



## PUBLIC POLL FINDINGS AND METHODOLOGY

### Concerned about COVID-19, Americans adapting Thanksgiving plans Half plan to celebrate Thanksgiving with just immediate family; one in five report adjusting by not seeing people they normally would

#### Topline Findings

**Washington, DC, October 27, 2020** – A new Ipsos poll shows that most Americans are concerned about a spike in COVID-19 cases in their area during the holiday season. Regarding Thanksgiving plans, over half plan to celebrate with just immediate family. Just one in ten are traveling to see family and friends, with the majority saying they will quarantine for at least a week before traveling. The most common adaptations for Thanksgiving this year are having a smaller gathering and not seeing family or friends that one normally would see. Nonetheless, a third do not plan to make any adjustment.

#### Detailed Findings

1. Seventy percent are concerned there will be a spike in COVID-19 cases in their area during the holiday season. Concern is highest among Democrats (84%), those in the Northeast (82%), and retirees (81%).
2. A slim majority, 52%, say they are celebrating this year with just their immediate family.
  - More than 1 in 10 (14%) are not planning to celebrate at all, which is more than the number who say they are traveling (10%).
3. Many Americans plan to make adaptations to their Thanksgiving this year. The most common adaptations are having a smaller gathering (35%) and not seeing family or friends they normally would (21%).
  - One in ten (12%) report they are requiring mask usage at dinner, except during the meal.
  - One-third (32%) are not making any of the adaptations listed in the survey. Those more likely to say “none of these” live in the South (41%), or in a rural area (40%), plus Republicans (39%), and those without a college degree (35%).

*These are the findings of an Ipsos poll conducted between October 26-27. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents.*

**For full results, please refer to the following annotated questionnaire.**

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### Full Annotated Questionnaire

1. How do you plan to celebrate Thanksgiving this year?

	<b>Total (N=1,005)</b>
Traveling to another state to see friends or family	4%
Traveling to another area of my state to see friends or family	6%
With friends or family who are nearby and with whom we have been quarantining	14%
With just my immediate family	52%
I am not planning to celebrate Thanksgiving	14%
Don't know	10%

2. **[If planning to travel (Q1= "Traveling...")]** Do you plan to quarantine, that is, stay inside and not have contact with others outside of your household, before traveling for Thanksgiving?

	<b>Total (N=121)</b>
Yes, for two weeks	55%
Yes, for less than two weeks	12%
No	34%
<b>Yes (Net)</b>	<b>66%</b>

3. Do you plan to make any of the following adaptations for Thanksgiving this year? (Select all)

	<b>Total</b>
Having a smaller gathering	35%
Not seeing family or friends that you normally would	21%
Requiring mask usage at dinner, except during the meal	12%
Skipping the holiday altogether	9%
Eating outside	6%
Getting a COVID-19 test before celebrating	5%
Asking everyone you are celebrating with to get a COVID-19 test	5%
None of the above	32%

4. How concerned, if at all, are you that there will be a spike in COVID-19 cases in your area during the holiday season?

	<b>Total</b>
Very concerned	38%
Somewhat concerned	33%
Not very concerned	14%
Not at all concerned	10%
Don't know	6%
<b>Concerned (Net)</b>	<b>70%</b>
<b>Not concerned (Net)</b>	<b>24%</b>



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### About the Study

These are some of the findings of an Ipsos poll conducted between October 26-27, 2020. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

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### About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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