

2020 HOLIDAY ENTERTAINING

during COVID-19

This week's insights were collected Friday, October 16 – Sunday, October 18 among a general population of n=300 U.S. consumers age 21+.

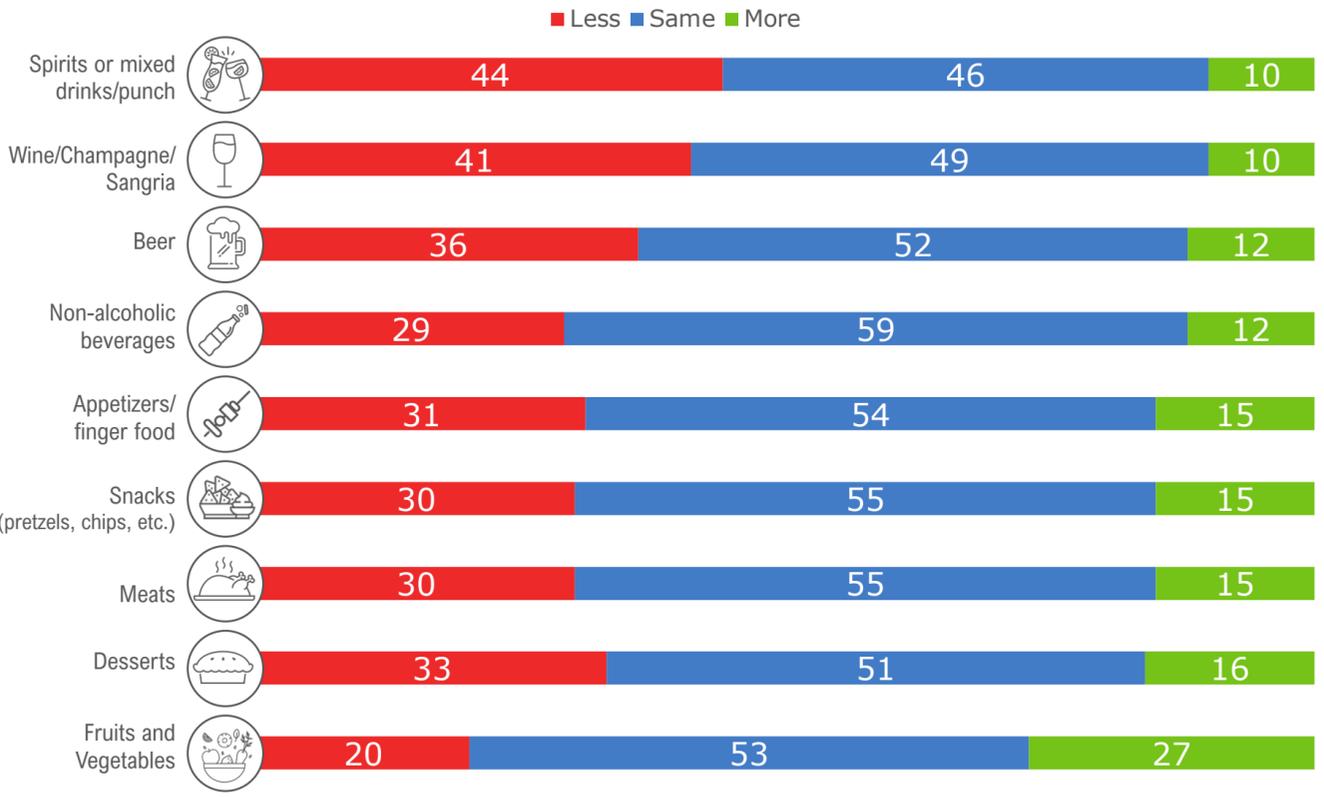
Holiday gatherings in 2020 are likely to be different.

While many are unsure of their 2020 holiday plans, overall gatherings are likely to be down from 2019. Those hosting or attending holiday gatherings are going to contribute similar items as in 2019. Attendance will also likely shift, with fewer people from outside one's household. Resultingly, purchases for many items will trail that of 2020, particularly alcohol.

