Which of the following statements best describes you?

+/- = Change since late September

Plan to celebrate Thanksgiving this year

Plan to celebrate Thanksgiving this year as I normally do

I will celebrate Thanksgiving this year, but plan to change some of my usual traditions

I don't plan to celebrate Thanksgiving this year

Among those who plan to celebrate Thanksgiving this year but change their usual traditions, 62% say COVID-19 has a lot of impact on this decision (up 17% from late September).

Among those who don't plan to celebrate Thanksgiving this year, 70% say COVID-19 has a lot of impact (up 18% from late September).

Which of the following changes to your usual traditions are you considering for Thanksgiving this year?

(Base = will celebrate Thanksgiving this year, but plan to change some of the usual traditions) +/- = Change since late September

Gathering with a smaller group than normal

Limiting our gathering to not include those who are more at-risk/vulnerable to contracting COVID-19

Moving our celebration outdoors

Staying home instead of traveling

Wearing masks when engaging in discussions

Changing our usual menu

Social distancing

13%

Holding a virtual event (for example, over Zoom)

no change

Ordering take-out/ delivery instead of cooking

Going out to a restaurant instead of cooking

Which of the following traditional Thanksgiving menu items do you plan to eat this year?

(Base = plan to celebrate Thanksgiving this year)



384%

Turkey

66%

Rolls





Mashed





Pumpkin pie



Cranberry

50%

sauce





casserole



Green bean



Macaroni and cheese

73%

Stuffing

Sweet

potatoes



NFL football games

to watch this **Thanksgiving Day?**

Which of the following

are you planning

Macy's Thanksgiving Day Parade

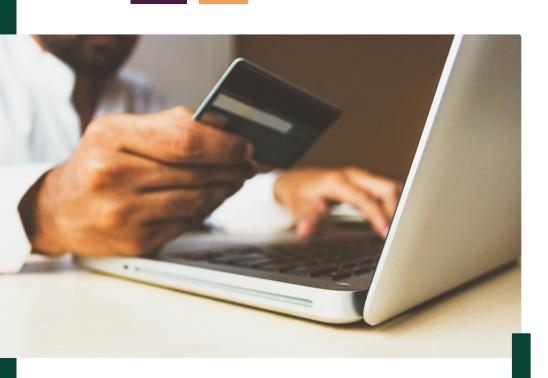
College football games

Do you plan to shop in-store or online on any of the following days?

Key







Thanksgiving Day, Thursday, November 26th

Black Friday, Friday, November 27th

Cyber Monday, Monday, November 30th

To what extent do you agree or disagree with these statements?

Strongly agree

BIG VILLAGE

COVID-19: PULSE OF THE CONSUMER

+/- = Change since late September

33% -2

ALL RETAIL STORE WORKERS should be given off Thanksgiving Day this year, in special recognition for how challenging the year has been

89% +3% **66%** +5%

Because of COVID-19, this year I am less likely to shop IN STORES during Thanksgiving weekend (Thursday through Sunday) **73%** +7%

44% +8%

My holiday shopping plans are going to be disrupted this year due to some stores

I am disappointed that many stores have

being closed on Thanksgiving Day

26% -2% **12%** +1%

decided to stay closed on Thanksgiving Day this year

Dig deeper with the Big Village Insights **COVID** Dashboard.

The Big Village COVID-19 dashboard delivers an easy-to-use, self-serve platform providing access to all of our COVID-19 tracking data including industry specific deep-dives and online behavioral data. This tool puts Big Village's data in your hands to uncover meaningful insights to your specific business questions.

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¹Base = those who watched