can use any number between 1 and 10 when you give your rating.” [Q.41]

	Least Favorite								Most Favorite		Don't Know	Total	(n)
	1	2	3	4	5	6	7	8	9	10			
November, 1995	2%	2%	2%	3%	12%	5%	14%	24%	14%	20%	2%	100%	(803)
Mean	8												
Median	8												

	Rating				Total	(n)
	Low 1 - 2 - 3	Medium 4 - 5 - 6 - 7	High 8 - 9 - 10	Don't Know		
November, 1995	7%	33%	58%	2%	100%	(803)
<u>Age</u>						
18 - 29		5	44	51	--	100 (136)
30 - 49		8	34	56	2	100 (380)
50 - 64		5	28	63	4	100 (157)
65 or older		6	24	67	3	100 (111)

“Do you plan to eat the traditional turkey dinner for Thanksgiving?” [Q.42]

	Yes	No	Don't Know	Total	(n)
	November, 1995	84%	12%	3%	99%

“And, do you plan to spend Thanksgiving with your family, with friends, or on your own?” [Q. 42a]

	Family	Friends	Family and Friends (VOL)	On Own	Other	Don't Know	Total	(n)
	November, 1995	78%	6%	10%	4%	1%	1%	100%

<u>Age</u>								
18 - 29	73	6	16	4	--	--	99	(136)
30 - 49	78	6	12	3	1	1	101	(380)
50 - 64	76	10	5	6	--	3	100	(157)
65 or older	85	6	3	4	--	2	100	(111)

“What is the one thing that you are the most thankful for this year?” [Q.43]

	<u>Health</u>	<u>Family and Friends</u>	<u>Economic Situation</u>	<u>God/ Religion</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	57%	19%	16%	3%	5%	100%	(803)

<u>Age</u>							
18 - 29	45	31	17	4	3	100	(136)
30 - 49	55	18	21	2	4	100	(380)
50 - 64	62	14	13	7	3	99	(157)
65 or older	72	12	3	2	11	100	(111)

“And, how thankful would you say that you are this year — cery thankful, somewhat thankful, not very thankful, or not at all thankful?” [Q.44]

	<u>Very Thankful</u>	<u>Somewhat Thankful</u>	<u>Not Very Thankful</u>	<u>Not At All Thankful</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	80%	15%	3%	1%	1%	100%	(803)

<u>Age</u>							
--18 - 29	79	17	3	--	--	99	(136)
--30 - 49	79	17	2	2	--	100	(380)
--50 - 64	82	12	3	2	2	101	(157)
--65 or older	85	8	4	3	1	101	(111)

“Would you say that you're more thankful, less thankful, or about as thankful as you were at Thanksgiving last year?” [Q.45]

	<u>More Thankful</u>	<u>Less Thankful</u>	<u>About As Thankful</u>	<u>Don't Know</u>	<u>Total</u>	<u>(n)</u>
November, 1995	38%	9%	53%	1%	101%	(803)

<u>Age</u>						
18 - 29	44	10	46	--	100	(136)
30 - 49	43	10	47	1	101	(380)
50 - 64	32	5	62	1	100	(157)
65 or older	28	5	64	--	97	(111)