Holiday Food/Beverage Purchases

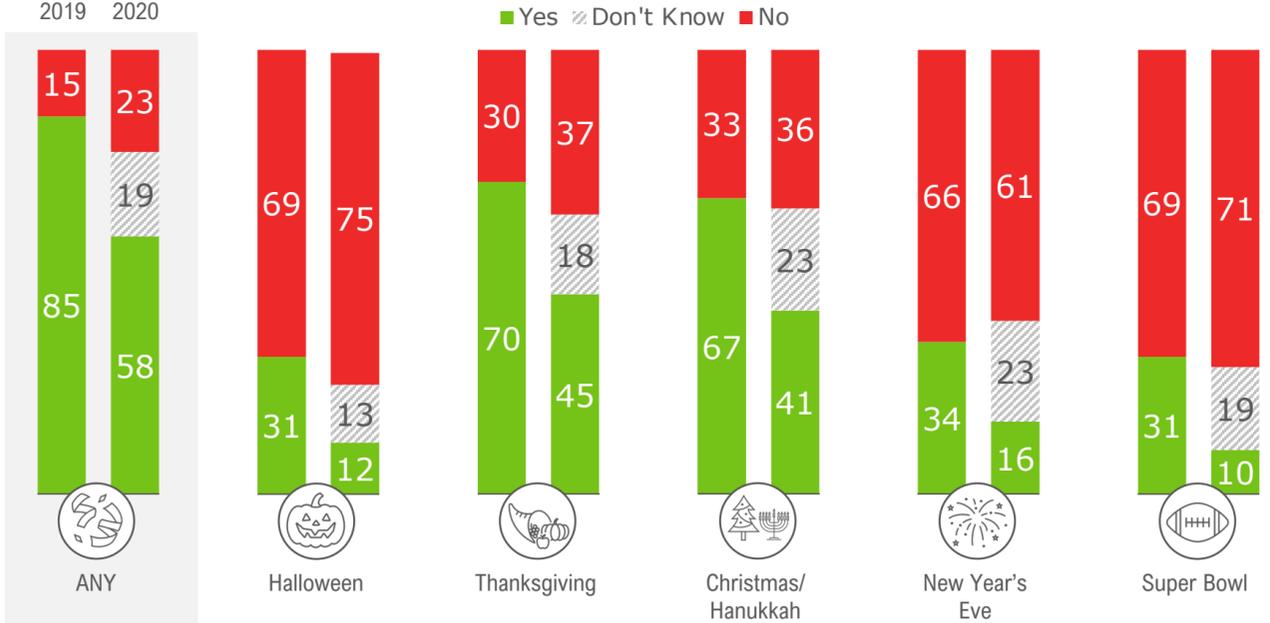
Compared to Last Year

% of Total Respondents



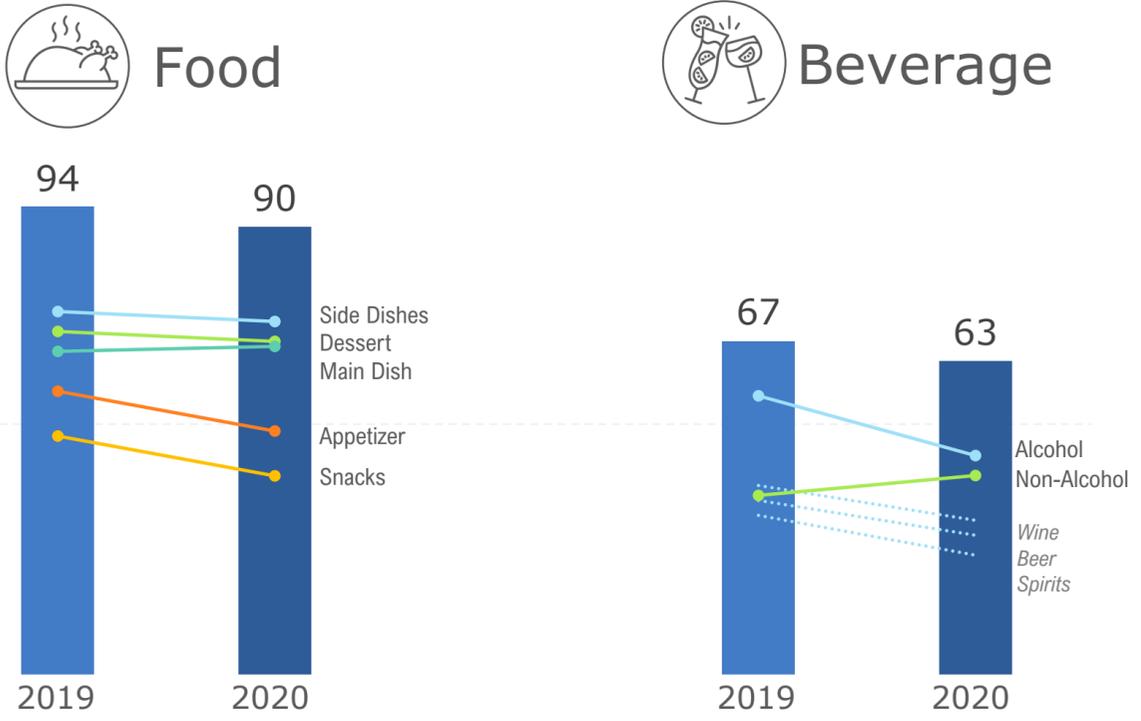
Host or Attend Gatherings/Dinners/Parties

