Thanksgiving dinner place settings

New York, November 21, 2023— A new Maru Public Opinion poll finds that when Thanksgiving arrives on Thursday, November 23, 2023, three-quarters (75%) of Americans will sit down to dinner with all the traditional fixings—but they'll do so differently: four in ten (39%) will be travelling to the home of family/friends the traditional bounty, three in ten (29%) will be hosting the dinner gathering with family/friends, while a remaining group (7%) will visit a restaurant celebrate the occasion.

As for who will partake in the festivities and how they'll do so, **American's will have four different place settings:**

- *Those who will be <u>travelling to</u> the home of family/friends for the traditional Thanksgiving dinner (39%)* are most likely to be Gen Z (aged 18 to 26 45%), followed by those who are Millennials (aged 27 to 42 40%), Gen X (aged 43 to 58 38%), and Boomers (aged 59+ 37%). Regionally, those on the move are most likely to live in the Midwest (44%) and Northeast (43%), followed by those in the South (38%) and the West (34%).

- *Those who will be <u>hosting</u> the Thanksgiving dinner gathering of family/friends at their home (29%)* are most likely to be Gen X (aged 43 to 58 33%), followed by those who are Millennials (aged 27 to 42 28%) and Boomers (aged 59+ 28%), and Gen Z (aged 18 to 26 24%). Regionally, those most likely to be hosting Thanksgiving dinner live in the Northeast (31%) and the South (31%), followed by those in the Midwest (27%) and the West (27%).

- *Those who will be <u>going out to a restaurant</u> instead of someone else's or their own home (7%)* for Thanksgiving dinner are most likely to be Gen Z (aged 18 to 26 12%), followed by those who are Millennials (aged 27 to 42 9%), Boomers (aged 59+ 6%), and Gen X (aged 43 to 58 5%). Regionally, those most likely to be choosing from the menu for their Thanksgiving dinner live in the South (9%) and the Northeast (8%), followed by those in the West (6%) and the Midwest (5%).

- *Those who are just going to have either a day off or work but <u>**wish they could have Thanksgiving dinner (6%)**</u>* are most likely to be Gen Z (aged 18 to 26 11%), followed by those who are Millennials (aged 27 to 42 9%), Gen X (aged 43 to 58 6%), and Boomers (aged 59+ 2%). Regionally, those most likely to have Thanksgiving dinner on their wish list live in the West (9%), followed by those in the Midwest (6%) and the South (6%), and the and the Northeast (3%).

And while there may be some minor differences for each setting when it comes to various income groups, gender is virtually the same as the national norm. The remaining one-quarter (25%) of Americans are split into three different groups: those who are just going to have either a day off or work but *wish* they could have Thanksgiving dinner (6%), those who don't/won't celebrate Thanksgiving (9%), and those who have other plans altogether (9%).

-30-

Methodology

These are the findings from a study released by Maru Public Opinion that was undertaken by its sample and data collection experts at Maru/Blue on October 23-25, 2023, among a random selection of 1,525 American adults who are Maru Springboard America online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to US Census data which ensures the sample is representative of the entire adult population of the United States. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider Maru/Blue is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. Maru Public Opinion is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology.

Maru Public Opinion publicly released US polls with supporting detailed tables are found here: Maru Public Opinion US Polls. Corporate information can be accessed here: Maru Group. Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
1-416-700-4218
john.wright@marublue.com

maru/

Maru is a world leading CX and Insights Software & Advisory Services company.
Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietorial software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

The experience & insights platform
Maru Public Opinion is a research channel for the Maru Group

BUENOS AIRES / CHICAGO / EDINBURGH / LONDON / LOS ANGELES / NEW YORK / SAN FRANCISCO / SOUTHAMPTON / TORONTO / VANCOUVER