

The Big Village Insights

# THANKSGIVING

Holiday Survey

**BiG VILLAGE**

This Online CARAVAN® omnibus survey was conducted November 13-15, 2020. Approximately 1000 adults selected from opt-in panels were surveyed. The results are also weighted to U.S. Census data to be demographically representative. Original results were collected September 21-23, 2020.

CARAVAN®  
Omnibus Surveys

## Which of the following statements best describes you?

+/- = Change since late September

**83%**

-4%

Plan to celebrate Thanksgiving this year

**38%**

-17%

Plan to celebrate Thanksgiving this year as I normally do

**45%**

+13%

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

**14%**

+5%

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

**54%**

+7%

Gathering with a smaller group than normal

**49%**

+5%

Staying home instead of traveling

**38%**

-2%

Social distancing

**36%**

+3%

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

**25%**

-2%

Wearing masks when engaging in discussions

**13%**

+1%

Holding a virtual event (for example, over Zoom)

**9%**

-3%

Moving our celebration outdoors

**11%**

+3%

Changing our usual menu

**8%**

no change

Ordering take-out/delivery instead of cooking

**5%**

no change

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)

**84%**

Turkey

**73%**

Mashed potatoes

**73%**

Stuffing

**66%**

Rolls

**55%**

Pumpkin pie

**51%**

Sweet potatoes

**50%**

Cranberry sauce

**42%**

Green bean casserole

**40%**

Macaroni and cheese



## Which of the following are you planning to watch this Thanksgiving Day?

**41%**

NFL football games

**32%**

Macy's Thanksgiving Day Parade

**16%**

College football games

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

Key In store Online

Thanksgiving Day, Thursday, November 26th

**38%** 17% 28%

Black Friday, Friday, November 27th

**55%** 21% 47%

Cyber Monday, Monday, November 30th

**60%** 16% 53%

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

Key Agree Strongly agree +/- = Change since late September

**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%

**My holiday shopping plans are going to be disrupted this year due to some stores being closed on Thanksgiving Day**

**33%** -2%  
**14%** +1%

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

**73%** +7%  
**44%** +8%

**I am disappointed that many stores have decided to stay closed on Thanksgiving Day this year**

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

## 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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<sup>1</sup>Base = those who watched