% of Total Respondents



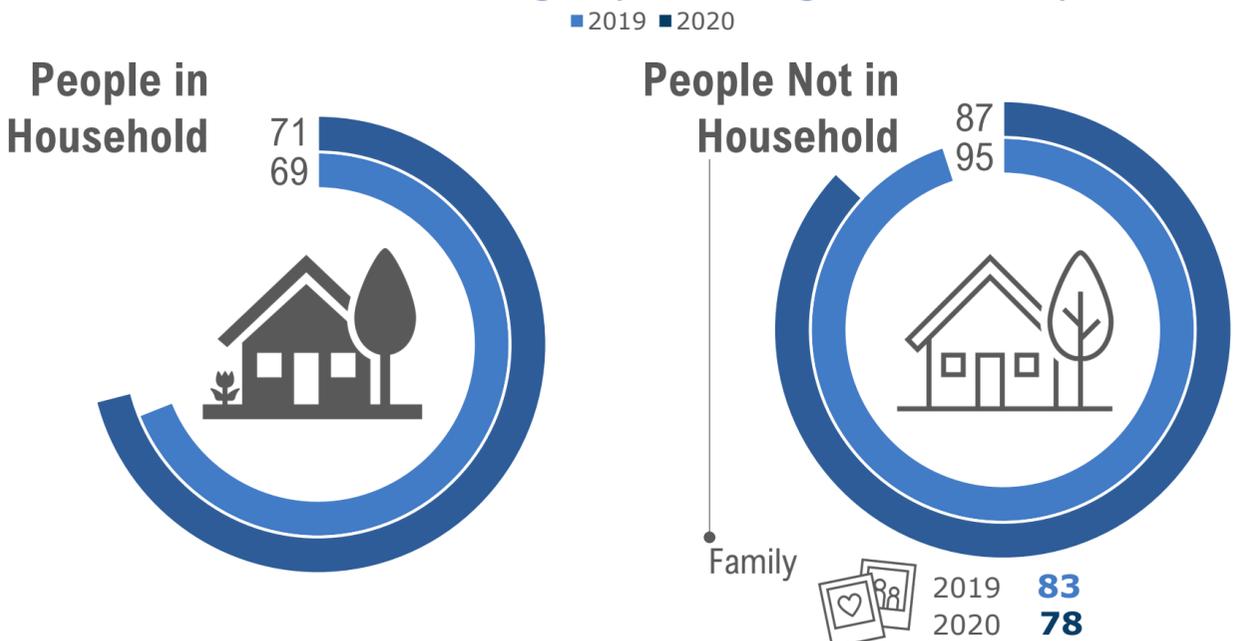
Contributions to Gatherings

% of Those Attending Any Gatherings Over Holidays



Who Else Attends in 2019/2020

% of Those Attending Any Gatherings Over Holidays



Base: Total (N=300)

Q1: Did you host or attend any gatherings, dinners or parties in 2019 for...? / Q2: Who else was at the gatherings, dinners or parties last year on...? / Q3: What did you bring or provide to the gatherings, dinners or parties last year on...? / Q4: Will you host or attend any gatherings, dinners, or parties in 2020 for...? / Q5: Who else will be at this year's gatherings, dinners or parties on...? / Q6: What will you bring or provide to the gatherings, dinners or parties this year on...? / Q7: Thinking about all the 2020 holidays, do you think you will be purchasing more, less or the same amount as last year for...?