

# THANKSGIVING THEN & NOW

During the COVID-19 Pandemic

This week's insights were collected Friday, October 30 – Monday, November 2 among a general population of n=300 U.S. consumers age 21+ who typically celebrate Thanksgiving.

## Home for the Thanksgiving 2020 Holiday

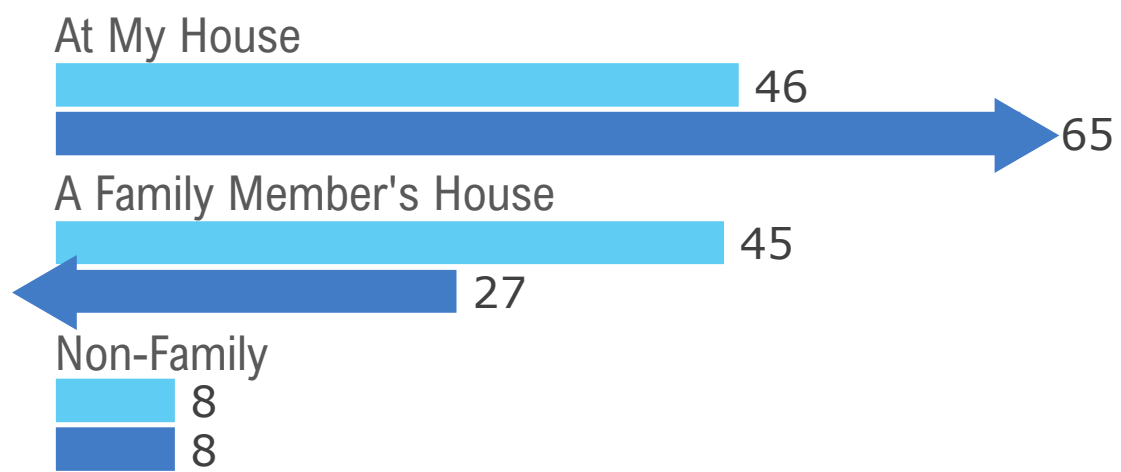
During the COVID-19 pandemic, more people will be staying home for Thanksgiving. As such, gatherings will include fewer people, with smaller gatherings than last year. While most will have the same size/servings of food and beverage items, overall, there is likely to be a slight dip in portions prepared and served.

## Thanksgiving Gatherings

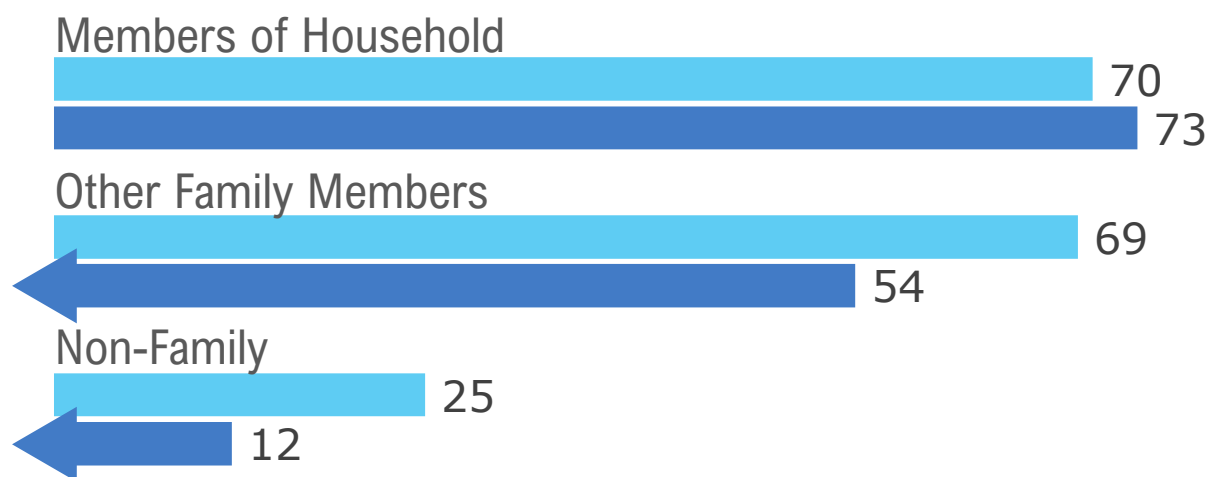
% of Total Respondents

■ 2019 ■ 2020

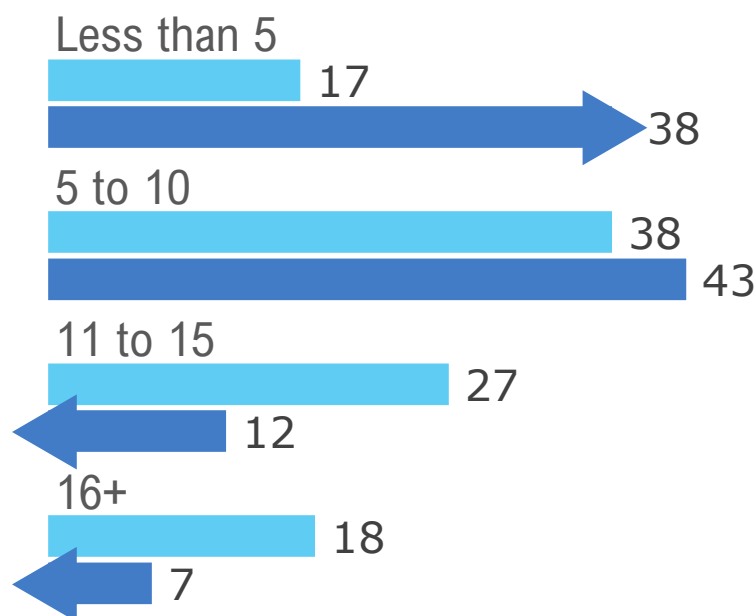
### WHERE?



