Infographic: Consumers Prepare for a Thanksgiving Like No Other

This Thanksgiving is going to look unlike any other in our lifetime due to the Covid-19 pandemic. But that isn’t stopping people from finding ways to celebrate and preserve tradition, according to recent data from Engine Insights, which polled more than 1,000 adults in mid-October.

About half of those surveyed said they plan to celebrate the way they usually do, which isn’t recommended by the Centers for Disease Control and Prevention (CDC) as large indoor gatherings are more likely to spread the virus. However, 35% said they plan to change their traditions.

These traditions, of course, go further than just the day’s celebrations and extend to shopping on Black Friday. Almost half of those surveyed plan to change their Black Friday and Thanksgiving shopping to online only, though 85% said they were disappointed that many stores are remaining closed even on Black Friday. Instead, 82% said they’re hoping to see brands adapt and advertise online specials for the weekend if they remain closed.

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