### WHO?



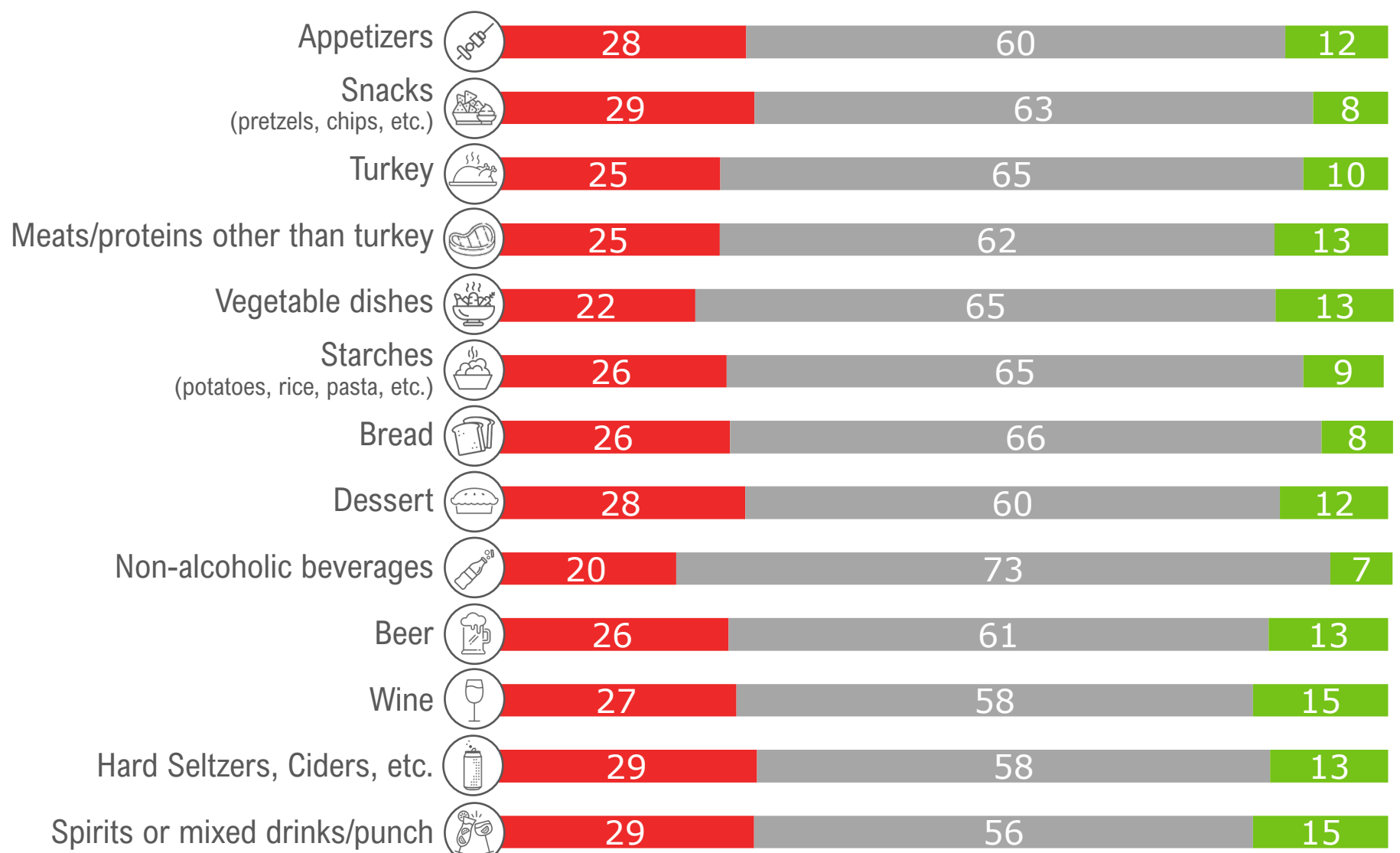
### HOW MANY?



## Number of Servings This Year

% of Respondents Who Typically Include Item

■ Fewer Servings ■ About the same ■ More Servings



Base: Total (n=300)

Q1: Where did you spend thanksgiving in 2019? / Q4: Where will you spend thanksgiving this year (2020)?

Q2: Who else was at the Thanksgiving gathering last year? / Q6: Who else will be at Thanksgiving this year?

Q3: Roughly how many people attended the Thanksgiving gathering last year?

Q7: Roughly how many people do you expect to attend the Thanksgiving gathering(s) this year?

Q8: Think about items that could be served on Thanksgiving. Do you expect that this year, when you are attending Thanksgiving, there will be more, less, or about the same compared to the Thanksgiving meal you enjoyed last year of...